



**Determinants of Souvenirs Purchasing Behavior  
among  
International Phuket Visitors**

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**A Thesis Submitted in Partial Fulfillment of the  
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ชื่อวิทยานิพนธ์	พฤติกรรมการเลือกซื้อสินค้าที่ระลึกของผู้มาเยือนต่างชาติในจังหวัดภูเก็ต
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## บทคัดย่อ

วัตถุประสงค์ของการศึกษาเพื่อ 1) ศึกษาปัจจัยที่ส่งผลกระทบต่อพฤติกรรมการเลือกซื้อสินค้าที่ระลึกของผู้มาเยือนต่างชาติในจังหวัดภูเก็ต 2) ศึกษาระดับความสำคัญของส่วนประสมการตลาดต่อสินค้าที่ระลึกแต่ละประเภท 3) ศึกษาจุดอ่อนของกลยุทธ์ทางการตลาดของผู้ขายสินค้าที่ระลึกในจังหวัดภูเก็ต และ 4) เพื่อเสนอแนวทางการปรับปรุงกลยุทธ์ทางการตลาดแก่ผู้ขายสินค้าที่ระลึกในจังหวัดภูเก็ต

วิธีการศึกษาใช้ทั้งการใช้แบบสอบถามและการสัมภาษณ์ ผู้วิจัยเริ่มต้นจากการศึกษาจากพฤติกรรมการเลือกซื้อสินค้าที่ระลึกของชาวต่างชาติที่มาเยือนจังหวัดภูเก็ต ได้ใช้แบบสอบถามแจกให้ผู้มาเยือนที่มีอายุตั้งแต่ 15 ปีขึ้นไปจำนวนทั้งสิ้น 400 คน คนในช่วงเดือนเมษายนถึงเดือนพฤษภาคม ปี พ.ศ. 2549 ข้อมูลที่ได้วิเคราะห์ข้อมูลด้วยโปรแกรมสำเร็จรูปเพื่อการวิจัยทางสังคมศาสตร์ ค่าทางสถิติที่ใช้ในการวิเคราะห์ได้แก่ ค่าการแจกแจงความถี่ ค่าร้อยละ ค่าเฉลี่ย ค่าส่วนเบี่ยงเบนมาตรฐาน ค่าแจกแจงโคสแควร์ การแจกแจงความถี่แบบสองทาง และการวิเคราะห์ความแปรปรวนทางเดียว ส่วนข้อมูลเชิงคุณภาพได้มาจากการสัมภาษณ์กลุ่มตัวอย่างของผู้จำหน่ายสินค้าที่ระลึกจำนวน 138 ร้านจากสินค้าที่ระลึก 5 ประเภท

ผลการศึกษาพบว่าพฤติกรรมการเลือกซื้อสินค้าที่ระลึกของผู้ตอบแบบสอบถามส่วนใหญ่ตอบว่าซื้อเป็นบางครั้ง (ร้อยละ 60.75) ตามด้วยไม่ค่อยซื้อ (ร้อยละ 21.25) ซื้อทุกครั้ง (ร้อยละ 14.25) และไม่เคยซื้อเลย (ร้อยละ 3.75) ประการต่อมาคือจุดประสงค์ของการซื้อสินค้าที่ระลึกซึ่งสามารถเลือกได้มากกว่าหนึ่งคำตอบ พบว่ากลุ่มตัวอย่างเลือกซื้อเพื่อเป็นของฝากจำนวนสูงสุด (201 คน) ใช้ส่วนตัว (178 คน) เก็บสะสม (54 คน) ครั้งและเพื่อการค้า (49 คน) การศึกษายังพบว่ากลุ่มตัวอย่างส่วนใหญ่ไม่ได้วางแผนจะซื้อสินค้าก่อนเดินทางที่ร้อยละ 68.25 ส่วนร้อยละ 31.75 ของกลุ่มตัวอย่างมีการเลือกซื้อและศึกษาข้อมูลของสินค้าที่ระลึกก่อนการเดินทาง แหล่งข้อมูลของสินค้าที่ระลึกเรียงจากลำดับความน่าเชื่อถือจากมากไปน้อยคือ เพื่อนหรือญาติซึ่งเท่ากับประสบการณ์ของตนเอง (116 คน) หนังสือพิมพ์หรือนิตยสารซึ่งเท่ากับแผ่นพับหรือคู่มือเดินทาง (111 คน) และอินเทอร์เน็ต (63 คน)

ผลการศึกษาที่ได้รับบ่งชี้ว่าในทุกขั้นตอนของการเลือกซื้อสินค้าที่ระลึกมีปัจจัยที่ส่งผลกระทบต่อความคิดหรือตัดสินใจ ซึ่งปัจจัยภายในอย่างน้อยที่พบเป็นปัจจัยส่วนบุคคล ปัจจัย

ด้านการเศรษฐกิจ และปัจจัยด้านจิตวิทยา ส่วนปัจจัยภายนอกหรือด้านส่วนประสมการตลาดนั้นพบว่าระดับความสำคัญเฉลี่ยอยู่ที่ระดับความสำคัญ โดยที่พบว่าส่วนประสมด้านบุคคลมีความสำคัญคือค่าเฉลี่ย 3.37 ตามด้วยส่วนประสมด้านราคา (ค่าเฉลี่ย 3.31) ส่วนประสมด้านผลิตภัณฑ์ (ค่าเฉลี่ย 3.07) ส่วนประสมด้านการส่งเสริมการตลาด (ค่าเฉลี่ย 2.99) และส่วนประสมด้านการกระจายสินค้า (ค่าเฉลี่ย 2.94) ตามลำดับ

นอกจากนี้การศึกษายังพบว่ากลุ่มตัวอย่างให้ความสำคัญต่อปัจจัยของส่วนประสมการตลาดแตกต่างกันในสินค้าต่างประเภท ในสินค้าประเภทอัญมณีและเครื่องประดับพบว่าปัจจัยที่มีผลต่อการเลือกซื้อได้แก่ ราคาสินค้า ความคงทน บริการหลังการขาย หีบห่อ การรับรองคุณภาพ เอกลักษณ์ของผลิตภัณฑ์ รูปแบบผลิตภัณฑ์ ความสะอาดของร้านค้า การตกแต่งร้าน การโฆษณา มิตรไมตรีของพนักงานขาย และความรู้ของพนักงานขาย ในสินค้าประเภทผ้าเครื่องนุ่งห่มและอุปกรณ์สำหรับแต่งกายพบว่าปัจจัยที่มีผลต่อการเลือกซื้อได้แก่ เอกลักษณ์ของผลิตภัณฑ์ การรับรองคุณภาพ และสภาพแวดล้อมโดยรอบของร้าน ในสินค้าประเภทของฝากของประดับหรือของทำมือเล็กๆ น้อยๆพบว่าปัจจัยที่มีผลต่อการเลือกซื้อได้แก่ การออกแบบเชิงสร้างสรรค์ เอกลักษณ์ของผลิตภัณฑ์ ความคงทน หีบห่อ การตกแต่งร้าน และมิตรไมตรีของพนักงานขาย ในสินค้าประเภทสินค้าของเก่าพบว่าปัจจัยที่มีผลต่อการเลือกซื้อได้แก่ บริการหลังการขาย ความสวยงามของผลิตภัณฑ์ และความรู้ของพนักงานขาย ในสินค้าประเภทสุขภาพและความงามพบว่าปัจจัยที่มีผลต่อการเลือกซื้อได้แก่ การออกแบบเชิงสร้างสรรค์ เอกลักษณ์ของผลิตภัณฑ์ รูปแบบผลิตภัณฑ์ คุณภาพ ความหลากหลายของผลิตภัณฑ์ ราคาสินค้า ความคงทน การรับรองคุณภาพ ดิตรราคาชัดเจน อำนาจการต่อรองราคา รูปแบบและบรรยากาศของร้าน การตกแต่งร้าน การโฆษณา และมิตรไมตรีของพนักงานขาย

ปัญหาหลักที่ผู้มาเยือนชาวต่างชาติพบคือ ร้านค้าไม่น่าสนใจ สินค้าด้อยคุณภาพ ปัญหาราคาสินค้าสูงเกินควร และการสื่อสารกับพนักงานขาย การศึกษาเพิ่มเติมจากการสัมภาษณ์ผู้จัดจำหน่ายสินค้าที่ระลึกในจังหวัดภูเก็ตพบว่า ผู้จัดจำหน่ายสินค้าที่ระลึกส่วนใหญ่มีความเข้าใจที่ไม่ถูกต้องเกี่ยวกับหลักการตลาดเพราะมีการทำธุรกิจโดยที่ไม่มีกลุ่มลูกค้าเป้าหมายและไม่ได้ศึกษาความต้องการของลูกค้า ร้านค้าส่วนใหญ่จึงไม่สามารถใช้กลยุทธ์ทางการตลาดเพื่อดึงดูดลูกค้าได้อย่างเต็มที่ ดังนั้นผู้จัดจำหน่ายสินค้าที่ระลึกคือควรศึกษาความเป็นไปได้และเลือกกลุ่มลูกค้าเป้าหมาย ศึกษาความต้องการของลูกค้าแล้วจึงคิดหาวิธีดึงดูดลูกค้า นอกจากนี้ควรศึกษาติดตามความต้องการของลูกค้าอย่างสม่ำเสมอ กลยุทธ์การสร้างความแตกต่างสินค้าและบริการเป็นอีกหนึ่งวิธีที่จะช่วยให้สามารถแข่งขันกับร้านคู่แข่งได้

**คำสำคัญ** พฤติกรรมการตัดสินใจซื้อ สินค้าที่ระลึก ส่วนประสมการตลาด  
กลยุทธ์การสร้างความแตกต่าง ภูเก็ต

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### **ABSTRACT**

The objectives of this study were as follows: (1) to examine the factors influencing souvenir purchasing behavior among international Phuket visitors, (2) to explore the importance of marketing mixes to souvenirs purchase decision and (3) to explore weakness of the marketing strategies of souvenir retailers in Phuket, and (4) to provide recommendations for improving the offer of souvenirs by Phuket vendors.

A mixed methods approach has been adopted including questionnaire and interview. The research began with a behavior study among International Phuket Visitors, and then focused on the marketing strategies implemented by retailers. 400 questionnaires were distributed to visitors who were 15 years or older. The questionnaires were collected during April to May 2006. SPSS for Windows was the statistical analysis package used to analyze the data. The statistic used were frequency, percentage, mean, standard deviation, Chi-square test, crosstabulation and one-way ANOVA. Qualitative research was utilized from in-dept interview from 138 souvenirs retailers with consisted of 5 souvenir categories.

The finding related to souvenir purchasing behaviors revealed that most of respondent purchase souvenir sometimes (60.75%), follow by hardly ever (21.25%), every time (14.25%) and never (3.75%). The objective of purchasing was examined based on multi-respond and found that respondent bought

souvenir for gift (201 respondents), personal use (178 respondents), collection (54 respondents), and commercial (49 respondents). More than half of respondents at 68.25% did not plan to buy souvenirs before traveling, and only 31.75% pre-purchased or searched for souvenir information before traveling. Top five sources of souvenir information were friends or relatives (116 respondents), own experiences (116 respondents), brochures or guidebooks (111 respondents), newspaper or magazines (111 respondents) and internet (63 respondents) respectively.

The results proved that in each stage of purchasing process, decision making was influenced by at least one of internal factors; demographic characteristics, economics, and psychologies. However there were external factors influenced the decision making which were marketing mixes. Regarding to the 5 Ps marketing mixes, all of them were participated in important level. The highest mean was personnel (mean=3.37), next were price (mean=3.31), product (mean=3.07), promotion (mean=2.99) and place (mean=2.94) respectively.

Specifically in each category of souvenir, there were different found in important of marketing mix variables. For gems and jewelries, there were significantly important found in brand names, durability, after sales service, packaging, warranty, uniqueness, style of product, shops' convenience, theme of decoration, advertisements, hospitality of sales person and knowledge of sales person. For textile, garment and fashioned accessories, there were important found in uniqueness, warranty and surrounding environment. For gift, decorative items & handicrafts, there were significantly important found in creative design, uniqueness, durability, packaging of souvenirs, theme of decoration and hospitality of sales person. For antique, there were significantly important found in after-sales service, beauty of product and knowledge of salesmen. For spa and beauty category, there were significantly important found in creative design, uniqueness, style of product, quality, product assortment, brand name, durability, warranty,

clear and distinct price tag, bargained opportunity, shop's feature and atmosphere, theme of decoration, advertisements and hospitality of salesmen.

The problems discussed by respondents in the questionnaire, were unattractive of souvenir shops, low quality products, over pricing and communication with salespersons. Regarding to the in-depth interview study, the results showed that most of souvenir retailers had wrong understanding the concept of marketing. They operate business without target customers and not search for customers' needs. Therefore most of them could not implement the marketing strategies successfully. Therefore to develop the suitable marketing strategies, souvenir retailers have to focus on specific potential target customers. Moreover in the high competition of marketplace, souvenir retailers have to be updated to the new trends. Differentiation strategy should be considered in order to attach customers.

**Key Words:** Purchasing behavior, Souvenirs, Marketing mixes, Differentiation strategy, Phuket



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## LIST OF ABBREVIATIONS AND SYMBOLS

<b>S1A</b>	selected only gems and jewelries category
<b>S1B</b>	selected gems and jewelries and other categories
<b>S1C</b>	not selected gems and jewelries category
<b>S2A</b>	selected only textile, garment and fashioned accessories category
<b>S2B</b>	selected textile, garment and fashioned accessories and other categories
<b>S2C</b>	not selected textile, garment and fashioned accessories category
<b>S3A</b>	selected only gift, decorative items & handicrafts and other categories
<b>S3B</b>	selected gift, decorative items & handicrafts and other categories
<b>S3C</b>	not selected gift, decorative items & handicrafts and other categories
<b>S4A</b>	selected only antique category
<b>S4B</b>	selected antique and other categories
<b>S4C</b>	not selected antique category
<b>S5A</b>	selected only spa and beauty category
<b>S5B</b>	selected spa and beauty and other categories
<b>S5C</b>	not selected spa and beauty category

# CHAPTER 1

## INTRODUCTION

### 1.1 Statement of the Problem

Today the authoritative World Travel and Tourism Council (WTTC) has declared that tourism is the world's largest industry, surpassing: autos, steel, electronics, and agriculture. The economic Figures cited show that tourism has grown to be an activity of worldwide importance and significance. For a number of countries tourism is the largest commodity in international trade. In many others it ranks among the top three industries. Tourism has grown rapidly, to become a major social and economic force, in the world. (McIntosh, Goeldner & Ritchie, 1995) Political and industrial leaders have almost universally recognized the economic advantages of tourism. All developing countries throughout the world are interested in and try to gain advantage from tourism.

Thailand is becoming a popular tourist destination. The Thai tourist industry is presently ranked 18th in the world and 5th in the Asia region, behind China, Hong Kong, Macau and Malaysia (Euromonitor International, 2005). Tourism has been promoted as a major generator of national income for Thailand. In the recent year, Thailand welcomed millions of visitors from around the world, as well as increased revenues, then those of 2004. In addition, Thai GDP 2004 which was approximately at \$163.2 billion, with annual growth rate of at least 6-7%. It is said to have raised approximately 6% of GDP accounted by tourism sector, which had recovered from the SARS epidemic (Embassy of the United States of America, 2004).

The Thai government recognizes the strategic role of the Tourism Sector in economic growth for the country. Therefore, Tourism Authority of Thailand is consisting to promote the tourism industry as an important instrument in

tackling the country's economic problem, creating jobs for people, as well as increasing income for the country. Promoted will be cooperation on all levels, domestically and internationally, for the development of tourism markets. This aims to get rid of all hindrances to the tourism industry and to pave the way for Thailand to be the tourism hub of Southeast Asia.

Moreover, tourism will be promoted and developed on the operation of proactive marketing strategies, for increasing the new markets as well as the niche markets (Tourism Authority of Thailand, 2005). Shopping opportunities are a major attraction drawing tourists to many less developed countries where the prices of goods are generally low (Wick et al., 2004).

Supporting the above tourism policy, the current tourism plan of Thailand, which held on the conference PATA Travel Mart 2004 stated that; Thailand is refocusing its marketing strategies to attract the huge number of niche-market visitors seeking holidays and experiences more in tune with their personal preferences and lifestyles. Four of the key niche-markets showing extensive potential are: shopping, golf, wellness, fashion and film-making (Koumelis, 2004). All of those tourism types are able to increase number of visitors, as well as rise up the national income.

Considering to the global trend, the importance of tourism shopping is widely recognized as a niche market of tourism because it is one of the primary sources of tourism income. Among various tangible items, souvenirs seem to be attractive objects to visitors. Since the beginning of travel, souvenirs have been central to the tourist experience (Wicks et al., 2004).

Indeed souvenirs are universally associated with tourism, as a commercially produced and purchased object, to remind the purchaser of the experience. Selling souvenirs has always been part of the tourism experience and contributes to the viability of the retail trade in many tourist destination areas (Jansen-Verbeke, 1998). The important role of souvenirs in a tourists shopping activity was also supported by government's reporting on the top ten Thai products in the eyes of foreign tourists. These products included: silks, silk products, woodcarving products, garments, silverware, diamond ornaments, handicrafts, paper umbrellas, Thai food, T-shirts, and Thai dolls (The Government Public Relation Department,

2004). Almost all of best seller products were classified as souvenirs.

In addition the success of the OTOP (One Tambon One Product) campaign has increased shopping opportunities for visitors to Thailand. OTOP is a scheme that allows a Tambon, or sub-district, to become an expert on manufacturing one major product that uses local wisdom and Thai traditional craftsmanship. And also OTOP from around the country are able to be promoted as a tourism element. (The Government Public Relation Department, 2004)

Meanwhile almost areas of the country will be affected by tourism directly or even indirectly, as tourism becomes one of the largest industries, in terms of revenue generated, products and services. There are opportunities for Thai locals to generate a greater money flow from the tourists. While the government has done a lot to make tourism viable, a growing segment of the economy diverges widely. Private sectors are one part that stimulate the growth of tourism industry.

As tourism generates the multiplier effects through local community, when tourists come to the country there is more than one person or one business unit gain benefit from tourists' spending. Therefore maximizing benefit of tourism is needs to be a mass cooperation among various tourism constituents. There are many elements in tourism industry; for example transportations, accommodations, food and beverage services, tour operators, attractions, shops, infrastructures, etc. All elements support each other in the industry, so that a big tourism city has those kinds of services ready for visitors.

Phuket is an island in the southern region of Thailand, which has long been established as one of the most popular international tourist destinations. Phuket has become a very well-known holiday destination for sun, sand, and sea (Titanont and Chantradoan, 2004). Phuket is also the source of several of the finest gift and souvenir products from around the

country. Specialist shops dealing in souvenir products can be found in many parts of the island.

Moreover the average expenditure of visitors in Phuket in the year 2004 showed that shopping and souvenir had second highest percentage less than accommodation only (see Table 1.1). So, “souvenir shopping” is an attractive activity for foreigners visiting Phuket. Furthermore souvenirs are one potential motivation to stimulate the spending of visitors.



**Table 1.1** Average Expenditure of International Visitors Visiting Phuket is Year 2004 Separated by Group of Expenses

<b>Group of Expenses</b>	<b>Foreigners (Bath / Person / Day)</b>	<b>Percentage (%)</b>
Accommodations	1,149.47	28.69
Shopping and Souvenirs	783.48	19.55
Food and Beverage	761.80	19.01
Local Transportations	622.48	15.54
Entertainment	547.21	13.66
Miscellaneous	142.24	3.55
<b>Total</b>	<b>4,006.68</b>	<b>100.00</b>

**Source:** Tourism Authority of Thailand, 2005

In general tourists want to have a tangible object to take home with them that represents the place they have been, the things they have seen, and the memories they have made (Wicks et al., 2004). Thus souvenir providers have been increasing rapidly to gain benefit from the demands of Phuket visitors. However the results from observation and discussion with souvenir retailers and tourism lecturers in Phuket found that one problem: studies of the retailing of souvenirs are lacking. The data showed that most of the souvenir providers in Phuket never study the market before starting their business. Therefore numerous marketing strategies were not used to generate beneficial results.

For this reason, under intense competition among souvenir retailers, retailers have to ensure that their business can continue to survive. The key to the survival of souvenir shops survival depends on its ability to analyze and fulfill its customers' needs. Without understanding the customers, souvenir retailers will not able to address the marketing needs

and remain viable in today's competitive in souvenir marketplace environment.

## 1.2 Related Literature

The study of Souvenir Purchasing Behaviors among International Phuket Visitors was started with the reviewing of many related theories, concepts, and other related research. All details are arranged as the following;

- 1.2.1 Souvenir Study
  - 1.2.1.1 Definitions
  - 1.2.1.2 Souvenir Assortment
  - 1.2.1.3 Souvenirs in Phuket
- 1.2.2 Purchasing Behavior Concept
  - 1.2.2.1 Definitions
  - 1.2.2.2 Purchasing Process
  - 1.2.2.3 Decision-making Process
  - 1.2.2.4 Important of Purchasing Behavior
- Study
  - 1.2.3 Influences on Purchasing Behavior
    - 1.2.3.1 Personal Influences
    - 1.2.3.2 Psychological Influences
    - 1.2.3.3 Socio-cultural Influences
    - 1.2.3.4 Situational Influences
  - 1.2.4 Marketing Concept
    - 1.2.4.1 Definitions and Importance
    - 1.2.4.2 Marketing Mix
    - 1.2.4.3 Marketing Process
    - 1.2.4.4 Marketing Strategies
  - 1.2.5 Related Research
  - 1.2.6 Conceptual Framework

## **1.2.1 Souvenir Study**

### **1.2.1.1 Definitions**

The word Souvenir originates from Middle French from (se) souvenir (de) meaning “to remember”, which again comes from the Latin word subvenire meaning “to come up, come to mind” (Hoven and Eggen, 2005). Souvenirs are a tangible part of the tourism experience. Souvenirs provide an excellent opportunity to potential worldwide advertising and potentially lucrative economic activity (Holder, 1989). Hitchcock and Teague (2002) defined Souvenirs as the material counterpart of travels, events, relationships and memories of all kinds and a Souvenir’s “function is to store or stimulate memories”.

In the study of Hoven and Eggen in 2005, they found that the definition of Souvenir is unable to be definitely defined. This is because the souvenir’s definitions come from people’s, psychologies and the variety of people’s opinions. Three definitions were selected by the focus group in their study as;

- A Souvenir is something which has emotional value to you
- A Souvenir symbolizes a relation between people, moments, feelings, phases, locations or situations
- A Souvenir is something with which someone can consciously evoke memories.

Wicks et al. (2004) identified that Souvenirs can make a reference to the social and political processes of the area, the context for the production of the Souvenir, authentication, and display of wares on the part of the seller. Consumer goods acquire symbolic value and serve many purposes for their owners. Souvenirs, and the memories associated with them, help the consumers participate in non ordinary experiences, expand their worldview, differentiate or integrate the self with others, and much more. By using the word “special” it is understood

that the object has some meaningful value, memory, and importance/feeling attached to it for a specific person. As meaning evolves objects become symbolically significant to their owners. For this reason the types of souvenirs purchased can tell something about buyers, this is the main reason of this study.

### **1.2.1.2 Souvenir Assortment**

Many literatures state that Souvenir product assortment is not universal. In some situations, Souvenirs are distributed as unbranded products, presented in store using their generic names. In other situations, Souvenirs are directly distributed as the result of a location or attraction. The tourists who buy a Souvenir at each of these locations may have very different motivations for travel. Additionally, Souvenir prices vary from an inexpensive curio to fine art, jewelry, or clothing costing hundreds of dollars. (Swanson & Horridge, 2005)

Gordon (1986) constructed the first typology of Souvenirs. Five classifications of Souvenirs were identified: pictorial image, piece-of-the-rock, symbolic shorthand, markers, and local products. Pictorial images were Souvenirs that allowed the pictorial subject to move through space and communicate a fantasy reality to an otherwise humdrum existence. The pictorial image (e.g., picture postcards) was sent to someone other than the tourist or kept by the tourist as a snapshot. Piece-of-the-rock Souvenirs were considered items gathered from nature to represent the non-urban environment (e.g., pinecones, seashells, and rocks). Symbolic shorthand Souvenirs were manufactured objects that evoked a shorthand code, or message, about the place it come from, such as a miniature Eiffel Tower. Symbolic shorthand items were often functional allowing the symbol of an extraordinary experience to be used during ordinary life. Markers (e.g., T-shirts) were inscribed with words that located them to a certain place or time. Local product Souvenirs (e.g., food and clothing) were made from materials indigenous to a specific area.

Stone (2004), argued that souvenir product assortment, and refers to the range of stock a retailer features. This concept is supported by the idea of Kahn (1999), that product assortment decisions are one of the most important decisions facing retailers. Furthermore retailers have to decide

on the breadth of product assortment, the depth of assortment and the quality of items to carry. The right assortment and manner in which it is presented can satisfy a customer's existing wants, shape consumer preferences and affect whether they will purchase (Simonson, 1999). The correct souvenir product assortment can affect whether a tourist will purchase a souvenir, shape the souvenir preference of the tourist, and ultimately satisfy a tourist's desire to take home a remembrance of the experience. Important also is the viability of retail trade in tourist destination areas.

On the whole, Wicks et al. (2004) concluded that one of the most important characteristics of souvenirs is authenticity; among all types of souvenirs authenticity may be the most important factor that affects tourists' buying intentions. Tourists want to identify the local character to the souvenir. They prefer symbolic and manufactured products that are made in the local area and handcrafts that have traditional and cultural meaning. Several authenticity categories can be noted, some are: whether the crafts are different from those the tourists already own, made a new way, or more unique to the region or the country where produced. Authentic souvenirs are not the ones people see duplicates of in every shop they visit. Also workmanship qualities are associated with authenticity; some tourists are concerned with the cultural and historical integrity or accuracy of a craft. Tourists also want the authenticity of the souvenirs they buy to be verified. The first step of verification occurs while shopping, when the tourist meets the craft person and watches the craft being made. Sometimes seeing is not enough and the craft must be signed, dated, and documented through accompanying literature (educational materials).

The most involved process of proving authenticity is allowing tourists to have the opportunity to be engaged in the creation process. When tourists take part in the creation process of a product, they are more willing to buy the souvenir because they created it with their own hands. Many tourists also want

souvenirs that are easily portable, relatively inexpensive, understandable and usable upon returning home. In conclusion, three product attributes are most important to tourists: value (range and quality), display characteristics (color, display, and packaging, shopping process environment), and uniqueness. The other components that influence tourists' spending are: convenience of the location, price, fashion, sales personnel and service (Wicks et al., 2004).

### **1.2.1.3 Souvenirs in Phuket**

Phuket is also the source of several of the country's finest gift and souvenir products from around the country. A wealth of shopping opportunities await visitors, and bargains abound throughout the Phuket Island in traditional handicrafts, textiles, gems, jewelries and antiques, as well as more contemporary items. Specialist shops dealing in souvenir products can be found in many parts of the island.

Phuket has a wide range of shopping outlets and a tremendous variety of shops. Phuket Town one of the best places on the island to find souvenirs, partly because it offers a good range of souvenirs in a small central area but also because it presents the opportunity to combine shopping, sightseeing and eating in the same place. Yaowarat and Ratsada Roads have lots of stores selling antiques, textiles, handicrafts, fine art, wooden vases and jewelry.

Patong Beach has easily the greatest selection of souvenirs on offer. Many of handicraft and souvenir vendors set up their stalls and shops along the beach road. Some shops are on the back streets that finger off of the main road.

The shopping scene at Kata and Karon Beaches, in the southwest of the island, is like a smaller scale Patong. There are street stalls setting up along the main street, though it spills over into the small side lanes as well.



Kamala Beach doesn't have any high-end boutiques, but during the high season vendors set up stalls behind the beach, selling beachwear, hats and souvenirs. However, just north of Kamala at Surin Beach, The Plaza is an up-market retail centre with several fancy boutiques, as well as a number of souvenir stalls. Bang Tao Beach is home to some gorgeous boutiques which mostly cater to the guests of the five luxury hotels at Laguna Resort.

From observation and discussion with souvenirs providers in Phuket, the souvenir sources outside the province are approximately 70% of total souvenirs in Phuket. The majority of Phuket local souvenirs are batiks, pearls and sea-shell souvenirs. Those souvenirs seem to represent the symbol of Phuket. A few souvenirs produced in Phuket are pictures, hand-made flowers and souvenirs from beads.

Regarding definitions and assortments by above literatures, souvenirs are wide range of products in tourism industry. Souvenirs can be local products, imported products, or innovative products to be sold to visitors. There are varieties of souvenirs available in the Phuket Souvenir Marketplace. Classification of souvenirs can be separated in many ways, however this study grouped souvenirs into 5 categories based on their usages.

1) Gems & jewelries (e.g.: pearl, diamond, ruby, pendant, necklace, ring, earring, bangle, etc.)

2) Textile, garment & fashioned accessories (e.g.: silk, batik, ties, shawl bags, shoes, etc.)

3) Gift, decorative items & handicrafts (e.g.: dolls, glass etchings, wood carved, postcards, lamps, furniture, tapestries, ceramics, soft furnishing, paintings, sculptures, etc.)

4) Antiques (e.g.: Buddha Images, Spirit houses, antique furniture, curios ceramics, coin, Jade carving, etc.)

5) Spa & beauty souvenirs (e.g.: aromatherapy burner, candle, spa products, etc.)

It is important to note that “food and drink souvenirs” were excluded for the target of international visitors. Although there are many foods products well known for visitors as souvenirs, generally food and drink souvenirs are purchased only by Thai Visitors. Therefore in order to focus on the international target group study, the research did not cover food and drink souvenirs at all.

## **1.2.2 Purchasing Behavior Concept**

### **1.2.2.1 Definitions**

Consumer Buying Behavior is the decision processes and act of household consumers associated with: evaluating, buying, consuming, and discarding products for personal consumption (Tyman-Space Online College, 2005). Brown (2006) supported this idea by giving a definition of Buying Behavior as; the decision processes and acts of people involved in buying and using products. However many literatures argued that Purchasing Behavior is not only the decision process. Purchasing Behavior is better to be defined as the same as Consumer Behavior (Engel et al, 1995; Brown, 2006; Wilkie, 1994).

Buyer decision processes are the decision making processes undertaken by consumers in regard to a potential market transaction before, during and after the purchase of a product or service. More generally decision making is the cognitive process of selecting a course of action from among multiple alternatives (Wilkie, 1994). Common examples include souvenir shopping and deciding what to buy. Decision making is said to be a psychological construct. This means that although we can never "see" a decision, we can infer from observable behavior that a decision has been made. Therefore we conclude that a psychological event that we call "decision making" has occurred. It is a construction that imputes commitment to action. That is, based on observable actions, we assume that people have made a commitment to effect the action (Wilkie, 1994). In general there are three ways of analyzing consumer buying decisions which are;

- Economic models: These models are largely quantitative and are based on the assumptions of rationality and near perfect knowledge. The consumer is seen to maximize their utility. See consumer theory. Game theory can also be used in some circumstances.
- Psychological models: These models concentrate on psychological and cognitive processes such as motivation and need recognition. They are qualitative rather than quantitative and build on sociological factors like cultural influences and family influences.
- Consumer behavior models: These are practical models used by marketers. They typically blend both economic and psychological models.

In this study the researcher focused on the concept of Consumer behaviors. There are many consumer behavior models, expressed by many literatures and they agree that consumer behaviors can be used to study purchasing behaviors.

Wilkie (1994) defined consumer behavior as the mental, emotional and physical activities that people engage in when selecting, purchasing, using and disposing of products and services so as to satisfy needs and desires. One of the most useful definitions of consumer behavior is that offered by Engel, Blackwell and Miniard (1995) who referred to it as: those activities directly involved in obtaining, consuming and disposing, of products and services including the decision processes that precede and follow these actions. It is a higher level of behavior, encompassing a wide range of relationships, defining consumer behavior as a wide range of activities and behaviors, the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences. The difficulty with this definition is that it tries to cover all possible aspects, and relationships. It tends to vagueness, and is of limited practical use. It does however, reinforce, particularly in hospitality where purchases can tend to demonstrate significant emotional involvement (Gabbott and Hogg, 1998).

### **1.2.2.2 Purchasing Process**

A common way of conceptualizing consumer psychology is to consider the three primary stages of the consumption or purchase process: pre-purchase, purchase and acquisition, and post-purchase (Arnould et al, 2002). However in each stage of the purchasing process there are several factors concerning the behavior of the individual.

