

The Study of Indian Tourists Perception, Motivation and Satisfaction toward Singapore
Destination

A Thesis submitted by:

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As Partial Fulfillment of the Requirements for the Degree of Master of Business

Administration in Hospitality and Tourism Management

Graduate School of Business Administration

Stamford International University

2013

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Abstract

The purposes of the study were to: 1) identify Indian tourists demographics and travel patterns; 2) examine Indian tourists' motivation to take the Singapore trip; 3) examine the level of importance of information sources; 4) identify the level of satisfaction of Indian tourists on their travel experience on the Singapore attributes; and 5) examine the intention to return and willingness to recommend the Singapore. These question are based on three sections which are:

Pre-Purchase (demographics, past experiences, motivations and information sources.)

Purchase (travel destination attributes and Singapore characteristics)

Post Purchase (service quality, tourist satisfaction and revisitation/recommendation)

The study was designed to identify Indian tourists' demographics and travel patterns including the motivation on the Singapore trip. Additionally, the study was to examine the level of satisfaction of Indian tourists on their travel experience on Singapore attributes, as well as the intention to return and willingness to recommend the Singapore.

A sample of 200 respondents was selected as judgmental samplings, which were used for this research by using a questionnaire as a tool to collect the relevant data. Descriptive Statistic methods for analysis where used as well as finding out the mean, percentage and standard derivation.

The results showed that Indian tourists were motivated to visit the Singapore by both push and pull factors, and it also showed that by family, friends and the Internet information they were considered as important sources in trip decision making. Indian tourists were generally satisfied with the Singapore attributes. The finding showed during their trip or in purchase stage they had experienced several attributes to travel destination such as hotels, restaurants, shopping etc. which were totally satisfied, they also showed the desire to revisit and recommend Singapore as travel destinations.

In addition, Singapore government, Singapore Tourism Board, and other travel businesses were presented with the practical solutions that would open business opportunities and increase competitiveness.

ACKNOWLEDGEMENTS

This thesis would not be possible without the generous help and consistent support of my thesis advisor Dr. Chompunuch Jittithavorn, my advisor for her understanding, support, encouragement and guidance throughout this research. Her moral support and continuous supervision enabled me to complete my work successfully. Her guidance helped me in all the time of research and writing of this thesis. I could not have imagined having a better advisor and mentor for my thesis.

I sincerely believe that this thesis has not only made a contribution to the field of hospitality and tourism management, but also helped shaping me to become a better analytical thinker and a researcher.

I would like to express my thanks to all of the professors at Stamford International University, Bangkok campus, for allowing me to consult any of my problems with them and for their helpfulness for me to overcome those obstacles. Furthermore, I would like to express my deep gratefulness to all Changi Airport where my survey was conduct and Singapore police officers for assisting me throughout the process at the airport while distributing the questionnaires

I am very grateful to my parents, Manglem Singh Kongkham, Tomba Singh Kongkham and Sobita Devi Kongkham who always believing in me, supporting, their sacrifice, perseverance, support, understanding. Moreover, my special thanks to my brother Robindro who has been a great source of strength and comfort during the difficult times.

Finally, I would also like to say thank you to those whose names are not mentioned here but have greatly inspired and encouraged me until this Thesis comes to a perfect end.

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CHAPTER 1

GENERALITIES OF THE STUDY

1.1 Research Background

The board was first established in 1964 and was called the Singapore Tourist Promotion Board. In that year, there were 91,000 visitors. The primary task of STPB was to coordinate the efforts of hotels, airlines and travel agents to develop the fledgling tourism industry of the country. Later, STPB began to initiate new marketing ideas to promote Singapore's image abroad. The board created the Merlion, a symbol based on a Singapore mythical legend that became an icon of the Singapore destination. The board has also been providing travel agent licensing and tourist guide training. STPB actively promoted the development of infrastructure, including the building of hotels and tourist attractions such as the Jurong Bird Park and Sentosa which is now a popular resort island for both tourists and local visitors. The board also markets the city as a convention venue and organizes events to attract visitors.

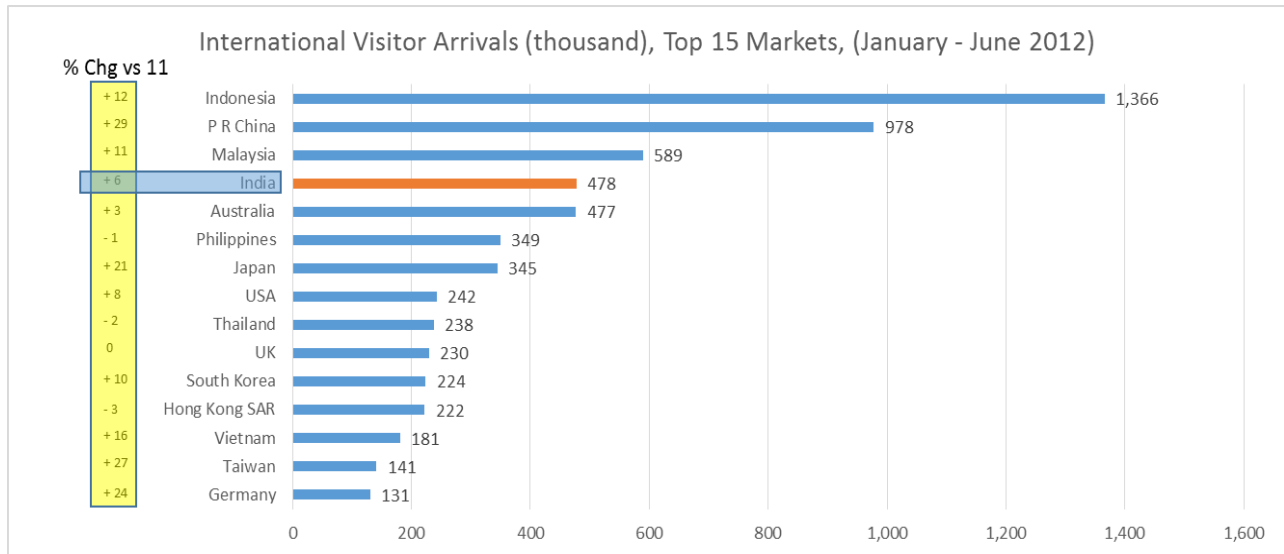
In the 1980s, several historic and culturally significant areas such as Chinatown, Little India and Kampong Glam were earmarked for preservation. These places express Singapore's cultural diversity and became popular tourist destinations. The Singapore River underwent a major cleanup program and the areas along the river were developed for restaurants and other tourist amenities and the board was renamed as Singapore Tourism Board in 1997.

In an effort to make Singapore a quality destination in the face of growing global competition, the tourism industry in Singapore has radically restructured its plans and strategies in order to focus on sustainable development at home while pursuing new markets and customer market segment abroad.

Tourism related private and public agencies are working closely together to initiate a number of development and promotion projects to promote Singapore as a quality destination. The goal is to encourage visitors to spend more so that tourism revenue earnings may continue to play an important role in preserving the health of the Singapore economy

Source: Singapore Tourism Board

Table 1 International visitor arrivals by region/country of residence in 2012



Source: Singapore Tourism Board, 2012

1.2 Statement of Problem

The task of defining a research problem very often follows a sequential pattern. It states in a general way, the ambiguities are resolved, and thinking and rethinking process result in a more specific formulation of the problem so that it may be realistic and meaningful. All this results in a well-defined research problem that is not only meaningful from an operations point of view, but is equally capable of paving the way for the development of working hypothesis and for means of solving the problem itself. (C. R. Kothari, 1985)

The tourism industry has been a major generator of jobs and foreign exchange and an important force in helping boost the country's economy. The industry now needs to restructure to complete effectively in the face of intense global competition of market share

The Singapore tourism industry, now widely recognized as a major generator of jobs and foreign exchange, has proved itself an important factor in helping boost the country's economy status. Singapore however, must recognize the fact that growing global competition for the visitor

dollar mean having to do everything possible to create a truly quality destination based on the principles of sustainable development.

In order to achieve the about there is an urgent need to encourage a wide range of tourist from overseas. There is also a need to study each country as a resource of potential tourist and analyze the factors that motivate them to visit Singapore as their choice of tourism destination.

1.2.1 Reason for carrying out this research?

India offers one of the biggest Tourists potential, for Singapore, due to its geographical proximity. Incidentally, it is more economical for an Indian to tour & Stay in Singapore than visit some parts/cities in his own country. One of the main reason is that in Singapore there is a town name as Little India, so most of Indian travels to their relatives on weekend for short holiday. English is one of the country's four official languages, along with Chinese, Malay and Tamil, so you can communicate with most of the locals without having to contend with exotic scripts or modes of speaking. Singapore's stretch of Orchard Road malls which connected underground passages, tunnels Shop from Wisma Atrium on one end to Suntec City without feeling the sun, Little India, china town etc. They also travel only the sport like F1 night race on its streets. And for the Gambling they love to spend money on Casino Indian tourist aims at stretching his dollar to the maximum, and immensely enjoys it in Singapore than in any other country-because Singapore is an Island but have everything in that island, as a country alone offers the entire Indian Family ultimate destination for entertainment and excitement. India among top 5 tourist generating markets for Singapore by Economic times

(Source :(*[singapore-tourism-board-number-of-indian-tourists-total-visitors 2013](#)*)

India has thus been chosen in particular to study the factor such as perception, expectations, Destination Images, needs and motives of Indian tourists when they plan to visit Singapore. Thus an effective and sustainable positioning strategy needs to be adopted. In order to develop a positioning strategy, destination marketers in Singapore should know the perceived strengths and weakness of their country and should try to improvise on areas that need substantial improvement in order to increase attractiveness for their destination.

1.3 Purpose of Study

The purposes of the study are to:

- 1) Identify Indian tourists' demographics and travel patterns;
- 2) Examine Indian tourists' motivation to take the Singapore trip;
- 3) examine the level of importance of information sources;
- 4) Identify the level of satisfaction of Indian tourists on their travel experience on the Singapore attributes; and
- 5) Examine the intention to return and willingness to recommend the Singapore.

1.4 Research Questions

Pre-purchase: demographics, past experiences, motivations, and information sources

Demographics and past experiences

1. What are the demographic characteristics and travel patterns of Indian tourists?

Motivations

2. What are the top rankings of Indian tourists' motivation to take the Singapore trip?
3. What are the dimensions of motivation that influence Indian tourists in making the decision to visit the Singapore?

Information sources

4. What are the rankings of importance of information sources?

Post-purchase: satisfaction, intention to return, and willingness to recommend

Satisfaction

5. What are the rankings of Indian tourists' satisfaction on the Singapore attributes?
6. What are the satisfaction levels of Indian tourists on each component of Singapore attributes?
7. What are the dimensions of each component of the Singapore attributes?

8. What do Indian tourists enjoy, dislike, and suggest about the Singapore trip?
9. What are the differences between package-tour Indian tourists (PKIT) and independent Indian tourists (INIT) concerning: importance level of information sources and satisfaction level on the Singapore attributes?
10. What are the differences between first-time Indian tourists (FTIT) and repeat Indian tourists (RPIT) concerning: importance level of information sources and satisfaction level on the Singapore attributes?

Intention to return and willingness to recommend

11. What are the Indian tourists' intention to return and willingness to recommend the Singapore?

1.6 Scope of the study

1.6.1 Theory

Hanqin and Lam (1999) studied motivations (push and pull theory) The study explored several motivations on push and pull factors, such as the following: push factors include seeing something different, increasing knowledge about the foreign destination, being with family, etc.; and pull factors include international cosmopolitan city, convenience of transport, shopping paradise, etc.

1.6.2 Populations and Sampling

The researcher will be distributing the sampling where most of the Indian Tourists were the maximum so only apply to the Changi Airport Singapore.

1.6.3 Reason to choose these place for my research?

According the Singapore tourism Board, who traveled by Air in 2012 was 51, 3407 in total in compare of by Sea which was only 64, 187 so it was the best way to meet Indian people

who travel by Air, and is easy to convince them in the area of airport rather than all the other area where always busy.

1.6.4 Timeline

The timeline used to collect data from respondents were gathered during 3 week of August 2013 at Airport most of the flight were are from Mumbai, Chennai etc. the flight which fly from India to Singapore are as Jet Airways, Singapore Airline, Tiger air, Air Asia, Air India, and Indigo which mainly fly every day. The major focus of this research is to identify the overall evaluation of the image of Singapore as a Tourist destination in the minds of Indian Tourists who have already visited and new visitor to the country.

1. The questionnaires will be distributes in Singapore Airport only
2. The Study is limited to only Indian Tourists who have already visited Singapore and new Visitor

1.7 Significance of the study

This research has been designed to identify and analyze the overall evaluation of the image of Singapore in the minds of Indian tourists, describes the concepts of destination image formation, city tourism, travel destination attributes, Singapore characteristics, service quality, tourist satisfaction, and revisit/recommendation

1. The results of the study can bring out the Singapore tourism industry to develop effective positioning and image building methods that would facilitate portray Singapore as quality traveler destination and increase its attractiveness.
2. The research will also help to Promote Singapore tourism products and services according to the needs and preferences of towards Indian Tourists.

1.8 Definition Terms

- Ambiguity:** Strong correlation with such attributes and factors like a greater preference for safe as opposed to risk-based sports, a preference for endurance-type activities as opposed to explosive activities, (*Apter and Desselles (2001)*).
- Attributes:** is a characteristic of an object (person, thing, etc.)
(*Earl R. Babbie, The Practice of Social Research", 12th edition, Wadsworth Publishing, 2009*).
- Destination:** Destination can be nations, states, cities, or regions, which focus on enhancing their respective attractiveness and image in order to stay competitive.
(*Beiger 2005*).
- Perception:** The process by which people select, organize, and interpret information to form a meaningful picture of the world.
(*"Principles of Marketing", by Philip Kotler, Gary Armstrong, 7th edition, 1996*)
- City tourism.** Travel type that uses the city as a gateway to the surrounding region including: business travelers, conference/exhibition delegates, short-break holiday-makers, day trippers, visitors to friends/relatives, and long holiday-makers on a tour or stopping off for a short visit, cruise travelers, and long holiday-makers (Law, 2002).

CHAPTER 2

LITERATURE REVIEW

“Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destination, and the facilities, and the facilities created to cater to their needs” (Mathieson & Wall, 1982, p.1).

During the stay in the destination, tourists interact with local residents and the outcome of their relationship is changes in the host individuals’ and host community’s quality of life, value system, labor division, family relationships, attitudes, behavioral patterns, ceremonies and creative expressions (Fox, 1997; Cohen, 1984; Pizam & Milman, 1984). The largest the culture and economic different between tourists and local residents, the more obvious and more signification these changes are (Mathieson & Wall, 1982).

The review of literature describes the concepts of destination image formation, city tourism, travel destination attributes, Singapore characteristics, service quality, tourist satisfaction, and revisit/recommendation. There are three sections in this chapter: Pre purchase, purchase, and post-purchase stage.

2.1 Pre-purchase Stage

This section illustrates the pre-purchase stage of how tourists form the destination image by several factors. These factors are: demographics, past experiences, motivations, and information sources. Furthermore, this section reviews the related works on different destination image approaches and perspectives.

2.1.1 Demographics, Past Experiences, and Motivations

Tourism destination image has been described by both academic researchers and industry practitioners since the 1970’s, with most in the 1990’s (Gallarza et al., 2002; Tasci et al., 2007). Destination image studies benefit the area of destination marketing by helping with decision-making for planning, development, positioning, and promotion. Image has a strong impact on consumer behavior (Tasci at al., 2007).

Numerous researchers agree that image is formed from two major sources, which are stimulus factors and personal factors. Stimulus factors consist of external stimuli (information sources), physical objects, and previous experiences. Personal factors are social (age, education, marital status, and others) and psychological characteristics of the perceiver (values, motivations, and personality) (Baloglu & McCleary, 1999).

Hanqin and Lam (1999) studied motivations (push and pull factors) of mainland Chinese visitors on their Hong Kong visits. The study explored several motivations on push and pull factors, such as the following: push factors include seeing something different, increasing knowledge about the foreign destination, being with family, etc.; and pull factors include international cosmopolitan city, convenience of transport, shopping paradise, etc.

Social class is one factor impacting consumer behavior that can be determined by gender, education, race, ethnicity, income, occupation, etc. (Engel et al., 1995; Hawkins, Best, & Coney, 1995).

Ng, Lee, and Soutar (2007) studied cultural distance and intention to visit travel destinations of Australian travelers. The study found that the more geographical and cultural distance from travelers' home country, the less likely they would visit. Nicolau and Más (2006) found geographical distance and prices were moderately influenced by destination preference.

Berli and Martín (2004) proposed a model of the formation of destination image. Tourists formed the destination image from information sources and personal factors. Information sources consisted of primary (previous experience and intensity of visit) and secondary sources (induced: ads or articles promoted by that destination via mass media, tour operators, or celebrities; organic: friends, relatives; and autonomous: mass media, news, or film). Personal factors consisted of motivations, vacation experience, and socio-demographic characteristics (gender, age, level of education, etc.).

Sönmez and Sirakaya (2002) studied Turkey's image from American travelers' perspective. They found several factors that influenced the likelihood of traveling were overall appeal, safe and hospitable environment, general mood and vacation atmosphere, travel experience, relaxing effect, local attractions and hospitality, authenticity of experience, social and personal communication channels, comfort/safety, and tourist facilitation. Americans highly

valued social and personal information sources (friends, colleagues) in developing a trip to Turkey. However, the top information sources were magazine articles about Turkey, newspaper articles, television and radio news, and friends and family members. The least used sources used were the Turkish embassy or consulate and social organizations.

Vogt and Andereck (2003) studied the influences of previous experience and length of stay on destination image's formation by visitors. They found that first-time vacationers formed a destination image based on various information channels during an information searching stage, whereas the repeat vacationers relied on their past experiences, and they may or may not have exposed themselves to new information. The study also found that the level of knowledge of the destination of the first-time visitors, especially with a length of stay eight or more days, had increased higher than repeat visitors.

Martín and Rodríguez del Bosque (2008) studied the relationship between psychological factors and a tourist's perception of the destinations by using both qualitative and quantitative approaches to increase quality, accuracy, validity, and reliability of data. The study segmented tourists by using tourists' motivations, which were leisure, knowledge, physical motivations, and social interaction. The study found destination image was a combination of cognitive (attributes) and affective (feeling) factors. It also found that motivations had influenced tourists' preferences about the destination; for example, a leisure tourist (one seeking adventures) perceived a more positive image of the destination, viewing it as an entertaining and exciting place, than the tourist who had physical motivations (i.e. escape, relax). The study also mentioned the cultural difference between domestic and international tourists on the way they perceived the destination.

Berli and Martín (2004) studied the relationship between tourists' characteristics (motivation, experience, and socio-demographic) and the perceived image of tourist destinations. They found that motivations had influenced the affective components of image (pleasant/unpleasant, exciting/boring); for example, first-time tourists who had relaxation as the motivation found the sun and beach destination attractive, whereas the repeat tourists went there to increase knowledge of the destination. Repeat visitors were not satisfied with the sea and sun destination because the island was too small and it offered fewer attractions. The study suggested the sea and sun destination had to establish more attractions in order to maintain repeat tourists. The more experiences with the destination the tourists had, the better destination image they

would have because they were more familiar with the destinations. Among all of the socio demographic characteristics (gender, age, level of education, social class, and country of origin), country of origin had the most significant impact on the perceived image.

Hanqin and Lam (1999) studied push and pull factors of Mainland Chinese on traveling to Hong Kong. There were several dimensions of the travel motivations such as prestige, novelty, and service attitude/quality. Chinese repeat tourists perceived that there would be nothing new for them to explore on their returns, which is consistent with the study of Beerli and Martín (2004). However, the study of Li, Cheng, Kim, and Petrick (2008) stated that repeat tourists had higher satisfaction levels than first-time tourists.

