

Research on the Impact of Hainan Free Trade Port's Tax-Free Shopping Policy on Tourists' Shopping Behaviour

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Abstract:

At present, tourists' shopping behavior became a hot topic in academic research and market management. This research studied the influencing factors of tourists' shopping behavior selection behavior from the consumer behavior perspective. It opened up a new idea for future research on tourists' shopping behavior decision-making. this research discussed the research methods of consumer behavior, the theory and model of tourist shopping behavior, and its influence on consumers in the past with the factors of tourist shopping behavior selection behavior were reviewed. Five independent variables of attractive policy approach, the credibility of policy approach, advertising approach, product selection, cost-saving, and tourist attitude were set to test their relationship with the tourist shopping intention. The survey was performed between August and September of 2022, and 504 valid questionnaires were received through the WeChat platform in the Sichuan area. The research results showed all hypotheses were proved with a positive relationship to tourist shopping intention. It could also benefit the policy maker to examine more areas for upgrading tourists' attitude in using Hainan duty-free offer during their visits.

Keywords:

Hainan Free Trade Port, Tax-Free Shopping Policy, Tourists' Shopping Behaviour

1. Introduction

Duty-free sales are carried out at airports and seaports; certain urban duty-free shops; on-board airlines, cruise ships, and ferries; at land border crossings; specialized stores serving diplomatic and military personnel; and online sales through mature duty-free retailers. Products that can be sold duty-free and duty-free vary by country and jurisdiction (for example, there are no tax exemptions among EU member states). Goods purchased under these rules can be brought into the destination country in different quantities, called quotas. The Hainan FTP offshore tax allowance of 100,000 yuan (approximately US\$15,470) is the most generous in the world . The outlying island tax exemption policy implemented in Hainan since 2011 has become an

important measure to support the construction of Hainan's free trade port and the implementation of the "Belt and Road" initiative, providing new impetus for Hainan's social and economic development. According to survey data from the Hainan Provincial Bureau of Statistics, in 2010, before implementing the duty-free policy on outlying islands, tourists spent only 89.34 yuan per day on tourism, and shopping in Hainan shopping accounted for only 13.82% of tourism expenditure. After implementing the policy, the per capita shopping spending of domestic tourists in Hainan has increased year by year, and in 2014 it increased to 219.38 yuan. The proportion of shopping expenditure rose to 28.1%. In 2018, according to the data of Sanya International DutyFree City, the total shopping volume of tourists had reached 6.4 times that of the beginning of the 2011 policy. [1] During the Spring Festival in 2019, tourists' per capita shopping consumption even exceeded 3,000 yuan. This shows that implementing the outlying island tax exemption policy has a significant impact on tourism shopping.

Hainan Free Trade Port is part of its ongoing efforts to develop Hainan Island into a globally influential free trade port. The policy lays the legal foundation for the construction of Hainan FTP and offers the region greater autonomy for delivering comprehensive reforms and market opening. Tax-free shopping enables international shoppers to claim the VAT on their eligible purchases when they shop abroad. Hainan has a total area of 35,354 square kilometers. The total population stood at 9.45 million by the end of 2019. Hainan - abbreviated as Qiong, is composed of the Hainan Island, Xisha Islands, Nansha Islands, and Zhongsha Islands. Hainan used to be a particular administrative region of Guangdong province but was designated as a province and a special economic zone (SEZ) in 1988. According to the latest official statistics, Hainan's offshore dutyfree sector outperformed the tourism market by some distance in 2021. [2] The province received 64.55 million visitors in 2020, some -22.2% down on 2019, driven by the impact of the COVID-19 pandemic, particularly early in the year. Visitors from the Mainland declined by -18.6% to around 54.4 million, while numbers from Hong Kong, China fell by -79% to 2.72 million.

Tourist shopping behavior is a mixture of planned, impulsive, and experiential consumption. At present, tourists' shopping behavior has become a hot topic in academic research and market management. This research studies the factors influencing tourists' shopping behavior selection behavior from the perspective of consumer behavior and opens up a new idea for future research on tourists' shopping behavior decision-making. this article discusses the research methods of consumer behavior, the theory and model of tourist shopping behavior, and its influence on consumers in the past. the deficiencies in previous studies are summarized, and the concept of highly intervention products is defined. On this basis, the research purpose of this article is proposed: to understand the influence of consumers on the shopping behavior choices of highly intervention products tourists. The core factors of behavior discuss the Hainan Free Trade Port's tax-free shopping policy to guide the marketing practices of enterprises and merchants; in the empirical research part, this paper uses questionnaire surveys and uses statistical software SPSS to analyze the factors The three factors of the shopping behavior selection behavior of highly involved tourists, this model is used for confirmatory factor analysis; in the discussion part of Hainan Free Trade Port's duty-free shopping policy, this article focuses on the three factors and combines current China's duty-free store marketing practices. Discussion on some marketing strategies, hoping to provide specific theoretical guidance to the enterprise:

