

A STUDY ON FOREIGN TOURISTS' PURCHASING BEHAVIOR

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ABSTRACT

The purpose of this paper is to understand the current situation of foreign tourists' purchasing behavior in Japan and shows the further directions of the fashion industry in Japan. In order to achieve this goal, a questionnaire survey is conducted in a department store in Tokyo. Cross tabulations are used as the analysis methodology to investigate the relationship between countries and regions, traveling companions, number of visits and purchase expenditure, duty-free items purchased. As a result, the current situation and overall tendency of the purchasing behavior of foreigners visiting Japan are illustrated. In addition, this paper proves the hypothesis that Chinese tourists to Japan are more willing to buy fashion items.

Keywords: foreign tourists, purchasing behavior, fashion items

Introduction

According to the Ministry of Internal Affairs and Communications (hereinafter, referred to as MIC), as of October 1st, 2018, the total population of Japan was 126,443,000, which has been decreased for eight consecutive years since 2010. Moreover, it is also expected to shrink to about 95.15 million by 2050. In terms of Japan's population composition, the number of births fell below 1 million for the first time in 2016 and is estimated to be about 0.65million in 2050. On the other hand, Japan's aging rate¹ exceeded 20% in 2005 and reached 28.1% in 2018. Furthermore, by 2050, the Japan's aging rate is expected to rise to about 40%. The growth of the youth population (0~14 years old) and the elderly population (over 65 years old) leads to a decrease of the production-age population (15~64 years old). Japan is facing the problems of depopulation, a declining birth rate and an aging population².

The problems of depopulation, the declining birthrate and the aging population could have an impact on Japan's economy and society. The domestic markets will shrink due to population decline, the shortage of workers will be caused by the declining of the production-age population, and accompanying the declining birthrate and population aging³. In order to improve the workforce shortages and dynamize the economy, not only the technological advances such as Artificial Intelligence and Information Communication Technology are indispensable, but also the role of consumers cannot be ignored⁴. Figure 1 shows the tendency of the total population of Japan to decrease. However, the number of foreign residents and tourists is increasing. In particular, the number of foreign tourists to Japan has been increased for seven consecutive years since 2011. In 2018, the number of tourists to Japan exceeded 30 million, a nearly fivefold increase from 2011. In addition, according to the report Consumption Trends of International Visitors to Japan by Japan Tourism Agency, the tourism consumption by foreign tourists in 2018 reached a record high of 4.5189 trillion yen⁵. The consumption of shopping, sightseeing, food and beverage and accommodation produced by foreigners visiting Japan may support the domestic consumption market and generate huge economic benefits. At a meeting on the future development of Japan's tourism held in March 2016, in order to future expand the foreign tourists scale in Japan, the government set the following targets. Such as the number of foreign tourists to 40 million in 2020 and 60 million in 2030. The amount of consumption in Japan will reach 8 trillion yen in 2020 and 15 trillion yen in 2030. The government also set a target for the number of repeat visitors to 24 million in 2020 and 36 million in 2030.

¹ 'aging rate' means percentage of the population aged 65 and over (The percentage of the elderly). Cabinet Office, Annual Report on the Aging Society: 2016 (Summary)

² MIC (2018), Relevant statistical results of the elderly in Japan, press release

MIC (2018), structural change and policy issues in Japanese society by 2050, press release

³ MIC (2015, 2018), White Paper of Information and Communication in Japan, press release

⁴ MIC (2016), White Paper of Information and Communication in Japan, press release

