CONSUMER BEHAVIOUR IN CROSS BORDER TOURISM:
THE CASE OF BRUNEIAN TOURISTS

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BA (Hons) International Tourism Management
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Signed Statement

"I declare that this Dissertation has not already been accepted in substance for any degree and is not concurrently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated."

26th April 2017
Abstract

The consumer behaviour of cross-border tourists from Brunei to Eastern Malaysia was explored with a particular focus on investigating the relationships between the contributing factors that influence antecedents of behavioural intentions, travel behaviour characteristics and consumer attitudes towards consumer’s local retail shopping experiences.

The collection of primary data by utilising online questionnaires on a total of 83 Bruneian residents covers the information of demographic profile of respondents, its travel behaviour characteristics and consumer attitudes towards local retail shopping experiences. This information has been contrasted with the existing literature surrounding Brunei’s market intelligence, consumer behaviour theories and motivation theories and were critically analysed and explored, which has led the researcher to establish a new model of consumer decision-making processes in cross-border tourism based upon a combination of real world insight and theory.

The research was revealing as it exposed gaps in knowledge in terms of method, theory and practice. Some of the key findings from the study indicated that the four most important travel motives for Bruneian tourists visiting Eastern Malaysia were cheaper prices of goods and services, better quality of goods and services, favourable exchange rate and to reduce stress and pressure. Apart from that, low annual income combined with high prices of goods and services, and limited availability of brands and products in Brunei have driven the respondents to spend in Eastern Malaysia. The study has concluded that the main drive for most cross-border travelling to Eastern Malaysia was for the purchase of material goods and services.

Finally, this study has also formulated recommendations for Brunei tourism industry’s future growth in terms of its domestic tourism activities. Further research in the future by using this methodology would add more knowledge to the literature and recognise more motivational insights.

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<tr>
<td>BND / B$</td>
<td>Brunei Dollar</td>
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<td>EM</td>
<td>Eastern Malaysia</td>
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<td>GDP</td>
<td>Gross Domestic Product</td>
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<tr>
<td>IC</td>
<td>Smart Identity Card</td>
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<tr>
<td>MIB</td>
<td><em>Melayu, Islam, Beraja</em> (the Malay translation of Malay, Islamic, Monarchy)</td>
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<tr>
<td>SARS</td>
<td>Severe Acute Respiratory Syndrome</td>
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<tr>
<td>SMEs</td>
<td>Small and Medium-sized Enterprises</td>
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<td>UNWTO</td>
<td>United Nations World Tourism Organization</td>
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<td>USD / US$</td>
<td>United States Dollar</td>
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<td>WTO</td>
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CHAPTER ONE: INTRODUCTION

1. Introduction
   1.1 Introduction and Background to Research
   1.2 Dissertation Aim
   1.3 Dissertation Objectives
   1.4 Summary of Project Structure
   1.5 Summary
1 INTRODUCTION

1.1 INTRODUCTION AND BACKGROUND TO RESEARCH

Over the years, global tourism has encountered some major expansion and dynamic growth. According to the latest United Nations World Tourism Organisation’s (UNWTO) World Tourism Barometer, there is an increase in the total number of international tourist arrivals. It has revealed that in 2015, the figures have reached a total of 1,184 million, which is an increase of 4.4%. It was stated that approximately 50 million more tourists (overnight visitors) were discovered to travel globally in 2015 as compared to the travels made in the year 2014 (World Tourism Organization, 2016b).

Between the year 2000 and 2010, it have seen a relatively decade of both economic boom and also financial crises. It has been noted that during these periods, there were the outbreak of severe pandemics such as the severe acute respiratory syndrome (SARS) epidemic in 2003 and large-scale natural disasters such as the Indian Ocean tsunami in December 2004. Despite the severe economic periods, the number of international tourist arrivals continued to show an average annual growth rate of 3.4% (World Tourism Organization, 2008; World Tourism Organization, 2012). Since the post-crisis year of 2010, the year 2015 marks the 6th consecutive year of a remarkable growth, with international tourist arrivals constantly growing annually by 4% or more (World Tourism Organization, 2016b).

On an overall global scale, there have shown a strong demand in the tourism sector, however, mixed results may vary depending on the destination. Global tourism demands are usually influenced by the strong exchange rate fluctuations and the concerns on safety and security, especially with the occurrence of natural and man-made disasters in many parts of the world. Also, the global drop in crude oil prices (see Figure 1) and other commodities have caused a substantial increase in
disposable income in the importing countries but weakened demand in exporters. Thus, these sum up the reasons as to why there are varied demands across individual destinations (World Tourism Organization, 2016b).

![Figure 1: Price quotes for crude oil per barrel](image)

**Source:** Adapted from Krauss (2017)

According to the World Tourism Organization (2012; 2016b), the robust performance of tourism industry has led to the stimulation of local economic growth and helps to promote entrepreneurship and the development of small and medium-sized enterprises (SMEs). With the diversification of the local economy, it generates export income and led to the creation of many jobs around the globe, thus reducing the concerns of poverty. Tourism also helps in contributing the image building of a country as a tourist destination (World Tourism Organization, 2012; World Tourism Organization, 2016b).

One of the fastest growing economic tourism activities worldwide is cross-border travelling. Cross-border tourism has fascinated tourists from all over the world and there has shown an increasing number of tourists visiting walls, such as the Berlin Wall or the Great Wall of China (Timothy, 2006), pass controls and guard towers during their travels (Gelbman, 2008; Medvedev, 1999). According to Timothy (2001), there are numerous popular tourist attractions sites located near border areas, which in turn means that its unique geographical location (Gelbman, 2008; Timothy, 2006),
political and cultural characteristics (Mansfeld and Korman, 2015) could be the main motivator for the visit or travel.

Cross-border tourism is commonly associated to economic opportunities for residents and tourism marketers for both sides of the border (Altinay and Bowen, 2006; Webster et al., 2009). Under certain circumstances, these borderlines have been transformed and have played an important role in tourism development (Gelbman and Timothy, 2010). One example is the importance of Cyprus border, where it was estimated that in 2012 to have welcomed a total of 1.1 million international tourists crossing over from and to North Cyprus (Tourism Planning Department of Turkish Republic of Northern Cyprus, TRNC, 2014).

On the other hand, Hatyai, Thailand has shared its border with Malaysia and statistics have shown that approximately more than 400,000 Malaysian visitors visited Hatyai each year (Kuncharin and Mohamed, 2013). Whereas, the border traffic between Poland and the Kaliningrad Oblast of the Russian Federation have shown to grow steadily, exceeding 4 million in 2012. The local government of Poviats has observed an economic growth and expansion of local trade of the regions (Anisiewicz and Palmowski, 2014). Another example that is more prominent to this research project is the cross-border tourism between Brunei and Sarawak, Malaysia, where statistics have shown that there were a total of 1,585,997 Bruneian visitors crossing the border to Sarawak in 2015 (Kon, 2017).

The motives to travel across the border could be focused on only one activity or it may be a multipurpose trip comprising a mixture of recreational, leisure or business purposes (Kuncharin and Mohamed, 2013; World Tourism Organization, 2012). Anaman and Ismail (2002:69) define cross border tourism as "an individual tourist or consumer visiting neighbouring countries with the purpose of directly consuming goods and services which are cheaper in that country and/or are unavailable in the country of origin".
Indeed, the literatures of cross-border tourism are often focused on key aspects such as perceptions (Anaman and Ismail, 2002; Kim et al., 2007; Oxenfeldt, 1974, Shoemaker, 1994), portrayal of attractions (Gelbman, 2008; Timothy, 2001), dining motivations (Lord et al., 2004) and hedonic motivations (Butler, 2002; Lord et al., 2008; Swarbrooke and Horner, 2007).

One of the common motives for cross border travellers is shopping trip (Di Matteo and Di Matteo, 1996; Dmitrovic and Vida, 2007; Kuncharin and Mohamed, 2013; Lau et al., 2005; Spierings and Van der Velde, 2013; Timothy and Butler, 1995; Wang, 2004). Yolanda Perdomo, the Director of the Affiliate Members Programme at UNWTO highlighted that tourists has regarded shopping tourism as an extremely important element when selecting and organising their trip (World Tourism Organization, 2016c).

Existing studies of cross-border travelling are fairly limited (Dmitrovic and Vida, 2007; Kuncharin and Mohamed, 2013) and therefore, given the importance of examining the motivations surrounding cross-border travelling, the researcher is aware of the increasing demand of consumer satisfaction. Hence this is the reason why the study on tourism development in border area needs to gain a better knowledge and theoretical understanding (Mansfeld and Korman, 2015).

This research project aims to explore the consumer behaviour of cross-border tourists from Brunei to Eastern Malaysia (EM) with a particular focus on investigating the simultaneous relationships between the contributing factors that influence antecedents of behavioural intentions, travel behaviour characteristics and consumer attitudes towards local retail shopping experiences by developing and testing a conceptual framework. The researcher has chosen this topic due to an increasing interest in the sector, developed throughout her university experiences and modules, discussions, observations and personal experiences.

The development of cross-border tourism between Brunei and EM has not resulted in attracting a significant number of Malaysian tourists to Brunei, but it has provided
such a possibility (Kon, 2017). The researcher feels that the implication of this research project would be beneficial in improving and recommending future tourism strategies for Brunei in terms of its domestic tourism. By doing so, the researcher proposes to constructively add new knowledge to the existing body of academic knowledge.

1.2 DISSERTATION AIM

The researcher aims to explore the consumer behaviour of Bruneian cross-border tourists to Eastern Malaysia with focus on behavioural intentions, travel behaviour characteristics and consumer attitudes towards local retail shopping experience.

This research study will be based on a similar study conducted previously and their main objective was “to identify factors influencing the levels of visits to EM and related expenditures on goods and services by residents of Brunei using a scientific survey of Bruneian residents visiting Eastern Malaysia” (Anaman and Ismail, 2002:68). This research project will serve to update previous findings to offer an updated contemporary view of cross-border tourism of Bruneian tourists to Eastern Malaysia.

