

Souvenir Product Purchasing as a Travel Motivation in the Shopping Area of Thale Noi, Phatthalung, Thailand

Weerawan Marangkun, Auntika Thipjumnong

Rajamangala University of Technology Srivijaya, Songkhla, Thailand

Tourism is an important industry to generate the income to Thailand. The local authorities try to motivate people to travel to the tourist attractions for tourism and shopping. Shopping is a popular tourist activity, especially purchasing the souvenir in tourist attractions to remind them of the memory of the place they used to visit. This study aims to identify the travel motivation of the domestic tourists to visit the destination, to examine the shopping area attributes that attract the tourist to buy the souvenir, and to analyze the effect of domestic tourist motivation on shopping area attribute in Thale Noi, Phatthalung Province. Data were collected from 400 domestic tourists who had traveled to Thale Noi, Phatthalung using factor analysis dimensions based on Likert-type scales. The researcher applied structured questionnaire in 5-level rating scale. The data collection consumed six months between March and August 2016. The data were analyzed by descriptive statistics, Pearson's product moment coefficients and multiple regression to analyze the relationship between variables. The result indicated that the factors of tourist motivation that influenced the shopping area attribute are natural resources, enhancing relation, and seeking relaxation. The shopping area attributes that influenced the tourist to purchase souvenir are economic, promotion, and image represented in high level. The tourist motivations influencing tourists to purchase the souvenir are fulfilling prestige, variety seeking, and history and culture related to shopping area attribute. Therefore, souvenir business should apply the tourist motivation to their business plan and should combine the souvenir to the uniqueness of each shopping area attribute including local environment, image of the shop, product price and value, promotion, location, salesperson, and the unique souvenirs that represent the local image. These strategies could generate the income and profit to the locals and create delightful atmosphere to the tourists who visit the destination.

Keywords: travel motivation, shopping area, souvenir product, Thailand

Introduction

Thale Noi is the waterfowl reserve that is the significant tourist destination of Phatthalung Province due to its good climate and beautiful landscape, and there are also various kinds of plants and resident waterfowl all year and migratory birds that visit in winter every year.

There are land and water tourist activities provided to the tourists such as nature walks, sailing to view the nature and local lifestyle, visit floating market, and souvenir shopping. These activities could attract both domestic and foreign tourists and could generate an income of 1,902 million Baht to Phatthalung Province in 2013 (National Statistical Office, 2014).

Weerawan Marangkun, Ph.D., Assistant Professor, Marketing Department, Faculty of Business Administration, Rajamangala University of Technology Srivijaya. Email: wewiene1958@hotmail.com.

Auntika Thipjumnong, Assistant Professor, Marketing Department, Faculty of Business Administration, Rajamangala University of Technology Srivijaya.

The information from Tourism Authority of Thailand (2013a) represented that 93.4% are domestic tourists and 6.6% are foreign tourists. The interesting tourist activity that tourists paid attention with is souvenir shopping, especially the souvenir related to local lifestyle and local culture such as local sedge mat, shadow puppet key chains, and coconut shell product. Department of Tourism (2014) reported that the domestic tourists spent for souvenir shopping 14.05% and the foreign tourists spent for souvenir 16.05%.

There are a lot of souvenir shops in the shopping area of Thale Noi that provided various kinds of souvenirs to the tourists. 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 destinations (Jansen-Verbeke, 1998). Therefore, the souvenir shop operators need to establish the value of the product and differentiate the product from the competitors to attract the target market (Mattson, 1982).

To bring local arts, culture, environment, original physical appearance of local community, and beautiful nature to establish the value of souvenir shops by using interior and exterior design such as creating the symbol of the shop, the way to display the products in the shop, planning layout, nice atmosphere, included salesperson that could assist the client in the shop. The study of Lewison and Delozier (1989) which is consistent with the study of Kantvorarat (2016) has an additional issue besides their study that shows the factors which motivate Thai tourists to buy pottery as a souvenir from the retailer. These factors consist of: decoration style, uniqueness, interesting interior design, outstanding signage, and convenience of parking lot. Armart's (2008) study of customer's behavior at souvenir shop also showed that the customer mainly focuses on the following issues: cleanliness of the shop, the convenience of location to travel, and the appropriate atmosphere. These factors could motivate both domestic and foreign tourists to visit and purchase the souvenir that could claim that this activity could generate the direct income to the souvenir shops in the shopping area in Thale Noi. Sakdasirorat and Laonpansaloon (2015) described that the retail sellers of souvenir product tended to be more competitive to attract the interest of the tourists.

Therefore, this study aims to examine the factor of tourist motivation, to identify the factor of shopping area attribute, and to explain the relationship between tourist motivations affecting shopping area attribute. This study could be the guideline for souvenir stores to respond to the customer need and lead to sustainable development in the future.

Review of Literature

Souvenirs

Souvenir is originally a French verb indicating the action to remember. Translated as an English noun, it represents an object through which something is remembered (Swanson & Timothy, 2012). Gordon (1986) had explained that souvenirs are arts and handicrafts of each locality and they are locally produced by using local materials for production, skillful workers, and most of them are household production (Khemthong & Rojanavongse, 2002). Kim and Littrell (2001) stated that souvenirs are unique products of each locality. They reflect the art, culture, and indigenous traditions. Tumbat (2003) mentioned that souvenirs are memorable products that most tourists are buying and bringing back to their homeland, and the main purpose is to commemorate. Khemthong (2012) also mentioned the relationship of souvenirs with the tourism of Thailand that souvenirs are like the representatives of tourist sites to all around the world, they are businesses that promote good cultures and traditions of country and they are perceived as a national art. Swanson and Timothy

(2012) had said that souvenirs play an important role in traveling for the long term. It appeared in records of Egyptians that thousands of years ago the Romans, explorers, and tourists had brought souvenirs from home to travel aboard and it is no surprise that tourists came back home with a lot of handcrafts and artworks from the place they explored and colonized (Horner, 1993; Stanley, 2000).