⁵ Japan Tourism Agency (2019), White Paper on Tourism in Japan, press release

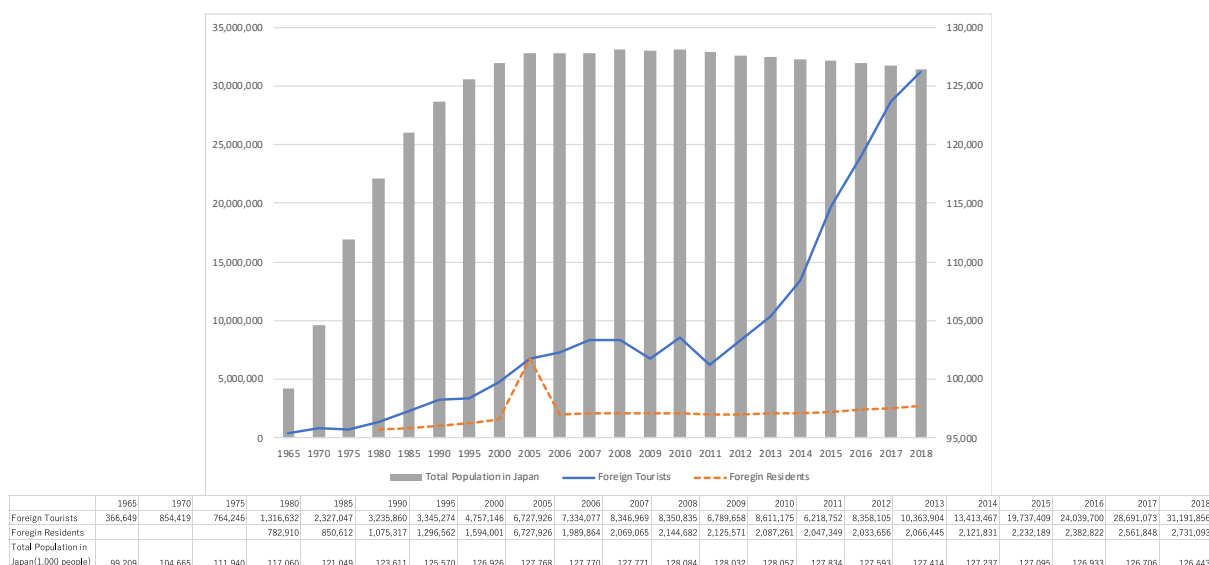


Figure 1. Changes in number of total population and foreign tourists and foreign residents in Japan⁶

According to the statistical information from Japan Tourism Agency, the average amount spent on shopping for Chinese visiting Japan was 112,104 yen per person, lower about 50,000 yen from 161,973 yen at the peak of Bakugai (explosive shopping spree) in 2015. Furthermore, it has been shrinking for four years in a row⁷. Chinese tourists visiting Japan are shifting from big-ticket items to daily necessities and buying less. In addition, they are moving away from the department stores, electronics retail stores, outlets and fashion specialty stores to drugstores or convenience stores⁸. But even if per capita shopping by Chinese tourists to Japan declined, the number of Chinese tourists has increased. JNTO (Japan National Tourism Organization) reported there are 8.38 million foreign tourists who went to Japan in 2018, and the number of Chinese tourists up 13.9%⁹.

With the increases in the number of inbound¹⁰ tourists who comes from multiple countries, the value of travel for them also became diverse (Okano 2017). According to the 2018 Consumer Trends of International Visitors to Japan, the results of the survey on ‘what you wanted to do during this trip to Japan, before coming to Japan’ and ‘what did you do during your current stay in Japan’ are as follows, have Japanese food and shopping ranked first and second, the third was respectively for nature/scenery sightseeing and walking in shopping districts. The results of ‘what would you like to do if you come to Japan again in future (multiple answers)’, have Japanese food had the highest percentage at 56.7% and followed by a bath in a hot spring (49.1%) and shopping (42.1%). It is foreseeable that the economic benefits brought by inbound tourists will be more and more significant, not only for tourism industries but also for all industries (Okuma 2015).

Foreign tourists visiting Japan are regarded as important targets in the domestic market of Japan and the key to business activities. Therefore, the purpose of this paper is to grasp the current

⁶ Reference by statistical information of MIC, Ministry of Justice, Japan Tourism Agency

⁷ Japan Tourism Agency, (2015, 2019) Results of the Consumption Trends of International Visitors to Japan, press release

⁸ Chuou Region Institute for Social and Economical (2017), A Research of the Trend of Chinese Tourists on Bakugai and the future situation, *Chuou Region Institute for Social and Economical Research*, 8.

⁹ Kankoukeizai News (2019), www.kankoukeizai.com

¹⁰ Digital Daijisen (dictionary), ‘Inbound’ here means foreign tourists visiting Japan. <https://daijisen.jp/digital/>

situation of purchasing behavior of foreign tourists to Japan, focusing on the corresponding and future directions, especially in fashion items.