1.3 DISSERTATION OBJECTIVES

• To critically review the literature surrounding Brunei’s market intelligence, consumer behaviour theories and motivational theories.
• To choose a suitable methodology to explore the topic.
• To evaluate the outcomes of the primary research to determine factors that influence the travel decisions of Bruneian tourists visiting EM and to analyse their consumer behaviour.
• To identify themes and narratives through the outcomes derived from the primary research and critically evaluate the results in order to modify existing
theoretical models to establish a new consumer decision-making processes framework based on cross-border travel motives.

- To examine how consumer trends and patterns may have changed or remained.
- To justify why a new model is applicable, and address conclusions and formulate recommendations for future research.
- To formulate recommendations for Brunei tourism industry’s future growth in terms of its domestic tourism activities.

1.4 SUMMARY OF PROJECT STRUCTURE

This research project comprises of five main chapters, which are ‘Introduction’, ‘Literature Review’, ‘Methodology’, ‘Results, Analysis and Discussion’ and ‘Summary, Conclusions and Recommendations’.

Chapter 1: Introduction
The introduction chapter seeks to provide the background and rationale of the research study and illustrate the project’s aims and objectives.

Chapter 2: Literature Review
The literature review provides a critical analysis and discussion of existing academic literature surrounding the research topic area and identifies gap in academic knowledge. The main topic areas discussed are Brunei’s market intelligence, consumer behaviour and motivation theories, and based on these findings, a conceptual framework was established.

Chapter 3: Methodology
The methodology chapter justifies the research process methods chosen by the researcher for this research project by providing discussion of its epistemology, theoretical perspective, methodology and methods. Since the research project
implemented the use of primary research, thus, this chapter seeks to explain its limitations, related ethical considerations, and provided the subsequent approval, its reliability and validity issues then, the approaches to data analysis.

Chapter 4: Results, Analysis and Discussion
The results, analysis and discussion chapter entails the combination of research findings with the existing knowledge discussed in the literature review, with the purpose of adapting and modifying the concepts outlined in the conceptual framework.

Chapter 5: Summary, Conclusions and Recommendations
The final chapter evaluates aims and objectives of the research project. Summary of research key findings will be identified as part of collating all the data gathered from research process. The conclusion will suggest recommendations for future research and suggestions for domestic tourism sector in Brunei.

1.5 SUMMARY
This chapter serves to provide an introduction and background to the chosen research topic, where it also outlines its aims and objectives. The following literature review chapter constructs and evaluates the existing academic literature surrounding the research topic area in order to define key terminologies and allow the researcher to conceptualise the relationship between Brunei’s market intelligence, consumer behaviour and motivation theories in order to assess the motives influencing the travel decisions of the Bruneian cross-border tourists to EM.
CHAPTER TWO: LITERATURE REVIEW

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   2.2 Brunei’s Market Intelligence
      2.2.1 Background Information of Brunei
      2.2.2 Market Economy
      2.2.3 Development Plan
      2.2.4 Tourism Management
   2.3 Consumer Behaviour
      2.3.1 Travel Buying Behaviour and Level of Satisfaction
      2.3.2 Leisure Tourists
      2.3.3 Consumer Decision-Making Framework
      2.3.4 Tourism Market Segmentation
   2.4 Motivation Theories
      2.4.1 Hierarchy of Needs
      2.4.2 Push and Pull Factors in Cross-Border Travelling
      2.4.3 Hygienic Factors in Cross-Border Travelling
      2.4.4 Perceived Image of a Destination
   2.5 Conceptual Framework
   2.6 Literature Review Conclusions
2 LITERATURE REVIEW

2.1 INTRODUCTION

As the existing knowledge on cross-border travelling are limited and are commonly concentrated on its macro-economic effects rather than on discovering the consumer behaviour and socio-psychological characteristics of the cross-border travellers (Dmitrovic and Vida, 2007; Kuncharin and Mohamed, 2013), a critical review of the literature is required in order to validate and support the research proposal. This chapter serves to present Brunei’s market intelligence and critically review the literature relating to consumer behaviour and motivation theories in order to investigate key determinants that influence travel behaviour of Bruneian tourists in cross-border travelling and also, factors affecting their consumer attitudes. This chapter will also help to determine the appropriate and suitable research methodologies.

2.2 BRUNEI’S MARKET INTELLIGENCE

This section serves to illustrate Brunei’s market intelligence through independent sections of Brunei’s background information, market economy, development plan and tourism management and shows how this chapter serves as a basis for discussion that influence the motives of local residents in cross-border travelling.

2.2.1 BACKGROUND INFORMATION OF BRUNEI

Brunei Darussalam (herein referred to as Brunei) is located on the Island of Borneo in Southeast Asia. Brunei is situated between two Malaysian States of Sabah and Sarawak (see Figure 2). This also means that Brunei shares its borders with the
Eastern Malaysian district centres of Miri, Limbang and also the Malaysian Federal Territory of Labuan (Google Maps, 2017). Brunei is bound by its strict national philosophy of “Malay Islamic Monarchy” (“Melayu Islam Beraja” or MIB).

**Figure 2: Map of Brunei Darussalam**

![Map of Brunei Darussalam](image)

*Source: Google Maps (2017)*

According to the latest census figures in 2016, Brunei has a total population of approximately 0.42 million people (Worldometers, 2017). Please see **Figure 3** for Brunei population trend.
According to Anaman and Ismail (2002), in terms of its disposable incomes, Bruneian residents are known to have the advantage of accumulating higher-than-average amount of disposable incomes. This could be due to zero income or sales tax in the country and also services (such as education, medical and health care, housing, and pension schemes) and commodities (such as petrol, liquefied petroleum gas, electricity, water, rice and sugar) which are being subsidised by the Brunei Government (The Daily Brunei Resources, 2006).

Brunei residency groups are divided into three main groups, which are:

a. Brunei Citizen;

b. Permanent Resident; and

c. Temporary Resident.

It is important to classify the different types of these residency groups, as the content of the questionnaires will be associated to this. All of Bruneian residents must apply
for a smart Identity Card (IC), which was first introduced in 1949 and are being issued by the Immigration and National Registration Department of Brunei. Under the provisions of the National Registration Act in 1965, new IC system was being implemented where all residents are mandated to apply for an IC and they are colour-coded depending on which residency groups they belong to (Lyon and Bennett, 2000; The Perth Mint, 2017). The temporary residents are basically foreigners who stay in Brunei for a period of more than three months (Lyon and Bennett, 2000; The Perth Mint, 2017).

As the sale and consumption of alcohol in public in this Islamic sovereign state is strictly prohibited (Anaman and Ismail, 2002), thus for the benefit of this research project, it is important to mention the consumption of alcohol are generally associated to the temporary residents of Bruneian residency group. This statement has been confirm by Anaman and Ismail (2002), where based on their study, they have concluded that the consumption of alcohol was generally higher for the temporary residents and considerably lower among the predominantly Muslim populations of the two residency groups of Bruneian citizens and permanent residents. The questionnaire content will also be designed to determine if the consumption of alcohol among these residency groups would have any influence on the level of visit to EM for the purpose of purchasing and consuming alcohol.

2.2.2 MARKET ECONOMY

According to Trading Economics (2017), Brunei’s Gross Domestic Product (GDP) was worth US$12.90 in 2015 and the value represents 0.02% of the world economy. Please see Figure 4 for the nine years trend of Brunei’s GDP value. The value has significantly decreased since 2012 onwards.
The value for GDP per capita has also shown a decreasing trend since 2011 (please refer to Figure 5). The last recorded GDP per capita in Brunei in 2015 has revealed a record low of US$32,226.10. However, this figure is still equivalent to 255% of the world’s average (Trading Economics, 2017).

Source: Adapted from Trading Economics (2017)
In terms of its GDP annual growth rate (Figure 6), it has shrunk significantly in the third quarter of 2016, with figures plummeting to as low as -5.7%. The decreasing annual growth rate was primarily driven by the decline in oil production, which has caused Brunei into an economic recession since 2013, where GDP annual growth was recorded its lowest at -8.10% (Trading Economics, 2017).

![Figure 6: Brunei's Gross Domestic Product Annual Growth Rate](image)

**Source:** Adapted from Trading Economics (2017)

In terms of its retail shopping experiences, there is a limited amount of quality retail shopping complexes and entertainment establishment in Brunei and this has driven locals to travel abroad. Moreover, Bruneians prefer to travel to the neighbouring country, in particular Malaysia, for retail shopping experiences predominantly due to the favourable exchange rate (Kon, 2017; Subramaniam et al., 2013).

Anaman and Ismail (2002), has shown that the estimated amount of spending on goods and services by the Bruneian residents visiting EM was approximately B$426 million a year, which is equivalent to 5.7% of Brunei’s gross domestic product (GDP) in 2000. The authors also argued that the high outflows of expenditure and local spending in EM might have led to the slow growth of Brunei’s economy. This could be observed in its retailing and hospitality sectors. Local businesses have shown their public outcry over the high outflows of expenditures of Bruneian residents. Some
even suggested the Government of Brunei to limit the outflow of Bruneians to other countries in ensuring the survival of local Bruneian businesses (Anaman and Ismail, 2002).

On the other hand, Brunei is the fourth largest oil producer in Southeast Asia and it accounts for approximately 62% of Brunei’s GDP. Brunei is highly dependent on the revenue from the oil and gas industry and it has continued to dominate the Bruneian economy. This has allowed the Sultanate to accumulate its substantial wealth, where 90% of the government revenues are solely sourced from this industry. However, unfortunately, these revenues are susceptible to change with the influence of external factors such as the value of United States dollar (USD) and the recent trend in the growth of shale oil production in the United States that has tremendously affected the global prices and demand of oil and gas (Azaraimy, 2017; Department of Economic Planning and Development (Brunei), 2012; Oxford Business Group, 2016; Trading Economics, 2017).

However, the decline in oil production in recent years has provoked the Brunei Government to diversify its economy through the non-oil and gas sector to ensure future sustainability and stability of its economy. One of the initiatives to achieve faster economic growth includes promoting its eco-tourism activity, as majority of the land (about 70%) is still covered in vast tropical rainforest (Oxford Business Group, 2016).

