

Research on the Development of Hangzhou Tourism Shopping Based on IPA Model

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Abstract

Based on the theoretical basis of tourism shopping behavior and customer satisfaction, this paper combined with the actual situation of Hangzhou tourism shopping market, and according to the previous research experience to form the impact of Hangzhou tourism shopping satisfaction 24 indicators. Through the questionnaire survey to Hangzhou tourists, statistics the importance of the indicators and satisfaction, the results obtained out of Hangzhou tourists are generally dissatisfied. Combined with the analysis method of IPA model to evaluate the tourist shopping satisfaction of tourists, it is concluded that the project which needs to be improved in Hangzhou tourism shopping market has the practicality, pricing, professional knowledge of service personnel, after-sales service and handling of complaints effectiveness. According to the conclusion, the paper puts forward the countermeasures to promote the development of tourism shopping market in Hangzhou, enhance the core competitiveness of tourism products, improve the service quality of tourism shopping and the quality of after - sales service, improve the handling mechanism of complaints and increase the positive word of mouth.

Keywords

Travel shopping, tourist satisfaction, IPA analysis mode.

1. INTRODUCTION

In recent years, China's tourism industry has developed rapidly. According to the data released by the China Tourism Statistics Bulletin (2007-2017), China's total tourism revenue has increased year by year, and its growth has nearly five times. "Food, hospitality, travel, visit, shopping and entertainment" are the six elements of tourism activities. Hospitality, food, and transportation expenses is relatively fixed, while entertainment and shopping expenses have greater flexibility. Therefore, stimulating the demand for entertainment and shopping will greatly promote the increase of total tourism revenue and promote the development of the tourism economy. However, China's tourism shopping income is less than 20% of total tourism revenue, relatively speaking, the level of development is relatively low —— in developed countries such as Europe and the United States, the ratio is as high as 70%).

China's domestic outbound tourism is keen on shopping, while the domestic tourism shopping market is in a downturn. Tourism shopping not only promotes the development of local tourism, but also brings considerable income to local businesses, and also provides a large number of employment opportunities for local residents. At the same time, tourism shopping has also promoted the traditional culture and crafts of tourist destinations to be valued and protected to convey regional cultural characteristics. From the perspective of tourism development and practice, to promote the upgrading of tourism, tourism and shopping needs to be further strengthened. Understand the experience and evaluation of tourists on tourism

shopping, you can accurately obtain the needs of tourists and explore the defects of the tourism shopping market. The problem is considered to be “the right medicine” to improve the quality of tourism commodities and services, and to increase the satisfaction of tourists' shopping, so as to attract more tourists to make more and better shopping. Therefore, the research on tourism shopping satisfaction is of great significance, which not only promotes the development of tourism shopping at tourist destinations, but also drives the development of the overall tourism industry.

Tourism commodities are all physical commodities purchased by tourists for non-commercial and non-investment purposes during the preparation of the tour, during the travel and at the end of the trip. Thus, tourism commodities contain the following characteristics: tourism commodities are physical; its buyers must be tourists; the purchase motivation of tourism commodities is non-commercial and non-investment. In the same way, tourism shopping is an economic and cultural behavior. It is a behavior in which tourists purchase a series of material commodities during the entire tourism process. It includes all shopping-related behaviors in tours, but not contains shopping generated by tourists for investment and commercial purpose.

In the study of tourism shopping, domestic tourists mainly focus on tourism commodities, tourism shopping market, tourism shopping psychology, tourism shopping behavior, tourism shopping marketing and tourism shopping satisfaction. Domestic scholars' research methods in shopping satisfaction mainly include IPA analysis, analytic hierarchy process and fuzzy comprehensive evaluation. Foreign scholars have more extensive and in-depth research on tourism shopping. The research focus on the role of tourism shopping, tourism shopping space research, tourism shopping motivation and behavior, tourism shopping satisfaction, and tourism shopping research methods. In terms of research methods, statistical methods such as cluster analysis and hypothesis testing are commonly used, as well as quantitative analysis and empirical analysis, a large number of scholars have established various models for better research. Tourism shopping income has greater flexibility in total tourism revenue. The rapid development of tourism and shopping can drive the pace of regional tourism economy improvement. Therefore, the research on tourism shopping has important value in practice. At present, the academic community needs to further deepen the research and understanding of tourism shopping, and it is urgent to combine the classic cases to produce systematic research results to serve the development of the tourism economy. At present, there are more prominent problems in domestic research: domestic research focuses on macroscopic research and neglects microscopic research, empirical analysis is excessive and theoretical research is lacking, and there is a lack of in-depth discussion on tourism shopping, tourist shopping motivation and behavior research, and lack of classic case.

2. RESEARCH METHOD

The problems in the development of tourism shopping can be reflected by measuring the satisfaction of tourists' shopping. At the same time, the satisfaction of tourists' shopping can guide the improvement of the quality of products and services, and the result of satisfaction will also affect the economic benefits of the entire tourism shopping market. This paper aims to analyze and find out the reasons for hindering the development of Hangzhou tourism shopping market by establishing an IPA model for the survey results of Hangzhou tourism shopping satisfaction. On this basis, carrying out targeted transformation, improve the satisfaction of Hangzhou tourism shopping, and promote the healthy development of Hangzhou tourism shopping market. Based on the above, the logical idea of this study is presented in Figure 1. The variables in the figure form a causal system.