Souvenirs had generated a lot of income to the country each year because Thai tourists travel a lot within the country and throughout the year. The money spent on buying souvenirs is increasing in every year. This shows that Thai tourists are the main customers of souvenir shops (Rattanadumrongauksorn, 2015). This study is also consistent with the study of Khawsri (2013) about tourist's habits of buying souvenirs in Phattalung. The study had found that souvenirs at Thale Noi area had generated a lot of income to the community, and these souvenirs include: shadow puppetry key chain, shadows puppetry, kennel products, and coconut shelf products, etc. This shows that souvenir products are related with tourist shopping behavior, retailer, gift giving, consumption, and tourists. And they are the good reminder to remember the journey and memory of the destination.

Tourism and Tourist Shopping

Tourism and shopping activity is the unique characteristic of tourist activity. From a consumer behavior perspective, tourists' shopping behavior varies from the rational and ordinary purchasing acts at home and calls for special attention (Oh, Cheng, Lehto, & O'Leary, 2004). Crompton (1979) said that vacation travel is considered "unordinary time" when individuals are in a break from their normal routine, which means that they are not working, not serious, not responsible or not thrifty, and very likely in an escape mood. Shopping activities often link to a particular shopping context. Tourism is an activity where travelers stay in places outside of their usual environment (Paci, 1992), and return to a permanent residence on completion of their trip. Tourism is briefly defined as tourism occurring in rural or non-metropolitan areas (Siemens, 2007). Schroeder (2003) considered rural tourism to include some degree of involvement with the outdoors/wilderness; capitalizing on the advantages of nature and open spaces possessed by many rural areas. Shopping continues to be the most popular leisure activity of tourists. However, shopping activity is the important tourist activity (Tourism Authority of Thailand, 2014). Sakdasirorat, Laaonpansaloon, and Tommindyong (2016) explained that most of the tourists who visited Chiang Mai Province preferred to buy handcraft textile, carved wood products, and silver jewelry to remind them of the place that they used to visit.

The study of tourism segmentation and shopping represented that shopping is the tourist motivation that attracts tourists to visit the destination. Especially in benefit segmentation studies, motivations are often incorporated into same factor analysis, which according to Snepenger, King, Marshall, and Uysal (2006) is not recommended. Instead, they suggested that researchers, who are interested in motivations, should develop motivational structures and benefit structures independently in separate factor analyses. Because of the study of tourism and shopping tends to use local variable context and gather the subjects from the study of travel motivation with characteristic of the destination from Frochot (2005) in Scotland, Royo-Vela (2009), Molera and Albaladejo (2007) and Perales (2002) in Spain, Kastenholz, Davis, and Paul (1999) in Portugal and Pesonen, Komppula, and Laukkanen (2009) in Finland, and the literature review of Hurst, Niehm, and Park (2010) based on earlier literature shows that tourists have several similarities: They are most often motivated by opportunities to learn and explore nature or different cultures, participate in outdoor activities, and search for peace and solitude. They may expect family togetherness, peace and quietness, a friendly reception, a change

from their routine and good food. Beautiful landscapes, opportunities for outdoor activities and hassle-free environments tend to attract rural tourists. Shopping is a popular tourist activity and is often the most significant expenditure category for vacationers (Oh et al., 2004). Generally, the tourists preferred to bring the souvenirs to their home after the trip (Gordon, 1986). Tourist shopping behavior is quite different with their normal shopping behavior that was explained by Christiansen and Snepenger (2002). The tourists satisfied from shopping experience separated from purchasing. Generally, the tourists did not prepare the shopping list and shopping activity is usually the last program for their trip (Thomas & LeTourneur, 2001). The tourists often seek for the outstanding product, the souvenir represented to the experience that they cannot find from their hometown, and the souvenir represented to tourist destination (Costello & Fairhurst, 2002; Paige & Littrell, 2003; Reisinger & Turner, 2002). A lot of tourists spent their money for souvenirs more than that spent in the holiday or in their hometown. Furthermore, the tourists purchased clothes, art jewelry, and handicraft (Thomas & LeTourneur, 2001).

Shopping Area Attributes

In present day, world-class tourist attraction provided a lot of tourist destinations and presented the local communities together with the development including promoting the entity of local tradition and culture (Rattanadumrongauksorn, 2015) such as department stores, walking street, and community of handicraft manufacturer (Tourism Authority of Thailand, 2013b). Cohen (2000) explained that the tourist destination provided shopping area that represented the entity handicraft produced by using inherited manufacturing process from their ancestor and the retailers normally presented outstanding manufacturing process to promote sales activities.

There are a lot of souvenir shops in shopping area to provide product and entertainment service to the tourists (Timothy, 2005). The importance given to certain attributes and the performance of those attributes to the perceived shopping center image may be a function of consumer satisfaction. Kinley, Kim, and Forney (2002) reported that the importance tourists assign to shopping center attributes is fairly consistent across types of shopping centers. While family-friendly, clean, safe, people friendly, appealing, and convenient locations are important in shopping area selection, performance on these attributes differs by type of shopping area. Bloch, Ridgway, and Sherrell (1989) reported that people who are browsing rather than shopping generally prefer stimulating, friendly, and comfortable stores. Further, though they did not examine tourist shoppers, Bellenger Robertson, and Greenberg (1977) noted that high quality merchandise, cleanliness, convenience to home, and variety of stores are important to shoppers.

