MALAYSIAN SOUVENIRS AND TOURISTS’ BEHAVIOUR TOWARD AUTHENTICITY AS AN IMPORTANT SOUVENIR ATTRIBUTE

MUHAMMAD IRFAN BIN ABDULLAH @ ZAWAWI

A dissertation submitted in partial fulfilment of the requirements for the award of the degree of Master of Science (Tourism Planning)

Faculty of Built Environment
Universiti Teknologi Malaysia

June 2012
To My Beloved Mak and Pak

xoxo
ACKNOWLEDGMENT

First and foremost, I would like to express my deepest gratitude to my distinguished supervisor Professor Dr. Zainab Khalifah, whom without her valuable supervision, guidance, instruction and advices this dissertation would not have been possible. Her truthful encouragement, support, kindness, patience and enthusiasm were always a precious support for me throughout my Master studies in Universiti Teknologi Malaysia and during the preparation of this research. In addition, I would like to express my sincerest gratitude to Professor Dr. Amran bin Hamzah, for his valuable knowledge, advises and recommendations. My Master’s degree is entirely owed to the knowledge, expertise and teachings of above mentioned professors who lovingly devoted their professional career to training the future generation of Malaysia tourism planners and developing the tourism industry of Malaysia. Moreover, I would like to thank Dr. Hairul Nizam bin Ismail, our beloved and distinguished lecturer and course coordinator, for his encouragement, advices and support. My deepest gratitude goes to the distinguished dean, the academic members and staff of Faculty of Built Environment, Universiti Teknologi Malaysia.

In the preparation of this research, several individuals helped in various ways and supported me through different steps of this study. I would like to thank my family especially Najma Humairah binti Abdullah and Luqman Naim bin Abdullah for their support and encouragement. My deepest appreciation goes to my beloved brother, Ahmad Nawazir bin Abdullah for his unconditional and endless support. My sincerest thankfulness goes to the distinguished management of Intisari Tuah Company, for their trust to me and their financial support. I would like to thank the senior management and staff of Malaysia Tourism Information Center (MaTIC) for their permission to use their location for several days for some part of the survey. I would like to thank my fellow students in Universiti Teknologi Malaysia, Farah Syazwani binti Muhd Shukri, Gong Xiao Ye, Mohd Sidi Latif bin Harun, Majang Anak Landa, Noriahti binti Ismail and Hamidah binti Abd Rahim for their friendship, moral support and encouragement. My special thankfulness goes to my friend Azade Shoa Ahmadi, for her support and accompany during the data collection process and survey. My special thanks and appreciation goes to my fellow student and friend, Seyed Shahabeddin Pourfakhimi for his support, encouragement and advises throughout my Masters’ studies and preparation of this study.
ABSTRACT

The purpose of this study is to evaluate the role of authenticity, as an important factor in the souvenir purchase behaviour of Malaysia’s international tourists. Demographic characteristics (gender, age, origin and annual income) have major influence on the preference of souvenir categories and importance of souvenir attributes. The three most preferred souvenir categories among international tourist are respectively “clothing & accessories”, “food, drink & chocolates” and “handicraft”. The authenticity attribute ranked second among most important factors following physical attributes in the souvenir purchase behaviour of Malaysia’s international tourists. The survey result shows international tourists tend to find traditional & cultural meaning and Malaysian made product, as the most important souvenir authenticity attributes. 85% of survey tourists’ respondents are willing to pay more for local made souvenirs made compare to the imported products. According to the results of Pearson correlation tests, older tourists have higher tendency to purchase local made souvenirs compare to younger tourists. Cross tabulation tests shows tourists from Europe, America, Africa and Oceania are more concerned about authenticity attributes compare to Asian and Middle Eastern respondents who are more concerned about Aesthetic Attributes and Value Attributes. Majority of international tourists are relatively satisfied with the Malaysian souvenir market.
TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>CHAPTER</th>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DECLARATION</td>
<td></td>
<td>ii</td>
</tr>
<tr>
<td>ACKNOWLEDGMENT</td>
<td></td>
<td>iv</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td></td>
<td>v</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td></td>
<td>vi</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td></td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td></td>
<td>xi</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td></td>
<td>xvi</td>
</tr>
<tr>
<td>LIST OF APPENDICES</td>
<td></td>
<td>xxviii</td>
</tr>
<tr>
<td>1. INTRODUCTION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1 Introduction</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>1.2 Background of Study</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>1.3 Statement of research</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>1.4 Research questions</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>1.5 Research goal</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>1.6 Research objectives</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>1.7 Importance of research</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>1.8 Scope of research</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>1.9 Research chart flow</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>1.10 Expected findings</td>
<td></td>
<td>10</td>
</tr>
</tbody>
</table>
2. **LITERATURE REVIEW**