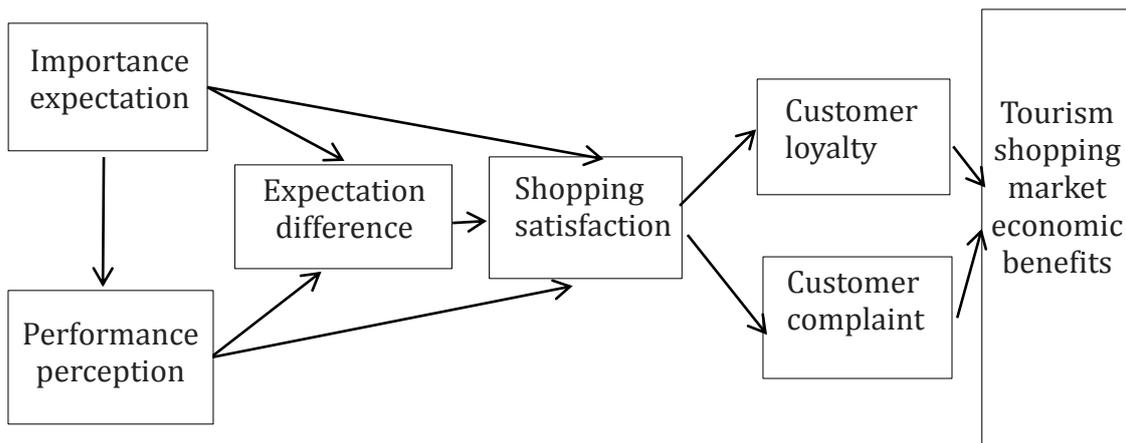


Figure 1. Research logic

As shown in the figure, when the importance is expected to be high and the performance perception is low, the customer will feel dissatisfied, and the greater the difference is expected, the deeper the degree of dissatisfaction; When the importance is expected to be lower and the performance perception is higher, the customer will be satisfied, and the greater the difference, the deeper the customer satisfaction; Satisfied customers will form loyalty, while customers who are dissatisfied will complain. When the customer complains that the company handles it promptly, the complaint may form loyalty; the loyal customer will have a positive impact on the economic benefits of the tourism shopping market, while the customer complaint has a negative impact.

Importance Performance Analysis (IPA) was proposed by Martilla and James in 1977. The IPA model analysis method has been widely used in various fields because of its simplicity and practicality. Its principle is to compare the importance and performance (the importance and performance of the products or services that customers feel) and to study how companies can better allocate resources. At the same time, it is also an effective method for enterprises to conduct self-test satisfaction. As shown in Figure 2, the IPA model positioning analysis shows that the IPA model sets the importance score as the vertical axis, the performance score is set to the horizontal axis, and the average of the two is used as a straight line, and the intersection forms four quadrants. The first quadrant is high importance and high performance, indicating that the project in this region has outstanding performance and needs to be maintained; the second quadrant shows high importance and low performance, and in this quadrant is the need for key improvement project; the third quadrant shows low importance and low performance, although performance is poor, but not very important, so this quadrant is low priority zone, can be slowly improved; the fourth quadrant shows lower importance and high performance, so projects in this range do not take too much effort.

The basis and indicators for evaluating tourists' shopping satisfaction are key issues for research. Based on summarizing the research results of previous people and listening to expert suggestions, this study will summarize the specific projects for satisfaction assessment, and subdivide them into specific indicators according to specific projects, and form a questionnaire for satisfaction assessment. The indicator system will be divided into three levels, as shown in Table 1.