Chen and Hsu (2000) studied Korean tourists' perceived images of overseas destinations by identifying trip planning time frames, budget travel cost, and length of stay. The study found that the destinations that offered adventurous atmosphere, scenery, environmental friendliness, availability of tourist information, and architectural style were attractive to Korean tourists. They used the travel cost, destination lifestyle, availability of quality restaurants, freedom from language barriers, and availability of interesting places as the main factors in considering the travel destinations.

2.1.2 Information Sources

Media impacts the imagination of tourists. Watching media is an experience of the tourists in comparing the visual with the actual travel experience (Crouch, Jackson, and Thompson, 2005). Kim and Richardson (2003) studied the impact of motion pictures on destination image, and they found that films had influenced viewers on intention to visit the destination. Smith and MacKay (2001) found that advertising pictures was one medium that developed the destination image. Teenagers and adults had no difference in their memories about travel destinations' advertising pictures. However, there was a relationship of travel experience levels and the use of information search channels and purchase channels. Tourists with no previous experience with the destination were less likely to use online channels in searching for information on accommodations and car rentals. Whereas tourists with more travel experience used online channels for both searching and purchasing travel products, especially for accommodations, car rentals, and flights (Jun, Vogt, & MacKay, 2007).

Autonomous agents or media such as newspapers, television, and television news were the primary sources in forming a destination image on pre-visit, followed by the self-experience and experience from others (Govers, Go, & Kumar, 2007). Television was the most frequently used source of information by tourists, followed by friends, magazines, Internet, books, pictures, other people, movies, stories, experience, news, imagination, newspaper, National Geographic Channel, advertisements, articles, media, and documentaries, respectively (Govers et al., 2007). Pearce and

Schott (2005) found that international tourists used the travel agent the most as an information source for transportation information, followed by Internet and word of mouth. To obtain accommodation information, international tourists used guidebooks/directories, followed by word of mouth and brochures. Guidebooks, brochures, and word of mouth were respectively the information sources used by international tourists to obtain the information about the attractions.

Consumers were also influenced by word of mouth in several situations such as when they purchased complex products, when other sources were perceived as low credibility, or when there were strong socialites between information transmitters and receivers (Engel et al., 1995). Word of mouth was a powerful tool. It was the most successful marketing strategy for bed and breakfast operations (Lee, 1999). Consumers searched for product information internally and externally. There were five primary sources of information, which were memory (e.g., past experiences), personal sources (e.g., family/friends), independent sources (e.g., government), marketing sources (e.g., advertising), and experiential sources (e.g. Product trial) (Hawkins et al., 1995).

Buhalis (1998) discussed from a business point of view on the use of information technologies in tourism industry that it could be applied for businesses in four aspects: to gain a competitive advantage, to improve productivity and performance, to facilitate new ways of managing and organizing, and to develop new businesses. Buhalis's study (1998) was consistent with the study of Werthner and Ricci (2004) who found that tourism is a unique and intangible product. Due to these reasons, travelers could not see the actual product during pre-purchase process so they relied solely on the information search. Therefore, information technologies had

a significant role at this stage in marketing, distribution, promotion, and co-ordination the travel products.

Werthner and Ricci (2004) mentioned that consumers used Internet sites for planning, searching, purchasing, and amending their travel. Internet had increasingly gained popularity among Americans and Europeans. There were more than 64 million Americans or 30% of the U.S. adult population used Internet for travel information search and two thirds of them or 42 million booked travels via Internet.

Louvieris and Oppewal (2004) studied information channels. The study showed that customers had different preferences for the channel choice in the information search and purchasing stages. During the information search stage, tourists were more likely to obtain the information from friends or relatives (traditional channels). However, the key channels for the booking or purchasing were travel agents, e-mail, and Internet.

Li and Buhalis (2006) indicated that there was a trend that consumers perceive benefits from eChannels which are expected to increase both in the information search and purchasing stage in the near future. In addition, the more one frequently uses the Internet, the more chance of that person will become an online shopper.

1.2.3 Literatures in Destination Image

This subsection briefly reviews related works in destination image, which is an essential element in pre-purchase stage. Researchers applied various methods in the destination image study. Schneider and Sönmez (1999) studied the Jordan's image by interviewing technique. The destination image was also studied by familiarity index based on the informational and experiential dimensions. The higher the level of tourists' familiarity with the destination, the more positive the image would be in the tourists' mind (Baloglu, 2001). Lam and Hsu (2006) tested the theory of planned behavior model and found that past experience was a good predictor of behavioral intention of choosing a travel destination. Past behavior, subjective norm, and perceived behavioral control, but not attitude, influenced behavioral intention. Stepchenkova and Morrison (2008) applied Echtner and Ritchie (1991) image measurement methodology to study Russia's image among American pleasure travelers.

Destination image has been studied from different perspectives. Several studies had focused on the tourists' perspectives. Hsu, Wolfe, and Kang (2004) studied Kansas State's image from Americans' view. Lawton (2005) studied the residents' view of the destination image of Gold Coast. Mohsin (2005) studied the Malaysian tourist attitudes toward the Australia Northern Territory destination. Chaudhary (2000) studied India's image as a tourist destination. Baloglu and Mangalolu (2001) studied Mediterranean destinations' image from US-based tour operators and travel agents. Hughes and Allen (2005) studied cultural tourism in Central and Eastern Europe from the view of tourist board officers or induced agents who generated the promotional campaign. Snepenger D., Snepenger M., Dalbey, and Wessol (2007) studied places at tourism destination from the locals' view in terms of definition and applications.

There was also the comparison study and cross-cultural study on the destination image. Grosspietsch (2006) studied Rwanda's image and characteristics by comparing visitor and international tour operator perspectives. MacMay and Fesenmaier (2000) studied cross-cultural destination image between Taiwanese and American tourists on promotional images used by destination marketing.

2.2 Purchase Stage

This section explains the purchase stage. The section focuses on the concept of city tourism, travel destination attributes, and Singapore characteristics.

2.2.1 City Tourism

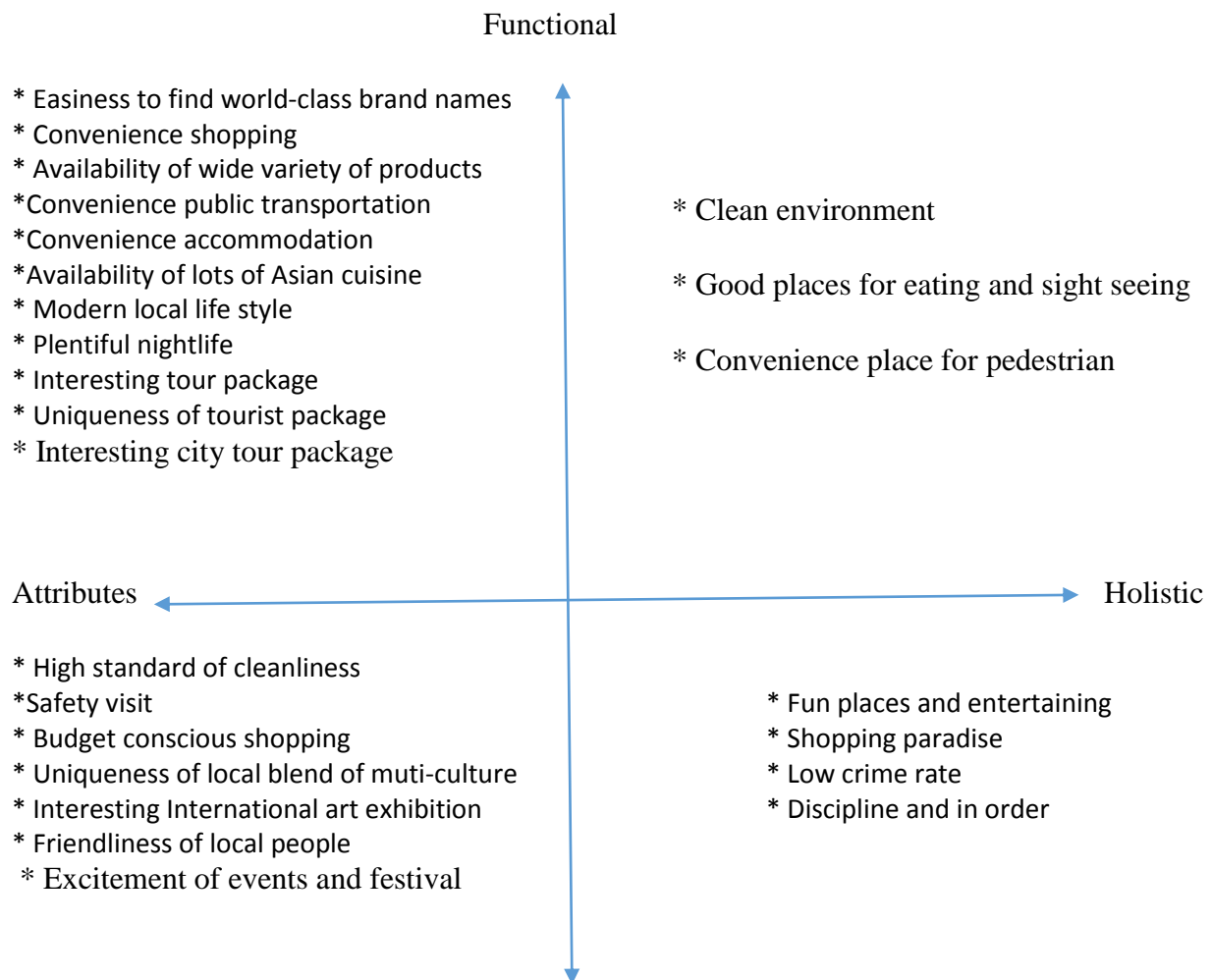
Law (2002) studied urban tourism. There were eight prime visitor markets of urban tourism, which were business travelers, conference/exhibition delegates, short break holiday-makers (1-3 nights), day trippers, visitors to friends/relatives, long holidaymakers on a tour or stopping off for a short visit, cruise travelers, and long holidaymakers (4 nights) using the city as a gateway to the surrounding region. Tourists were attracted to the urban travel destination by the general images and the various ranges of activities. The success of urban tourism could be inferred from the feeling of the tourists who wanted to come back as they thought that there were too many things to do in the city in such a short period of time. In addition, the city needed to promote its unique qualities in order to differentiate itself from the competitors who offered similar products.

2.2.2 Travel Destination Attributes

There are several studies on destination image. These studies include different attributes such as hotels, restaurants, shopping outlets, attractions, activities, etc.

2.2.3 Singapore Characteristics

According to Echtner and Ritchie's model to this study, the Characteristics was framed in terms of components that are attribute-holistic, common-unique, and functional-psychological



Source: Echtner and Ritchie's model

2.3 Post-purchase Stage

This section reviews the studies concerning the final stage of purchase decision making process, post-purchase. The section includes: service quality, tourist satisfaction, and re visitation/recommendation.

2.3.1 Service Quality

Kandampully (2007) concluded a concept of service quality that had been studied by numerous researchers. The best way to evaluate customers' satisfaction was to look at the service quality. Service quality was measured by various approaches, such as the SERVQUAL approach, the Service attribute score, etc.

2.3.2 Tourist Satisfaction

According to Bowen and Clarke (2002) tourist satisfaction is defined as the one of the key judgments of consumers by evaluating tourism service and become the focal point of attention for the marketers in the tourism industry. In contrast, Yoon and Uysal (2005) simply defined that tourist satisfaction is determined by the tourists' perceived disparity between the preferred and actual leisure experiences.

Satisfaction was an outcome experience that at least met or exceeded expectations (Engel et al., 1995). Meng et al. (2006) concluded that there were nine theories on customer satisfaction: expectancy disconfirmation, assimilation or cognitive dissonance, contrast, assimilation contrast, equity, attribution, comparison level, generalized negativity, and value perception. Among these nine theories, expectation disconfirmation model was accepted the most. Oliver (1980), cited from Kandampully (2007) introduced an Expectancy Disconfirmation Model, which was a process of comparison between an expectation and an experience. Satisfaction would occur if the experience met the expectation. If not, consumers would be dissatisfied (Engel et al., 1995). Zeithaml, Berry, and Parasuraman (1993, 1996) indicated that expectation developed from previous experiences, word-of-mouth or various cues surrounding the service (Kandampully, 2007).

Enright and Newton (2005) studied destination competitiveness by using the scale importance on the destination attributes in assessing the competitiveness across the competitor. There were three competitive destinations, including Hong Kong, Singapore and Bangkok.

Hui, Wan, and Ho (2007) assessed the satisfaction and revisiting Singapore of different tourist groups from Europe, Asia, Oceania and North America. Tourists were satisfied with overall convenience and commodities. European and Asian tourists were satisfied with attractions, while culture was significant to oceanic tourists' satisfaction. Accommodation and food were main factors that brought satisfaction to American tourists. Most of Asian tourists were disappointed with the lack of interesting nightlife, natural and scenic spots, and attractive urban sightseeing of Singapore.

Pawitra and Tan (2003) also studied satisfaction of Singapore from the perspective of Indonesian tourists. They found the key strengths and weaknesses of Singapore. The strengths were uniqueness of local blend of multicultural heritage, plentiful nightlife, modern local life style and easiness to find world-class brand-name products and services. The weaknesses were unfriendly local people, expensive shopping belt, not unique tourist places of interest, not long-lasting holiday experience, uninteresting city tour package, inconvenient accommodations, uninteresting international art exhibitions and performance, and unavailability of wide range of products.

Sohail, Roy, Saeed, and Ahmed (2007) studied guests' satisfaction of the Malaysian mid-price hotel and found that customers' overall satisfaction was moderate level. Customers were satisfied with cleanliness and value; however, the hotel lacked staff efficiency and attentiveness to customer needs.

Lau, Akbar, and Yong Gun Fie (2005) studied guests' satisfaction with Malaysian luxury hotels. Most of the visitors were from South East Asia and other Asian countries. The study found that hotel guests' experiences did not meet their expectations.

Poon and Low (2005) studied Western and Asian customers' satisfaction with Malaysian hotels and found that Asian customers had lower satisfaction levels on hotel attributes than Western customers did. Asian customers were concerned about value of money while Western

customers were concerned about security and safety. Food and beverage was an attractive factor to hotel guests.

Heung and Cheng (2000) studied satisfaction of tourists towards shopping in Hong Kong and indicated that staff service quality had the greatest influence on tourists' level of satisfaction, followed by product value and product reliability. Choi and Chu (2000) evaluated Hong Kong hotels on staff service quality, room quality, general amenities, business services, value, security, and International Direct Dialing (IDD) facilities. The study indicated that Asian travelers' overall satisfaction was primarily derived from the perceived value factor, whereas the western travelers were satisfied by room quality factor.

Heung (2000) studied the satisfaction levels of mainland Chinese travelers with Hong Kong hotel services. The study found that the tourists were satisfied with the availability of personal care amenities, quietness of the room, availability of food and beverage variety, and dissatisfied with recreation facilities, availability of frequent travelers' program, and the baggage handling service. Eight dimensions of services were identified. Service quality and value as well as the augmented product quality were found to be more important than others in influencing their overall satisfaction and the likelihood to return.

LeHew and Wesley (2007) found that tourist shoppers' satisfaction level with shopping centers was lower than that of resident shoppers, suggesting that the tourist shopper market may not be the most valuable customer group compared to resident shoppers. Zhang, Qu, and Tang (2004) studied Hong Kong residents' travel destination characteristic preferences and found that safety was the main factor for Hong Kong residents in choosing the travel destination, and they also preferred to buy a package tour.

Heung and Cheng (2000) studied tourists' satisfaction with shopping in Hong Kong. The study found that tourists were most satisfied with the lighting and physical setting of the shops, followed by window displays and opening hours, and dissatisfied with product reliability. Staff service quality was found to have the most influence on tourists' levels of satisfaction.

Wong and Law (2003) studied tourist satisfaction with shopping in Hong Kong and found that Asian tourists were less satisfied with shopping in Hong Kong than Western tourists. The study indicated that some retailers treated Western tourists better than Asian tourists

because they perceived that Western tourists had more purchasing power. Asian tourists were less likely to be satisfied with quality than Western tourists. Tourists from different countries were not satisfied with the prices of products.

There are different perspectives of satisfaction study. Reisinger and Turner (2002) studied shopping satisfaction of Japanese tourists at two shopping destinations: Hawaii and the Gold Coast. Tam (2008) studied the relationships between brand familiarity, satisfaction, and behavioral intentions in a restaurant setting. Grace and O’Cass (2004) studied a bank setting and found that service experience was a combination of core service; employee service; and service scope, which influenced feelings, satisfaction, and brand attitudes of customers. Kozak (2001) compared satisfaction of two tourist nationalities with tourist destinations.

Researchers used different approaches in assessing tourists’ satisfaction. On the service production system, Gronroos (1990) identified six factors that influenced consumers’ expectation: personal needs, previous experiences, corporate/local image, market communication, word-of-mouth, and absence of communication.

Joppe, Martin, and Waalen (2001) studied tourists’ satisfaction with Toronto, Canada by using a Comparative Importance-Satisfaction approach. Tourists rated the factors from the most to the least important on these items respectively: personal safety, accommodation services, food services and cuisine, value for money, cleanliness, variety of things to see and do, hospitality of local people, and directional signage. Accommodation services, food services and cuisine, and variety of things to see and do ranked among the top factors that influenced the tourists’ satisfaction.

O’Leary and Deegan (2005) studied Ireland’s image from the French travelers’ perspective by using the Attribute Importance and Performance approach and found that travelers most likely were satisfied with several attributes. Millán and Esteban (2004) developed a multiple-item scale for measuring the travel agencies’ services from tourists’ perspective based on six factors: service encounters (e.g., helpfulness), empathy (e.g., solving problems), reliability (e.g., comply with agreed promises), service environment (e.g., decoration and setting of agency), efficiency of advice (e.g., knowledge), and additional attributes (e.g., special services of sending tickets and reservations).

Various dimensions were evaluated in the destination satisfaction study. Reisinger and Turner (2002) found that cultural factors, which were values, rules of behavior, perception, and social interaction (with Australian hosts), impacted the satisfaction of Asian tourists (Indonesian, Japanese, Korean, Mandarin, and Thai). Yund Goulden (2005) studied international tourists from four different regions (Europe, the US, Japan, and Asia/Pacific) and satisfaction in Mongolia in four dimensions, which were attractions, facilities, services, and prices.

Master and Prideaux (2000) studied Taiwanese tourists' satisfaction on their trip to South East Queensland and found that the culture differences (e.g., shopping habits, cuisine, and language) did not significantly impact satisfaction, but were desirable. Shopping hours were found to have the greatest impact on satisfaction. Some respondents indicated their dissatisfaction with the cultural difference, but it did not impact to the overall holiday experience.

Yuksel (2007) studied the relationship between shopping risk perceptions and tourist satisfaction. The study found that the higher perception of external and internal risks impacted tourist satisfaction and loyalty in shopping.

George (2003) studied tourist's perceptions of safety and security and found that tourists were less likely to engage with the activities if they perceived a fear of crime at the destination. Tourists who experienced a crime incident during their trip would feel less safe. Tourists perceived more danger during the night than during the day.

Yu and Goulden (2005) investigated international tourists from Europe, the US, Japan, and other Asia/Pacific countries in relation to tourist attractions, facilities, services, and prices in Mongolia. The study found that the international tourists were satisfied with natural beauty, nomadic lifestyle and traditional festivals, accommodation, hospitality services, local employee attitude, and local food. They were dissatisfied with facilities, sanitation, transportation, and nightlife.