2.1 Introduction ................................................................. 11
2.2 Tourism industry ............................................................. 11
2.3 Souvenir ................................................................. 15
   2.3.1 Souvenir categories .................................................. 19
2.4 Souvenir purchase .......................................................... 21
2.5 Authenticity as a souvenir attribute ................................. 26
2.6 Tourist satisfaction .......................................................... 28

3. **RESEARCH METHODOLOGY** .................................................. 34

3.1 Introduction ......................................................................... 34
3.2 Research questionnaire ....................................................... 35
3.3 Kuala Lumpur as research area ............................................ 42
3.4 Sample selection ............................................................... 42
3.5 Data analysis ........................................................................ 43
   3.5.1 Descriptive statistics method ........................................ 44
   3.5.2 Cross tab method ........................................................ 44
   3.5.3 Pearson correlation ....................................................... 45
   3.5.4 Kruskal-Wallis ............................................................. 46

4. **RESEARCH FINDINGS** ............................................................ 47

4.1 Introduction ......................................................................... 47
4.2 Data collection ................................................................. 48
4.3 Profile of sample group ........................................................ 49
   4.3.1 Gender ........................................................................ 49
   4.3.2 Age ............................................................................. 50
   4.3.3 Continent of origin ....................................................... 52
   4.3.4 Annual income ............................................................ 53
   4.3.5 Relationship between participants’ gender and annual income 54
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.4</td>
<td>Favorable souvenir categories</td>
<td>55</td>
</tr>
<tr>
<td>4.4.1</td>
<td>Top 10 most favorable souvenir categories of international tourists</td>
<td>57</td>
</tr>
<tr>
<td>4.4.2</td>
<td>Relationship between the most favorite souvenir categories and other souvenir categories</td>
<td>60</td>
</tr>
<tr>
<td>4.5</td>
<td>Important souvenir attributes</td>
<td>72</td>
</tr>
<tr>
<td>4.5.1</td>
<td>Relationship between most important souvenir attributes and other souvenir attributes</td>
<td>75</td>
</tr>
<tr>
<td>4.5.2</td>
<td>The most importance souvenir attributes groups for international tourists in Malaysia</td>
<td>97</td>
</tr>
<tr>
<td>4.6</td>
<td>The most important souvenir authenticity attributes</td>
<td>99</td>
</tr>
<tr>
<td>4.6.1</td>
<td>Relationship between most important souvenir authenticity attributes and others souvenir authenticity attributes</td>
<td>102</td>
</tr>
<tr>
<td>4.7</td>
<td>Budget</td>
<td>112</td>
</tr>
<tr>
<td>4.7.1</td>
<td>The relationship between total souvenir purchase budget and participants’ gender</td>
<td>113</td>
</tr>
<tr>
<td>4.7.2</td>
<td>The relationship between total souvenir purchase budget and tourists’ origin</td>
<td>115</td>
</tr>
<tr>
<td>4.7.3</td>
<td>The relationship between respondents’ total souvenir purchase budget and their favorite souvenir category</td>
<td>116</td>
</tr>
<tr>
<td>4.7.4</td>
<td>The relationship between tourists’ total souvenir purchase budget and the importance of souvenir attributes</td>
<td>118</td>
</tr>
<tr>
<td>4.8</td>
<td>Local products versus imported products</td>
<td>125</td>
</tr>
<tr>
<td>4.8.1</td>
<td>The relationship between tourists’ willingness to spend more money for a local products and their age</td>
<td>126</td>
</tr>
<tr>
<td>4.8.2</td>
<td>The relationship between tourists’ willingness to spend more money for a local product and their continent of origin</td>
<td>128</td>
</tr>
<tr>
<td>4.8.3</td>
<td>The relationship between tourists’ willingness to pay more money for a local product and tourists’ total souvenir purchase budget</td>
<td>129</td>
</tr>
<tr>
<td>4.9</td>
<td>Satisfaction</td>
<td>131</td>
</tr>
</tbody>
</table>
LIST OF TABLES