1.1. Theoretical significance and value

Shopping behavior is an essential part of the human resource management of merchants. Researching shopping behavior is helpful to the realization of merchants' goals and the reasonable allocation of merchant resources. Research on foreign shopping behaviors began in the 1970s. Still, in practical applications, the effects are quite different, and they are not compatible with the business model of my country's merchants and the overall management level. In particular, the performance management model of tax-free merchants in my country is not developed. Go deep. Therefore, we can learn from the foreign shopping behavior system, but we can't just use it. According to my country's national conditions and the need for tax-free development, we can study the merchant shopping behavior system that adapts to our country's tax-free merchants. By learning the relevant theories and methods of various shopping behaviors at home and abroad and learning from the experience of successful merchants, the author strives to have value in the study of the shopping behavior of tax-free merchants.

1.2. Practical significance

The duty-free shopping policy of Hainan Free Trade Port is an essential part of the competition among duty-free shops. The duty-free shopping policy of Hainan Free Trade Port refers to the fact that companies take customer needs as the starting point, obtain customer demand and purchasing power information based on experience, and the expectations of the duty-free shop sector, and organize various business activities in a planned way. For duty-free shop companies, as market demand for traditional life insurance, property insurance, and auto insurance is becoming increasingly saturated, quickly seizing the new market area of shopping is the top priority of corporate competition. Companies adopt appropriate Hainan Free Trade Port duty-free shopping policies, customizing shopping products with lower revenue, linking with social duty-free shops to acquire new customers, analyzing customer group data to subdivide customer types, and strengthening sales methods such as product innovation and sales promotion. This will give current companies an irreplaceable advantage in the future industry competition.

Customer segmentation is of great significance to the development of duty-free shops. With the rapid development of domestic duty-free levels and the gradual saturation of insured users of duty-free shops, the data of the duty-free shop information system has become rich and diverse, including information such as age, gender, occupation, frequency of visits, medication preference, and physical examination. Therefore, using tools such as data mining and clustering algorithms to analyze the user's shopping data and obtain personalized user characteristics from the massive data of the duty-free store system, it is possible to get customer classification with apparent traits. The accurate product marketing of duty-free shops can quickly gain consumer recognition, significantly improve users' satisfaction with shopping insurance, win better shopping behavior and reputation for tourists, and lay the foundation for companies to expand their markets.

The era background of big data and cloud computing has created opportunities and challenges for the industry. At present, big data and cloud computing analysis based on information management systems are major development trends in all walks of life. Artificial intelligence technologies such as data mining have had a revolutionary impact on Internet retail, advertising, and social platforms. Related technologies The

application prospects are extensive. The Hainan Free Trade Port's duty-free shopping policy for shopping insurance products and the management and application of customer data will all enter the digital age. This is an excellent opportunity for enterprises, but it is also a significant challenge. Seizing the chance of the Internet economy, grasping the demand trends of market customers, targeting potential target markets, and launching innovative duty-free shop products have become the only way to develop duty-free shops.

2. Conceptual Framework and Research Hypothesis

2.1. Conceptual Framework

This research studies the factors influencing tourists' shopping behavior selection behavior from the perspective of consumer behavior and opens a new idea for future research on tourists' shopping behavior decision-making. this study's research purpose is to understand the influence of consumers on the shopping behavior choices of positively intervened products tourists. The core factors of behavior and discuss the Hainan Free Trade Port's tax-free shopping policy to guide the marketing practices of enterprises and merchants. The conceptual framework would base on a few critical study models and theories: the model of tourist shopping behavior, customer-loyalty-model, and the idea of consumption values model. Five influencing of attractive policy, the credibility of policy approach, advertising approach, product selection cost-saving, and tourist attitude, was used to test their tourist shopping intention based on tourist and consumption models.