Some of the most important aspects of a successful shopping area are location, good value, range and quality of merchandise, and physical design (Timothy, 2005). Store environments can create engaging experiences (Mehrabian, 1976), so that shopping, particularly when traveling to visit family and friends, becomes an enjoyable social behavior that can be satisfying for all parties regardless of age and gender (Christiansen & Snepenger, 2002). Swanson and Horridge (2006) found that travel motivations not only influence tourist choice of souvenir goods to purchase, but also the retail environment where the tourist chooses to shop. Specifically, nature, escape, and seeing the country are traveling motivations influencing the attributes of location, promotion, image, and sales associates. In attracting tourists, shopping center managers need to be aware of desired shopping center attributes that create a positive shopping environment. A lot of researchers determined whether desired shopping area attributes differ according to travel motivation. The tourists who

travel with the different reasons required different shopping experience. Sometimes they just want to perceive the different experience such as viewing the process to produce local product, seeking for local cuisine and relaxation. Swanson and Horridge (2006) described that the travel motivations influencing souvenir purchase during travel are attributes, shopping venue, and the post-experience impression.

Tourism Motivation

The tourist motivation studies are the gathering of ideas and approaches constituting what Cohen (1974) referred as a “fuzzy set” of definitions and description. Motivation is commonly seen as the driving force behind all actions. Motivation is a dynamic process of internal psychological factors encompassing the needs, wants, and goals of an individual (Lian Chan & Baum, 2007). It has been used to refer to internal motives that direct and integrate a person’s behavior for potential satisfaction. Motive for tourism is consequently defined as “the set of needs which predispose a person to participate in a touristic activity”. Motivation occurs when an individual wants to satisfy a need (Mehmetoglu & Normann, 2011). Maslow’s (1970) hierarchical theory of motivation was one of the most applied in the tourism literature. The theory was modeled as a pyramid whose base consists of the physiological needs, followed by higher levels of psychological needs and the need for self-actualization. Numerous tourism scholars have attempted to modify the model empirically, with the notable success by Dann (1981), who proposed a tourism motivation model that mirrors the model of Maslow, but free of prepotency assumption. A review of the previous literature on tourist motivation indicates that the analysis of tourist motivations is significant because when the host impressed the tourists, it could encourage local economy and advocate the shopping area tourist destination.

Solomon (2009) reported that motivation is the cause of people’s behavior. People may travel for the entertainment, visit the relatives and friends, spend their free time to participate in tourist activities, participate in festivals, inspection, or participate in educational activities to seek the different cultures (Blank, 1996; Crick-Furman & Prentice, 2000; Goeldner, Ritchie, & McIntosh, 2000; Law, 1996; Swanson & Horridge, 2006; Walker, 2009). Therefore, tourism motivation specified the reason that the tourists make a decision for tourist destinations and tourist activities.

Research uses travel psychographics to describe motivations, intent, interest, activities, and opinions regarding tourists’ desired travel destinations (Schul & Crompton, 1983; Waryszak & Kim, 1995). For example, Narayan, Rajendran, and Sai (2008) explained the indicators of the historical tourist destination quality that influenced tourist motivation including the tourists perceived the relaxation atmosphere, the beauty of tourist destinations, and the aptness of tourist destinations and these experiences determined as core-tourism experience. Proyrungroj (2015) found that both domestic tourists and international tourists have the same tourist motivation as seeking for the new experiences, prefer for self-development, and require participating in interesting activity. The different tourist motivations between domestic tourists and international tourists are: require the inner happiness, prefer to help other people, need to learn in depth Thai culture, seeking for new friends, and seeking for a chance to travel to Thailand. Gnoth (1997) related travel to the push and pull theory, whereby push factors act as motivators by encouraging travel (i.e., escape from routine or seeking new experiences) while pull factors are the attraction of the destination (i.e., sunshine or relaxed environment). The push factors or motivations underlying the need for travel are logical antecedents to the pull factors of the destination (Fluker & Turner, 2000).

From review of literature which related to souvenir products, tourism and shopping behavior, attribution of shopping area, and tourist motivation by Swanson and Horridge (2006) shows the relationship between travelling motivation, attribution of retail shops, behavior of salesperson, value of money, store atmosphere, and displays of retail shop. These related to the motivation of the tourist including history and nature of the tourist destination. Kinley, Forney, and Kim (2012) found that there is a relationship between travelling motivation and shopping area attribution, and that the environment with easy entrance and exit and has enough parking lot, incentive to buy product with marketing promotion activities positively affect the motivation of travelers in variety seeking and enhancing relation of the destination. Kozak (2002) believed that travelling motivation should identify and promote destination features that match tourist incentive or identify new tourist market. The tourist motivations are related to culture and natural resources of destination. Thus, we can conduct research concept which is illustrated in Figure 1 under shopping area attributes' theory, including: environment, image, economy, promotion, location, sales associated, and merchandise. Tourism motivations include fulfilling prestige, enhancing relation, seeking relaxation, history and culture, variety seeking, natural resources, and sightseeing variety. These variables illustrate the following hypotheses:

- H1: Fulfilling prestige is positively related to shopping area attributes.
 H2: Enhancing relation is positively related to shopping area attributes.
 H3: Seeking relaxation is positively related to shopping area attributes.
 H4: History and culture is positively related to shopping area attributes.
 H5: Variety seeking is positively related to shopping area attributes.
 H6: A natural resource is positively related to shopping area attributes.
 H7: Sightseeing variety is positively related to shopping area attributes.