<table>
<thead>
<tr>
<th>TABLE NO.</th>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Questionnaire structure</td>
<td>38</td>
</tr>
<tr>
<td>4.1</td>
<td>Participants' Gender</td>
<td>49</td>
</tr>
<tr>
<td>4.2</td>
<td>Participants' Age</td>
<td>51</td>
</tr>
<tr>
<td>4.3</td>
<td>Participants' continent of origin</td>
<td>52</td>
</tr>
<tr>
<td>4.4</td>
<td>Participants' annual income</td>
<td>53</td>
</tr>
<tr>
<td>4.5</td>
<td>Respondents’ choice of top five souvenir categories</td>
<td>57</td>
</tr>
<tr>
<td>4.6</td>
<td>The souvenir categories total preference score</td>
<td>59</td>
</tr>
<tr>
<td>4.7</td>
<td>Pearson correlation test between “clothing &amp; accessories” and others</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>souvenir categories</td>
<td></td>
</tr>
<tr>
<td>4.8</td>
<td>Pearson correlation test between &quot;food, drinks &amp; Chocolates&quot; and</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>others souvenir categories</td>
<td></td>
</tr>
<tr>
<td>4.9</td>
<td>Pearson correlation test between “handicraft” and other</td>
<td>68</td>
</tr>
<tr>
<td></td>
<td>souvenir categories</td>
<td></td>
</tr>
<tr>
<td>4.10</td>
<td>Average importance rate of souvenir attributes</td>
<td>73</td>
</tr>
<tr>
<td>4.11</td>
<td>Pearson correlation test between “easy to carry” and others</td>
<td>76</td>
</tr>
<tr>
<td></td>
<td>souvenir attributes</td>
<td></td>
</tr>
<tr>
<td>4.12</td>
<td>Pearson correlation test between “weight” and others</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td>souvenir attributes</td>
<td></td>
</tr>
</tbody>
</table>
4.13 Pearson correlation test between “traditional & cultural meaning” attribute and other souvenir attributes
4.14 Average importance rate per each souvenir attribute category
4.15 Average importance rate of each authenticity attribute
4.16 Pearson correlation test between “traditional & cultural meaning” attribute and other souvenir authenticity attributes
4.17 Pearson correlation test between “made in Malaysia” attribute and other souvenir authenticity attributes
4.18 Pearson correlation test between “made by local communities” attribute and other souvenir authenticity attributes
4.19 Participants’ total budget for souvenir purchase in Malaysia
4.20 Pearson correlation test between tourists’ total souvenir purchase budget and gender
4.21 Kruskal-Wallis test between tourist total budget purchasing souvenirs with tourists’ continent of origin
4.22 Pearson correlation test between tourists’ total souvenir purchase budget and their choice of favorite souvenir categories
4.23 Pearson correlation test between tourists’ total souvenir purchase budget and the importance of souvenir attributes
4.24 Pearson correlation test between tourists’ willingness to pay more money for a local souvenir product and their age
4.25 Kruskal-Wallis H test for tourists’ willingness to pay more money for a local product in relationship with tourists’ continent of origin
4.26 Pearson correlation test between tourists’ willingness to pay more money to purchase a local souvenir product in relationship with their total souvenir expenditure budget

4.27 Participants' gender and type of souvenir

4.28 Top three souvenir categories for male respondents and the importance of souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

4.29 Top three souvenir categories for female respondents and the importance of souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

4.30 Pearson correlation test between tourists’ gender and tourists’ favorite souvenir categories

4.31 Participants' age group and average preferable souvenir categories

4.32 Top three souvenir categories for 18 – 29 years old respondents and the importance of souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

4.33 Top three souvenir categories for 30 – 44 years old respondents and the importance of souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

