The use of souvenir purchase as an important medium for sustainable development in rural tourism:

The case study in Dahu, Mioli county, Taiwan

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Graburn (1977) stated that very few visitors would not bring back anything to show off their trip after coming back from a vacation.
Introduction

- **Souvenir becomes destination or attraction**
  - Tourists not only come visit for its special local scenery or cultural activity, but sometimes for its special local product as well.
  - It is a very common custom for Taiwanese tourists to purchase local souvenirs as gifts to bring back to friends and family.

- **Souvenir bring big economy**
  - Turner and Reisinger (2000) indicated that tourists spent 2/3 of their total cost on shopping when traveling domestically, and 1/5 of the total cost went into shopping when traveling internationally.
  - Shopping is a main or secondary factor for traveling, and is very important to tourists. It often is an important factor for whether a trip is successful.

- **Niche tourism or Special interest tourism**
  - There are not many related studies on souvenir purchasing in recent years.

  - What is the purchase intention for tourists in their tourism behavior?
  - Does the local environment or the product itself influence their purchase intention?
  - Will the degree of souvenir purchasing intention influence their budget for shopping and tourism satisfaction?

- These are all important questions in tourism management.
• Miao-Li’s
  – Unique Hakka culture
  – Central and local government’s focus on tourism development
  – Agriculture and farm base county
  – Pick fruit by yourself
  – Cultural industrial
    • Unique strawberry souvenirs, and this place is also known as the strawberry kingdom in Taiwan.
Literature Review

Souvenir definition

- Many researchers have made a definition on souvenirs.
  - Graburn (1977) stated this kind of souvenir showing activity was a way for them to express their higher social status in their everyday life.
  - Gordon (1986) defined souvenirs as some specific objects that reminded certain incident or journey.
    - The existence of souvenirs could help visitors explore definition and stay in contact with a travel experience not long ago, and tourists purchase souvenirs as a proof of the places they had visited.
  - Swanson (1994) thought souvenirs were specific objects that served as reminders of a special event or memory, and this included post cards, T-shirts, and local crafts.
Gordon (1986) proposed that souvenirs could be put into five categories:

1. **Pictorial images**
   - such as postcards, photographs, illustrated books about particular regions, and Poker cards with local images.

2. **“Piece-of-the-rock” souvenirs**
   - these were usually natural materials or objects, such as rocks, shells, or pinecones, taken from the natural environment.

3. **Symbolic shorthand souvenirs**
   - these were usually manufactured products in large quantities, and was related to a real object or monument, presenting a landmark scenery.
     
     » Examples included a miniature Eiffel Tower from Paris, France or a miniature building of New York City.

4. **Some types of souvenirs might offer no reference to a particular place and are inscribed with words which, identifies them in place and time.**
   - For example, a T-shirt, which had little meaning by itself but was marked “Grand Canyon” became a souvenir full of memories.

5. **Local product souvenirs**
   - this kind of souvenirs included a variety of objects such as ethnic foods and crafts that could be brought back.
• **souvenirs’ attribute on purchase desire**
  – the result from Littrell, Baizerman, Kran, Gahring, Nierneyer, Reilly and Stout's (1994) study showed that a souvenir’s characteristic would affect consumer’s purchase desire.
  – **uniqueness** of souvenirs
    • only be purchased at this place or if it represented this tourist destination.
  – **aesthetic** standards
    • quality product
  – **functional** standards
    • practical, and if it was easy to take with during travel