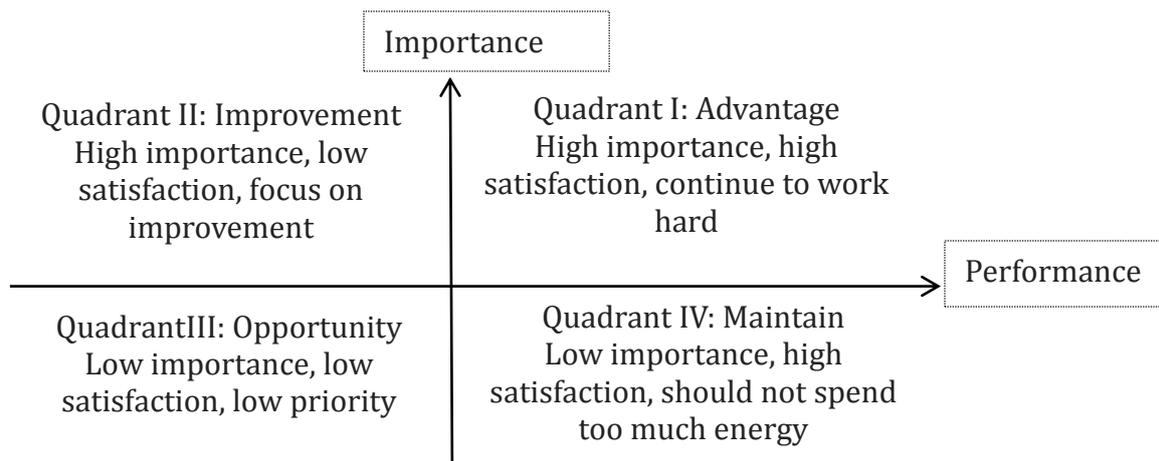


Figure 2. IPA model positioning analysis chart

Table 1. Shopping Satisfaction Evaluation Index System

Target	Project	Index
Overall satisfaction of tourism shopping	Product design satisfaction	Rich variety
		Practical
		Commodities have cultural connotations
		Commodities have a large collection value
		Commodities have ornamental value
	Product production satisfaction	Local features
		Personalized
		Easy to carry
		High-quality
	Product sales satisfaction	Brand reliability
		Beautifully packaged
		Reasonable pricing
		Beautiful display
		Good business reputation
	Shopping place satisfaction	Good waiter attitude
		Waiter professional
		Clean and comfortable environment
		Complete facilities
		Tourist shopping points are concentrated
	After sales service satisfaction	Shopping places close to tourist attractions
Convenient transportation		
Provide delivery		
Quality after-sales service		
		Highly efficient complaint handling

The questionnaire of this study is a structured questionnaire; the whole volume consists of three parts: tourist personal information survey, survey of tourist shopping behavior characteristics and “importance-satisfaction” scale. Tourists’ personal information surveys include the gender, age, education level, occupation and income of the tourist; The behavioral characteristics of tourists’ tourism shopping include whether the tourists are shopping, the

proportion of consumption of tourism shopping, the price of the commodities selected by the tourists, the way to know the tourism commodities, the type preference of the selected commodities and the complaints; The specific questions of the "Importance-Satisfaction" scale are derived from all the indicators mentioned above, using the Likert five-point scale method. A total of 300 questionnaires were distributed in this survey, and 259 were actually recovered. The number of valid questionnaires was 223, and the effective rate of the questionnaire was 86.1%.

3. EMPIRICAL ANALYSIS

3.1. Data Analysis

According to the statistics of the questionnaires, the data were statistically analyzed by Excel and SPSS. The analysis included the reliability analysis of the questionnaire, the demographic characteristics analysis, and the characteristics of tourism shopping behavior. The focus of data analysis is to analyze and non-parametric test of the importance and satisfaction of each indicator and establish an IPA model analysis.

3.1.1 Trust level analysis

This paper uses SPSS 17.0 to test the internal consistency of the importance and satisfaction scale of the questionnaire. As showed in Table 2, the detection obtained a reliability coefficient of 0.971. The results show that the questionnaire is highly reliable and can be directly applied to the questionnaire.

Table 2. Cronbacha Alpha reliability coefficient

Cronbach's Alpha	Number
0.971	48

3.1.2 Personal information analysis

A total of 223 valid questionnaires were analyzed for demographic characteristics of sample tourists, including gender, age, education level, occupation, and monthly income. In the statistical consequences, there are 96 male tourists, accounting for 43.05%, and 127 female tourists, accounting for 56.95%. Female sample tourists are larger than males. The likely reason for this is that female tourists are more patient and friendly than male tourists and are more willing to accept surveys. The sample tourists were mainly aged 15-24 and 25-44, accounting for 43.5% and 42.15% respectively; there are fewer people traveling under the age of 15 and over 60, and there may be some problems with the understanding of the problem, so there are fewer sample tourists at this age. In terms of education level, the education level of more than half of the tourists is the junior college and above, which is 57.85%. In the profession of respondents, most of them are students and company employees, accounting for 32.74% of the students, and the company's employees accounted for 20.18%, followed by workers, self-employed, farmers, teachers, private business owners, service workers and other professional people. Civil servants, military personnel and retirees are among the least respondents. In terms of monthly income, 41.7% of tourists have chosen the level of 3,000 yuan and below. The possible reason for this result is that the respondents have the most occupations among the students.

3.1.3 Analysis of Tourism Shopping Behavior

79.37% of the respondents said they purchased tourism commodities during the Hangzhou tourism process, and 20.63% of the respondents said they did not purchase tourism commodities. Explain that most tourists will still purchase tourist commodities when they

travel in Hangzhou. The data show that the proportion of tourism and shopping consumption of total tourism consumption is mainly concentrated below 30%, accounting for 85.2%, and the higher the proportion, the smaller the proportion of people. Tourists and shopping accounted for more than 50% of total tourism consumption, with only 10 out of all respondents, accounting for 4.48%. These data all indicate that Hangzhou's tourism shopping consumption has a lower proportion in the overall tourism consumption, and the development of Hangzhou tourism shopping market is relatively sluggish. But it also reflects that there is still a lot of room for development in the Hangzhou tourism shopping market. In terms of the price of tourism commodities, 17.49% of the tourists who can accept the price of 50 yuan or less, 24.6% of the 50 yuan-80 yuan, 28.25% of the price of 80-150 yuan, the price of 150-200 yuan and 200 yuan or more. Accounted for 14.8%. The price of tourism commodities that most tourists can accept is concentrated in the middle and lower levels, so the price of tourism commodities should be not too high. The excessive price of commodities will affect the sales volume, thus hindering the development of the tourism shopping market. A large number of tourists use friends to understand the tourism products of the tourist destinations. This also demonstrates the importance of cultivating loyal customers and establishing a good reputation. Network promotion has also played a relatively larger role. Today, it is important to focus on emerging media and many social platforms for tourists. Influence. Tourists' more preferred tourist products are local souvenirs, accounting for 76.23%, followed by handicrafts, practical daily necessities, tea, tobacco, and jewellery, accounting for 59.19%, 36.32%, 16.59%, and 15.25%, respectively. The results show that the local specialty products in Hangzhou's tourism shopping market still occupy the main market, the tourism shopping market is slow to develop, and there are still a lot of room for development of high-tech tourism products such as handicrafts and practical daily necessities.