Furthermore, tourist satisfaction is the result of two things. First, from the expectations of tourists about the destination based their previous images of the destination (norms/reference points) and second, from their assessment of the outcome of their experience at the destination area (Neal and Gursoy, 2008). However, Bowie and Chang (2005) added that

tourist satisfaction obtained from the quality of services provided by the destination to the tourists, which includes service performance of the tour operators and service suppliers.

2.3.3 Re visitation/Recommendation

Oppermann (2000) studied destination loyalty of residents of New Zealand to Australia as a travel destination. The respondents were asked to identify the frequency of their visits to Australia in a ten-year period (1985-1995). The findings suggested that visiting Australia four to five times could be interpreted as loyalty.

There were several studies mentioned about the connection between tourists' satisfaction and their loyalties to the travel destinations. Yoon and Uysal (2005) studied the effects of motivation and satisfaction on destination loyalty. The study found a relationship between satisfaction of travel experience and destination loyalty. Satisfaction was found to be negatively influenced by the pull travel motivation. Push motivation was not found to be significant to the travel satisfaction, but to the destination. The dimensions of the push motivations were: exciting, knowledge/education, relaxation, achievement, family togetherness, escape, safety/fun, and away from home/seeing. The dimensions of the pull motivations were: modern atmosphere/activities, wide space/activities, small size/reliable weather, natural scenery, different culture, cleanness/shopping, night life/local cuisine, interesting town/village, and water activities.

Kozak and Rimmington (2000) studied tourists' satisfaction during off-season holidays to Mallorca, Spain. Three dependent variables, which were overall satisfaction, likelihood to make subsequent visits to Mallorca, and likelihood to recommend these holiday experiences to others, were investigated. The study found that these three variables were influenced the most by these destination attributes: overall value for money, quality standard of accommodation, level of service at accommodation, feelings of safety and security, hospitality, cleanliness, hygiene and sanitation, and quality and variety of food. The study mentioned that it was not necessary that the satisfied tourists revisit the destination. The travel destination would still benefit from their word-of-mouth.

Bigné, Sánchez and Sánchez (2001) found that destination image was an antecedent of perceived quality, satisfaction, intention to return, and willingness to recommend the destination. Quality was found as a factor causing satisfaction and intention to return, and satisfaction would

have impact on willingness to recommend the destination. Nonetheless, there was no connection between willingness to recommend and satisfaction on intention to return.

Hsu and Kang (2007) studied the relationship of trip characteristics and perceptions of international visitors on likelihood to revisiting Hong Kong. The study found that package tours were purchased among the first-time visitors while business travelers and visitors to friends/relatives were more independent travelers. The first-time visitors spent the least time (3.5 nights) while visitors who visited friends/family stayed the longest time in Hong Kong (7 nights). The repeat visitors had the largest amount of spending on their trips. Visitors on business trips had the most frequent visitations. These visitors were satisfied with their Hong Kong trips; however, the findings indicated that satisfaction could not be used to determine the loyalty since some of the visitors indicated that they were less likely to return to Hong Kong even if they were satisfied.

Torres and Kline (2006) found that customer delight is a better indicator of customer relationship than customer satisfaction because delighted customers were more likely to generate word-of-mouth and be loyal to the business. Bennett and Rundle-Thiele (2004) studied an advertising service setting and found that satisfaction and loyalty were different constructs. A high level of satisfaction did not imply the high loyalty of customers.

Weaver, Weber, and McCleary (2007) studied the relationship between the predictor variables (length of stay, members in travel party, type of travel packages, number of countries visited, and number of countries visited for pleasure) and the criterion variables (satisfaction, service quality, value for the money, and likelihood to return). The study found that the more countries the tourists visited, the higher they perceived the quality of service in Hong Kong. Independent tourists had more likelihood to return to Hong Kong than tourists who were on package tours. However, the latter group rated service quality higher than the independent tourists did. This might be because the package tour was prepared by tour operators for tourists, so they were experiencing good service from tour guides, hotels, and restaurants. Focusing on doing marketing strategies on tour operators rather than independent tourists or tour participants was a recommendation. The number of countries visited and the value for money were less correlated with likelihood to return in this study.

Lau and McKercher (2004) studied motivations and intended activities of first time and repeat pleasure tourists to Hong Kong. The study found that first-time tourists came to Hong Kong to explore the general activities while the repeat tourists came to consume. The first-time tourists engaged with exploring while the repeat tourists came to shop, dine, and spend time with family/friends. Bansal and Eiselt (2004) studied how motivation impacted the destination preference. Four motives were investigated, which were climate (atmosphere/environment), relaxation, personal (e.g. prestige), and education.

Kozak (2001) proposed a model of multiple relationships on level of overall tourist satisfaction and number of previous visits and an intention for repeat visits. The study found that first-time travelers are more likely to switch to other destinations while repeaters have more loyalty to the destination. However, the number of previous visits is not significantly related to the intention to visit.

Hui et al. (2007) found that a likelihood of revisiting Singapore was positively related to tourists' overall satisfaction levels. However, Singapore is such a small country, visitors may visit the whole country within few days. Even though visitors had high satisfaction levels, they are more likely to spread word-of-mouth about their satisfied trips than make a revisit to Singapore.

Chen and Tsai (2007) studied the effect of destination image and perceived destination's values on the behavioral intention. The study found that the more positive the feelings of tourists on the destination image, the higher they would perceive the trip quality, and the more positive their behavioral intention would be.

Bramwell (1998) studied satisfaction of sport event visitors and residents of urban travel destination. Tourists perceived that higher trip quality would yield overall satisfaction; however, they were uncertain that they would perceive that it was value for their time, effort or money or would cause the destination's visitations and recommendations. The value they received from the trip would be an indicator of their satisfaction with the destination and the satisfaction would be the factor driving the behavioral intention. Murphy, Pritchard, and Smith (2000) found the overall environment (e.g., nature, culture) and constructed infrastructure (e.g., shopping, food, and accommodation) had an impact on the perceived quality and value of tourists' experiences and intention to return.

2.4 Conceptual Framework

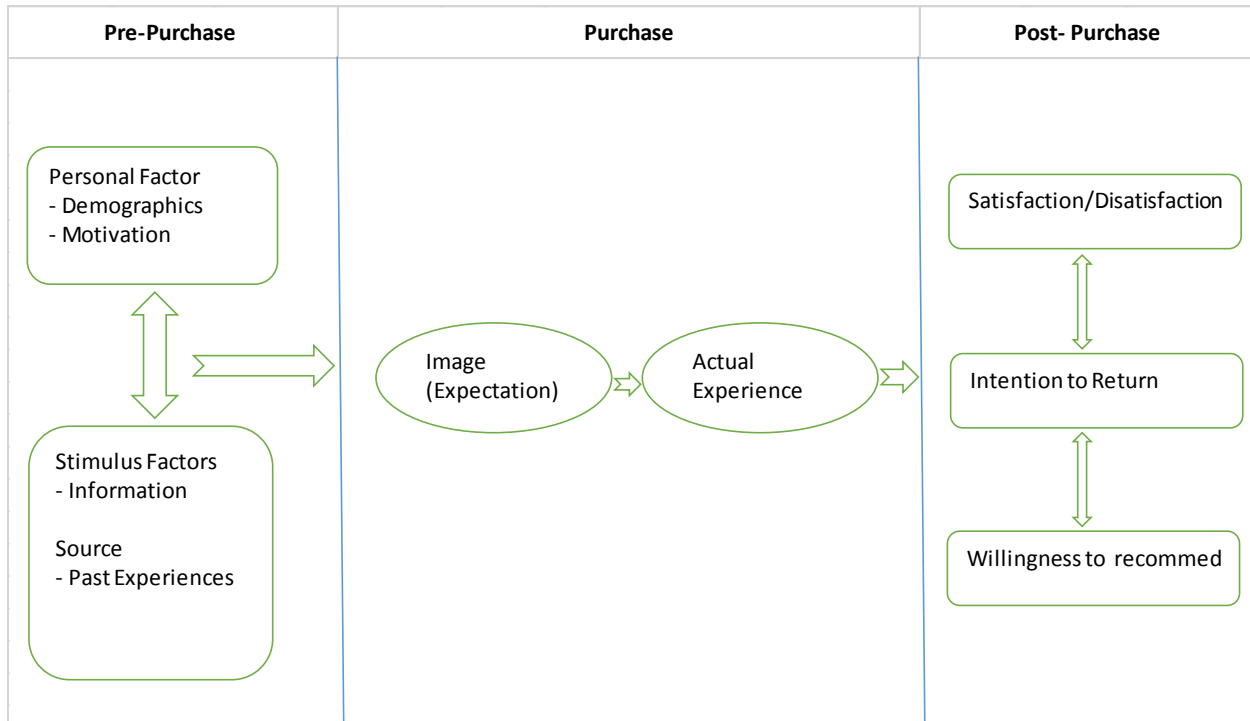


Figure 1. Research framework¹.

Source: “Destination image formation,” by Baloglu and McCleary, 1999; “Consumer purchase decision making process,” by Engel, Blackwell, and Miniard, 1995; and “Expectancy Disconfirmation,” by Oliver, 1980, cited from Engel et al., 1995

Research framework was constructed based on three theories: 1) destination image formation (Baloglu and McCleary, 1999); 2) consumer purchase decision making process (Engel, Blackwell, and Miniard, 1995); and 3) expectancy disconfirmation (Engel et al., 1995). During pre-purchase stage, destination image was formed by personal factors (demographics and motivations) and stimulus factors information sources and past experiences). Tourists created the image or had perception of the travel destination because of these factors. When they were on their trips, they experienced several attributes of the travel destinations such as hotels, restaurants, shopping outlets, airports, etc. They then compared their expectations to the destination with their actual experiences during the purchase stage. If the actual experiences met or exceeded the expectation, the tourists would be satisfied, or vice versa. Satisfied tourists were likely to return and willing to recommend the travel destinations in the post-purchase stage.

In conclusion, this chapter illustrates the related studies with tourist's purchase decision making process as shown from the research framework. The process consists of three stages: pre-purchase, purchase, and post-purchase.

CHAPTER 3

RESEARCH METHODOLOGY

The Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically, numerous studies have been conducted to better understanding tourists' experiences on travel destinations. Different research methods are used to generate various outcomes. This chapter describes sample and data collection, research questions, questionnaire content, and data analysis.

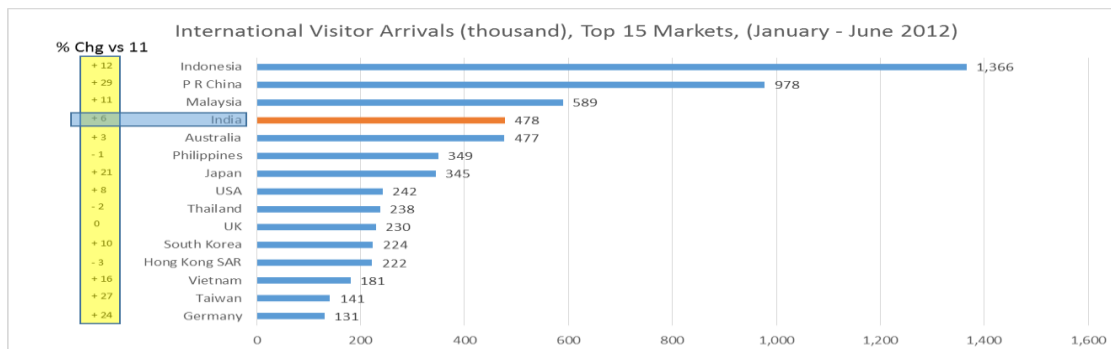
3.1 Sample and Data Collection

The sample was a convenience sample of 400 Indian tourists who already shown in the table 1 in the last year who visited the Singapore January to June 2012, due to information was not update from the Singapore Tourism Board, 2012 actual date of sampling was consider on 3 week of August 2013 self-administered survey was used to collect data at Changi Airport in Singapore.

3.1.1 Sample Size

However while deciding the sample size, with the help of Taro Yamane Sample test in table 2 the researcher found the total no of 400 respondents have been selected from the arrival population of Indian Passengers from table 1 due to the “infinite population” of Indian Tourist arrivals, a following theoretical table has been utilized to derive the sample size:

Table 1 International visitor arrivals by region/country of residence in 2012



*Source: Singapore Tourism Board, 2012

Table 2 Taro Yamane sample sizes of different sizes of population

| Size of Population | Sampe Size for Precision of | | | |
|--------------------|-----------------------------|--------|--------|---------|
| | +/- 3% | +/- 5% | +/- 7% | +/- 10% |
| 500 | a | 222 | 145 | 83 |
| 600 | a | 242 | 152 | 86 |
| 700 | a | 255 | 158 | 88 |
| 800 | a | 267 | 163 | 89 |
| 900 | a | 277 | 166 | 90 |
| 1,000 | a | 286 | 169 | 91 |
| 2,000 | 714 | 333 | 185 | 95 |
| 3,000 | 811 | 353 | 191 | 97 |
| 4,000 | 870 | 364 | 194 | 98 |
| 5,000 | 909 | 370 | 196 | 98 |
| 6,000 | 938 | 375 | 197 | 98 |
| 7,000 | 959 | 378 | 198 | 99 |
| 8,000 | 976 | 381 | 199 | 99 |
| 9,000 | 989 | 383 | 200 | 99 |
| 10,000 | 1,000 | 385 | 200 | 99 |
| 15,000 | 1,034 | 390 | 201 | 99 |
| 20,000 | 1,053 | 392 | 204 | 100 |
| 25,000 | 1,064 | 394 | 204 | 100 |
| 50,000 | 1,087 | 397 | 204 | 100 |
| 100,000 | 1,099 | 398 | 204 | 100 |
| >100,000 | 1,111 | 400 | 204 | 100 |

a = assumption of normal population is poor, the entire population should be sampled

Figure 1 (Source Yamane, (1976).

Since the total number of Indian Tourist arrival population calculated from January 2012 to June 2012 results in the value of 478,000 a sample of 400 respondent have been chosen as the sample size from the population with a 5% tolerable error.

3.2 Research Questions

Pre-purchase: demographics, past experiences, motivations, and information sources

Demographics and past experiences

1. What are the demographic characteristics and travel patterns of Indian tourists?

Motivations

2. What are the top rankings of Indian tourists' motivation to take the Singapore trip?

3. What are the dimensions of motivation that influence Indian tourists in making the decision to visit the Singapore?

Information sources

4. What are the rankings of importance of information sources?

Post-purchase: satisfaction, intention to return, and willingness to recommend Satisfaction

5. What are the rankings of Indian tourists' satisfaction on the Singapore attributes?

6. What are the satisfaction levels of Indian tourists on each component of Singapore attributes?

7. What are the dimensions of each component of the Singapore attributes?

8. What do Indian tourists enjoy, dislike, and suggest about the Singapore trip?

9. What are the differences between package-tour Indian tourists (PKIT) and independent Indian tourists (INIT) concerning: importance level of information sources and satisfaction level on the Singapore attributes?

10. What are the differences between first-time Indian tourists (FTIT) and repeat Indian tourists (RPIT) concerning: importance level of information sources and satisfaction level on the Singapore attributes?

Intention to return and willingness to recommend

11. What are the Indian tourists' intention to return and willingness to recommend the Singapore?

3.3 Research Instrument

The questionnaire was developed from the information from the literature review which consisted of the studies related to three stages of tourist' purchase decision making process: pre-purchase, purchase, and post-purchase. The questionnaire consists of the following five sections:

Pre-purchase: demographics, past experiences, motivations, and information sources

1. Demographics and past experiences

This section included various questions asking about demographic information such as age and income. The travel patterns of respondents such as length of stay in Singapore were also included.

2. Trip motivations

This section measured 20 push and pull factors or motivations of Indian tourists on their decision to visit the Singapore, such as to learn new things and to visit palaces and temples. This section was adapted from the studies of Crompton (1979) and Josiam, Kinley, and Kim (2005). The five point Likert Scale ranged from one (1) indicating “unimportant” and five (5) indicating “extremely important.”

3. Level of importance on the information sources

This section measured level of importance on the information sources of Indian tourists in gathering information about the Singapore trip. There were six information sources included in this section that were gathered from the literature review (Govers et al., 2007; Kim & Richardson, 2003; Pearce & Schott, 2005; Smith & MacKay, 2001). The five point Likert Scale ranged from one (1) indicating “unimportant” and five (5) indicating “extremely important.”

Post-purchase: satisfaction, intention to return, and willingness to recommend

4. Level of satisfaction on Singapore attributes

This section measured the level of satisfaction of Indian tourists on Singapore attributes. The attributes were derived from numerous studies (Kozak, 2002; Ngamsom, 2001) and categorized into 11 dimensions, which were hotel/lodging, local transportation, restaurants/bars/food outside hotel, shopping, local people, local tour guide, Changi Airport, activities, attractions, tourist information, and the overall trip experience. The five point Likert Scale ranged from one (1) indicating “very dissatisfied” and five (5) indicating “very satisfied.”

5. Open-ended questions

This section consisted of three open-ended questions and two dichotomous questions. The respondents were asked to give comments about the trip experiences on enjoyment of the

experience, dislike of the experience, and suggestions on the trip experience. Two dichotomous questions on the intention to return and willingness to recommend the Singapore.

3.4 Descriptive Analysis

Descriptive analysis was used to provide the frequency of demographic information as well as trip behaviors of the respondents. Used to analyze the demographic data in every investigated variable was measured by Frequency, Mean, standard derivation and Percentage.

Descriptive analysis was used to analyze the following research questions:

1. What are the demographic characteristics and travel patterns of Indian tourists?
2. What do Indian tourists enjoy, dislike, and suggest about the Singapore trip?
3. What are the Indian tourists' intention to return and willingness to recommend the Singapore?
4. Moreover, this analysis was employed to provide the mean scores of an importance level of motivation and information sources, as well as a level of satisfaction.
5. Descriptive analysis was used to analyze the following research questions:
6. What are the top rankings of Indian tourists' motivation to take the Singapore trip?
7. What are the rankings of importance of information sources?
8. What are the rankings of Indian tourists' satisfaction on the Singapore attributes?
9. What are the satisfaction levels of Indian tourists on each component of Singapore attributes?

3.5 Instrument Validity

Validity refers to the extent to which a measure achieves its goal. Validity of content is important for methods of measurement, and its focus is to determine whether the items included in a tool represent the instruments' content of interest. The questionnaire of this research was checked for its validity in three specific areas, which were completeness of the content, clarity of the questions and correct grammatical structure.

Committee of Expert Judges

The committee members from the Stamford International University possessed both qualifications and significant practical work experience in the area of Hospitality

Management, as well as speaking English language fluently. Primarily, three experts with the above characteristics were invited to form the committee to collaborate effectively and to analyze the construct validity that is considered by the Item Objective Congruence Index (IOC) and calculate the use Internal Consistency (IC) by the questions and the main points made by Rovinelli and Hambleton (1977).

For carrying out the evaluation and sending the suggested modification, each judge was advised to point out discrepancies, doubts and suggestions for the items in the questionnaire, considering the two sections suggested by the researcher: perception of job satisfaction and factors affecting organizational commitment. All the committee members accepted to participate in the research, returned the material, completed, in time for the research to be concluded.

The following steps were taken to carry out the process:

- Sending information relevant to the questions to each judge.
- The information was collected by the researcher, and each judge submitted a new version of the instrument, with his/her suggested revision in order to be better visualized and understood; the relevancy of the recommendations and their application for each item were evaluated.
- The researcher will use Internal Consistency (IC) ranges between -1, 0 and 1; where “-1= don’t understand the question, “0 = Neutral” and “1 = Understand the question” which evaluates the judges’ agreement concerning the representativeness of a measurement in relation to the content studied.