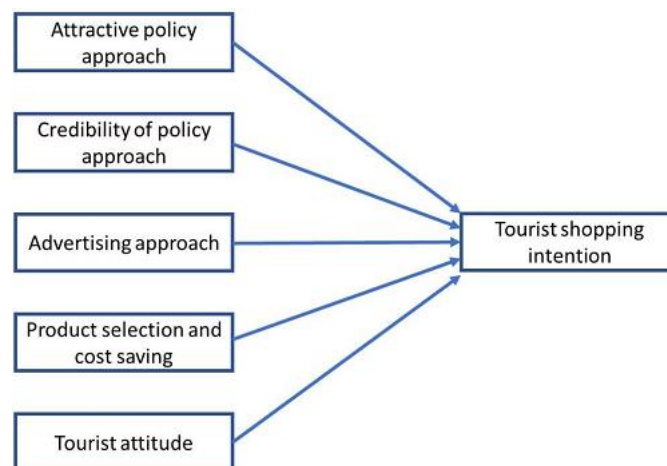


Figure 1. The Conceptual Framework.

2.2. Research Hypothesis

First, the tax-free shopping policy approach's performance, reputation, and career achievements reflect its culture. Secondly, the tax-free shopping policy method transmits this information to the product through the tax-free policy. Finally, products are delivered to consumers through advertisements. The attributes and values of tax-free shopping policies revealed in the process of tax-free product policies may affect consumers' purchasing decisions. The matching theory shows the matching between the tax-free shopping policy of tourists' shopping behavior and consumers. In addition, there should be a point of convergence between the tax-free shopping policy and the product. In other words, there are complementarities between tax-free shopping

policies, products, and advertisements. Therefore, advertisements try to influence consumer loyalty.

The most normal finding to emerge from the research is that policy must consider all of these different factors to influence consumer choice effectively. An improved understanding of consumer behavior gives policymakers a more comprehensive range of policy instruments to achieve policy objectives. [3] These instruments consider cost-effective than more traditional policy instruments with the right circumstances. The policy should also remember consumer behavior is both context- and product-specific. While this report's existing evidence on consumer behavior guides how people make choices, policymakers must recognize that consumer responses vary across product groups and policy areas. The six policy briefs produced to accompany this report provide the critical pieces of policy-relevant information and advice on consumer behavior concerning five purchasing (and sometimes use) of daily goods, cosmetic products, consumer electronics, food and drink, and souvenirs. [4] Therefore, this article proposes the following research hypothesis.

H1 Attractive policy approach of tax-free shopping policy on tourist has a positive relationship with shopping intention.

Consumption of goods and services is at the very heart of the challenge of achieving a more environmentally, socially, and economically sustainable Chinese economy. Here, as well as in the Chinese economy, quality of life has improved at an astonishing rate over the ten to fifteen years, enabling more people to live better lives. While certainly a remarkable achievement, this development of consumption has come at a high price for the environment and Chinese consumers. [5] Being the primary driver of markets and policy development and production processes and resource extraction, our consumption, directly and indirectly, drives pressures such as quality, price, brand, and satisfaction, in turn generating a range of economic impacts, including product price and quality. Importantly, because the Chinese economy is highly import-dependent on luxury items, many impacts occur when Chinese consumers search for foreign products. The credibility of duty-free policy enables consumers with better faith and interest for better-consuming attitudes. Therefore, this article proposes the following research hypothesis.

H2 credibility of policy approach of tax-free shopping policy on tourist has a positive relationship with shopping intention.

Marketers have always adapted to changing business requirements when creating new advertisements. The use of ads has significantly increased industrialization expanded the need for manufactured products. However, not many businesses practiced advertising at the time of early days. During the late 80s, advertisements were limited to television, radio, billboards, and newspapers. In modern times, businesses are leaning towards Digital Advertising. In China, Digital Marketing has already developed for some time, and most large local and multinational operations are now practicing digital marketing incomplete execution. The primary aim of advertising is to impact buying behavior; however, this impact on the brand is changed or strengthened frequently through people's minds. Product associations related to brand names in consumer minds for better market development. [6] Most of the time, consumers' buying behavior depends on the liking or disliking of consumers towards the advertisement of the product advertised. [7] A good-quality ad is likely to influence consumers into buying that product, while a poor-quality ad will do the opposite. In this study, advertising can offer duty-free service in Hainan with better

business opportunities that remind tourists of their shopping patterns. Therefore, this article proposes the following research hypothesis.

H3 Advertising approach of tax-free shopping policy on tourists has a positive relationship with shopping intention.