4.34 Top three souvenir categories for 45 – 59 years old respondents and the importance of souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

4.35 Top three souvenir categories for 60 years old and above respondents and the importance of souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir
4.36 Pearson correlation test between tourists’ age and tourists’ choice of favorite souvenir categories
4.37 Pearson correlation test between tourists’ age and the importance of souvenir attributes
4.38 The average of the score of each category of souvenir for the respondents from each continent of origin
4.39 Top three souvenir categories for African respondents and the importance of souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir
4.40 Top three souvenir categories for Asian respondents and the importance of souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir
4.41 Top three souvenir categories for European respondents and the importance of souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir
4.42 Top three souvenir categories for Middle Eastern respondents and the importance of souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir
4.43 Top three souvenir categories for North American respondents and the importance of souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir
4.44 Top three souvenir categories for Oceania respondents and the importance of souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir
4.45 Kruskal-Wallis test between tourist origins with souvenir categories
4.46 Kruskal-Wallis test between tourist origins with souvenir attributes

4.47 Pearson correlation test between tourists’ annual income with tourists’ total souvenir budget income with tourists’ total souvenir budget
## LIST OF FIGURES

<table>
<thead>
<tr>
<th>FIGURES NO.</th>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Supporting Elements for marketers to increase Souvenir Sale (Nomura, 2002)</td>
<td>7</td>
</tr>
<tr>
<td>1.2</td>
<td>Research Flow Chart</td>
<td>9</td>
</tr>
<tr>
<td>2.1</td>
<td>Malaysia's Tourism Arrival Data Source: (WTTC, 2009) &amp; (Azlan Abu Bakar, 2011)</td>
<td>14</td>
</tr>
<tr>
<td>2.2</td>
<td>Tourist Satisfaction</td>
<td>29</td>
</tr>
<tr>
<td>2.3</td>
<td>Oliver mediated model of satisfaction (Oliver, Satisfaction: A Behavioral Perspective on the Consumer, 1996)</td>
<td>31</td>
</tr>
<tr>
<td>2.4</td>
<td>Gomez’s satisfaction-sales performance chain (Hu &amp; Yu, 2007)</td>
<td>32</td>
</tr>
<tr>
<td>3.1</td>
<td>Scope of research</td>
<td>35</td>
</tr>
<tr>
<td>4.1</td>
<td>Participants’ gender pie chart</td>
<td>50</td>
</tr>
<tr>
<td>4.2</td>
<td>Participants' age pie chart</td>
<td>51</td>
</tr>
<tr>
<td>4.3</td>
<td>Participants' continent of origin pie chart</td>
<td>53</td>
</tr>
<tr>
<td>4.4</td>
<td>Participants' annual income pie chart</td>
<td>54</td>
</tr>
<tr>
<td>4.5</td>
<td>The percentage of respondents from different genders in various income groups</td>
<td>55</td>
</tr>
<tr>
<td>4.6</td>
<td>Respondents’ choice of top five souvenir categories</td>
<td>56</td>
</tr>
<tr>
<td>4.7</td>
<td>Relationship between the choice of “clothing &amp; accessories” as the top 5 souvenir category and the</td>
<td>62</td>
</tr>
</tbody>
</table>
preference score of “arts”

4.8 Relationship between the choice of “clothing & accessories” as the top 5 souvenir category and the preference score of “book”

4.9 Relationship between the choice of “clothing & accessories” as the top 5 souvenir category and the preference score of “collectibles”

4.10 Relationship between the choice of “clothing & accessories” as the top 5 souvenir category and the preference score of “cosmetics”

4.11 Relationship between the choice of “clothing & accessories” as the top 5 souvenir category and the preference score of “decorative items”

4.12 Relationship between the choice of “clothing & accessories” as the top 5 souvenir category and the preference score of “noncommercial objects”

4.13 Relationship between the choice of “food, drink & chocolate” as the top 5 souvenir category and the preference score of “antique”

4.14 Figure 4.14: Relationship between the choice of “food, drink & chocolate” as the top 5 souvenir category and the preference score of “fine jewelry”

4.15 Relationship between the choice of “food, drink & chocolate” as the top 5 souvenir category and the preference score of “handicraft”