For calculating the IC, the following formula was used:

$$IC = \frac{\sum R}{N}$$

IC = Internal Consistency

$\sum R$ = Number of items evaluated by judge

N = Total of judges

A commonly accepted rule for describing Internal Consistency (IC) is as follows:

| Value | IC |
|-------------|-----------|
| 0.90 – 1.00 | Excellent |
| 0.70 – 0.89 | Good |
| 0.50 – 0.69 | Fair |
| 0.00 – 0.49 | Poor |

Regarding evaluation of the questionnaire, the instrument was considered appropriate for men and women, and addresses the principal topics referring to factors of job satisfaction and factors affecting organizational commitment, as all three judges agreed that these items are sufficient. The judges' responses were organized into summary Tables 3 – 7 for their accept rate.

Table 3 Content Validity Index in the evaluation of Demographics and past Experience

| Demographics and Past experiences | | | | Judge 1 | | | Judge 2 | | | Judge 3 | | | $\sum R$ | IC= $\frac{\sum R}{N}$ | Result |
|-----------------------------------|--|--|--|---------|---|---|---------|---|---|---------|---|---|----------|------------------------|-----------|
| | | | | -1 | 0 | 1 | -1 | 0 | 1 | -1 | 0 | 1 | | | |
| 1 | Mother Tongue | | | 1 | | ✓ | | | ✓ | | | ✓ | 3 | 1 | Excellent |
| 2 | Resident of origin | | | 2 | | | | | | | | | | | |
| | | <input type="checkbox"/> Northern India | <input type="checkbox"/> Eastern India | | | | | | | | | | | | |
| | | <input type="checkbox"/> Southern India | <input type="checkbox"/> Western India | | | | | | | | | | | | |
| | | <input type="checkbox"/> Central India | | | | ✓ | | | ✓ | | | ✓ | 3 | 1 | Excellent |
| 3 | Age (Year) | | | 3 | | | | | | | | | | | |
| | | <input type="checkbox"/> ≤19 | <input type="checkbox"/> 20-29 | | | | | | | | | | | | |
| | | <input type="checkbox"/> 30-39 | <input type="checkbox"/> 40-49 | | | | | | | | | | | | |
| | | <input type="checkbox"/> 50-59 | <input type="checkbox"/> ≥60 | | | ✓ | | | ✓ | | | ✓ | 3 | 1 | Excellent |
| 4 | Gender | | | 4 | | ✓ | | | ✓ | | | ✓ | 3 | 1 | Excellent |
| | | <input type="checkbox"/> Male | <input type="checkbox"/> Female | | | | | | | | | | | | |
| 5 | What is your current employment status? | | | 5 | | | | | | | | | | | |
| | | <input type="checkbox"/> Employed | <input type="checkbox"/> Self-employed(own business) | | | | | | | | | | | | |
| | | <input type="checkbox"/> Retired | <input type="checkbox"/> Student | | | | | | | | | | | | |
| | | <input type="checkbox"/> Housewife | <input type="checkbox"/> contractor | | | ✓ | | | ✓ | | | ✓ | 3 | 1 | Excellent |
| 6 | Monthly income of Household Family (check one) | | | 6 | | | | | | | | | | | |
| | | <input type="checkbox"/> INR 25000-50000 | <input type="checkbox"/> INR 50001-75000 | | | | | | | | | | | | |
| | | <input type="checkbox"/> INR 75001-100000 | <input type="checkbox"/> INR 100001-125000 | | | | | | | | | | | | |
| | | <input type="checkbox"/> INR 125001-150000 | <input type="checkbox"/> INR 150001 or above | | | ✓ | | | ✓ | | | ✓ | 3 | 1 | Excellent |
| 7 | Marital Status | | | 7 | | ✓ | | | ✓ | | | ✓ | 3 | 1 | Excellent |
| | | <input type="checkbox"/> Single | <input type="checkbox"/> Married | | | | | | | | | | | | |
| | | <input type="checkbox"/> Divorced/Sparated | | | | | | | | | | | | | |
| 8 | Is this your first travel to Singapore? | | | 8 | | | | | | | | | | | |
| | | <input type="checkbox"/> Yes | <input type="checkbox"/> No | | | | | | | | | | | | |
| | If No please write in write in number of previous visits including this trip | | | | | | | | | | | | | | |
| | | <input type="checkbox"/> ≥ 2 | <input type="checkbox"/> 3-9 | | | | | | | | | | | | |
| | | <input type="checkbox"/> 9-15 | <input type="checkbox"/> ≤ 16 | | | ✓ | | | ✓ | | | ✓ | 3 | 1 | Excellent |
| 9 | Type of trip (check one) | | | 9 | | | | | | | | | | | |
| | | <input type="checkbox"/> Package Tour | | | | | | | | | | | | | |
| | | <input type="checkbox"/> Independent Travel(self organized trip) | | | | ✓ | | | ✓ | | | ✓ | 3 | 1 | Excellent |
| 10 | Length of stay in Singapore (in days) | | | 10 | | | | | | | | | | | |
| | | <input type="checkbox"/> ≥ 3 | <input type="checkbox"/> 4-7 | | | | | | | | | | | | |
| | | <input type="checkbox"/> 8-14 | <input type="checkbox"/> ≤ 15 | | | ✓ | | | ✓ | | | ✓ | 2 | 0.7 | Good |
| 11 | On this trip, I traveled with | | | 11 | | | | | | | | | | | |
| | | <input type="checkbox"/> Alone | <input type="checkbox"/> Husband/wife | | | | | | | | | | | | |
| | | <input type="checkbox"/> Friend/realtives | <input type="checkbox"/> Son/Daughter | | | ✓ | | | ✓ | | | ✓ | 3 | 1 | Excellent |
| 12 | What was the purposed of your trip? Please check all that apply | | | 12 | | | | | | | | | | | |
| | | <input type="checkbox"/> vaction/leisure | <input type="checkbox"/> won an incentive/Bonus | | | | | | | | | | | | |
| | | <input type="checkbox"/> sponsred by business | <input type="checkbox"/> Attend convention/Meeting | | | | | | | | | | | | |
| | | <input type="checkbox"/> Honeymoon | <input type="checkbox"/> other | | | ✓ | | | ✓ | | | ✓ | 3 | 1 | Excellent |
| 13 | Where was your accomodation, During your trip? | | | 13 | | | | | | | | | | | |
| | | <input type="checkbox"/> Hotel | <input type="checkbox"/> Friends | | | | | | | | | | | | |
| | | <input type="checkbox"/> Hostel | <input type="checkbox"/> Appartment | | | | | | | | | | | | |
| | | <input type="checkbox"/> Realtives | | | | ✓ | | | ✓ | | | ✓ | 3 | 1 | Excellent |

Table 4 Content Validity Index in the evaluation of Trip Motivation

| no | How important each of the following when deciding to this trip? | Judge 1 | | | Judge 2 | | | Judge 3 | | | $\sum R$ | IC= $\frac{\sum R}{N}$ | Result |
|----|---|---------|---|---|---------|---|---|---------|---|---|----------|------------------------|--------|
| | | -1 | 0 | 1 | -1 | 0 | 1 | -1 | 0 | 1 | | | |
| 1 | To be together with my family | | | √ | √ | | | | | √ | 2 | 0.7 | Good |
| 2 | To travel with friends | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 3 | To see and experience a new destinations | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 4 | To escape from the routine of work or life | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 5 | To meet new friends(in new destination) | | | √ | √ | | | | | √ | 2 | 0.7 | Good |
| 6 | To go places my friends/relatives have not visited | | | √ | √ | | | | | √ | 2 | 0.7 | Good |
| 7 | To talk about the trip after returning home | | | √ | √ | | | | | √ | 2 | 0.7 | Good |
| 8 | To do something exciting | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 9 | To reduce stress | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 10 | To have fun | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 11 | To enjoy shows and entertainments | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 12 | To visit different places in one trip | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 13 | To enjoy the beautiful enviroment,scenery,beahes | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 14 | To visit historical places,temples | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 15 | To enjoy international travel experience | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 16 | To take advantage of travel agent/airlines promotion | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 17 | I have reached a stage in life where I can afford an internation travel experience | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 18 | All-inclusive tour/Package tour makes it easy for me (transportation,accommodation,meals and sightseeing) | | | √ | | √ | | | | √ | 2 | 0.7 | Good |

Table 5 Content Validity Index in the evaluation of Level of important on the information sources

| no | How important each of the following when deciding to this trip? | Judge 1 | | | Judge 2 | | | Judge 3 | | | $\sum R$ | IC= $\frac{\sum R}{N}$ | Result |
|----|---|---------|---|---|---------|---|---|---------|---|---|----------|------------------------|-----------|
| | | -1 | 0 | 1 | -1 | 0 | 1 | -1 | 0 | 1 | | | |
| 1 | Recommendation from travel agent | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 2 | Recommendation from travel magazine | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 3 | Commerical advertisement (T.V, Radio) | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 4 | Movie/TV series(the beach , Ong-Bak) | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 5 | Internet (email,website) | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 6 | Recommendation from family or friends | | | √ | | | √ | | | √ | 3 | 1 | Excellent |

Table 6 Content Validity Index in the evaluation of Level of Satisfaction and overall Singapore attributes

| no | How important each of the following when deciding to this trip? | Judge 1 | | | Judge 2 | | | Judge 3 | | | Σ R | IC= $\frac{\sum R}{N}$ | Result |
|----|---|---------|---|---|---------|---|---|---------|---|---|-----|------------------------|-----------|
| | | -1 | 0 | 1 | -1 | 0 | 1 | -1 | 0 | 1 | | | |
| | Accommodation Hotel/Lodging | | | | | | | | | | | | |
| 1 | Physical appearance of hotel | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 2 | quality of food | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 3 | Service from staff ability to delivery | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 4 | Spoken English language of hotel staff | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 5 | Cleanliness of hotel room and public area | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 6 | Security at hotel | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 7 | value for money | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 8 | Hotel staff courtesy | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 9 | hotel staff helpfulness | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 10 | knowledgeable and well trained staff | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 11 | staff did right job efficiency of work | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 12 | Indian food in hotel | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 13 | Vegetarian food in hotel | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 14 | western food in hotel | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| | Local Transport: | | | | | | | | | | | | |
| 15 | Singapore SMRT | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 16 | Public transport Taxi's | | | √ | | √ | | | | √ | 2 | 0.7 | Good |
| 17 | Traffic condition | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 18 | Cleanliness of local transportation vehicles | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| | Local restaurants/bars/food outside hotel: | | | | | | | | | | | | |
| 19 | cleanliness and sanitation of restaurants/bars/food | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 20 | hygiene and cleanliness of food service staff | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 21 | variety of food types | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 22 | value for money | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| | Shopping | | | | | | | | | | | | |
| 23 | International stores (Mango, LaCoste) | | | √ | √ | | | | | √ | 2 | 0.7 | Good |
| 24 | Big Store/Mall | | | √ | √ | | | | | √ | 2 | 0.7 | Good |
| 25 | Night markets/Bargain shopping/Local shops | | | √ | √ | | | | | √ | 2 | 0.7 | Good |
| 26 | Clothing/Handicrafts | | | √ | √ | | | | | √ | 2 | 0.7 | Good |
| 27 | Electronic products | | | √ | √ | | | | | √ | 2 | 0.7 | Good |
| 28 | Security of Shopping facilities | | | √ | | | √ | | | √ | 2 | 0.7 | Good |
| 29 | value for money | | | √ | √ | | | | | √ | 2 | 0.7 | Good |
| | Local People: | | | | | | | | | | | | |
| 30 | Friendliness of local people(eg: Indian,Chinese etc) | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 31 | Helpfulness of local people (eg: Indian, Chinese etc) | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 32 | Knowledge of local people to give direction/suggestions | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| | Local tour guide: | | | | | | | | | | | | |
| 33 | Spoken English language of local tour guide | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 34 | Helpfulness guide | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 35 | knowledge of guide | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| | Changi Airport: | | | | | | | | | | | | |
| 36 | Convenience from Changi Airport to hotel/city | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 37 | Availability of facilities & Service at changi Airport | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 38 | Cleanliness of the airport | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 39 | Courtesy of custom/immigration offices | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| | Activities: | | | | | | | | | | | | |
| 40 | Adventure sports | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 41 | local tours | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 42 | Activities for children/ family | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 43 | Night life/Bars/Night Clubs | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| | Attractions: | | | | | | | | | | | | |
| 44 | Culture/Festival | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 45 | Historic architecture/palaces/ancient ruins/temple | | | √ | √ | | | | | √ | 2 | 0.7 | Good |
| 46 | Nature/beaches | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 47 | Modern amenities at tourist attractions | | | √ | | | √ | | | √ | 3 | 1 | Excellent |
| 48 | cleanliness of overall travel attractions | | | √ | | | √ | | | √ | 3 | 1 | Excellent |

Cont... Table

| | | | | | | | | | | | | | | |
|----|---|--|---|---|--|---|--|--|---|--|--|---|-----|-----------|
| | Tourist information: | | | | | | | | | | | | | |
| 49 | Tourist information service | | √ | | | √ | | | √ | | | 3 | 1 | Excellent |
| 50 | Signage and notices at attractions and facilities | | √ | | | √ | | | √ | | | 3 | 1 | Excellent |
| | Overall: | | | | | | | | | | | | | |
| 51 | Feeling of personal safety & security | | √ | | | √ | | | √ | | | 3 | 1 | Excellent |
| 52 | Spoken English language local people | | √ | √ | | | | | √ | | | 2 | 0.7 | Good |
| 53 | value for money | | √ | | | √ | | | √ | | | 3 | 1 | Excellent |
| 54 | Overall satisfaction with Singapore trip | | √ | | | √ | | | √ | | | 3 | 1 | Excellent |

Table 7 Content Validity Index in the evaluation of Open ended questions

| Open ended questions | | Judge 1 | | | Judge 2 | | | Judge 3 | | | $\sum R$ | IC= $\frac{\sum R}{N}$ | | |
|----------------------|---|---------|---|---|---------|---|---|---------|---|---|----------|------------------------|--------|-----------|
| | | -1 | 0 | 1 | -1 | 0 | 1 | -1 | 0 | 1 | | N | Result | |
| 1 | I would be willing to revisit Singapore ? | | | | | | | | | | | | | |
| | Yes | | | | | | | | | | | | | |
| | No | | | √ | | | √ | | | √ | | 3 | 1 | Excellent |
| 2 | I would recommended my family/friends to visit Singapore | | | | | | | | | | | | | |
| | Singapore | | | √ | | | √ | | | √ | | 3 | 1 | Excellent |
| 3 | What did I really enjoy in my Singapore trip ?(Please provide your comments) | | | | | | | | | | | | | |
| | | | | √ | | | √ | | | √ | | 3 | 1 | Excellent |
| 4 | What did I dislike about my Singapore trip ?(Please Provide your comments?) | | | | | | | | | | | | | |
| | | | | √ | | | √ | | | √ | | 3 | 1 | Excellent |
| 5 | What recommendations do you suggest for improving the trip experience for Indian Travelers to Singapore ? | | | | | | | | | | | | | |
| | | | | √ | | | √ | | | √ | | 3 | 1 | Excellent |

3.6 Data Analysis

The data was analyzed by following:

Mean

Standard derivation

Percentage

CHAPTER 4

RESEARCH FINDING

This chapter is divided into two sections pertaining to the research frame work. These two sections are pre-purchase and post-purchase stage. The findings are illustrated based on the purposes of the study in the following order: 1) to identify Indian tourists' demographics and travel patterns; 2) to examine Indian tourists' motivation to take the Singapore trip; 3) to examine the level of importance of information sources; 4) to identify the level of satisfaction of Indian tourists on their travel experience on the Singapore attributes; and 5) to examine the intention to return and willingness to recommend the Singapore

4 Level of Commitment Meaning

| Descriptive Rating | Average weight mean | Interpretation |
|---------------------------|----------------------------|-----------------------|
| Strongly disagree | 1.00 – 1.79 | No commitment |
| Disagree | 1.80 – 2.59 | Little commitment |
| Neutral | 2.60 – 3.39 | Moderate commitment |
| Agree | 3.40 – 4.19 | High commitment |
| Strongly agree | 4.20 – 5.00 | Very high commitment |

4.1 Pre-purchase Stage.

Pre-purchase: demographics, past experiences, motivations, and information sources

4.2 *Demographics and past experiences*

Objective 1: To identify Indian tourists' demographics and travel patterns.

RQ 1: What are the demographic characteristics and travel patterns of Indian tourists?

Sample characteristics were shown in Table 8. The sample size selected was 400. The total of 200 usable responses was obtained. Male respondents were overrepresented by 60.5% while female respondents were 39.5%. The majority of respondents were in the age range of 20-45 (66%) and married (66%).Telugu was a major mother tongue (45.5%).Approximately half of the respondents were from Tamil Nadu which included 16% from the city of Mumbai and 14.5%

from the city of Bangalore Karnataka. About 8.5% of respondents were from Maharashtra. Employment status statistics Employment status statistics were almost the same with percentages of self-employed at 30.5% and employed at 34%. About 31% of them had a household income between 50,001 to 75,000 Indian Rupees (INR), (currency exchange rate in August 2013, US\$1 = INR60.980).

Table 8

Demographic Characteristics of Indian Tourists

| Demographics | | N (200) | % |
|----------------------------------|-------------|---------|------|
| <i>Gender</i> | Male | 121 | 60.5 |
| | Female | 79 | 39.5 |
| Marital status | Married | 132 | 66 |
| | Single | 68 | 34 |
| <i>Residency (city of India)</i> | Tamil | 89 | 44.5 |
| | Mumbai | 32 | 16 |
| | Karnataka | 29 | 14.5 |
| | Maharashtra | 17 | 8.5 |
| | New Delhi | 08 | 4 |
| | Punjab | 06 | 3 |
| | Others | 19 | 9.5 |
| <i>Mother tongue</i> | Hindi | 52 | 26 |
| | Telugu | 91 | 45.5 |
| | Gujarati | 19 | 9.5 |
| | Marathi | 08 | 4 |

| | | | |
|--------------------------|--------------------|-----|------|
| | Punjabi | 17 | 8.5 |
| | Others | 13 | 6.5 |
| <i>Age</i> | 18-19 | 35 | 17.5 |
| | 20-45 | 132 | 66 |
| | 46-65 | 24 | 12 |
| | 66 and above | 09 | 4.5 |
| <i>Employment status</i> | Employed | 68 | 34 |
| | Self-employed | 61 | 30.5 |
| | Retired | 15 | 7.5 |
| | Students | 24 | 12 |
| | Housewife | 21 | 10.5 |
| | Others | 11 | 5.5 |
| <i>Household income</i> | INR25,000-50,000 | 47 | 23.5 |
| | INR50,001-75,000 | 63 | 31.5 |
| | INR75,001-100,000 | 31 | 15.5 |
| | INR100,001-125,000 | 39 | 19.5 |
| | INR125,001-150,000 | 12 | 6 |
| | INR150,001 or more | 08 | 4 |

Table 9 shows the travel patterns of Indian tourists. There were slightly more first-time visitors (56%) than repeat visitors (44%). Nearly 40% of visitors took package tours to the Singapore, and another 60% traveled independently in the Singapore. There were 48.5% leisure travelers and 10% business travelers who were sponsored by companies. The majority of Indian tourists traveled alone (31.5%), followed closely by those traveling with spouses (28.5%). The

average length of a stay was 5 days. They spent the most on electronics (INR42000), followed Handicrafts/souvenirs (INR27000), and clothing (INR21000), respectively (average spending/trip/household).