– This study used the souvenirs categories Gordon (1986) proposed as main categories, plus **multi-media and food products** (local agricultural products and cakes and deserts) found in Da-Hu area to discuss the purchase intention and desire of the different types of souvenirs.
• Why do tourists want to buy souvenirs?
  – Tu et al. (1999) proposed tourist’s purchase intentions included physical intention and social (psychological) intention. The reason tourists buy souvenirs was to satisfy the basic needs of traveling life and for their psychological satisfaction.
  – This psychological dimension included:
    • (1) Seeking something new – seeking the originality, uniqueness, and seasonal of a souvenir.
    • (2) Seeking something beautiful – souvenir not only had to be functional and monumental, but also possessed aesthetic value.
    • (3) Seeking fame – to show off one’s status, prestige, and reputation. For example, one could show that he had been to a certain destination and obtain respect and admiration from others; or to display one’s ability, reputation and status.
    • (4) Seeking practicality – finding the functionality of a souvenir; the main focus was its practicality, durability, and convenience.
    • (5) Seeking a bargain – a souvenir was best to have excellent quality and reasonable price.
    • (6) Seeking something interesting – expect to purchase something special that was related to one’s favorite, such as stamps of different nationality, or souvenir with local landmark.
• **Product attribute**
  - a combination of a product’s external and internal characteristics and properties, in other words, the product’s quality, and was noticeable by the customers.
  - appearance, price, function and brand.
  - According to Park, Jaworski and MacInnis (1986), consumer’s need in product attribute could be categorized as the following:
    • **Utilitarian attributes**: Satisfying consumer’s functional needs. Consumers had the need of solving external problems or achieving certain purpose or mission.
    • **Hedonic attributes**: Bring consumer emotion and beauty sensory experiences, or provide pleasant, fantasy, and happy sensory feelings.
    • **Symbolic attributes**: According to the definition Park *et al.* (1986) proposed, this attribute could promote consumer’s self image, role status, group belonging, or self identity consciousness
  - The main intention of **hedonic or entertaining oriented products** was to obtain sensory pleasure, fantasy and enjoyment, but the main intention of **utilitarian or goal oriented products** was to satisfy basic needs or achieve functional tasks.
  - The other type of **symbolic products** was for consumers to obtain self-confirmation or identity from others through this kind of purchase (Park *et al.*, 1986).
• **Environmental attribute included**
  
  – Atmosphere of shopping environment
  
  – *Store attribute*: physical surrounding of the store, the feeling towards the product, and sensible service quality (Semeijn, van Riel & Ambrosini, 2004).
  
  
  – Location (Pysarchik, 1989), uniform store hours, easy accessibility, available and free parking, and proximity to lodging facilities
  
  – The attitude of salesperson
• **Buy for whom?**
  
  – When tourists purchased souvenirs, it usually was for **personal use** (Ruck, Kaiser, Barry, Brummett, Freeman & Peters, 1986).
    
    • In a study on tourists visiting US midwestern area, almost 70% of them purchased gifts **for friends and family** during the trip (Littrell et al., 1994).
  
  – The consideration of buying for whom was often an important decision factor whether consumers purchase souvenirs or not.
    
    • Visitors might buy less when buying for themselves, but might purchase more when buying for family and friends, and the reason for this usually was because they wanted to extend the feeling of this trip or share it with family and friends.
  
  – Therefore, this study explored if the factor of “**purchase for whom**” would have any relation with purchase budget.
• **Satisfaction & Loyalty**

  – Satisfaction was the actual experience tourists had after experiencing the activity, and it was originated from the psychological feeling and emotional condition of the interaction an individual had with the location (Baker & Crompton, 2000).

  – Customer **loyalty** is an essential key for service providers to make a profit. Reynolds, Darden and Martin (1974) considered customer loyalty as under a certain timeframe, customers would return for one’s service when needed.

  – Pritchard (2003) examined visitor’s satisfaction toward a destination based on its surroundings and facilities, and discovered the more they were satisfied with the place, the more willingly they would return.

  – If tourists were satisfied, the chance of them re-visiting or recommending it to others would be higher, and would become a factor of whether buying souvenirs again. For this reason, **satisfaction is tightly connected with loyalty and the intention of re-visiting.**
This study used empirical quantitative method as research method, and its research framework came from reviewing and organizing related literatures.

This study first examined the reliability and validity of past studies, then appointed tourist’s souvenir purchase intention as independent variable, the affect of souvenir purchase price on satisfaction of tourist destination as dependent variable, and made environment attribute, product attribute and purchase for whom as control variables, to discuss the importance of souvenir purchase during a trip (Figure 1).

Figure 1 - Research Framework

• H1 Souvenir purchase intention has positive influence on satisfaction of the tourist destination.
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- H2 Souvenir purchase intention has positive influence on loyalty of the tourist destination.