The study was firstly focused on the concept of simply purchase behavior. At the pre-purchase stage purchase decisions can first be seen to be a continuum from complex decision-making, through to habit. Solomon (quoted in Swarboke and Horner, 1999) mentioned that at this stage consumer decides that he/she needs a product or not and what are the best sources of information to learn more about

alternative choices. Williams (2002) stated that the pre-purchase stage is influenced by a number of factors, including; the consumers' preference structure, issues in respect to information searching, prior knowledge, level to which consumers are involved with products and services, and levels of perceived risk. However before any of these come into play the need for a decision or the recognition of a problem has to exist.

The purchase and acquisition stage; is the stage where the buyer is acquiring a product, this can be a stressful or pleasant experience. Swarboke and Horner (1999) stated that the purchase can say some about the consumer. However the purchaser and user of a product might not be the same person. People may also act as influences on the buying processes. Similar to the suggestion of Williams (2002) that the decision may be made not to consume, or the decision process may be terminated or interrupted before its conclusion. Assael (1998) suggested that a number of factors might lead to consumers delaying decisions or choosing not to consume, including a lack of time to make the decision, an emotional response to the product, a concern about the social risk of the purchase, an ego risk, worry that the product may not work, a lack of adequate information on which to base their choice or a belief that better value will be obtained at a later stage.

Post-purchase is the result from purchasing; the product provide pleasure or perform its intended function or not. Levels of satisfaction provide the link between expectation and experience, and relate directly to repurchase decisions (Williams, 2002).

Wilkie (1994) stressed that pre-purchase, purchase and post-purchase activities are all important features of the purchase process. Therefore, for the souvenirs providers, considering only the stage of purchase issue will not completely success to understand their buyers. Nevertheless many literatures (Wilkie (1994); Williams (2002); Swarboke and Horner (1999); Gabbott and Hogg (1998); and Arnould et al

(2002)) identified that purchasing behavior is a complex theory. The core concept of purchasing behavior is the decision-making process and we will focus on decision-making process in the next detail.

### **1.2.2.3 Decision-making Process**

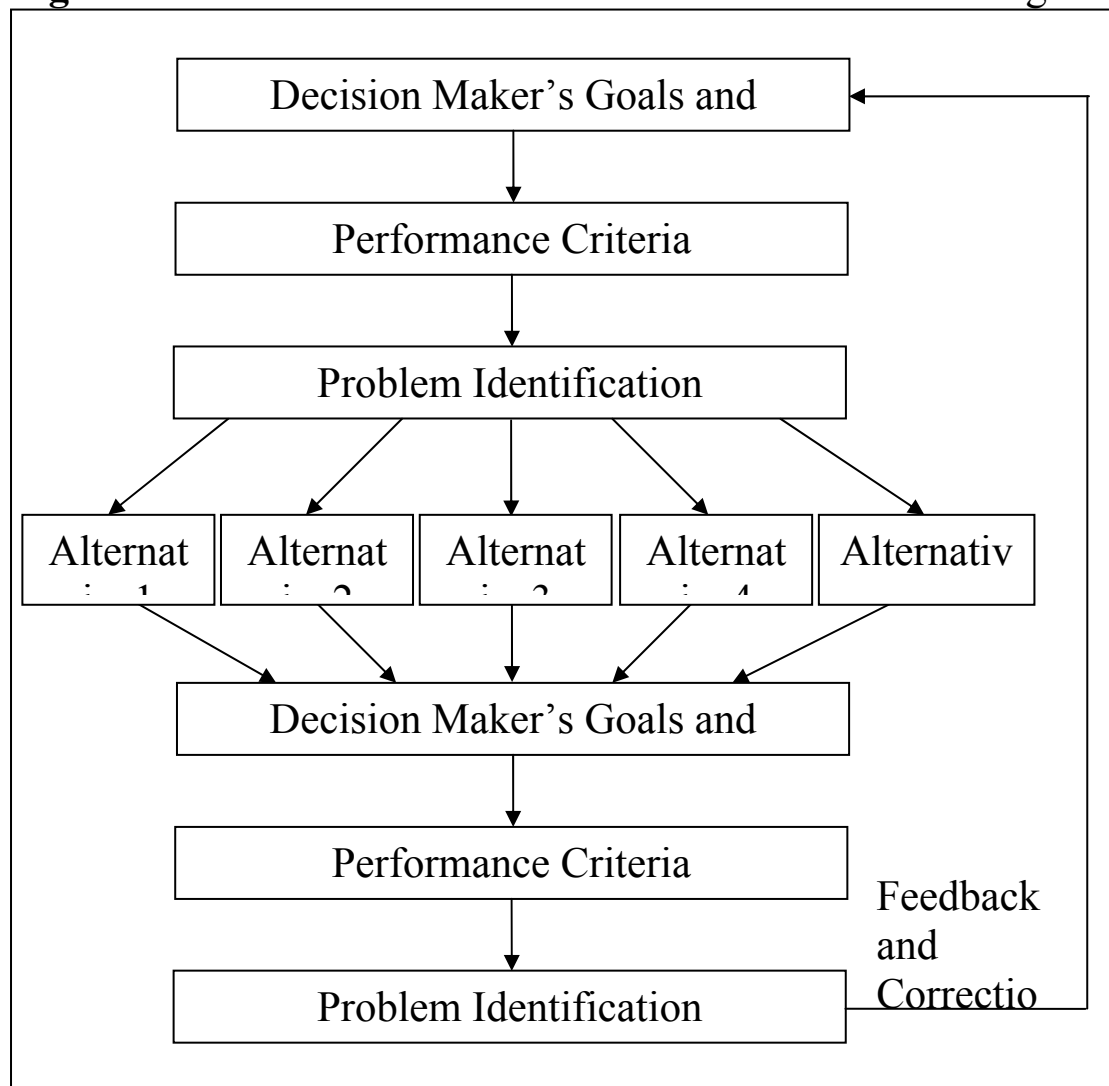
Refer to the purchasing behavior definition that it is not only a stage of decision making, but it is higher level of behavior encircling a wide range of relationships. Consumer decision-making is central to our understanding of how consumers behave. However, it is not a uniform process. It involves active and passive information searching, cognitive aspects such as information processing and issues such as dissonance and satisfaction (Williams, 2002).

There are many literatures that propose their own buying behavior models base on their topic of study. However all of them are mainly based on consumer behavior concepts. In this study, the researcher picked three models to study in order to have a better picture of the buying process.

The first model was developed by Williams in 2002. He had further developed the basic model to form a generally accepted normative model (Figure 1.1) of the decision process. It identifies logically the steps taken in making a decision and has become identified as a model which defines how a decision should be made. The normative model assumes that the decision maker has an identifiable set of goals and objectives which can be developed in order to provide definitive criteria, that is, clear definitions of how those objectives are to be measured. This leads to the defined problem identification, which in turn, it is suggested, leads to a search for alternative outcomes, conducted using a variety of means including memory, creativity, etc. Having considered the outcomes available a choice is made, which is then tested against the

criteria prior to implementation, before the final activity, that of monitoring the decision in order to ascertain its development, is undertaken.

**Figure 1.1** Normative Model of Consumer Decision-making

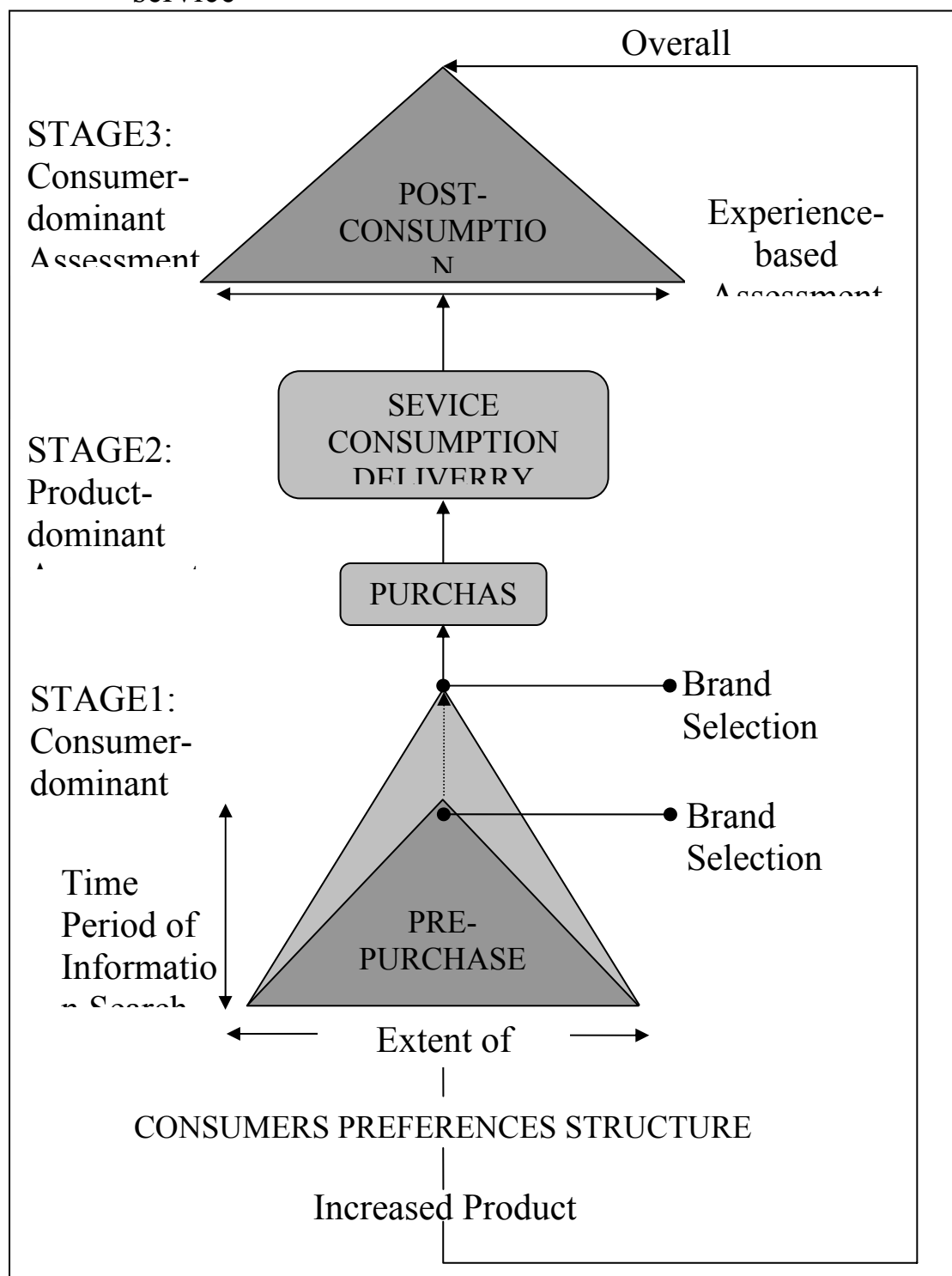


**Source:** Wiliams, 2002

Second model, Teare (1998) developed a hypothetical model of the consumer decision process for hospitality services. It focused on the proposition that, as hospitality services are largely undertaken for social reasons, the decision process is likely to be characterized by joint and family decision-making and thus may involve greater degrees of

caution. Figure 1.2 demonstrates this model. It is essentially a three-stage model based around pre-purchase behavior, purchase behavior and post-purchase behavior.

**Figure 1.2** The consumer decision process for hospitality service

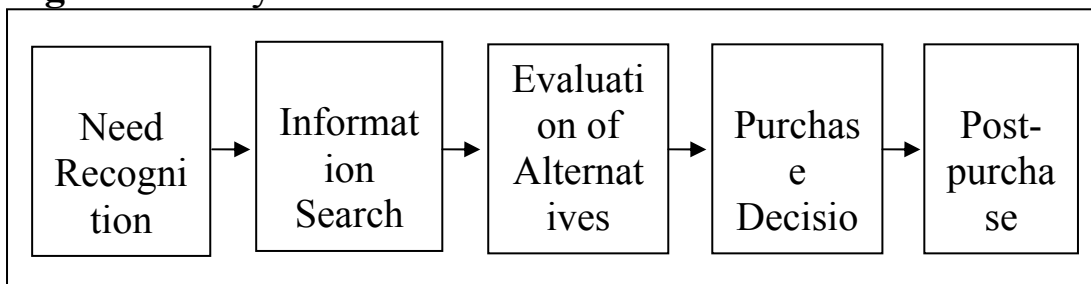




**Source:** Teare, 1998

Another model (proposed by Kotler, Bowen, and Makens (2003)) shows that the buyer decision process consists of five stages: need recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase behavior. The model is presented in Figure 1.3. This model emphasizes that the buying process starts long before and continues long after the actual purchase. It encourages the marketer to focus on the entire buying process rather than just the purchase decision.

**Figure 1.3** Buyer Decision Process



**Source:** Kotler, Bowen, and Makens (2003)

### **Need Recognition**

The buying process starts when the buyer recognizes a problem or need. The buyer senses a difference between his or her actual state and a desired state. The need can be triggered by internal stimuli. From previous experience the person learned how to cope with this need and is motivated toward objects that he or she knows will satisfy it (Kotler, Bowen, and Makens, 2003). Small point different proposed by Engel, Kollatt and Blackwell (quoted in Marks, 1997) this state is defined to be the drives, urges, wishes, or desires will be identified later in the part of influenced factors on purchasing behavior.

At this stage, marketers must determine the factors and situations that trigger consumer problem recognition. They should research consumers to find out what kinds of needs or

problems led them to purchase an item, what brought these needs about and how they led consumers to choose this particular product (Kotler, Bowen, and Makens, 2003).

### **Information Search**

Kotler et al. (2003) explained that an aroused consumer may or may not search for more information. If the consumer's drive is strong and satisfying product is near at hand, the consumer is likely to buy it at that moment. If not, the consumer may simply store the need in memory and search for relevant information.

How much searching the consumer does will depend on the strength of the drive, the amount of initial information, the ease of obtaining more information, the value placed on additional information, and the satisfaction one gets from searching.

The consumer can obtain information from several sources. These include:

- Personal Source: family, friends, neighbors, acquaintances
- Commercial Sources: advertising, salespeople, dealers, packaging, displays
- Public Sources: restaurant reviews, editorials in the travel section, consumer-rating organization

By gathering information, consumers increase their awareness and knowledge of available choices and product features. A company must design its marketing mix to make prospects aware of and knowledgeable about the features and benefits of its products or brands. If it fails to do this, it has lost its opportunity to sell the customer. A company must also gather information about competitors and plan a differentiated appeal. Marketers should carefully identify consumers' sources of information and the importance of each source. Consumers should be asked how they first heard about the brand, what information they received, and the importance they place on different information sources. This information is helpful in

preparing effective communication (Kotler, Bowen, and Makens, 2003).

### **Evaluation of Alternatives**

Williams (2002) stated on a normative model of consumer decision-making that this state is conducted using a variety of means including memory, creativity and other factors to select the most suitable choice. Kotler, Bowen, and Makens (2003) proposed the basic concepts will help explain consumer evaluation processes as following.

First, we assume that each consumer sees a product as a bundle of product attributes. Consumers vary as to which of these attributes they consider relevant. The most attention is paid to attributes connected with their needs. Second, the consumer attaches different degrees of importance to each attribute. That is, each consumer attaches importance to each attribute according to his or her unique needs and wants. Third, the consumer is likely to develop a set of beliefs about where each brand stands on each attributes. The set of beliefs held about a particular brand is known as the brand image. The consumer's beliefs may vary from true attributes because of the consumer's experience and the effects of selective perception, selective distortion, and selective retention. Fourth, the consumer is assumed to have utility function for each attribute. A utility function shows how the consumer expects total product satisfaction to vary with different levels of different attributes. Fifth, the consumer arrives at attitudes toward the different brands through some evaluation procedure. One or more of several evaluation procedures are used, depending on the consumer and the buying decision (Kotler, Bowen, and Makens, 2003).

### **Purchase Decision**

In the evaluation stage, the consumer ranks brands in the choice set and forms purchase intension. Generally, the

consumer will buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. Attitude of others represent the first. The more intense the other person's attitude and the closer that person are to the decision maker, the more influence the other person will have.

Purchase intention is also influenced by unexpected situations. The consumer forms a purchase intention factors such as expected family income, expected price, and expected benefits from the product. When the consumer is about to act, unexpected situations may arise to change the purchase intention (Kotler, Bowen, and Makens, 2003).

### **Post-purchase Behavior**

The marketer's job does not end when the customer buys a product. Following a purchase, the consumer will be satisfied or dissatisfied and will engage in post-purchase actions of significant interest to the marketer. What determines post-purchase satisfaction or dissatisfaction with a purchase? The answer lays in the relationship between the consumers expectations and perceived product performance. If the product matches expectations the consumer will be satisfied. If it falls short, the consumer will experience dissatisfaction (Kotler, Bowen, and Makens, 2003).

#### **1.2.2.4 Important of Purchasing Behavior Study**

McIntosh et al (1995) stated that an understanding of the consumer is at the core of successful business practice in the tourist industry. If the various facets of the tourism, travel, and hospitality world can meet the need of the consumer, some chance of business is possible, provided that other financial and managerial inputs are appropriate. For this reason souvenir providers are able to take benefit from understanding their customers' purchasing behavior. Teare (1998) argued that the study of consumer behavior (including purchasing behavior) can

be considered valuable if it performs any one or more of the following functions:

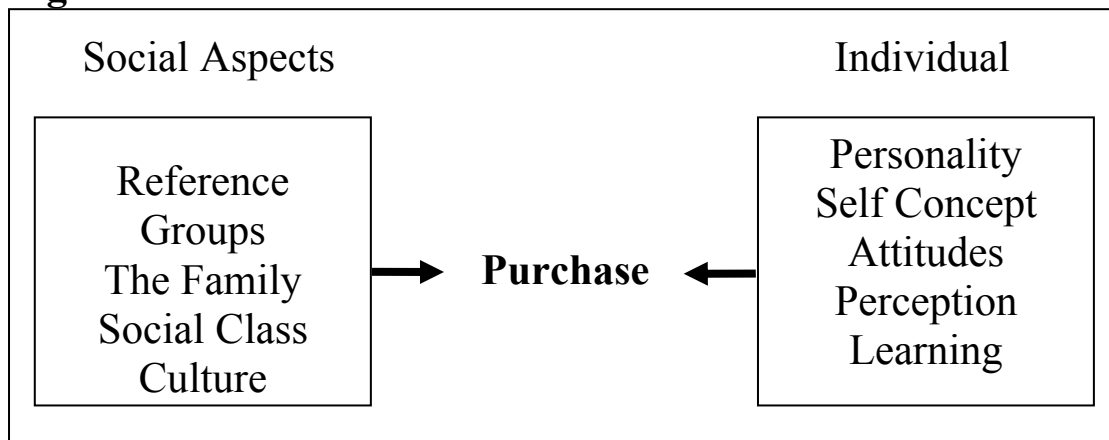
- As a means of classifying, organizing and integrating information relevant to the factual world of business
- As a technique for thinking about marketing problems and a perspective for practical action
- As an analytical tool kit to be drawn on when required for solving marketing problems
- In order to derive a number of principles, or even laws, of marketing behavior.

As can be seen from Teare, purchasing behavior can be considered as a means of bringing together facts in order to comprehend the relationship between souvenir choices and purchasing behaviors of visitors. Furthermore, the main importance of purchasing behavior development is the practical issue of helping marketing managers understand how consumer behavior functions and in particular what effects consumer buying decision. If the souvenirs providers understand the behavior of purchasers they will be able to address the suitable marketing strategies for their souvenirs products and services.

### **1.2.3 Influences on Purchase Behavior**

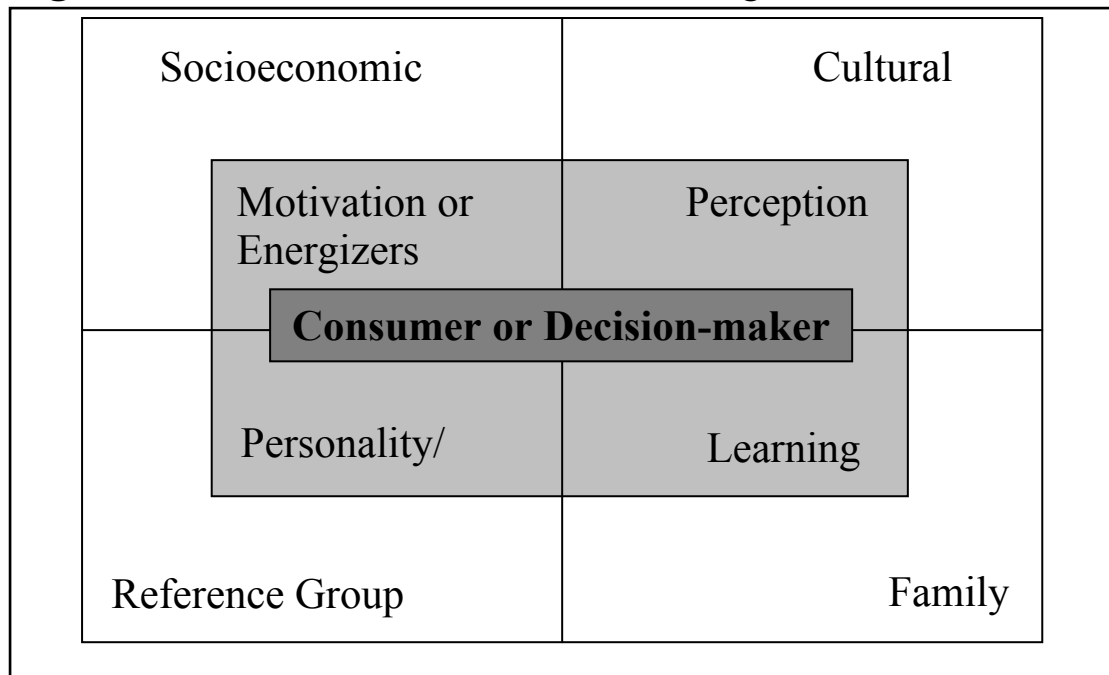
Marks (1997) depicted some of the more prominent sources of influence on consumer buying. There are three broad factors that shape the acts of buyers: demographic, economic, and individual influences. These factors will affect behavior at each step of the buying process, from initially triggering the process to defining the critical buying criteria.

Foxall (1980) focused on the clusters of factors that suggested influence on purchase behavior in order to simplify these relationships. Foxall focused on identifying aspects of social structure and individual difference within the decision process as identified in Figure 1.4

**Figure 1.4** Foxall's Model of Purchase Behavior

**Source:** Foxall, 1980

Gibert (1991) argued the idea by expressing that there are two levels of factors which have an effect on the consumer (Figure 1.5). The first level of influences is close to the person and includes psychological influence such as perception and learning. The second level of influences includes those which have been developed during the socialization process and include reference groups and family influences (cited in Swarbrooke and Horner, 1999).

**Figure 1.5** The Consumer Decision-making Framework

**Source:** Gibert, 1991 (as cited in Swarbrooke and Horner, 1999)

Moreover Williams (2002) suggested that decision-making is at the centre of number of disciplines, including economics, politics, systems theory, sociology and psychology. The study of decisions is concerned with choices in a complex environment. Each of these disciplines could argue a valid case that the focus of the processes involved lies within their area of study. The need to investigate the decision process is largely self-evident; if we are systematically to investigate the world in which we operate, then it is necessary that we understand the millions of choices we make as individuals and groups. Kotler, Bowen and Makens (2003) summarized that consumer purchases are strongly influenced by cultural, social, personal and psychological characteristics. For the most part they cannot be controlled by the marketer, but they must be taken in to account.

### 1.2.3.1 Personal Influences



In the field of consumer behavior, personality refers to the patterns of behavior demonstrated by an individual. These are the patterns we have learnt to recognize from previous experiences of dealing with people (Williams, 2002). Statt (1997) defined personality as the sum total of all the factors, which make an individual human being both individual and human. These factors include the thinking, feeling and behaving, that all human beings have in common and the particular characteristic pattern of these elements that makes every human unique. Obviously it should be stressed the important role of unconscious processes that may be hidden from the individual but are at least partly perceptible to other people.

Theories of personality attempt to explain why people behave in the way that they do based on the concept of a complete person. It is argued that our personality develops as a result of the ways in which we respond to the things that happen around us. For example, we are all affected by general influences simultaneously; whether these are economic, social or cultural. However, we each have a unique predisposition to react to these influences as a result of our individual upbringing. These factors come as a result of the influence of: families, educations, peers, etc. Our personalities result from the unique ways in which each of us then internalize external influences (Williams, 2002).

Personality characteristics are often revealed in a person's self-concept, which is the way people see themselves and the way they believe others see them (Kim, 2002). The central theory in self-concept is that individuals have a concept of who they are (the actual self) or who they would like to be (the ideal self). Self-concept develops unabated throughout our lives, with the development taking place as a result of our interaction process. Indeed, self-concept is never completed because it can always be altered by social and environment factors (Williams, 2002).

Self-concept is important to our understanding of hospitality consumption because of its subjective nature. It is based on the premise that as consumers we buy hospitality goods and services that encompass the characteristics we believe we have, or we would like to have, or we would like others to think we have. An individual's self-concept is determined by the view they have of themselves and that view may be very different from the one identified by many forms of consumer research. Thus the way in which researchers interpret an individual's behavior may not be the same as the way that the individual interprets it; a result of which is that a good deal of marketing activity is undertaken to appeal to an individual's sense of self (Williams, 2002).

Besides self-concept, there are more personal factors that affect the purchase behavior: age, stage in the life cycle, occupation, economic and lifestyle. This idea was supported by Mark (1997), who stated that personal factors in the case of behavioral study can be replaced by demographics.

### **1.2.3.2 Psychological Influences**

Oppermann (1999) stated that psychology is the discipline concerned with: nature, function and phenomena of the human mind. This differs with geography that deals largely with spatial issues and expressions on the earth, whether physical or human in nature. For obvious reasons the interface requires a human element; the tourist. From a geographical perspective the spatial behavior and perceptions of tourists could be part of the interface. Thus, issues that deal with where and when tourists travel, how they perceive distances and different places, etc. can be seen from a psychological perspective. Psychological aspects of tourists and their behavior could be part of the interface: issues that deal with what makes a tourist behave a certain way, choose a destination, adopt a certain travel style, perceive a place, etc.

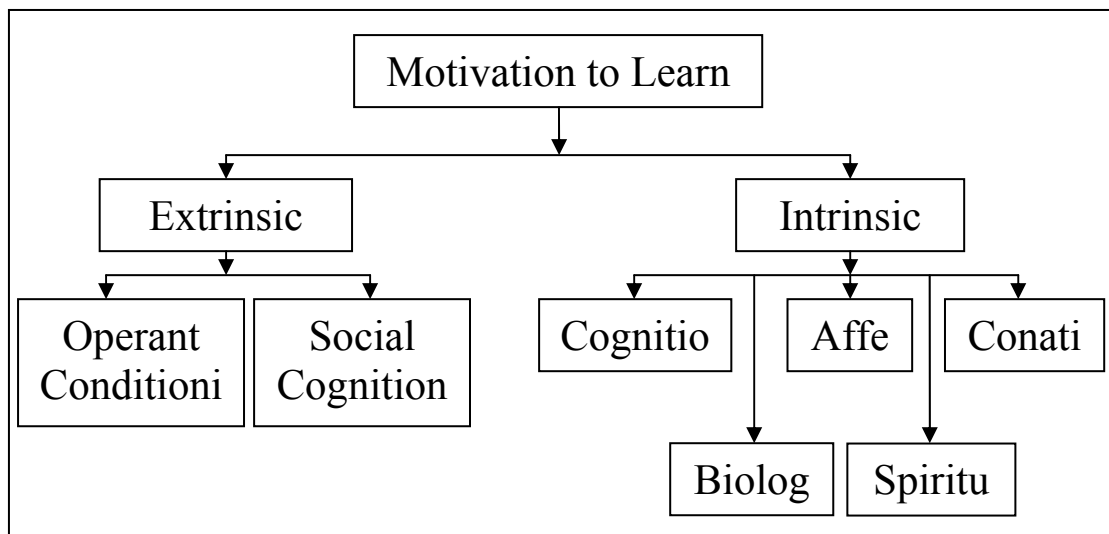
Consumer psychology has traditionally focused on research into consumer purchase of packaged goods and durable products. This branch of psychology has all the while neglected investigations of consumer purchase and consumption of the arts, popular culture, leisure and entertainment services (Holbrook and Hirschman, 1982). Hudson and Gilbert (1999) agreed that the simplistic view of tourist behavior should be rejected and replaced with a new understanding of the tourist as a consumer who demonstrates particular actions of behavior. These actions involve: the needs, motivation, attitudes, values, personality and perceptions which lead to specific preferences for tourism-related activities. Wells (1993) criticized the field consumer psychology for concentrating on investigations of early stage, low-level consumer decisions, such as choice between brands of packaged goods. It can be simply concluded that consumer behavior is a complex discipline.

### **Motivation and Need**

Motivations arise from the urge to fulfill certain needs. Basic travel motivators can be classified as physical or physiological, cultural, social and fantasy (Murphy, 1985). In Sirakaya, Uysal and Yoshioka's study (as cited in Fodness, 1994) motivation has been defined as the "driving force behind all behavior". A motivated person acts on psychological or physiological stimuli in order to satisfy a felt need or achieve an anticipated goal. Huitt (2001) collected a variety of psychology textbooks and reflect the general consensus that motivation is an internal state or condition (sometimes described as a need, desire, or want) that serves to activate or energize behavior and give it any given direction. From mentioned definitions we are able to conclude that motivating factors in humans will different from one to another. The factors that energize behavior are likely different from the factors that provide for its persistence.

Huitt (2001) stated that most motivation theorists assume that motivation is involved in the performance of all learned responses; that is, a learned behavior will not occur unless it is energized. The major question among psychologists, in general, is whether motivation is a primary or secondary influence on behavior. That is, are changes in behavior better explained by principles of environmental/ecological influences, perception, memory, cognitive development, emotion, explanatory style or personality; or are concepts unique to motivation more pertinent. This idea was organized in the form of a model. The model of Motivation to Learn is shown in Figure 1.6. In general, explanations regarding the source(s) of motivation can be categorized as either extrinsic (outside the person) or intrinsic (internal to the person). Intrinsic sources and corresponding theories can be further subcategorized as either body/physical, mind/mental (i.e., cognitive, affective, conative) or transpersonal/spiritual. (Huitt, 2001)

**Figure 1.6** Model of Motivation to Learn



**Source:** Huitt, 2001

The above definitions and concept can be related to souvenir purchasing behaviors, illustrating that visitors have both internal and external influences that affect their purchase choices. Internal factors (we can call personal factors) are elements such as age, income, social class, experiences, education, attitude, and so on. On the other hand, external factors affecting souvenir purchase can come from the supply side: souvenir products, services, prices, etc. Both internal and external factors affected the purchase-decisions of buyers. However, as the above literatures stated, motivation is a psychology act therefore people may not be completely interested in the same object if they have different motives or needs.

Needs are defined as feelings or mental acts by Marks, 1997. Needs are the basic items required for human survival. Human needs are an essential concept underlying the marketing process because needs are translated into consumer wants (Encyclopedia of Business and Finance, 2005).

The Encyclopedia of Business and Finance (2005) stated that human needs are often described as a state of real or perceived deprivation. Basic human needs take one of three forms: physical, social, and individual.