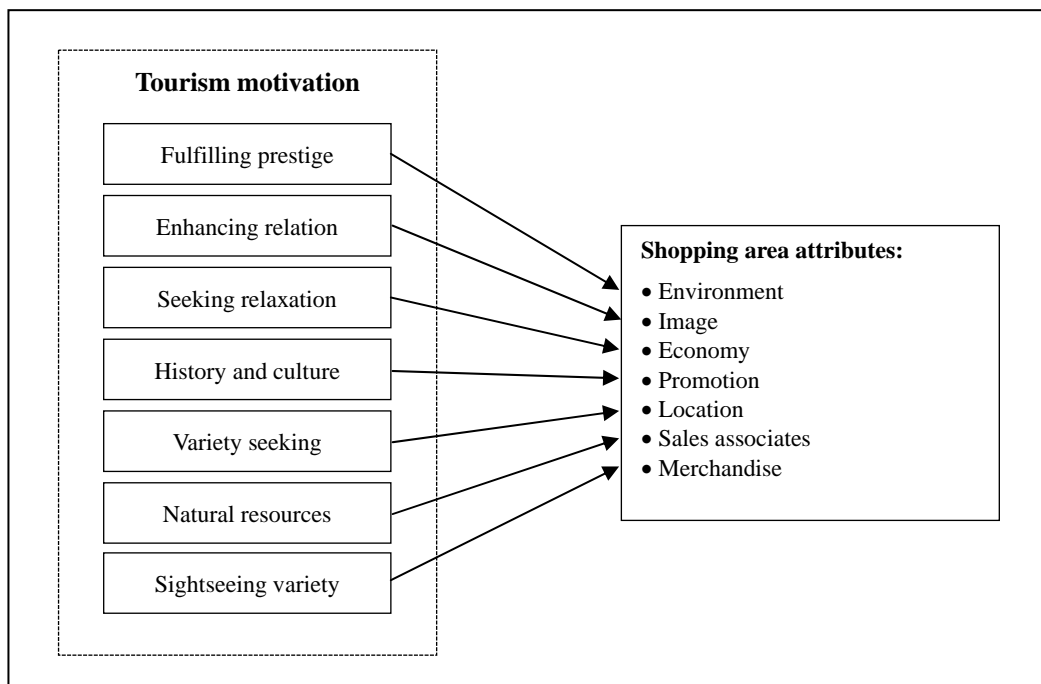


Figure 1. Research framework.

Research Methodology

This study is a survey research aiming to study tourism motivation (fulfilling prestige, enhancing relation, seeking relaxation, history and culture, variety seeking, natural resources, and sightseeing variety) which affects decision-making to purchase souvenir of domestic tourists in shopping area attributes (souvenir, economy, promotion, location, sales associates, and merchandise) in Thale Noi, Phatthalung.

Data Collection

The survey of domestic tourists made use of structural questionnaires for factors affecting the tourism motivation to desired shopping area attributes in Thale Noi, Phatthalung. These are the data of tourism motivation (fulfilling prestige, enhancing relation, seeking relaxation, history and culture, variety seeking, natural resources, and sightseeing variety) and shopping area attributes (environment, image, economy, promotion, location, sales associated and merchandise) of domestic tourists. The questionnaire is performed with domestic tourists after the pre-test with 30 tourists of shopping area in Thale Noi, Phatthalung. These are necessary because tourism motivation and desired shopping area attributes could create the value of souvenir product. The confidence of the whole questionnaire is obtained by alpha coefficient which is found to be 0.733.

Sampling

This research takes domestic tourists who travel to shopping area in Thale Noi, Phatthalung as the sample. The samples were selected by convenience sampling and calculated by Yamane's (1967) Formula as 400 samples. The data collection consumed six months between July and December 2016. Likert scales by Rensis Likert (1932) and dummy variables with the scores ranging from 1 to 5 (1 = "Not important at all", 2 = "Not very important", 3 = "Important", 4 = "Very important", and 5 = "Essential") are used.

Measures

Dependent variable. According to related literature of tourist's shopping area attribute, the dependent variable was determined as souvenir, economy, promotion, location, sales associated, and merchandise.

Independent variables. This study has the following independent variables: fulfilling prestige, enhancing relation, seeking relaxation, history and culture, variety seeking, natural resources, and sightseeing variety.

Analysis

Data analysis was carried out using SPSS 17.0 statistical software to analyze the percentage, mean, standard deviation, Pearson correlation coefficient, and stepwise regression analysis respectively.

Profile of Domestic Tourists

According to data collection, there are 400 tourists who travel to shopping area in Thale Noi, Phatthalung. Most of the tourists are female (58.50%), while male tourists account for 41.50%, aged between 21-30 years (37.00%), 31-40 years (23.25%), and 41-50 years (23.00%) respectively. The education levels of most domestic tourists are college graduates (35.25%), some college (28.25%) and high school (24.00%). The travel companion of most domestic tourists is as follows: family and families (56.75%), family plus friends (30.75%), and friends and acquaintance (9.50%) as shown in Table 1.

Table 1
Profile of Domestic Tourists

Statistics		<i>N</i>	Percent (%)
Gender	Male	166	41.50
	Female	234	58.50
Age	Less than 20 years old	29	7.25
	21-30 years old	148	37.00
	31-40 years old	93	23.25
	41-50 years old	92	23.00
	51-60 years old	32	8.00
	More than 60 years old	6	1.50
Level of education	Some high school	29	7.25
	High school	96	24.00
	Some college	113	28.25
	College graduates	141	35.25
	Postgraduates	21	5.25
Nationality	Resident	221	55.25
	Southern	114	28.50
	Central region	31	7.75
	Eastern	25	6.25
	Northern	9	2.25
Travel companion	Family plus friends	123	30.75
	Family and families	227	56.75
	Friends and acquaintance	38	9.50
	Package by employer	6	1.50
	Alone	6	1.50

Results

The result represented seven tourism motivation factors having overall mean at high level (Mean = 3.71) based on Best (1981) and the three highest mean factors are natural resources (Mean = 3.82), enhancing relation (Mean = 3.81), and seeking relaxation (Mean = 3.73) respectively as shown in Table 2.