3.1.4 Importance and satisfaction evaluation

Statistics and analysis of valid questionnaire data were performed using Excel and SPSS software. According to the experience of previous studies, importance and satisfaction are divided into three levels: when $1 \leq \text{mean} < 2.5$ means low importance and low satisfaction; when $2.5 \leq \text{mean} < 3.5$ means medium importance and medium satisfaction; when $3.5 \leq \text{mean} < 5$ is expressed as high importance and high satisfaction.

3.1.4.1 Evaluation of the importance of indicators

As shown in the table, 23 of the 24 indicators have an average value greater than 3.5. They all show extreme importance and indicate the accuracy of the selection of the study indicators. Only one of the indicators - the "brand" mean is less than 3.5, is of medium importance. According to the importance of each indicator, the high importance is gradually reduced as shown in the following table:

Comparing the overall mean value from the target level, the importance from high to low is commodity sales, after-sales service, product design, shopping place and commodity production. The overall mean is higher than 3.5, which is of high importance. The data results show that tourists pay more attention to the various evaluation indicators set in the questionnaire, and also reflect the scientificity and effectiveness of the selection of this index.

3.1.4.2 Evaluation of satisfaction of indicators

As shown in the table, the satisfaction value of 20 of the 24 indicators is greater than or equal to 3.5, and the satisfaction is high satisfaction; only 4 indicators have a mean satisfaction below 3.5, but both are greater than 2.5, which is medium satisfaction. The four indicators are pricing, handling complaints, and the personality and brand of the commodities. According to the satisfaction level, the indicators are gradually reduced from high satisfaction as shown in the following table:

Table 3. Ranking of the importance of indicators

Importance	↓	High	Quality
		Merchant reputation	
		Waiter attitude	
		High efficiency in handling complaints	
		Local specialties	
		Convenient transportation	
		Quality after-sales service	
		Waiter's expertise	
		Shopping environment is clean and comfortable	
		Pricing	
		Cultural connotation	
		Practicality	
		Easy to carry	
		Complete shopping facilities	
		Ornamental value	
		Rich variety	
		Provide delivery	
		Beautiful display	
		Concentration of tourist shopping	
		Personality	
Low	Collection value		
Shopping places close to tourist attractions			
Package			
Brand			

Table 4. Index satisfaction ranking

Importance	↓	High	Cultural connotation
		Shopping environment is clean and comfortable	
		Rich variety	
		Ornamental value	
		Quality	
		Local specialties	
		Easy to carry	
		Complete shopping facilities	
		Shopping places close to tourist attractions	
		Concentration of tourist shopping	
		Merchant reputation	
		Waiter attitude	
		Convenient transportation	
		Practicality	
		Beautiful display	
		Waiter's expertise	
		Collection value	
		Package	
		Provide delivery	
		Quality after-sales service	
Low	Brand		
Personality			
High efficiency in handling complaints			
Pricing			

At the target level, the overall mean value is compared. The highest to lowest satisfaction levels is shopping place, product design, product production, product sales and after-sales service. The average of the first four items is higher than 3.5, which is of high importance. The overall average value of after-sales service is $3.46 < 3.5$, which is medium satisfaction. The data show that tourists are generally satisfied with the indicators and only show general satisfaction on some indicators.

3.1.5 Non-parametric test

A non-parametric test is a test method that is independent of the overall distribution. It applies to situations where the overall distribution is unknown and undetermined. The non-parametric test of two paired samples is a method for inferring whether there is a significant difference in the overall distribution of the two samples by analyzing the two paired samples in the case where the overall distribution is unknown.

In this paper, the symbol test method in the non-parametric test of two paired samples is used to calculate the companion probability. If the probability value is less than or equal to the significance level, then there is a significant difference in the overall distribution of the two paired samples; if the probability value is greater than the significance level, then there is no significant difference in the overall distribution of the two paired samples.

In this study, the significance level was set at 0.05. If $\text{Exact sig} \leq 0.05$, it is considered that there is a significant difference between the perception and expectation of the tourists, and the tourists are not satisfied; if $\text{Exact sig} > 0.05$, there is no significant difference between the perception and expectation of the tourists, and the tourists are satisfied.

As shown in Table 5, only 6 of 24 indicators have $\text{Exact sig} > 0.05$. They include a wide variety of products, a collection of commodities, a strong brand, a beautifully packaged product, a concentrated shopping destination, and a shopping destination. Scenic area. In these indicators, there is no significant difference in the perceptions and expectations of tourists, and tourists are satisfied. The other 18 indicators are $\text{Exact sig} \leq 0.05$. There are significant differences in tourists' perceptions and expectations, and tourists are not satisfied.

Based on all the indicator data, it can be concluded that the satisfaction of Hangzhou tourism shopping is low, and the problem of Hangzhou tourism shopping market is significant.