Table 9

Travel Patterns of Indian Tourists

| Travel patterns | | N (200) | % |
|---------------------------|---------------------------|---------|------|
| <i>Travel arrangement</i> | Independent travel | 120 | 60 |
| | Package tour | 80 | 40 |
| <i>Type of tourists</i> | First-time | 112 | 56 |
| | Repeat | 88 | 44 |
| <i>Purposes</i> | Vacation/Leisure | 97 | 48.5 |
| | Honeymoon | 22 | 11 |
| | Won an incentive/bonus | 14 | 7 |
| | Sponsored by the business | 21 | 10.5 |
| | Attend meeting/convention | 23 | 11.5 |
| | Other | 23 | 11.5 |
| <i>Travel with</i> | Alone | 63 | 31.5 |
| | Husband/wife | 57 | 28.5 |
| | Friends | 41 | 20.5 |
| | Family | 39 | 19.5 |
| <i>Length of stay</i> | 5 days (min 1 max 50) | 194 | SD 5 |

| | | | |
|-----------------|-----------------------|-----|-----------|
| <i>Spending</i> | Electronic | 124 | INR42,000 |
| | Clothing | 42 | INR21,000 |
| | Handicrafts/souvenirs | 34 | INR27,000 |

Note: - totals differ due to missing data

4.3 Motivations

Objective 2: To examine Indian tourists' motivation to take the Singapore trip.

RQ 2: What are the top rankings of Indian tourists' motivation to take the Singapore trip?

Respondents were asked to give a rating on a five point Likert Scale, in which one (1) indicated "unimportant" and five (5) indicated "extremely important." Table 10 shows the mean scores of each motivation ordered by the most important to the least important. Top ten rankings of motivation that Indian tourists reported when deciding to take the trip to Singapore were: to have fun (M= 4.04), to enjoy the beautiful environment, scenery, beaches (M= 3.95), to see and experience a new destination(s) (M= 3.85), to do something exciting (M= 3.85), , to reduce stress (M= 3.82), to escape from the routine of work or life (M= 3.81), to learn new things (M= 3.73), to enjoy shows and entertainment (M= 3.73), and to enjoy international travel experiences (M= 3.70).

Table 10

Mean Scores of Indian Tourists' Motivation on Taking Singapore Trip

| <u>Motivation</u> | <u>Mean</u> | <u>SD</u> |
|--|-------------|-----------|
| To have fun | 4.45 | .894 |
| To enjoy the beautiful environment, scenery, beaches | 3.95 | .881 |
| To see and experience a new destination(s) | 3.85 | .879 |
| To do something exciting | 3.85 | .879 |
| To reduce stress | 3.82 | .877 |

| | | |
|---|-------------|-------------|
| To escape from the routine of work or life | 3.81 | .876 |
| To learn new things | 3.73 | .862 |
| To enjoy shows and entertainment | 3.73 | .862 |
| To enjoy international travel experiences | 3.70 | .859 |
| I have reached a stage where I can afford an international trip | 3.62 | .851 |
| To visit difference places in one trip | 3.60 | .859 |
| All inclusive tour | 3.60 | .849 |
| To talk about the trip after returning home | 3.55 | .841 |
| To visit historical places, ancient ruins, temples, palaces | 3.50 | .837 |
| To be together with my family | 3.50 | .837 |
| To be together with friends | 3.35 | .821 |
| To go places my friends/relatives have not visited | 3.35 | .821 |
| To meet new friends (in new destination) | 3.25 | .812 |
| <u>To take advantage of travel agent/airlines promotion</u> | <u>3.20</u> | <u>.808</u> |

RQ 3: What are the dimensions of motivation that influence Indian tourists in making the decision to visit the Singapore?

Each factor has shown different attributes towards its travel all the factors shown in mean mode,

Factor 1: Novelty Seeking. Indian tourists visited the Singapore to enjoy the beautiful environment, scenery, and beaches, to learn new things, to see and experience a new destination(s) and be able to see the new destinations in one trip.

Factor 2: Stress Busting/Fun. Indian tourists wanted to travel to reduce stress, or do something fun and exciting with friends.

Factor 3: Achievement. This group of people wanted to travel in order to feel a sense of achievement in their lives such as going to places that their friends/relatives have not visited, or having trips internationally. They also traveled with package tours.

Factor 4: Family Oriented/Education. This group consisted of Indian tourists who went to the Singapore to spend time with families. Traveling with family may encourage them in taking advantage of travel agent/airlines promotion. For them, visiting the historical places, ancient ruins, Singapore zoos, Sentosa Island, temples, and palaces was suitable and provided educational activities for their families, especially their children.

Table 11 Indian Tourists' Motivation on Taking Singapore Trip

| <u>Motivation</u> | <u>Mean</u> | <u>SD</u> |
|---|-------------|-----------|
| To enjoy the beautiful environment, scenery, beaches | 4.52 | .928 |
| To see and experience a new destination(s) | 4.42 | .913 |
| To visit difference places in one trip | 4.41 | .912 |
| To learn new things | 4.33 | .908 |
| To enjoy shows and entertainment | 4.32 | .906 |
| To visit historical places, ancient ruins, temples, palaces | 4.14 | .901 |
| To enjoy international travel experiences | 4.14 | .901 |
| I have reached a stage where I can afford an international trip | 4.13 | .899 |
| To have fun | 4.11 | .895 |
| Factor 2: Stress Busting/Fun | | |
| To reduce stress | 4.42 | .978 |
| To do something exciting | 4.31 | .967 |
| To have fun | 4.11 | .916 |
| To be together with friends | 4.10 | .912 |

| | | |
|--|-------------|-------------|
| To talk about the trip after returning home | 4.09 | .910 |
| To escape from the routine of work or life | 4.09 | .910 |
| To enjoy shows and entertainment | 3.79 | .870 |
| To meet new friends (in new destination) | 3.10 | .830 |
| Factor 3: Achievement | | |
| All inclusive tour | 4.28 | .981 |
| To go places my friends/relatives have not visited | 4.17 | .912 |
| To meet new friends (in new destination) | 3.82 | .891 |
| I have reached a stage where I can afford an international trip | 3.76 | .882 |
| To talk about the trip after returning home | 3.76 | .882 |
| To enjoy international travel experiences | 3.49 | .872 |
| To take advantage of travel agent/airlines promotion | 3.36 | .865 |
| Factor 4: Family Oriented | | |
| To be together with my family | 4.25 | .961 |
| To take advantage of travel agent/airlines promotion | 4.15 | .943 |
| <u>To visit historical places, ancient ruins, temples, palaces</u> | <u>4.10</u> | <u>.932</u> |

4.4 Information sources

Objective 3: To examine the level of importance of information sources.

RQ 4: What are the rankings of importance of information sources?

Respondents were asked to give a rating on a five point Likert Scale, in which one (1) indicated “unimportant” and five (5) indicated “extremely important.” Table 12 shows the mean scores of each information source ordered by the most important to the least important. The most

important ones were family and/or friend (M= 3.66), followed by Internet (Email, Website) (M= 3.49). Both information sources were rated on the importance level between important to very important.

Table 12

Mean Score of the Importance of Information Sources in Decision-making on Singapore Trip

| <u>Information sources</u> | <u>Mean</u> | <u>SD</u> |
|-----------------------------------|-------------|-------------|
| Family and/or friends | 3.66 | .892 |
| Internet (Email, Website) | 3.49 | .871 |
| Travel magazine | 2.79 | .710 |
| Travel agent | 2.76 | .710 |
| Movie/TV series | 2.64 | .680 |
| <u>Commercial ads (TV, Radio)</u> | <u>2.53</u> | <u>.610</u> |

4.5 Post-purchase Stage

Post-purchase: satisfaction, intention to return, and willingness to recommend

4.6 Satisfaction

Objective 4: To identify the level of satisfaction of Indian tourists on their travel experience on the Singapore attributes.

RQ 5: What are the rankings of Indian tourists' satisfaction on the Singapore attributes?

Respondents were asked to give rating on a five point Likert Scale, in which one (1) indicated "very dissatisfied" and five (5) indicated "very satisfied." Calculating mean scores of 58 attributes from 11 components (hotel/lodging, local transport, local restaurants/bars/food outside hotel, shopping, local people, local tour guide, Changi Airport, activities, attractions, tourist information, and the overall trip experience) produced the top ten (Table 13) and the least ten (Table 14) in regards to satisfaction of Indian tourists on their Singapore trip experiences.

Top ten rankings of Indian tourists' satisfaction were: cleanliness of the airport (M= 4.52), availability of facilities and services of the airport (M=4.24), historical architecture/palaces/ancient ruins/temples (M= 4.22), courtesy of custom/immigration officials at the airport (M= 4.21), overall satisfaction with the Singapore trip (M= 4.20), convenience from airport to hotel/city (M= 4.17), speed of check-in and check-out at the airport (M= 4.17), nature/beaches (M= 4.17), night life/bars/night clubs (M= 4.16), and helpfulness of custom/immigration officials at the airport (M= 4.15). Interestingly, the mean scores of these attributes were scored very high (>M= 4.0). In other words, Indian tourists were “satisfied “or “very satisfied” with these attributes.

Moreover, all six attributes of the Changi Airport were included in these top ten rankings.

Table 13

Mean Scores of Top 10 Rankings of Indian Tourists' Satisfaction on Singapore Attributes

The highest mean from Changi Airport cleanliness (M=4.52) and followed by the Availability of facilities and services from (M=4.24) and the least from Changi Airport is Helpfulness of custom/immigration officials which is good enough (M=4.15) In other words, their satisfaction level was close to very satisfied.

| <u>Component</u> | <u>Attributes</u> | <u>Mean</u> | <u>SD</u> |
|-------------------------|---|-------------|-----------|
| Changi Airport | Cleanliness | 4.52 | .982 |
| Changi Airport | Availability of facilities and services | 4.24 | .951 |
| Attractions | Historical architecture/palaces/ancient ruins/temples | 4.22 | .948 |
| Changi Airport | Courtesy of custom/immigration officials | 4.21 | .944 |
| Overall trip experience | Overall satisfaction with Singapore trip | 4.20 | .941 |
| Changi Airport | Convenience from airport to hotel/city | 4.17 | .932 |
| Changi Airport | Speed of check-in and check-out | 4.17 | .932 |

| | | | |
|----------------|---|------|------|
| Attractions | Nature/Beaches | 4.17 | .932 |
| Activities | Night life/Bars/Night clubs | 4.16 | .929 |
| Changi Airport | Helpfulness of custom/immigration officials | 4.15 | .925 |

Table 14

It shows the bottom ten rankings of satisfaction of Indian tourists which were: spoken English of hotel staff (M= 3.99), spoken English language of local Singaporean people (M= 4.01), vegetarian food in hotel (M= 3.02), Indian food in hotel (M= 3.09), traffic conditions (M= 3.13), variety of food type (e.g. vegetarian) from restaurants/bars/food outside hotel (M = 3.35), spoken English of local guide (M= 4.46), knowledge of giving directions/suggestions of local Singaporean people (M= 3.48), western food in hotel (M= 3.51), and knowledgeable and well-trained hotel's staff (M= 3.61). Interestingly, food was mentioned by Indian tourists the most in the bottom ten rankings (four out of ten times), followed by speaking English ability (three out of ten times). Indian tourists had the very satisfaction in regards to the English speaking of hotel staff (M= 3.99) among all 58 attributes which was rated close to three. In other words, their satisfaction level was close to very satisfied

Table 14

Mean Score of the Bottom Ten Rankings of Indian Tourists' Satisfaction on Singapore Attributes

| Component | Attributes | Mean | SD |
|-------------------------|---|------|------|
| Overall trip experience | Spoken English language of local Singaporean people | 4.01 | .972 |
| Hotel/Lodging | Spoken English of hotel staff | 3.99 | .951 |
| Transportation | Traffic conditions | 3.13 | .822 |
| Hotel/Lodging | Indian food in hotel | 3.09 | .818 |
| Hotel/Lodging | Vegetarian food | 3.02 | .802 |
| Restaurant/Bars | | | |
| Local guide | Spoken English | 4.46 | .982 |

| | | | |
|--------------------|--|------|------|
| Hotel/Lodging | Knowledgeable and well trained staff | 3.61 | .871 |
| Hotel/Lodging | Western food in hotel | 3.51 | .851 |
| Local people | Knowledge of giving directions/suggestions | 3.48 | .842 |
| Food outside hotel | Variety of food type (e.g. vegetarian) | 3.35 | .821 |

RQ 6: What are the satisfaction levels of Indian tourists on each component of Singapore attributes?

Respondents were asked to give rating on a five point Likert Scale, in which one (1) indicated “very dissatisfied” and five (5) indicated “very satisfied.” The mean scores of Indian tourists’ satisfaction on each component of Singapore attributes were presented from Table 15 to Table 25. The attributes of each component were ranked from the highest to the lowest satisfaction levels. Table 15 shows the mean scores of satisfaction levels on hotel/lodging attributes. The physical attributes of the hotel/lodging such as cleanliness (M= 4.09) or physical appearance (M= 4.03) were ranked the highest whereas the lowest attribute was the ability Vegetarian food (M= 3.02). This indicated that Indian tourists were more satisfied with the physical attributes of the hotels; however, they were neither strongly satisfied nor dissatisfied with the staff’s ability to speak English.

Table 15

Mean Scores of Indian Tourists’ Satisfaction on Hotel/Lodging Attributes

| <u>Hotel/Lodging attributes</u> | <u>Mean</u> | <u>SD</u> |
|--|-------------|-----------|
| Cleanliness of hotel room and public areas | 4.09 | .974 |
| Security at hotel | 4.04 | .952 |
| Physical appearance | 4.03 | .941 |
| Spoken English of hotel staff | 3.99 | .901 |
| Staff’s helpfulness | 3.93 | .895 |

| | | |
|---|------|------|
| Staff's courtesy | 3.92 | .894 |
| Services from hotel staff | 3.81 | .872 |
| Value for money | 3.77 | .845 |
| Staff did right job (no need to complain) | 3.75 | .831 |
| Quality of food | 3.68 | .817 |
| Knowledgeable and well trained staff | 3.61 | .810 |
| Western food in hotel | 3.51 | .791 |
| Indian food in hotel | 3.09 | .783 |
| Vegetarian food | 3.02 | .751 |

Table 16

It shows the mean scores of satisfaction levels of Indian tourists on transportation attributes. Indian tourists were satisfied with the Singapore SMRT (M= 4.03). However, the tourists had lowest satisfaction level on traffic conditions (M= 3.13).

Table 16

Mean Scores of Indian Tourists' Satisfaction on Transportation Attributes

| <u>Local transport attributes</u> | <u>Mean</u> | <u>SD</u> |
|-------------------------------------|-------------|-------------|
| Singapore SMRT | 4.03 | .975 |
| Taxis | 3.91 | .854 |
| Cleanliness of local transportation | 3.91 | .854 |
| Value for money | 3.79 | .835 |
| <u>Traffic conditions</u> | <u>3.13</u> | <u>.814</u> |

Table 17 shows the satisfaction levels of Indian tourists on restaurants/bars/food outside hotel. The tourists' satisfaction levels fell between neutral to satisfy on all of these attributes. The lowest satisfaction in this category was the variety of food (M= 3.35).

Table 17

Mean Scores of Indian Tourists' Satisfaction on Restaurants/Bars/Food outside Hotel

4.7 Attributes

| <u>Restaurants/bars/food outside hotel attributes</u> | <u>Mean</u> | <u>SD</u> |
|---|-------------|-----------|
| Hygiene and cleanliness of food service staff | 3.75 | .896 |
| Indian food | 3.75 | .896 |
| Cleanliness and sanitation of restaurants/bars/food | 3.70 | .883 |
| Value for money | 3.68 | .854 |
| Variety of food type (e.g. vegetarian) | 3.35 | .849 |

Table 18 shows the satisfaction levels of Indian tourists on shopping attributes. Their satisfaction levels were high on this component. Most of these attributes fell in the range of satisfied and very satisfied such as shopping in the big stores (M= 4.14), night markets (M= 4.08), or clothing/handicrafts (M= 4.01). High end stores were rated with the mean score of 3.93 or satisfied. However, when it was compared with other types of shopping centers, its value was rated the lowest.

Table 18

Mean Scores of Indian Tourists' Satisfaction on Shopping Attributes

| <u>Shopping attributes</u> | <u>Mean</u> | <u>SD</u> |
|--|-------------|-----------|
| Big stores/Malls | 4.14 | .989 |
| Night markets/Bargain shopping/Local shops | 4.08 | .971 |
| Clothing/Handicrafts | 4.01 | .963 |
| Value for money | 4.00 | .932 |
| Security of shopping facilities | 3.94 | .895 |
| International/High end stores (e.g., Gucci, LaCoste) | 3.93 | .867 |

| | | |
|---------------------|------|------|
| Electronic products | 3.83 | .861 |
|---------------------|------|------|

Table 19 shows the satisfaction levels of Indian tourists on local Singaporean people attributes. The tourists were satisfied with the friendliness of local Singaporean people (M= 3.99), however, the mean score on knowledge of local Singapore people in giving directions/suggestions (M= 3.48) was rated the lowest among others.

Table 19

Mean Scores of Indian Tourists' Satisfaction on Local People Attributes

| <u>Local people attributes</u> | <u>Mean</u> | <u>SD</u> |
|---|-------------|-------------|
| Friendliness of local Singapore people | 3.99 | .895 |
| Helpfulness of local Singaporean people | 3.88 | .854 |
| <u>Knowledge of local Singaporean people to give directions/suggestions</u> | <u>3.48</u> | <u>.841</u> |

Table 20

It shows the satisfaction levels of Indian tourists on local guide attributes. The mean scores on helpfulness (M= 3.82) and knowledge of local guide (M= 3.80) were almost equal which were rated on the satisfaction level between neutral to satisfied.

Table 20

Mean Scores of Indian Tourists' Satisfaction on Local Guide Attributes

| <u>Local guide attributes</u> | <u>Mean</u> | <u>SD</u> |
|-------------------------------|-------------|-------------|
| Helpfulness | 3.82 | .894 |
| Knowledge | 3.80 | .891 |
| <u>Spoken English</u> | <u>3.46</u> | <u>.856</u> |

Table 21

It shows the satisfaction levels of Indian tourists on attributes of the Changi International Airport. The tourists had a strong satisfaction level on this component. Each attribute was rated

on the satisfaction level between satisfied and very satisfied. The cleanliness was rated the highest in this category (M= 4.52) and also among all 58 attributes of the Singapore.

Table 21

Mean Scores of Indian Tourists' Satisfaction on Changi International Airport

Attributes

| <u>Changi International Airport attributes</u> | <u>Mean</u> | <u>SD</u> |
|--|-------------|-------------|
| Cleanliness | 4.52 | .986 |
| Availability of facilities and services | 4.24 | .962 |
| Courtesy of custom/immigration officials | 4.21 | .956 |
| Convenience from airport to hotel/city | 4.17 | .948 |
| Speed of check-in and check-out | 4.17 | .948 |
| <u>Helpfulness of custom/immigration officials</u> | <u>4.15</u> | <u>.942</u> |

Table 22 shows the satisfaction levels of Indian tourists on activities attributes. The tourists were satisfied with the night life/bars/night clubs (M= 4.16) which was ranked number one in this component.