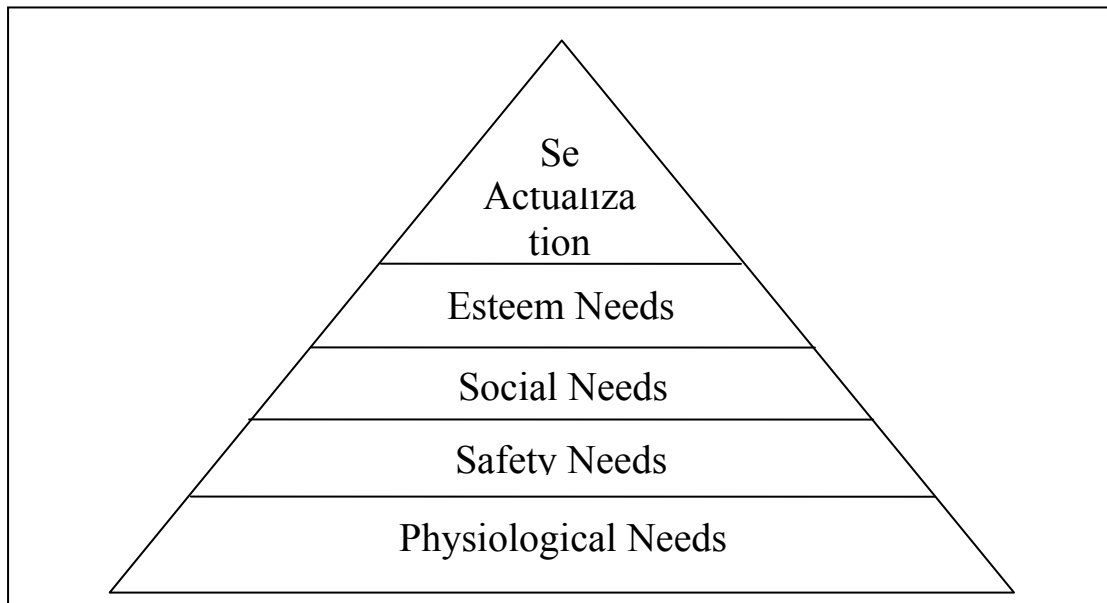
- **Physical Needs** are basic to survival and include food, clothing, warmth, and safety.

- **Social Needs** revolve around the desire for belonging and affection.

- **Individual Needs** include longings for knowledge and self-expression, through items such as clothing choices.

It is similar to the explanation of needs by Abraham Maslow; who is considered to be the father of Humanistic Psychology. Maslow says a need is a feeling which, if left unsatisfied, produces anxiety or tension. Yet a need, if satisfied, impacts a sensation of well-being (Marks, 1997). Maslow set up a hierarchy of five levels of basic needs in 1943. The hierarchy of needs is well recognized by many literatures (Mark, 1997; Huitt, 2001; Fodness, 1994; Williams, 2002; Chisnall, 1994; Simons, Irwin and Drinnien (1987); Swarbrooke and Horner, 1999). Maslow's definition of the Hierarchy of Needs is still used to clarify the theory of needs and motivation. Maslow's basic needs are presented in the hierarchy as follows (Figure 1.7).

**Figure 1.7** Maslow's Hierarchy of Needs



**Source:** Maslow, 1943 (cited in Marks, 1997)

According to Maslow, needs work in a hierarchical order; each higher level of need will not be activated until the preceding need is satisfied. In actuality, it is probably true that needs of each level are never totally satisfied and that they may act as an impetus to buying behavior at any moment. Maslow's five levels of needs are explained by Simons, Irwin and Drinnien (1987) as following;

- **Physiological Needs:** These are biological needs. They consist of needs for oxygen, food, water and a relatively constant body temperature. They are the strongest needs because, if a person were deprived of all needs, the physiological ones would come first in the person's search for satisfaction.

- **Safety Needs:** When all physiological needs are satisfied and are no longer controlling thoughts and behaviors, the needs for security can become active. Adults have little awareness of their security needs except in times of emergency, or periods of disorganization in the social structure (such as widespread rioting). Children often display signs of insecurity and the need to be safe.

- **Needs of Love, Affection and Belongingness:**

When the needs for safety and for physiological well-being are satisfied, the next class of the need for love, affection and belongingness can emerge. Maslow states that people seek to overcome feelings of loneliness and alienation. This involves both giving and receiving love, affection and the sense of belonging.

- **Needs for Esteem:** When the first three classes of needs are satisfied, the needs for esteem can become dominant. These involve needs for both self-esteem and for the esteem a person gets from others. Humans have a need for a stable, firmly based, high level of self-respect and respect from others. When these needs are satisfied, the person feels self-confident and valuable as a person in the world. When these needs are frustrated the person feels inferior, weak, helpless and worthless.

- **Needs for Self-Actualization:** When all of the foregoing needs are satisfied, then and only then, are the needs for self-actualization activated. Maslow describes self-actualization as a person's need to be and do that which the person was "born to do." "A musician must make music, an artist must paint, and a poet must write." These needs make themselves felt in signs of restlessness. The person feels on edge, tense, lacking something, in short, restless. If a person is hungry, unsafe, not loved or accepted, or lacking self-esteem, it is very easy to know what the person is restless about. It is not always clear what a person wants when there is a need for self-actualization.

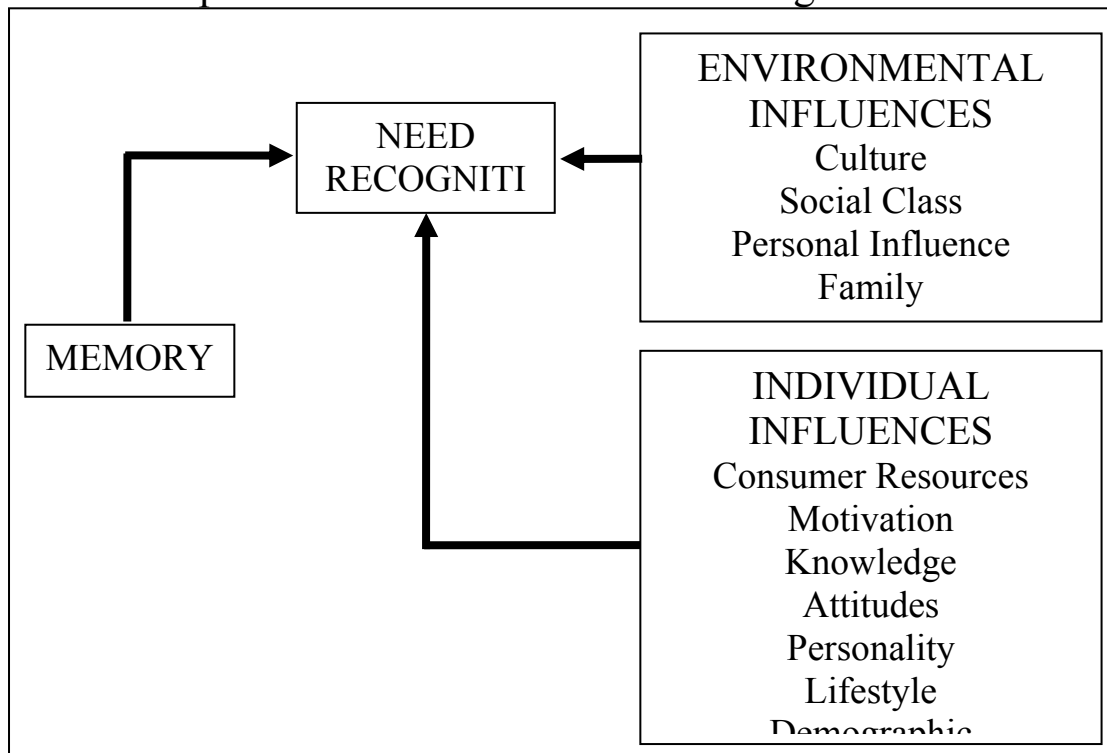
In conclusion, there are at least five sets of goals, which we may call basic needs. These are briefly: physiological, safety, love, esteem, and self-actualization. In addition, we are motivated by the desire to achieve or maintain the various conditions upon which these basic satisfactions rest and by certain more intellectual desires. These basic goals are related to each other, being arranged in a hierarchy of prepotency. This



means that the most prominent goal will monopolize consciousness and will tend to organize the recruitment of the various capacities of the organism. Whereas, the less prominent needs are minimized, even forgotten or denied. But when a need is fairly well satisfied, the next prominent ('higher') need emerges in turn to dominate the conscious life and to serve as the center of the organization of behavior. Thus, gratified needs are not active motivators (Green, 2000).

Furthermore, Minard (1995) recognize a number of key determinants of need, including individual differences, environmental influences and information stored in the memory. There are wide-ranging determinants that encompass a variety of social, cultural and individual factors, some of which are indicated by Figure 1.8

**Figure 1.8** Social, Cultural and Individual Factors Which Impact on Consumer Decision-making



**Source:** Miniard, 1995

Thus man is a perpetually wanting animal. Ordinarily the satisfaction of these wants is not altogether mutually exclusive, but only tends to be. The average member of our society is most often partially satisfied and partially unsatisfied in all of his wants. The hierarchy principle is usually empirically observed in terms of increasing percentages of non-satisfaction as we go up the hierarchy. Reversals of the average order of the hierarchy are sometimes observed. Also it has been observed that an individual may permanently lose the higher wants in the hierarchy under special conditions. There are not only ordinarily multiple motivations for usual behavior, but in addition many determinants other than motives (Green, 2000).

### **Perception**

Perception is the process of selecting, organizing and interpreting informational inputs, to produce meaning.

Information inputs are the sensations received through sight, taste, hearing, smell and touch (Brown, 2006). Ateljevic (2000) argued that perception can be defined as the process of translating information from the external world into the internal, mental world, that each of us experiences. It was supported by Gibson (1979) who stated that perception is a direct consequence of the properties of the environment and does not involve any form of sensory processing. Information pickup theory stresses that perception requires an active organism. The act of perception depends upon an interaction between the organism and the environment. All perceptions are made in reference to body position and functions. Awareness of the environment derives from how it reacts to our movements.

In conditioning consumer choice, perception is considered to be more important than reality. It has been argued that mental images of products, from the basis of the selection process, to interpret information and to guide consumer behavior, as people act upon what they believe to be true (Ateljevic, 1999). However, Kassarian and Robertson (1968) argued that the perceptual process is a cognitive phenomenon that can be thought of as the process by which we make sense of the world. Since tourist consumers make decisions in conformity with their own view of reality, their behavior follows from this view (quoted in Ateljevic, 2000).

Berkman and Gilson (1986) have distinguished two groups of factors that influence perception, categorized as either stimulus or personal response factors. While stimuli are basically the characteristics of the stimulus being perceived (e.g. color, shape or texture) and are hence outer-directed, personal factors are internal and are influenced by individual interests, needs and motives, expectations, personality and social position.

### **Learning**

Statt defined learning as the relatively permanent process by which changes in behavior, knowledge, feelings or

attitudes occur as the result of experience (quoted in Williams, 2002). Williams (2002) also supported the idea of Statt that learning is a complex phenomenon to study. Thiangtam (2005) also summarized that consumer learning is the process by which individuals acquire the purchase and consumption knowledge and experience they apply to future related behavior. Some learning is intentional; much learning is incidental. Basic elements that contribute to an understanding of learning are: motivation, cues, response and reinforcement (Kerin and Hartley, 2005; and Thiangtam, 2005). The summary of four variables central to learning, as proposed by Kerin and Hartley (2005), is presented in Table 1.2

**Table 1.2** Four Variables Central to How Consumers Learn from Repeated Experience

<b>Variable</b>	<b>Definition</b>
Drive	A Need that Moves an Individual to Action
Cue	A Stimulus or Symbol Perceived by Consumers
Response	The Action Taken by A Consumer to Satisfy the Drive
Reinforcement	The Reward

**Source:** Kerin and Hartley, 2005

There are two schools of thought as to how individuals learn; behavioral theories and cognitive theories (Williams, 2002 and Thiangtam, 2005). Behavioral theorists view learning as observable responses to stimuli, whereas cognitive theorists believe that learning is a function of mental processing (Thiangtam, 2005). In order to understand the purchaser learning process, the consideration on the two schools of thoughts is needed.

Start with the theory of behavioral learning. The three types of behavioral learning theories are: classical conditioning, instrumental conditioning, and observational

(vicarious) learning. The principles of classical conditioning that provide theoretical underpinnings for many marketing applications include: repetition, stimulus generalization, and stimulus discrimination (Thiangtam, 2005).

The cognitive learning theory holds that the kind of learning most characteristic of humans is problem solving. Cognitive theorists are concerned with how information is processed by the human mind; how is it stored, retained, and retrieved. A simple model of the structure and operation of memory suggests the existence of three separate storage units: the sensory store, short-term store (or working memory), and long-term store. The processes of memory include: rehearsal, encoding, storage, and retrieval (Thiangtam, 2005).

Emphatically, memory is a key factor in learning. It enables us to retrieve our learning when we need it, the process known as remembering (Williams, 2002). Memory is important in hospitality consumer behavior, in that it enables consumers to recall or recognize previous experiences. Thus when buyers (who have visited the destination the past) are deciding what kinds of souvenir to buy, they use their memory to recall previous pleasant experiences in order to aid their decision.

Measures of consumer learning include: recall and recognition tests, cognitive responses to advertising, and attitudinal and behavioral measures of brand loyalty (in terms of the consumer's behavior or the consumer's attitude toward the brand). Brand equity refers to the inherent value a brand name has in the marketplace. For souvenirs providers, the major reasons for understanding how consumers learn, is to develop an understanding of: how to present their brand as best and methods of developing brand loyalty.

### **Beliefs and Attitudes**

The definition of attitude is elaborated by Engel et al. as a mental and neural state of readiness to respond that is

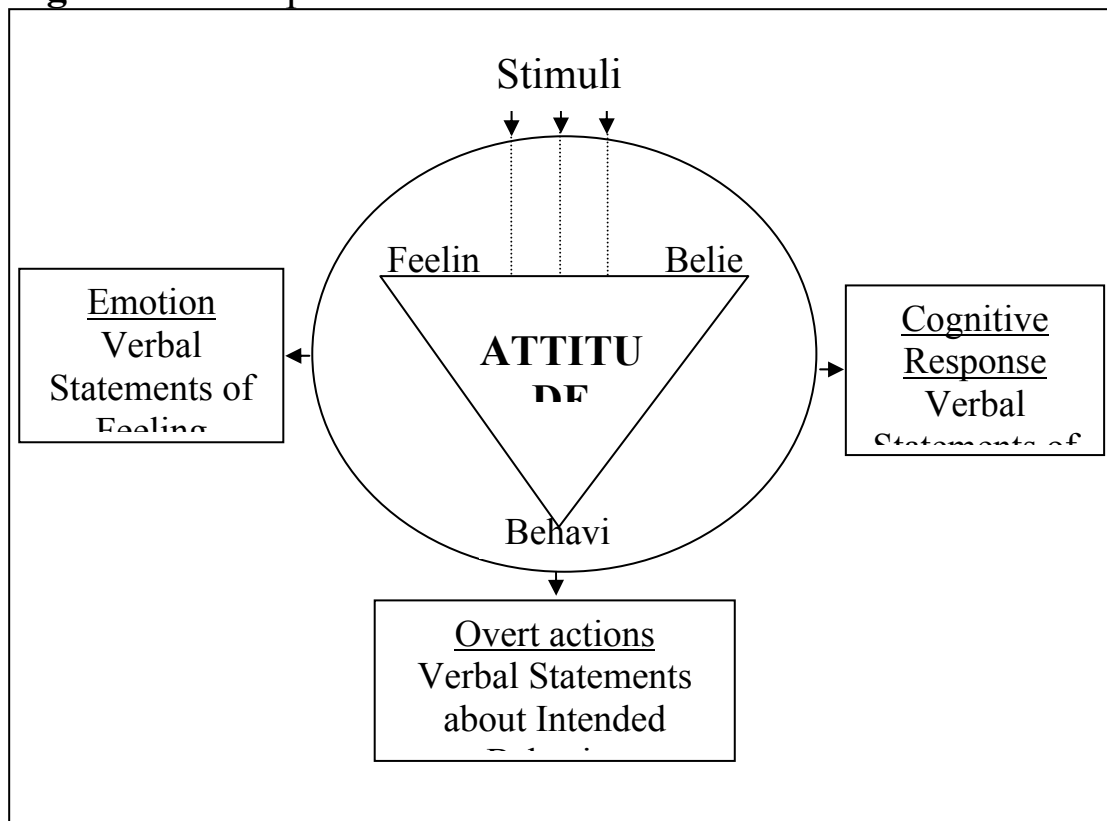
organized through experience and exerts a directive and/or dynamic influence on behavior (quoted in Huls, 1999).

Huls (1999) summarized that attitudes are groups of beliefs, focused around a subject and predispose a particular behavior. There are attitudes towards objects and attitudes towards situations. Attitudes towards either objects or situations involve complex evaluation processes and are subject to many influences.

Many literatures (Engel et al, 1990; Decrop, 1999; Huls, 1999) agreed that attitude can be divided into 3 levels which are:

- Cognitive or Belief stage; the manner in which an object is perceived.
- Affective or Attitude stage; the feelings of like or dislike towards an object.
- Conative or Behavioral stage; also known as the intention stage. This is the action towards the object.

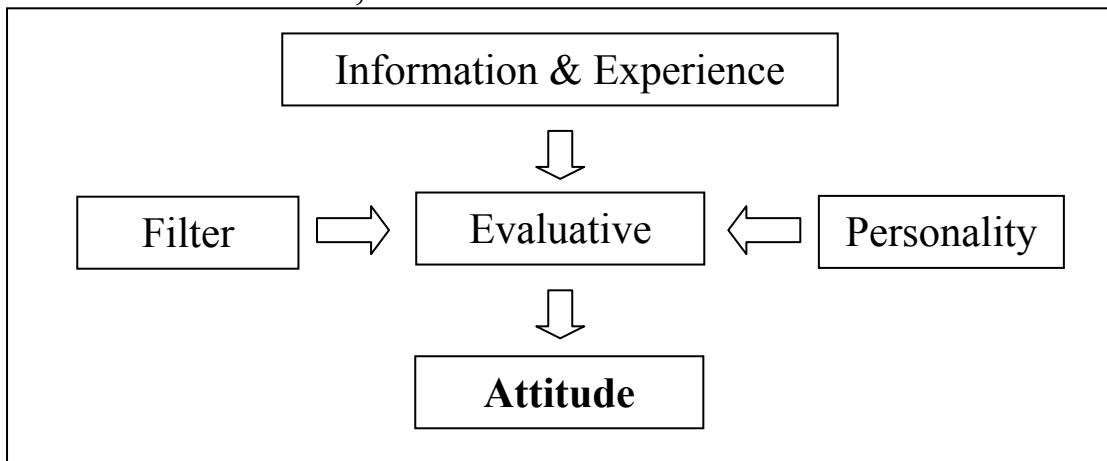
From the above components of attitude it is clear that attitude is concerning with perception, feeling, and intention for future decision making. Moreover there are other influence factors which are indicated in Figure 1.9

**Figure 1.9** Components of Attitudes

**Source:** Spooncer, 1992

Huls (1999) indicated that attitudes are organized hierarchically and are interactive. The Figure 1.10 illustrates the relationship between: personality, information, and attitude. There are many influences to consider when discussing attitude. The broadest influence is the environment. Environmental influences may consist of: time pressure, competitive effect of similar brands, inferences from price, lack of product availability, overall financial constraints and/or the influence of a family decision process. Often, it is a combination of several environmental influences that make predicting behavior difficult (Huls, 1999).

**Figure 1.10** The Relationship Between Personality, Information, and Attitude.



**Source:** Engel et al., 1986 (cited in Huls, 1999)

Brown (2005) mentioned that knowledge and feelings drive perception. An individual learns attitudes through experience and interaction with other people. Therefore attitude of people is mental development which can be changed. For this reason, studying about souvenir purchasing influences will be benefit for retails to put the appropriate filters to attach purchasers.

### **Involvement**

From the study of Johnson (2005), the involvement exists when any social object is related by the individual to the domain of the ego. The ego is seen as the attitude bundle that determines the more or less enduring character of one's identity with incorporated values. Therefore, involvement can be defined as the number of "connections" or personal references that one can make between the content of a stimulus and the content of one's own life. Ideas of involvement are vague. It is as if there is a general understanding of the concept, yet no succinct definition.

Satt suggested that involvement refers to the personal importance that a given product, in a given situation, has for a particular individual. Thus, its worth is based on what does for



the needs and values of the purchaser, and the behavioral expression of his or her self-image (quoted in Williams, 2002). The idea was argued, by Williams (2002), that the greater involvement individuals have with hospitality products (including souvenirs) and their perceived benefits, the more motivated they are to consume them. In terms of involvement, motivations are determined by the way in which individual consumers interpret hospitality goods and services. Involvement is seen to be a result of three factors: antecedents, properties and involvement outcomes.

1) Antecedents are the personal, product and situational factors that

precede involvement and limit its scope:

-Personal: personal factors include self-image, needs, drives,

values, fantasy, etc. and the extent to which they can be translated into consumption.

-Product: we react to souvenirs in different ways as a result of the way in which we as consumers perceive them.

-Situation: levels of involvement are also influenced by the situation in which we consume.

2) Properties of Involvement refer to the feeling that hospitality consumers

experience when involved with goods and services and that lead to behavior.

3) Outcomes of Involvement depend upon the relationship between the

antecedents of involvement and properties of involvement.

Involvement theory proposes that people engage in limited information processing in situations of low importance or relevance to them and in extensive information processing in situations of high relevance (Thiangtam, 2005).

Brown (2006) proposed that types of consumer buying behavior are determined by level of involvement in purchasing decision. He separated consumer buying behavior into four types as following;

1) Routine Response/ Programmed Behavior: buying low involvement frequently purchased low cost items. This type of behavior needs very little search and decision effort; purchased almost automatically. Examples include soft drinks, snack foods, milk, etc.

2) Limited Decision Making: buying product occasionally. This type of behavior happens when someone needs to obtain information about unfamiliar brand in a familiar product category. Buyer requires a moderate amount of time for information gathering.

3) Extensive Decision Making: complex high involvement, unfamiliar, expensive and/or infrequently bought products. High degree of risks so buyers have to spend a lot of time seeking information and deciding.

4) Impulse Buying, no conscious planning.

### **Satisfaction**

The satisfaction of people is basically determined by making comparisons between expectation and experiences. Furthermore, Shih (1986) suggested that expectations and experience depend on: an individual's perception, previous experience, motivation, benefits sought, information, attitude and behavioral intention.

One expectation is the perceived likelihood that a consumer choice will be followed by a particular outcome (Ivancevich and Matteson, 1993). Tourist's expectations are adaptive and are likely to be up-dated on the basis of both past

experience and other types of non-experiential information (Anderson et al., 1994). In the case of negative expectations, consumers may express concerns regarding the outcomes. Therefore, expectations are desires or wishes of consumers, i.e., what they feel a service provider should offer rather than what would offer (Parasuraman et al., 1988).

Satisfaction is analyzed by considering the type of souvenir purchased, concerns before and after experiencing the products and services at the destination, and the assessment of its quality and value for money. Satisfaction is found with purchases that reflect their experiences, and are expressed through quality and value assessment, amongst other measures. Overall satisfaction is considered to be the result of gaps between expectations and perception/experience of the purchase. Past studies have shown that satisfaction has a direct positive effect on destination evaluation (Oliver, 1996).

Measures of satisfaction are not the same for these different consumption experiences, largely because of the role of the consumer. It could also be argued that tourism is a special service in that, like recreation or education, it is largely self-produced (William, 1998). Williams (2002) explained that satisfaction is seen to occur where customers' expectations are met, and there are limited signs of dissatisfaction, it is seen to be measured against experience and norms.

Swarbrooke and Horner (1999) indicated that satisfying a customer is important for three main reasons: Firstly, leading to positive word of mouth recommendation of the product to friends and relatives, in turn bringing in new customers. Secondly, creating repeat customers, by satisfying them with their first use of the product, brings in a steady source of income with no need for extra marketing expenditure. Thirdly, dealing with complaints is expensive, time-consuming, and bad for the organization's opinion. Williams (2002) supported that satisfaction reinforces positive attitudes towards a product, leading to a greater likelihood of repeat consumption.

By contrast dissatisfaction will lead to negative attitudes and will lessen the likelihood of repetition. Thus, in case of souvenir purchasing, buyers are unlikely to repurchase souvenirs that in their experience have been of a poor quality.

In conclusion, satisfaction on the part of purchases reflects their experience, expressed through quality and value assessment, amongst other measures. Overall satisfaction is considered to be the result of gaps between expectations and perception/experience of the purchase. Satisfaction is analyzed by considering the type of souvenir purchased, concerns before and after experiencing the products and services at the destination, and the assessment of its quality and value for money.

### **1.2.3.3 Socio-cultural Influences**

Allen and Anderson (1994) identified that the value and beliefs of people are generated by the society and culture to which they belong and assimilated as a result of socialization (Williams, 2002). Kerin and Hartley (2005) stated that socio-cultural influences evolve from formal and informal relationships with other people. Williams (2002) summarized that in order to understand how people consume or purchase products and services it is necessary to develop an understanding of the influence of multiple factors, such as: the cultural context of consumption, ethnicity, social class, status, family and other reference groups. Kerin and Hartley (2005) argued that socio-cultural influences include personal influence, reference groups, the family, social class, culture, and subculture. Kim (2002) supported that socio-cultural factors can exert significance on consumer behavior.

To better understand socio-cultural influences, understanding people's relationship with other people is necessary. Persons or groups of people who have direct, or

indirect, influences to a human's behavior can be separated as following.

### **Family influence**

Williams (2002) briefed that in general, the family is one of the key influences on consumer behavior. This is supported by Chisnall (1995) who stated the family occupies a unique place in society; it is the fundamental social unit. The effects on its members are pervasive to attitudes, interests and motivations. The effects not only will be felt in the formative years but are likely to extend throughout life. Kim (2002) proposed that family influences on consumer behavior result from three sources:

1) Consumer socialization is the process by which people acquire the skills, knowledge, and attitudes necessary to function as consumers.

Children learn how to purchase by:

- Interacting with adults in purchase situations.
- Engaging in personal purchasing and usage experiences.

2) Family Life Cycles describe the stages that a family progresses through, from formation to retirement, each phase bringing with it identifiable purchasing behavior.

3) Family Decision Making

### **Culture Influence**

The definition of culture has many different meanings, generated by many diverse literatures. In the study by Williams (2002); Bylythe (1997) culture was defined as a set of beliefs and values that are shared by most people within a group, and are passed on from one group member to another. It is learned and is therefore both subjective and arbitrary. This definition is also agreed upon by Bareham (1995) who stated that culture is the accepted values and ways of behaving, which shape the society in which we live (quoted in Williams, 2002).

Moreover culture is not a narrow view of human activities, but it extends to include all the activities that characterize the behavior of particular community of people (Chisnall, 1994).

As cultural concept is very a complicated philosophy. Williams (2002) researched from many literatures and listed that the more important attitudes and behaviors influenced by culture as:

- A Sense of Self and Space
- Communication and Language
- Dress and Appearance
- Food and Feeding Habits
- Time and Time Consciousness
- Relationships
- Values and Norms
- Beliefs and Attitudes
- Mental Processes and Learning
- Work Habits and Practices

As can be seen form the above lists, cultural concepts can have an impact on decisions dealing with the purchase of goods and services. Cultural perceptions affect the consumption of hospitality industry goods, as the ways in which people consume are deeply connected to the cultures within which people operate. In addition, culture affects the specific products people buy as well as the structure of consumption, individual decision making, and communication in a society (Williams, 2002). Williams (2002) also referred the study of Tharp and Scott (1990) identified five symbolic roles of products, that they suggested, reflected cultural values as following:

- Product as A Means of Communicating Social Status
- Products are A Means of Self-expression
- Products are A of Sharing Experiences
- Products are Hedonistic
- Products are Experiential

However a group of people, or social unit, it can consist of many subcultures. As Chisnall (1995) stated, a national culture is made up of several subcultures that have their own distinctive characteristics. Subcultures originate from a variety of sources. For instance, they may be based on ethnicity, religion, age, geography, etc., and allow individuals to develop group and personal relationships, within which a set of common values emerge. Hence, they are important to the understanding of consumer behavior, as it is suggested that numbers of subcultures regularly consume the same goods and services. Thus, people purchase hospitality goods and services (including souvenirs purchased not only to experience their physiological benefits, but also as a way of expressing their cultures).



### **Social Class**

Social Class refers to the hierarchical distinctions between individuals, groups in societies, or cultures. Anthropologists, historians and sociologists identify class as universal, although what determines class will vary from one society to another. Even within a society, different people or groups may have very different ideas about what makes one “high” or “low” in the hierarchy (Wikipedia, 2005). In the study of Williams (2002), social class was defined by Engel, Blackwell and Miniard, in 1995, as relatively permanent and homogeneous divisions in a society, into which individuals or families sharing similar values, lifestyles, interests and behaviors can be categorized. However despite suggesting that it encompasses a wide range of factors, they concluded that social class is largely a factor of economic performance. However social class is also demonstrated by a range of others factors identified by Engel, Blackwell and Miniard in 1995 as the listed in Table 1.3

**Table 1.3** Variable of Social Class

<b>Economic Variables</b>	<b>Interaction Variables</b>	<b>Political Variables</b>
Occupation Income Wealth	Personal prestige Association Socialization	Power Class-consciousness Mobility

**Source:** Engel, Blackwell and Miniard, 1995 (quoted in Williams, 2002)

Accordingly social class affects the purchase of souvenirs in a number of ways, for example, the type of souvenir preferred, the price of souvenirs purchased, etc. These choices are made based on the activities of others within the same, or closely contiguous, social levels. Therefore social class

is another factor that affects the souvenir purchasing behaviors of people.

### **Reference Groups**

Reference groups are people to whom an individual looks, as a basis for self-appraisal, or as a source of personal standards (Kim, 2002). The concept of a reference group, proposed by Chisnall in 1995, asserts that on the common-sense level, the concept says in effect, that behavior is influenced in different ways and to different degrees by other people.

There are wide ranges of possible types of reference groups classed by different literatures. Kim (2002) and Kerin and Hartley (2005) quoted that reference groups can be put into three categories; membership groups, aspiration groups and dissociative groups. Where Williams (2000) quoted the argument of Blithe (1997) who maintained that reference groups should be put into the following categories:

- **Primary Groups** are the people with whom we are most closely associated, which is usually referred to as family, but also close friends and colleagues.

- **Secondary Groups** are those people we only see on occasions, and with whom we have shared interests.

- **Aspiration Groups** are groups that individuals aspire to belong to, and for that reason can be very powerful motivators of behavior, with individuals adopting the characteristics of the group and behaving in ways that are seen as more likely to result in membership.

- **Dissociative Groups** are the reverse of aspiration groups. They are those groups that individuals seek to avoid being associated with, and again these groups impact on consumer behavior, with individuals actively avoiding certain products associated with their dissociative groups.

- **Formal Groups**, these groups have a known membership. Members are required to comply with certain

rules. Behaviors are constrained by the group, such as: trade associations, formal clubs, etc.

- **Informal Groups**, these are unstructured groups and are formed from the circle of people that surround individuals.

- **Automatic Groups** are the groups that individuals belong to by virtue of the categories into which they fall. For example age, gender, culture, social class or educational.

#### 1.2.3.4 Situational Influences

From the study of Decrop, we find many definitions of situations; Belk (1975) defines situations as all those factors particular to a time and place of observation, which do not follow from a knowledge of personal (intra-individual) and stimulus (object or choice alternative) attributes and which have a demonstrable and systematic effect on current behavior. Owen (2005) stated that temporary environmental factors can form the context within which consumer activity occurs at a particular time and place. It is a set of factors outside of and removed from the individual consumer. And he expressed the idea that situational influences should be separated in to 5 variables as following;

- **Physical Surroundings:** the concrete physical and spatial aspects of the environment encompassing consumer activity.

- **Social Surroundings:** deal with other persons present who could have an impact on the individual consumer's behavior; the effects of other people on a consumer in a consumer activity.

- **Task Definition:** reflects the purpose or reason for engaging in the buying or consumption behavior.

- **Time:** deal with the effect of time on consumer behavior.

- **Antecedent States:** features of the individual people that are not lasting, or relatively enduring, characteristics. The antecedent states include;
  - Momentary moods are such things as temporary states of depression or high excitement. Moods are transient feeling thus are not tied to a specific event or object.
  - Momentary conditions are such things as being tired, feeling ill, etc.

## **1.2.4 Marketing Concept**

### **1.2.4.1 Definition and Importance**

Marketing has been defined as: the conception, pricing, promotion and distribution of ideas, goods and services in order that exchanges may be created, that are able to satisfy both individual and organization objectives (Evans and Moutinho, 1999). Marketing concept is the philosophy that firms should analyze the needs of their customers and then make decisions to satisfy those needs, better than the competition (NetMBA, 2005). Marketing is the strategies, tactics, and activities involved in getting your message to intended target markets (Thalenberg, 2006).

Therefore marketing's role in planning is to understand and manage the links between its products and its business environment. When it comes to sales, understanding and being able to effectively express a competitive advantage distinguishes a product or service from its competition.