Apart from that, with using the oil revenues, it also hopes to invest in non-oil industries such as Islamic banking, engaging foreign direct investments (FDI) and also investing in projects that may contribute to economic growth and development. By encouraging the involvement of private sector in these government-funded projects, it would serve to promote a healthy relationship between both government and private bodies in ensuring the implementation of a well-coordinated national strategy (Department of Economic Planning and Development (Brunei), 2012; Oxford Business Group, 2016; Trading Economics, 2017).
2.2.3 DEVELOPMENT PLAN

The national strategy plans that were being mentioned in the previous section are in line with the objectives towards realising the recently launched development plan known as “Wawasan Brunei 2035” ("Brunei Vision 2035") which basically aims to transform Brunei into a nation renowned for:

- The achievements of its well-educated and highly-skilled individuals as measured by the highest international standards;
- High quality of life among the top ten nations around the globe; and
- Sustainable and dynamic economy with income per capita ranked within the top ten countries in the world.

(Brunei Embassy, 2017; Department of Economic Planning and Development (Brunei), 2012)

The vision is also in line with the five-year period (2012-2017) tenth National Development Plan’s (2012-2017) theme “Knowledge and Innovation, Increase Productivity, Accelerate Economic Growth” (Department of Economic Planning and Development (Brunei), 2012, xxix). The distribution of government funding with a total value of B$6.5 billion has been allocated for various development across the country, which also includes the finance of 682 projects (Brunei Embassy, 2017; Department of Economic Planning and Development (Brunei), 2012). However, the recently introduced Sharia Law may have disrupted some of the visions in the country’s future development, especially in terms of its tourism development (Ozanick, 2015).

2.2.4 TOURISM MANAGEMENT

The modernisation of Brunei airport was one of its strategic plans in order to attract more international tourists to its national border. The figures for non-resident tourist arrivals at Brunei national borders vary from year to year (Figure 7). For example, the statistics have shown an increase in the number of tourist arrivals in Brunei, from
200,989 in 2014 to 218,213 in 2015. Also, the number of tourist arrivals recorded an all time high of 242,061 in 2011 (Trading Economics, 2017; World Tourism Organization, 2016a). The airport modernisation has contributed to an average annual increase of 8.65% on the volume of passengers coming through Brunei International Airport for the period of 2007 to 2011 (Oxford Business Group, 2013). Also, the country is currently developing its eco-tourism including the newly established diving tourism sector (The Brunei Times, 2014; The Daily Brunei Resources, 2015; Freme Travel, 2016).

![Figure 7: Brunei Tourist Arrivals](source: Adapted from Trading Economics (2017))

However, tourism management in Brunei might not be a strategic priority for the country as it could be evident from the budget allocated for its development. Out of the total of B$6.4bn (equivalent to £3.5bn) from the consolidated fund for the services in Financial Year 2015/2016, an amount of only B$300,000.00 (equivalent to £167,920) was being allocated for tourism product development and marketing (Ministry of Finance Brunei Darussalam, 2015). This also reflects the lack of tourist facilities and infrastructure available in the country and also poor public transportation services compared to other major cities in the region (Oxford Business Group, 2016).
2.3 CONSUMER BEHAVIOUR

As this research project aims to explore the consumer behaviour of Bruneian tourists, hence, it is important to explain the literature surrounding the subject of consumer behaviour. The knowledge of consumer behaviour helps in understanding and predicting travel motives that influence travel decision-making (Cha et al., 1995) and how it satisfies consumer needs and wants (Solomon, 1996). Consumer behaviour is commonly associated to the terms ‘tourist behaviour’ or ‘travel behaviour’ in the marketing and tourism fields (Cohen, 2013).

The researcher hopes that by conducting this study, it serves to seek the underlying consumer behaviour and decision-making processes and its correlation to the huge outflow of Bruneian tourists to the neighbouring country. The implication of this study may explore why Bruneians would rather travel and spend elsewhere to conduct leisure activities.

2.3.1 TRAVEL BUYING BEHAVIOUR AND LEVEL OF SATISFACTION

In general, consumer behaviour is being defined as ‘activities directly involved in obtaining, consuming and disposing of products and services including the decision processes that precedes and follows these actions’ (Engel et al., 1995:4). Whereas, in a tourism context, consumer behaviour is being described by Swarbrooke and Horner (2007:6) as ‘the study of why people buy the product they do and how they make their decision’.

Basically, the main focus of consumer behaviour is solely based on the selection of products made by consumers and how satisfied they are with the products (Bagozzi et al., 2002; Schutte and Carlante, 1998). It also stresses on the importance of psychological processes involved in Bruneian tourists’ pre- and post-purchase stages in EM (Swarbrooke and Horner, 2007). These processes could be understood from
Mathieson and Wall’s (1982) linear five-stage model of travel buying behaviour, (please refer to Figure 8) which is being elaborated as per below.

Figure 8: Five-stage Model of Travel Buying Behaviour

Source: Adapted from Mathieson and Wall (1982)

- **Felt need or travel desire** – This is essentially the initial stage where Brunei tourists build the need or desire to travel across the border. This would be described as to how they start fantasising on some travel ideas and then they would reason up the ‘for and against ‘of travelling outside Brunei.

- **Information collection and evaluation** – This is when Bruneian tourists do their research (either through formal or informal sources) on travel promotion or on the chosen destination.

- **Travel decision** – This step is basically when they would make their travelling decisions; this may include the selection of destination, how to get there or mode of transport to be used, selecting the accommodation type, and types of activities that are to be conducted.

- **Travel preparation and experience** – This stage basically means the commencement of cross-border travelling. For the overnight tourists, this would also involve hotel booking confirmation stage.
• *Travel satisfaction evaluation* – Lastly, the post-purchase stage is where the Bruneian tourist would evaluate their level of satisfaction and this will hugely influence their next travel decisions. Bigné *et al.* (2001) also greatly emphasise on the correlation between consumer post-purchase behaviour and their subsequent evaluation of the stay.

Mathieson and Wall (1982)

The relevance of this research project in studying consumer behaviour models is that it helps to depict the correlation between numerous factors that aids in influencing the consumer behaviour of Bruneian tourists (Swarbrooke and Horner, 2007).

### 2.3.2 LEISURE TOURISTS

According to LaMondia and Bhat (2011) leisure travel has been generally defined as travelling to conduct the following:

- To spend some time for outdoor recreation;
- For entertainment purposes;
- To carry out non-maintenance personal activities; and
- To visit friends and relatives.

However, not until recently, shopping is also being seen as a form of leisure activity. For Bruneians, there is a strong relationship established between leisure activities and the different forms of shopping, this could be observed especially in travelling. Shopping has become a commodity that people perceive more of a luxury instead of just a necessity (Lutzoni, 2009).

### 2.3.3 CONSUMER DECISION-MAKING FRAMEWORK

Consumer behaviour in the tourism context may remain to be a complex issue for research because the consumer decision-making processes are commonly influenced...
by feelings and emotional significance. Plus, in the decision-making processes, internal and external motivators have the power to influence the consumers, especially when it comes to choosing products (Swarbrooke and Horner, 2007).

In order to elaborate that, Gilbert (1991) has introduced a consumer decision-making framework, (Figure 9) which suggests that there are two levels of influences that tend to have an effect on the consumer. The first level of influences is associated to the consumer and this includes their psychological influences such as attitude, motivation, perception and learning. Whereas, the second level tends to associate to what have been developed in the socialisation stage and this includes their culture, socio-economic, family and reference group influences. Solomon (1996) initiates a notion that consumers may not entirely make decisions as individuals, but rather in groups.

**Figure 9: Gilbert’s Consumer Decision-Making Framework**

![Gilbert's Consumer Decision-Making Framework](image)

**Source:** Adapted from Gilbert (1991)
2.3.4 TOURISM MARKET SEGMENTATION

These behavioural and motivational factors are in fact a major importance to the tourism industry especially when it comes to marketing and planning the development of tourist destination and its visitor management sector. Hence the reason why studying consumer behaviour is very crucial in order to attempt to identify and categorise the needs and wants of various Bruneian market segments in cross-border travelling (Robinson, 2000).

Tourist typologies or tourism market are very diverse and it varies from country to country, thus, the nature of demand or their visitor behaviour may differ for different types of market segments in tourism sector (Swarbrooke and Horner, 2007). Please refer to some of the market segmentation listed below which are commonly associated to Bruneian tourists:

- **The family market** – Being a parent in Brunei generally means that they are constantly preoccupied with the need to pick holidays that meet the needs of their children. The number of children in a family has a direct impact on demand due to the cost of raising children. In such a way that families with several children may choose the cheapest option or an economically priced holidays to accommodate the needs of the whole family. They are also seeking to escape from their day-to-day obligations as a parent to spend some quality time together.

- **Hedonistic tourists** – This market group is also known as the ‘pleasure seeker’. It is traditionally associated to youths and the *five Ss* concept of *Sun, Sand, Sea, Sex and Sangria*, where the ‘sangria’ represents the consumption of alcohol among the hedonistic tourist. Their primary motivator is the desire for social life and physical pleasure. Since the sale and consumption of alcohol is being prohibited in Brunei, this might have influenced the decision to travel
across the border, especially for the non-Muslims in order to buy and consume alcohol.

- **Visiting friends and relatives** – This market segmentation basically has a strong social motivation factor where it is driven by a sense of family duty. It can also be related to more formal and cultural ceremonies such as weddings and funerals and also traditional festivals such as *Eid* celebration (commonly known as ‘Hari Raya’ for Bruneians).

- **Excursionists and day-trippers** – For Bruneian excursionists, they are generally car-based market and they tend to favour short distance travelling such as to *Miri* or *Limbang*. Thus, the day-trip market usually attracts those who live within one and a half hours’ driving time.

- **Educational tourists** – This has been driven by the growth of Bruneian tourist’s desires to experience and learn something new during their travels. It could take in the form of themed holidays where like-minded tourists travel together to pursue common interests such as in the field of archaeology, foreign culture or cooking.

- **Religious tourists** – This market segmentation is deemed as one of the oldest forms of tourism and is highly driven by a sense of duty and obligation. For Bruneian religious tourist, they are motivated to conduct religious tourism trips across the border to visit holy sites or churches.

- **The short-break market** – The growth of this market are linked to the rise of car ownership in Brunei where they could plan and book holidays in advance or it could be of last minute and spontaneous trip across the border (Oxford Business Group, 2016).