Precedence Studies

As for the study of tourists' traveling consumption, there are many kinds of research use the annual statistical information by Japan Tourism Agency, such as the Results of the Consumption Trends of International Visitors to Japan. Kurihara, Sakamoto and Tomari (2015) compared the tourism expenditure of tourists who visited Japan for the first time and those who visited for over second times (hereinafter, referred to as repeat visitors) by using statistical information from 2010 to 2013, and found that the tourism expenditure of repeat visitors tended to decrease. From the perspective of commodity categories that account for a large proportion of consumption, first-time visitors to Japan buy more Electrical products, while repeat visitors are more likely to buy clothes, bags and shoes. In addition, since 2014, there have been a lot of studies in Japan on Chinese tourists with Bakugai. Huang (2017) pointed out that reasons for the increasing Chinese tourists to Japan were as follows: relax visa rules for Chinese tourists; the demand for international tourism increase with income; Yen depreciation; inbound strategies such as to promote the charms of Japanese tourism; the expansion of airline routes; the drops in fuel surcharges, etc. Zhang (2018) clarified that Bakugai caused by the tourists' boom of Chinese tourists is due to increased income, visa relaxation, depreciation of the Yen, duty-free treatment and other reasons. He also proposed that the role of mass media is very important and the regional differences and income gap need to be taken into consideration. The requirements on visitors' visa should be relaxed further in the future; the mutual understanding between the citizens of the two countries during tourism should be improved. In addition, Huang (2019) analyzed the data of foreign tourists who visited Japan on consumption during 2015 to 2017; the study explained that Chinese tourists visiting Japan were extended to young generation, repeat tourists who visited Japan alone increased, the visiting rate for provincial cities remains low, have a desire for purchasing, consumption from big-ticket items to daily necessities and Bakugai to rational consumption.

The above research shows that the consumer behavior of foreign tourists to Japan and their consumption are influenced by national policies and changes in the global economic environment. However, the above study is mainly written in the special period of Bakubai caused by Chinese tourists to Japan on why their number increased rapidly, and few studies about foreign tourists' purchasing behavior in Japan. Hence, the study first needs to analyze the statistical results of purchasing behavior on such as country and region, age, the number of visits, accommodation areas, purchasing items and purchase expenditure, etc., so as to understand the status quo of foreign tourists to Japan, then explore the potential demand and marketing opportunities of inbound tourism in Japan. The hypothesis that Chinese tourists who occupied a large amount of all the tourists have some characteristics in their purchasing behavior for purchasing in Japan will be decided to be proved in this study.

Survey Summary and Methodologies

The questionnaire survey was conducted in a department store in Tokyo from May 29, 2019, to June 8, 2019. Respondents were foreign tourists visiting Japan and asked about personal profiles and purchasing behavior during their visits. The profiles data includes gender, age, country and region, traveling companions, number of visits, etc. Moreover, purchase expenditure, purchasing items, methods of gathering information before coming to Japan and during their current stay in Japan, etc. as for the purchasing behavior of tourism consumption. Regarding the country and region, the Chinese from Hong Kong, Macao, Taiwan, and Chinese from the mainland (hereinafter, referred to as "Chinese") all belong to the People's Republic of

China, but because of the differences of visa application requirements and tariff for bringing in goods bought abroad, they are analyzed as independent groups¹¹. For duty-free items, 16 response options, which belong to the same kind of goods were grouped into 6 categories: food and beverage, electronic goods, fashion items, healthcare and daily necessities, jewelry, culture-related items.

The total number of survey results accounts for 772 records. Excluding the surveyees who did not fill in and answered 0 yen for how much they spent, 587 results filled in the expenditures were applied for the study in order to grasp the overviews of foreign tourists in Japan. Secondly, the cross-tabulation is used to analyze tourists' purchasing behavior, especially for the Chinese tourists and fashion items.

Data Description

Overviews of foreign tourists in Japan

There are 587 respondents purchased in Japan during their trip, and 38.5% of them are males, 61.5% are females. The average payment of male tourists visiting Japan was 156,690 yen per person; it is 3,647 yen less than female tourists.

By country and region, Chinese tourists ranked first at 247 people and accounted for 42.1% of the total amount, followed by Hongkong 14.0% and Taiwan 12.4%. The overall purchase figure from Chinese tourists reached 45,375,711 yen occupied 42.1%. In terms of purchase expenditure per person for foreign tourists in Japan, Canadians were the highest it reached at 969,200 yen. However, one in 5 Canadians spent 4.7 million yen, was excluded as an outlier. Tourists from Hong Kong ranked second (271,260 yen), followed by Indonesians at 201,701 yen and Chinese at 183,707 yen. Among 13 Indonesian tourists, one Indonesian tourist spent 2 million yen, which was also excluded as an outlier. After data processing, Hong Kong ranked the first as their purchase expenditure per person is about 1.5 times that of Chinese and 3.6 times that of the tourists from Taiwan at 76,052 yen.