### **1.2.4.2 Marketing Mix**

The mix has its origins in the 60's, first described by Neil Borden in 1964. He identified twelve controllable marketing elements that, properly managed, would result to a profitable business operation (Constantindes, 2006). Further in

the study of Constantindes, marketing mix is considered to be a toolkit of transaction marketing theory and operational marketing management (Gronroos, 1994). The wide acceptance of the mix among field marketers is the result of their profound exposure to this concept during college years, since most introductory marketing manuals embrace it as the heart of their structure, and identify the 4Ps as the controllable parameters likely to influence the consumer buying process and decisions (Kotler, 2003). Therefore to understand consumer, buyer behavior, is to understand how the person interacts with the marketing mix. As described by Cohen (1991), the marketing mix inputs (the four P's of price, place, promotion, and product) are adapted, and focused, upon the consumer.

Numbers of literatures (Sriram and Sapienza, 1991; Romano and Ratnatunga, 1995 and Coviello et al., 2000) argued that while empirical evidence on the exact role and contribution of the mix to the success of commercial organizations is very limited, several studies confirmed that the 4P's mix is indeed the trusted conceptual platform of practitioners dealing with tactical/ operational marketing issues (quoted in Constantindes, 2006). Jobber (2001) supported that the strength of the 4Ps approach is that it represents a memorable and practical framework for marketing, decision-making, and has proved useful for case study analysis in business schools for many years.

Constantindes, 2006, purposed that the growing pressure on marketers to better identify and satisfy constantly changing customer and industry needs, the increasing importance of services, and the need to build-up long-lasting relationships with the client, have further contributed to the exposure of several limitations of the 4P's framework as a marketing management tool.

Yudelso (1999) suggested that the 4P's are not the proper basis of 21st century marketing. The marketing developments of the last 40 years require a new, flexible

platform, while the simplicity of the old model remains an attractive factor. Schultz (2001) agreed that marketplaces today are customer oriented. The 4P's have less relevance; they made sense at the time they were invented. Kotler (2003) discussed that the 4P's marketing mix fails to address physical evidence, shopping experience and atmosphere. The customer sophistication has forced retailers to review their strategies. Factors like procurement and service have become basic elements of the retailer's marketing mix. Therefore the marketing mix should be consisted of target market, product assortment and procurement, services and store atmosphere, service, promotion and place (Kotler, 2003). Whereas Doyle (1994) suggested that, while the 4P's dominate the marketing management activities, most marketing practitioners would add two more elements to this mix in order to position their products and achieve the marketing objectives. The factors that must be added to the 4P's are: services and staff. This position is similar to the findings of the study of Constantindes (2006), who found that a key factor is to distinguish services marketing (human element), from marketing of physical products. This methodology is often included as new parameter in the services marketing mix (in Heuvel, 1993). Heuvel (1993) proposed that the service marketing mix should be comprised of personnel, product, place, price and promotion. The 5P's service marketing underlines the personal nature of the services marketing; service providers play a double role in the marketing process as: the personnel are a powerful element, a tool of customer persuasion, and a major parameter affecting the customer's perception of the delivered service quality (Constantindes, 2006). The 5P's service marketing mix can be explained in deeper detail as follows.

- **Product:** A product is any combination of goods and services offered to satisfy the needs and wants of consumers (Truell, 2006). Thus, a product is anything tangible or intangible that can be offered for purchase or use by consumers. A tangible

product is one that consumers can actually touch, such as batik, postcard, etc. An intangible product is a service that cannot be touched, such as, repair, delivery service, etc. Other examples of products include places and ideas. For example, Phuket is known as Pearl of the Andaman, so a Phuket pearl represents a symbol of Phuket.

- **Price:** Price is simply the amount of money that consumers are willing to pay for a product or service. In earlier times, the price was determined through a barter process between sellers and purchasers (Truell, 2006).

- **Place:** Place refers to having the right product, in the right location, at the right time to be purchased by consumers. This proper placement of products is done through middle people called the channel of distribution. The channel of distribution is comprised of interdependent manufacturers, wholesalers, and retailers (Truell, 2006).

- **Promotion:** Promotion is a communication process that takes place between a business and its various publics. Publics are those individuals and organizations that have an interest in what the business produces and offers for sale. Thus, in order to be effective, businesses need to plan promotional activities with the communication process in mind (Truell, 2006).

- **Personnel:** Personnel refer to the staff, or employees, of the business. For this research, personnel mean salespersons who sell souvenirs to visitors. Boulakia (1999) stressed that the salesperson is the key to your personal sales strategy.

However, the marketing mix is continuously studied, and expressed are new, controllable variables. The recent extension variables to add up from 4Ps marketing mix by Booms and Bitner (2006) are people, process, and physical evidences. They gave the definition of the additional variables as follows;

- **People:** all people that are directly or indirectly involved in the consumption of a service are an important to the Extended Marketing Mix. Knowledge workers, employees, management and consumers offer added significant value, to the total product or service offering.

- **Process:** procedure, mechanisms and flow of activities by which services are consumed (customer management processes) are an essential element of the marketing strategy.

- **Physical evidence:** the ability and environment in which the service is delivered. Both tangible goods, that help to communicate and perform the service, and the intangible experience of existing customers, co-existing with the ability of the business to relay that customer satisfaction to potential customers.

Booms and Bitner (2006) explained further that people and process are explicit, but physical evidence is an implicit factor. They also suggest that placement in a service-oriented company includes the accessibility of the service, and that promotion in a service-oriented company includes the input of front-line service.



### 1.2.4.3 Marketing Process

Kotler et al. (2003) mentioned that markets consist of buyers, and buyers differ in one or more ways. They may differ in their wants, resources, locations, buying attitudes, and buying practices. Because buyers have unique needs and wants, each buyer is potentially a separate market. There are three major steps to define customers: market segmentation, market targeting and market positioning.

- **Market Segmentation:** dividing a market into distinct groups of buyers who might require separate products and/or marketing mixes. The company identifies different ways to segment the market, and develops profiles of the resulting market segments. Tull and Albaum (1988) suggest that Market segmentation deals with determining which preferences, characteristics, or other aspects of consumer choice, may differ across buyer groups. The presumption is that, if these differences exist, can be identified, are reasonably stable over time and can be efficiently reached, the organization might increase sales, and thus profitability beyond those that would be achieved through assessing market homogeneity. Market segmentation is based on an understanding of the social, economic location, and is determined by such aspects as income, access to credit, savings and other financial commitments. Finally, psychological location includes such attributes as: attitude, personality, prior learning, etc.

The advantages segmentation claims to offer to hospitality organizations are numerous and include:

- allowing an organization to exploit services by better selecting compatible market niches
- separating two or more brands of the same company in order to minimize cannibalism
- identifying gaps in the market which may represent new market opportunities
- encouraging more sharply focused strategies

- encouraging customer loyalty as a company's offering is more closely geared to those in a market segment
- **Market Targeting:** evaluating each segment's attractiveness and selecting one or more of the market segments. After evaluating different segments, the company must now decide which and how many segments to serve. Kotler et al. (2003) summarized that once a company has chosen its target market segments, its must decide what positions to occupy in those segments. A product's position is the way the product is defined by consumer on its important attributes; the place the product occupies in the consumers minds relative to competing products.

- **Market Positioning:** development of positioning for each target segment. The positioning task consists of three steps: identifying a set of possible competitive advantages upon which to build a position, selecting the right competitive advantage, and effectively communicating and delivering the chosen position to a carefully selected target market.

Kotler et al. (2003) described that a product's position is the way the product is defined by consumers on important attributes, and is thus, the place the product occupies in consumers' minds, relative to competing products.

#### 1) Positioning Strategies

- Specific product attributes. Price and product features can be used to position a product.
- Needs the product fills or benefits it offers. Marketers can position products by the needs that they fill, or the benefits that they offer. For example, a restaurant can be positioned as a fun place.
- Certain classes of users. Marketers can also position for certain classes of users, such as a hotel advertising itself as a women's hotel.

- Against an existing competitor. A product can be positioned against an existing competitor.

2) Choosing and implementing a positioning strategy. The positioning task consists of three steps: identifying a set of possible competitive advantages upon which to build a position, selecting the right competitive advantages, and effectively communicating and delivering the chosen position to a carefully selected target market.

3) Communicating and delivering the chosen position. Once having chosen positioning characteristics and a positioning statement, a company must communicate their position to targeted customers. All of a company's marketing mix efforts must support its positioning strategy Kotler et al. (2003).

#### **1.2.4.4 Marketing Strategies**

A marketing strategy is a powerful process that gives an organization a competitive advantage in the marketplace. While just defining a marketing strategy will not automatically create a competitive advantage, it will allow the organization to concentrate its (always limited) resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage (Wikipedia, 2006).

Today, as competition and costs increase, and as productivity and quality decrease, more marketing sophistication is needed. Service businesses face the task of increasing three major marketing areas as purposed by Kotler, Bowen and Makens in 2003; competitive differentiation, service quality, and productivity.

##### **Managing Differentiation**

The strategy involves the offering of a product or service that is clearly unique, when compared to alternatives. Uniqueness can take many forms such as brand image, technology, functionality, customer service, dealer networks and many others. It is likely that differentiation will involve a combination of two or more of these forms (Business Resource Software, 2006). The specific definition by marketing, by Wikipedia (2006), presented that product differentiation is the modification of a product to make it more attractive to the target market. This involves differentiating it from competitors' products as well as one's own product offerings. In economics, successful product differentiation leads to monopolistic competition and is inconsistent with the conditions for perfect competition, which include the requirement that the products of competing firms should be perfect substitutes. The changes are usually minor; they can be merely a change in packaging or also include a change in advertising theme. The physical product

need not change, but it could. The major sources of product differentiation are as follows.

- Differences in quality or design among output (product)
- Ignorance of buyers regarding the essential characteristics and qualities of goods they are purchasing. Pervasive sales promotion, activities of sellers and, in particular, advertising. The possibility of developing significant product differentiation through advertising is greatly enhanced for so called “gift goods” or “prestige goods”. Differentiation in the locations of sellers of the same good, where the product fills no technical function but rather can satisfy many different sorts of personal needs or uses (psychological or physical).

One interesting idea supported by Frey is “To be successful in small business you don’t have to be the best, just have to be unique (2003, pp. 21).

### **Pricing Strategy**

There are three pricing strategies to select as below;

- **Competitive Pricing:** If your product is sold at the lowest price regarding all your competitors, you are practicing competitive pricing. Sometimes, competitive pricing is essential. For instance, when the products are basically the same, this strategy will usually succeed.

- **Cost-plus-profit:** It means that you add the profit you need to your cost. It is also called cost-orientated strategy and is mainly used by the big contractor of public works. The authority may have access to the costing data and should like to check if the profit added to the cost is not too high.

- **Value Pricing:** It means that you base your prices on the value you deliver to customers. For example, when a new technology has a very large success, you can charge high prices to the customer. Value pricing is also common in luxury items. Sometimes, the higher the price, the more you sell: fashionable clothing or exclusive restaurants. Of course, value pricing is

limited by the price elasticity, as you have already learnt in Economics.

### **1.2.5 Related Researches**

With respect to the literatures on their study concerning souvenir purchasing behavior, fruitful researches have been done so far in various areas:

Kincade and Woodard (2001) studied 'Shopping for Souvenir Clothing in US'. The results indicated: individuals who liked to shop for clothing, also enjoyed shopping for clothing on vacation, at new places, and with souvenir retailers. In general, those identified as tourist shoppers were not concerned with their fashion image and the majority were women. Marketing to female shoppers will increase the tourist dollars spent on clothing items.

Boonsupap (2002) 'Guidelines for Marketing Development of Local Fabric Souvenirs in Mueang District, Ubon Ratchathani Province', study found that most Thai tourists were female ages between 46-55 years old, married, a holding bachelor's degree or equivalent, employed mainly in the business sector and earned between 6,000-12,000 baht per month. They were interested in souvenirs made from silk. The majority of Thai tourists selected and made their own decision of what to buy as a gift or souvenir. The findings from this study showed that in terms of product: Thai tourists have a high level of satisfaction and made their own decisions to purchase cloth and costume, also they had a high level satisfaction with the overall beauty of the product and its packaging use for special occasions. They considered significant the: quality and required product with a modern design.

In terms of price: Thai tourists had a high level satisfaction and in a significant majority prices were considered reasonable, labels clearly priced, and there was a fixed rate of product. In terms of place: Thai tourist had a high level of

satisfaction, and significant numbers were buying at the shop, ordering from the internet, by telephone, by mail and also from the branch. In terms of promotion: Thai tourists had a high level of satisfaction. A significant number of retailers; were open to negotiable prices, made available credit card payment, provided guarantees for the products, and customers were satisfied with the sales associates knowledge of the products.

Keaw Nate (2002) wrote about 'Factors Affecting Decision Making of Thai Tourists in Buying Handicraft Souvenirs: A case study of Bann Thawai, Hang Dong District, Chaing Mai Province', the findings from this study suggest that all marketing mix factors, effecting the buying of handicraft souvenirs of Baan Thawai, Hang Dong District and Chaing Mai Province, can be categorized as follows: product factor, place factor, price factor and promotion mix factor. Most Thai tourists are more interested in products, which are in Northern Style, more than in the price. However, the findings of this study suggest that purchasing behavior of Thai tourists includes; traveling by themselves to buy handicraft for personal use, more than as a souvenir.

Chimlek (2002) reported on a 'Guideline for Marketing Development of Jewelry Souvenir Products at Chatuchack Market'. The analysis showed the factors affecting decisions, regarding purchase jewelry at Chatuchak Market. Results shown are illustrated as follows. Product Factors: factors reported by foreign tourists (in order of significance) elaborate designs, quality and beauty of design. Price Factors: factors reported by foreign tourists (in order of significance) reasonable price, clear price labels and negotiate prices. Place Factors: factors reported by foreign tourists (in order of importance) clearly marked map and/or guideboards, public transportation to Chatuchak Market from central Bangkok, locating jewelry shops together in one location, and attractive store decoration. Promotion Factors: factors that foreign tourists considered significant were (in order of importance) guarantees for jewelry,

special promotion programs, installment payment, credit options for large purchases, and payment by credit card.

Tiyapairat (2002) spoke about 'Factors Relating to Tourists Decision Making in Purchasing Souvenirs: A case study of Mae Sai District, Chiang Rai Province', the findings indicated that souvenir marketing in the Mae Sai district, Chiang Rai province, was the center of souvenirs from the neighboring country, which was of interest to tourists. The majority of the tourists in Mae Sai district would purchase souvenirs, but had a low level of the knowledge about them. Another analysis revealed that personal variables influencing the purchase of souvenirs, purchased decision at a high level were: price, promotion, and other external variables. Thus, there was positively a correlation between these variables and tourist's purchasing decisions. Whereas, the marketing mix variables were negatively correlated with the level of knowledge about souvenirs. Moreover, personal variables and external variables were associated.

From the above descriptions, it can be concluded that the above areas of research have been heavily concentrated on both developed areas and well-known tourism destinations (such as Ubon Ratchathani Province, Chaing Mai Province, Chiang Rai Province and Bangkok). But there are only a few studies in Phuket, therefore this paper will focus on the souvenir purchasing factors in Phuket, in order to improve the quality of souvenir products and increase the international visitors' demand for souvenir consumption.

### **1.3 Objectives of the Study**

1.3.1 To examine the factors influencing souvenir purchasing behaviors among international Phuket visitors

1.3.2 To explore the importance of marketing mixes to souvenirs purchase decision



1.3.3 To explore weaknesses of the marketing strategies of souvenir retailers in Phuket.

1.3.4 To provide recommendations for improving the offer of souvenirs by Phuket vendors.

## **1.4 Significance of the Study**

For the souvenir retailers to capture consumer surplus, there is a need to analyze behaviors and preferences of purchasers along with exploring marketing strategies in a business unit. Since marketing mix is said to be an important element influencing the decision making of buyers. However, marketers can not well address the marketing strategies without knowing their customers. For this reason, the research will be useful for souvenir providers in Phuket to understand the purchasing behavior of international visitors, which seems to be the main target group of souvenir selling in Phuket.

Moreover, there also are recommendations of how marketing strategies should be used to attract customers. The retailers can select preferable strategies to adapt in their stores in order to maximize the sales. Moreover they can take this opportunity to create satisfaction to visitors themselves and other people who may get souvenir from Phuket, Thailand.

## **1.5 Scope of the Study**

1.5.1 Scope of the area: This study was selected all popular tourist areas included Patong, Phuket town, Kata, Karon, Cheng-talay, Bangtao, Rawai, Promthep Cave, Kamala and Chalong.

1.5.2 Scope of the demography: the research was opened for all demographic variables except age. Respondents who are 15 years or older were selected, because they tend to have freedom in making decision.

1.5.3 Time period of data collection: All of questionnaires were distributed to the target respondents during April-May 2006.

## **1.6 Definition of Key Terms**

1.6.1 Souvenirs: Souvenirs are objects to remind buyers about memorable places during their traveling or buy for someone at their residential home. Souvenir classifications are not universal (Swanson & Horridge, 2004), so in this study, souvenirs was separated by the usage into 5 categories;

- 1) Gems & jewelries (e.g.: pearl, diamond, ruby, pendant, necklace, ring, earring, bangle, silver, gold, etc.)
- 2) Textile, garment & fashioned accessories (e.g.: silk, batik, ties, shawl bags, shoes, etc.)
- 3) Gift, decorative items & handicrafts (e.g.: dolls, glass etchings, wood carved, postcards, lamps, furniture, tapestries, ceramics, soft furnishing, paintings, sculptures, etc.)
- 4) Antiques (e.g.: Buddha Images, Spirit houses, antique furniture, curios ceramics, coin, Jade carving, etc.)
- 5) Spa & beauty souvenirs (e.g.: aromatherapy burner, candle, spa products, etc.)

1.6.2 Non-souvenir: It is important to note that “food and drink souvenirs” are excluded for the target of international visitors. Although there are many foods products well known for visitors as souvenirs, but generally food and drink souvenirs are purchased by Thai Visitors. Therefore in order to focus on the international target group of study, the research is not cover food and drink souvenirs at all.

1.6.3 Visitors: The United Nations Conference on International Travel and Tourism held in 1963, which stated that a visitor is “any person visiting a country other than that in

which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited” (Inskeep, 1991 pp. 19) An supporting idea by McIntosh et al. (1995) that visitors are persons who travel to a country other than the one in which they generally reside for a period not exceeding 12 months, whose main purpose is other than the exercise of an activity remunerated from within the place visited. Visitors are subdivided into two categories:

- 1) Same-day visitors: visitors who do not spend the night in a collective or private accommodation in the country visited: for example, a cruise ship passenger spending four hours in a port.
- 2) Tourists: visitors who stay in the country visited for at least one night: for example, a visitor on a two-week vacation. There are many purposes for a visit, notably pleasure, business, and other purpose, such as family reasons, health, and transit (p. 11).

1.6.4 International Visitors: In this research International visitors mean foreigners who are not Thai resident or living in Thailand and visited Phuket on the data collecting period. The international visitors in the study, there was no limitation on visitors’ races and nationality. But in data analyzing, zones of residential were use for social and cultural factors.

1.6.5 Purchasing Behavior: Purchasing behavior is the decision processes and acts of final household consumers associated with evaluating, buying, consuming, and discarding products for personal consumption (Tyman-Space Online College, 2005). However many literatures argued that purchasing behavior is not only the decision process. Purchasing behavior is better to be defined as same as consumer behavior.

1.6.6 Marketing Mix: The marketing mix is probably the most famous phrase in marketing. The elements are the marketing 'tactics'. Also known as the 'four Ps', the marketing mix elements are price, place, product, and promotion. This research increases the marketing mix to the 'five Ps' which is originated by Heuvel in 1993. The literature purposed that the 5Ps service marketing underlines the personal nature of the services marketing; service providers play a double role in the marketing process as service delivering factors. Therefore in order to deal with retail stores that buyers have interrelationship to sellers. To sum up for this study, marketing mix is comprised of personnel, product, place, price and promotion.

1.6.7 Souvenir Retailers/ Souvenir Sellers/ Souvenir Providers: Souvenir retailers are the one who offer souvenirs to the market. In this case, souvenir retailers are covered booths in department stores, retail shops, and stalls. The souvenir shops in hotels were excluded.

## **1.7 Conceptual Framework**

The conceptual framework for this research was derived from three overlapping branches of literature, namely: purchase decision making, internal influencing factors and external influencing factors.

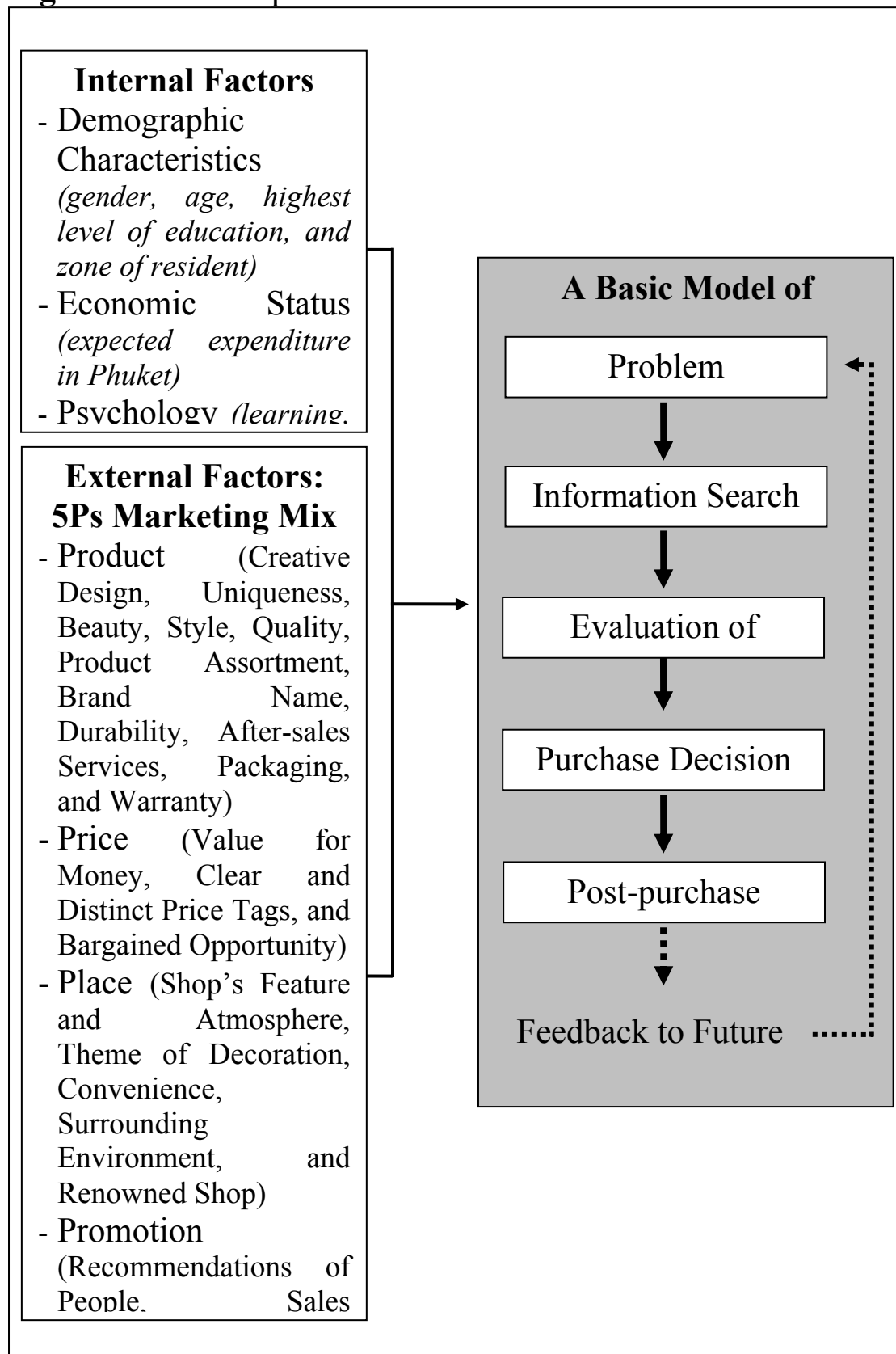
The concept of 'Purchasing Process' was adopted from the buyer decision process of Kotler, Bowen and Makens (2003). There will be 5 stages of purchasing behavior: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. This model was selected because the process starts before purchase then links to the actual purchase and continues until after purchase. Therefore this model was a important tool to understand the purchasing behaviors.

Internal influencing factors were simply used demographic characteristics and economic status to segment the

sample group. Moreover physiological factors were examined in some part of the study. Even psychologies are difficult to separated, but it was useful to better understanding the purchasing behaviors.

External influencing factors were determined by using marketing mixes. Because souvenir selling is one segment of service industry, thus researcher selected 5Ps which was proposed by Heuvel (1993). The 5Ps marketing mixes were not limited to only the production process. Although the new idea of service marketing mixes are currently explained by 7Ps, but researcher skipped some variables in this study. From the study, 7 Ps marketing mixes are concerning too much in the process which seems to be good for large scale of service organization or business sector. While the nature of souvenir shops were mostly small business scale, so study 5Ps marketing mixes seemed to be better to identify the characteristics of The Phuket Souvenir Marketplace. The study explored how the marketing mix variables influenced purchase behaviors.

**Figure 1.11** Conceptual Framework



## **CHAPTER 2**

### **METHODOLOGY**

The purpose of this study was to access the behaviors of international visitors, while shopping for souvenirs, in Phuket. This chapter outlines the methods used to access the results. The research was a combination between quantitative research and qualitative research. The description of research methodology was organized as following;

2.1 Population

2.2 Sample size

2.3 Instruments

2.4 Data collection

2.5 Statistic used in this research

2.6 Data analysis

#### **2.1 Population**

The target population, in this study, consisted of two groups of people who are concerned with souvenir purchasing interactions. The first group, present study, was focused on international visitors who were visiting Phuket. The visitors included all foreigners, age 15 and above. Definitely, the population excluded foreigners who are living in Thailand.

The second group of research population was souvenir retailers in the Phuket area. Souvenir retailers were comprised of booths in department stores, retail shops, and stalls. The souvenir shops in hotels were excluded.

## 2.2 Sample size

### 2.2.1 Quantitative research

The present study was conducted with a convenient sample of the total number of international visitors to Phuket, in 2004 (which numbered 3,497,599 persons), and a sampling by YAMANE at 95% confidence level.

Find sample size from Taro Yamane Formula (1973) as follows;

$$n = \frac{N}{1 + Ne^2}$$

n = Sample size

e = Margin of error, at confidence interval at 95% so allowable deviation is 0.05

N = Population are international visitors visiting Phuket during 2004

Therefore, sample size is:

$$n = \frac{3,497,599}{1 + (3,497,599) (0.05)^2}$$

$$n = 399.95$$

Therefore, 400 is a sample size by the use of an accidental random sampling method. The majority of respondents were English-understanding international visitors, who travel independently around the zones where souvenirs are provided. However, some Asian countries; especially Japanese, Korean, and Chinese visitors, emerged as the most difficult



group to reach because of the language barrier. In order to partially overcome this obstacle, the survey would need to be conducted only with visitors who are able to understand English. However, the minimum sample size, separated by zone of resident, would not be less than 50 questionnaires.

### 2.2.2 Qualitative research

Specialist shops dealing in souvenir products can be found in many parts of the island. Some limitation exists within the specific the number of souvenir retailers, as there are many shops that do not directly provide souvenirs as their main business purpose. Such shops act as another choice for the customers. Moreover, many of souvenir stalls are not registered with the Department of Business Development, or Ministry of Commerce. Therefore, the total number of souvenir providers could not be specified. Sampling was performed in a purposeful style, when selecting souvenir retailers to interview. Sample size was calculated by the Infinite Population formula, by selecting 10% of total infinite population to study.

Calculations to find a sample size from the Infinite Population from Siljaru (2005), is as follows;

$$n = \frac{P(1-P)(Z)^2}{e^2}$$

n = Sample size

P = Proportion of interest, 10% of infinite population

Z = Confidence interval at 95%, therefore Z = 1.96

e = Margin of error, at confidence interval at 95% so allowable deviation is 0.05

Therefore, sample size is:

$$n = \frac{(0.10)(1-0.10)(1.96)^2}{0.05^2}$$

$$n = 138.30$$

138 samples of souvenir providers in Phuket were separated into 5 main strata based on types of souvenir. The strata and details of samples are presented in Table 2.1. The percentages of sample size were classified base on the number of types of souvenirs available in Phuket.

The observation was made by researcher in tourist destination in Phuket. Souvenir type “textile, garment & fashion accessories” and “gift, decorative items & handicrafts” showed the highest percentage found among 5 types. The type of “spa & beauty products” showed to be the third group found on the study. The lowest number of souvenir type was “antique”. Therefore, researcher used the result from observation to select the sample subgroups (see table 2.1).

**Table 2.1** Breakdown of Sample Size for In-depth Interview Study

<b>Souvenir categories</b>	<b>Shop characteristic</b>	<b>Sample size</b>	
Gem & Jewelries	Independent shop	5	14(10%)
	Outlet in department store	4	
	Souvenir stall	5	
Textile, Garment & Fashion Accessories	Independent shop	10	48(35%)
	Outlet in department store	10	
	Souvenir stall	28	
Gift, Decorative Items & Handicrafts	Independent shop	10	48(35%)
	Outlet in department store	10	
	Souvenir stall	28	
Antiques	Independent shop	7	7 (5%)

Spa & beauty products	Independent shop	6	21(15%)
	Outlet in department store	10	
	Souvenir stall	5	
Total		138	

## 2.3 Instruments

### 2.3.1 Major use of quantitative data

The instrument used in this section was accommodated from the 5 stages of purchase decision process (Brown, 2006), and the 5P's service marketing mix (Heuvel, 1993). In order to explore souvenir purchasing behavior of respondents, the questionnaire contained many important questions regarding behavior influencers. In addition, a question about problems concerning the souvenir shopping during the trip was added as an opened-question to give an opportunity to all respondents to share their bad or unsatisfied experiences. The designed questionnaire (see appendix) used in this study consisted of five parts as follow.

1) *Trip characteristics*-This section included many characteristics of Phuket, visiting which could be variable factors affect on the souvenir purchase behavior.

2) *Souvenirs purchasing behaviors*-Respondents were asked to express their individual behavior concerning souvenir consumption.

3) *Factors influencing the souvenirs purchase*-Respondents reply to question asking them to rate their opinions about the importance of factors they used to make a purchase decision. By using Likert's 5-point scale we asked for respondents' opinions of how important marketing mix variables are in their ability to influence their souvenir purchase.

4) *Satisfaction and suggestions on souvenirs purchasing*-Questions were used to assess samples' satisfaction with souvenir products and services, along with a question on whether they would re-purchase the souvenirs in the future or not. Problems encountered during their souvenir shopping were also explored. Moreover, the question was asked whether respondents would recommend Phuket souvenirs to others or not.

5) *Demographic characteristics*-This section gathered information on the participants including: gender, age, education level, and zone of resident.

### **2.3.2 Minor use of qualitative data**

An informal interview was staged to research marketing strategies used by souvenir retailers. The study was aimed to explore the behavior of International Phuket Visitors while they are shopping in the Phuket Souvenir Marketplace. The survey explored the marketing strategic actions of souvenir retailers in the marketplace, in order to help give suggestions in methods of better operation of the business. The open ended questions were asked by using 6 W's and 1 H questions. The 6 W's and 1 H questions are a useful guideline for analyzing the behaviors of customers, as well as being able to check whether souvenir retailers have been implementing the proper strategies or not.

## **2.2 Data collection**

### **2.4.1 Primary data**

Data was collected during April to May 2006. The study was carried out in three phrases. The first was data collection using the modified questionnaire. The researcher set the date and time to administer the instrument, with each studied area around Phuket. All respondents were asked to indicate explicitly that they are not Thai residents.

The second phase involved observing and selecting 138 souvenirs shops as volunteers for our research stations. In each of souvenirs shop, one of the salesperson was required to answer questions based on the shops' past marketing strategies. In the case of there being too many salesperson in a given shop,

all of them were asked to respond to the study based on sharing their experiences and ideas.

The third phase was the analysis of data, and the interpretation of findings relevant to the research questions.

### 2.4.2 Secondary data

There were various sources of secondary data concerned, as follow:

1) Numerous books and articles on consumer behavior and marketing were scanned to determine any prediction that had been made regarding the relationship between souvenirs and the purchase decisions of international visitors.

2) Phuket International Visitors statistic information was used to calculate the sample size of this research.

3) Online information and news, from many websites, concerned with tourism and souvenir consumption were used to analyze the performance of the Phuket souvenir market.

4) Numerous research papers, concerning souvenir consumption, were used as a guide to develop this research methodology.