Although some businesses are more advanced than others in cost reduction methodologies, in-depth solutions to product costs are usually a sensitive topic. The company is rightly concerned that changes to its products may result in poor customer reception and decreased sales. [8]

This situation is not the only concern. Sometimes, experience believes that reducing production costs is a complicated and slow business. In addition, many companies believe that the development and industrial teams have entirely solved the problem of reducing product costs. The cruel fact is that the customer's perception of the product has little or nothing to do with the inherent product cost. Significant reductions can be achieved by redesigning products to focus on customers' value functions while eliminating unnecessary complexity and rarely used processes. This combination can reduce the total cost by 10-20%. By adopting this approach, the company can eradicate over-specified or unnecessary custom components while working with suppliers to shift to standardized designs that increase efficiency. The company has regarded reducing product costs as a focus on procurement. Reduce costs through life cycle cost reduction plans agreed with suppliers or a one-time supply base reorganization. [9] Many companies use commercial tools, such as structured market testing and electronic auction platforms to drive down the prices of purchased parts and raw materials. Although changes to product specifications have been introduced to provide further savings opportunities in some cases, most of these plans are inherently very cautious. They lack ambition, so the product is unchanged. Additional cost savings can genuinely attract more consumers. They hope to obtain sustainable savings through shopping while sightseeing. [10] Therefore, this article proposes the following research hypothesis.

H4 Product selection and cost-saving of tax-free shopping policy on tourists have a positive relation to shopping intention.

Although impulse buying is one of the longest-lasting literature flows in consumer research, impulse buying in travel has only recently received attention among researchers. [11] as mentioned above, most of these studies investigate traditional travel impulse buying methods rather than new technologies, such as different in-store policies for tourist attractions. Some operators have been proven to provide entertainment and experience value, [12] and their impact on consumers' impulse purchases is unclear. Although impulse buying is one of the longest-lasting literature flows in consumer research, impulse buying for travel has only recently received attention among researchers. In the study conducted in this field, most researchers focus on its impact on consumer perception and experience in the market. However, in recent years, since understanding tourists' impulse buying behavior can provide valuable information for the tourism industry to create retail opportunities, more and more attention has been turned to travel impulse buying. this article proposes the following research hypothesis.

H5 Tourist attitude of tax-free shopping policy on tourists has a positive relationship with shopping intention.

3. Research Design

3.1. Variable Definition

Independent variables of the study: Attractive policy approach, the credibility of policy approach, advertising approach, product selection, and cost-saving, tourist attitude.

The dependent variable of this study: Tourist shopping intention.

3.2. Questionnaire Design and Data Collection

3.2.1. Questionnaire Design

The “impact of Hainan free trade tax free shopping policy on tourists’ shopping behaviour survey questionnaire” was compiled using a five-point scale using consulting-related literature and interview research. The first part of the questionnaire survey was to investigate and analyze the characteristics of the tourist demographic information in gender, age, job, job, income, education, and frequency of visiting Hainan; the second part was to examine the factors related to tourists’ shopping behavior in concerning with attractive policy approach, the credibility of policy approach, advertising approach, product selection cost-saving, and tourist attitude. The result's evaluation ranged from 1 to 5 based on replies on all 19 elements related to customer satisfaction and perspectives of perceived value. The first choice of 1 stood for strongly disagree, the second choice of 2 stood for disagreeing, the third choice of 3 stood for uncertain, the fourth choice of 4 stood for agreeing, and the last choice of 5 stood for strongly agree. By determining the minimum and the maximum length of the 5-point Likert scale for the study, the range was calculated using $(5 - 1 = 4)$ and then divided by five. It would be the most significant value of the scale ($4 \div 5 = 0.80$). The main advantage of utilizing the Likert Scale for questions is that they use a universal method of collecting data for drawing the common understanding of the survey study and the comparison through statistical software in presenting the analysis and results in this research paper.

3.2.2. Data Collection

The design of this questionnaire is based on the influence of the purchase intention of tax-free policy commodities on tourists' tax-free discounts. The group of tourists who use tax-free policy commodities for consumption is investigated, and the impact of tax-free policy commodity shopping products on tourists' tax-free discounts is analyzed. Research on the understanding, willingness to use, and how to treat the shopping consumption of commodities under the tax-free policy. The survey was distributed and collected mainly through the questionnaire star website supplemented by the questionnaire star website platform to carry out the study and collect data. This study primarily aims to issue the questionnaire to the tourist group, and the web version of the questionnaire address is online through QQ (group) and WeChat, Weibo, and Tieba. The respective social networking sites could have attracted many visitors of different ages to help fill in through the sharing function of friends. Between 10th August and 10th September 2022, 554 questionnaires were collected, and 504 were considered valid. The effective rate of this sample collection was 91%.