3.1.6 Analysis of IPA Model

In the following, the IPA model will be established by the satisfaction and importance scores of each indicator obtained from the questionnaire evaluation. Based on these data, the development status and existing problems of Hangzhou tourism shopping market are analyzed.

Taking the performance of the tourist (satisfaction) as the horizontal axis, the importance of the tourist is expected to be the coordinate system of the vertical axis. The importance scores and satisfaction scores of each indicator for each indicator are mapped to each coordinate and marked. According to Table 4-5, based on the scores of 24 specific evaluation indicators, the average total satisfaction of tourists on Hangzhou tourism shopping is $X=3.60$, and the average expected value of tourists to Hangzhou tourism shopping is $Y=3.94$. Point $X = 3.60, Y = 3.94$ is the vertical intersection of the X-axis and the Y-axis. According to the point, a straight line is formed to form a two-dimensional four-quadrant coordinate system. According to the number of scores, 24 indicators are distributed in each quadrant, as shown in Figure 3. Shown.

Table 5. Importance - Satisfaction Score Table

Feature	Importance			Satisfaction			Z	Exact sig(2-tailed)
	n	Average	Standard deviation	n	Average	Standard deviation		
Rich variety	223	3.86	0.941	223	3.74	0.867	-1.916	0.055
Practicality	223	3.97	0.941	223	3.59	0.880	-5.500	0.000
Cultural connotation	223	3.98	0.982	223	3.78	0.810	-2.909	0.004
Collection value	223	3.65	0.998	223	3.55	0.889	-1.049	0.294
Ornamental value	223	3.91	0.961	223	3.72	0.892	-2.830	0.005
Local specialties	223	4.17	0.893	223	3.70	0.902	-6.131	0.000
Personality	223	3.75	0.976	223	3.47	0.894	-3.544	0.000
Easy to carry	223	3.97	0.956	223	3.70	0.820	-4.523	0.000
Quality	223	4.27	0.911	223	3.70	0.866	-7.935	0.000
Brand	223	3.43	1.041	223	3.49	0.832	-0.486	0.627
Package	223	3.56	1.025	223	3.55	0.847	-0.390	0.696
Pricing	223	4.02	0.895	223	3.26	0.924	-7.862	0.000
Beautiful display	223	3.82	0.846	223	3.57	0.840	-3.621	0.000
Merchant reputation	223	4.27	0.850	223	3.61	0.872	-8.100	0.000
Attitude of waiters	223	4.24	0.829	223	3.61	0.899	-7.877	0.000
Expertise of waiters	223	4.04	0.874	223	3.56	0.841	-6.971	0.000
Shopping environment is clean and comfortable	223	4.02	0.925	223	3.75	0.847	-4.874	0.000
Complete shopping facilities	223	3.93	0.944	223	3.67	0.883	-3.594	0.000
Concentration of tourist shopping	223	3.76	0.942	223	3.65	0.834	-1.139	0.255
Shopping places close to tourist attractions	223	3.64	0.989	223	3.66	0.844	0.000	1.000
Convenient transportation	223	4.12	0.924	223	3.60	0.943	-6.131	0.000
Provide delivery	223	3.84	0.981	223	3.52	0.910	-4.880	0.000
Quality after-sales service	223	4.11	0.919	223	3.50	0.967	-7.514	0.000
High efficiency in handling complaints	223	4.22	0.907	223	3.35	0.960	-9.365	0.000
Total average	223	3.94	0.935	223	3.60	0.878	—	—

As shown in Figure 4-8, in the second quadrant, there are five indicators: commodity practicality, reasonable pricing of commodities, professional knowledge of waiters, after-sales service in place, and high efficiency in handling complaints. According to the principle of IPA analysis, the indicators in the second quadrant are considered important by tourists, but the actual performance is relatively low, which means that the needs of tourists are not met. At the same time, the non-parametric test Exact sig=0.000<0.05 according to these indicators indicates that there is a significant difference between the importance of these indicators and the performance. tourists are very dissatisfied in these aspects and need to concentrate on improving these projects. Faced with these status, relevant departments must attract high attention; improve the practicality of tourism products, standardize the price of tourism commodity market, strengthen the training of tourism product sales service personnel, improve the level of after-sales service and improve the complaint handling mechanism. Through these remediations, tourists' shopping satisfaction is enhanced and tourists' shopping and shopping consumption is stimulated.

Low priority development projects

As shown in Figure 4-8, in the third quadrant, the items that tourists think are not so important and the performance is also poor have the following six aspects: the commodities have collectible value, the products are personalized, the commodities are branded, and the commodities are beautifully packaged, the merchandise is beautifully displayed and delivered. Depending on the principles of the IPA model, these indicators are aspects that tourists consider to be unimportant and not very satisfactory. From the results of the nonparametric test, the Exact sig >0.05 of these three indicators (the commodities have collectible value, the product brand is excellent and the commodities are beautifully packaged), indicating that there is no significant difference between the tourists' perceptions and expectations. tourists are relatively satisfied with these three aspects. The other three indicators (commodity personalization, merchandise display, delivery) Exact sig = 0.000 <0.05, there is a significant difference in tourists' perceptions and expectations, and tourists' perception of performance is much lower than expected. However, compared with the key improvement projects in the second quadrant, these six indicators can be used as low-priority development projects. Because it has not received the attention of tourists in these aspects, when the key improvement projects are perfected, the individualization, display and delivery of commodities can be improved.