### 2.4.3 Statistic used in this research

To examine the research objectives, several statistical and descriptive, analyses were conducted. Numbers of statistic used to interpret the data as follow:

1. **Frequency:** number of times an event occurred.
2. **Mean:** a number having an intermediate value between several other numbers in a group from which it was derived and of which it expressed the average value.
3. **Standard Deviation:** a statistic that tells how tightly all the various examples are clustered around the mean, in a set of data

4. **Cross-tabulations:** to examine frequencies of observations, those belong to specific categories, on more than one variable.

5. **Peason Chi-square:** to test the significance of the relationship between categorical variables. Interpretation of the result was done at 5% level of significance. That is where the value of  $p < 0.05$  was considered as being significant.

6. **One-way ANOVA:** a way to test the equality of three or more means at one time by using variances.

## 2.5 Data analysis

SPSS 11.5 was the statistical analysis package used to analyze the data. The methods used to analyze data are as follows.

### 2.5.1 Quantitative data

1. Personal data of the respondents, such as demographic characteristics, trip characteristics, and overall souvenir purchase behavior, were analyzed by descriptive statistics like frequency and percentage.

2. The different demographic variables and souvenir purchase behaviors were carried out by frequency, percentage and cross-tabulations Pearson Chi-Square at level of confidence of 95%.

3. Mean and standard deviation were used to analyze the overall Importance of marketing mix variables on souvenir purchase decision.

Similarly, the customer's level of satisfaction with purchased souvenirs was also determined by mean, and standard deviation. There were two parts used five levels of Likert Scale to gain the respondents' feedback. Score of mean to interpret the

importance levels and satisfaction levels were presented in Table 2.2.

4. One-way ANOVA tests were performed to determine the significant differences among three selective descriptions, within each individual souvenir categories, and importance ratings of marketing mix variables.

**Table 2.2** Likert Scale Evaluation

<b>Likert scale</b>	<b>Mean</b>	<b>The Importance Levels</b>	<b>The Satisfaction Levels</b>
5	4.20-5.00	Crucial	Very satisfied
4	3.40-4.19	Very importance	Satisfied
3	2.60-3.39	Importance	Fair
2	1.80-2.59	Slight importance	Dissatisfied
1	1.00-1.79	Not importance	Very dissatisfied

### **2.5.2 Qualitative data**

Content analysis based on marketing mix components



## **CHAPTER 3 RESULTS**

This chapter presents an analysis of the results of the study. This research is aimed to examine the behavior of international visitors, in relation to souvenir purchasing, to study the influencing factors behind souvenir purchasing behaviors, to explore the differences in ratings to the marketing mix of purchase decisions (in souvenir categories), and to examine international visitors satisfaction regarding souvenirs in Phuket.

The results are organized into two sections, based on the quantitative data and qualitative data.

### **3.1 Quantitative Data (Numerical Analysis)**

For quantitative research, the methodology was carried out through a survey of 400 questionnaires, taken by international Phuket visitors, during April to May 2006. SPSS for Windows version 11.5 was the statistical analysis package used to analyze the data. The results are presented as following:

#### 3.1.1 Demographic Characteristics

#### 3.1.2 Visitors' Trip Characteristics while visiting Phuket

#### 3.1.3 Souvenirs Purchasing Behaviors

##### 3.1.3.1 Problem recognition

##### 3.1.3.2 Information search

##### 3.1.3.3 Evaluation of alternatives

##### 3.1.3.4 Purchased decision

##### 3.1.3.5 Post-purchased evaluation

#### 3.1.4 Problem or Weakness' in the Phuket Souvenir Marketplace

### **3.1.1 Demographic Characteristics**

To obtain a better understanding the of International Phuket visitors' characteristics, this section describes the major demographic characteristics of the survey sample, and the variables that relate to souvenirs purchasing behaviors. Table 3.1 shows the breakdown of demographic characteristics. The demographic characters of our respondents were analyzed individually into frequency and percentage.

Among the international visitors, 175 respondents (43.75%) were male, and 225 respondents (56.25%) were female. They ranged in age from 15 to older than 55 years, most respondents were younger than 44 (more than 70% of the total sample), with the highest age ranging was between 25-34 years at 27.75% of total.

The highest level of education, 150 (37.5%) respondents graduated from a bachelors degree program, at least 20 (5%) of people graduated with a masters degree or higher. More than half of total respondents, 134 (33.50%), held a diploma and 116 (29.00%) people only passed high school or a lower level.

Most of respondents came from Europe (37.25%), followed by North America (24.50%), Asia with non-ASEAN (13.25%), and equally distributed of ASEAN and Australia (12.50%).

**Table 3.1** Frequency and Percentage Distribution of Respondents classified by their Demographic Characteristics

<b>Demographic Characteristics</b>		<b>Frequency (n)</b>	<b>Percentage (%)</b>
<b>Gender</b>	Male	175	43.75
	Female	225	56.25
	Total	400	100.00
<b>Age</b>	15-24	87	21.75
	25-34	111	27.75
	35-44	86	21.50

	45-54	64	16.00
	55 or older	52	13.00
	Total	400	100.00
<b>Education</b>	High school or lower	116	29.00
	Diploma	134	33.50
	Bachelor Degree	130	32.50
	Master Degree or higher	20	5.00
	Total	400	100.00

**Table 3.1** (Continued)

<b>Demographic Characteristics</b>		<b>Frequency (n)</b>	<b>Percentage (%)</b>
<b>Region of resident</b>	Europe	149	37.25
	North America	98	24.50
	Australia	50	12.50
	ASEAN	50	12.50
	Other Asia	53	13.25
	Total	400	100.00

### 3.1.2 Visitors' Trip Characteristics

The study of vacation characteristics of respondents shows more about their experiences, perceptions, and learning about their destination. Therefore this part of the study will be useful for the marketer, to understand the customers, and thus be able to develop suitable marketing strategies to attract customers. Table 3.2 shows trip characteristics of the respondents.

Out of respondents, 70% had previously visited Phuket before, and 30% had never visited Phuket before. This data indicated that the majority of respondents tended to have a lot of experiences of Phuket. The majority of the sample visited

Phuket for holiday (60.75%), followed by business (24%), visiting friends or relative (14.50%), and just few for MICE activities (0.75%).

Most of them stayed in Phuket for 4-7 days (31.50%), followed by 2-3 days (24.25%), more than 10 days (15.75%) and excursion (15.50%). The data shows more that Europeans had a longest trip arranging in Phuket with the high percentage of 63.49% of this group stayed more than 2 weeks.

The majority of respondents expected expenditure (excluding airfare) was at maximum \$1,000 (54%) per person. However there were 26.25% from a high spending group, expected to use over \$2,001 per person. The groups with the highest spenders were Europeans, who expected to spend over \$2,001 per person around 12.25% of total respondents.

The result from multi responses shows that the top attraction in Phuket was its beaches (51%). Followed in popularity (23%), shopping (22%), cultural and religion (17.50%), business (11%), and health and spa (8.40%).

**Table 3.2** Frequency and Percentage Distribution of Respondents, classified by Their Phuket Trip Characteristics

<b>Trip Characteristics</b>		<b>Frequency (n)</b>	<b>Percentage (%)</b>
<b>Number of Phuket Visiting</b>	First time	120	30.00
	Second time	194	48.50
	Third time	49	12.25
	Fourth time and above	37	9.25
	Total	400	100.00
<b>Objectives</b>	Holiday	243	60.75
	Business	96	24.00
	Visiting friends & relatives	58	14.50
	MICE	3	0.75

	Total	400	100.00
<b>Trip arrangement</b>	Tour package	146	36.50
	Non-package/ own arrangement	254	63.50
	Total	400	100.00
<b>Length of visit</b>	1 day/ excursion	62	15.50
	2-3 days	97	24.25
	4-7 days	126	31.50
	8-10 days	52	13.00
	11 days and above	63	15.75
	Total	400	100.00
<b>Spending amount</b>	500 Dollars or lower	56	14.00
	501-1,000 Dollars	160	40.00
	1,001-1,500 Dollars	32	8.00
	1,501-2,000 Dollars	47	11.75
	Over 2,001 Dollars	105	26.25
	Total	400	100.00

**Table 3.2**  
(Continued)

<b>Trip Characteristics</b>		<b>Frequency (n)</b>	<b>Percentage (%)</b>
<b>Visited Attraction<sup>a</sup></b>	Beaches	195	51.00
	Popularity	88	23.00
	Shopping	84	22.00
	Cultural & religion	67	17.50

Business	42	11.00
Health & spa	32	8.40
Total	508 <sup>a</sup>	N/A <sup>a</sup>

Remark: **a** = Frequencies and Percentages shown are multiple responses.

Among 400 respondents, more than half (63.50%) arranged the trip by themselves. The data indicated that only Asian visitors tended to prefer traveling with Tour Companies. The number showed that up to 75.47% of Asians traveled by tour package arrangements. The main countries of Asian respondents who preferring trip packages, were from: Japan, Korea, Hong Kong, China and Russia, whereas the slight number of Asian who arranged their trips on their own were from India and Singapore.

One interesting figure showed that 49 out of 149 European respondents bought tour packages. However, most of 49 Europeans arranged just some part of the package, such as air ticket and hotel only. Moreover, most of them are Scandinavians who come to Phuket by charter flight.

Most visitor's, from various other regions, traveled by making their own arrangements. The frequencies and percentages are presented in table 3.3.

The results could help souvenir retailers know that the trends of traveling visitors are changing. People dare to travel on their own. One more thing to be noted is the development of internet. People can book flight tickets, hotels and check other tourist information online, so they can plan their trip easier than in the past. Therefore, besides focusing on corporate Tour Company, souvenirs retailers have to focus more on FIT customers.

**Table 3.3** Frequency Distribution of Trip Arrangement classified by **Region of resident**

Region of resident	Frequency and Percentage of Trip Arrangement		Total
	Package Tour	Non-package	
ASEAN	11 (2.75)	39 (9.75)	50 (12.50)
Asia (non ASEAN)	40 (10.00)	13 (3.25)	53 (13.25)
North America	33 (8.25)	65 (16.25)	98 (24.50)
Europe	49 (12.25)	100 (25.00)	149 (37.25)
Australia	13 (3.25)	37 (9.25)	50 (12.50)
Total	146 (36.50)	254 (63.50)	400 (100)

### 3.1.3 Souvenirs Purchasing Behaviors

Purchasing behavior is the decision process, and act of people, involved in buying and using products. Therefore in order to understand the souvenir buyers, the understanding should be focused on the reasons for buying, factors influencing the purchase, and the changing of influencing factors. Another way of explanation is to see that; each purchase decision stage leads to a difference in purchase decisions. Thus, the examination of international visitors' souvenir purchasing behaviors was developed in this study.

The results were investigated based on the model of purchase decision; problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

### 3.1.3.1 Problem Recognition

This stage is a need awareness process, one that expresses the difference between the desire state, and the actual condition. In this stage, people try to fulfill their deficient need. Therefore, the reason for souvenir purchasing shows the implied psychological condition. The study proposed its investigation with question: how does a consumer decide that he/she needs a souvenir?

Based on the multiple answers of respondents, the purpose of souvenir purchasing (see table 3.4) was: highest at 201 frequencies represented that souvenirs were purchased as a gift, followed by personal use (178 in frequencies), a small number for collection (54 in frequencies), and for commercial purpose (49 in frequencies).

The highest frequencies of respondents purchased souvenirs for gift, this data pointed that they want to be acknowledged by other people. Besides that they wanted to fulfill their personal needs also.

178 Frequencies proved that souvenirs were more than gifts from Phuket. Respondents purchased them for personal use, include collecting. This result could help souvenirs retailers to understand needs and wants of souvenir purchasers.

However, souvenirs might be best marketed as direct commercial products, as can see only few customers purchasing with the purpose of reselling. In-direct commercial happened when friends and relatives of respondents asked them to buy souvenirs when they travel.

**Table 3.4** Ranking by Frequency and Percentage Distribution of Purposes for Purchasing Souvenirs

<b>Rank</b>	<b>Purposes of Souvenirs Purchasing</b>	<b>Frequentness (n)</b>	<b>Percentage (%)</b>
1	Gift	201	51.70
2	Personal use	178	45.80



3	Collection	54	13.90
4	Commercial	49	12.60
Total		482 <sup>a</sup>	N/A <sup>a</sup>

Remark: **a** = Frequencies and Percentages represent multi responses.

Frequency of souvenir purchasing by respondents was another behavior checked in this study. With regard to individual experiences of respondents, the frequencies of souvenirs purchased were 60.75% sometime, 21.25% hardly ever, 14.25% every time, and only 3.75% never purchased (table 3.5).

**Table 3.5** Frequency and Percentage Distribution of Frequency of Souvenirs Purchasing

<b>Frequency of Souvenirs Purchasing</b>	<b>Frequentness (n)</b>	<b>Percentage (%)</b>
Every time	57	14.25
Sometimes	243	60.75
Hardly ever	85	21.25
Never	15	3.75
Total	400	100

The difference of frequency, of souvenir purchasing behaviors, with respondents' demographic characteristics was conducted by using chi-square test (table 3.6). The result found that the frequency of buying was associated with gender (p-value = 0.002), education (p-value = 0.035), residential zone (p-value = 0.032), and expected expenditure variables (p-value = 0.043).

Between gender variables, female visitors tended to purchase souvenirs more frequent than male. However, the resulting majority of both male and female sometimes purchased souvenirs during their trips.

In terms of education levels, the majority of respondents showed 21.25% had diplomas, 19.75% high school or lower level, 17.75% at a bachelor Bachelors level, and 2% had a Masters or higher. Focusing only on those who purchased every time, the highest percentage were from high school or lower category, and bachelor, the results at 4.75%.

The significance found in sometimes purchasing, also for zones residency variables. The percentage of each zone was 20.50% for Europe, 15.50% for North America, 9.50 for ASEAN, 8.75% for Non-ASEAN Asia, and 6.50 for Australia. By comparing in each zone, Europe and Australia were interesting groups, because they shopped more often than other zones.

For souvenir spending, the results found that all economic levels usually purchased souvenirs. However, the interesting group was the middle class, whose expected expenditure was \$501-\$1,000 that there were high percentage at 7.50% of 400 respondents purchase souvenir every time.

**Table 3.6** Significant Differences between Respondents' Demographic Variables and Their Frequency of Souvenirs Purchasing

Demographic items	Frequency of souvenirs purchasing				Summary of Test Results
	Every time	Sometimes	Hardly ever	Never	
<b><u>Gender</u></b>					$\chi^2 = 14.458$ p-value= 0.002 <sup>b</sup>
Male	18 (4.50)	98 (24.50)	49 (12.25)	10 (2.50)	
Female	39 (9.75)	145 (35.25)	36 (9.00)	5 (1.25)	
<b><u>Age</u></b>					$\chi^2 = 15.204$ p-value = 0.230
15-24	15 (3.75)	53 (13.25)	17 (4.25)	2 (0.50)	
25-34	17 (4.25)	68 (17.00)	23 (5.75)	3 (0.75)	
35-44	12 (3.00)	50 (12.50)	22 (5.50)	2 (0.50)	
45-54	9 (2.25)	35 (8.75)	13 (3.25)	7 (1.75)	
55 or older	4 (1.00)	37 (9.25)	10 (2.50)	1 (0.25)	
<b><u>Education</u></b>					$\chi^2 = 18.003$ p-value= 0.035 <sup>b</sup>
High school/lower	19 (4.75)	79 (19.75)	17 (4.25)	1 (0.25)	
Diploma	16 (4.00)	85 (21.25)	25 (6.25)	8 (2.00)	
Bachelor	19 (4.75)	71 (17.75)	36 (9.00)	4 (1.00)	
Master or higher	3 (0.75)	8 (2.00)	7 (1.75)	2 (0.50)	

**Table 3.6 (Continued)**

<b>Demographic items</b>	<b>Frequency of souvenirs purchasing</b>				<b>Summary of Test Results</b>
	<b>Every time</b>	<b>Sometimes</b>	<b>Hardly ever</b>	<b>Never</b>	
<b><u>Residential Zone</u></b>					<b><math>\chi^2 = 22.550</math> p-value= 0.032<sup>b</sup></b>
ASEAN	1 (0.25)	38 (9.50)	8 (2.00)	3 (0.75)	
Asia (non ASEAN)	6 (1.50)	35 (8.75)	11 (2.75)	1 (0.25)	
North America	8 (2.00)	62 (15.50)	25 (6.25)	3 (0.75)	
Europe	30 (7.50)	82 (20.50)	32 (8.00)	5 (1.25)	
Australia	12 (3.00)	26 (6.50)	9 (2.25)	3 (0.75)	
<b><u>Expected expenditure</u></b>					<b><math>\chi^2 = 21.568</math> p-value= 0.043<sup>b</sup></b>
Under \$500	8 (2.00)	36 (9.00)	9 (2.25)	3 (0.75)	
\$501-\$1,000	30 (7.50)	94 (23.50)	34 (8.50)	2 (0.50)	
\$1,001-\$1,500	4 (1.00)	20 (5.00)	8 (2.00)	0 (0.00)	
\$1,501-\$2,000	4 (1.00)	26 (6.50)	16 (4.00)	1 (0.25)	
Over \$2,000	11 (2.75)	67 (16.75)	18 (4.50)	9 (2.25)	

Remark: **b** = Chi-square tests indicated the difference between groups was statistically significant at  $P \leq 0.05$

### 3.1.3.2 Information Search

This stage is the process where visitors received information about Phuket souvenirs. The visitors learned about souvenirs from information they received. The learning would lead to the decision making of visitors. Therefore, studying about sources of souvenirs information would benefit directly to developing a marketing strategy for souvenir providers. Due to the literature, reviewing learning that can occur anytime, depending on the stimulation, this study addressed questions about sources of souvenirs information to all of the respondents.

As information searching can occur in various moments, the one who intends to purchase souvenirs seems to find information to clarify their needs before the purchase action. Another point to be discussed in this stage is souvenir pre-purchase behavior (see table 3.7). In examining pre-purchase behavior, respondents were classified into two groups; preplanned group and unplanned group. The majority of the respondents were unplanned (273 persons or 68.25% of all respondents). The rest (31.75% or 127 people) found some information about souvenirs before travelling.

**Table 3.7** Frequency and Percentage distribution of respondents classified by their pre-purchase behavior

<b>Pre-purchase behavior</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
Pre-planned	127	31.75
None planned	273	68.25
Total	400	100.00

Next, the study was to explore the relationship between the respondents' demographic variables, and their souvenir pre-purchase behavior. They were statistically different from each other, based on gender (p-value = 0.000), age (p-value = 0.019), zone of resident (p-value = 0.003) and economic

variables (p-value = 0.000). However, there was no significant difference among the four various education levels, in terms of pre-purchase behavior (see table 3.8).

The results found that the majority of both of males (37.00%) and females (31.25%) had no plan to purchase souvenirs. Comparing between genders, the finding identified that women tend to do pre-purchase contemplation, before their visit, than men. Within 31.75% of pre-purchase respondents, women accounted for 25%, whereas men only 6.75%. Of all of the age ranges questions, the majority of souvenirs that were purchased un-planned, were higher than those given pre-purchase thought. Within age variables, the age between 15-24 years, and 25-34 years, had less different intervals than other age ranges. This meant that younger purchasers seemed to preplan in a higher proportion to that of an older person. Australian and Asian (non ASEAN) were the groups that showed small differences in planned and unplanned behaviors. However, the results of other regions showed that most of respondents did not plan to buy souvenirs before traveling. It was interesting to note that the majority of the pre-planned group came from respondents who had expected to spend \$1,000 or lower (66.14%). The group of high power spenders showed that they didn't plan to buy souvenir, 85% of a total 105 people.

**Table 3.8** Relationship between Respondents' Demographic Variables and Their Souvenir Pre-planned Individual

<b>Demographic Items</b>	<b>Souvenirs Pre-purchase Behavior</b>		<b>Summary of Test Results</b>
	<b>Pre-purchased</b>	<b>Unplanned</b>	
<b><u>Gender</u></b>			$\chi^2 = 38.246$ <b>p-value= 0.000</b> b
Male	27 (6.75)	148 (37.00)	
Female	100	125	

	(25.00)	(31.25)	
<b><u>Age</u></b>			
15-24	36 (9.00)	51 (12.75)	$\chi^2 = 11.809$ p-value = 0.019 <sub>b</sub>
25-34	41 (10.25)	70 (17.50)	
35-44	18 (4.50)	68 (17.00)	
45-54	15 (3.75)	49 (12.25)	
55 or older	17 (4.25)	35 (8.75)	

Table 3.8 (Continued)

<b>Demographic Items</b>	<b>Souvenirs Pre-purchase Behavior</b>		<b>Summary of Test Results</b>
	<b>Pre-purchased</b>	<b>Unplanned</b>	
<b><u>Education</u></b>			
High school or lower	40 (10.00)	76 (19.00)	$\chi^2 = 3.381$ p-value = 0.337
Diploma	45 (11.25)	89 (22.25)	
Bachelor	39 (9.75)	91 (22.75)	
Master or higher	3 (0.75)	17 (4.25)	
<b><u>Zone of resident</u></b>			
ASEAN	18 (4.50)	32 (8.00)	$\chi^2 = 16.153$ p-value = 0.003 <sub>b</sub>
Asia (non ASEAN)	22 (5.50)	31 (7.75)	
North America	16	82	



	(4.00)	(20.50)
Europe	50 (12.50)	99 (24.75)
Australia	21 (5.25)	29 (7.25)

**Table 3.8 (Continued)**

Demographic Items	Souvenirs Pre-purchase Behavior		Summary of Test Results
	Pre-purchased	Unplanned	
<u>Expected expenditure</u> Under \$500	19 (4.75)	37 (9.25)	$\chi^2 = 24.009$ <b>p-value = 0.000</b> <sub>b</sub>
\$501-\$1,000	65 (16.25)	95 (23.75)	
\$1,001-\$1,500	10 (2.50)	22 (5.50)	
\$1,501-\$2,000	19 (4.75)	28 (7.00)	
Over \$2,000	14 (3.50)	91 (22.75)	

Remark: **b** = Chi-square tests indicated the difference between groups was statistically significant at  $P \leq 0.05$

The next study was to see what type of respondents were interested in, and searched for, souvenir information. As one person can get information from many sources, multi-response alternatives were implemented.

Based on the multiple responses of souvenir information sources (table 3.9), respondents reached and relied the most on their own experiences and/or from the people close to them (232 in frequencies). The next sources were brochure and guidebooks which had equal rates of frequency with newspapers and magazines at 111. The rests showed some relationship with trip arrangements; tour-package visitors tended to follow the recommendations from tour guides (61 in frequencies), while the non-package visitors found out information on internet (63 in frequencies) or from Tourist Information Centers upon arrival (45 in frequencies).

**Table 3.9** Frequency Distribution of Souvenirs Information Sources

Sources of Information	Frequency (n)
Friends or relatives	116
Own experiences	116
Brochures/ guidebooks	111
Newspaper or magazines	111
Internet	63
Tour company/ guide	61
Tourist information centre	45
Total	623 <sup>a</sup>

Remark: **a** = Frequencies and Percentages represent multi responses.

From the results, souvenir information was not reached only during the trip pre-planning stage. There were many visitors who waited to search for souvenir information until they were at the destination. The results indicated that respondents tended to rely on their own experiences, and word of mouth, more than public or commercial sources.

### 3.1.3.3 Evaluation of Alternatives

This section of study was employed to access the respondents' evaluation criteria for the souvenirs, before making the purchase decision. Based on the service marketing 5Ps of Heuvel (1993), the souvenir factors were developed into product, price, place, promotion, and personnel. A 5-point scale was adapted to rate the importance of the souvenir factors. 25 items of 5Ps marketing mix were allowed to ranging from 1 (Not important) to 5 (Crucial) with a midpoint of 3 (important). The Table 3.10 provides a summary of overall importance of marketing mix on souvenir purchase decision.

The findings showed that all of five marketing mix groups were rated at important level. More specifically, the

personnel factors were ranked among some of the highest criteria, showing an average mean score of 3.37. The results showed that service quality is an excellent tool and marketing strategy. It also played a vital role in the decision making of buyers.

The average score for the price factor was ranked at an importance level of 3.31. Value for money represented the most important evaluation criteria by respondents.

The overall mean of product factors was 3.07. Ranking of mean from highest to lowest of product elements were: creative design (3.28), uniqueness (3.24), beauty (3.24), style (3.12), quality (3.11), product assortments (3.09), brand name (2.99), durability and after-sales services (2.96), packaging (2.94), and warranty (2.90).

The average score of promotion was 2.99, which ranked fourth important. Among three strategies, recommendations of people, or word of mouth, became the most important criteria in decision making.

The average mean score of place was the top among the five portions of the marketing mix. The feature and atmosphere of shop showed the most important score for respondents. It is interesting to note that the fame of the shop became the least important in terms of evaluation criteria.

**Table 3.10** Mean Summary of Overall Importance of Marketing Mix Variables on Souvenir Purchase Decision

<b>Marketing mix Variables</b>		<b>Mean</b>	<b>Std.</b>	<b>Importance level</b>
<b>Product Variables</b>	Creative design	3.28	1.15	Important
	Uniqueness	3.24	1.37	Important
	Beauty	3.17	1.27	Important
	Style	3.12	1.14	Important
	Quality	3.11	1.23	Important
	Product assortment	3.09	1.27	Important
	Brand name	2.99	1.26	Important
	Durability	2.96	1.27	Important
	After-sales services	2.96	1.13	Important
	Packaging	2.94	1.33	Important
	Warranty	2.90	1.30	Important
	<b>Average Mean Score</b>	<b>3.07</b>	<b>0.94</b>	<b>Important</b>
	<b>Price Variables</b>	Value for money	3.51	1.17
Clear and distinct price tags		3.28	1.24	Important
Bargained opportunity		3.12	1.25	Important
<b>Average Mean Score</b>		<b>3.31</b>	<b>1.01</b>	<b>Important</b>
<b>Place Variables</b>	Shop's feature and atmosphere	3.23	1.16	Important
	Theme of decoration	3.02	1.27	Important
	Convenience	2.89	1.31	Important
	Surrounding environment	2.81	1.38	Important
	Renowned shop	2.74	1.28	Important
	<b>Average Mean Score</b>	<b>2.94</b>	<b>1.09</b>	<b>Important</b>

<b>Promotion Variables</b>	Recommendations of people	3.08	1.36	Important
	Sales promotions	3.04	1.29	Important
	Advertisements	2.85	1.340	Important
	<b>Average Mean Score</b>	<b>2.99</b>	<b>1.21</b>	<b>Important</b>
<b>Personnel Variables</b>	Hospitality of sales person	3.62	1.28	Very important
	Knowledge of sales person	3.12	1.14	Important
	<b>Average Mean Score</b>	<b>3.37</b>	<b>1.06</b>	<b>Important</b>

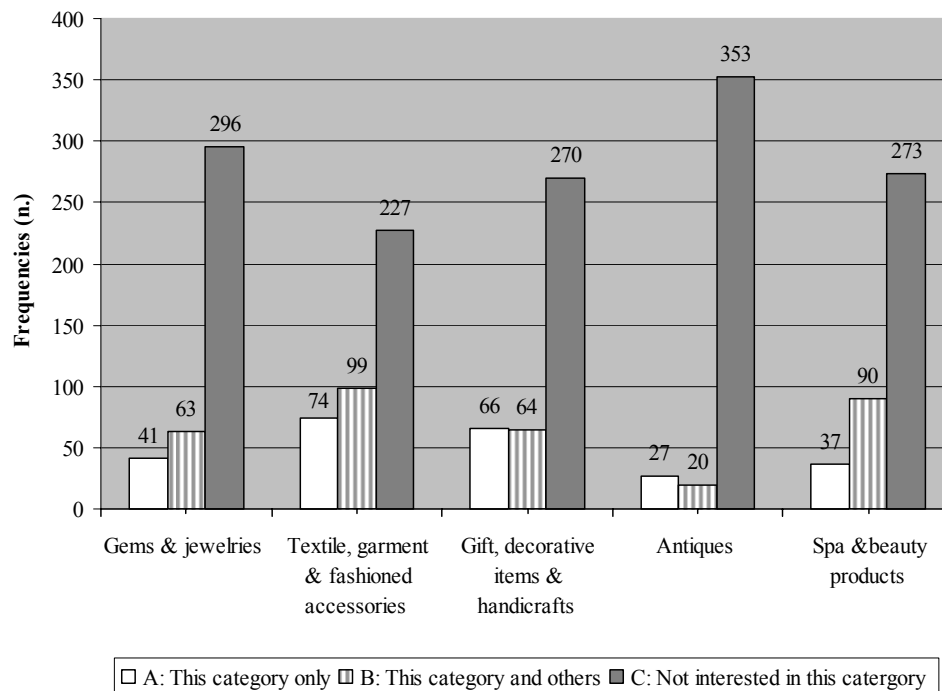
Remark: Based on a scale ranging from 1 (Not important) to 5 (Crucial)

Indeed evaluation criteria changes overtime and among market segments. Therefore the evaluation could be changed toward souvenir types. Among the variety of souvenirs available in Phuket, the highest interest generated by respondents was in: textile, garment and fashioned accessories (173 on frequencies), followed by gift, decorative items and handicrafts (130 on frequencies), Spa and beauty products (127 on frequencies), gem and jewelries (104 on frequencies), and antiques (47 on frequencies). Figure 2 shows the deeper data of souvenir preference, described by international visitors. The breakdown of multi-responses for souvenirs selective frequencies was presented in figure 3.1

The findings revealed that most of respondents were interested to purchase more than one group (type) of souvenir. Overall, respondents interested to purchase from only one souvenir group were around 42.24% of total cases, and a bit higher figure at 57.76% of total cases was interested in purchasing from two souvenir groups, as a minimum. This characteristic was found in the type of textile and garment, fashion accessories, Spa and beauty products. However, some difference was found in the type of antique, gift, decorative item

and handicrafts; the respondents were interested in those two specific souvenir types only a bit more than they were interested in several types.

**Figure 3.1** Frequency distribution of interested descriptions, from each souvenir category



For further report and evaluation, researcher used code to represent the way of souvenirs selecting as following.

**S1A** = selected only gems and jewelries category

**S1B** = selected gems and jewelries and other categories

**S1C** = not selected gems and jewelries category

**S2A** = selected only textile, garment and fashioned accessories category

**S2B** = selected textile, garment and fashioned accessories and other categories

**S2C** = not selected textile, garment and fashioned accessories category

**S3A** = selected only gift, decorative items & handicrafts category

**S3B** = selected gift, decorative items & handicrafts and other categories

**S3C** = not selected gift, decorative items & handicrafts category

**S4A** = selected only antique category

**S4B** = selected antique and other categories

**S4C** = not selected antique category

**S5A** = selected only spa and beauty category

**S5B** = selected spa and beauty and other categories

**S5C** = not selected spa and beauty category

One-way ANOVA tests were performed, to determine the significant differences among three selective descriptions, within each individual souvenir category, and to give an importance rating of marketing mix variables.

Within the category of gems and jewelries (table 3.11), there were significant differences found in seven out of eleven among product variables. There were brand names (p-value = 0.033), durability (p-value = 0.007), after sales service (p-value = 0.040), packaging (p-value = 0.000), warranty (p-value = 0.000), uniqueness (p-value = 0.024), and style of product (p-value = 0.045) are variables that buyers use to make purchase decisions. For the place marketing mix, there were two significant variables found. which are; shops' convenience (p-value = 0.035) and theme of decoration (p-value = 0.047). Only the advertisement factor showed significance, out of promotion variables. It was interesting to note that both of the personnel factors; hospitality of sales person (p-value = 0.030) and knowledge of sales person (p-value = 0.008) were shown to have significant results. Finally, there was no significance among any of the price variables. The discussions will be identified in the next chapter.