(Swarbrooke and Horner, 2007).
Shoemaker (1994) also segmented tourism market into three main groups as being listed below. These groups are segmented based on the perceived benefits sought from the travel and destination.

1. Get away / Family Travellers
2. Adventurous Travellers
3. Gambler / Fun Travellers

2.4 MOTIVATION THEORIES

One of the most important variables that aids in explaining the tourist behaviour of Bruneian tourists is through examining their travel motivation (Baloglu and Uysal, 1996). Wahab (1975) even suggested that motivation is a fundamental component and an initial factor in tourism studies and its development. Also, by studying motivation, it helps to understand tourism systems as a whole (Gunn, 1988; Mill and Morrison, 1985).

Witt and Wright (1992) argue that behaviour that are being stimulated from motivation itself does not necessarily can be predicted, although, according to Fodness (1994) the driving force behind an individual’s behaviour can be massively interpreted through motivation. On a more recent research made by Sharpley (2008), refers motivation as a resultant of psychological needs or external forces such as consumer lifestyles and social relationships. According to Pearce (2005:51), this somehow initiates the consumer decision-making process to ‘reflect an individual’s private needs and wants’.

A range of research has contributed to tourism motivation literature such as the motivational factors in push and pull method (Baloglu and Uysal, 1996; Crompton, 1979), hygienic factors (Foster, 1999) and the perceived image of a destination (Oxenfeldt, 1974).
2.4.1 HIERARCHY OF NEEDS

Maslow (1970) has established a ‘hierarchy of needs’, (Figure 10) which consists of five-stage needs namely physiological, safety, belonging, self-esteem and self-actualisation. For the purpose of this research paper, this theory tremendously helps to provide a strong concept for consumer decision-making process of Bruneian tourist. Indeed, Maslow’s (1970) theory of motivation has been regarded as the best-known theory of motivation and it has been applied to tourist behaviour (Ali-Knight, 2000).

Figure 10: Maslow’s Hierarchy of Needs (Original five-stage model)

Source: Adapted from Businessballs.com (2017)

Along with Maslow’s hierarchy of needs, Mill and Morrison (1985) also identified two other needs, which are acquiring knowledge and aesthetics. Maslow (1970) identified two types of motivational classification mechanism in motivation, which can be categorised as:
• Tension reducing motives such as physiological, safety and belongingness; and
• Arousal-seeking motives such as self-esteem, self-actualisation, acquiring knowledge and aesthetics.

2.4.2 PUSH AND PULL FACTORS IN CROSS-BORDER TRAVELLING

Crompton (1979) describes that motivation has a significant influence behind all behaviour especially, in the case of Bruneian tourist behaviour, where they are particularly motivated by certain push and pull factors to cross the border (Baloglu and Uysal, 1996). Push motivations are generally used to explain the desire for travel or motive that drives the Bruneians away from home, whereas, pull motivations are used to explain the drive that attracts Bruneian tourists to EM (Crompton, 1979).

2.4.3 HYGIENIC FACTORS IN CROSS-BORDER TRAVELLING

Foster (1999) has established hygienic factors, where the availability and ease of access to potable water has a major impact on Bruneian tourist motivation to travel. Apart from that, they are also concern on the cleanliness of tourism establishments such as hotels, restaurants and other facilities in the neighbouring country. Although hygienic factor alone is rarely being perceived as the only factor that acts a factor that attracts Bruneian tourist to EM, however, their absence has a significant deterrent in choosing to cross the border.

2.4.4 PERCEIVED IMAGE OF A DESTINATION

Oxenfeldt (1974) has originated an idea of the perceived image in tourism motivation, where he defines ‘image’ in a general term as an overall impression of an object. For Bruneian tourist, the perceived image of EM, in particular, Miri, Limbang and the Federal Territory, as a destination have a significant factor in their motivation to
travel. In a tourism literature, destination image is being perceived as not only affecting the inclusion of particular destinations in the decision-making process of a tourist, as being affirmed by Alhemoud and Armstrong (1996), Echtner and Ritchie (1991) and Sirgy and Su (2000).

To sum up, it appears that the study of tourism motivation is highly complex and inherently dynamic as it depends on a range of factors as it may differ between individuals and from one decision-making context to another. As such, past experiences can be incorporated (Bigné et al., 2001; Mathieson and Wall, 1982; Swarbrooke and Horner, 2007; Witt and Wright, 1992), as well as their personality traits, demographic characteristics, and type of travel companion and how far in advance they plan their holiday (Swarbrooke and Horner, 2007).

2.5 CONCEPTUAL FRAMEWORK

The researcher has developed a model (Figure 11) as a basis to develop a conceptual framework that presents the key factors constituting the consumer behaviour and motivation of Bruneian cross-border tourist travelling to EM. The researcher believes that these factors are influenced by and made up of a combination of vital and generic motivational factors such as the two categories of motivational classification, called as tension reducing motives and arousal seeking motives, which are being adapted by Maslow’s (1970) hierarchy of needs model.

It is being hypothesised that family with children and single travellers are more likely to visit EM due to limited entertainment establishment in Brunei. Travellers who have friends and relatives in EM and users of alcohol are also being assumed to cross the border more frequently. Travels across the border are more likely to occur during school holidays, public holidays and non-working days (Anaman and Ismail, 2002).
Apart from that, the model also serves to demonstrate in what way socio-economic factors (Swarbrooke and Horner, 2007) play a major role in influencing the travel decision making of Bruneian cross-border tourists. It is being hypothesised that traveller with higher income are likely to visit EM and spend more. It is also being assumed that the exchange rate influences the motives of travel as the weaker Malaysian currency means that goods and services would be much cheaper than in Brunei (Anaman and Ismail, 2002).

Last but not least, the perceived image of a destination, adapted by Oxenfeldt (1974), is being identified as another important conceptual area and it is very often being
correlated to the amount of repeat visits and thus, helps to determine the correlation between past experiences and level of satisfaction (Bigné et al., 2001; Mathieson and Wall, 1982; Swarbrooke and Horner, 2007; Witt and Wright, 1992) of the Bruneian cross-border travellers. The researcher proposes to conduct primary research with an objective to improve, modify and adapt the model to create a consumer behaviour framework of Brunei cross-border travellers to EM.

2.6 LITERATURE REVIEW CONCLUSIONS

The literature review has provided discussion and gives a critical examination of existing literature surrounding the research topic and also identified the gaps in knowledge. This research project hopes to explore the consumer behaviour of Bruneian cross-border travellers to EM and their underlying travel motives. By reviewing the key topic areas of consumer behaviour, motivation theories and also considering the current Brunei’s market intelligence information, it is now possible to determine the appropriate methodologies in order to proceed with the study.
3. Methodology
   3.1 Introduction
   3.2 Primary and Secondary Research
   3.3 Research Process
   3.4 Epistemology
   3.5 Theoretical Perspective
   3.6 Methodology
   3.7 Methods
      3.7.1 Online Questionnaires
      3.7.2 Sampling Strategy
      3.7.3 Sample Size
   3.8 Limitations
   3.9 Ethical Considerations
   3.10 Reliability and Validity
   3.11 Data Analysis
   3.12 Conclusions of Methodology
3 METHODOLOGY

3.1 INTRODUCTION

According to Crotty (1998), there are four stages enclosed in designing a social research proposal, which are called epistemology, theoretical perspective, methodology and methods. This chapter serves to explain the various types of research design and their suitability to this research project.

Furthermore, the researcher will justify the methods used in collecting the primary data, which was completed by utilising a method research of quantitative design with a mix of question types through the use of online questionnaires. The researcher has realised the advantages in collecting primary data with implementing this questionnaire design for the purpose of this research project. The chapter will also seek to explain some key areas surrounding methodology such as its limitations, related ethical considerations, its reliability and validity issues, and approaches to data analysis.

3.2 PRIMARY AND SECONDARY RESEARCH

The researcher has acknowledged that the research project has utilised both primary and secondary research processes, hence it is important to distinguish the differences between these two processes. In an academic context, primary research involves the process of acquiring the original or first-hand information that has not been collected previously (Dawson, 2009). For this research project, online questionnaires were used to help with the investigation and analysis of the primary subject. On the other hand, secondary research refers to any information that is already available that has been previously gathered and published for other purposes (Saunders et al., 2016). For the benefit of this research, secondary data were used extensively together with primary
data in order to deliver a thorough analysis and understanding of the research topic area.

### 3.3 RESEARCH PROCESS

The differences between inductive logic and deductive logic is that, inductive logic comprises of constructing a theory through observations of the world, whereas, deductive logic simply starts with a theory or hypothesis, where with the development of findings, these will be later tested, applied and modified accordingly (Ritchie et al., 2014). For this research project, the researcher has adopted a deductive process where the primary data was used to support the existing theory and conceptual framework. Hyde (2000) pointed out the importance of this step in assuring the quality of the research findings.

### 3.4 EPISTEMOLOGY

The term epistemology is defined by Jupp (2006:92) as a ‘field of philosophy concerned with the possibility, nature, sources and limits of human knowledge’. In a simple term, epistemology concerns with ‘how we know what we know’ (Crotty, 1998:8).

Taylor and Edgar (1999) found the links between the important notions of ontology, epistemology and methodology where the set of beliefs adopted by the researcher on the nature of the world (ontology) would greatly influence the beliefs on the nature of the knowledge in that world (epistemology), which in turn will influence the researcher’s beliefs on how that knowledge can be revealed (methodology). Throughout this research project, the researcher has remained aware of the objective stance resulting from the social implications from directing the questionnaires, but at the same time applied a subjective approach when addressing the respondents.
3.5 THEORETICAL PERSPECTIVE

In terms of theoretical perspective that this research project has adopted, it has an element of realism to the primary research process. According to Cassell and Symon (1994), realism serves to deliver a component of integration and act as a philosophical bridge between positivism and interpretivism.

The researcher has implemented a positivism paradigm, however due to the nature of the questionnaire design with a mix of question types, the researcher has then added a realism philosophical stance to the research process. There was a consideration of the realism philosophy throughout the use of structured questionnaire to reinforce findings generated from open-ended questions section of the questionnaire in order to develop a valid and rational research conclusions (Cassell and Symon, 1994).