Oversupply and resource waste project

As showed in Figure 4-8, the indicators in the fourth quadrant are shopping sites with a wide variety of products, ornamental value, complete shopping facilities, concentrated shopping spots, and proximity to scenic spots. Basing on the analysis of the IPA model, in these respects, tourists expressed that the expectations are not high but the performance is relatively good. It is an initiative that excessive supply of resources in the current tourism shopping market. According to the results of the non-parametric test, the exact sig of the three indicators with rich commodity categories, concentrated shopping and shopping spots, and shopping venues near the scenic spot are all greater than 0.05, indicating that there is no significant difference between the expectations and performance of the tourists. Tourists are satisfied with these aspects. The product has ornamental value and complete shopping facilities. The Exact sig<0.05 indicates that there is a significant difference between tourists' perception and expectation. tourists are dissatisfied with these two aspects and need further improvement, but in these aspects tourists disregard. Although the variety of commodities provides tourists with more choices, the tourist products selected by tourists are mainly concentrated in certain commodities; the shopping spots that are concentrated and close to the tourist attractions also provide convenience for tourists, but they don't pay much attention to this.; tourism products with ornamental value and well-equipped shopping venues can also be improved after key

improvement projects and low-priority development projects because they are not given the attention of tourists.

3.2. Investigation Conclusions

Based on the results of a survey of tourists' shopping behavior, the following conclusions can be brought. Most tourists choose to purchase Hangzhou's tourism products when they travel in Hangzhou, but the consumption of tourism and shopping accounts for a very low proportion of total tourism expenses. Tourists prefer commodities that are cheap and beautiful, and prefer local products, followed by handicrafts and practical daily necessities. The most important way for tourists to understand Hangzhou's tourism products is the recommendation of friends and online publicity. In the process of tourism, unfair treatment, more than half of the tourists will choose to complain, and some tourists will not choose to complain, the main reason for not complaining is the trouble, and secondly, the complaint cannot be resolved. Tourists need to create a sense of rights protection and protect their rights and interests. At the same time, the Hangzhou municipal government and related institutions must also let tourists see the action in safeguarding the consumer rights and interests of tourists.

After the evaluation of importance and satisfaction, the importance of 24 indicators is higher than satisfaction. After non-parametric test, only 6 items of $\text{sig} \geq 0.05$, tourists are satisfied; there are 18 indicators of $\text{sig} \leq 0.05$. tourists are very dissatisfied. Therefore, we can conclude that tourists are generally dissatisfied with Hangzhou tourism shopping.

The IPA model was established for analysis. It is possible to conclude that the projects that need to be improved in Hangzhou tourism shopping market include the practicality and pricing of tourism products, the professionalism of waiters, the after-sales service and the efficiency of handling complaints. The projects with low-priority development are the collection value of tourism products, personalization of commodities, reliable brand of commodities, packaging, display, and distribution of commodities; Hangzhou tourism shopping market is doing better in the following aspects, but still need to continue to work, including the cultural connotation, local characteristics, and easy to carry, quality, business reputation, waiter attitude and the environment of the shopping venue.

Through the above analysis, tourists have higher expectations for Hangzhou tourism shopping. First of all, tourists are more interested in high quality and cheap commodities. Secondly, they pay attention to the practicality of commodities, but also have regional characteristics and cultural connotations. In addition, the professionalism of service personnel is further concerned about tourists. Finally, after-sales service and the efficiency of dealing with complaints is also an aspect of the tourist's intention. However, in these respects, actual perceived value of tourists is very low, forming a key factor affecting the satisfaction of Hangzhou tourism shopping. Therefore, we must start to improve the satisfaction of Hangzhou tourism shopping, promote the healthy and rapid development of Hangzhou tourism shopping market, and is required to strengthen and improve from these aspects.

4. COUNTERMEASURES

Based on the previous literature research and empirical research, the following is proposed to improve the satisfaction of tourism shopping in Hangzhou and the strategy of product development.

4.1. Enhance the Core Competitiveness of Tourism Products

The attraction of tourism shopping depends largely on the factors of tourism commodities. Through efforts to cultivate tourism products to achieve the core competitiveness of Hangzhou

tourism shopping market, improve tourism shopping satisfaction, and promote the rapid development of Hangzhou tourism shopping market.

Through empirical research, we can conclude that tourists have higher expectations for tourism commodities. From the analysis of the IPA model, it is concluded that the items that need to be improved in tourism products include the price of tourism commodities and its practicability; the projects with low priority development have the collection value, individualization, brand, packaging and display of commodities; Projects that perform well but still need to continue their efforts include the cultural connotation, local characteristics, quality and convenience of tourism.

4.1.1 Improve the practicality of tourism products

The practicality of commodities reflects the use value of commodities. At present, there are many kinds of tourism products on the market, and there are also a large number of unpractical commodities, which not only cannot attract tourists to buy but also cause waste of resources. The practicability of commodities is part of the attractions of tourism products. The practicality of most tourists when purchasing tourist commodities is one of the important factors in choosing the tourism products.