Table 2
Mean and SD Values of Tourism Motivation Items

Factor	Mean	SD	Level
Fulfilling prestige	3.69	0.560	Important
Enhancing relation	3.81	0.641	Important
Seeking relaxation	3.73	0.607	Important
History and culture	3.61	0.547	Important
Variety seeking	3.70	0.510	Important
Natural resources	3.82	0.759	Important
Sightseeing variety	3.66	0.528	Important
Total	3.71	0.593	Important

Cronbach's alpha = 0.619

According to the variables of desired shopping area attributes, the result found that all seven variables had overall mean at high level (Mean = 3.66). Economy (Mean = 3.93), promotion (Mean = 3.93), and image (Mean = 3.81) were three highest mean variables as shown in Table 3.

Table 3

Mean and SD Values of Shopping Area Attributes Items

Factor	Mean	SD	Level
Environment	3.80	0.736	Important
Image	3.81	0.804	Important
Economy	3.93	0.761	Important
Promotion	3.93	0.801	Important
Location	3.71	0.736	Important
Sales associated	3.31	0.983	Moderate
Merchandise	3.13	0.847	Moderate
Total	3.66	0.810	Important

Cronbach's alpha = 0.737

The analysis of correlation between the fulfilling prestige, enhancing relation, seeking relaxation, history and culture, variety seeking, natural resources, and sightseeing variety and shopping area attributes by Pearson correlation coefficients is shown in Table 4.

Table 4

Bivariate Analysis: Pearson Correlation

	Fulfilling prestige	Enhancing relation	Seeking relaxation	History and culture	Variety seeking	Natural resources	Sightseeing variety
Fulfilling prestige	0.225**						
Enhancing relation	0.124*	0.175**					
Seeking relaxation	0.608**	0.047	0.086				
History and culture	0.170**	0.100*	0.080	0.009			
Variety seeking	0.115*	0.139**	0.083	0.170**	0.067		
Natural resources	0.859**	0.118*	0.075	0.707**	0.222**	0.127*	
Sightseeing variety	0.256*	0.105*	0.041	0.249**	0.168**	0.036	0.256*

Shopping area attributes

Notes. ** Correlation is significant at the 0.01 level (2-tailed); * Correlation is significant at the 0.05 level (2-tailed).

Several Pearson correlations for the independent, dependent and control variables have been computed. Table 4 shows that the strongest correlations with the dependent variable (tourism motivation) have been found with regard to sightseeing variety (H7, $r = 0.256$, $p < 0.001$), history and culture (H4, $r = 0.249$, $p < 0.001$), variety seeking (H5, $r = 0.168$, $p < 0.001$), and enhancing relation (H2, $r = 0.105$, $p < 0.001$) have a positive relationship with shopping area attribute. Most of the correlation coefficients have the expected sign with two independent variables evidencing a positive correlation with the dependent variable.

Stepwise multiple regression analysis of fulfilling prestige, enhancing relation, seeking relaxation, history and culture, variety seeking, natural resources, and sightseeing variety affected shopping area attributes as shown in Table 5.

Table 5
Results of Stepwise Regression Analysis

Variable	b	SE_b	β	<i>t</i>	Sig.
Independent variables					
Fulfilling prestige	0.177	0.056	0.129	2.103	0.000
Variety seeking	0.143	0.049	0.144	2.954	0.000
History and culture	0.156	0.056	0.169	2.790	0.000
Dependent variables					
Shopping area attributes					

Notes. $R^2 = 0.099$; adjusted $R^2 = 0.92$; $F = 7.7.785$; $p < 0.000$.

The stepwise multiple regression analysis explained an obvious understanding of the determinants that significantly contribute to each desired shopping area attribute measured within a tourism motivation context. Preliminary statistical testing ensured compliance with regression assumptions. A discussion of each stepwise regression equation provides insight into the key determinants of each desired shopping area attribute measured within a tourism motivation context. The result represented that the variables that could forecast desired shopping area attributes in Thale Noi, Phatthalung at statistical significance of 0.01 are fulfilling prestige ($\beta = 0.129$, $p < 0.000$), variety seeking ($\beta = 0.144$, $p < 0.000$), and history and culture ($\beta = 0.169$, $p < 0.000$). These variables could forecast desired shopping area attributes 9% ($R^2 = 0.099$) and std. error of the estimate = 0.482. This study presented the attribute of shopping area that the tourists preferred to purchase the souvenirs based on the variation of these three variables at 9% and 91% based on other variables.

Discussion

The study of tourism motivation affecting shopping behavior to purchase souvenir of domestic tourists in Thale Noi, Phatthalung found that there are three tourism motivations affecting domestic tourists' shopping behavior as fulfilling prestige (H1), variety seeking (H5), and history and culture (H4).

The study found that motivation that needed to fulfill prestige of tourists is an important factor among Thai tourists who want to be proud, to learn new things and want to meet the curiosity of tourist attractions and shopping area. The result is consistent with the study of Ativatin (2009) who studied the development of food tourism in Thailand. It plays an important role in encouraging people to express themselves in various types of activities, in the form of consumption, to satisfy and fulfill their desire to recapture past experiences or the desire to seek something new from the style and atmosphere of the shop. Therefore, the creation of atmosphere in handicrafts retail shop influences customers' buying decision, since they enter the shop and see all media which help create customer awareness such as details and history of products, production process, and usage. These will result in customers gaining market position, quality, and differentiation from other products and create need and want in customer to purchase the product (Rattanadumrongauksorn, 2015; Swanson & Timothy, 2012).