3.6 METHODOLOGY

The researcher has considered collecting and analysing primary data by using quantitative research approach. Quantitative research generally involves scientific methods of collecting data to prove or test a hypothesis by analysing statistics, figures and numbers (Patton, 1990).

The data collection was completed through employing online questionnaires with open-ended questions via the Qualtrics Software. This approach was chosen for the reason that the subject of tourist behaviour and tourism in general is a complex and multifaceted topic (Puhakka et al., 2014). The benefits of this approach for this study were the ability to construct quantitative data to support evidence as well as the capability to explore into the respondents’ personal opinions and experiences (Creswell, 2003). Thus, the researcher has considered this opportunity in order to provide the optimum outcome and a more complete understanding of the consumer behaviour of Bruneian cross-border travellers.
3.7 METHODS

3.7.1 ONLINE QUESTIONNAIRES

The researcher has chosen to implement a primary research approach by distributing online questionnaire among the Bruneian respondents. The researcher has made an extensive research on key topic areas that has encompassed in the question contents and it was exclusively based upon the researcher’s hypotheses and secondary information gathered in the literature review.

The combination of closed and open questions and also a section with a likert scale in the questionnaire design (Appendix C) were appropriate for this research context and it has provided the researcher with various types of information required for this study (The Economics Network, 2017). The researcher found it was easier to collate results from questionnaires and the outcomes were clear and concise which has made it much easier to manage in the analysis stage (McNabb, 2008).

Apart from that, questionnaires with open-ended questions were deemed as flexible as the respondents were allowed to answer personally in their own views and opinions. Plus, it was tailored to address the objective of this research project by eliciting honest opinions from the respondents where they were given the opportunity to add any additional and personal information on the subject matter (McNabb, 2008; The Economics Network, 2017).

Some of the main advantages of conducting this research study via the Internet were its nature in cost- and time-efficiency and the ability to access a large and diverse population of Bruneian respondents. These features were considered as an appealing option and very important for the researcher especially with little time and money available for conducting the research (Hewson et al., 2003).
3.7.2 SAMPLING STRATEGY

The researcher chose to employ random purposive and convenience sampling approaches for this research study. This method is known for its non-probability sampling where in this case the researcher has allocated respondents that were easily accessible via the Internet (Weathington et al., 2010). Groups were set up through social media sites such as Facebook and WhatsApp. These Bruneian respondents were selected randomly from various age groups but also taking into consideration for their suitability and availability to participate in the study (VanderStoep and Johnston, 2009).

Further participants were found by using Snowballing techniques. This type of sampling technique was used for finding additional research participants. This method has allowed the researcher to ask further participants to other participant, who in turn has recommended a third person, and so on (Vogt, 1999).

3.7.3 SAMPLE SIZE

The researcher recognised on the importance of identifying the required sample size for the benefit of this research study in order to be able to generalise the results (Delice, 2010). The researcher aimed to gather the completion of 70 online questionnaire responses. There were a total of 121 responses received, however, only 83 responses were usable for this research. The reasons will be further discussed in Chapter 4.2. Overall, the samples were all Bruneians originating from different residency groups, various age groups and socio-economic background.
3.8 LIMITATIONS

There were limitations existed in the research process and some of the reasons were due to the exploratory and descriptive nature of the research. Some of the limitations include:

- Small sample size;
- Bias and subjectivity;
- Time constraints; and
- Lack of researcher control.

Firstly, the small sample size has restricted the outcomes of the research and may have affected the findings in terms of the overall representation of Brunei population. In other words, a larger sample size would have enabled this research to have more reliable information and act as a representative sample in order to deliver higher accuracy in order to generalise the results.

Secondly, it could be argued that the research has subjected to a degree of bias and subjectivity as the researcher’s personal opinions and experiences may have influenced the discussion of the topic. Thirdly, one of the major limitations of the research was time constraint due to the researcher’s commitments with deadlines and work, though, it was being concluded that any information gathered in this research might have provided basis and scope for future research.

Lastly, lack of researcher control over the completion and compilation of the questionnaires has posed a major problem to the research project (Hewson et al., 2003; Kothari, 2004). This will again be further discussed in Chapter 4.2.
3.9 ETHICAL CONSIDERATIONS

According to Kevin (2012), it was the researcher’s responsibility to carry out an ethical social research approach. He also concluded that the relationship between ethics and the project research could at times be both fraught and remarkable. Prior to the collection of primary data, this research project was required to obtain for an ethical approval from Cardiff Metropolitan University. Measures were taken throughout the whole research process in ensuring that it was being carried out in an ethical manner and did not contravene any of the institution’s regulations. This was done in accordance with the approved ethics form (reference number issued: 2016DO177) as being shown in Appendix A.

The research was done overtly as the researcher’s identity was revealed when conducting the research. Also, the information at the start of the questionnaire was exhibited to inform the respondent of the focus of the study and its objectives (see Appendix B). The respondent’s voluntary consent was gained prior to completing the questionnaire. To sum up, there were no significant ethical issues being noted by the researcher throughout the research process.

3.10 RELIABILITY AND VALIDITY

Validity involves “the appropriateness of the methods used, accuracy of the analysis of the results and generalisability of the findings” (Saunders et al., 2016:202). This research study used a method of convergent validity where the findings from the primary research was being compared to the existing knowledge established from other authors as being presented in Chapter two. To measure the validity, two sets of results were converged and that has provided evidence in ensuring the measure having the constituent of convergent validity (Brotherton, 2015).
There were issues with reliability in this research project as the findings derived from the open questions section of the questionnaire were not intended to be repeatable (Nykiel, 2007) however, the results somehow helped in reflecting dynamic, real-time situations that were susceptible to change (Saunders et al., 2016). In order to minimise bias, the researcher has designed the questionnaire by asking open and clearly phrased questions. Also, with the implementation of open-ended questions, it has helped the researcher to deliver a valid and reliable research conclusion.

3.11 DATA ANALYSIS

As this research project has conducted primary research, it is vital to explain the approach adopted by the researcher in data collection and the use of thematic analysis. The questionnaires results were auto-generated by using Qualtrics Software and this has helped significantly with analysing the quantitative data in order to create correlations and conclusions of the research topic. This includes the demographic profile of the Bruneian respondents and their travel behaviour characteristics.

As for results from the open-ended questions section of the questionnaire, the researcher had to implement a substantive approach of thematic analysis. By conducting this method, the researcher was able to interpret and validate the meanings of the data, such as the respondent’s own values, perceptions and feelings (Ritchie et al., 2014). After transcribing the data, the researcher employed thematic classification to extract all of the information. Following this, the information was combined and observed for varied trends and similarities. This includes exploring the consumer attitudes of the Bruneian respondents towards local retail shopping experience.

According to Saunders et al. (2016), the main advantage of conducting data analysis is the opportunity to identify and analyse some common themes. For this research
project, the linking of data responses were combined and contrasted with the body of knowledge from the literature review in Chapter Two. This has provided the basis for analysis and discussion and has facilitated in justifying the conclusion.

3.12 CONCLUSIONS OF METHODOLOGY

This chapter has intended to deliver an insight on the chosen methodology and data collection methods employed by the researcher and the justification of its suitability and selection in this research project. The literature review along with the conceptual framework has provided a foundation for the research question contents. The purpose of applying theory to real world context has helped the researcher to explore the various travel decisions of the consumer behavior that have influenced Bruneian residents to cross the border to EM.

As part of conducting the primary research, the importance of acknowledging the research limitations, ethical considerations, and validity and reliability issues were necessary. Lastly, the process of data analysis was explained with particular focus on analysing the quantitative data and the use of thematic analysis. The next chapter will serve to critically analyse the results and provide further discussion on the topic.
CHAPTER FOUR:
RESULTS, ANALYSIS AND DISCUSSION

4. Results, Analysis and Discussion
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   4.2 Response Rate
   4.3 Demographic Profile of Respondents
      4.3.1 Gender
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4 RESULTS, ANALYSIS AND DISCUSSION

4.1 INTRODUCTION

This chapter aims to present the findings collected from both primary and secondary data research. The chapter critically analyses the information gathered from primary research through online questionnaire with open-ended questions and it will serve to give a comprehensive discussion and comparison to the secondary data research findings.

The questionnaire was intended to explore the consumer behaviour of Bruneian residents and their cross-border motivations. The researcher intends to use the primary research to construct a valuable contribution and complement the existing body of knowledge in academic literature in this field. Also, with the primary research data, it will help to narrow the gaps in knowledge identified by authors in the literature review and helps to update the findings of previous study to demonstrate a contemporary view of cross-border motivations of Bruneian tourists to EM. However, there is a limiting factor in the overall sample results, which will be discussed in Chapter 4.2.

In order to enable the cohesion and flow of discussion and ideas of this study, the researcher has chosen to combine the results and discussion of the findings in one chapter. The results will be categorised into the following sections for ease of analysis, which consists of:

- Response Rate;
- Demographic Profile of Respondents;
- Travel Behaviour Characteristics of the Respondents; and
- Consumer Attitudes towards retail shopping Experiences.
As part of this chapter, the researcher will conclude the findings with the establishment and presentation of a modified conceptual framework, which represents the consumer decision-making processes of Bruneian residents in cross-border tourism, based on the information that has been discussed throughout this research project.

4.2 RESPONSE RATE

The questionnaire survey was conducted for a period of 5 weeks and the researcher required 70 complete questionnaire responses. In total, 121 responses were collected therefore the response rate was met (Table 1). However, out of the total 121 responses received, 83 completed questionnaires were valid for analysis, representing a total respond rate of 69%. Unusable questionnaires including partial responses (where respondents have started the questionnaire but abandoned after completing question number 4) were not applicable for the survey, which comprises of 31% of the total responses received. One factor that has been acknowledged as part of the data analysis is that these unusable responses may have affected on the overall sample and results due to the uncontrollable factors on the online survey.

<table>
<thead>
<tr>
<th>Table 1: Overall Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OVERALL RESPONSE RATE</strong></td>
</tr>
<tr>
<td>Total responses</td>
</tr>
<tr>
<td>Unusable Responses</td>
</tr>
<tr>
<td>Total Usable Responses</td>
</tr>
</tbody>
</table>
4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

This section will discuss the demographic profiles of respondents who took part in the online survey and it is a contributing factor that embodies this research project in order to critically analyse the consumer behaviour of the Bruneian cross-border tourists. The sections will be based on the following groups:

- Gender;
- Age;
- Marital status;
- Size of family;
- Residency group;
- Types of occupation; and
- Income level.