The proportion of age groups are 30's 33.7%, 20's 25.2% and 40's 18.4%. In addition, 20s age group and 30s age group were accounted for 77.3% of totals. Of the two tourists over the age of 80, one spent 5 million yen and was excluded as an outlier. The average expenditure by 40's is 247,230 yen which is the highest, followed by 50's 240,009 yen.

The number of surveyees who visit Japan with family members by 30.7%, spouse/partner by 22.1%, friends by 22.0% added up to 339 and accounted for 74.8% of the total amount. The average expenditure by spouse/partner was 207,084 yen, followed by tourist came by her/himself at 204,027 yen, family members at 169,981 yen.

Repeat visitors represented 79.4% and their overall expenditure was 84,708,630 yen, which comprises 51.9% of totals. Furthermore, 29.0% of repeat visits for those who have visited ten or more times spent totalized at 48,389,094 yen, which comprises 51.9% of the total. The average expenditure by repeat visitors was 81,778 yen, more than 2.5 times than first-time visitors. In terms of the grouping of visits to Japan on average expenditure, tourists who have visited 10 or more times are at 284,642 yen, followed by tourists who have visited 2 to 4 times at 158,159 yen, first-time visitors at 72,632 yen.

¹¹ The policy of "One Country, Two Systems" is a basic national policy adopted by the Government of the People's Republic of China (PRC) in handling matters related to Hong Kong and Macao Special Administrative Regions (SARs). Reference by Tiexun, L. (2011). On the fundamental characteristics of the "One Country, Two Systems" Policy, *Academic Journal of "One Country, Two Systems"*, I, 49-59.

Across all the segments, female tourists are much more likely to purchase than male tourists. Although purchase expenditure per capita for Chinese tourists is lower than that of Hong Kong, either the number of tourists to Japan or the sum of the expenditure represented nearly 50% of the total. Tourists of 30' age group share the largest number of totals, while 40's and 50's bought more on average. For traveling companions, both the number of people and the total expenditure by tourists who were visiting with family members were the highest, but spouse/partner spent more on average. Both the total expenditure and purchase expenditure per person by repeat visitors are higher than first-time visitors.

The analysis continued after the outliers¹² were removed. And it has focused on the Chinese due to a large number of tourists and the stronger purchasing power.

Data analysis on Chinese tourist in Japan

After the outliers removed, the total number of the survey results accounts for 575 records. Among them, Chinese tourists represented 42.1%. The total expenditure for foreign tourists became 46,493,609 yen and 51.1% of that purchased by Chinese tourists.

Table 1 indicates the consumption of Chinese tourists from different residential areas. We found that 33.1% of Chinese tourists live in Shanghai and 19% were in Beijing, which added up to 52.1% of the total. The purchase expenditure by tourists came from Shanghai and Beijing occupies 55.8%. And, tourists from Chongqing purchased most per person at 412,500 yen, followed by Sichuan tourists at 124,571 yen, Jiangsu tourists at 116,458 yen. Beijing tourists and Shanghai tourists are close to each other in terms of average purchase expenditure, ranked fourth and fifth at 106,803 yen and 104,178 yen, respectively. The proportion of gender is female 39.7% to 60.3%. The total purchase expenditure by male tourists were 10,739,531 yen to female tourists were 13036,180 yen.

Table1. The cross-tabulation for residence and purchase expenditure

Residencial Areas	Total (yen)	Radio	Amount	Radio	Average (yen)
Shanghai	8,334,220	35.1%	80	33.1%	104,178
Beijing	4,912,949	20.7%	46	19.0%	106,803
Jiangsu Province	3,144,361	13.2%	27	11.2%	116,458
Others	1,711,960	7.2%	18	7.4%	95,109
Guangdong Province	1,610,390	6.8%	24	9.9%	67,100
Zhejiang Province	973,280	4.1%	14	5.8%	69,520
Sichuan Province	872,000	3.7%	7	2.9%	124,571
Chongqing	825,000	3.5%	2	0.8%	412,500
Liaoning Province	465,000	2.0%	5	2.1%	93,000
Shandong Province	340,000	1.4%	7	2.9%	48,571
Hubei Province	116,000	0.5%	3	1.2%	38,667
Tianjin	110,000	0.5%	2	0.8%	55,000
Shanxi Province	100,000	0.4%	1	0.4%	100,000
Macao	40,000	0.2%	1	0.4%	40,000
Fujian Province	20,000	0.1%	1	0.4%	20,000
Unknow	200,551	0.8%	4	1.7%	50,138
Total	23,775,711	100.0%	242	100.0%	98,247