As a city of historical and cultural significance and relatively developed industrial development, Hangzhou has to do market research, grasping the preferences of tourists, producing marketable commodities, and paying attention to the practicality of commodities. At the same time, it is both artistic and exhibits rich local characteristics and cultural connotations.

4.1.2 Regulate the price of tourism commodities

The price of tourism commodities is the embodiment of its value. However, at present, in Hangzhou tourism shopping market, the phenomenon of unreasonable prices is common, there are bad merchants to cut prices, high prices, etc., the price of the same commodities in the scenic area is also very high. Market prices outside the scenic area. These phenomena have affected the trust of foreign tourists in Hangzhou's tourism commodity prices, which does not contribute to the establishment of the image of Hangzhou's entire city.

Therefore, relevant departments must earnestly perform their duties and strengthen supervision. Unify the prices of commodities within and outside the scenic spot, strictly investigate the vicious price competition and high-price smuggling, and education and punish those with obvious unreasonable pricing. The interests of consumers are the starting point to manage the Hangzhou tourism shopping market.

4.2. Improve the Quality of Hangzhou Tourism Shopping Service

Tourists' contact and interaction with service personnel in the purchase of tourism commodities is an experience process for tourists to purchase tourism commodities, which condense in the value of tourism commodities. The service staff's intimate and high-quality service cannot only improve the tourists' willingness to purchase, but also enable customers to gain added value in the process of shopping and the shopping satisfaction of the tourists. The service quality of service personnel will be improved from the training, incentive and supervision of service personnel.

4.2.1 Training of service personnel

The barriers to entry into the tourism commodities sales and service industry are low, and the quality of the employees is also uneven. Most of the employees do not have the relevant system training. In this case, they will lack service awareness and skills, and also cause tourists. One of the important factors that are dissatisfied with sales service personnel. Training should be built on training methods and content to ensure its effectiveness.

In order to guarantee the authority of the training, the organization of training should be the responsibility of the tourism administrative department. The off-season is the better time to conduct training. During this time, the tourist shops are relatively less busy, and the employee can be arranged to take turns to train.

In the training content, the first is expressive training, to cultivate a sense of service and adhere to the concept of integrity. This is the basis for providing quality services; the second is the training of basic literacy, including the sales staff's conversation, expression, body language and warm and friendly service attitude; and the training of professional knowledge, only the venue for the commodities sold, Characteristics, performance, cultural connotation and other information can be used to provide valuable information to tourists. Finally, training of service skills, training of sales and service personnel's communication skills, observation ability, responsiveness, etc., to let them understand the consumption of tourists. Psychology and characteristics, can provide commodities and services for tourists.

4.2.2 Incentive sales service personnel

In some tourist shops in the Hangzhou tourism shopping market, sales and service personnel are mostly workers. Generally speaking, such workers lack the initiative to sell and provide quality services. Therefore, incentives are needed in order to promote sales service personnel to provide quality services. The most basic incentive is material incentives, which can improve the service level of sales service personnel through material incentives. The main way of material incentives is economic incentives. Tourism shopping stores can establish a salary incentive mechanism and use performance appraisal to implement performance to individuals. When the substance reaches a higher level, the effect of material incentives on staffs will become weaker and weaker. In this case, spiritual incentives are needed. The principal ways of spiritual motivation include honorary rewards, competitive incentives, and so on. Honor rewards are praised, merits, etc. when employees make outstanding achievements. Competitive incentives are to use the spirit of competing for strength, and hold competitions internally to encourage workers to make outstanding achievements. In addition, communication is also a way of psychic motivation. Communication like family and friends can make workers feel the atmosphere of home, enhance their sense of belonging, and increase their enthusiasm for work. It should be noted that when motivating employees. It is not only to motivate them to make outstanding work performance, but also to establish a good image for shops and enterprises.

4.2.3 Strengthen supervision of sales service personnel

Supervising sales and service personnel is a powerful means of enhancing the quality of their services and increasing sales. It can be implemented through employer supervision and tourist supervision. Tourists have quiet satisfaction with sales and service personnel in tourist shopping stores, but these problems are difficult to provide feedback. Therefore, giving effective feedback on these issues is an important step towards implementing supervision. First of all, it is necessary to uniformly register the sales and service personnel in the area, make the work cards, and wear the badges to work, and set up the opinions and feed boxes. Tourists can the problems and express suggestions more specifically. The relevant departments regularly open the boxes to check the feedback. Comments and summarize and deal with the problem.

4.2.4 Improve after-sales service level

After empirical research, the tourist satisfaction of Hangzhou tourism shopping service is low and needs to be strengthened.

At present, regardless of whether the products or sales models of various enterprises are gradually homogenized, in this context, services, especially after-sales service, have become the focus of enterprise competition. In the differentiation of after-sales service, enterprises must constantly update the products and models of after-sales service to form long-term differentiation, in order to prevent the differences from being weakened by peers.

4.3. Improve the Complaint Handling Mechanism

4.3.1 Improving the complaint handling mechanism

The whole process of tourism complaints is more complicated. It is not a solitary one. The tourism administration department does not have full enforcement power in all aspects of tourism. Therefore, the handling of complaints requires the relevant functional departments to work jointly. Under such a premise, it is inconvenient for complaints from tourists.