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- H3 Whether if buying souvenirs would make a difference on satisfaction.

![Figure 1 - Research Framework](image)
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•H4 **Whether if buying souvenirs would make a difference on loyalty.**
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H5 Purchase for whom (family, friends, oneself) has positive influence on purchase intention.
H6 Product attribute has positive influence on souvenir purchase intention.
H7 Environment attribute has positive influence on souvenir purchase intention.

Figure 1 - Research Framework
This study chose the area around Da-Hu Strawberry Culture Museum as the location for the survey.

Tourists (above 12 of age) visiting Da-Hu Strawberry Cultural Park were selected as research subjects.

Convenience random sampling method was used to select tourists for a one-on-one surveying.

420 of effective survey were collected, with an effective rate of 97%.

The genders of the visitors were 195 males and 225 females.

As for their age distribution, group 26~35 (42%, N=177) and 19~25 (39.5%, N=166) had the highest numbers.

Most of them were single (75.5%), and 82 visitors were married with kids (19.5%).

Most visitors were the first time visiting Da-Hu (46%), and 36.4% had visited here 2~3 times.
Results

- The average purchase amount visitors spent in Da-Hu area were NT$ 587 (17 USD), and were also asked whether if they had purchased any of the five souvenir categories described above.
- After being examined with Binary Logistic Regression Analysis, the result showed that visitors who usually would purchase “image souvenir”, “symbolic souvenir”, and “local crafts” during their domestic travels, had significance negative relation with products purchased during this trip.
- The result also showed that although visitors who usually would purchase “local agriculture product” and “cakes and deserts” would purchase this type of souvenirs during this trip, it did not reach significant standard.

<table>
<thead>
<tr>
<th>Purchased souvenir items of usual domestic travel</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>% of souvenir purchase from this trip (N=420)</th>
<th>Logistic Regression Analysis</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>β Coefficient</td>
<td>β Standard Deviation</td>
</tr>
<tr>
<td>Image souvenirs of the destination</td>
<td>2.46</td>
<td>0.88</td>
<td>4.8% (N=20)</td>
<td>-2.996</td>
<td>0.229</td>
</tr>
<tr>
<td>Symbolic souvenirs with printed names or symbols</td>
<td>2.49</td>
<td>0.96</td>
<td>3.3% (N=14)</td>
<td>-3.367</td>
<td>0.272</td>
</tr>
<tr>
<td>Local agricultural product</td>
<td>3.46</td>
<td>0.86</td>
<td>53.3% (N=224)</td>
<td>0.134</td>
<td>0.098</td>
</tr>
<tr>
<td>Cakes and deserts</td>
<td>3.49</td>
<td>0.84</td>
<td>53.1% (N=223)</td>
<td>0.124</td>
<td>0.098</td>
</tr>
<tr>
<td>Local Crafts</td>
<td>2.55</td>
<td>0.84</td>
<td>1.7% (N=7)</td>
<td>-4.078</td>
<td>0.381</td>
</tr>
</tbody>
</table>

1=buy 0= not buy

- This showed that there was a lack of purchase opportunity for buyers to choose this type of souvenirs in this area.
• **Multiple Regression analysis** was used to examine Hypothesis 1 and 2, which were whether souvenir purchase intention would influence visitor’s satisfaction and loyalty on the tourist destination.

• The aesthetic intention of souvenir purchase intentions had positive influence on satisfaction.

• As for **loyalty**, resulted showed both the function and aesthetic intentions of souvenir purchase intentions had positive influence on loyalty.

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Table 5 – Regression analysis of souvenir purchase intention toward tourist satisfaction and loyalty