**Table 3.11** Significance Values of One-way ANOVA Tests for Comparison the Mean Different of Gems and Jewelries Selections and Marketing Mix Variables

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Creative design</b>			2.876	0.058
S1A	3.28	1.11		
S1B	2.97	1.26		
S1C	3.35	1.13		
<b>Uniqueness</b>			3.779	<b>0.024<sup>d</sup></b>
S1A	3.38	1.43		
S1B	2.81	1.40		
S1C	3.31	1.34		
<b>Beauty</b>			1.142	0.320
S1A	3.25	1.30		
S1B	2.95	1.30		
S1C	3.20	1.21		
<b>Style</b>			3.123	<b>0.045<sup>d</sup></b>
S1A	3.00	1.45		
S1B	2.83	0.96		
S1C	3.20	1.12		
<b>Quality</b>			2.386	0.093
S1A	3.25	1.41		
S1B	2.79	1.37		
S1C	3.16	1.238		
<b>Product assortment</b>			1.112	0.330
S1A	3.08	1.86		
S1B	2.87	1.21		
S1C	3.13	1.26		
<b>Brand name</b>			3.451	<b>0.033<sup>d</sup></b>
S1A	2.95	1.40		
S1B	2.62	1.20		
S1C	3.07	1.24		

**Table 3.11 (Continued)**

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Durability</b>			5.089	<b>0.007<sup>d</sup></b>
S1A	3.08	1.39		
S1B	2.49	1.18		
S1C	3.04	1.26		
<b>After-sales services</b>			3.243	<b>0.040<sup>d</sup></b>
S1A	2.85	1.25		
S1B	2.65	1.19		
S1C	3.04	1.10		
<b>Packaging</b>			28.630	<b>0.000<sup>d</sup></b>
S1A	1.65	0.98		
S1B	2.63	1.27		
S1C	3.18	1.28		
<b>Warranty</b>			12.918	<b>0.000<sup>d</sup></b>
S1A	3.85	1.05		
S1B	2.68	1.31		
S1C	2.81	1.28		
<b>Value for money</b>			1.548	0.214
S1A	3.80	1.32		
S1B	3.40	1.01		
S1C	3.50	1.17		
<b>Clear and distinct price tags</b>			1.317	0.269
S1A	3.33	1.47		
S1B	3.05	1.16		
S1C	3.32	1.22		
<b>Bargained opportunity</b>			1.912	0.149
S1A	3.05	1.52		
S1B	2.86	1.16		
S1C	3.19	1.22		

**Table 3.11 (Continued)**

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Shop's feature and atmosphere</b>			0.333	0.717
S1A	3.20	1.45		
S1B	3.13	0.99		
S1C	3.26	1.16		
<b>Theme of decoration</b>			3.084	<b>0.047<sup>d</sup></b>
S1A	3.18	1.62		
S1B	2.67	1.05		
S1C	3.08	1.25		
<b>Shop's convenience</b>			3.372	<b>0.035<sup>d</sup></b>
S1A	2.83	1.62		
S1B	2.51	1.15		
S1C	2.97	1.28		
<b>Surrounding environment</b>			2.043	0.131
S1A	2.93	1.51		
S1B	2.49	1.31		
S1C	2.86	1.37		
<b>Renowned shop</b>			1.725	0.180
S1A	2.80	1.54		
S1B	2.46	1.13		
S1C	2.78	1.27		
<b>Recommendations of people</b>			2.928	0.055
S1A	3.03	1.58		
S1B	2.71	1.16		
S1C	3.16	1.36		
<b>Sales promotions</b>			0.461	0.631
S1A	2.90	1.53		
S1B	2.95	1.11		
S1C	3.07	1.29		

**Table 3.11 (Continued)**

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Advertisements</b>			3.224	<b>0.041<sup>d</sup></b>
S1A	2.83	1.57		
S1B	2.46	1.08		
S1C	2.93	1.35		
<b>Hospitality of sales person</b>			3.552	<b>0.030<sup>d</sup></b>
S1A	3.68	1.40		
S1B	3.22	1.44		
S1C	3.69	1.21		
<b>Knowledge of sales person</b>			4.925	<b>0.008<sup>d</sup></b>
S1A	3.03	1.25		
S1B	2.73	1.22		
S1C	3.22	1.10		

Remark: **d** = One-way ANOVA tests indicated the difference between groups was statistically significant at  $P \leq 0.05$

The second type of souvenir is: textile, garment and fashion accessories. There were two variable factors found significant: souvenirs' uniqueness (p-value = 0.049), and warranty (p-value = 0.004). Besides these two factors, environment also (p-value = 0.024) showed significant importance.

However, insignificance was found in price, promotion and personnel variables. Results from the questionnaire are shown in table 3.12

**Table 3.12** Significance Values of One-way ANOVA Tests for Comparison the Mean Different of Textile, Garment and Fashioned Accessories Selections and Marketing Mix Variables

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Creative design</b>			2.452	0.087
S2A	3.35	1.04		
S2B	3.06	1.13		
S2C	3.36	1.19		
<b>Uniqueness</b>			3.049	<b>0.049<sup>d</sup></b>
S2A	3.43	1.38		
S2B	2.96	1.32		
S2C	3.30	1.38		
<b>Beauty</b>			1.851	0.158
S2A	3.26	1.24		
S2B	2.96	1.13		
S2C	3.22	1.27		
<b>Style</b>			0.264	0.768
S2A	3.08	1.11		
S2B	3.07	1.06		
S2C	3.16	1.19		
<b>Quality</b>			0.193	0.824
S2A	3.14	1.33		
S2B	3.04	1.20		
S2C	3.13	1.30		
<b>Product assortment</b>			0.032	0.968
S2A	3.05	1.38		
S2B	3.09	1.10		
S2C	3.10	1.30		
<b>Brand name</b>			2.480	0.085
S2A	3.04	1.24		
S2B	2.75	1.27		
S2C	3.08	1.25		

**Table 3.12 (Continued)**

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Durability</b>			2.000	0.137
S2A	2.91	1.35		
S2B	2.76	1.11		
S2C	3.06	1.30		
<b>After-sales services</b>			1.101	0.334
S2A	2.85	1.04		
S2B	2.87	0.98		
S2C	3.03	1.22		
<b>Packaging</b>			0.985	0.374
S2A	3.07	1.19		
S2B	3.03	1.32		
S2C	2.86	1.38		
<b>Warranty</b>			5.553	<b>0.004<sup>d</sup></b>
S2A	2.69	1.40		
S2B	2.63	1.15		
S2C	3.08	1.30		
<b>Value for money</b>			0.802	0.449
S2A	3.51	1.10		
S2B	3.64	1.10		
S2C	3.46	1.22		
<b>Clear and distinct price tags</b>			0.874	0.418
S2A	3.43	1.15		
S2B	3.18	1.23		
S2C	3.27	1.27		
<b>Bargained opportunity</b>			0.891	0.411
S2A	3.30	1.19		
S2B	3.09	1.16		
S2C	3.08	1.30		

**Table 3.12 (Continued)**

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Shop's feature and atmosphere</b>			0.299	0.742
S2A	3.32	1.06		
S2B	3.21	1.00		
S2C	3.21	1.26		
<b>Theme of decoration</b>			1.912	0.149
S2A	3.07	1.16		
S2B	2.81	1.17		
S2C	3.10	1.34		
<b>Shop's convenience</b>			1.443	0.237
S2A	3.00	1.31		
S2B	2.70	1.17		
S2C	2.93	1.36		
<b>Surrounding environment</b>			3.766	<b>0.024<sup>d</sup></b>
S2A	2.74	1.37		
S2B	2.52	1.27		
S2C	2.96	1.41		
<b>Renowned shop</b>			1.888	0.153
S2A	2.68	1.33		
S2B	2.55	1.15		
S2C	2.84	1.32		
<b>Recommendations of people</b>			0.128	0.880
S2A	3.09	1.41		
S2B	3.02	1.30		
S2C	3.10	1.37		
<b>Sales promotions</b>			1.591	0.205
S2A	3.20	1.38		
S2B	2.86	1.13		
S2C	3.06	1.32		

**Table 3.12 (Continued)**

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Advertisements</b>			2.174	0.115
S2A	3.09	1.41		
S2B	2.67	1.20		
S2C	2.84	1.37		
<b>Hospitality of sales person</b>			0.111	0.895
S2A	3.68	1.24		
S2B	3.59	1.20		
S2C	3.61	1.33		
<b>Knowledge of sales person</b>			0.655	0.520
S2A	3.07	1.06		
S2B	3.03	1.01		
S2C	3.18	1.23		

Remark: **d** = One-way ANOVA tests indicated the difference between groups was statistically significant at  $P \leq 0.05$

Refer to table 3.13 that present the significant, and insignificant, variables for selecting the third type of souvenir. For gifts, decorative items & handicrafts, there were significant differences found in: creative design (p-value = 0.000), uniqueness (p-value = 0.016), durability (p-value = 0.004), and packaging of souvenirs (p-value = 0.000). Among place variables, only the theme of decoration (p-value = 0.030) showed significance. Similar to personnel variables, only the hospitality of the sales person was a significant factor. There was no importance given to price and promotion marketing mixes.





**Table 3.13** Significance Values of One-way ANOVA Tests for Comparison the Mean Different of Gift, Decorative Items & Handicrafts Selections and Marketing Mix Variables

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Creative design</b>			8.860	<b>0.000<sup>d</sup></b>
S3A <sup>a</sup>	3.82	0.89		
S3B <sup>b</sup>	3.19	1.22		
S3C <sup>c</sup>	3.17	1.16		
<b>Uniqueness</b>			4.183	<b>0.016<sup>d</sup></b>
S3A	3.68	1.07		
S3B	3.17	1.52		
S3C	3.15	1.38		
<b>Beauty</b>			1.084	0.339
S3A	3.36	1.090		
S3B	3.08	1.34		
S3C	3.14	1.24		
<b>Style</b>			1.658	0.192
S3A	3.30	0.86		
S3B	3.23	1.11		
S3C	3.05	1.20		
<b>Quality</b>			0.865	0.422
S3A	3.29	1.11		
S3B	3.14	1.40		
S3C	3.06	1.29		
<b>Product assortment</b>			2.045	0.131
S3A	3.33	1.10		
S3B	3.19	1.38		
S3C	3.00	1.27		
<b>Brand name</b>			1.230	0.293
S3A	3.21	1.03		
S3B	2.94	1.34		
S3C	2.95	1.29		

**Table 3.13** (Continued)

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Durability</b>			5.521	<b>0.004<sup>d</sup></b>
S3A	3.42	1.11		
S3B	2.86	1.31		
S3C	2.86	1.28		
<b>After-sales services</b>			1.804	0.166
S3A	3.20	1.08		
S3B	2.88	1.11		
S3C	2.92	1.15		
<b>Packaging</b>			10.571	<b>0.000<sup>d</sup></b>
S3A	3.56	1.01		
S3B	3.08	1.46		
S3C	2.76	1.32		
<b>Warranty</b>			1.038	0.355
S3A	3.08	1.15		
S3B	2.75	1.27		
S3C	2.89	1.34		
<b>Value for money</b>			1.117	0.328
S3A	3.68	1.08		
S3B	3.58	1.25		
S3C	3.46	1.17		
<b>Clear and distinct price tags</b>			0.749	0.474
S3A	3.44	1.15		
S3B	3.19	1.26		
S3C	3.26	1.26		
<b>Bargained opportunity</b>			1.518	0.220
S3A	3.35	1.07		
S3B	2.98	1.32		
S3C	3.10	1.27		

**Table 3.13 (Continued)**

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Shop's feature and atmosphere</b>			1.846	0.159
S3A	3.45	1.13		
S3B	3.30	1.18		
S3C	3.16	1.16		
<b>Theme of decoration</b>			3.549	<b>0.030<sup>d</sup></b>
S3A	3.39	0.99		
S3B	3.02	1.33		
S3C	2.93	1.30		
<b>Shop's convenience</b>			3.000	0.051
S3A	3.20	1.15		
S3B	3.00	1.36		
S3C	2.78	1.32		
<b>Surrounding environment</b>			1.971	0.141
S3A	3.11	1.29		
S3B	2.67	1.36		
S3C	2.77	1.40		
<b>Renowned shop</b>			1.701	0.182
S3A	2.98	1.06		
S3B	2.59	1.44		
S3C	2.71	1.29		
<b>Recommendations of people</b>			0.472	0.624
S3A	3.23	1.20		
S3B	3.03	1.46		
S3C	3.06	1.37		
<b>Sales promotions</b>			2.140	0.119
S3A	3.23	1.20		
S3B	3.03	1.46		
S3C	3.06	1.37		

**Table 3.13 (Continued)**

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Advertisements</b>			2.144	0.118
S3A	3.06	1.22		
S3B	2.58	1.33		
S3C	2.86	1.36		
<b>Hospitality of sales person</b>			4.411	<b>0.013<sup>d</sup></b>
S3A	4.00	0.99		
S3B	3.72	1.30		
S3C	3.50	1.32		
<b>Knowledge of sales person</b>			1.562	0.211
S3A	3.33	1.06		
S3B	3.00	1.13		
S3C	3.10	1.17		

Remark: **d** = One-way ANOVA tests indicated the difference between groups was statistically significant at  $P \leq 0.05$

Among the selective descriptions of antiques, there were significant differences found in after-sales service (p-value = 0.000), ‘beauty of product’ factors (p-value = 0.017), and knowledge of salespersons (personnel factors). There were not any statistically significant differences in other marketing mix variables. See table 3.14.

**Table 3.14** Significance Values of One-way ANOVA Tests for Comparison the Mean Different of Antiques Selections and Marketing Mix Variables

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
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<b>Creative design</b>			0.173	0.841
S4A	3.41	1.22		
S4B	3.25	1.21		
S4C	3.27	1.15		
<b>Uniqueness</b>			0.158	0.854
S4A	3.37	1.39		
S4B	3.30	1.30		
S4C	3.23	1.38		

**Table 3.14 (Continued)**

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Beauty</b>			4.091	<b>0.017<sup>d</sup></b>
S4A	3.52	1.34		
S4B	2.50	1.15		
S4C	3.18	1.22		
<b>Style</b>			0.855	0.426
S4A	3.37	1.33		
S4B	3.25	1.07		
S4C	3.10	1.13		
<b>Quality</b>			0.128	0.880
S4A	3.22	1.28		
S4B	3.05	1.10		
S4C	3.10	1.29		
<b>Product assortment</b>			0.603	0.548
S4A	3.19	1.30		
S4B	2.80	1.20		
S4C	3.10	1.27		
<b>Brand name</b>			1.688	0.186
S4A	3.22	1.45		
S4B	2.55	1.23		
S4C	3.00	1.24		
<b>Durability</b>			1.382	0.252
S4A	3.22	1.42		
S4B	2.60	1.10		
S4C	2.95	1.27		

<b>After-sales services</b>			10.423	<b>0.000<sup>d</sup></b>
S4A	3.89	0.97		
S4B	3.05	0.95		
S4C	2.88	1.13		

Table 3.14 (Continued)

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Packaging</b>			1.476	0.230
S4A	3.33	1.33		
S4B	3.10	1.29		
S4C	2.90	1.33		
<b>Warranty</b>			1.026	0.360
S4A	3.15	1.41		
S4B	2.60	1.05		
S4C	2.90	1.31		
<b>Value for money</b>			1.320	0.268
S4A	3.22	1.25		
S4B	3.30	1.08		
S4C	3.55	1.17		
<b>Clear and distinct price tags</b>			1.380	0.253
S4A	3.56	1.37		
S4B	2.95	1.00		
S4C	3.28	1.24		
<b>Bargained opportunity</b>			0.255	0.775
S4A	3.00	1.39		
S4B	3.00	1.21		
S4C	3.14	1.24		
<b>Shop's feature and atmosphere</b>			0.372	0.690
S4A	3.41	1.31		

S4B	3.15	0.93		
S4C	3.22	1.16		
<b>Theme of decoration</b>			0.984	0.375
S4A	3.22	1.45		
S4B	2.70	1.42		
S4C	3.03	1.24		

**Table 3.14 (Continued)**

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Shop's convenience</b>			1.721	0.180
S4A	3.33	1.41		
S4B	2.90	1.45		
S4C	2.85	1.29		
<b>Surrounding environment</b>			1.819	0.164
S4A	3.30	1.46		
S4B	2.75	1.37		
S4C	2.78	1.37		
<b>Renowned shop</b>			2.858	0.059
S4A	3.30	1.41		
S4B	2.60	1.05		
S4C	2.70	1.28		
<b>Recommendations of people</b>			1.060	0.347
S4A	3.44	1.42		
S4B	3.00	1.38		
S4C	3.06	1.35		
<b>Sales promotions</b>			0.233	0.792
S4A	3.00	1.33		
S4B	2.85	1.04		
S4C	3.05	1.30		
<b>Advertisements</b>			1.942	0.145



S4A	3.33	1.49		
S4B	2.85	1.31		
S4C	2.81	1.33		
<b>Hospitality of sales person</b>			0.049	0.952
S4A	3.59	1.37		
S4B	3.70	1.08		
S4C	3.61	1.29		

**Table 3.14 (Continued)**

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Knowledge of sales person</b>			8.881	<b>0.000<sup>d</sup></b>
S4A	3.96	0.89		
S4B	3.35	0.99		
S4C	3.04	1.14		

Remark: **d** = One-way ANOVA tests indicated the difference between groups was statistically significant at  $P \leq 0.05$

For the spa and beauty category, numerous differences showed statistical significance (see table 3.15). Within the product factors, eight out of eleven factors showed significance in: creative design (p-value = 0.018), uniqueness (p-value = 0.004), style of product (p-value = 0.033), quality (p-value = 0.043), product assortment (p-value = 0.015), brand name (p-value = 0.018), durability (p-value = 0.001), and product warranty (p-value = 0.000). For price factors, significance was found in clear and distinct price tag (p-value = 0.001), bargaining opportunities (p-value = 0.003). Shop's attributes and atmosphere showed significance as well as the theme of decoration. Advertisements and hospitality of

salespersons were also found to be significant. This was different among descriptive selection variables.

**Table 3.15** Significance Values of One-way ANOVA Tests for Comparison the Mean Different of Spa and Beauty Selections and Marketing Mix Variables

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Creative design</b>			4.082	<b>0.018<sup>d</sup></b>
S5A	3.14	1.21		
S5B	3.01	1.24		
S5C	3.39	1.10		
<b>Uniqueness</b>			5.694	<b>0.004<sup>d</sup></b>
S5A	3.05	1.41		
S5B	2.86	1.39		
S5C	3.39	1.34		

**Table 3.15** (Continued)

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Beauty</b>			2.478	0.085
S5A	3.24	1.19		
S5B	2.91	1.20		
S5C	3.24	1.25		
<b>Style</b>			3.450	<b>0.033<sup>d</sup></b>
S5A	3.46	1.26		
S5B	2.90	1.01		
S5C	3.15	1.16		
<b>Quality</b>			3.182	<b>0.043<sup>d</sup></b>
S5A	3.32	1.18		
S5B	2.82	1.27		
S5C	3.18	1.29		
<b>Product assortment</b>			4.279	<b>0.015<sup>d</sup></b>
S5A	3.5	1.31		

S5B	2.76	1.23		
S5C	3.20	1.26		
<b>Brand name</b>			4.087	<b>0.018<sup>d</sup></b>
S5A	3.43	1.21		
S5B	2.74	1.13		
S5C	3.01	1.29		
<b>Durability</b>			6.757	<b>0.001<sup>d</sup></b>
S5A	3.19	1.20		
S5B	2.53	1.07		
S5C	3.06	1.31		
<b>After-sales services</b>			1.143	0.320
S5A	2.78	1.11		
S5B	2.86	1.16		
S5C	3.01	1.13		

Table 3.15 (Continued)

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Packaging</b>			0.998	0.369
S5A	3.03	1.32		
S5B	2.77	1.39		
S5C	2.99	1.31		
<b>Warranty</b>			8.099	<b>0.000<sup>d</sup></b>
S5A	3.11	1.20		
S5B	2.42	1.15		
S5C	3.03	1.33		
<b>Value for money</b>			2.138	0.119
S5A	3.46	1.12		
S5B	3.30	1.10		
S5C	3.59	1.19		
<b>Clear and distinct price tags</b>			7.031	<b>0.001<sup>d</sup></b>
S5A	3.43	1.19		

S5B	2.86	1.12		
S5C	3.40	1.16		
<b>Bargained opportunity</b>			5.858	<b>0.003<sup>d</sup></b>
S5A	3.41	1.14		
S5B	2.74	1.22		
S5C	3.21	1.25		
<b>Shop's feature and atmosphere</b>			3.825	<b>0.023<sup>d</sup></b>
S5A	3.08	1.23		
S5B	2.97	1.02		
S5C	3.34	1.18		
<b>Theme of decoration</b>			7.820	<b>0.000<sup>d</sup></b>
S5A	3.22	1.27		
S5B	2.57	1.17		
S5C	3.15	1.27		

**Table 3.15 (Continued)**

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Shop's convenience</b>			2.270	0.105
S5A	2.86	1.23		
S5B	2.63	1.16		
S5C	2.97	1.36		
<b>Surrounding environment</b>			2.775	0.064
S5A	3.08	1.28		
S5B	2.53	1.32		
S5C	2.86	1.40		
<b>Renowned shop</b>			1.781	0.170
S5A	2.78	1.11		
S5B	2.51	1.22		
S5C	2.80	1.32		

<b>Recommendations of people</b>			3.005	0.051
S5A	3.41	1.19		
S5B	2.81	1.32		
S5C	3.12	1.38		
<b>Sales promotions</b>			1.604	0.202
S5A	3.14	1.36		
S5B	2.82	1.09		
S5C	3.09	1.34		
<b>Advertisements</b>			8.040	<b>0.000<sup>d</sup></b>
S5A	3.03	1.26		
S5B	2.36	1.15		
S5C	2.98	1.37		
<b>Hospitality of sales person</b>			4.971	<b>0.007<sup>d</sup></b>
S5A	3.38	1.26		
S5B	3.30	1.36		
S5C	3.75	1.24		

**Table 3.15 (Continued)**

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>S.D.</b>	<b>F-stat.</b>	<b>p-value</b>
<b>Knowledge of sales person</b>			1.156	0.316
S5A	3.08	1.14		
S5B	2.97	1.19		
S5C	3.18	1.13		

Remark: **d** = One-way ANOVA tests indicated the difference between groups was statistically significant at  $P \leq 0.05$

### **3.1.3.4 Purchase Decision**

This is the decision making stage. The study was aimed to examine what international visitors chose when purchasing souvenirs in Phuket; what they bought, where they bought, how much they spent, and how many souvenir items they got.

Types of purchased souvenirs have been clarified before in stage three, then the study was conducted to check where the respondents had spent their time, and purchased those souvenirs from. As there are various souvenir characteristics in Phuket, so to keep the study simplified, the souvenir shops have been separated into four groups: (1) souvenirs booths in department stores, (2) specialist souvenir shops, (3) souvenirs stalls, and (4) souvenirs outlets in hotels.

Whit regard to the data that respondents provided (see table 3.16), it was interesting to note that the highest frequency among 'type of souvenir shop', was souvenir booths in department stores (193 on frequencies). The second was specific types of souvenir retail shops (184 on frequencies), followed by souvenir stalls or street shops (131 on frequencies, and finally souvenir outlets in hotels.

**Table 3.16** Frequency and Percentage distribution of respondents' preferences to souvenirs shopping places in Phuket, classified by types of souvenir shops

<b>Types of souvenir shop</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
Souvenir booths in department stores	193	48.25
Specialist shops/ centers	184	46.00
Souvenir retails/ Souvenir street stalls	131	32.75
Souvenir Outlet in hotels	1	0.25
Total	509	N/A <sup>a</sup>

Remark: **a** = Frequencies and Percentages represent multi responses.

More specifically, this study was to examine where respondents preferred to shop when they had only one specific souvenir group of interest. Therefore, the cross tabulation test was used to answer doubts. As per multi-responses, of both souvenirs purchased categories, and souvenir shops; the results from respondent group who purchased only one souvenir were taken into account. The table 3.17 shows the cross relation between souvenir categories, and souvenir shops, in the following details:

For the respondents who purchased gems and jewelry souvenirs only, the majority of them preferred to shop at specialist souvenir retail shops (31 out of 41 respondents) like, gem and jewelry shops. There were only four respondents who purchased gems and jewelry from stalls or street shops.

Among 74 respondents who purchased only textile, garment & fashion accessories, the weight of selected shops were not too different. The results from multi-answers showed that 40 of them shopped from booths in department stores, 31 selected specialist souvenir retail shops, 24 frequencies shopped

at stalls or street shops, and only one respondent shopped at hotel's souvenir outlet.

66 respondents purchased only gift, decorative items, and handicrafts. 46 purchased their souvenirs from stalls or street shops, booths in department stores were selected by 39 of those who answered our survey, and 17 respondents shopped at specialist shops.

Normally, antiques were not sold in department stores. And based on multi-responses, all of respondents purchased antique souvenirs at antique shops, and three of them also seek further antique souvenirs at antique stalls.

For spa and beauty souvenirs, booths in department stores seem to be the most preferable place to shop (81.10% of total respondents purchased only spa & beauty souvenir). The customers reviewed explained that this kind of shop provides trustable brand name products, which they relied upon in terms of quality.

**Table 3.17** Cross tabulation between souvenir categories and souvenir shops of respondents

Types of souvenir shop	Category of purchased souvenir <sup>a</sup>				
	S1A	S2A	S3A	S4A	S5A
Souvenir booths in department stores	14 (34.10)	40 (54.10)	39 (59.10)	0 (0.00)	30 (81.10)
Specialist souvenir retail shops	31 (75.60)	31 (41.90)	17 (25.80)	27 (100.00)	10 (27.00)
Souvenir stalls/street shops	4 (9.80)	24 (32.40)	46 (69.70)	3 (11.10)	12 (32.40)
Souvenir outlets in hotels	0 (0.00)	1 (1.40)	0 (0.00)	0 (0.00)	0 (0.00)
Total <sup>b</sup>	41 N/A	74 N/A	66 N/A	27 N/A	37 N/A



Remark: **a** = only single category of souvenirs purchased were taken into account;

**b** = frequencies and percentages represent multi responses

The next study was aimed to check how money respondents spent on souvenirs during this Phuket visit. Table 3.18 shows the characteristics of souvenir spending budgets of respondents. The majority of respondents spent 1%-5% of total trip budget on souvenirs (32.75%), which was nearly their forecasted range of 6%-10% (31.50%). Only 15% of respondents not yet spent money on souvenirs in this trip.

**Table 3.18** Frequency and Percentage distribution of respondents classified by their Souvenirs' Spending Percentage

<b>Percentage of Souvenirs Purchased (to total trip expenditure)</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
None	60	15.00
1%-5%	131	32.75
6%-10%	126	31.50
11%-15%	64	16.00
16%-20%	17	4.25
More than 20%	2	0.50
<b>Total</b>	<b>400</b>	<b>100.00</b>

Chi-square tests were also used to see the differences in spending money on souvenirs (table 3.19). The spending was evaluated based on the percentage used of total trip expenditure. They were statistically different from percentage spent based on gender (p-value = 0.000), and education (p-value = 0.014). However no statistical differences were found in souvenir expenditure based on age, zone of resident, and trip expenditure.

**Table 3.19** Significant Differences between Respondents' Demographic Variables and Their Souvenirs Expenditure

Demographic Items	Percentage for Souvenirs Purchased (% to total trip expenditure)					Summary of Test Results
	None	1-5	6-10	11-15	≥ 16	
<b><u>Gender</u></b>						
Male	35 (8.75)	72 (18.00)	38 (9.50)	24 (6.00)	6 (1.50)	$\chi^2=$ <b>23.802</b> p-value= <b>0.000<sup>a</sup></b>
Female	25 (6.25)	59 (14.75)	88 (22.00)	40 (10.00)	13 (3.25)	
<b><u>Age</u></b>						
15-24	16 (4.00)	28 (7.00)	27 (6.75)	14 (3.50)	2 (0.50)	$\chi^2=$ 31.186 p-value= 0.053
25-34	15 (3.75)	26 (6.50)	42 (10.50)	23 (5.75)	5 (1.25)	
35-44	12 (3.00)	28 (7.00)	25 (6.25)	15 (3.75)	6 (1.50)	
45-54	11 (2.75)	26 (6.50)	19 (4.75)	7 (1.75)	1 (0.25)	
55 or older	6 (1.50)	23 (5.75)	13 (3.25)	5 (1.25)	5 (1.25)	
<b><u>Education</u></b>						
High school/ lower	14 (3.50)	43 (10.75)	39 (9.75)	18 (4.50)	2 (0.50)	$\chi^2=$ <b>29.376</b> p-value= <b>0.014<sup>a</sup></b>
Diploma	16 (4.00)	39 (9.75)	47 (11.75)	27 (6.75)	5 (1.25)	
Bachelor	28 (7.00)	45 (11.25)	28 (7.00)	18 (4.50)	11 (2.75)	
Master or higher	2 (0.50)	4 (1.00)	12 (3.00)	1 (0.25)	1 (0.25)	

Table 3.15 (Continued)

Demographic Items	Percentage for Souvenirs Purchased (% to total trip expenditure)					Summary of Test Results
	None	1-5	6-10	11-15	≥ 16	
<b><u>Residential Zones</u></b>						$\chi^2=$ 26.196 p-value= 0.159
ASEAN	8 (2.00)	14 (3.50)	22 (5.50)	4 (1.00)	2 (0.50)	
Asia (non ASEAN)	7 (1.75)	16 (4.00)	15 (3.75)	12 (3.00)	3 (0.75)	
North America	10 (2.50)	36 (9.00)	29 (7.25)	21 (5.25)	2 (0.50)	
Europe	22 (5.50)	51 (12.75)	42 (10.50)	22 (5.50)	12 (3.00)	
Australia	13 (3.25)	14 (3.50)	18 (4.50)	5 (1.25)	0 (0.00)	
<b><u>Expected expenditure</u></b>						$\chi^2=$ 26.883 p-value= 0.139
Under \$500	12 (3.00)	23 (5.75)	10 (2.50)	11 (2.75)	0 (0.00)	
\$501-\$1,000	17 (4.25)	57 (14.25)	52 (13.00)	27 (6.75)	7 (1.75)	
\$1,001-\$1,500	5 (1.25)	8 (2.00)	15 (3.75)	2 (0.50)	2 (0.50)	
\$1,501-\$2,000	5 (1.25)	14 (3.50)	20 (5.00)	7 (1.75)	1 (0.25)	
Over \$2,000	21 (5.25)	29 (7.25)	29 (7.25)	17 (4.25)	9 (2.25)	

Remark: a = Chi-square tests indicated the difference between groups was statistically significant at  $P \leq 0.05$



The last examined topic was the ‘number of souvenir items purchased by respondents’. From table 3.20, the results show that respondents purchased 3-5 souvenir items for 37.75%, which was a bit higher than the range of 1-2 purchased items (36.00%). 15.75% of the total that had not purchased souvenirs yet, in this trip.

**Table 3.20** Frequency and Percentage Distribution of Respondents Classified by Their Number of Souvenirs Purchased

<b>Number of Souvenir Bought During This Trip (item)</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
None	63	15.75
1-2 items	144	36.00
3-5 items	151	37.75
6 items and more	42	10.50
Total	400	100.00

Chi-square tests were also used to see the differences in spending money on souvenirs (table 3.21). There was seen significant differences between genders ( $p$ -value =0.000), residential zones (0.025), and trip expenditures ( $p$ -value = 0.040). Males tended to purchase fewer amounts than females. Residents from ASEAN countries seemed to purchase fewer amounts than residents of other zones, and residents resided in Asia (no ASEAN) and North America were the groups that purchased the most souvenir items, surpassing all others.