4.16 Relationship between the choice of “handicraft” as the top 5 souvenir category and the preference score of “book”

4.17 Relationship between the choice of “handicraft” as the top 5 souvenir category and the preference score of “cosmetic”

4.18 Relationship between the choice of “handicraft” as the top 5 souvenir category and the preference score of
“electronic and home appliances”

4.19 Relationship between the choice of “handicraft” as the top 5 souvenir category and the preference score of “light weight decorative items” 71

4.20 Relationship between the choice of “handicraft” as the top 5 souvenir category and the preference score of “postcard” 72

4.21 Average importance rate of souvenir attributes, grouped per the attribute categories 74

4.22 Relationship between the importance of “easy to carry” with the average importance rate of “being handmade” as souvenir attributes 77

4.23 Relationship between the importance of “easy to carry” with the average importance rate of “made by local communities” as souvenir attributes 78

4.24 Relationship between the importance of “easy to carry” with the average importance rate of “made in Malaysia” as souvenir attributes 78

4.25 Relationship between the importance of “easy to carry” with the average importance rate of “representing Malaysian elements (slogans, symbols)” as souvenir attributes 79

4.26 Relationship between the importance of “easy to carry” with the average importance rate of “traditional and cultural meaning” as souvenir attributes 79

4.27 Relationship between the importance of “easy to carry” with the average importance rate of “fashion” as souvenir attributes 80

4.28 Relationship between the importance of “easy to carry” with the average importance rate of “size” as souvenir attributes 80

4.29 Relationship between the importance of “easy to carry” with the average importance rate of “weight” as 82
4.30 Relationship between the importance of “weight” with the average importance rate of “being handmade” as souvenir attributes

4.31 Relationship between the importance of “weight” with the average importance rate of “made in Malaysia” as souvenir attributes

4.32 Relationship between the importance of “weight” with the average importance rate of “new and innovative” as souvenir attributes

4.33 Relationship between the importance of “weight” with the average importance rate of “traditional and cultural meaning” as souvenir attributes

4.34 Relationship between the importance of “weight” with the average importance rate of “fashion” as souvenir attributes

4.35 Relationship between the importance of “weight” with the average importance rate of “easy to carry” as souvenir attributes

4.36 Relationship between the importance of “weight” with the average importance rate of “size” as souvenir attributes

4.37 Relationship between the importance of “weight” with the average importance rate of “brand” as souvenir attributes

4.38 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “being handmade” as souvenir attributes

4.39 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “limited edition” as souvenir attributes

4.40 Relationship between the importance of “traditional and cultural meaning” with the average importance rate
of “made by local communities” as souvenir attributes

4.41 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “made in Malaysia” as souvenir attributes

4.42 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “originality” as souvenir attributes

4.43 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “process of making” as souvenir attributes

4.44 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “representing Malaysian elements” as souvenir attributes

4.45 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “verified” as souvenir attributes

4.46 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “workmanship” as souvenir attributes

4.47 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “appealing design” as souvenir attributes

4.48 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “fashion” as souvenir attributes

4.49 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “easy to carry” as souvenir attributes

4.50 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “size” as souvenir attributes

4.51 Relationship between the importance of “traditional
and cultural meaning” with the average importance rate of “weight” as souvenir attributes

4.52 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “brand” as souvenir attributes

4.53 Relationship between the importance of “traditional and cultural meaning” with the average importance rate of “price” as souvenir attributes

4.54 Average importane rating of each souvenir category

4.55 Average importance rate of each authenticity attribute

4.56 Figure 4.56: Relationship between the importance of “made in Malaysia” with the average importance rate of “being handmade” as souvenir attributes

4.57 Relationship between the importance of “made in Malaysia” with the average importance rate of “made by local communities” as souvenir attributes

4.58 Relationship between the importance of “made in Malaysia” with the average importance rate of “process of making” as souvenir attributes

4.59 Relationship between the importance of “made in Malaysia” with the average importance rate of “representing Malaysian elements” as souvenir attributes

4.60 Relationship between the importance of “made in Malaysia” with the average importance rate of “traditional & cultural meaning” as souvenir attributes