It is important to emphasise that by finding out the demographic characteristics of the sample, it could be used as descriptors for tourism market segmentation, which in turn could discover the consumer behaviour and underlying travel motives of the cross-border travellers (Dmitrovic and Vida, 2007).

4.3.1 GENDER

According to the survey report, there is an equal amount of male (comprising of 50%) and female (comprising 50%) gender distribution of the respondents, which can be shown in Figure 12.
4.3.2 AGE

The age of the respondents ranges from 18 to 75 years old. The results (Figure 13) have shown that the highest number of respondents is from the age group of 26-35, which comprises of about 58.18% of the total respondents. The second highest (comprises of 27.27%) is 18-25 age group, followed by 36-45 age group (comprises of 11.82%).

Whereas, it could be seen that the amount of respondents derived from the age groups of 46-55 (comprises of 1.82%) and 66-75 (comprises of 0.91%) are of the lowest of the overall respondents. This demonstrates that these age groups may not have the benefit to access the Internet where the online questionnaires were being distributed through social media sites.

It is being concluded that age groups of 18-25 and 26-35 tend to travel more frequently to EM. In terms of segregating these groups into types of tourism market
segmentation, since most of the respondents from 18-25 age group are single, thus, they fall into the *hedonistic tourists* (Swarbrooke and Horner, 2007), *adventurous travellers* and *gambler / fun travellers* category (Shoemaker, 1994). Whereas, for the respondents in the age group of 26-35 which primarily comprised of married individuals and having children in the household, fall into the category of the *family market, visiting friends and relatives* (Swarbrooke and Horner, 2007) and *get away / family travellers* (Shoemaker, 1994). On the other hand, the remaining age groups between 36-75 have various travel motives, however, the researcher has concluded that they could fall into any category from the *family market* to *religious tourists* (Swarbrooke and Horner, 2007).

**Figure 13: Age of Respondents**

![Bar Chart: Age Distribution of Respondents](image_url)
4.3.3 MARITAL STATUS

The marital status of the respondents (as being shown in Figure 14) has shown that most of the respondents are single (47.2%), followed by married (32.73%), in a relationship (16.36%) and divorced (3.64%).

Figure 14: Marital Status of Respondents

4.3.4 SIZE OF FAMILY

The questionnaire also serves to find out the total number of respondents with children and how it may affect the level of visits to EM. The researcher believes that one of the most important motivating factors to most Bruneian families with children in deciding whether to travel across the border would be the presence of children in their household.
According to the survey report, 30% of the total respondents have children (Figure 15). It has also shown that 91.67% of these respondents would bring their children on any occasion they travel across the border to EM (see Figure 16). Also, the survey has suggested that respondents with family members and friends living in EM tend to cross the border more frequently, to fulfil their tension reducing motives as being pointed out in Maslow’s (1970) hierarchy of needs. This is also in line with the literature suggested by La Mondia and Bhat (2011) where one of the motives of leisure travel is to visit friends and relatives.

**Figure 15: Number of Respondents with Children**

**Q4 - Do you have children?**

![Pie chart indicating 30.00% Yes and 70.00% No responses to the question of having children.](chart.png)
As per discussed in Chapter one, with regards to different residency groups of Bruneian, the survey report (Figure 17) has shown that majority of the respondents were Bruneian citizen (90.36%), followed by Temporary resident (6.02%) and Permanent resident (3.61%).
4.3.6 TYPES OF OCCUPATION

The preferred days of travel can be determined in terms of their occupation type. The researcher has segregated the occupation type into 7 categories for the ease of analysis, such as:

- Working in Public sector (28%);
- Working in Private sector (46%);
- Self-employed (9%);
- Retired (1%);
- Student (6%);
- Housewife (5%); and
- Unemployed (5%).
The survey report has found out that majority of respondents are working in the private sector, mostly involved in the oil and gas sector. As the working days for private sector are from Monday to Friday, this group prefers to travel across the border during the weekend and public holidays. Respondents working in the public sector have been reported as the second highest of the overall sample. The working days for public sector differ to that of private sector, where they work from Monday to Thursday and Saturday. This group, along with students, prefer to travel on Friday, Sunday and also, public and school holidays. It was discovered that the least favourable days to travel for the overall sample were from Monday to Thursday.

4.3.7 INCOME LEVEL

The income level is one of the key determinants in analysing tourism demand both domestically and internationally (Athanasopoulos and Hyndman, 2008). For the purpose of this research project, survey on the annual income figure (Figure 18) was used in order to determine if income level has any influence on the travel decisions made by respondents. It is also used to find out if respondents with higher income may have drawn them to carry out more travels, especially with the presence of high disposable income as being mention in Chapter Two. Assumptions were also made that higher monthly income could also mean an increase in tourism demand.

Figure 18: Annual Income of Respondents
The distribution has shown that majority of the respondents (46.25%) has indicated having an annual income less than B$20,000 (equivalent to £11,430). While 31.25% of respondents showed having an annual income between B$20,001 and B$40,000 (equivalent to £11,430 and £22,860 respectively) and about 15% of the respondents indicated having an annual income between B$40,001 and B$60,000 (equivalent to £22,860 and 34,300 respectively).

Whereas, about 5% of respondents having an annual income between B$60,0001 and B$100,000 (equivalent to £34,300 and £57,145 respectively) followed by only 2.50% of total respondents having a high annual income of more than B$100,000 (equivalent to £57,145).

The assumptions that higher income respondents tend to travel more have been proven as irrelevant in this context as the results have shown that low annual income combined with high prices in Brunei (Borneo Bulletin, 2017; Trading Economic, 2017) have prompted the respondents to carry out more travels across the border to EM. In the case of Bruneian cross-border travellers, there is a high tourism demand among the lower income population. The high prices due to the increasing inflation rate for goods and services in Brunei (Trading Economics, 2017) has prompted local residents to conduct and spend more in the neighbouring country, particularly due to its favourable exchange rate (Anaman and Ismail, 2002; Kon, 2017; Subramaniam et al., 2013). This will be further discussed in Chapter 4.5.
4.4 TRAVEL BEHAVIOUR CHARACTERISTICS OF THE RESPONDENTS

This section will discuss the travel behaviour characteristics of respondents in order to determine the underlying travel motivations of the Bruneian residents. It will be based on the following key areas:

- Frequency of travels;
- Mode of transportation;
- Methods of planning the travels;
- Preferences of travel companion;
- Length of trip;
- Average personal spending; and
- Cross-border motivators.

4.4.1 FREQUENCY OF TRAVELS

The questionnaire seeks to explore the frequency of travels conducted by the respondents to all three Eastern Malaysian district centres of Miri, Limbang and the Malaysian Federal Territory of Labuan. According to the survey report (Figure 19), results are varied for respondents who travel to Miri as being shown as per Table 2 below.

The survey has also concluded that most of the overall sample made more visits to Miri, hence, Miri was being perceived as the most desired destination for Bruneian cross-border tourists comparing to the other two borders. This followed by Limbang (see Figure 20), whereas, the least desired destination would be Federal Territory of Labuan (see Figure 21). This could be shown from the number of respondents who have responded to have never travelled to the destinations. About 44.58% of respondents (see Table 4) have never travelled to the Federal Territory of Labuan,
whereas, 20.48% (See Table 3) have never travelled to Limbang and only about 2.41% (see Table 2) of overall respondents reported to have never travelled to Miri.

The researcher concluded that the reason for a high number of respondents to have never travelled to the Federal Territory of Labuan might be due to the hassle of travelling to the destination. Both Miri and Limbang could be reached from Brunei within an hour by road transport, whereas, it would take two-hour through ferryboat ride to reach the Federal Territory of Labuan (PKL Jaya, 2017).

**Figure 19: Frequency of Travels to Miri**
### Table 2: Frequency of Travels to Miri Figures

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Once a month</td>
<td>25.3%</td>
</tr>
<tr>
<td>2</td>
<td>Rarely</td>
<td>24.1%</td>
</tr>
<tr>
<td>3</td>
<td>At least twice a year</td>
<td>20.48%</td>
</tr>
<tr>
<td>4</td>
<td>Once every two months</td>
<td>16.87%</td>
</tr>
<tr>
<td>5</td>
<td>Once a week</td>
<td>9.64%</td>
</tr>
<tr>
<td>6</td>
<td>Never</td>
<td>2.41%</td>
</tr>
<tr>
<td>7</td>
<td>2-3 times a week</td>
<td>1.2%</td>
</tr>
<tr>
<td>8</td>
<td>Daily</td>
<td>0%</td>
</tr>
<tr>
<td>9</td>
<td>4-5 times a week</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Figure 20: Frequency of Travels to Limbang

**Q10 - How often do you travel to Limbang?**

![Bar chart showing frequency of travels to Limbang](chart.png)
Table 3: Frequency of Travels to Limbang Figures

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rarely</td>
<td>60.24%</td>
</tr>
<tr>
<td>2</td>
<td>Never</td>
<td>20.48%</td>
</tr>
<tr>
<td>3</td>
<td>At least twice a year</td>
<td>7.23%</td>
</tr>
<tr>
<td>4</td>
<td>Once a month</td>
<td>6.02%</td>
</tr>
<tr>
<td>5</td>
<td>Once every two months</td>
<td>3.61%</td>
</tr>
<tr>
<td>6</td>
<td>Once a week</td>
<td>1.2%</td>
</tr>
<tr>
<td>7</td>
<td>2-3 times a week</td>
<td>1.2%</td>
</tr>
<tr>
<td>8</td>
<td>Daily</td>
<td>0%</td>
</tr>
<tr>
<td>9</td>
<td>4-5 times a week</td>
<td>0%</td>
</tr>
</tbody>
</table>

Figure 21: Frequency of Travels to Federal Territory of Labuan

Q11 - How often do you travel to Federal Territory of Labuan?
Table 4: Frequency of Travels to Federal Territory of Labuan Figures

