

**HOW SHOPPING SATISFACTION CONTRIBUTES TO INTERNATIONAL TOURISM SATISFACTION AND
TOURISM EXPENDITURES BY GENDER: ANALYSIS OF U.S. TOURISTS IN SOUTH KOREA**

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ABSTRACT

The purpose of the study was to examine how international tourists' shopping satisfaction related to their overall satisfaction as tourists and the tourists' expenditure differences by gender. A survey was conducted among U.S. citizens of who were traveling to South Korea (n = 422). The survey took place at transport hubs of the major international airports and seaports in South Korea prior to tourists' departure. The findings of this research concluded that tourist shopping satisfaction was significantly correlated with overall tourist satisfaction. In addition, different shopping patterns were reported among men and women tourists. The results of this study confirm that a positive retail shopping experience is an important aspect of overall international tourism.

Keywords: *United States tourists, shopping satisfaction, gender*