The number of the 20' is the same as the 30' in 93 for each age group, makes up 76.8% of the total. As shown in Table 2, the average expenditure by 60's was the highest, then 50's. The

¹² Totally 12 respondents were deleted as the outliers, of which the purchase amount of 1 million and more than 1 million.

40's spent 132,911 yen on average, 20's at 88,538 yen, 30's at 68,233 yen. In terms of traveling companions, the largest number of tourists visited Japan with family members generated 32.9% of the total purchase expenditure. Tourists who visited Japan by her/himself spend an average of 107,482 yen and tourists visited Japan with family members of that was 107,249 yen (Table 2, Table 3).

Table 2. The cross-tabulation for age and purchase expenditure

Age	Total (yen)	Radio	Amount	Radio	Average (yen)
20's	8,234,008	34.6%	93	38.4%	88,538
30's	6,345,703	26.7%	93	38.4%	68,233
40's	3,721,500	15.7%	28	11.6%	132,911
50's	3,167,500	13.3%	19	7.9%	166,711
60's	1,668,000	7.0%	5	2.1%	333,600
10's	639,000	2.7%	4	1.7%	159,750
Total	23,775,711	100.0%	242	100.0%	98,247

Table3 The cross-tabulation for the time of companions and purchase expenditure

Conpions	Total (yen)	Radio	Amount	Radio	Average (yen)
Family Members	7,829,176	32.9%	73	30.2%	107,249
Friends	5,763,997	24.2%	63	26.0%	91,492
Just me	4,191,798	17.6%	39	16.1%	107,482
Spouse/Partner	3,390,000	14.3%	40	16.5%	84,750
Work colleagues	2,480,740	10.4%	25	10.3%	99,230
Others	120,000	0.5%	2	0.8%	60,000
Total	23,775,711	100.0%	242	100.0%	98,247

Table 4 shows the frequency of Chinese tourists to visit Japan and their purchase expenditure. Among 242 respondents, 72.7% are repeat visitors generated 78.9% of the total purchase expenditure. In addition, tourists who have visited Japan for over ten times occupied by 16.9%, while their total purchase expenditure amounted to 7,233,720 yen and made up 30.4% of totals. On the other hand, the average expenditure by repeat visitors at 106,650 yen, which is more than 1.4 times than first-time visitors.

Table 4. The cross-tabulation for traveling visits and purchase expenditure

Times	Total (yen)	Radio	Amount	Radio	Average (yen)
first time	4,997,277	21.0%	65	26.9%	76,881
2~4 times	7,949,696	33.4%	86	35.5%	92,438
5~9 times	3,587,018	15.1%	49	20.2%	73,204
10 times and over	7,233,720	30.4%	41	16.9%	176,432
Unknow	8,000	0.0%	1	0.4%	8,000
Total	23,775,711	100.0%	242	100.0%	98,247

According to the upper analysis, the average purchase expenditure from Shanghai tourists is slightly lower than Beijing tourists at 2,625 yen. However, the total purchase expenditure by Shanghai tourists made up 35.1% and ranked first, followed by Beijing tourists 20.7%. Based on city-level GDP (Gross Domestic Product) data reported by the National Bureau of Statistics of China, GDP contribution of Shanghai and Beijing amounted to around 3.2679 trillion yuan and 3.0320 trillion yuan, respectively. Shanghai remains China's biggest city by GDP, with Beijing at the number two spot. It is interesting that the purchasing power demonstrated by tourists during their travels is related to the economic development of the cities in which they live.

Female tourists are higher in the ratio and at total purchase expenditure than that of male tourists, but it is a slightly lower at average purchase expenditure. The survey reflects that the average purchase expenditure increased with the growth of the age. In addition, tourists who visited Japan by her/himself accounted for only 16% purchased most on average. Whether what causes such a result should be considered. In the comparison of the number of visits to Japan, the difference between Chinese visitors and all visitors to Japan for purchase expenditure is within the range of error. For the present discussion, the profiles of Chinese visitors to Japan are unclear. In the next section, we will use the data of purchase items to find out the purchase behavior characteristics of Chinese tourists.