Table 22

Mean Scores of Indian Tourists' Satisfaction on Activity Attributes

| <u>Activity attributes</u> | <u>Mean</u> | <u>SD</u> |
|---------------------------------------|-------------|-------------|
| Night life/Bars/Night clubs | 4.16 | .965 |
| Local tours (e.g., elephant show) | 4.07 | .953 |
| Adventure sports (e.g., parasailing) | 3.96 | .924 |
| <u>Activities for children/family</u> | <u>3.96</u> | <u>.924</u> |

Table 23 shows the satisfaction levels of Indian tourists on attraction attributes. They were satisfied with all attributes from this component. Historical architecture/palaces/ancient ruins/temples was ranked the highest (M= 4.22), followed by nature/beaches (M= 4.17).

Table 23

Mean Scores of Indian Tourists' Satisfaction on Attraction Attributes

| <u>Attraction attributes</u> | <u>Mean</u> | <u>SD</u> |
|--|-------------|-----------|
| Historical architecture/Palaces/Ancient ruins/Temples | 4.22 | .982 |
| Nature/Beaches | 4.17 | .962 |
| Cleanliness of overall travel attractions | 4.08 | .951 |
| Culture/Festival/Events | 4.06 | .921 |
| Modern amenities (e.g., bathroom) at tour destinations | 4.04 | .918 |

Table 24 shows the satisfaction levels of Indian tourists on information service attributes. Both attributes, signage/notices at attractions/facilities (M= 3.77) and information services (M= 3.75), were rated on the satisfaction levels between neutral and satisfied.

Table 24

Mean Scores of Indian Tourists' Satisfaction on Information Service Attributes

| <u>Information service attributes</u> | <u>Mean</u> | <u>SD</u> |
|---|-------------|-----------|
| Signage and notices at attractions and facilities | 3.77 | .896 |
| Info services | 3.75 | .888 |

Table 25 shows the satisfaction levels of Indian tourists on their overall trip experience attributes. The tourists indicated that they were strongly satisfied with the overall trip experience (M= 4.8) however they were neither unsatisfied nor satisfied with the value of money (M= 3.76).

Table 25

Mean Scores of Indian Tourists' Satisfaction on Overall Trip Experience Attributes

| <u>Overall trip experience attributes</u> | <u>Mean</u> | <u>SD</u> |
|---|-------------|-----------|
| Overall satisfaction with Singapore trip | 4.8 | .985 |
| Feeling of personal safety and security | 4.2 | .945 |
| Spoken English language of local Singaporean people | 4.1 | .921 |
| Value for money | 3.76 | .892 |

RQ 7: What are the dimensions of each component of the Singapore attributes?

To address the dimensions of each component of the Singapore attributes, mean mode was conducted on 11 components which were: hotel/lodging, local transport, and local restaurants/bars/food outside hotel, shopping, local people, local tour guide, Changi International Airport, activities, attractions, tourist information, and the overall trip experience. Mean mode produced the multidimensional of three components, which were: hotel/lodging (Table 26), local transport (Table 27), and local restaurants/bars/food outside hotel (Table 28). The rest of the components were uni-dimensional. From the 14 hotel/lodging attributes, three core factors were determined including; facilities/services, food, and value for money/services, as shown in

Table 26.

Factor 1: Facilities/Services. This dimension consisted of the physical appearance of the hotel such as cleanliness of the hotel rooms/public areas. Services of hotel staff also included such as staff's helpfulness and courtesy.

Factor 2: Food. This dimension consisted of the cuisines that were provided in the hotel such as Indian food, vegetarian food, or western food.

Factor 3: Value for money/Services. This dimension consisted of value for money, services from the hotel's staff such as spoken English, helpfulness, and courtesy.

Table 26

Factor Analysis of Indian Tourists' Satisfaction on Hotel Attributes

| <u>Attributes</u> | <u>Mean</u> | <u>SD</u> |
|-------------------|-------------|-----------|
|-------------------|-------------|-----------|

Factor 1: Facilities/Services

| | | |
|--|-----|------|
| Physical appearance | 4.4 | .986 |
| Services from hotel staff | 4.2 | .957 |
| Quality of food | 4.1 | .941 |
| Security at hotel | 3.8 | .881 |
| Staff's helpfulness | 3.8 | .881 |
| Cleanliness of hotel room and public areas | 3.5 | .862 |
| Staff's courtesy | 3.5 | .862 |
| Knowledgeable and well trained staff | 3.2 | .842 |

Factor 2: Food

| | | |
|---|-----|------|
| Indian food in hotel | 3.9 | .904 |
| Staff did right job (no need to complain) | 3.9 | .904 |
| Spoken English of hotel staff | 3.9 | .904 |
| Staff's helpfulness | 3.8 | .892 |
| Value for money | 3.7 | .864 |
| Western food in hotel | 3.5 | .862 |
| Staff's courtesy | 3.5 | .862 |
| Vegetarian food | 3.1 | .824 |

From the five transportation attributes, two core factors were determined including; the traffic system and public transportation, as shown in Table 27. Factor 1: Traffic system. This dimension consisted of traffic conditions, the cleanliness of the local transportation, and value for money. Factor 2: Public transportation. This dimension consisted of the Singapore metro and taxis.

Table 27

Mean of Indian Tourists' Satisfaction on Transportation Attributes

| <u>Attributes</u> | <u>Mean</u> | <u>SD</u> |
|-------------------------------------|-------------|-----------|
| Factor 1: Traffic system | | |
| Cleanliness of local transportation | 4.3 | .985 |
| Traffic conditions | 3.5 | .896 |
| Value for money | 2.9 | .756 |
| Factor 2: Public transportation | | |
| Singapore SMRT | 4.4 | .998 |
| Taxis | 4.1 | .985 |
| Value for money | 2.9 | .756 |

From the five restaurants/bars/food outside hotel attributes, two core factors were determined including; cleanliness and food product/value for money as shown in Table 28.

Factor 1: Cleanliness. This dimension consisted of the cleanliness and sanitation of restaurants/bars/food and hygiene and the cleanliness of food service staff.

Factor 2: Food product/Value for money. This dimension consisted of Singaporean food, variety of food, and value for money.

Table 28

Mean of Indian Tourists' Satisfaction on Restaurants/Bar/Food outside Hotel

Attributes

| <u>Attributes</u> | <u>Mean</u> | <u>SD</u> |
|---|-------------|-----------|
| Factor 1: Cleanliness | | |
| Hygiene and cleanliness of food service staff | 4.4 | .985 |
| Cleanliness and sanitation of restaurants/bars/food | 4.2 | .976 |
| Variety of food type (e.g. vegetarian) | 3.8 | .908 |

Factor 2: Food product/Value for money

| | | |
|--|-----|------|
| Singapore food | 4.1 | .987 |
| Value for money | 3.9 | .909 |
| Variety of food type (e.g. vegetarian) | 3.1 | .872 |

RQ 8: What do Indian tourists enjoy, dislike, and suggest about the Singapore trip?

On the last section of the survey, the respondents were asked to give comments about the trip experiences on enjoyment of the experience, dislike of the experience, and suggestions on the trip experience. The results were computed from the frequency of the keywords that appeared in the open-ended questions. Table 29 through Table 31 present the findings from open-ended questions. Table 29 shows the attributes that Indian tourists enjoyed on the trip which were shopping (34.09%), followed by attraction (31.81%), activities(18.19%), friendliness of Singaporean people (10.46%), and food (5.46%), respectively.

Table 29

Enjoyment of Experiences of Indian Tourists on Singaporean Trip

| <u>Enjoy</u> | <u>N (220)</u> | <u>(%)</u> |
|------------------------|----------------|------------|
| Shopping | 75 | 34.09 |
| Shopping experience | | |
| Shopping malls | | |
| Local/Bargain shopping | | |
| Attraction | 70 | 31.81 |
| Beaches/Islands | | |
| Historical attractions | | |

| | | |
|----------------------------------|----|-------|
| Modern city | | |
| Culture | | |
| Activities | 40 | 18.19 |
| Entertainment/Shows | | |
| Massage/Spas | | |
| Safari park | | |
| Adventure sports | | |
| Friendliness of Singapore people | 23 | 10.46 |
| Food | 12 | 5.46 |

Note. N = the number of times that the item was mentioned

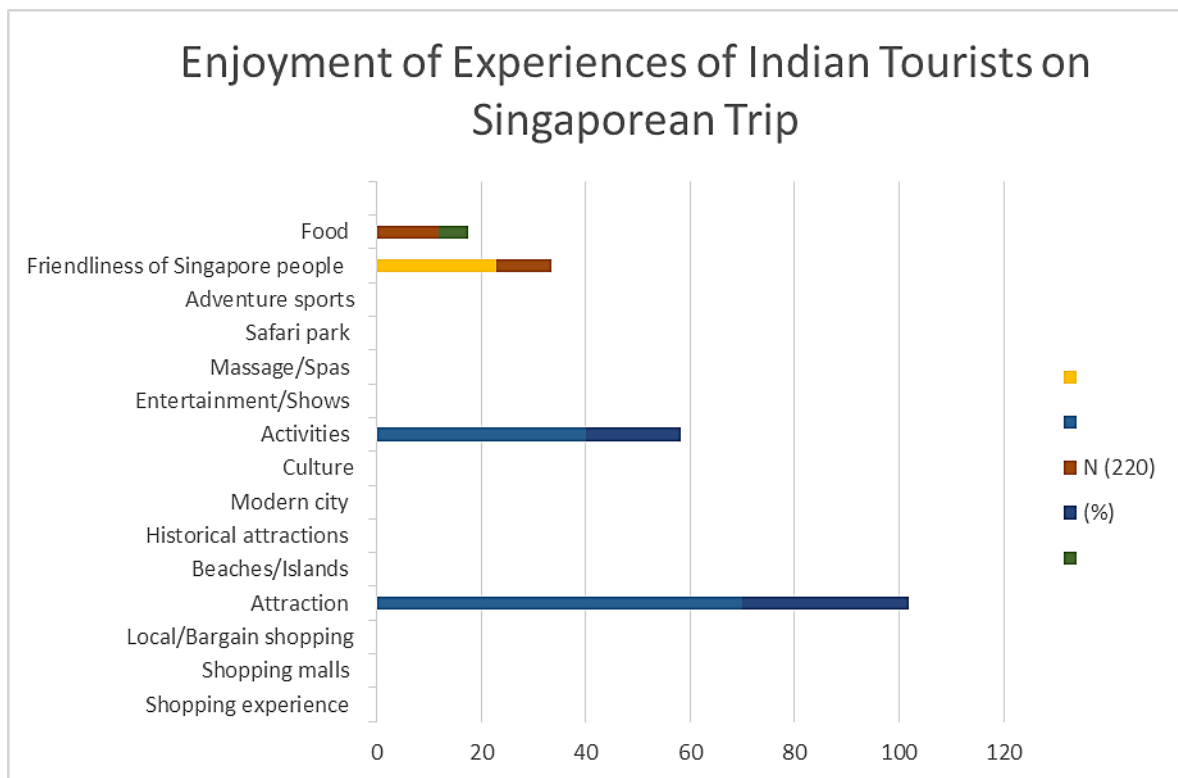


Table 30 shows the attributes that Indian tourists disliked about the trip which were the language barrier (40%), followed by traffic (25.71%), availability of Indian/vegetarian food (17.14%), taxis (11.42%), and air pollution (5.71%), respectively.

Table 30

Dislike of Experiences of Indian Tourists on Singapore Trip

| Dislike | N (70) | (%) |
|--|--------|-------|
| Language barrier | 28 | 40 |
| Traffic | 18 | 25.71 |
| Availability of Indian/vegetarian food | 12 | 17.14 |
| Taxis | 8 | 11.42 |
| Air pollution | 4 | 5.71 |

Note. N = the number of times that the item was mentioned.

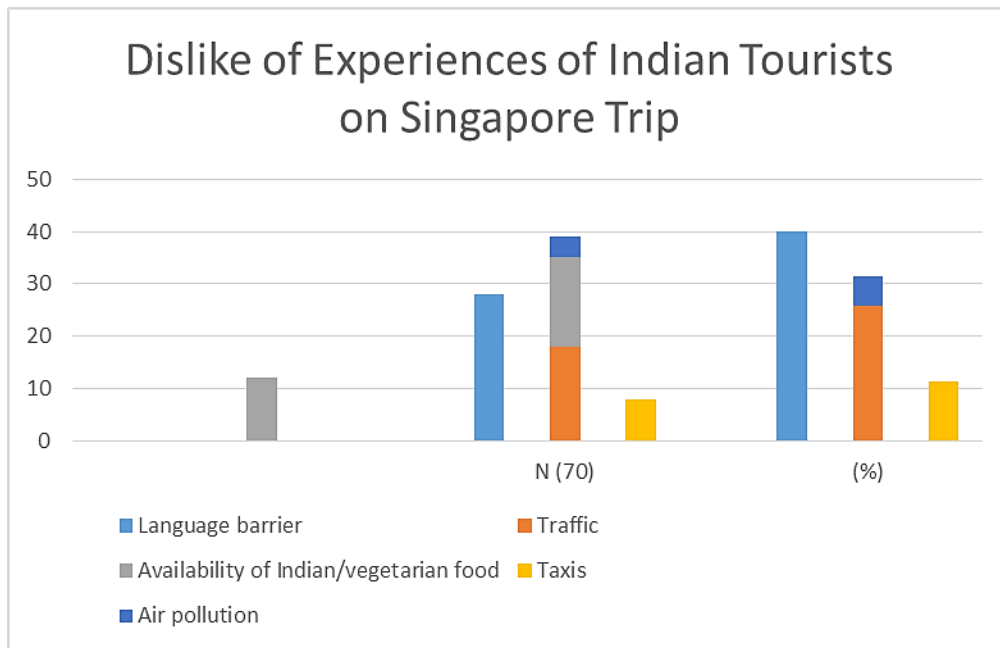


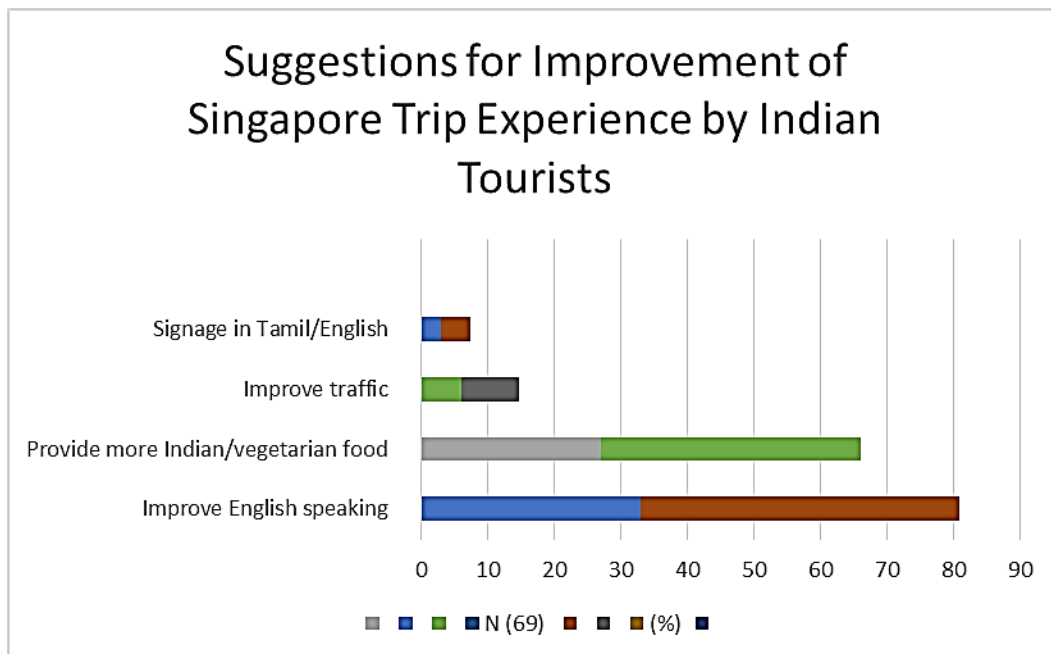
Table 31 shows the suggestions of Indian tourists for improving the trip experience, which were to improve English speaking ability (47.82%), followed by the providing of more Indian/vegetarian food (39.13%), improvement of traffic (8.69%), and signage in Tamil/English (4.34%), respectively.

Table 31

Suggestions for Improvement of Singapore Trip Experience by Indian Tourists

| Suggestion | N (69) | (%) |
|-------------------------------------|--------|-------|
| Improve English speaking | 33 | 47.82 |
| Provide more Indian/vegetarian food | 27 | 39.13 |
| Improve traffic | 6 | 8.69 |
| Signage in Tamil/English | 3 | 4.34 |

Note. N = the number of times that the item was mentioned.



RQ 9: What are the differences between package-tour Indian tourists (PKIT) and independent Indian tourists (INIT) concerning: importance level of information sources and satisfaction level on the Singapore attributes?

Mean addressed the differences of the two pairs of Indian tourists in two issues. The first pair consisted of a package-tour Indian tourists (PKIT) and independent Indian tourists (INIT), as shown in Table 32. The second pair consisted of the first-time Indian tourists (FTIT) and repeat Indian tourists (RPIT), as shown in Table 33. These two groups were tested according to the differences in two issues. The first issue was the importance of information sources in decision-making on the trip, and the second was the satisfaction level of Singapore attributes.

Within these two issues, there are eleven components tested, which included hotel/lodging , local transport, local restaurants/bars/food outside the hotel, shopping, local people, local tour guides, Changi International Airport, activities, attractions, tourist information, and the overall trip experience.

The differences between PKIN/INIT on an importance of information sources in decision-making on the trip and the satisfaction with Singapore attributes are presented in Table 32. Seven of out 64 items were found to differ: travel agent, travel magazine, quality of food in hotel, services from hotel staff, and Indian food in restaurants outside hotel, night life, and signage.

Indian tourists who bought package-tours to the Singapore indicated that the travel agent (M= 3.25) and travel magazine (M= 3.04) were the important sources in their decision to make the trip, whereas the INIT group rated the travel agent with the mean score of 2.35 and travel magazine as 2.59. There were no differences found within commercial ads, movies, Internet, and family/friends among the PKIT and INIT groups.

The package tour group was more satisfied with night life (M= 4.32) and signage attributes (M= 3.95) than independent tourists, who rated their satisfaction levels on night life with the mean score of 4.02 and signage as 3.63. However, the independent travelers were found to have higher satisfaction levels on quality of food in hotel (M of INIT = 3.83, M of PKIT = 3.51), services from the hotel staff (M of INIT = 3.99, M of PKIT = 3.58), and Indian food in restaurants outside hotel (M of INIT = 3.93, M of PKIT = 3.51) than travelers who bought package tours.

Table 32

Mean of Importance of Information Sources and Satisfaction on Singapore Attributes by Package Tour/Independent Indian Tourists

| <u>Attributes</u> | <u>PKIT (Mean)</u> | <u>SD</u> | <u>INIT (Mean)</u> | <u>SD</u> |
|--|--------------------|-----------|--------------------|-----------|
| <i>Importance of Information sources</i> | | | | |
| Travel agent | 3.25 | .895 | 2.35 | .792 |
| Travel magazine | 3.04 | .830 | 2.59 | .810 |

Satisfaction on Singapore attributes

| | | | | |
|--|-------------|-------------|-------------|-------------|
| Hotel/Lodging: services from staff | 3.58 | .921 | 3.99 | .982 |
| Hotel/Lodging: quality of food | 3.51 | .891 | 3.83 | .962 |
| Restaurants/Bars/Food outside hotel: Indian food | | | | |
| Activities: night life | 4.32 | .989 | 4.02 | .983 |
| <u>Information service: signage</u> | <u>3.95</u> | <u>.892</u> | <u>3.63</u> | <u>.872</u> |

Note. PKIT = Package tour Indian tourists, INIT = Independent Indian tourists,

RQ 10: What are the differences between first-time Indian tourists (FTIT) and repeat Indian tourists (RPIT) concerning: importance level of information sources and satisfaction level on the Singapore attributes?