**Table 3.21** Significant Differences between Respondents' Demographic Variables and Their Number of Souvenirs Purchased

<b>Demographic Items</b>	<b>Number of Souvenir Bought during This Trip (item)</b>				<b>Summary of Test Results</b>
	<b>None</b>	<b>1-2</b>	<b>3-5</b>	<b>≥ 6</b>	
<b><u>Gender</u></b>					$\chi^2 = 46.031$ p-value = <b>0.000<sup>a</sup></b>
Male	47 (11.75)	97 (24.25)	27 (6.75)	4 (1.00)	
Female	34 (8.50)	79 (19.75)	82 (20.50)	30 (7.50)	
<b><u>Age</u></b>					$\chi^2 = 6.506$ p-value = 0.888
15-24	18 (4.50)	42 (10.50)	18 (4.50)	9 (2.25)	
25-34	20 (5.00)	45 (11.25)	38 (9.50)	8 (2.00)	
35-44	19 (4.75)	35 (8.75)	24 (6.00)	8 (2.00)	
45-54	14 (3.50)	31 (7.75)	15 (3.75)	4 (1.00)	
55 or older	10 (2.50)	23 (5.75)	14 (3.50)	5 (1.25)	
<b><u>Education</u></b>					$\chi^2 = 9.758$ p-value = 0.370
High school or lower	23 (5.75)	55 (13.75)	30 (7.50)	8 (2.00)	
Diploma	24 (6.00)	58 (14.50)	39 (9.75)	13 (3.25)	
Bachelor	25 (6.25)	57 (14.25)	37 (9.25)	11 (2.75)	
Master or higher	9 (2.25)	6 (1.50)	3 (0.75)	2 (0.50)	

**Table 3.21 (Continued)**

<b>Demographic Items</b>	<b>Number of Souvenir Bought during This Trip (item)</b>				<b>Summary of Test Results</b>
	<b>None</b>	<b>1-2</b>	<b>3-5</b>	<b>≥ 6</b>	
<b><u>Zone of resident</u></b>					<b><math>\chi^2 = 23.397</math> p-value = <b>0.025<sup>a</sup></b></b>
ASEAN	12 (3.00)	22 (5.50)	13 (3.25)	3 (0.75)	
Asia (non ASEAN)	5 (1.25)	20 (5.00)	20 (5.00)	8 (2.00)	
North America	19 (4.75)	49 (12.25)	18 (4.50)	12 (3.00)	
Europe	31 (7.75)	69 (17.25)	44 (11.00)	5 (1.25)	
Australia	14 (3.50)	16 (4.00)	14 (3.50)	6 (1.50)	
<b><u>Expected expenditure</u></b>					<b><math>\chi^2 = 21.816</math> p-value = <b>0.040<sup>a</sup></b></b>
Under \$500	21 (5.25)	21 (5.25)	12 (3.00)	2 (0.50)	
\$501-\$1,000	23 (5.75)	74 (18.50)	45 (11.25)	18 (4.50)	
\$1,001-\$1,500	2 (0.50)	15 (3.75)	12 (3.00)	3 (0.75)	
\$1,501-\$2,000	11 (2.75)	20 (5.00)	14 (2.50)	2 (0.50)	
Over \$2,000	24 (6.00)	46 (11.50)	26 (6.50)	9 (2.25)	

Remark: a = Chi-square tests indicated the difference between groups was statistically significant at  $P \leq 0.05$



### 3.1.3.5 Post-purchase Evaluation

The respondents were asked to indicate their level of satisfaction with ten main souvenir issues, based on their experiences during this trip.

The overall mean score of Phuket souvenirs was ‘fairly satisfying’ (3.16) to the visitors. Only one outstanding factor indicated that visitors were satisfied in the variety of souvenirs provided in Phuket souvenir markets. The other nine factors were rated as fairly satisfied (table 3.22).

**Table 3.22** Ranking by Mean of Satisfaction Score of Experienced Souvenirs’ Factors

<b>Rank</b>	<b>Experienced Souvenirs’ Factors</b>	<b>Mean</b>	<b>S.D.</b>	<b>Satisfaction level</b>
1	Variety of souvenirs in Phuket	3.43	1.10	Satisfied
2	The attractive of Packaging	3.33	1.20	Fair
3	Products’ designs	3.28	1.18	Fair
4	The uniqueness of souvenirs	3.25	1.12	Fair
5	Quality of services by salesmen	3.20	1.20	Fair
6	Quality of souvenirs	3.15	1.17	Fair
7	Souvenir sales promotions	3.05	1.21	Fair
8	Reasonable price	3.02	1.27	Fair
9	Souvenirs information providing	2.99	1.17	Fair
10	Quality of souvenir shops	2.95	1.13	Fair
<b>Overall satisfaction</b>		<b>3.16</b>	<b>0.87</b>	<b>Fair</b>

Remark: Based on a scale ranging from 1 (Very dissatisfied) to 5 (Very satisfied)

On comparison of respondents' experiences: with souvenir shopping in Phuket, and with their past traveling experiences (see table 3.23), they thought that Phuket souvenirs were good, with an average mean score at 3.42. Specifically, there were 53 respondents who indicated that they were impressed with the souvenirs that are available in Phuket. The percentage of rating, between good and fair were nearly the same; there were only 1.75% differences. There was only one percent (4 in frequencies) who indicated that Phuket souvenirs were very bad, in their minds.

**Table 3.23** Mean and Standard deviation of Respondents' opinions on Phuket Souvenir in Comparing to their past experiences

<b>Perception levels</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>	<b>Mean</b>	<b>S.D.</b>
Very good	53	13.25	3.42	1.05
Good	147	36.75		
Fair	140	35.00		
Bad	46	11.50		
Very bad	4	1.00		
No comment	10	2.50		
<b>Total</b>	<b>400</b>	<b>100.00</b>		

The last question was to know how respondents intended to rate their souvenir purchase experience, when communicating their experiences to friends and family. After respondents have experienced souvenir shopping, to the stage of evaluation, their satisfaction with the experience will determine their next behavior; feedback to future decisions. The results from the questionnaires are shown in table 3.24. The majority of respondents (78.25%) indicated that they will recommend Phuket souvenirs to others. Slightly less (87 people, among 400 respondents) said that they had a bad experience souvenir shopping, and they will not recommend others to buy souvenirs if traveling to Phuket.

**Table 3.24** Frequency and Percentage distribution of Recommendation decision

<b>Recommendation decision</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
Will recommend Phuket Souvenir to others	313	78.25
Will not recommend Phuket Souvenir to others	87	21.75
<b>Total</b>	<b>400</b>	<b>100</b>

### 3.1.4 Problem or weakness of Phuket Souvenir Marketplace

List of problems and weaknesses generated by respondent were as following;

**Unattractive of souvenir shops (17 frequencies):** among these findings, there were points of un-organization of store, especially in souvenir stalls (9 frequencies), out-of-date and no decoration theme (3 frequencies),

**Low quality product (8 in frequencies):** these 8 frequencies were mostly purchasing textile products and gift items, only one purchased spa products.

**Over price (8 frequencies):** the respondents faced over pricing in the souvenir stalls, especially in Patong. For souvenirs in any stalls, they felt that prices were set too high when compared with quality. One respondent mentioned that the quality of goods is unreliable and the prices are vastly hiked.

**Sales person (3 frequencies):** there were problems in communication between salesman and buyer (1 frequency), less service mind (1 frequency), and aggressive selling (1 frequency).

These are all the quantitative results, found from 400 respondents, from which the findings were useful in gaining greater understanding of the purchasing behavior of tourists; especially what the influencing factors to making a purchase decision are all about. Moreover, feedback from all respondents could assist souvenirs retailers to understand their customer. Then, they can address suitable marketing strategies to increase their sales volume and revenue.

### 3.2 Qualitative data

For the qualitative survey in-depth interviews, with souvenir providers, was included in the research methodology. The sample of in-depth interviews were with 138 souvenir providers, and five main souvenirs were categorized; Gems & jewelries, Textile, garment & fashioned accessories, Gift, decorative items & handicrafts, Antiques, and Spa & beauty souvenirs. For each of souvenir product, the researcher sub-grouped by using characteristics of the shops; specialist shop, booth in department store, and stall.

To examine the marketing strategic actions of souvenir retailers, the research was conducted using open-end interviews.

The study of literatures, and analyzing of consumer behaviors, can assist souvenir retailers to develop suitable marketing strategies. And 6 Ws and 1 H questions are a useful guideline to analyze the behaviors of customers, as well as assisting in the ability to check whether souvenir retailers have been implementing the proper strategies or not. Therefore 6Ws and 1 H questions were used to explore the characteristics of souvenir purchasing behaviors. At the same time, the questions explore how retailers managed with the behaviors of their market. This included what strategies auctioned by respondents and what the results were from their implementation. The findings were divided in to 7 sub-parts as per 6 Ws and 1 H questions.

The results are presented as following:

3.2.1 Who are your customers?

3.2.2 What does the customer buy?

3.2.3 When does the customer buy?

3.2.4 Where does the customer buy?

3.2.5 Who participates in the buying?

3.2.6 Why does the customer buy?

3.2.7 How does the customer buy?

### **3.2.1 Who are your customers?**

The study found that there are various groups of customer in the Phuket souvenir marketplace. The main reason is because there are varieties of souvenir products available. However the appealing this may seem, the result is large numbers of retailers can not identify who their customers are. Therefore from these questions the researcher verified that there are two main groups of souvenirs retailers; target implemented group and non-target group.

#### **Target focus group**

It was disconsolate that less than half of the total respondents were able to answer who their target customers are. And only 20% of this group indicated that they studied the market trend and searched for possibility customers before starting their business. The rest start their business from what products they have, which mostly are brand name products. The brand name product shops mentioned that they could take the opportunity to target brand orientated customers, which are already a classified group of customers. They felt this because brand name products are of an easily identifiable 'value of product' to customers. The shops that did not do any research about the market trends said that they know their target customers by their experience.

Shops that have target customers are mostly found in Gem & jewelry Specialist Shops and Antique shops.

#### **Non-target group**

More than half of respondents mentioned that there are too many groups of customers visiting and purchasing their products. It is interesting to highlight that most of the souvenir stall shops were categorized into this group. Respondents said that they can not specific who are their main customers because they provide many souvenir types in the same shop. This group of respondents believes that providing more choice of products

equals more opportunity to attract various types of customers. Therefore they did not target on specific groups.

### 3.2.2 What does the customer buy?

As the study separated the souvenirs to 5 sub-groups, so this question was evaluated based on souvenir categories, as follows;

#### **Gems & jewelries**

Jewelry shops are found mainly in Phuket town and at Patong beach. There are varieties of gem and jewelry styles available in the market. Thai jewelry is famous for both its craftsmanship and low cost of labor, and for the fact that custom-made jewelry is available in every jewelry shop. The most popular gemstone souvenir from Phuket is the Natural Andaman Pearl. Besides that, the best buys are items made with local gems like rubies and sapphires. There are many pearl galleries in Phuket, and there are many varieties of shapes and colors. The quality of pearls, having value and importance, is that the rounder pearls are more valued and the silver-pink pearl is the most popular and expensive.

Pearls are one of Phuket's best buys for souvenirs. Cultured pearls offered here are both good in quality and large in quantity. They are available either individually, as a strand, or as part of a piece of ornamentation.

Most international tourists who decide to purchase gems and pearls for their souvenirs are female. Males are also increasingly purchasing gems & pearls as gifts for their friends and families, and also a new trend for their personal use.

According to the research, the criteria used in purchasing these items vary; especially in females that normally take more time thinking, and ask more information about each souvenir, especially in terms of its quality. Moreover, they always compare each souvenir carefully before they decide to choose any item. For males, they often purchase a souvenir according to their objectives and do not take a long time to think when choosing their souvenirs.



### **Textile, garment & fashioned accessories**

The shopping-oriented tourists are the first category attracted to this type of shop; its location, craftsman, bargaining, and using a foreign language; this kind of tourist group seem to always buy textiles in Phuket. The textile that seems to be the trademark of Phuket is batik. The Batik cloth of Phuket is unique in its brilliant colors and distinctive designs. It is inspired by the natural surroundings, the sea, and marine life. Besides cloth, there are several types of batik products: shirts, sarongs, skirts, bags and handkerchiefs. They are available at many stores around Patong, Phuket town and beach side souvenir shops.

Textile retailers indicated that Thai cottons have become increasingly popular and are a good deal. Particularly in Phuket, original batiks (the flowers, fish or birds that brightly decorate a skirt, shirt or wall hanging) are crafted in several studios. Buyers like to buy this kind of product because of their low prices, beauty, attractive variety of colors, relaxing designs, etc.

In addition Thai silk is also popular, which international tourists prefer to purchase. Silk is readily obtainable in Phuket at prices comparable to those in Bangkok and other cities, making it unnecessary to go and buy it at its places of origin.

In terms of purchasing behaviors of international tourists, females normally think more than males about: designs, raw materials, texture of cloths, and fashion trends. In terms of quality, especially in fashionable textiles, not much thought is given. Males always pay attention to the quality of product, more so than for other reasons. Age is also important to the tourist behavior when purchasing textiles. The research shows that older people are more likely to think in terms of quality, over that of design like younger people. Younger people tend to always buy ready-made textiles, such as: skirts, shirts, etc.

instead of a piece of cloth. Nationality is one important factor that leads to differences when choosing textiles, in terms: of designs, popularity, colors, and preferences.

### **Gift, decorative items & handicrafts**

All international tourists prefer to choose this kind of souvenir for their friends and families. These are almost always small items, that are easy to carry, and not too expensive. The respondents, in all souvenir shops, indicated that gift items that are of interest to international customers are mostly the handmade products that represent Thai arts and culture. Moreover, the popular souvenirs are made from natural materials, for example: wood, leaves, silk, and coconut shell. In the cases of wood and coconut shells, the designs present Thai art through carvings and are adaptable to a variety of functions.

Not only low priced souvenirs, but also high value products are selected. The high value handmade products such as wood sculptures, Thai dramatic carpets, and Thai dance Ornaments were the best selling products. Besides Thai art souvenirs, contemporary souvenir styles were the new trend, attached to a group of teenagers and young working people.

### **Antiques**

Phuket has become an international showcase for antiques from around Southeast Asia (Thai, Chinese, Burmese and Khmer). The most popular antique product, to international souvenir buyers are: antique bronze items, antique pots, old Thai bank notes, and Buddha images. There is an export ban on certain pieces, particularly Buddha images. Other pieces may require an export license, but any reputable seller will be able to give advice on acquiring any necessary documents. According to the research, this type of souvenir shop in Phuket always tend to the male purchaser 30 years of age and up over the female. European tourists are one group that is powerful in this market, while Asians often only take a photo, instead of buying it.

### **Spa & beauty souvenirs**

This kind of souvenir shops is frequented mostly by Asian tourists, who are mainly female. Research shows that specialist spa shops are popular for international tourists, who love to purchase items for treatments. It takes quite a long time to ask for more information on each item before making a decision. These are also popular for the group of tourists who are interested in souvenirs like: candles, aroma burners, or aromatic oils, etc., They can shop for these items in all types of souvenirs shops such as: specialist shops, souvenir stalls or even in the outlets mall.

### **3.2.3 When does the customer buy?**

In term of timing, souvenir purchasing was directly concerned with tourism seasons. During high seasons, souvenir retailers had more potential to sell their products than in low seasons. High season of Phuket is November to April and all souvenir retailers indicated that souvenirs were sold better than low season.

Besides this, environment and timing is a factor that influences the souvenir purchasing behaviors of international tourists, especially for souvenirs stalls this prime time is the most important. For example, stalls at Promtep Cave normally sell souvenirs that are for the most part bought around sunset, while at Patong they are purchased in the period of the night time. Phuket Town, Rawai, Kamala, and other beach side souvenir stalls agree that visitors spend time to shopping mostly in the afternoon. Although there are different peak selling times in different areas, souvenir retailers fully agree that large crowds of tourists lead to good sales. Also, shop turn over is quicker than the normal time. During normal instances, visitors spend

more time to ask for souvenir information, and compare the products, before making decision.

From these points, we can see that these periods of time, are the best time for retailers to sell out their souvenirs. From the research, we found that in each prime time there were many tourists, which lead to good sales of items that had similar qualities and attributes.

Some specialist shops are concerned with the tour programs of travel companies. Many of them face the same situation that souvenir stalls face; that purchase timing is dependant on the environment of shops in the area.

The most different results found, were in souvenir booths in shopping malls. As the peak period of department store visitors, runs from lunch time to the night time, souvenir booths can take advantage of this opportunity to sell their products. Furthermore, during festivals or special events, these kinds of shops have more customers visit than normal.

### **3.2.4 Where does the customer buy?**

To study how respondents think about place marketing mix, the researcher changed to ask respondents why they selected this location for their shops. The ideas were various, by expressing their opportunity to sell their products.

Most of the stall retailers that were located near the beaches, or tourist destinations, mentioned that they selected those locations because of tourists. Any places where there are many tourists are value to them to sell their products. They don't have to invest a lot of money for the shops rental fees, and promotions. Direct distribution, with low cost of investment, is the main reason of location selection for this group of souvenir retailers.

The souvenirs specialist shop is the group that mostly, has specific types of souvenirs. The shops are well

decorated to attract customers. There are many various sizes of shops available in the market place. The large size shops are mostly located on the main road but not in close location to the beaches or tourist destinations, like the souvenir stalls. The large scale shops provide parking lots to supply tour groups and increase channels of distribution. On the other hand, the small size and middle size shops are more location oriented than the first type. They select their current locations because of not only close proximity to the tourist shopping areas, but environment of the area attached customer to shopping also. Respondents also selected the location by seeing the growth of other business sectors, especially: hotels, restaurants, and entertainment complexes. If their product can attract the high end customer, they will selected locations where there are luxury hotels and resorts located.

Convenience is the main reason indicated by souvenir booths, in department stores, respondents. As department stores are an entertainment complex that both Thai and international visitors come to shop. Moreover, there are tour programs that include shopping malls in their itineraries. Therefore this group of retailers understands, and takes benefits, from the change of tour arrangements. Because souvenir booths in departments store are mostly brand name and available in shopping malls all around Thailand or in other countries, the brand name retailers believe that customers learn, and also expect, to see these shops in the shopping mall in Phuket.

### **3.2.5 Who participates in the buying?**

From the study, the researcher separated people's involvement into 2 groups, which are direct involvement and indirect involvement.

Direct involvement is the group of purchasers who intend to buy the souvenirs for: their families, friends, co-

workers, etc. These reference persons influence the decision making of buyers, because the buyer must decide what product is the most suitable to buy, in order to impress reference persons.

Indirect involvement persons are not the ones who receive souvenirs from buyers. However they concern purchase decisions in many ways. By collecting from the retailers, the indirect involvement persons include: souvenirs salespersons, tour guides, and other customers. The recommendations from these people could have impact on purchase results.

From the research, all interviewees said that the sales person is one powerful factor that influences the souvenir purchasing decision. The sales person is also the one who can change the tourists' mind, especially for a group of tourists who are not sure what to buy. The assistance and suggestions from salesmen, affect the final decision. On the other hand, failure to sell might occur also, if the buyers ignore the salesman. The results found that the tour guide is the person who is the most powerful factor in choosing any type of souvenir for international tourists, especially for: Chinese, Japanese, Russian and Korean tourists and especially in souvenir specialist shops. In some cases, other customers shopping in the same shop and at the same time could impact to souvenir choosing also. When a person looking for souvenirs sees souvenirs selected by another customer, he or she might become interested in the same souvenirs as well.

### **3.2.6 Why does the customer buy?**

People have different need and life styles. Thus, the purpose of souvenir purchasing varies, from person to person. The findings below show the reasons for souvenirs purchasing.

**Personal use:** most respondents indicated that their customers buy souvenirs to fulfill their needs. Some souvenirs are purchased and used while they are traveling in Phuket, such as: fashioned cloths, hats, shoes, etc. Functions and designs of these souvenirs are suitable for wearing in beach side areas. Therefore, customers feel comfortable to use these kinds of products. The finding presented show that souvenirs are not only valid for using in their home counties. Souvenirs are can be necessary products, or fashionable products, to be use in Phuket.

Another reason found was that International Phuket visitors purchased antique items for their own collecting purposes. The real antique products are mostly high value and high price. However, buyers are willing to pay to satisfy their needs. Some products, such as gemstones, can be found everywhere, but characteristics and designs can be different. The buyers, therefore, not only purchase for using. The gem & jewelry retailers said that most of their customers had a good amount of knowledge about the products. Most customers are not buying for the first time. They may not use the product their buying regularly, but they are happy to spend money for collecting. Furthermore this group of purchasers believes that buying this kind of products is safer than money saving, because of the non-stable situation of economics.

**Gifting purpose:** socialization is the main reason to explain this kind of behavior. When someone travels to other places, it becomes the normal that they have to buy something for their family, friends, or close persons in their lives. It was noticed, by retailers, that this group of buyers doesn't buy high price products. The selecting of these is related to the image of Phuket or Thailand, nice packaging, easy to carry in large quantity.

**Re-selling purpose:** retailers mentioned that some of their customers purchased souvenirs for re-selling. Brand

name imitate products are the most popular souvenirs for international visitors. The reason for this, retailers have learned, is that this kind of product is difficult to find and it is very high priced in foreign countries. In this case, it may not mean that buyer earns a lot profit from re-selling. However, buyers may need products to sell to their friends, at cost as well.

Moreover, there are some buyers shopping for souvenirs for business purposes. They visit the shops, and asking for a business agreement. From the study, spa and health products, ceramics, and local hand made products, are of interest to this group of buyers. Some of them visit and purchase souvenirs to sell in their shops, but some of them ask for exporting contracts.

### **3.2.7 How does the customer buy?**

This question was use to identify whether souvenirs retailers realize and are able to identify, the differences among their customers or not. The respondents indicated that souvenir purchasing behaviors are different due to many factors. The below are the factors that respondents discovered from their experiences.



### **Gender variable**

The first demographic variable that interviewees indicated is that they found the behavioral difference to be gender related.

All of five categories of souvenir providers mentioned that male and female have different behaviors during shopping. First, is the interest difference between males and females. Females are seemingly more interested, and purchase souvenirs more than males. The difference was found, that antique products were mostly sold to men. Females seem interested in antiques less than males because most antique products are expensive and hold a value for the same group of interest only. Moreover even in male customers, antique retailers stated that most of their customers are niche market shoppers, with specific interests only. Window shopping visitors ask mostly to take a photo.

Besides the differences in interests, purchasing behaviors are presented in different way. Most male visitors are using an average amount of time in each shop, not too long. Some of them don't say anything to the salesmen, but make the decision to buy or not by themselves. In contrast, females average more time to shop for souvenirs than males. Although some females have an objective product in mind to buy, but they still take the time to ask for product information, testing, and comparing items, etc. Therefore, before making final decision, females trend to find out all the answers. However this could be an opportunity for retailers to sell their products. All of interviewees could use this opportunity, from this kind of customer behavior, to up-sell their products. Most of them agreed that up-selling is easier to do with female than male. Few of them indicated that a male is easier to up-sell, because males have less information about the souvenirs, then they can propose any products.

### **Age variable**

In the range of ages between 30-50 years, customers always decide to purchase souvenirs item in the specialist shops. These shops have prepared essentials facilities, in many modern destinations, that offer the unique things, such as any boutique shop in Central festival, etc. Because this group of tourists normally has stable jobs, they can afford such luxuries. For the younger group of international tourists in Phuket, most decide to go to the souvenirs stalls to purchase items because of the lower prices, in comparison to department stores, or any big specialist souvenir shops. Moreover, visitors in different age ranges tend to select different products. Teenagers and working persons of an age less than 30, are likely to select contemporary or modern souvenir styles. Most of them are not concerned with the luxuriousness of the product. They love to find unique products, available at low prices. This group of purchasers mostly searches for small gifts, instead of high value products. This can be linked to socialization of teenagers that need acceptance from people in the same age group. A slightly different finding was that teenagers always make negotiations for lower prices, more so than groups of working persons.

People around 30-50 years of age are mostly family groups and find souvenirs for their personal use. Qualities of products are more of a concern. They have the ability to purchase higher price products that are difficult to find in their home countries. Many retailers pointed out an interesting point, imitation brand name products are very popular to this age group. Some visitors take orders from friends, to purchase imitation brand name handbags, watches, etc. Visitors told retailers that it is much more expensive to find even the imitations in their countries.

### **Life Style**

International Phuket visitors, come to Phuket for a variety of purposes. However, in the view of souvenir providers,

there are two main groups into which these can be separated; business visitors and leisure visitors.

Businessmen are a group that spends a very quick time to shop, especially in specialist shops, and brand name booths in department stores. The stall interviewees indicated that there are hardly ever businessmen who visit their shops. The reason is that business persons have a limit time to travel to Phuket. Shopping roads take more time, to find shops and souvenirs. Moreover, quality is another main reason. Souvenir stalls provided mostly low quality products that are not classy enough for businessmen. Department stores offer choices of brand name souvenirs, in a convenient location. The ability to use credit cards for luxury souvenirs are a concern in the decision making process of a businessman, as interviewees found. The type of specialist shop that attracts businessmen, are mostly popular shops that provide high quality souvenirs. The most popular items for this type of shopper include: Thai silk and pearl products. Most interviewees who dealt with businessmen indicated that the majority of them purchased souvenirs to give to others, instead of for personal use. Therefore, not only the quality of product, but also packaging of souvenirs, is considered.

For leisure groups, visitors are more relaxed when seeing and buying souvenirs. Therefore, the behaviors shown are different, from the first group. Products of interest are not only what they want to bring back their home country, but also covered what they need to use during their stay in Phuket, such as: clothes, shoes, handbag, sun glasses, swimming suite, etc. This is one reason that souvenir retailers found, and tried to maximize their revenue, by offering these kinds of products together with souvenirs. One more interesting point found was their purposes for souvenir purchase. Businessmen are purchasing high quality items, for their customers to build relationships; for business purposes. In contrast, tourists look for souvenirs not only for gifts, but also mainly for personal use.

Interviewees found the differences in gift purchasing among international visitors, if classify by age, as per above indicated.

### **Nationality and Zone of resident**

Nationality, and zones of residency factors for international tourists, is also of significance but not the most powerful of factors. Interviewees indicated that there are few differences shown, by people from different countries. Only a few points vary, based on culture and beliefs of purchasers. Religion and beliefs seem to be the most out-standing root of difference, for souvenirs selecting. For example, Christians prefer to purchase a crucifix design for a souvenir, Chinese and Japanese are concerned about luck and fortune designs.

Moreover, the problem of communicating through English, affects souvenir shoppers who are mainly: Chinese, Scandinavian and Russian. These groups of visitors have high spending power and prefer to purchase souvenirs in specialist shops more than souvenir stalls. The majority of them are encouraged by tour guides.

By comparing European and Russian tourists prefer to purchase high quality products. Asian tourists prefer to shop in the shopping malls or souvenir stalls that offer a lower price and wide selection of souvenirs. Moreover, groups of Scandinavians prefer to shop in any souvenir shop that they needs, but they will take quite a while to make their final decisions.

### **Economic**

Souvenir purchasing is an important element of tourism consumption, affecting the tourist experience of the visitors themselves and the economic impact that they have upon their destination. To date, however, limited research has been conducted about tourist souvenir purchasing behaviors, and the motivations that drive tourists to purchase particular souvenirs.

One factor that affects souvenir purchasing behavior is an economic factor. The economy affects the purchasing power of the consumer when buying souvenirs. The wealth status of international shoppers can be measured by their purchasing methods and powers. For example, for Gem & Jewelry and antiques, the upper class prefer to buy at the specialist shops, normally they do not mind the higher prices, but prefer to choose items that can satisfy their needs. They always take time before making the decision, and often ask for information, as well as, inspecting each product's quality carefully. For gift shops, interviewers said that the prices and qualities of products are not different, so the souvenir purchasing behaviors will be similar in each shop. It is a usual activity for tourists, especially Asian shoppers, to purchase some crafts and souvenirs signifying the cultural norms of gift giving, or to collect unique memorials and mementos.

The Methods of payment are also a powerful attraction point for international tourists, when they are making a decision to purchase souvenirs. For example, credit cards can be used to buy souvenirs without carrying the cash or having to write a check. This is convenience for customers and also they receive privileges when they pay by credit card.

## **CHAPTER 4 SUMMARY**

### **4.1 Conclusion**

#### **4.1.1 Demographic Characteristics**

The following are the demographic characteristic results of respondents. The first part identified the background of respondents. Among 400 questioned, 175 people were male and 225 were female. They ranged in age from 15 to older than 55 years of age, most respondents were younger than 44 (more than 70% of the total sample), with the highest age ranging between 25-34 years or 27.75% of the total. In terms of education, at the highest level 37.50% of the respondents had bachelor's degrees, including 5% who had at least some level of graduate degree. 134 people (33.50%) had a diploma and 116 (29.00%) people graduated from high school. Most of respondents resided in Europe (37.25%), followed by North America (24.50%), Asia with non-ASEAN (13.25%), and an equal distributed of ASEAN and Australian (12.50%).

#### **4.1.2 Visitor's Trip Characteristics while visiting Phuket**

The majority of respondents (70%) had previously visited Phuket and 30% had never visited Phuket before. The purpose for visiting showed as follow; holiday (60.75%), business (24.00%), visiting friends or relatives (14.50%), and MICE activities (0.75%). Most of them stayed in Phuket for 4-7 days (31.50%), followed by 2-3 days (24.25%), more than 10 days (15.75%) and excursions (15.50%). The data shows that Europeans had the longest trip arrangements in Phuket; 63.49% of this group stayed more than 2 weeks. The majority of

respondents had a range of expected expenditure (excluding airfare) the maximum at \$1,000 (54%) per person.

However there were 26.25% who were the high spectrum spending group, they expected to use over \$2,001 per person. Again, the groups of highest spenders were Europeans, who expected to spend over \$2,001 per person. These ranked 12.25% of total respondents. The result from multi responses shows that the top attraction in Phuket was beaches (51%). Followed by popularity (23%), shopping (22%), cultural and religion (17.50%), business (11%), and health and spa (8.40%).

### **4.1.3 Souvenir Purchasing Behaviors**

Understanding the consumer's needs and buying process is the foundation of successful marketing. By understanding how buyers proceed through problem recognition, information search, evaluation of alternatives, purchase decision making, and post-purchase behavior, marketers can acquire many clues as to how to better meet buyer needs. By understanding the various participants in the buying process and major influences on buying behavior, marketers can develop a more effective marketing program.

#### **Problem Recognition**

The buying process starts when the buyer recognizes a problem or need. The buyer senses a difference between his or her actual state and a desired state (Kotler, Bowen, and Makens, 2003). Therefore, the researcher measured the meaning of souvenirs to respondents.

The study was started to identify why respondents purchased souvenirs. Based on the multiple responses of respondents, 201 retorted that souvenirs were purchased as gifts, followed by personal use reported 178 times, for collection there were 54 frequencies, and for commercial purpose 49 in frequency.

The second inquest was to see their souvenir purchasing behavior, from passed experiences. From respondents' past travelling trips, the frequencies of souvenirs purchasing were 60.75% sometime, 21.25% hardly ever, 14.25% every time, and only 3.75% never purchased. Among 400 respondents, the frequency of buying was associated with: gender, education, residential zone, and expected expenditure variables. Female visitors tended to shop more frequent than male. Respondents, whose highest level of education was high school, with moderate economy status, were the most frequent shoppers. However, no significance was found within age variables.



### **Information Search**

As Kotler et al. (2003) explained; an aroused consumer may or may not search for more information. If the consumer's drive is strong and a satisfying product is near at hand, the consumer is likely to buy it at that moment. Therefore, souvenir purchasing behavior can be pre-planned or non-planned. The finding found that more than a half of the respondents (68.25%) had no plan to buy souvenir. Based on the chi-square test, they were statistically different from each other based on: gender, age, zone of resident and economic variables. However, there was no significant difference among the four education levels on pre-purchase behavior.

However, when considering sources of souvenir information, the results were showed that the respondents were most likely to believe in their friends or relatives as much as they relied on their own experiences (116 in frequencies). Similarly scored were brochures and guidebooks, which had equal frequency with newspapers and magazines (at 111 frequencies). The rests show some relationship with their trip arrangements, signifying that tour-package visitors tended to follow recommendation from tour guides, while the non-package visitors found out more information on the internet or through Tourist Information Centers.

### **Evaluation of Alternatives**

This portion of the study was designed to examine the respondents' evaluation criteria for souvenirs, before making their purchase decisions. The evaluation factors are separated into 5 main groups based on the 5 Ps marketing mixes; product, price, place, promotion and personnel. All of the average essential scores in these five groups were at an important level. Personnel marketing mix showed the highest score at 3.37. One of two variables shown at a very important level was the Hospitality of the sales person (3.62). The second important average score was Price at 3.31, Value for money showed to be

very important at a score of 3.51. The third highest score was for Product, at 3.07 all important levels of sup-variables. The evaluation was followed by Promotion at 2.99 average score, and Place at 2.94 average mean score.

The study separated souvenirs into 5 categories and respondents were free to mark more than one choice. The results allowed the researcher to examine further how meaningful marketing mix variables are to each souvenir category.

The first type of souvenir was Gems and Jewelry. There were 41 respondents who intended to purchase only this kind of souvenir. There were number of 63 frequencies intend to purchase at lease two types of souvenir including gems and jewelries. There were significant differences found in seven out of eleven, among product variables, these were: brand names, durability, after sales service, packaging, warranty, uniqueness, and style of product. Buyers factored all of these variables into making their purchase decisions. For the Place marketing mix, there were two significant variables found, which are: shops convenience and theme of decorations. There was only Advertisement factor that showed significance out of the promotion variables. It was interesting to note that both personnel factors; hospitality of sales person and knowledge of sales person, are showed significant results. Finally, there was no significant result among any of the Price variables.