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rarely</td>
<td>51.8%</td>
</tr>
<tr>
<td>2</td>
<td>Never</td>
<td>44.58%</td>
</tr>
<tr>
<td>3</td>
<td>At least twice a year</td>
<td>3.61%</td>
</tr>
<tr>
<td>4</td>
<td>Daily</td>
<td>0%</td>
</tr>
<tr>
<td>5</td>
<td>Once a week</td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>2-3 times a week</td>
<td>0%</td>
</tr>
<tr>
<td>7</td>
<td>4-5 times a week</td>
<td>0%</td>
</tr>
<tr>
<td>8</td>
<td>Once a month</td>
<td>0%</td>
</tr>
<tr>
<td>9</td>
<td>Once every two months</td>
<td>0%</td>
</tr>
</tbody>
</table>

4.4.2 MODE OF TRANSPORTATION

The survey report has discovered that majority of the respondents (97.59%) travelled across the border by using car (see Figure 22). According to Swarbrooke and Horner (2007), these travellers are commonly associated to the short-break market where the increase of car ownership in Brunei along with the spontaneity of the trip has generated more travels to EM (Oxford Business Group, 2016). As part of the survey, only 1.20% of respondents travelled by using motorcycle and 6.02% travelled by using other modes of transportation, which includes rented car, rented bus, public bus or bicycle. On the other hand, 18.07% of total responses have chosen to travel by using ferryboat in order to reach the Federal Territory of Labuan.
**4.4.3 METHODS OF PLANNING THE TRAVELS**

The survey report (Figure 23) has discovered that 92.77% of overall respondents would plan for their own trip, thus, again emphasising the short-break market of most these respondents where they tend to make spontaneous trips to the border. The remaining 7.23% of the respondents have chosen ‘other’ for their response and this ranges from work trips prearranged by the logistics department of their work place or trips organised by family and friends and thus, emphasising that consumers make travel decisions in groups as being suggested by Solomun (1996).
4.4.4 PREFERENCES OF TRAVEL COMPANION

According to the survey (Figure 24) 63.86% of respondents would prefer to travel individually as opposed to in an organised group as being chosen by 36.14% of the overall sample.
4.4.5 LENGTH OF TRIP

In terms of the ideal length of the overall trip for cross-border travelling, the survey report (Figure 25) has shown that 59.04% of total responses would travel across the border as a daily trip, followed by 21.69% choosing to stay overnight, 14.46% preferred to stay between 3 to 5 days and 4.82% would stay for a duration of a week.

Figure 25: Length of Trip

4.4.6 AVERAGE PERSONAL SPENDING

According to the findings as being shown in Figure 26, most of the respondents (40.96%) would spend between B$100 to B$200 (equivalent to £56 to £112 respectively) per day for the trip. This followed by a total of 31.33% of respondents who would spend between B$200 to B$300 (equivalent to £112 to £168 respectively) and 13.25% of respondents would spend an amount of less than B$100 (equivalent to
£56). On the other hand, 7.23% of respondents tend to spend between B$300 to B$400 (equivalent to £168 to £224 respectively) and the remaining 7.23% of the overall sample would spend over B$400 (equivalent to £224) per day for the trip.

**Figure 26: Average Personal Spending Figures**

**Q16 - How much is your average personal spending (in BND) per day for the trip?**

In comparison to the previous findings, the results have shown some similarities such that the cheaper prices of goods and services in EM have remained to be the most

### 4.4.7 CROSS-BORDER TRAVEL MOTIVES

**Appendix D** is a summary of the respondents’ assessment of the importance of travel motives for visiting EM for the overall sample. The four essential travel reasons for respondents choosing to visit EM in order of importance were:

1. Cheaper prices of goods and services
2. Better quality of goods and services
3. Favourable exchange rate
4. To get away to reduce stress and pressure

In comparison to the previous findings, the results have shown some similarities such that the *cheaper prices of goods and services* in EM have remained to be the most
important reason for visiting EM. Also, the two other motives, which are getting away to reduce stress and pressure, and better quality of goods and services, have still remained to be in the top four main reasons to travel across the border to EM.

All three Bruneian residency groups of Bruneian citizens, permanent residents and temporary residents have ranked these four travel motives as highly important. The two moderately important travel motives for visiting EM for all three Bruneian residency groups were EM providing a better atmosphere to rest and relax and to eat at restaurants.

According to the survey report, the least important reasons for visiting EM were *gambling purposes, consumption and buying of alcohol, investment purposes and to go to bars and night clubs*, in order of lowest importance. In comparison to the previous findings, only the *investment purposes* have remained to be in the least important reasons for visiting EM. All three Bruneian residency groups have ranked these four factors to be of very low importance thus, also suggesting that the main drive to conduct cross-border travelling to EM was for the purchase of material goods and services.

About 26.84% of all respondents used alcoholic beverages, where it is being discovered that the consumption of alcohol does not significantly affect the level of visits to EM. However, it is difficult to conclude if consumption of alcohol may have remained higher for the temporary residents as being mentioned in the previous study. The reason is that the sample size for the group was smaller for this study compared to the previous study.

The study has found out that visits to EM increased among respondents with age groups of 18-25 and 26-35. As one of the top travel motivations was to reduce stress and pressure, thus, this has shown that visits also increased with *perception image of EM* as a better atmosphere to rest and relax (Oxenfeldt, 1974). This is also in line with the literature suggested by Gilbert (1991) where one of the levels of influences was
*psychological influence* where it links consumer decision-making with perception. Most of these travellers are being associated to one of the tourism market segmentation of *get away or family travellers* as being suggested by Shoemaker (1994).

Also, the study has suggested that respondents perceived EM as having better quality of goods and services, thus, emphasising that Bruneians are driven by *pull factor* (Baloglu and Uysal, 1996; Crompton, 1979) and *hygienic factors* (Foster, 1999) as this factor has ensured consumer satisfaction and how it has attracted them to visit EM. There is also a strong correlation between level of satisfaction and past experiences (Bigné *et al.*, 2001; Mathieson and Wall, 1982; Swarbrooke and Horner, 2007; Witt and Wright, 1992) of cross-border travelling, which also suggests to significantly affecting the level of visits to EM.

The findings have shown that EM is being perceived as providing cheaper goods and services compared to the high prices of goods and services in Brunei (Borneo Bulletin, 2017). This has suggested that Bruneians are driven by *push factor* (Baloglu and Uysal, 1996; Crompton, 1979) where the cheap prices in the neighbouring country has motivated them to develop the *felt need / travel desire* as being proposed in Mathieson and Wall’s (1982) five-stage model of travel buying behaviour. According to Kon (2017), the strength of Brunei dollar against the weaker Malaysian ringgit makes it more beneficial for Bruneians to spend on goods and services in the neighbouring country.
4.5 CONSUMER ATTITUDES TOWARDS RETAIL SHOPPING EXPERIENCES

Open-ended question outcomes:

Q20 - In your opinion, what could be done to improve the retail shopping experience in Brunei?

• Better selection of stores (wider variety of international retail brands and chain stores)
• Improvement / adjustment on pricing
• Improve customer service
• Bring in more clothing retail stores
• To tighten regulation on fake brands
• Prioritise and promote “locally-made” products
• Department stores to implement online shopping websites
• To organise more events and activities for locals such as Brunei Salebration and lucky draw events
• To adjust operating hours of retail shops
• Supermarket in Brunei to offer competitive pricing strategy to attract customers
• Local brands or SMEs to develop business knowledge
• To improve the availability of quality products
• To implement self-service payment counters
• To bring in more organic and health-related products
• To improve shopping atmosphere

The Brunei Government have promoted Bruneians to spend locally through major sales events, which usually occur during the festive season of Eid or Hari Raya celebration and also the End of Year sales (Anaman and Ismail, 2002). As a way to promote Bruneians to contribute in supporting local economy, the Department of
Economic Planning and Development has been hosting the annual *Brunei Salebration* (Othman, 2016). Despite encouraging Bruneians to shop locally by setting prices more attractive in these “Buy in Brunei” sales campaigns, there found to be a limited impact as Bruneians still tend to travel and increase their patronage of goods and services elsewhere (Anaman and Ismail, 2002).

From the research, respondents have shown their dissatisfaction with consumers’ local retail environments as Brunei is considered to be one of the expensive places to shop for the respondents and they mentioned the limited availability of products and brands prompt them to shop in the neighbouring country. According to the survey report, 48.19% of total respondents would prefer to do their retail shopping in Miri, followed by 28.92% would prefer to shop in other destinations such as Singapore, Malaysia, Thailand, Indonesia, Dubai, United Kingdom, United States and online shopping. Only a total of 22.89% of overall respondents would conduct retail shopping in Brunei. The study has concluded that the main reasons that Bruneians cross the border to shop in EM were due to the reliable and cheaper price on goods and services, and the provision of a better customer service (Kuncharin and Mohamed, 2013).

### 4.6 NEW MODEL OF THE CONSUMER DECISION-MAKING PROCESSES IN CROSS-BORDER TOURISM

The researcher has modified the conceptual framework (*Figure 27*) according to the results of the primary research in order to reflect the findings gathered throughout this research study. The researcher has decided to include an additional factor, called as the *Economic Factors / Pull Factors*, which is being adapted by Baloglu and Uysal (1996) and Crompton (1979), to the consumer decision-making processes framework. This has been coined as an important factor for the Bruneian cross-border travellers to EM. They perceived EM as providing a better retail shopping experience for goods and services, which also reflects its quality and affordable prices. Also, the exchange
rate is an important factor in deciding to cross the border (Kon, 2017; Subramaniam et al., 2013).

The motivation section of the resulting model draws influence from Maslow’s (1970) tension reducing motives (emphasise on physiological needs, belongingness and love needs) and arousal seeking motives (emphasise on esteem needs). Socio-demographic factors of the Bruneian tourists play an important role in the consumer decision-making processes in cross-border tourism. Such that, tourists with lower annual income tend to be more sensitive with spending (Borneo Bulletin, 2017), thus, would rather spend in EM, as they provide cheaper and better quality of goods and services. The final section of the model concerns the perceived image of a destination, where according to this findings, EM is seen as a better atmosphere to rest and relax, thus reflecting on one of the top cross-border travel motivations to EM: to get away to reduce stress and pressure.