4.61 Relationship between the importance of “made by local communities” with the average importance rate of “being handmade” as souvenir attributes

4.62 Relationship between the importance of “made by local communities” with the average importance rate of “being handmade” as souvenir attributes
4.63 Relationship between the importance of “made by local communities” with the average importance rate of “made in Malaysia” as souvenir attributes 110

4.64 Relationship between the importance of “made by local communities” with the average importance rate of “new & innovative” as souvenir attributes 110

4.65 Relationship between the importance of “made by local communities” with the average importance rate of “process of making” as souvenir attributes 111

4.66 Relationship between the importance of “made by local communities” with the average importance rate of “representing Malaysian elements” as souvenir attributes 111

4.67 Relationship between the importance of “made by local communities” with the average importance rate of “traditional & cultural meaning” as souvenir attributes 112

4.68 Participants’ total budget for souvenir purchase in Malaysia 113

4.69 The average souvenir purchase budget according to the gender 114

4.70 The average budget souvenir expenditure between tourists’ continent origin 115

4.71 Relationships between tourists’ total souvenir purchase budget and choice of “clothing and accessories”, “cosmetics”, “fine jewelries”, “noncommercial objects” and “postcards” as their favorite souvenir categories 117

4.72 Relationship between tourists’ total souvenir purchase budget and the importance of “being handmade” as a souvenir attribute 119

4.73 Relationship between tourists’ total souvenir purchase budget and the importance of “made by local communities” as a souvenir attribute 120

4.74 Relationship between tourists’ total souvenir purchase 120
<table>
<thead>
<tr>
<th>Section</th>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.75</td>
<td>Relationship between tourists’ total souvenir purchase budget and the importance of “new &amp; innovative” as a souvenir attribute</td>
<td>121</td>
</tr>
<tr>
<td>4.76</td>
<td>Relationship between tourists’ total souvenir purchase budget and the importance of “process of making” as a souvenir attribute</td>
<td>121</td>
</tr>
<tr>
<td>4.77</td>
<td>Relationship between tourists’ total souvenir purchase budget and the importance of “traditional &amp; cultural meaning” as a souvenir attribute</td>
<td>122</td>
</tr>
<tr>
<td>4.78</td>
<td>Relationship between tourists’ total souvenir purchase budget and the importance of “appealing design” as a souvenir attribute</td>
<td>122</td>
</tr>
<tr>
<td>4.79</td>
<td>Relationship between tourists’ total souvenir purchase budget and the importance of “fashion” as a souvenir attribute</td>
<td>123</td>
</tr>
<tr>
<td>4.80</td>
<td>Relationship between tourists’ total souvenir purchase budget and the importance of “easy to carry” as a souvenir attribute</td>
<td>123</td>
</tr>
<tr>
<td>4.81</td>
<td>Relationship between tourists’ total souvenir purchase budget and the importance of “weight” as a souvenir attribute</td>
<td>124</td>
</tr>
<tr>
<td>4.82</td>
<td>Relationship between tourists’ total souvenir purchase budget and the importance of “brand” as a souvenir attribute</td>
<td>124</td>
</tr>
<tr>
<td>4.83</td>
<td>Tourists' willingness to pay more money for a local product compared to an imported product</td>
<td>126</td>
</tr>
<tr>
<td>4.84</td>
<td>The percentage of respondents who are willing to pay more money for a local made product compared to a cheaper imported product according to the different age groups</td>
<td>127</td>
</tr>
<tr>
<td>4.85</td>
<td>The percentage of respondents from each continent of</td>
<td>129</td>
</tr>
</tbody>
</table>
origin who are willing to spend more money for a local product

4.86 The percentage of respondents from each souvenir total budget group who are willing to pay more money for a local souvenir product in compare with a cheaper one

4.87 Average level satisfaction of Malaysian souvenir market

4.88 Top three most favorite souvenir categories for male respondents and the three most important souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

4.89 Top three most favorite souvenir categories for female respondents and the three most important souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

4.90 The ratio of preference of “cosmetics”, “food, drink & chocolates”, “handicrafts”, “light weight decorative items”, “noncommercial objects” and “postcards” between men and women

4.91 Top three most favorite souvenir categories for 18 – 29 years old respondents and the three most important souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