The second souvenir type was Garment and Fashion accessories. 74 of the responders were interested in purchasing garments and fashion accessories, only and 99 frequencies want to purchase this type of souvenir, as well as other types. There were two factors of product variability's found significant: difference in souvenirs uniqueness, and warranty. Besides those two factors, surrounding environment showed to be a significant importance for respondents. However price, promotion and personnel variables seemed insignificant.

The third type: Gift, Decorative items & Handicrafts. Only this type of souvenir was selected with 66 frequencies,

while there were 64 frequencies selected this kind as well as other souvenirs. There were significant differences found in: creative design, uniqueness, durability, and packaging of souvenirs. Among place variables, only the theme of decoration showed significance. These findings were similar to that of personnel variables, in that only the hospitality of the sales person was a significant factor. There was no great importance shown in price and promotion marketing mixes.

Next Antiques, 27 people selected this type of souvenir, and only 20 frequencies selected this type as well as others. There were significant differences found in after-sales service, beauty of product, and knowledge of salesmen (personnel factors). No detectible differences were found in the other marketing mix variables.

Lastly, in the Spa and Beauty category 37 of the interviewed were interested in this type of product only, and further frequencies selected spa and beauty products, as well as other types. Within the product factors, eight out of eleven factors showed that significant factors were in: creative design, uniqueness, style of product, quality, product assortment, brand name, durability, and product warranty. For price factors, only value for money was not found and significant. Shop's feature and atmosphere showed importance, as well as the theme of decoration. Advertisements and the hospitality of salesmen were also found to be of value. This was different among the descriptive selection variables.

### **Purchase Decision**

This state is the purchasers decision making moment (that buyers desire), the: what, where, number of items, and how much to spend moment.

The research started with the type of shop selected. The results found that the majority of respondents purchased souvenirs from booths in department stores or shopping malls, at 193 in frequencies. The second was specialist souvenir shops (184 on frequencies), followed by souvenir stalls or street shops (131 on frequencies, and just only one frequency for souvenir boutiques in hotels.

The findings focused on the persons who were interested in only one type of souvenir, because it is inconclusive to clarify based on shops selected for multi-product types. The results showed that there were some differences in shop selection, when comparing by souvenir types. For the respondents who purchased gems and jewelry souvenirs only, they relied on gems & jewelries shops (specialist shops). A small number of respondents purchased gems and jewelries from stalls or street shops. There were no outstanding numbers found for types of textile, garment & fashion accessories and type of Gift, decorative items & handicrafts, because

respondents selected all shop types at almost the same frequencies. One important finding was in antiques, all respondents purchased from specialist antique shops. Lastly for spa and beauty products, respondents preferred to buy in booths at department stores.

During the questionnaire distribution, there were only 15% of respondents who had not yet spent money on souvenirs during their trip. Among the rest of the 85% of respondents, the majority spent 1%-5% of their total trip budget on souvenirs (32.75%), which was near to the forecasted percentage range of 6%-10% (31.50%). By comparing spending with demographic variables, there were statistical differences based on gender (p-value was 0.000), and education (p-value was 0.014). However there were no statistical differences in souvenirs expenditure based on age, zone of resident, and trip expenditure to be found.

The results show that respondents purchase 3-5 souvenirs items for 37.75%, which was a bit higher than the range of 1-2 purchased items (36.00%). There was 15.75 percent of the total who had not purchased souvenirs yet in this trip. The difference between ways money was spent on souvenirs was seen amongst different genders, residential zones, and forecasted trip expenditures. Males tended to purchase fewer amounts than females. Residents from ASEAN countries seem to purchase fewer amounts than other areas and residents who resided in Asia (no ASEAN) and North America were the groups that purchased many more souvenir items than others.

### **Post-purchased Evaluation**

An overall percentage of respondents were fairly satisfied with souvenirs in Phuket, at a 3.16 mean score. The highest mean was found in the variety of products available

(satisfied level at mean = 3.43). However, quality of shops got lowest mean score at 2.95 which was fair satisfaction level.

Respondents were also asked to compare their souvenir shopping experience with other places from their past visits. The scores showed that Phuket souvenirs were good, with an average mean score of 3.42. Only one percent, among 400 people, indicated that Phuket souvenirs were very bad.

Lastly, the results found that 78.25 % of respondents will recommend to others purchasing souvenirs, if coming to Phuket. 21.75% of respondents might not recommend to others.

#### **4.1.4 Evaluation of the marketing strategies of souvenir retailers in Phuket**

Regarding the in-depth interview study, the results showed that most of souvenir retailers had a wrong understanding of the concept of marketing. Due to this they have not been maximizing their revenue to the extent they could be. Most of souvenirs retailers run their business without focusing on specific group of customers. For this reason, not only spending too much money for useless advertising, but they face with over stocking also.

In term of the customers' point of view, the main problems with souvenirs sales in Phuket was the unattractiveness of shops, over pricing, low quality, and communication factors.

## **4.2 Discussions**

### **4.2.1 Objective 1: To examine the factors influencing souvenir purchasing behaviors among international Phuket visitors**

Traditional thinking states that consumers are simply influenced by how a product or service satisfies an individual's hierarchy of needs, that is their psychological needs, security needs, social needs and esteem needs. Similarly Cohen (1991) stated that to understand a consumer's buying behavior is to understand how that person interacts with the marketing mix, where each individual considers the product/service on offer, in relation to their own culture, attitude, personal learning and personal perception.

Marks (1997) depicted some of the more prominent sources of influence on consumer buying, stating that there are three broad factors shape the acts of buyers: demographic, economic, and individual influences. For individual influences includes psychological influences such as perception and learning. The second level of influences includes those which have been developed during the socialization process and include reference groups and family influences (Gibert, 1991).



This study attempted to examine the souvenir business sector by using the concepts of purchasing behaviors and marketing. For purchasing behavior, the results proved that in each stage of purchasing process, decision making was influenced by at least one factor among demographic characteristics, economics, and psychologies. All of those three factors were internal factors of people. However there were external factors influencing decision making which, were the motivation factors interest. Details are discussed separately in each purchasing process.

### **Problem Recognition**

Problem of souvenir purchasing is the need or want to buy souvenirs. The study, in this part, was similar to the idea of Foxall (1980) who said that purchasing behavior is influenced by two main factors; individual and social structures.

People, who want to get souvenirs for their own use, and collecting, were influenced by both individual and socio-cultural factors. People purchase souvenirs in order to satisfy their needs, which also relate to individual characteristics. Furthermore personal characteristics are different from people to people, who are influenced by; demographics, cultures, believe economics, and attitudes.

The highest reason for souvenir purchasing was for gifts, so respondents were influenced by their socio-cultural group. The respondents might want to be acknowledged by other people. This discussion refers to the social need of Maslow who said that people have the need for their belongings, and friendships.

### **Information Search**

The results from the study found that majority of respondent (68.25% of 400 respondents) did not pre-plan to purchase souvenirs before traveling. In this group the trip arrangements of respondent were mostly arranged on their own.

The easiest way to search for information was using internet. Tourist guidebooks were one reliable source to international visitors, especially for their first time visit.

People, who have previously bought Phuket souvenirs, learned what they want and tend to believe in their own experiences. Moreover socially people tend to believe words of mouth and in people with whom they are in close relationships, such as their friends and relatives.

### **Evaluation of alternatives**

Alternative souvenirs in Phuket were compared before decision making. In this study, the researcher used the 5 Ps marketing mixes to check where the important factors in each souvenir category were. The results will be discussed in part of objective 2.

### **Purchase Decision**

This is the most interesting part of souvenir purchasing behavior: the purchase decision making state. The results found that not only internal factors, but also external factors affected the souvenirs purchased. Many people did not plan to buy souvenirs before, but when they traveled, they were encouraged by environmental factors. This was the result of marketing of souvenirs and the environment of marketplace.

### **Post-purchase evaluation**

For post purchase behavior, the results were generated from respondents' learning. After experiencing the souvenir purchase, their attitude might change, or can be the same as before purchasing. Anyone who had good experience or is satisfied in the souvenirs bought, are possibilities to re-purchase or recommend others to buy Phuket souvenirs in the future. Therefore if they learned that Phuket souvenirs were good, future purchases will be an easy decision to make. On the

other hands, anyone faced with bad experiences, might not buy the same product again and tend to tell other in negative ways.

#### **4.2.2 Objective 2: To explore the importance of marketing mixes to souvenirs purchase decision**

The importances of marketing mixes, to each souvenir type, were found to be different. As, the souvenirs were grouped in to five groups, they for the discussion in this part, will be divided in to five parts also.

##### **Gems & jewelries**

Let's start with the importance of product variables. Significant importance was found in brand names, durability, after sales service, packaging, warranty, uniqueness, and style of product. These variables showed that buyers put a lot of concern on product variables, because most gems and jewelry are high priced. Therefore, they wanted to ensure that the products they buy have good value for the money spent, and they wanted a guarantee. Moreover, some kinds of gemstones cannot be found in other countries or may not be found in all gem & jewelry shops in Phuket. Therefore, product uniqueness and creative designs are an important factor in decision making. For packaging, not only the usable purpose is central. Currently customers need packaging that is able to protect the value of gems & jewelry and is also esthetically pleasing to the eye.

Besides products, other significant variables found were: shops convenience, theme of decoration, advertisements, hospitality of sales persons, and knowledge of sales persons. This is because customers who are interested in gems and jewelry were not regular visitors to Phuket. Therefore, advertisement helped them to find the shops. Moreover, products are different in details and value, so the information

provided by salesmen would be important in helping them to make a decision.

### **Textiles, garment and fashioned accessories**

For textiles, a garment and fashion accessory, importance was found in: uniqueness, warranty, and surrounding environment. The buyers seemed to be drawn to fashion, and so similarly, design of product was important to buyers. Most of best selling products were beach-ware, or informal styles. This could be explain weather, and surrounding environment, plays an important role in the decision making process of this category of buyers of buyers.

### **Gift, decorative items & handicrafts**

For gifts; decorative items & handicrafts, there were significant. The differences found were in creative design, uniqueness, durability, packaging, shops decorations, and the hospitality of the sales person. Being that the main purpose of buying this type of souvenir was for the purpose of giving to others, the results of product variables is understandable: the buyers look for products that could not find in their home countries. Qualities, or high values, were not important. But products needed to maintain their good condition after their delivery to recipients in other countries. Packaging could impress the receivers as well as increase value of products.

### **Antique**

Among the selected details of antique purchase, there were significant differences found in after-sales service, the overall attractiveness of the product, and knowledge of the salespersons. Because some products were kept for many years, the prettiness of the product was a concern, to the complete value of the antique item. After-sales service was directly concerned because some items were simply too big to carry back. Buyers looked for shipping services and after-sales warranties. Salesman affected the decision making because this kind of product has specific traits associated with its characteristics. Product knowledge could not be wrong because most the buyers studied about the product before.

### **Spa and beauty**

For the spa and beauty category, there were significant importance's placed in: creative design, uniqueness, style of product, quality, product assortment, brand name, durability, and product warranty, clear and distinct price tag, and bargaining opportunities. Shops feature their: atmosphere, theme of decoration, advertisements, and hospitality of salesmen. Because this kind of product is involved in health and beauty, buyers put a lot intention in product quality. However, some product lines, such as; aroma candles and burners, and designs of product were also important to consider. Moreover, the overall atmosphere and decoration could entice the interest of buyers.

### **4.2.3 Objective 3: To explore weaknesses of the marketing strategies of souvenir retailers in Phuket**

Regarding the in-depth interview study, the results showed that most souvenir retailers had a wrong understanding of the concept of marketing. Many of them understood that

marketing is a method of how to promote their shops, or their brand. Their problems and weaknesses are found on the following.

### **Target market strategy**

Most of souvenirs retailers had no target customer. They started their business without a market analysis, therefore they could not develop proper marketing tactics to their attached customers.

Based on the questionnaires, demographic characteristics were used to separate groups of customers, and the results showed that there were different purchasing behaviors amongst groups. Males and females would relate to different types and styles of products. Nationality and culture were another factor that concerned results. Cultural differences between shoppers and shop operators, including sales staff, suggest that there appears to be a cultural backlash and misunderstanding, between the sellers and buyers, due to lack of cross-cultural understanding, and information available between both retail players: the sellers and the buyers.

Consequently, while this may reduce tourist shopping satisfaction, and overall travel experience; it also leads to customer, and profit loss, for shop operators. The conceptual implications of this are that cultural differences between buyers and sellers may create significant consequences for tourist shopping experience and levels of satisfaction, as well as negative relations between residents and visitors. For example, individuals who responded noted that the difference in shopping culture between locals, and tourists, which may create great misunderstanding.

### **Over Pricing**

Research shows that various factors influence tourists to shop, or not to shop, and form their experiences to their satisfaction, or not. According to the research, cultural,

economic, and lifestyle factors clearly affect tourists' propensity to buy. According to majority of research, the most important variable in stimulating tourist shopping is price differentials, between their homes and their tourist shopping destination. Furthermore, we can find that almost all souvenirs stalls that souvenirs sell souvenirs without price lists are far more inconvenient than stalls with clearly stated prices, in tourist's minds.

For souvenirs in areas such as in Patong, etc., items are always set a high price, although their qualities are not too high. Some souvenirs shops take advantage of tourists. This type of trade leads to bad feelings in tourists' minds. Moreover, the quality of goods provided by most manufactures of the type, are unreliable and the prices are vastly hiked.

#### **The least differences between each souvenir shop**

The majority of the same type tends to always decorate in the exact same way. This leads to less shop distinction, for example; costume shops tend to always set up their shop in the same way, always hanging their cloths in front of the shop. This style of decoration leads to the same perception of international tourists. They are led to think their styles and qualities that can be found in any place. Moreover, the problem of decoration is also found, especially in; souvenirs gift shops or costume shops, that most of the products are allocated and set in improper areas, due to the large amount of product, as well as the imbalance of products sold and their stocks.

#### **4.2.3 Objective 4: To provide recommendations for improving the offer of souvenirs by Phuket vendors**

With regarding to the findings and literature review, souvenirs providers may have to completely re-think their

marketing strategies. As most of souvenirs shops have been operated for a period of time and they have invested on so many strategies, however they may need to re-evaluate their entire making tactics.

There are marketing processes to follow in order to avoid the wrong marketing activities used.

## **1. Marketing situation analysis**

### **Analyzing marketing opportunity**

Souvenirs retailers have to verify the situation of the market whether there are growth opportunity or not. As the growth opportunity of souvenirs industry is directly related to the growth of tourism industry, therefore the first situation to be determined is the tourism growth. If there are tourists, it means that there are souvenirs customers also. In this stage, souvenir retailers have to study the trend of the market in order to seek their opportunity to sale suitable products as well.

### **Researching and selecting target market**

Among the various groups of customers in the market, souvenirs retailers have to separate customers in to sub-group. Then they should select their specific target customer in order to encouraging more sharply focused strategies to their target customer.

Besides having the target customers, souvenir retailers need to understand their customers. Frey (2003) stated that a big mistake that many small business owners make is to launch on to a cool product or service without first understanding the market and what it wants (not what it needs). If the retailers don't know what their customers want to buy, they are unable to sell their products. Therefore knowing customer intimately is the first step to easy sales.

### **Knowing competitors**



There are competition in every business, therefore not only develop marketing strategies to satisfy the customers, but also need to be know their competitors. They have to identify whether is there too much competition in the segment of their market to be competitive or not. Specifically, they have to know what their competitors offer and how they promote or encourage the customers' needs.

## **2. Marketing planning**

After identify the situation of the market, competitors, and target customer, next souvenir retailers can develop marketing strategies with different purposes. Marketing strategies can be planned base on situation of the shop. It can be encouraging the buying strategies, maintaining the level of sales, or reduce the level of sales. The marketing plan has to be set in short term and long term. Short term plan can be used to fast attract the customers while the long term plan use to be the guideline for development.

## **3. Marketing implementation and control**

After developing marketing strategic planning, souvenir retailers have to have implementing guideline in order to ensure that the action will be processed step by step. Furthermore, there should have process to monitor and evaluate the performance and the result of strategic plan as well. If the result is not match to owner's satisfaction, they have to re-start thinking the marketing process again. If the result is positively benefited, they should also check whether good to continue using the same strategy or not. If the trend of market change or have higher competition situation, they have to re-developing marketing strategy to cope with current situation.

### **4.3 Recommendations**

Based on literature reviews and the analysis of purchasing behaviors, and the souvenir motivation factors, marketing strategies can be constructed for souvenir providers to stimulate the sales. There are recommended marketing strategies for souvenirs retailers as following details:

#### **Customer targeting strategy**

As per the discussion about the need recognition stage, souvenir retailers need to focus on their potential target group. Frey (2003) pointed out that if you say that your target customer is everybody then nobody will be your customer. So targeting strategy is the first recommendation from the research. There are steps to select target market as following;

1. The first step is to segment the whole market in to small group. The easiest way to segment customers is demographic characteristic. Demographic is recommended because it is the characteristic that don't have to use long time searching for information. The groups can be separated by seeing such as gender and age. Some characteristic can be easily identified by asking simple question such as zone of resident.
2. Then souvenirs retailers have to select the most potential sub-group from pool of customers. They are able to verify and select potential customers from their pass experiences. They have to find out that who has been their main customers from the past. And select the specific group of people who can be the main generated revenue to their products and service.

#### **Focusing on differentiation strategy**

To be successful in small business you don't have to be the best, you just have to be unique. Identifying, developing, and incorporating your unique selling point into everything you do is challenging. But the reward is worth every effort. It will differentiate you, distinguish you, and give you advantage over everyone in your marketplace (Frey, 2003).

Today there is an explosion of choices for buyers so the sellers. Thus, if sellers want to survive during the high competition in the market they must differentiate themselves in the eyes of their prospects. Souvenir retailers have to find their unique selling points in order to position their product, as different from competitors. This differentiation could be created in many ways, such as: product differential, shop differences, and sales promotion variety.

Sample of differentiation strategy for Phuket souvenirs retailers are following;

- **Offering different products:** retailers can do by offering the product that hardly find in the market. They have to do market analysis and see the products that offer by their competitors, and then seek for the new products to offer to customers. If there is no different product in the market, they should contact suppliers or producer to check whether is there possibility to order the different products.
- **Adding the value to souvenirs:** a creative activity is one of value aided strategies, among the variables. The activity should be related to souvenirs sold or highlighted souvenirs, in the shop. For example in batik souvenirs, batik demonstration can be arranged. The retailer can offer a chance for interested visitors to make, and buy, their own handkerchiefs. The visitors will perceive more value to such items. Joining the activity is enjoyable, the moment and the feeling

will add to the personal worth of such souvenirs, and then this kind of souvenir will become of greater value; it will hold; experiences, memories. Therefore, demonstrations or participation interest buyers, because they understand the value of product.

- **Decorating shops with different idea:** retailers can think about the theme of decoration. Them of decoration can be easily created base on their mainly products. For example, in sea shell product shop, the shop can be decorated in the theme of sea side with blue color. Furthermore, displaying the shop should be carefully arranged because it is the first element to attach visitors. Products can be nicely displayed in shelves or other materials to show products.

### **Pulling Strategy**

A pull selling strategy is one that requires high spending on advertising and consumer promotion to build up consumer demand for a product. If the strategy is successful, consumers will ask their retailers for the products. It is the way to stimulate the customers' wants.

A good example of pulling strategy for souvenirs shops are following;

- **Brochure and guidebooks publishing:** brochures should be published in Thai and English, as minimum standard. A third language, such as: Chinese, Japanese, and Korean are optional. The publishing should be inclusive of: shop name (brand), list of souvenirs available (with pictures), location (with easily readable map), and contact numbers. The listing of products sold would help to inform buyers of souvenir specifications

that can be purchased and can help them to find souvenirs they are looking for. Moreover, the information published can be used to create greater communication, which can aid in overcoming language barriers.

- **Providing souvenir information through the internet:** research data showed that the number of individual visitors, was higher than that of tour visitors. Further, the statistical figures showed a positive growing portion of individual visitors. Moreover, it was proven by the 400 respondents that individual visitors were more likely to get information from the internet. For this reason, souvenir providers should take this opportunity to promote their souvenirs online. A further suggestion is that the website should consistently be updated.

### **Pushing Strategy**

A push promotional strategy makes use of a shop's sales force and trade promotion activities to create consumer demand for a product. However, sometimes the one who buys souvenirs may not be the final customer. Customers may purchase to re-sell in their own country. In this case, this strategy is recommended especially to souvenir producers or wholesalers. Samples of sales promotion that can be implemented are following;

- **Partnership program:** souvenir producers or wholesalers can contact other business sectors to promote and support their product. For example, give commission to travel agencies who take customers to shops.
- **Encouraging the sales volumes:** as souvenir producers or wholesalers may not be able to sell product in high price, so they have to yield

their revenue by selling in large volumes instead. They can give discount or offer subsidizes to the core products for retailers who purchase in high volumes.

#### **4.4 Limitations and Suggestions for Further Study**

There are varieties of souvenir types in Phuket. This inquest was intended to present an overall study of the majority of categories, excluding food products. Due to the nature of this study, results might not applicable specifically to any specific souvenir items. Therefore, for further study, it would be better to scope down to specific type of souvenir.

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# APPENDICES



**APPENDIX A**  
**Questionnaire for International Phuket Visitors**

No. ....



**Subject: Determinants of Souvenirs Purchasing Behavior**  
**among**  
**International Phuket Visitors**

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Phuket is the source of several of the country's finest gift and souvenir products. Specialist shops dealing in souvenir products can be found in many parts of the island. Souvenirs-shopping is a pleasure in Phuket, not only because of the variety of things to buy but also because there are numerous air-conditioned, modern shopping centers as well as street vendors in the tourist destinations around the island.

This survey is a partial fulfillment of the requirements for the MBA in Hospitality and Tourism Management. The study aims to determine factors influencing purchasing decision on souvenirs in Phuket.

Please indicate to what extent you agree or disagree with each of the following statement. Use  $\surd$  or  $\times$  your answers to the questions are appreciated. The result will be used for academic purposes only.

Thank you for your kind  
cooperation,  
Researcher

### **Part 1: Trip Characteristics**

1. What is your main objective in visiting Phuket?  
 Holiday  Business  Visiting friends & relatives  MICE  Others.....
2. Including this time, how many times have you been Phuket?  
 First time  Second time  Third time  Fourth time and above
3. What are influenced factors of your Phuket visiting? (Check all that apply)  
 Beaches  Cultural & Religion  Shopping  Health and Spa  
 Popularity  Business  Others (*please specify*) .....
4. How many days in total are you stay in Phuket?  
 1 day  2-3 days  4-7 days  8-10 days  
 11 days and above
5. How is your Phuket trip arranged?  
 Tour Package  Non-package/ own arrangement
6. How much is your expected expenditure excluding airfare (per person if you travel in group) in Phuket for this trip?  
 Under 500 Dollars  501-1,000 Dollars  1,001-1,500 Dollars  
 1,501-2,000 Dollars  Over 2,001 Dollars

### **Part 2: Souvenirs Purchasing Behaviors**

**Souvenir** means object to remind buyers about memorable places during their traveling or buy for someone at their residential home. Utility is not a prime consideration. This research has separated souvenir categories by the usages as following:

1. **Gems & Jewelries**
2. **Textile, Garment & Fashion accessories**
3. **Gift, Decorative items & Handicrafts**
4. **Antiques**
5. **Spa and beauty souvenirs**

For this study, food souvenirs are excluded.

7. From your past traveling experiences, how often did you buy souvenirs?
- Every time       Sometimes       Hardly ever       Never
8. What is your reason for buying souvenirs? (Check all that apply)
- Buy for personal use     Buy for gift     Buy for collection
- Buy for reselling       Others (*please specify*).....
9. Approximately how many percent to total travel budget had you spent on souvenirs in this trip?
- None/ did not buy souvenirs yet     1%-5%       6%-10%
- 11%-15%       16%-20%     Over 20%
10. Do you preplan to buy souvenirs before visiting Phuket?
- Yes       No
11. How did you hear about Souvenirs in Phuket before your visit? (Check all that apply)
- Brochure     Tour Guide     Newspaper/ Magazine       Friends/ Relatives

- Internet  Tourist Information Centre  Own experiences  Others .....
12. Approximately how many souvenirs items have you purchased during this trip?  
 None  1-2 items  3-5 items  6 items and more

### **Part 3: Factors Influencing the Souvenirs Purchase**

13. Which of these souvenir types are you interested in Phuket? (Check all that apply)
- Gems & Jewelries (*e.g.: pearl, diamond, ruby, pendant, necklace, ring, earring, bangle, etc.*)
  - Textile, Garment & Fashioned accessories (*e.g.: silk, batik, ties, shawl bags, shoes, etc.*)
  - Gift, Decorative items & Handicrafts (*e.g.: dolls, glass etchings, wood carved, postcards, lamps, furniture, tapestries, ceramics, soft furnishing, paintings, sculptures, etc.*)
  - Antiques (*e.g.: Buddha Images, Spirit houses, antique furniture, curios ceramics, coin, Jade carving, etc.*)
  - Spa & beauty products (*e.g.: aromatherapy burner, candle, spa products, etc.*)
  - Others (*please specify*).....
14. Where do you prefer to shop souvenirs in Phuket? (Check all that apply)
- Souvenir booths in department stores  Independent Souvenir shops/ centers
  - Souvenir retails/ Souvenir stalls/ Street shops  Souvenir Outlets in hotels
  - Others.....
15. Refer to question number 13, how important are each of the following to you when purchase those souvenirs?  
*Crucial = 5, Very important = 4, Important = 3, Slight important = 2, Not important = 1*

No.	Souvenir Influenced Factors	Important Levels					No Comment
		5	4	3	2	1	
<b>15.1</b>	<b>Product Factors</b>						
1	Brand names						
2	Styles (e.g. Traditional Thai, Modern, Contemporary)						
3	Creative designs						
4	Packaging						
5	Quality						
6	Beauty						
7	Product assortments						
8	Durability						
9	Warranty						
10	Uniqueness						
11	Additional services (e.g. repair service, delivery service, etc.)						
	Others.....						
<b>15.2</b>	<b>Price Factors</b>						
1	Value for money						
2	Clear and distinct price tags						
3	Bargained opportunity						
	Others.....						

## Question No. 15: (Continued)

No.	Souvenir Influenced Factors	Important Levels					No Comment
		5	4	3	2	1	
<b>15.3</b>	<b>Place Factors</b>						
1	Shop's convenience						
2	Shop's specifications (e.g. antique shop, jewelry shop, etc.)						
3	Shop's decorations						
4	Shop's features (e.g. spaciousness clean, tidy, airiness, etc.)						
5	Renowned shops						
	Others.....						
<b>15.4</b>	<b>Promotion Factors</b>						
1	Sales promotions (e.g. discounting, membership, festival promotion, etc.)						
2	Recommendations of people (e.g. guides, salesmen, friends/ relatives, etc.)						
3	Advertisements (e.g. brochure, magazine, guide book, TV, etc.)						
	Others.....						
<b>15.5</b>	<b>Personnel Factors</b>						
1	Hospitality of sales person						
2	Knowledge of sales person						
	Others.....						

**Part 4: Satisfaction and Suggestions on Souvenirs Purchasing**

16. According to your experiences, how do you think about souvenirs in Phuket in general?

( ) Very good ( ) Good ( ) Fair ( ) Bad ( ) Very bad  
( ) No comment

17. What are satisfaction levels on souvenirs' factors toward your experiences in this trip?

*Very satisfied = 5 Satisfied = 4 Fair = 3 Dissatisfied = 2 Very dissatisfied = 1*

No.	Souvenir Factors	Satisfaction Levels					No Comment
		5	4	3	2	1	
17.1	Products' designs						
17.2	The attractive of Packaging						
17.3	Quality of souvenirs						
17.4	Variety of souvenirs in Phuket						
17.5	Service						
17.6	Reasonable price						
17.7	Shop's feature						
17.8	Shop's sales promotion						
17.9	Sales persons						
17.10	Uniqueness of souvenirs						

18. From you experience, what are the problems or weaknesses of Phuket souvenir?

.....  
.....  
.....  
.....

19. Will you recommend others to buy souvenirs in Phuket?

( ) Yes ( ) No

**Part 5: Demographic Characteristics**

20. What is your gender?

Male  Female

21. What is your age?

15-24  25-34  35-44  45-54  55  
or older

22. What is the highest level of education you have completed?

High school or lower  Diploma  Bachelor  
Degree  Master Degree

23. What is your zone of resident?

ASEAN  Asia but not ASEAN  North  
America  
 Europe  Australia  Others

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Thank you very much



**APPENDIX B**  
**Interview Guideline for Phuket Souvenir Retailers (English Version)**

No. ....



**Subject: Determinants of Souvenirs Purchasing Behavior among International Phuket Visitors**

**Interviewee's profile**

- Name :
- Shop's name :
- Souvenir category :  Gems & jewelries  
 Textile, garment & fashioned accessories  
 Gift, decorative items & handicrafts  
 Antiques  
 Spa & beauty
- Shop category :  Specialist shop  
 Booth in department store  
 Souvenir stall

**Questions guideline**

No.	Questions	Description/ Conceptual idea
1	Who are your customers?	To explore whether souvenir retailers know who are their customer or not.
2	What does the customer buy?	To check what are the best sales products among each souvenir category.
3	When does the customer buy?	To find out good selling season and time.

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**Questions guideline (Continued)**

<b>No.</b>	<b>Questions</b>	<b>Description/ Conceptual idea</b>
4	Where does the customer buy?	To check the reason of location selecting by souvenir retailers.
5	Who participates in the buying?	To find out key influencing persons on souvenir purchase.
6	Why does the customer buy?	To find out reason of purchasing and the different in selecting souvenirs among different purchasing objectives.
7	How does the customer buy?	To study whether souvenir retailers notice or understand their customers' behaviors or not.

## APPENDIX C

### Interview Guideline for Phuket Souvenir Retailers (Thai Version)

แบบสัมภาษณ์สำหรับผู้ค้าขายปลีกสินค้าที่ระลึกของภูเก็ต

ชุดที่ .....



**หัวข้อ: พฤติกรรมการเลือกซื้อสินค้าที่ระลึกของผู้มาเยือนต่างชาติในจังหวัดภูเก็ต**

#### ข้อมูลส่วนบุคคล

- ชื่อ-นามสกุล : \_\_\_\_\_
- ชื่อร้าน : \_\_\_\_\_
- ประเภทของที่ระลึก :  สินค้าประเภทอัญมณีและเครื่องประดับ  
 ผ้า เครื่องนุ่งห่มและอุปกรณ์สำหรับแต่งกาย  
 ของฝาก ของประดับหรือของทำมือเล็ก ๆ น้อย ๆ  
 สินค้าเก่า  
 สุขภาพและความงาม
- ประเภทร้าน :  ร้านขายสินค้าเฉพาะด้าน  
 ร้านย่อยในห้างสรรพสินค้า  
 แผงลอย

#### คำถามที่ใช้ในการสัมภาษณ์

ลำดับ	คำถาม	คำอธิบาย
1	ใครคือลูกค้าของคุณ	เพื่อที่จะทราบถึงกลุ่มลูกค้าที่ผู้ค้าปลีกต้องการนำเสนอสินค้าให้
2	ลูกค้านิยมซื้อสินค้าประเภทใด	เพื่อสำรวจว่าสินค้าชนิดใดเป็นที่นิยมจับจ่ายซื้อขาย
3	ลูกค้านิยมซื้อสินค้าช่วงไหนบ้าง	เพื่อจะให้ทราบถึงช่วงฤดูกาล/เวลา ใดที่มีการซื้อขายสินค้ามากที่สุด

**คำถามที่ใช้ในการสัมภาษณ์ (ต่อเนื่อง)**

ลำดับ	คำถาม	คำอธิบาย
4	ลูกค้าซื้อสินค้าประเภทไหนจากร้านขายที่ระลึก	เพื่อจะสำรวจแหล่งที่ตั้งสินค้าของร้านขายปลีกสินค้าที่ระลึก
5	ใครมีส่วนร่วมในการซื้อขายของนักท่องเที่ยว	เพื่อจะสำรวจผู้ที่มีส่วนร่วม/มีอิทธิพลต่อการซื้อของลูกค้า
6	เหตุผลในการซื้อสินค้าของลูกค้า	เพื่อสำรวจเหตุผลในการเลือกซื้อสินค้าของลูกค้า
7	ลูกค้าเลือกซื้อสินค้าอย่างไร	เพื่อสำรวจว่าผู้ค้าขายปลีกเข้าใจพฤติกรรมการซื้อของลูกค้า

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### **List of Publication and Proceeding**

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Souvenir Purchasing  
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