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td><strong>Satisfaction</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.715</td>
<td>.138</td>
<td></td>
<td>19.722</td>
</tr>
<tr>
<td>Function Intention</td>
<td>.058</td>
<td>.036</td>
<td>.084</td>
<td>1.632</td>
</tr>
<tr>
<td>Aesthetic Intention</td>
<td>.116</td>
<td>.031</td>
<td>.192</td>
<td>3.724</td>
</tr>
<tr>
<td>Added Value Intention</td>
<td>.036</td>
<td>.028</td>
<td>.066</td>
<td>1.300</td>
</tr>
<tr>
<td><strong>Loyalty</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.390</td>
<td>.192</td>
<td></td>
<td>12.419</td>
</tr>
<tr>
<td>Function Intention</td>
<td>.118</td>
<td>.050</td>
<td>.123</td>
<td>2.367</td>
</tr>
<tr>
<td>Aesthetic Intention</td>
<td>.112</td>
<td>.044</td>
<td>.132</td>
<td>2.557</td>
</tr>
<tr>
<td>Added Value Intention</td>
<td>.067</td>
<td>.039</td>
<td>.087</td>
<td>1.719</td>
</tr>
</tbody>
</table>
• One-way ANOVA was used to examine H3 and H4 – whether if purchase souvenir had any influence on tourism satisfaction and loyalty.
• The result showed the level of satisfaction and loyalty of visitors purchased souvenirs and ones did not purchase souvenirs in this trip had differences, and from the means it showed that those who purchased souvenirs had higher satisfaction and loyalty then those who didn’t purchase (F=13.32, F=11.907).

Table 6 – ANOVA of the influence of whether if purchase souvenir on tourist satisfaction and loyalty

<table>
<thead>
<tr>
<th>Dependent Variables</th>
<th>Independent Variables</th>
<th>Mean</th>
<th>Levene Exam Sig.</th>
<th>Sum of Square</th>
<th>df</th>
<th>Mean Square</th>
<th>F Value</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction</td>
<td>Purchase</td>
<td>3.348</td>
<td>0.932</td>
<td>Between 2.791</td>
<td>1</td>
<td>2.791</td>
<td>13.320</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>No purchase</td>
<td>3.330</td>
<td></td>
<td>Within 87.568</td>
<td>418</td>
<td>.209</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Total 90.358</td>
<td>419</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loyalty</td>
<td>Purchase</td>
<td>3.454</td>
<td>0.054</td>
<td>Between 4.859</td>
<td>1</td>
<td>4.859</td>
<td>11.907</td>
<td>.001</td>
</tr>
<tr>
<td></td>
<td>No purchase</td>
<td>3.212</td>
<td></td>
<td>Within 170.585</td>
<td>418</td>
<td>.408</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Total 175.444</td>
<td>419</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: 「*」= P ≤ .05; 「**」= P ≤ .01; 「***」= P ≤ .001.
Multiple Regression analysis was used to examine whether if the cost of purchasing souvenirs would affect visitor’s satisfaction in visiting Da-Hu.

This study discovered visitor who spent more on “symbolic souvenirs with printed local names or symbols”, had higher satisfaction of the entire trip.

Those who spent more on souvenirs overall also had higher levels of satisfaction.

The regression coefficients showed visitor who spent more on “symbolic souvenirs with printed local names or symbols” and “local agricultural products” had higher loyalty of the entire trip.

Those who spent more on souvenirs overall had higher levels of loyalty as well.
Conclusion and suggestion

• (1) Value souvenir uniqueness, emphasize on “local only” purchase
  – From the result of description analysis, visitors cared very much on the uniqueness of a souvenir, and hope to purchase souvenirs that could only be found locally.

• (2) Develop other souvenirs besides food products; such products should contain aesthetic, creativity, and functionality
  – Current develop direction of souvenirs in Da-Hu were mostly strawberry food products, for example, agriculture products – strawberry wine, strawberry vinegar; cakes and deserts …. stationeries, post cards, figurines, watch, etc. should be developed more often.
• (3) Combine local materials to **design packaging**, the packaging design should be portable for the ease of giving as gifts
  - Other local products, such as bamboo leaves, bamboo charcoal, and Hakka style fabrics, could be combined when developing outer packaging.

• (4) The souvenir purchase environment and product character should be enhanced
  - This study also found that **environment attribute and product attribute** had significant positive influence on visitor’s souvenir purchase intentions. For this reason, the atmosphere of sales floor and convenience of transportation and parking lot should be considered.

• (5) Industrial tourism or tourism factory
• Sampling place limitation
• Sampling time limitation
  – Strawberry Hot Spring Festival
  – Strawberry season
• Thank you very much!

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