The differences between first-time (FTIT) and repeat Indian tourists (RPIT) on an importance of information sources in decision to make on the trip and the satisfaction with the Singapore attributes were presented in Table 33.

6 of out 64 items were found to differ: movie/TV series, variety of food of restaurants outside hotel, Indian food outside hotel, big shopping stores, electronic products, and value for money on shopping.

Repeat tourists indicated that movie/TV series were more important to their decision-making on the trip than first-time tourists (M of RPIT = 2.92, M of FTIT = 2.41). There were no findings which indicated the differences on travel agent, travel magazine, commercial ads, Internet, and family/friends among RPIT and FTIT.

Moreover, RPIT had higher satisfaction levels on variety of food of restaurants outside hotel (M of RPIT = 3.53, M of FTIT = 3.19), Indian food outside hotel (M of RPIT = 3.98, M of FTIT = 3.47), big shopping stores (M of RPIT = 4.28, M of FTIT = 4.00), electronic products (M of RPIT = 4.02, M of FTIT = 3.67), and value for money on shopping (M of RPIT = 4.17, M of FTIT = 3.84) than first-time tourists.

Table 33

Mean of Importance of Information Sources and Satisfaction on Singapore Attributes by First-time/Repeat Indian Tourists

| <u>Attributes</u> | <u>FTIT (Mean)</u> | <u>SD</u> | <u>RPIT (Mean)</u> | <u>SD</u> |
|--|--------------------|-------------|--------------------|-------------|
| Importance of Information sources | | | | |
| Movie/TV series | 2.41 | .712 | 2.92 | .782 |
| Satisfaction on Singapore attributes | 2.91 | .784 | 3.53 | .823 |
| Restaurants/Bars/Food outside hotel: variety of food | | | | |
| | 3.12 | .856 | 3.62 | .875 |
| Restaurants/Bars/Food outside hotel: Indian food | | | | |
| | 3.47 | .878 | 3.98 | .887 |
| Shopping: big stores | 4.00 | .912 | 4.28 | .965 |
| Shopping: value for money | 3.84 | .893 | 4.17 | .973 |
| <u>Shopping: electronic products</u> | <u>3.67</u> | <u>.834</u> | <u>4.02</u> | <u>.921</u> |

Note. FTIT = First-time Indian tourists, RPIT = Repeat Indian tourists,

4.8 Revisitation/Recommendation

Objective 5: To examine the intention to return and willingness to recommend the Singapore.

RQ 11: What are the Indian tourists' intention to return and willingness to recommend Singapore?

Respondents were asked whether they would like to return or recommend the Singapore. Over 90% of them showed their willingness to do so.

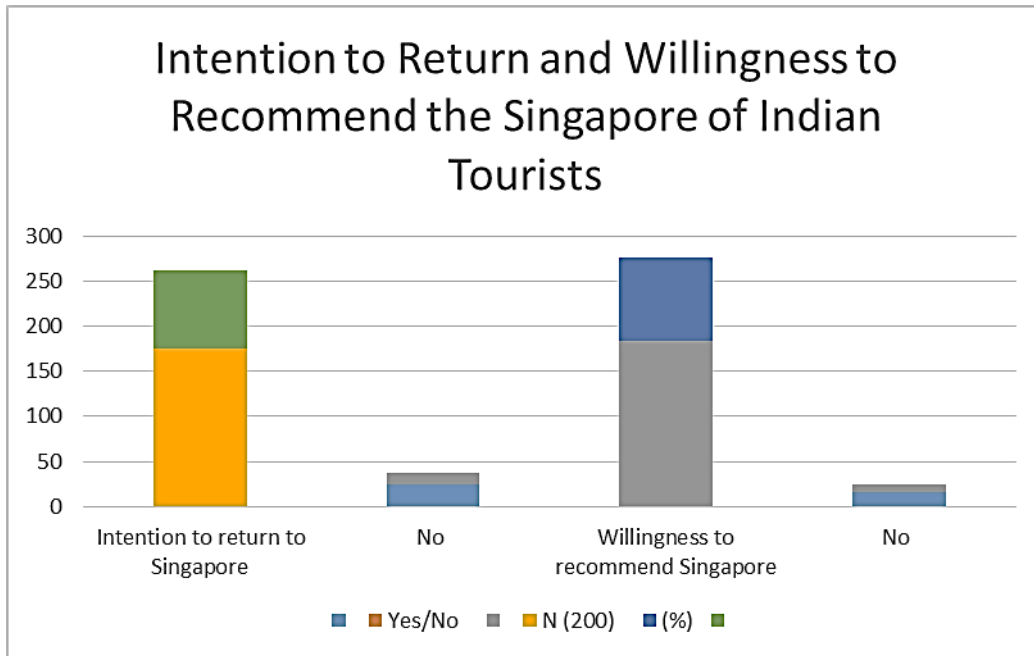
Table 34

Intention to Return and Willingness to Recommend the Singapore of Indian Tourists

| <u>Intention and willingness</u> | <u>Yes/No</u> | <u>N (200)</u> | <u>(%)</u> |
|----------------------------------|---------------|----------------|------------|
| Intention to return to Singapore | Yes | 175 | 87.5 |

| | | | |
|------------------------------------|-----|-----|------|
| | No | 25 | 12.5 |
| Willingness to recommend Singapore | Yes | 184 | 92 |
| | No | 16 | 08 |

Note. Totals differ due to missing data.



This chapter presents the findings of the pre-purchase and the post-purchase stage. The findings includes Indian tourists' demographics, past experiences (travel patterns), motivations to take the Singapore trip, level of importance of information sources, level of satisfaction of Indian tourists on their travel experience on Singapore attributes, and intention to return and willingness to recommend the Singapore.

CHAPTER 5

CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS

5.1 Conclusions

Satisfaction encourages a propensity of repurchasing and recommending products to others including the travel product such as a city. City tourism is one of the fastest growing segments in the tourism industry. The Singapore was used as a setting of this study, in which it has numerous strong pull factors such as World Heritage sites, world-class accommodation, etc. Indian people are one of the biggest potential outbound markets, which has strong purchasing power because of its economic growth. Thus, this study has a contribution to understand travel motivation, perception, and satisfaction of Indian tourists on a Singapore trip.

The study was designed to identify Indian tourists' demographics and travel patterns including the motivation on the Singapore trip. Additionally, the study was to examine the level of satisfaction of Indian tourists on their travel experience on Singapore attributes, as well as the intention to return and willingness to recommend the Singapore.

The study discusses the research findings and related studies based on research framework, which presents Indian tourists' trip decision making: pre purchase, purchase, and post-purchase stage. During the pre-purchase stage, Indian tourists were motivated to visit the Singapore by both push and pull factors, which are demographic, past experiences, motivations and information sources. Most of them are under age of 20-40 an average most of them are married, they even motivate from Push factors were to have fun, to see and experience a new destination(s), to do something exciting, to reduce stress, to escape from the routine of work or life, and to learn new things. Pull factors were to enjoy the beautiful environment, scenery, and beaches, to go to Singapore, to enjoy shows and entertainment, and to enjoy international travel experiences. They created the images of Singapore from the information that they obtained from their family and/or friends as well as from the Internet.

When they were on their trips or in (purchase stage), they experienced several attributes of the travel destinations such as hotels, restaurants, shopping outlets, airports, etc. the study

show all the attributes and expectation are all beyond the expectation of their travel and well satisfied in all the result As the result of comparing their expectations/perceptions to the destination with their actual experiences in Singapore, the study found that Indian tourists

(During the post-purchase stage) Indian tourists' satisfaction was generally positive. They rated their satisfaction level on the Singapore attributes high over a value of neutral. Among 58 Singapore attributes, 22 attributes were rated between the values of four to five, or between satisfied to very satisfied, 35 attributes were rated between the values of three to four, or between neutral to satisfied, and 1 attribute was rated below three or value of neutral. They showed their willingness of returning and recommending Singapore as travel destinations. In addition, Singapore government, Singapore Tourism Board, and other travel businesses were presented with the practical solutions that would open business opportunities and increase competitiveness.

5.2 Discussion

The study was conducted at Changi International Airport in Singapore. The sample was a convenience sample of 400 Indian tourists who visited the Singapore from 1 August to 14 August, 2013. A total of 200 useable responses were obtained. The five-section-survey (i.e., demographics and past experiences, motivations, information sources, satisfaction, and open-ended questions and dichotomous questions) was designed to answer 11 research questions. The survey was available in English only. The obtained data was analyzed by descriptive analysis (frequency, percentage, and mean scores).

The following section includes summarized findings and discussion of 11 research questions. This section is divided into two parts based on research framework which are: pre-purchase and post-purchase stage.

Pre-purchase: demographics, past experiences, motivations, and information sources

5.2.1 Demographics and past experiences

The study found that Indian tourists who visited the Singapore were mostly males on an average age of 38 or in the early adulthood (20-45 years old) (Zgourides, 2000), most of them were married. Most of tourists were from Mumbai and New Delhi where Hindi language was

widely used. Tourists were highly educated with bachelors and master's degrees. The majority were self-employed and employed by companies. The household income was evenly distributed among all categories.

These Indian tourists were mostly leisure tourists who either traveled alone or with spouses. There were almost equal numbers of first-time and repeat visitors. There were slightly more visitors who took package tours than those who traveled independently. The average length of their stay was six days. They spent the most money on clothing (INR21000), followed by electronics (INR42000), and handicrafts/souvenirs, (INR27000), respectively (average spending/trip/household) (currency exchange rate in July 2013, US\$1 = INR66). Singapore Board Tourism (2013) reported the 2012-travel spending of Indian tourists that their total spending was 450 Singapore dollar/person/day (currency exchange rate in Aug 2013, US\$1 = INR66).

5.2.2 Motivations

Indian tourists indicated their top rankings of travel motivation when deciding to take the city of Singapore trip. These motivators were both push factors (the psychological needs that motivate tourists to travel) and pull factors (the unique attributes of the travel destination that motivate tourists to visit). Push factors were to have fun, to see and experience a new destination(s), to do something exciting, to reduce stress, to escape from the routine of work or life, and to learn new things. Pull factors were to enjoy the beautiful environment, scenery, and beaches, to go to Singapore, to enjoy shows and entertainment, and to enjoy international travel experiences. Referring back to Indian tourists' demographic profiles, they were mostly leisure travelers (65%), so it was common to see the push factors such as to have fun (ranked first on the top ten motivation raking), or to enjoy the beautiful environment, scenery, and beaches (ranked second on the top ten motivation raking) as the travel motivations. This finding supported research by Hanqin and Lam (1999) who found both push and pull factors motivated people to travel. However, the finding was different from the study of Sangpikul (2008), which indicated that Japanese senior travelers were motivated to visit Singapore by cultural and historical attractions, whereas, the result of these Indian tourists suggested that they were more motivated by the beautiful environment, scenery, and beaches (M= 4.04) than historical attractions (M= 3.56). Perhaps the age difference between Indian tourists and senior Japanese tourists had an

impact on their different travel destination preferences. Moreover, the study of Rittichainuwat et al. (2008) showed that tourists who visited Singapore were motivated the most by the desire of seeing people from different cultures, seeing interesting cultural and historical attractions, and taking a trip to Singapore worth the value for money.

To go to Singapore, the pull factor, was an influential motivator. Ng et al. (2007) studied cultural distance and intention to visit travel destinations of Australian travelers. The study found that the more geographical and cultural distance from travelers' home country, the less likely they would visit. Therefore, it might infer that Indian tourists were comfortable enough to visit Singapore where there was less geographical and cultural distance. Non-stop flights from New Delhi, India to Singapore, Singapore were just four hours. Singapore culture had also been influenced by Indian culture in many ways as evidenced from architecture of Singapore temples, religions, Indian food, and traditional therapies like massage. The study was also consistent with the study of Master and Prideaux (2000) stating that smaller gap of the cultural differences (e.g., shopping habits, cuisine, and language) was desirable even though these differences did not significantly impact satisfaction.

The study found four core dimensions were produced from factor analysis on 20 motivators that influenced Indian tourists in making the decision to visit the Singapore area. These dimensions were Novelty Seeking, Stress Busting/Fun, Achievement, and Family Oriented/Education. The result of factor analysis was generally supported by the study of Hanqin and Lam (1999), Rittichainuwat et al. (2008), Sangpikul (2008) and Yoon and Uysal (2005). The finding confirmed that Indian tourists' travel behavior was driven by internal (push) and external (pull) factors.

5.2.3 Information sources

Family and/or friends and the Internet were perceived by Indian tourists as important sources in trip decision making. According to Engel et al. (1995), consumers were influenced by word of mouth in several situations such as when they purchased complex products, when other sources were perceived as low credibility, or when there were strong social ties between information transmitters and receivers. Word of mouth is a successful marketing tool in advertising the products (Lee, 1999); however, marketers should be aware that unsatisfied customers can spread bad words about their bad experiences as well.

The Internet also influenced the decision-making of Indian tourists to visit Singapore. Buhalis's study (1998) and Werthner and Ricci (2004) supported that the Internet increasingly becomes an important source in searching for travel information since tourism is a unique and intangible product and travelers cannot see the actual product during the pre-purchase process. Therefore, they rely solely on the online information search for planning, searching, purchasing, and amending their travel. Louvieris and Oppewal (2004) indicated that although talking to friends or relatives (traditional channels) was regarded as more important than the Internet and travel shops for the preparation of holiday in the information search stage, the Internet was an important source during the purchasing stage. Li and Buhalis (2006) found that there is a trend that consumers perceive benefits from eChannels which are expected to increase both in the information search and purchasing stage in the near future. In addition, the more frequently one uses the Internet, the higher the chance that person will become an online shopper. Post-purchase: satisfaction, intention to return, and willingness to recommend

5.2.4 Satisfaction

Indian tourists' satisfaction was generally positive. They rated their satisfaction level on the Singapore attributes high over a value of neutral. Among 58 Singapore attributes, 22 attributes were rated between the values of four to five, or between satisfied to very satisfied, 35 attributes were rated between the values of three to four, or between neutral to satisfied, and 1 attribute was rated below three or value of neutral. The attribute labeled cleanliness of Changi International Airport was rated the highest (M= 4.52) and the speaking of English of hotel's staff was rated the moderate (M= 3.99) on the satisfaction level. Indian tourists rated their satisfaction high on Changi International Airport attributes, attraction attributes, and shopping attributes whereas the tourists rated their satisfaction medium on the English speaking ability, variety of food, and traffic. The finding was consistent with the study of Rittichanuwat et al. (2001) that Singapore was perceived with high standards for sanitation and cleanliness. Recently, Singapore has been awarded as clean and green Singapore 2010.

It is interesting to note that when comparing the findings of the satisfaction level of Singapore attributes as shown earlier across other dimensions like factor analysis or the open-ended questions, the findings still yielded the similar answer. First, factor analysis was performed to provide the dimensions of each category of Singapore attributes such as

hotel/lodging, transportation, etc. There were three dimensions of hotel/lodging (facilities/services, food, and value for money/services), two dimensions of transportation (traffic system and public transportation), and two dimensions of restaurants/bars/food outside hotel (cleanliness and food product/value for money). The dimension labeled facilities/services of the hotel consisted of physical appearance, cleanliness, staff's helpfulness, staff's courtesy, etc. was rated very high on satisfaction level. The dimension labeled value for money/services.

The open-ended questions yielded similar results with the satisfaction level on Singapore attributes. The tourists enjoyed shopping the most, followed by attractions, activities, and friendliness of Singapore people. They disliked the language barrier, traffic, unavailability of Indian/vegetarian food, taxis, and sound pollution, Singapore was perceived by international tourists as friendly with beautiful scenery (Tapachai & Waryszak, 2000). The findings conform with the study of Rittichanuwat et al. (2001) indicating that Singapore was perceived as having a variety of activities, numerous cultural and historical attractions, and a good place for shopping; however, there were traffic jams in the some areas. Ngamsom (2001) also mentioned that Singapore, Thailand and Hong Kong were perceived as the best Southeast Asian shopping destinations. Singapore became popular for its bargain shopping where shoppers had less stress in negotiating the prices than in Thailand and Hong Kong. The friendliness of the Singaporean people created a nice service ambience to tourists.

The study found Indian tourists who a bought package tour (PKIT) to Singapore rated travel agents and travel magazines more important as informational sources in decision-making on the Singapore trip than Indian tourists who travel independently (INIT). The finding was consistent with the study of Pearce and Schott (2005), which stated that international tourists used the travel agent the most as an information source for transportation information, and guidebooks/directories were used for obtaining accommodation and attraction information. The PKIT were more satisfied with night life and signage than INIT, however, PKIT had less satisfaction on quality of food in hotel, services from hotel staff, and Indian food in restaurants outside hotel. Morrison (1989), cited from Wong and Kwong, (2004, p. 581) defined the all-inclusive package tour as, "a trip planned and paid for a single price in advance, which covers commercial transportation and accommodation, meals and sightseeing, and sometimes with an escort or guide." This infers that PKIT perhaps received sufficient information on night life

activities and travel information from tour guides. However, restricted by choices of arranged programs may impact or lower the satisfaction of PKIT than INIT in quality of food in hotel, services from hotel staff, and Indian food in restaurants outside hotel. The finding was in contrast with the study of Weaver et al. (2007) indicating that the package tours group rated service quality higher than the independent tourists did due to the fact that the package tour was prepared by tour operators for tourists, so they were experiencing good service from tour guides, hotels, and restaurants.

Repeat Indian tourists (RPIT) indicated that movie/TV series was more important on their decision-making on the Singapore trip than first-time tourists (FTIT). Vogt and Andereck (2003) stated that first-time vacationers formed a destination image based on various information channels during an information searching stage, whereas the repeat vacationers relied on their past experiences, and they may or may not have exposed themselves to new information. Based on the study by Kim and Richardson (2003), films had influenced viewers on intention to visit the destination. It may be possible to conclude that movie/TV series may remind RPIT about their previous trips to Singapore so they rated movie/TV as an importance source on their trip decision making. Moreover, RPIT had higher satisfaction levels with the variety of food in restaurants outside the hotel, Indian food outside hotel, big shopping stores, electronic products, and value for money on shopping than FTIT. The finding was consistent with the study of Li et al. (2008) who stated that repeat tourists had a higher satisfaction level than first-time tourists. Beerli and Martín (2004) mentioned that the more experiences with the destination the tourists had, the better destination image they would have because they were more familiar with the destinations. Thus, it may be concluded that previous trip experiences of RPIT resulted in higher satisfaction level on these attributes than FTIT had so they knew where to shop, stay, and eat.

5.2.5 Revisitation/Recommendation

A majority of Indian tourists (over 90%) indicated that they would return and recommend Singapore as travel destinations. They were generally satisfied with the Singapore attributes. This confirms the study on satisfaction for Singapore trips by international tourists of Ngamsom (2001) stating that the higher satisfaction travelers had toward their trips, the more likely they would revisit a destination. Several studies also mentioned that the more positive the feelings of tourists on the destination image, the higher they would perceive the trip quality, and the more

positive their behavioral intention would be (Bramwell, 1998; Chen & Tsai, 2007; Hui et al., 2007). However, the findings were different from the studies of Bigné et al. (2001), Hsu and Kang (2007) and Kozak and Rimmington (2000), which stated that it was not necessary that the satisfied tourists would revisit the destination.

5.3 Limitations

The interpretations of the results of this study were limited. There were several limitations on this study: data collection, generalizability of the study, and scope of study.