The study found that the motivation for variety seeking of tourists affects the features of shopping area. The result is related to Akkarapannagoon and Gulid (2016) who studied factors affecting Thai tourists' buying behavior on products and souvenirs in Chachoengsao province and they described that tourism motivation factors affecting souvenir product purchasing of domestic tourists are physical appearance of the shop and surrounding area, information center, lavatories, car park, the preparation of service to the tourists, and story and entity culture that exhibited in the shop and represented as the souvenir products. Therefore, the shopping

area features of souvenirs and exhibits with unique local affect the decision-making of shopping at each souvenir shop, because souvenirs and exhibits represent wisdom, traditional customs of each locality. Tourists tend to buy if there are varieties in products, good image of shops, good service provided, and helpful staff, and they will buy souvenirs back to remind them of their visit (Pimonsompong & Ma-oon, 2010) Rattanadumrongauksorn (2015) studied service efficiency development of handicraft retail stores in Chiang Mai province and found that the decoration of the shop, exhibited product, and variety of products are significant motivations, which relates to Khawsri (2013) who studied souvenir purchasing behavior of tourists in Phatthalung province and explained that the tourists preferred the entity products, location of the shopping area must be accessible, convenient, and sufficient car parking should be provided. The seller should provide promotion activities such as product demonstration, advertising and public relation including experienced sellers who realized product and had fine personality.

The study found that the motivations of tourists in part of history and culture are correlated with the shopping area characteristics. This is in line with the results of the study of Sakdasirorat and Laonpansaloon (2015) who found that the physical environment of souvenir trading district can convey the stories of local communities and cultures through interior design, the layout of the shop, the use of lights and colors, and the use of sound to create shop atmosphere, etc., which can create value for the products, thus resulting in increased sales opportunities. Kinley et al. (2012) found that travel incentives and shopping area attributes were directly correlated because travelers are inspired to explore the environment in souvenir shop. Environmental factors include: cleanliness, orderliness, location of the shop, and marketing activities such as use for special occasion in store events, use of visual displays, location near a major highway or high pedestrian traffic area, and modern appearance for all products both souvenir and non-souvenir products (Swanson & Timothy, 2012). This is in line with the study of Wong and Law (2003), which stated that retailers should have service standards. Their studies also mentioned that tourists tend to ask for assistance from salesperson with good personality and intellect. Thus, souvenir shops should provide skillful salesperson to motivate customer to re-purchase.

Conclusion

The results of this study show that the motivation of Thai tourists is related to the shopping area of the destination. Specifically, the shopping area is an important motivation for tourists to fulfill their prestige, fulfill their variety seeking and history and culture of community from the environment of trading area, products image, suitable price, marketing activities to promote products, convenient location with enough parking lot, experienced salesperson, and locally-produced product. These are necessary for tourists to visit and come back with memorable souvenirs to remind them of the destination.

Tourism is an important industry in generating revenue to the country, by encouraging people to travel from place to place. This is a distribution of income and creates employment in the local. So the tourist attractions have intensive competition at the global, national, or even local level. As a result, various tourist attractions, especially shopping district or shopping center apply varieties of strategy to show the uniqueness of locality and physical or cultural identity to present as a souvenir. Souvenirs are one of the high potential products that generate revenue to tourist attractions. However, the incentive to travel is not the only factor influencing the shopping area features but there are some other factors such as tourist-related agencies and shopping of souvenirs to recognize the importance of senses of cultural authenticity in the element of tourism in

location, person, or products. The community has to present real characteristics of culture through the gift items, shops, and local commercial districts. Nevertheless, the souvenir shops should provide variety and unique product, present attractive decoration and create good atmosphere, arrange the product by categories, offer skillful salesperson, and provide convenient walkway. Moreover, the souvenir shop should specify clearly the price and provide credit card payment method or e-payment and offer promotion in special occasion or touring season to increase sales and support marketing activities.