4. Data Analysis

4.1. Demographic description

The demographic variables involved in the questionnaire mainly include gender, age, education, job, income, and frequency of visiting Hainan. The specific characteristics of the sample are shown in Table 1.

Table 1. User demographic information result table

Variable	Category	Number	Percentage %
Gender	Male	277	54.9%
	Female	227	45.1%
Age	18 or under	59	11.8%
	19 – 30	102	20.3%
	31 - 45	124	24.7%
	46 - 60	156	30.9%
	Over 60	62	12.3%
Job	General worker	143	28.4%
	Supervisor level	128	25.3%
	Management level	64	12.6%
	Self-employed or Owner	54	10.7%
	Retired	116	23.0%
Monthly income (RMB)	Less than 3000	77	15.3%
	3001 - 6000	143	28.3%
	6001 - 9000	154	30.6%
	9000 - 12000	87	17.3%
	Above 12000	43	8.5%
Education	Junior high or below	149	29.5%
	College or Vocational School	163	32.3%
	Undergraduate	144	28.6%
	Postgraduate	48	9.6%
Frequency of visits to Hainan in last 5 years	Less than 2 times	166	33.0%
	2 – 4 times	156	31.0%
	5 – 8 times	106	21.0%
	9 times or over	76	15.0%

4.2. Reliability Analysis and Validity Analysis

Reliability analysis, namely reliability analysis, is an effective method used to examine the reliability of questionnaires. It is commonly used in research to estimate the reliability of the Likert scale. Cronbach's Alpha is generally selected as the main criterion. Cronbach's Alpha is also known as the internal consistency α coefficient. This is a value between 0-1, the closer to 1, the higher the item's internal consistency.

Validity analysis is used to test whether the questionnaire design reflects the purpose of the research. It is generally divided into content validity, construct validity, and criterion-related validity. Construct validity is used to measure the validity of theoretical concepts, and the most commonly used method is factor analysis. This study uses exploratory factor analysis to test the validity of items included in overall validity, satisfaction, perceived value, and media richness. The common factor is extracted using the Kaiser feature value greater than 1 as the factor extraction method, and the maximum variance is used method for orthogonal rotation.

The questionnaire designed in this study has a total of 25 questions. After excluding six demographic variable questions of the respondent, Table 2 shows the overall Cronbach's Alpha coefficient reliability test is performed on the remaining 19

questions. Through SPSS verification, the Cronbach's Alpha coefficient value of 0.941 is more significant than 0.9, and the overall reliability is ideal.

Bartlett sphericities are tested to obtain the overall reliability. The overall KMO value is 0.872, which is more significant than 0.8. From Table 2, the sample is good for factor analysis, and the Sig value of 0.000 is less than 0.01, so there is a correlation between the variables and perform factor analysis. As shown in Table 2.

Table 2. Scale reliability and validity testing parameters.

	Reliability analysis	Validity analysis			Item
	Cronbach's Alpha	KMO	Bartlett test of sphericity	Sig	
Overall	0.941	0.872	390.267	0.000	19
Attractive policy approach	0.845	0.811	663.214	0.000	3
The credibility of policy	0.813	0.793	893.241	0.000	3
Advertising approach	0.803	0.782	767.562	0.000	3
Production selection cost-saving	0.844	0.845	893.093	0.000	3
Tourist attitude	0.821	0.809	1023.452	0.000	3
Tourist shopping intention	0.805				4

4.3. Correlation Analysis

The correlation between attractive policy approach and tourist shopping intention is tested. The results of the test are shown in Table 3. The correlation coefficient r is 0.778, $P=0.000$, which is less than 0.01, so there is a positive relationship between attractive policy approach and tourist shopping intention.

The correlation between the credibility of the policy approach and tourist shopping intention is tested. The test results are shown in Table 3 with the correlation coefficient r between fan promotion and fan interaction attitude. It is 0.727, $P=0.000$, which is less than 0.01, so there is a positive correlation between the credibility of the policy approach and tourist shopping intention.

The correlation between the advertising approach and tourist shopping intention is tested. The test results are shown in Table 3 with the correlation coefficient r between influencer effect and fan herd attitude. It is 0.769, $P=0.000$, which is less than 0.01, so there is a positive correlation between the advertising approach and tourist shopping intention.

The correlation between product selection cost-saving and tourist shopping intention is tested. The test results are shown in Table 3 with the correlation coefficient r between other fan purchases and fan herd attitude. It is 0.814, $P=0.000$, which is less than 0.01, so there is a positive correlation between product selection cost-saving and tourist shopping intention.

