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Shopping's Behaviour of Visitors at the Cross-border Informal Market of Serikin, Sarawak

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Abstract

Cross-border activity especially in border towns is becoming increasingly important. There have been few studies of cross-border shopping and yet most of them have focused on macroeconomic effects rather on discovering the motivation, behavior and personal characteristics of cross-border shoppers who purchased abroad. This study aims to look the purchasing pattern of visitors at the cross-border informal market of Serikin, Sarawak according to the shopping's behavior of the visitors. By using descriptive analysis, this study found that, the main purpose visitors come to Serikin once per month with friends by using their own cars and spend less than 4 hours is for shopping. On average, they spend less than RM 499 on other cost (transportation, foods & beverages and others) and there are only five items frequently buy by the visitors at Serikin that are clothes, vegetables, foods, electrical tools, and handicrafts. It is obvious that visitors come to Serikin for shopping. Although visitors come to Serikin with large quantity of money for shopping, but their expenditure will determine by their income.

Keywords: Purchasing Pattern, Shopping's Behavior, Sarawak.

Introduction

Malaysia is a country which borders many other countries. North of Peninsular Malaysia borders Thailand, while in the south it borders Singapore and East Malaysia borders Brunei Darussalam and Indonesia. In addition, Malaysia also has at least two informal cross-border markets along the border with Thailand (Perlis, Kelantan), one at the border of Brunei (Sarawak), and one at the border of Indonesia (Sarawak). This study is conducted at Pasar Serikin which is located at Bau, Sarawak, border between Malaysia (Serikin) and Indonesia (West Kalimantan) and is categorized as an informal cross-border market because no formal cross-border routes or Custom, Immigration and Quarantine (CIQ) exist in Serikin. During past several years, similar studies conducted by Awang et al., (2013) only

showed the dominance of traders and commodities moving from Kalimantan, Indonesia to Serikin, Sarawak, apart from the impact of economic and socio-cultural factors on Indonesian traders who carry out the business activities at the Malaysia-Indonesia borders. However, that study did not show the impact on the visitor's side. This study attempts to fill the gap by studying purchasing pattern of visitors with some macroeconomic impacts to the local economy. The general objective of this study is to identify the purchasing pattern of visitors at the cross-border informal market of Serikin, Sarawak. Specifically, this study attempts to identify the shopping's behavior of the visitors at the cross-border informal market of Serikin, Sarawak. Conducting this research will be a significant contribution to the planners and authorities involved in the development of areas in Serikin can use to create awareness and feedback from the ground level to help the government in developing strategic plans to encourage visitor spending. It is also hoped that the information provided by the researcher can planners insight to increase the volume of visitors who come enhance the cross-border shopping tourism in Serikin. In addition, this study is also crucial to government authorities so that the development of trading in Pasar Serikin can be monitored and implemented more efficiently which may help the government reverse the area's losses. This paper consists of five sections. Section 2 presents the literature review on theoretical and empirical studies. Section 3 discusses the data and methodology that is used in the empirical analysis. Section 4 presents a discussion of the results followed by the conclusion in Section 5.

Literature Review

To understand the behavior of cross-border shoppers, it is important to know the products that cross-border shoppers buy, how often they travel, how much they spend per trip, where they usually spend their money, (Kuncharin & Mohamed, 2013) trip purpose (Timothy, 1995; Lee, 2002; Oh et al., 2003; Lehto et al., 2004), trip accompany (Mok & Lam, 1997; Miller, 1998; Ng, 2003; Bai & O'Leary, 2004; Jang, March & Woodside, 2005) and transportation mode (Ibrahim & McGoldrick, 2003). According to Mogab et al., (2005), 92 percent of respondents in Mexico came to the United States by automobile and planned to spend more than USD500 on their shopping trip. Similarly, Ju (2010) conducted a survey on Hong Kong residents who have made at least one cross-border trip to Shenzhen. The results showed that more than 50 percent of the respondents spent 300-500 HK dollars per trip, and 30 percent of the respondents spent 100-300 HK. By looking the total number of the trips, it showed that the Hong Kong residents spent a lot of money on low-end goods. Most of the Hong Kong cross-border shoppers are one-day shopper. The data also showed that 80 percent Hong Kong residents visit Shenzhen more than once in a month. Furthermore, as Yeung and Yee, 2012 examined cross-border shopping from mainland China to Hong Kong. The study found that in the past year, on average, the majority of respondents (74.7 percent) crossed the border from mainland China to Hong Kong to shop, for less than one tripper two month period.

Trip purpose to tourist shopping behavior has been explored (Timothy, 1995; Lee, 2002; Oh et al., 2003; Lehto et al., 2004). These researchers indicate that trip purpose is closely associated with behavior and shopping expenditures. Lehto et al., (2004) found that leisure traveler spent significantly more on shopping than other groups, followed by visiting friends and relatives, and business travelers. Lee (2002) indicates that vacation travelers spent more on shopping than other purpose travelers and more attracted to products that are not available at home. This is in line with study conducted by Oh et al., (2003) which found that vacation purpose groups and visiting friends and relatives' groups were more likely to participate in shopping than business travelers during trips.