References

- Akkarapannagoon, N., & Gulid, N. (2016). Factors affecting Thai tourists' buying behavior on products and souvenirs in Chachoengsao Province. *Srinakharinvirot of Business Journal (SBJ)*, 7(1), 48-66.
- Armart, P. (2008). A study of consumer behaviour and satisfaction on buying souvenir products focusing in Mueang Sisaket. The Golden Teak. *Humanity and Social Science Journal*, 14(2), 97-110.
- Ativatin, T. (2009). The development of food tourism in Thailand. *Fine Arts Journal*, 13(1), 38-57.
- Bellenger, D. N., Robertson, D. H., & Greenberg, B. A. (1977). Shopping center patronage motives. *Journal of Retailing*, 53(2), 29-38.
- Best, J. W. (1981). *Research in education*. New Jersey, NJ: Prentice Hall.
- Blank, U. (1996). Tourism in United States cities. In C. M. Law (Ed.), *Tourism in major cities* (pp. 206-232). London: International Thomson Business Press.
- Bloch, R. H., Ridgway, N. M., & Sherrell, D. L. (1989). Extending the concept of shopping: An investigation of browsing activity. *Journal of the Academy of Marketing Sciences*, 17(1), 13-21.
- Christiansen, T., & Snepenger, D. J. (2002). Is it the mood or the mall that encourages tourists to shop. *Journal of Shopping Center Research*, 9(1), 7-26.
- Cohen, E. (1974). Who is a tourist? A conceptual clarification. *Sociological Review*, 22(4), 527-555.
- Cohen, E. (2000). Souvenir. In J. Jafari (Ed.), *Encyclopedia of tourism* (pp. 547-548). London: Routledge.
- Costello, C. A., & Fairhurst, A. (2002). Purchasing behavior of tourists towards Tennessee-made products. *International Journal of Hospitality & Tourism Administration*, 3(3), 7-17.
- Crick-Furman, D., & Prentice, R. (2000). Modeling tourists' multiple values. *Annals of Tourism Research*, 27(1), 69-92.
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408-424.
- Dann, G. M. (1981). Tourist motivation: An appraisal. *Annals of Tourism Research*, 8(2), 187-219.
- Department of Tourism. (2014). *Domestic tourist arrivals in 2014 (by region and province)*. Retrieved from <http://www.tourism.go.th/view/1/%E0%B8%AA%E0%B8%96%E0%B8%B4%E0%B8%95%E0%B8%B4%E0%B8%99%E0%B8%B1%E0%B8%81%E0%B8%97%E0%B9%88%E0%B8%AD%E0%B8%87%E0%B9%80%E0%B8%97%E0%B8%B5%E0%B9%88%E0%B8%A2%E0%B8%A7%E0%B8%A0%E0%B8%B2%E0%B8%A2%E0%B9%83%E0%B8%99%E0%B8%9B%E0%B8%A3%E0%B8%B0%E0%B9%80%E0%B8%97%E0%B8%A8%20%E0%B8%9B%E0%B8%B5%202557%20/TH-TH>
- Fluker, M. R., & Turner, L. W. (2000). Needs, motivations, and expectations of a commercial whitewater rafting experience. *Journal of Travel Research*, 38(4), 380-389.
- Frochot, I. (2005). A benefit segmentation of tourists in rural areas: A Scottish perspective. *Tourism Management*, 26(3), 335-346.
- Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of Tourism Research*, 24(2), 283-304.
- Goeldner, C. R., Ritchie, J. R. B., & McIntosh, R. W. (2000). *Tourism: Principles, practices, philosophies* (8th ed.). New York, NY: John Wiley & Sons.
- Gordon, B. (1986). The souvenir: Messenger of the extraordinary. *The Journal of Popular Culture*, 20(3), 135-146.
- Horner, A. E. (1993). Tourist arts in Africa before tourism. *Annals of Tourism Research*, 20(1), 52-63.
- Hurst, J. L., Niehm, L. S., & Park, S. (2010). Conversion intentions of fashion marketing interns: The impact of work-related attitudes and behaviors. *Journal of Global Fashion Marketing*, 1(2), 100-109.
- Jansen-Verbeke, M. (1998). Tourismification of historical cities. *Annals of Tourism Research*, 25(3), 739-742.
- Kantvorarat, W. (2016). Factors relevant to tourists' buying decision on pottery souvenirs at KohKret of Nonthaburi Province. *Journal of Cultural Approach*, 17(1), 31-40.

- Kastenholz, E., Davis, D., & Paul, G. (1999). Segmenting tourism in rural areas: The case of North and Central Portugal. *Journal of Travel Research*, 37(4), 353-363.
- Khawstri, J. (2013). Souvenir purchasing behavior of tourists in Phatthalung province. *Journal of International and Thai Tourism*, 9(2), 66-84.
- Khemthong, S., & Rojanavongse, S. (2002). *Business management of souvenirs. Teaching materials in business management in Nonthaburi tourist attraction*. Sukhothai Thammathirat Open University.
- Khemthong. (2012). Modules 5: Business management of souvenirs. Teaching Materials in business management in Nonthaburi tourist attraction. *Sukhothai Thammathirat Open University*, pp. 1-6.
- Kim, S., & Littrell, M. A. (2001). Souvenir buying intentions for self versus others. *Annals of Tourism Research*, 28(3), 638-657.
- Kinley, T. R., Forney, J. A., & Kim, Y. K. (2012). Travel motivation as a determinant of shopping venue. *International Journal of Culture, Tourism and Hospitality Research*, 6(3), 266-278.
- Kinley, T., Kim, Y. K., & Forney, J. (2002). Tourist-destination shopping center: An importance-performance analysis of attributes. *Journal of Shopping Center Research*, 9(1), 51-72.
- Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management*, 23(3), 221-232.
- Law, C. M. (1996). *Tourism in major cities*. London: International Thomson Business Press.
- Lewis, D. M., & Delozier, M. W. (1989). *Retail: Principle and practices*. Columbus, OH: Charles E.
- Lian Chan, J. K., & Baum, T. (2007). Ecotourists' perception of ecotourism experience in Lower Kinabatangan, Sabah, Malaysia. *Journal of Sustainable Tourism*, 15(5), 574-590.
- Likert, R. (1932). A technique for the measurement of attitudes. *Archives of Psychology*, 140, 1-55.
- Maslow, A. H. (1970). *Motivation and personality* (2nd ed.). New York, NY: Harper and Row.
- Mattson, B. E. (1982). Situational influences on store choice. *Journal of Retailing*, 58(3), 46-58.
- Mehmetoglu, M., & Normann, Ø. (2011). The link between travel motives and activities in nature-based tourism. *Tourism Review*, 68(2), 3-13.
- Mehrabian, A. (1976). *Basic dimensions for a general psychological theory*. Cambridge: Oelgeschlager, Gunn and Hain.
- Molera, L., & Albaladejo, I. P. (2007). Profiling segments of tourists in rural areas of South-Eastern Spain. *Tourism Management*, 28(3), 757-767.
- Narayan, B., Rajendran, C., & Sai, L. P. (2008). Scales to measure and benchmark service quality in tourism industry: A second-order factor approach. *Benchmarking: An International Journal*, 15(4), 469-493.
- National Statistical Office. (2014). *Tourism statistic record in the south of Thailand, 2011*.
- Oh, J. Y., Cheng, C., Lehto, X. Y., & O'Leary, J. T. (2004). Predictors of tourists' shopping behavior: Examination of socio-demographic characteristics and trip typologies. *Journal of Vacation Marketing*, 10(4), 308-319.
- Paci, E. (1992). International issues forum: Common measures of tourism. Proceedings of *The 23rd Annual Conference of the Travel and Tourism Research Association*, pp. 14-17.
- Paige, R. C., & Littrell, M. A. (2003). Tourism activities and shopping preferences. *Journal of Shopping Center Research*, 10(2), 7-25.
- Perales, R. M. Y. (2002). Rural tourism in Spain. *Annals of Tourism Research*, 29(4), 1101-1110.
- Pesonen, J., Komppula, R., & Laukkanen, T. (2009). Kesämatkailijoiden segmentointi-Savonlinnan seutu maaseutumatkailukohteena. *Maaseudun Uusi Aika*, 3, 5-19.
- Pimonsompong, C., & Ma-oon, R. (2010). The tourist services effectiveness assessment in cultural tourist destinations of northern part of Thailand. *Southern Technology Journal*, 7(1), 48-66.
- Proyrunroj, R. (2015). The motivations of Thai and Western tourists in participating in volunteer tourism vacation in Bangkok. *Journal of Research for Sustainable Development*, 323-331.
- Rattanadumrongauksorn, D. (2015). Service efficiency development of handicraft retail store in Chiang Mai Province. *Rajabhat Chiang Mai Research Journal*, 16(1), 83-98.
- Reisinger, Y., & Turner, L. W. (2002). Cultural differences between Asian tourist markets and Australian hosts, Part 1. *Journal of Travel Research*, 40(3), 295-315.
- Royo-Vela, M. (2009). Rural-cultural excursion conceptualization: A local tourism marketing management model based on tourist destination image measurement. *Tourism Management*, 30(3), 419-428.
- Sakdasirorat, A., & Laonpansaloon, A. (2015). How to develop handicraft - Souvenir business in context of tourism. *Journal of The Far Eastern University*, 9(1), 3-36.