The correlation between tourist attitude and tourist shopping intention is tested. The test results are shown in Table 3 with the correlation coefficient r between tourist attitude and tourist shopping intention. It is 0.733, $P=0.000$, which is less than 0.01, so there is a positive correlation between tourist attitude and tourist shopping intention.

Assume that H1, H2, H3, H4 and H5 are all true. As shown in Table 3.

Table 3. *The correlation between various factors and tourism shopping intension.*

	Tourism shopping intension	
Attractive policy approach	Pearson Correlation	0.778**
	Significance (bilateral)	0.000
	Number of cases	504
Credibility of policy	Pearson Correlation	0.727**
	Significance (bilateral)	0.000
	Number of cases	504
Advertising approach	Pearson Correlation	0.769**
	Significance (bilateral)	0.000
	Number of cases	504
Product selection cost-saving	Pearson Correlation	0.814**
	Significance (bilateral)	0.000
	Number of cases	504
Tourist attitude	Pearson Correlation	0.733**
	Significance (bilateral)	0.000
	Number of cases	504

****** $P \leq 0.01$

5. Conclusion and Inspiration

5.1. Research Conclusion

5.1.1. *Advertisers need to consider the attractiveness of the tax-free shopping policy when choosing a tax-free shopping policy*

Enterprises need to realize that the choice of tax-free shopping policy for tourists' shopping behavior is very important because they are related to tourists' shopping behavior. If a sports product is approved by a tax-free shopping policy that does not do any sports, consumers will not be attracted by it. This promotion looks fake. The more the image of the tax-free shopping policy approach matches the tax-free product, the more convincing the product tax-free policy will be.

5.1.2. *Choose a reliable tax-free shopping policy method*

Tax-free tourists can choose athletes to promote products in their shopping behavior. In this way, the status of athletes in the public mind gives them the opportunity to attract customers because they could make customers to like him. When an athlete approves a product, it improves his reputation, credibility and appeal. For example, the shopping behavior of Puma tourists cooperates with French football player Antoine Griezmann, who promotes football shoes on his Instagram account. When a famous athlete like him has a tax exemption policy for a product, consumers are assured of the quality of the product and the shopping behavior of tourists.

5.1.3. *Find a suitable tax-free shopping policy based on tourist shopping behavior and tourist shopping behavior*

First list the outstanding features of the tax-free shopping policy to be selected, such as popularity, professional professionalism, image characteristics, personality characteristics, etc.; then play the role of a consumer, or hire a consumer representative, and associate these factors one by one to see if can be linked to tourists' shopping behavior.

5.2. Research inspiration

In terms of policy content, the restrictions on outlying island tax exemptions, types, and limits should be further relaxed, the cities and business premises of the outlying island tax exemption policies should be expanded, and a more convenient mode of outlying islands and shopping delivery should be adopted. In terms of quota, you may refer to the quota for duty-free shopping on outlying islands in Taiwan. Regarding the types of duty-free commodities, consider adding milk powder and electronic products that are in greater demand, and adding duty-free tobacco and alcohol products on the basis of limited quantities. In terms of delivery methods, the physical store delivery methods can be liberalized to “purchase and withdraw, that is, purchase and return”, reduce the tax-free intermediate links, and reduce the time cost of shopping and delivery. For online shoppers, consider promoting the “online shopping, airport pick-up” model to the “online shopping, first-hand-return” model to improve the convenience of passengers’ online shopping, pick-up and delivery.

In terms of policy implementation entities, relevant companies should pay more attention to optimizing the details of policy implementation to further enhance the shopping experience of tourists. Regarding the hardware facilities of the duty-free city, more attention should be paid to the construction of supporting catering, entertainment and convenient service facilities to improve the convenience of related services in the surrounding area. At the same time, companies entering duty-free cities should focus on the unification of marketing strategies with other stores to ensure that the policies are attractive to tourists.

Relevant government departments and policy implementation entities should also pay special attention to increasing policy propaganda efforts and innovating propaganda methods. Studies have shown that new publicity methods such as online self-media have the greatest positive impact on travel shopping behavior, and online interactive activities and preferential activities should be actively organized to optimize the effect of publicity. In particular, it is important to note that the cooperative publicity with travel agencies has a certain negative impact on tourism shopping behavior in duty-free cities. Therefore, in the cooperative publicity with travel agencies, attention should be paid to launching new projects with multiple forms, multiple contents and multiple publicity.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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