Access to travelers was limited due to airport policies. The researcher was allowed to collect data in all airport areas except at the departure lounge. Although, the researcher was well assisted by the officers of Changi International Airport and the Police Department of the Singapore Immigration, the collection of data was challenging. The researcher had accessibility to the duty-free shopping areas and the check-in counter, but these areas were not optimal for data collection. Access to the departure lounge where respondents had time to complete the survey was denied. Moreover, the sample was drawn from visitors who departed through Changi International Airport from 1 August – 14 August 2013. This may cause possible non-representation for year round tourists and tourists using other modes of transportation.

It was difficult to generalize the findings to all Indian tourists since majority of Indian tourists were from Mumbai and New Delhi. The small sample size also could not provide sufficient data to be analyzed such as segmenting Indian tourists from mother tongues or hometowns. In addition, Indian culture respects elders and family leaders. Males who were the family's leader were overrepresented in the study since the leaders predominantly filled out the surveys. The study was conducted in the Singapore

The satisfaction study was constructed from destination image studies which covered numerous tourism components such as hotels, attractions, activities, etc. Each component consisted of various attributes like cleanliness, security, value for money, etc. This study, therefore, could not cover all aspects of each tourism component.

5.4 Recommendations

Based on the limitations, the following three recommendations for future studies are made:

- 1) Survey design,
- 2) Data collection techniques (researcher personal attributes, permission), and
- 3) Future area of study. Suggestions are provided for researcher as follows:

The survey should be designed as concise as possible, especially when data will be collected at the airport. The length of the survey influenced the respondents to complete the entire survey. A shorter survey is preferable in collecting data in the airport where the researcher has to deal with time-limited or frustrated travelers. Future studies should add a section of theory, such as the involvement construct, and discard the unnecessary attributes to make a solid and short survey. It may concentrate on just one area of tourism components such as hotels or attractions.

Two data collection techniques are researcher personal attributes and permission. Other than a professional dress code and an introductory greeting to the respondents, researcher personal attributes should include an ability to greet and thanks in Hindi. This provides from the start shows a good impression and shows respect to Indian tourists which will assist the researcher in working with Indian tourists. Researchers need to be aware of airport or airlines' regulations. In addition to obtaining the permission from the airport, permission from the airlines is also important. Permission from airlines which offer flights to India should be obtained in order to collect data at the departure lounge which is under the airlines' authorization. The departure lounge allows tourists to have more time to participate and complete the survey.

Interesting future studies may be conducted on: a correlation between the level of satisfaction (high, medium, low) and frequency of visitations to indicate the level of loyalty, a correlation between the level of satisfaction (high, medium, low) and level of importance of travel motivation. The survey should include the satisfaction levels of competitive cities such as Bangkok, Hong Kong, and Kuala Lumpur, so that Singapore can use the findings to develop competitive marketing strategies.

This section proposes practical solutions to the Singapore government, Singapore Tourism Board, and other travel businesses, which will open business opportunities and increase competitiveness as follows.

Singapore government

1. Setting up of the Singapore Tourism Board (STB) need to be update.
2. Setting up of overseas offices.
3. Promote local events such as Chingay and Lightup at Orchard Road.
4. Working hard with private sectors to organize events such as the "Great Singapore Sale".
5. Building of Integrated Resort.
6. Improve the accessibility such as public transport like SMRT.

Source: Singapore Tourism Board

STB SAMEA has three primary offices in Mumbai, Delhi and Dubai and two Marketing representative offices in Chennai and Bangalore.

Their market coverage is geographically distributed as follows:

- STB Mumbai: Western and Southern India & Sri Lanka
- STB Delhi: Northern and Eastern India, Bangladesh, Nepal & Pakistan

There are numerous fun things to do in Sentosa Island Asia's Favorite Playground, is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences. Spread over 500 hectares, the vibrant island resort is ideal for both business and leisure. In 2010, Sentosa welcomed Singapore's first integrated resort, Resorts World Sentosa, which operates South East Asia's first Universal Studios theme park.

For the third year running, Sentosa has won the much coveted award for the Large Attraction category at the IAAPA (International Association of Amusement Parks and Attractions) Asian Attractions Expo 2009! Up against the region's best, Sentosa edged out other well-known attractions in the same category including Hong Kong Disneyland, China's Chimelong Water Park and Korea's Lotte World. Singapore Culture, Language and People.

A Multicultural Mixture

Today, the ethnic Chinese form 74.2% of the Singaporean population, with the country's original inhabitants – the Malays, comprising of 13.4%. The Indians make up 9.2%, and Eurasians, Peranakans and others making up a combined 3.2%. Singapore is also home to many expatriates, with almost 20% of them made up of non-resident blue collar workers from the Philippines, Indonesia and Bangladesh. The rest of the expatriate population include white collar workers coming from countries as diverse as North America, Australia, Europe, China and India.

As a reflection of its collage of cultures, Singapore has adopted one representative language for each of the four major ethnic or 'racial' groups. The four official languages in Singapore's constitution are English, Chinese, Malay and Tamil. However, in recognition of the status of the Malay people as the indigenous community in Singapore, the national language of the country is Bahasa Melayu, or the Malay Language.

The presence of other languages, especially the varieties of Malay and Chinese, has obviously had an influence on the type of English that is used in Singapore. The influence is especially apparent in informal English, an English-based creole that is commonly known as Singlish. A badge of identity for many Singaporeans, it represents a hybrid form of the language that includes words from Malay, as well as Chinese and Indian languages.

Source: Singapore Tourism Board

Hotel/lodging

Hotels should maintain the current standard of physical attributes such as cleanliness, security, and physical appearance with which Indian tourists were highly satisfied. However, improving the current hotel staff's ability to speak English was good but suggest to learn more of Hindi also be focused on more. Hotels may offer a Hindi training program to their staff. Moreover, Indian food or vegetarian food should be provided in hotels for Indian tourists as well as vegetarian tourists from other nations.

Transportation

Indian tourists were satisfied with public transportation in Singapore like MRT. However, based on suggestions from open-ended questions, some tourists were not satisfied with the Singapore taxi due to very expensive flag down start from Singapore \$3.50 and its goes upto

25 dollar per destination, One thing about Public transportation which was very good service like a SMRT card can be used in all the METRO Train and even in BTS Bus service also accept same card.

Restaurants/bars/food outside hotel

Other than Indian restaurants, local Singaporean restaurants located where Indian tourists are highly concentrated, such as the little India area in Singapore one of the most visited place by Indian can capture the Indian tourists market by offering vegetarian meals. There are several good reasons for why vegetarian plates should be added to the menus. First, Singaporean constantly has Indian tourists' visits all year round. Second, there are both Indian tourists who travel independently and with package tours to Singapore. The package tours do not include all meals, so there is a chance that tourists will explore the city themselves to have meals outside the hotels. Third, vegetarian meals are easy to prepare since there are no complicated ingredients that the restaurants need to stock in the inventory. Indian vegetarian meals can be prepared by basically having vegetable, soy sauce, panner and vegetable soup stock. Thus, adding vegetarian plates to the menus will attract Indian tourists as an additional market from their regular customers. The restaurants should put signs or stickers indicating a vegetarian food serving in front of the restaurants where tourists can easily see them.

Shopping outlets

The Indian tourists were generally satisfied with the shopping experience in Singapore. According to the open-ended questions, some Indian tourists indicated that shopping centers should be open longer hours. Therefore, the store hours may be extended for two or three hours during the travel season for tourists. Night markets may take this comment as a business opportunity since they are open from 11 a.m. until 2 a.m. china town night market and Bugis night market which open every day the night markets and last Mustafa market in little India which open 24 hour, simply need to advertise more so that the Indian tourists know that they are another shopping option after the regular stores' shopping hours. Brochures can be made about the night markets and circulated to hotels.

Local Singaporean people

Indian tourists were impressed with the hospitality of Singaporean people. The local people are very helpful to give all the basic information like giving direction etc. The useful number for needed assistance and help would be 999, which tourists could reach the Singapore police.

Tour companies in India

The study found that Indian tourists were satisfied with attractions and activities that they had participated on the trips. The analysis of mean, however, indicated that Indian tourists with package tours were less satisfied than Indian tourists who travel independently in quality of food in hotel, services from hotel staff, and Indian food in restaurants outside hotel. Therefore, tour companies in India should cooperate with hotels and tour companies in Singapore to adjust a package tour that provides more variety of service choices.

Low-price package tours may limit the quality of food in the hotel and the services from hotel staff. A choice of variety hotels (with different prices and services) should be provided so that Indian tourists can have a variety of options while staying in Singapore. The tour companies in India should focus more on providing the information about food outlets. This information should be presented at the point of purchase to ensure the tourists of the availability of Indian or vegetarian food. The Indian tour companies may obtain a list of local Singapore restaurants that offer Indian or vegetarian food at the travel destinations from local Singapore tour companies with whom they are partnered.

Local tour companies in Singapore

The major concern of Indian tourists about the services from local tour company is the language problem of tour guides. Although guides were able to speak English and recommended to know Hindi too so that all can understand, they did quite satisfy Indian tourists. Since English and Hindi is widely used in India, the tourists may have high expectations on this matter.

Changi International Airport

Indian tourists were highly satisfied with Changi International Airport in areas such as cleanliness, facilities, very impressive by the service provide by staff in the airport most the staff

are Singaporean Indian and the cleanness was one of the best airport in the world etc. However, there is still room for improvement in some aspects. Based on the Indian tourists' suggestions, Changi International Airport should provide Indian or vegetarian food outlets in the airport. This will bring a big amount of revenue for the airport since there are a large number of Indian tourists traveling from Changi International Airport to India each day. Even though the Changi International Airport has numerous travel information kiosks, Indian tourists have suggested that the information counters or the information kiosks should be placed where they could easily be seen, such as in front of the arrival gate exits.

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APPENDIX A: SURVEY INSTRUMENT



3rd August 2013

Re: Allowance for the MBA students to conduct research

To whom it may concern,

Stamford international University has been established since 1996 in Cha-am, Petchaburi. Since 2000, we have offered international programmers at our Bangkok Campus, which is now located at Rama IX, Bangkok. The university now provides the students with the Master of Business Administration.

The university would like to ask for your allowance and cooperation to give the MBA students the permission to conduct research on the topic of “Comparison Study of Indian Tourists Perception, Motivation and Satisfaction toward Singapore Destination”

The aims of the study to find the overall evaluation of the image of Singapore in the minds of Indian tourists,

All data gathering during this study will remain confidential, which your name will not be exposed in any circumstance. The Graduate School has approved this project. If you wish, you may request a copy of the summary of findings from the study from the university.

Thank you for your cooperation. Please do not hesitate to contact Stamford International University with any concerns you may have.

Yours sincerely,

A handwritten signature in blue ink, appearing to be 'Dr. Chompunuch Jittithavorn', is written over a faint, light-colored rectangular stamp or watermark.

(Dr. Chompunuch Jittithavorn)

Graduate School Lecturer, Stamford International University

For more information, please contact:

Mr. Prasertsak Kowboonyarasri 02-7694000 Ext. 1210

| Attributes | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | | |
|--|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|--|
| Comfort of local transport services | | x | x | x | | | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Attitude of local drivers | | X | x | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Traffic management | | | | | | | | | | x | | x | | | | | | | | | | | | | | | | | | | | | | | |
| Mobility in destination | | | | | | | | | | x | | | | | | | | | | | | | | | | | | | | | | | | | |
| Parking | | | | | | | | | | | | | | | | | | | | | | | x | | | | | | | | | | | | |
| Overall Infra. | | | | | x | x | | | | | | x | | | | | | | | | | | | x | | | | | | | | | | | |
| Hygiene-sanitation-cleanliness | | x | x | x | | | | | | | | | | | | x | | | | | | | | | | | | | | x | x | | | | |
| Overall cleanliness of the destination | | x | x | x | x | x | x | | | | | x | x | | | | | x | | | | x | | | | | x | | | | | | | X | |
| Cleanliness of beaches and sea | | x | x | x | | | | | | | x | | | | | | | | | | | | x | | | | | | | | | | | | |
| Availability of space on beaches | | x | x | x | X | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | x | |
| Availability of facilities on beaches | | x | x | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Unpolluted environment | | | | | | | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Good climate | | | | | X | x | x | | | | x | x | x | x | | | | | | | | | x | x | | | x | x | | | | | | | |
| Hospitality and customer care | | x | x | x | | | | | | | | | | | | | x | | | | | | | | | | | | | | | | | | |
| Cleanliness of bars/restaurants | | x | x | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Availability | | | | | | | | | | | x | x | | x | x | x | | | | | | | | | | | | | x | x | x | | | | |
| Food | | | | | | | | | | | | x | | | | | x | | | x | | | | | | | x | x | x | x | | | | | |
| Attitude of local shopkeepers | | x | x | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Friendliness of people | x | x | x | x | | | x | | | x | x | x | x | x | | x | | x | | | | | x | x | x | x | x | x | | | | x | | | |

| Attributes | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | | |
|---|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|--|
| Attitude of staff in tourism overall | | x | x | x | | | | | | | | x | x | | x | | | | x | x | | | x | | | | x | | | | x | | | | |
| Attitude of staff at bars and restaurants | | x | x | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Attitude of local people/staff | | x | x | x | x | x | | | | | | | | | x | | | | | | | | | | | | | | | | | | x | | |
| Availability of tourist information | | | | | | | | | | | | x | | x | | | | | | | | | | x | | | | | | x | | | | | |
| Facilities and activities | | x | x | x | | | | | | | | | | | | | | | x | | | | | | | | | | | | | | | | |
| Availability of shopping facilities | | x | x | x | x | x | | | | | x | x | | | | x | | | | | | x | x | x | x | x | | x | x | | | | | | |
| Souvenir | | | | | | | | | | | | | | | | | | | | | x | | | | | | | | | | | | | | |
| Local handicrafts | | | | | | | | | | | | x | | | | | | | | | | | | | | | x | | | | | | | | |
| Brand name | | | | | | | | | | | | | | | | | | | | | | | | | | | | | x | x | | | x | | |
| Nightlife & entertain | x | x | x | x | x | x | x | | | x | | x | x | | | | | x | x | | | | x | | | | | x | | | | | | | |
| Availability of health services | | x | x | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sports facilities/activities | | x | x | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Facilities for kids/family | | x | x | x | | | | | | x | | x | | | | | | | | | | | | | x | | | | | | | | | x | |
| Various recreational opportunities | x | | | | x | x | | | | | x | x | x | | | x | | | | | | | x | | x | | x | | | | | | | | |
| A wide variety of outdoor activities | | | | | | | | | | | | x | | | | | | | | | | | | | | | | | | | | | | x | |
| Level of prices | | x | x | x | | | | | | | | | | | | | x | | | | | | | | | | | | | | | | | | |
| Level of souvenir and gift prices | | x | x | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Overall value | x | x | x | x | | | x | | | | x | x | x | x | x | x | | x | | | x | x | | | x | x | | x | x | x | | | x | | |

| Attributes | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | | |
|--------------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|---|
| Level of food and beverage prices | | x | x | x | | | | | | | | | | | | | | | | | | | x | | | | x | | | | | | | | |
| Quality of food at bars/restaurants | | x | x | x | | | | | | | | | | | | | | | | | | | | | | | | x | | | | | | | |
| Low travel cost | | | | | | | | | | | | | | x | | | | | | | | | | | | | | | | | | | | | |
| Ability to bargain | | | | | | | | | | | | | | | | | | | | | x | | | | | | | | | x | | | | | |
| Air ticket | | | | | | | | | | | | | | | | | | | | | | | | | | | | x | | | | | | | |
| Language communication | | x | x | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Access to internet | | | | | | | | | | x | | | | | | | | | | | | | | | | | | | | | | | | | |
| No language barriers | | | | | x | x | | | | | | x | | x | x | | | x | | | x | | | | | | | | | | | | | | |
| Signage | | x | x | x | | | | | | | | | | | | | | | | | | | | x | | | | | | | | | | | |
| Destination airport services | | x | x | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Distance from airport to destination | | x | x | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Facilities and services | | x | x | x | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Speed of check-in and check-out | | x | x | x | | | | | | | | | | | | | | | | | | | | | | | | x | | | x | x | | | |
| Convenience to come | | | | | | | | | | | | x | x | | | | | | | | | | x | | | | | | x | x | x | | | | |
| Personal safety/security | x | x | x | x | x | x | x | | | | | x | | x | x | x | | | | | | x | x | x | | | x | x | x | x | x | | | x | |
| Attractions | | | | | | | x | | | | | | | | | | x | | | | | | | | | | | | | | | | | | |
| Interesting Cultural Attractions | | | | | x | x | x | | | x | x | x | | | | x | | | | | | | | x | x | x | | | x | x | x | | | | x |
| Festival/Event | | | | | x | x | | | | | | | | | | | | | | | | | | x | | x | | | | | | | | | x |
| Interesting Historical Attractions | x | | | | | | x | | | | | x | x | | x | | | | | | | | | | x | | | | x | x | x | | | | x |

| Attributes | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | | |
|---------------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|---|
| Beautiful Scenery/Natural Attractions | x | x | x | x | x | x | x | | | | x | x | x | x | x | | | | | | x | | | x | | | | | | | x | | | x | |
| Landscape | | | | | | | | | | x | x | | | | | | | | | | x | | | | | x | | | | | | | | | |
| Modernity of destination | | | | | | | | | | | | | x | | | x | | | | | | | x | | | | | | | | | | | | |
| Calm/relax | | | | | x | x | | | | | | x | x | x | x | | | | | | | x | | | | | x | | | | | | | x | |
| Similar life style | | | | | | | | | | | | | | x | | | | | | | | | | | | | | | | | | | | | |
| Various place to visit | | | | | | | | | | | | x | | x | | | | | | | | | | | | | | | | | | | | | |
| Attractions | | | | | | | | | | | | | | | | | x | | | | | | | | | | | | | | | | | | |
| Adventurous atmosphere | | | | | | | | | | | | x | | x | | | | | | | | | | | | | | | | | | | | | |
| Adventure activities | | | | | x | x | | | | | | | | | x | | | | | | | | | | | | | | x | x | | | | x | |
| Architecture | | | | | | | | | | | | | | x | | | | | | | | | x | | | | | | | | | | | | |
| Art | | | | | | | | | | | | | | | | | | | | | | | | | x | | | | | | | | | | |
| Wildlife | | | | | | | | | | | | | | | | | | | | | | | | | | x | | | | | | | | | |
| Fair and exhibit | | | | | | | | | | | | x | | | | | | | | | | | | | | | | | | | | | | | |
| Good opportunities for local tours | | x | x | x | | | | | | | | x | | | | | | | | | | | | | | | | | | | | | | | x |

1. Lee et al. (2005); 2. Kozak (2002); 3. Kozak and Rimmington (2000); 4. Kozak (2001); 5. Beerli and Martin (2004); 6. Beerli and Martin (2004); 7. Baloglu (1999); 8. Baloglu (2001); 9. Baloglu and Mangalolu (2001); 10. Fucha and Weiermair (2004); 11. Pike and Ryan (2004); 12. Chen and Kerstetter (1999); 13. O' Leary and Deegan (2005); 14. Chen and Hsu (2000); 15. Chen (2001); 16. Joppe et al. (2001); 17. Sirgy and Su (2000); 18. Zhanga et al. (2004); 19. Yu and Goulden (2005); 20. Master and Prideaux (2000); 21. Martin and Rodriguez del Bosque (2008); 22. Schneider and SoKnmez (1999); 23. Chen and Tsai(2007); 24. Hsu et al (2004); 25. Chaudhary (2000); 26.Grosspietsch (2006); 27.Hui et al. (2007); 28. Tapachai and Waryszak (2000); 29. Ngamsom (2001); 30. Rittichainuwat et al. (2006); 31. Meng et al (2006); 32. Heung and Cheng (2000); 33. Ibrahim and Gill (2005).

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