- Sakdasirorat, A., Laaonpansaloon, A., & Tommindyong, P. (2016). The decision making in choosing buy souvenir from retail business of tourists in the tourist destination in Chiang Mai Province. *Journal of the Far Eastern University*, 10(2), 272-281.
- Schroeder, T. (2003). *Background and motivations of resource-based tourism operators in the northern great plains: A qualitative study*.
- Schul, P., & Crompton, J. L. (1983). Search behavior of international vacationers: Travel-specific lifestyle and sociodemographic variables. *Journal of Travel Research*, 22(2), 25-30.
- Siemens, L. (2007). Challenges faced by rural/remote tourism businesses on Vancouver Island: An exploratory study. *Journal of Enterprising Communities: People and Places in the Global Economy*, 1(4), 308-320.
- Snepenger, D., King, J., Marshall, E., & Uysal, M. (2006). Modeling Iso-Ahola's motivation theory in the tourism context. *Journal of Travel Research*, 45(2), 140-149.
- Solomon, M. R. (2009). *Consumer behavior: Buying, having, and being* (8th ed.). Upper Saddle River, NJ: Prentice Hall.
- Stanley, N. (2000). Souvenirs, ethics and aesthetics: Some contemporary dilemmas in the South Pacific. In M. Hitchcock, & K. Teague (Eds.), *Souvenirs: The material culture of tourism* (pp. 238-245). Aldershot: Ashgate.
- Swanson, K. K., & Horridge, P. E. (2006). Travel motivations as souvenir purchase indicators. *Tourism Management*, 27(4), 671-683.
- Swanson, K. K., & Timothy, D. J. (2012). Souvenirs: Icons of meaning, commercialization and commoditization. *Tourism Management*, 33(3), 489-499.
- Thomas, I. F., & LeTourneur, C. (2001). Resort retail. *Urban Land*, 50-51.
- Timothy, D. J. (2005). *Shopping tourism, retailing and leisure*. Channel View Publications.
- Tourism Authority of Thailand. (2013a). *Details and expenses for expatriates arriving in Thailand 2013*. Retrieved from http://www.mots.go.th/more_news.php?cid=471&filename=index
- Tourism Authority of Thailand. (2013b). *National Statistics Year 2013 (By region and province)*. Retrieved from http://www.mots.go.th/more_news.php?cid=487&filename=index
- Tumbat, G. (2003). Olympic souvenir consumption (extended abstract). In P. A. Keller, & D. W. Rook (Eds.), *Advances in consumer research* (Vol. 30, pp. 2-10). Valdosta, GA: Association for Consumer Research.
- Walker, J. (2009). *Introduction to hospitality*. Upper Saddle River, NJ: Pearson Education.
- Waryszak, R. Z., & Kim, H. (1995). Psychographic segmentation of tourists as a predictor of their travel behaviour: An exploratory study of Korean tourists to Australia. *Journal of Hospitality and Leisure Management*, 2(4), 5-19.
- Wong, J., & Law, R. (2003). Difference in shopping satisfaction levels: A study of tourists in Hong Kong. *Tourism Management*, 24(4), 401-410.
- Yamane, T. (1967). *Elementary sampling theory*. Englewood Cliffs, New Jersey: Prentice Hall.