The arrows show how the consumer decision-making processes are interconnected to each other and emerged as a result of economic / pull factors, motivations, socio-demographic factors and the perceived image of a destination which in turn influences the level of consumer satisfaction. The arrows linking this section back to the top of the framework represent how perceptions, past experiences or level of satisfaction have facilitated the level of visits or repeat visit to EM.
Figure 27: A New Model of the Consumer Decision-Making Processes in Cross-Border Tourism

- **ECONOMIC FACTORS / PULL FACTORS**
  - Retail experiences (cheaper and better quality of goods and services)
  - Favourable exchange rate

- **MOTIVATION**
  - Tension reducing motives (physiological needs, belongingness and love needs)
  - Arousal seeking motives (Esteem needs)

- **SOCIO-DEMOGRAPHIC FACTORS**
  - Level of income
  - Type of travel companion

- **PERCEIVED IMAGE OF A DESTINATION**
  - Better atmosphere to rest and relax (get away)
  - Level of satisfaction
  - Past experiences
4.7 SUMMARY

This chapter has provided a comprehensive analysis of the research findings and contrasted with the existing knowledge discussed in the literature review in order to further investigate the concepts drawn in the conceptual framework. A deductive approach was implemented to modify and adapt the conceptual framework, resulting in a new consumer decision-making model for cross-border tourism (Figure 27), based on the travel motives being discussed throughout this research project.

The final chapter of this research project serves to revisit the aims and objectives, evaluate the original hypotheses contained in the conceptual framework and to summarise some of the key findings of this research study. The conclusion also suggests recommendations for future research and recommendations for Brunei domestic tourism activities.
CHAPTER FIVE:
SUMMARY, CONCLUSION AND RECOMMENDATIONS

5. Summary, Conclusion and Recommendations
   5.1 Introduction
   5.2 Aims and Objectives Revisited
   5.3 Summary of Research Findings
   5.4 Future Research Recommendations
   5.5 Recommendations for Brunei Domestic Tourism Activities
   5.6 Summary
5 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

After analysing the key findings of the research and the establishment of a new model for consumer decision-making processes for cross-border tourism, this section provides a conclusion to the research project. It will initiate by critically evaluating whether the aims and objectives were achieved and then summarising the key findings gathered from the research process. Recommendations will be formulated for future research and also for Brunei tourism industry’s future growth in terms of its domestic tourism activities.

5.2 AIMS AND OBJECTIVES REVISITED

The research project fulfilled its aim to explore the consumer behaviour of Bruneian cross-border tourists to EM with focus on behavioural intentions, travel behaviour characteristics, and consumer attitudes towards local retail shopping experience. It has also achieved to update previous findings in order to offer an updated contemporary view of cross-border tourism of Bruneian tourists to EM.

In order to accomplish this aim, the following objectives were successfully achieved:

- The literature surrounding Brunei’s market intelligence, consumer behaviour theories and motivational theories were critically reviewed, with specific reference to cross-border tourism of Bruneian tourists to EM. Hypotheses were developed and summarised into a conceptual framework (Figure 11).
- A suitable methodology was implemented to explore the topic.
• Outcomes of the primary research were evaluated in order to determine factors that influence the decision of Bruneian resident to cross the border and successfully analysed their consumer behaviour in terms of their demographic profile and travel behaviour characteristics.

• Themes and narratives were identified through the outcomes derived from the primary research and the results were critically evaluated in order to establish a new consumer decision-making processes framework based on cross-border travel motives.

• The primary research findings were successfully evaluated and contrasted to the previous findings to see how consumer trends have changed and how some patterns have remained.

• Conclusions were identified and recommendations were formulated for future research on the topic area, and justified why a new model (Figure 27) of consumer decision-making processes for Bruneian cross-border travellers was applicable.

• Recommendations were formulated for the Brunei tourism industry’s future growth in terms of its domestic tourism activities.

5.3 SUMMARY OF RESEARCH FINDINGS

Result 1: Age groups of 18-25 and 26-35 tend to travel more frequently to EM.

Result 2: Tourism market segmentation types associated to Bruneian cross-border travellers are mostly “hedonistic tourists”, “family market” and “get away travellers”.

Result 3: Families with children are more likely to affect the level of visits to EM due to the limited entertainment establishment, activities and kids playground in Brunei.

Result 4: Respondents with family members and friends living in EM are more likely to cross the border.

Result 5: Majority of the respondents are comprised of Bruneian citizen which are predominantly Muslims, thus it is rather difficult to conclude if the consumption of
alcohol would still remain to affect the level of visits to EM as there was only a small sample size for the Temporary Resident, which are mostly non-Muslims.

Result 6: Most preferred days of travel for cross-border travelling for public sector workers would be Friday, Sunday, Public holiday and school holiday, whereas, for private sector workers would be weekend and public holiday.

Result 7: Low annual income combined with high prices of goods and services in Brunei have prompted the respondents to spend in EM due to the favourable exchange rate, which makes goods and services to be much cheaper.

Result 8: Most desired destination for Bruneian cross-border travellers are Miri.

Result 9: Most cross-border travellers chose car as the preferred mode of transportation. This correlates to the increase ownership of car in Brunei and the spontaneity of the trip.

Result 10: Most respondents prefer to plan for their own trips and travel individually rather than in an organised group.

Result 11: Most of the respondents would travel across the border as a daily trip and would spend roughly up to £112 per day for the trip.

Result 12: The four most important travel motives for visiting EM were cheaper prices of goods and services, better quality of goods and services, favourable exchange rate and to reduce stress and pressure.

Result 13: In comparison to the previous findings, cheaper prices of goods and services, better quality of goods and services and to get away to rest and relax has still remained to be the top 4 reasons of visiting EM.

Result 14: EM is being perceived as a better atmosphere to rest and relax.

Result 15: The main drive to conduct cross-border travelling to EM was for the purchase of material goods and services.
Result 16: Most of the respondents would like to see more selection of brands, stores, local events and activities in Brunei.

Result 17: Most of respondents also suggest improving the retail shopping experience in Brunei and to implement competitive pricing strategy to attract customers to shop locally.

Result 18: Most of the respondents have shown their dissatisfaction with local retail environment due to the high prices of goods and services and limited availability of quality brands and products.

Result 19: Most respondents would prefer to carry out retail shopping in Miri rather than in Brunei.

Result 20: EM is being perceived as providing a better customer service.

5.4 FUTURE RESEARCH RECOMMENDATIONS

Future research might help to develop this study by executing a more in-depth analysis of the consumer’s opinions regarding the cross-border tourism between Brunei and EM. The researcher believes that in the future a mixed methods research of quantitative and qualitative research design could detail scope and build a broader picture of consumer behaviour in cross-border travelling. Further detailed research relating to push factor or discovering the factors that drive Bruneian away from home might be of an interesting subject in order to conclude some recommendations and proposals for its tourism sector.

Additionally, further research into how numbers of tourist arrivals at Brunei borders could be increased with the new construction of the bridge across the Brunei River, named as Temburong Bridge, which will be expected to be completed by end of 2019 (Tanjong, 2016). Furthermore, further research into a definitive destination branding for Brunei will be relevant, as the researcher has realised that this represents gap in the literature.
5.5 **RECOMMENDATIONS FOR BRUNEI DOMESTIC TOURISM ACTIVITIES**

As being mentioned by Kon (2017) the development of cross-border tourism between Brunei and EM has not resulted in attracting a significant number of Malaysian tourists to Brunei, but it has provided such a possibility. Below are some of the recommendations populated from the primary research for Brunei tourism industry’s future growth in terms of its domestic tourism activities:

- Promote Brunei as a global tourist destination
- Promote and improve eco-tourism
- Renovate *Taman Ulu Temburong* (Ulu Temburong Park)
- Upgrade *Jerudong* Theme Park
- Improvement in public transportation
- Organise more activities such as festivals, carnivals, celebrations
- To open more water park and kids indoor playground in different districts of Brunei
- Organise more religious activities
- Improve shopping experience and build more shopping centres
- Better social activities or entertainment
- To improve pedestrians walking trails
- To improve signage
- To implement more outdoor activities
- To organise more sports activities
- To build more playground and recreational areas
- Promote local artists to perform in major local events
- Recommendation for a smarter budget allocation emphasising the development of domestic tourism
• To organise more Borneo Level Competition such as golf, paintball, Brazilian Jiu-jitsu, Kayaking and Taekwondo
• Increase in tourism agencies and the need to promote Brunei in their campaign
• To promote Bandarku Ceria programme which is held every Sunday
• To upgrade Brunei Immigration control post in Sungai Tu Joh
• To implement local businesses to open practical stalls near the border areas
• To introduce Uber instead of using local taxi company due to its high prices
• To promote Durian Festivals
• More exposure on local’s tourist attractions and landmarks through social media sites
• To implement proper waste management
• Upgrade the Kampong Ayer tour
• To open up agro park, night safari, resorts and marine life shows / aquarium
• The new Temburong Bridge would serve as a tourist attraction
• A better organised and marketed event
• More Government supported projects
• Brunei tourism board could implement competitive strategies to motivate Bruneians to shop locally

5.6 SUMMARY

The researcher explored the consumer behaviour of cross-border tourists from Brunei to EM with a focus on investigating the relationships between behavioural intentions, travel behaviour characteristics and consumer attitudes towards local retail shopping experiences.

The collection of primary data gathered the information of demographic profile of respondents, its travel behaviour characteristics and consumer attitudes towards local retail shopping experiences, which have been contrasted with the existing literature surrounding the Brunei’s market intelligence, consumer behaviour theories
and motivation theories. These were critically analysed and explored which has led the researcher to establish a new model of consumer decision-making processes for Bruneian cross-border travellers visiting to EM.

The researcher believes that this new model not only reflects the critical elements that comprises in a decision-making processes of cross-border travellers, but also makes a rationally well-researched consumer behaviour and motivation theory relevant to Bruneian tourists. The research was revealing as it exposed gaps in knowledge in terms of method, theory and practice. It has also helped in formulating recommendations for Brunei tourism industry’s future growth in terms of its domestic tourism activities. Future further research by using this methodology would add more knowledge to the literature and recognise more motivational insights.