At present, an era of rapid development of information technology, various Internet mobile terminals has played an increasingly important role in people's lives. People can use a mobile phone, tablet and other devices, on diverse social platforms or search engines to seek help and solve various problems encountered. In this context, a computer network complaints system, an online complaint acceptance platform, and a Hangzhou travel complaint mechanism can be established through the network to make up the shortcomings of the current mechanism.

The traditional offline complaint handling method will be carried out simultaneously with the online complaints platform. Complaint information of the tourists will be checked every day and the quality supervision news and related news reports will be released, the complaints of the tourists will be announced, and the quality supervision forum will be set up. It enables tourists to reflect travel complaints in many ways and resolve disputes quickly, conveniently and at low cost. tourists can make complaints through the network, hotline, and direct complaints from relevant departments. The relevant departments and staff will then summarize the complaints about the computer network complaints platform. The worker will classify all complaints according to the content of the complaints. Each complaint is returned to the corresponding department for processing. At the same time, in the process of handling the case, the process and results of the case should be declared on the platform in time, and tourists can timely understand the handling of the case they have complained through.

The improvement of this mechanism has improved the efficiency of dealing with complaints. In this process, it is necessary in order to keep the complaint process and results open and transparent. This move not only helps tourists to protect their legitimate rights and interests, but also helps to supervise the Hangzhou tourism market and has a positive effect on the healthy development of the Hangzhou tourism market. This measure also indirectly supervised the exercise of the power of Hangzhou tourism related departments.

4.3.2 Strengthening the publicity and tourism complaint mechanism

The tourism complaint mechanism is an important and effective way to solve tourism disputes. However, at present, the public is not aware of the mechanism, and few people will adopt such a way to resolve disputes. Therefore, promotion of the tourism complaint mechanism is particularly important. This measure will enable the public to better understand the tourism complaint mechanism and take timely measures to safeguard their lawful rights and interests in the event of a tourism dispute. The tourism complaint mechanism can also be better. The band plays its role.

In the promotion method, you can briefly introduce the tourism complaint mechanism in the "Tourism Complaints" section of the official website of Hangzhou Tourism, so that tourists can have a comprehensive and systematic understanding of the whole mechanism. At the same time, you can also print the QR code of the complaint website on the brochure, so that more people can access the content of the website anytime, anywhere. In addition, this promotional material can also be put in a conspicuous position in the relevant business premises for tourists to read.

4.3.3 Improve the quality of complaint handling personnel

First of all, complaint handling personnel need to correct the attitude of accepting complaints, and a valuable service attitude can promote the settlement of tourism disputes. The complaint handlers showed a tolerant and friendly attitude when they came to complain about the tourists.

To a certain extent, they can alleviate the dissatisfaction of the tourists. Anyway, when the employee shows impatience, it will aggravate the outbreak of tourists' dissatisfaction and give disputes. The solution has increased the difficulty.

Second, complaint handling personnel needs to strengthen their knowledge of relevant laws. When the staff is familiar with the relevant legal knowledge, they will be able to use the legal knowledge to handle the complaints, and the reasonable interpretation of the relevant matters of the legal perspective of the complaints will not only help to safeguard the rights and interests of the parties concerned, but also speed up the complaints. Effective solution.

In addition, regular training is needed for the business capabilities of the complaints. Strengthening the training of staff's business capabilities is more conducive to complaints and dealing with personnel to make correct decisions in the face of disputes, and to provide relevant explanations to stakeholders to improve the efficiency of complaint handling.

4.4. Increase the Promotion of Positive Word of Mouth

In the aforementioned study, tourists often use the recommendation of friends to understand the tourism products, so as to make the decision to purchase tourism commodities, it is obvious that the importance of establishing a good corporate reputation.

Word-of-mouth marketing is an ancient and effective marketing tool that plays an extremely vital role in today's society. The positive word-of-mouth publicity of tourists can be said to be free advertisements, which not only improve the visibility of products but also enhance the market image of enterprises. The basis for a good reputation is to provide customers with high-quality products and services, and is a decisive factor in avoiding negative word-of-mouth. When the company provides customers with high-quality products and services, and the diversified needs of customers are satisfied, the customers will be satisfied, and satisfied customers will be happy to convey the pleasant experience to the surrounding friends and relatives. When the mood is infected with the surrounding people, it will promote the formation of the subsequent purchase. On the contrary, if the customer gets an unsatisfactory product or service, the customer will spit out the experience of the surrounding people, which will form a negative reputation and make the surrounding people dispel the idea of shopping.

Therefore, only companies that focus on the quality of products and services may be positively promoted by customers, which are the basis for word-of-mouth marketing. Hangzhou tourism shopping market should strengthen the quality control of products and services in the market. Once there is a phenomenon of dissatisfaction or complaints from tourists, it must be promptly and effectively remedied until the client is satisfied and the dissatisfaction is eliminated, so that the negative word-of-mouth can be turned into a positive word-of-mouth.

It is not sufficient to rely on word-of-mouth for product promotion. It has the defects of minor influence and slow effect. From the above survey results, we can also draw the importance of online publicity. In today's Internet age, the positive word of mouth publicity and the widespread and rapid spread of the Internet will greatly enhance the effectiveness of affirmative word of mouth publicity.

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