Data analysis on purchasing behavior towards fashion items

Table 5 shows the total number of responses to the purchase of duty-free goods is 1,377. Among them, the most preferred item to purchase was fashion items (44.1%), followed by food and beverage (21.6%), health and daily necessities (16.0%). This section focuses on fashion products.

Table5. The cross-tabulation for country/region and purchase probability of duty-free goods

Country/ region	Food and Beverage	Radio	Electronic Goods	Radio	Fashion Items	Radio	Healthcare and daily Necessities	Radio	Jewelry	Radio	Culture- related Items	Radio	Total	Radio
Korea	15	31.9%	1	2.1%	17	36.2%	9	19.1%	0	0.0%	5	10.6%	47	100.0%
Taiwan	51	29.3%	19	10.9%	65	37.4%	33	19.0%	1	0.6%	5	2.9%	174	100.0%
Hong Kong	46	24.0%	13	6.8%	86	44.8%	37	19.3%	0	0.0%	10	5.2%	192	100.0%
China	98	16.1%	73	12.0%	280	46.1%	108	17.8%	14	2.3%	35	5.8%	608	100.0%
Thailand	7	21.2%	4	12.1%	13	39.4%	4	12.1%	1	3.0%	4	12.1%	33	100.0%
Singapore	19	31.7%	3	5.0%	26	43.3%	7	11.7%	1	1.7%	4	6.7%	60	100.0%
Malaysia	2	18.2%	1	9.1%	6	54.5%	2	18.2%	0	0.0%	0	0.0%	11	100.0%
Indonesia	7	28.0%	0	0.0%	14	56.0%	4	16.0%	0	0.0%	0	0.0%	25	100.0%
Philippines	5	31.3%	1	6.3%	8	50.0%	0	0.0%	1	6.3%	1	6.3%	16	100.0%
Vietnam	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
UK	7	43.8%	0	0.0%	5	31.3%	1	6.3%	0	0.0%	3	18.8%	16	100.0%
German	3	33.3%	0	0.0%	2	22.2%	0	0.0%	1	11.1%	3	33.3%	9	100.0%
France	3	30.0%	1	10.0%	2	20.0%	0	0.0%	0	0.0%	4	40.0%	10	100.0%
United States	12	21.4%	4	7.1%	31	55.4%	3	5.4%	2	3.6%	4	7.1%	56	100.0%
Canada	5	26.3%	2	10.5%	6	31.6%	1	5.3%	1	5.3%	4	21.1%	19	100.0%
Australia	9	22.5%	4	10.0%	16	40.0%	3	7.5%	2	5.0%	6	15.0%	40	100.0%
Others	8	14.5%	7	12.7%	26	47.3%	8	14.5%	2	3.6%	4	7.3%	55	100.0%
Unknown	0	0.0%	1	16.7%	4	66.7%	1	16.7%	0	0.0%	0	0.0%	6	100.0%
Total	297	21.6%	134	9.7%	607	44.1%	221	16.0%	26	1.9%	92	6.7%	1377	100.0%

In addition, regarding to the purchase probability of duty-free goods by country/regions, the rate is the highest among Chinese tourists, with 44.2%, followed by Hong Kong 14.1% and Taiwan 12.4%. Chinese tourists are demonstrated more likely to bought fashion items (46.1%), then health and daily necessities (17.8%), food and beverage (15.9%). On the other hand, the food and beverage purchase rate are highest by tourists from the UK, France and German. Apart from the three European countries mentioned above, Fashion items are the most popular duty-free goods purchased by foreigners when visiting Japan.

Table 6 visualizes the purchase rate of fashion goods by country/region. The purchase rate of fashion items by Chinese tourists reached 46.1%, followed by Hong Kong tourists by 14.5%, Taiwan tourists by 10.6%.

Table 6. The cross-tabulation for country/region and purchase probability of fashion goods

Country/ region	Korea	Taiwan	Hong Kong	China	Thailand	Singapore	Malaysia	Indonesia	Philippines	UK	German	France	United States	Canada	Australia	Others	Unknown	Total
Amount	17	65	86	280	13	26	6	14	8	5	2	2	31	6	16	26	4	607
Radio	3.4%	12.6%	13.9%	44.2%	2.4%	4.4%	0.8%	1.8%	1.2%	1.2%	0.7%	0.7%	4.1%	1.4%	2.9%	4.0%	0.4%	100.0%

As the purchase amount of each duty-free item is not recorded at this time, table 7 calculates the proportion of Chinese tourists who bought fashion items and their consumption expenditure. As a result, 465 foreign tourists bought fashion items, of which 45.2 percent were Chinese. In addition, 53.3% of the total purchase expenditure was spent on fashion items by Chinese tourists to Japan, which was 15,490 yen higher on average than that of all the foreign tourists.

Table7. Consumption of duty-free goods by foreign tourists

	Tourists	Amount	Total (yen)	Radio	Average (yen)
Catalogue of all Duty-free Goods	All Tourists	564	45,966,889	100.0%	81,502
	Chinese Tourists	239	23,702,991	51.6%	99,176
Fashion Items	All Tourists	465	39,782,105	100.0%	85,553
	Chinese Tourists	210	21,218,989	53.3%	101,043

Marketing Research Company ASMARQ Co., Ltd. researched sightseeing for Chinese. The survey result of the impression of cosmetic products and fashion products made in Japan (untabulated) shows that for cosmetic products, Chinese people who have visited Japan have a good impression as high-class, good in quality, reliable and fashionable. On the other hand, for fashion products, Chinese people who have visited Japan have a good impression as fashionable, good in quality and unique. However, in terms of overall image, 65.6% of people who had an experience in visiting Japan are satisfied that the Japanese cosmetic products. More than half of those who visited Japan (54.9%) and those who plan to visit Japan (68.4%) had lower impressions of Japanese fashion products.

Conclusion

This research explained the current situation by investigating the relationship between country/region, gender, age, traveling companions, number of visits and purchase expenditure, duty-free items purchased. Among them, the proportion of Chinese tourists to Japan is relatively high by 42.1% and the total purchase expenditure accounts for 48.6% of the total. It can be evaluated that the Chinese tourists to Japan contribute a lot to the inbound consumption in Japan.

While the profiles of Chinese visitors to Japan are unclear, it is showed that Japanese fashion items are attractive to them, the purchase rate and the total purchase expenditure is relatively high. Therefore, although the characteristics and tendencies of the Chinese visiting Japan regarding the purchasing behavior of fashion items demonstrated, it cannot say that the hypothesis has been proved.

In recent years, the boom of Bakugai by Chinese people fade away. In previous papers, the rising yen and tariff for bringing in goods bought abroad by the Chinese government were considered as the factors for the purchasing behavior of Chinese visiting Japan. However, this study proposed Chinese tourists as a target consumer group to Japanese inbound industry, it is necessary to have regular surveys in order to understand their needs and wants for tourism consumption.

As mentioned at chapter4, fashion items include clothes and accessories, cosmetic products, shoes, etc. In 2018, the total sales of cosmetic products in Japan valued 1.7 trillion yen. In recent years, the demand for "Made in Japan" cosmetics has been growing across Asia, especially in China. In 2016, the export of cosmetic products exceeded the import value; finally, the export amount reached 1.5 times of the import value in 2017, which fully shows that the excellent quality of Japanese cosmetic products is highly valued in overseas markets¹³. While the White paper on the apparel industry and market by Yano Research Institute Ltd. reported that the size of the entire domestic apparel retail market in 2017 was 9.2168 trillion yen declined in all the categories as follows: Women's clothing, men's clothing and babies' and infants' clothing It decreased for three consecutive years since 2014. It is also expected to keep shrinking in the future¹⁴. Consumption practices of apparel products of foreign tourists to Japan is forecasts to increase with high potential.

There still have several limitations in the current study. Firstly, the purchase amount of each catalog is not asked for filling at this survey, so it should have been carried on in the next research. Secondly, as Shanghai and Beijing are Beijing and Shanghai were crowned as the richest cities in China, it may be interesting in the comparison of purchasing behavior characteristics between Shanghai residents and Beijing residents during their visits in Japan. Finally, the research on the segmentation of fashion items, key factors that influence purchasing behavior for foreign tourists to Japan should have been adopted.

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¹⁴ Yano Research Institute Ltd. (2018), White paper on the apparel industry and market