4.92 Top three most favorite souvenir categories for 33 – 44 years old respondents and the three most important souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

4.93 Top three most favorite souvenir categories for 45 – 59 years old respondents and the three most important souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir
Top three most favorite souvenir categories for 60 years old and above respondents and the three most important souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

The relationship between respondents’ age and choice of “books”, “cosmetics” and “postcards” as top favorite souvenir categories

The average importance rate of “verified” per each age group

The average importance rate of “packaging” per each age group

The average importance rate of “easy to carry” per each age group

The average importance rate of “size” per each age group

Top three most favorite souvenir categories for African respondents and the three most important souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

Top three most favorite souvenir categories for Asian respondents and the three most important souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

Top three most favorite souvenir categories for European respondents and the three most important souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

Top three most favorite souvenir categories for Middle Eastern respondents and the three most important souvenir attributes for respondents who chose each
category within their top five most favorite category of souvenir

4.104 Top three most favorite souvenir categories for North American respondents and the three most important souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

4.105 Top three most favorite souvenir categories for Oceania respondents and the three most important souvenir attributes for respondents who chose each category within their top five most favorite category of souvenir

4.106 The relationship between tourists’ continent of origin and the average score of “collectibles” as a favorite souvenir category

4.107 The relationship between tourists’ continent of origin and the average score of “cosmetics” as a favorite souvenir category

4.108 The relationship between tourists’ continent of origin and the average score of “noncomercial items” as a favorite souvenir category

4.109 The relationship between tourists’ continent of origin and the average importance of “being handmade” as a souvenir attribute

4.110 The relationship between tourists’ continent of origin and the average importance of “made by local communities” as a souvenir attribute

4.111 The relationship between tourists’ continent of origin and the average importance of “made in Malaysia” as a souvenir attribute

4.112 The relationship between tourists’ continent of origin and the average importance of “process of making” as a souvenir attribute
4.113 The relationship between tourists’ continent of origin and the average importance of “traditiona & cultural meaning” as a souvenir attribute

4.114 The relationship between tourists’ continent of origin and the average importance of “uniqueness” as a souvenir attribute

4.115 The relationship between tourists’ continent of origin and the average importance of “appealing design” as a souvenir attribute

4.116 The relationship between tourists’ continent of origin and the average importance of “appealing color” as a souvenir attribute

4.117 The relationship between tourists’ continent of origin and the average importance of “fashion” as a souvenir attribute

4.118 The relationship between tourists’ continent of origin and the average importance of “packaging” as a souvenir attribute

4.119 The relationship between tourists’ continent of origin and the average importance of “brand” as a souvenir attribute

173
174
174
175
175
176
176
# LIST OF APPENDICES

<table>
<thead>
<tr>
<th>APPENDIX</th>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Questionnaire example</td>
<td>192</td>
</tr>
<tr>
<td>B</td>
<td>Survey Results</td>
<td>195</td>
</tr>
</tbody>
</table>
CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter is to introduce Malaysian Souvenirs and Malaysia tourists’ behaviour toward authenticity as an important souvenir attributes. The chapter is divided into ten subchapters which are namely, background of study, statement of research, research questions, research goal, research objectives, importance of research, scope of research, research chart flow and expected findings.

1.2 Background of study

Among the most prominent issues which are currently under investigation in tourism studies, particularly those which deal specifically with shopping and
retailing, are motivations, satisfaction, customer behaviours, shopper typologies, spatial travel patterns, the production and consumption of handicrafts and other souvenirs, purchase intensions, and authenticity of product and experience lifestyle of the local society (Bloom, 2002).

Authentic crafts and souvenirs that truly represent the destination are essential to provide a memorable experience for tourists. In addition, providing authentic products would be a good opportunity for tourism businesses to become more successful (Wicks, et al., 2004). Among all types of souvenirs attributes, authenticity may be the most important factor that affects tourists’ buying intentions (Wicks, et al., 2004).

1.3 Statement of research

This study aims to identify tourists’ behaviour toward authenticity as an important attribute in purchasing Malaysian souvenirs. Field studies, survey and literature review are some of the steps of this research which were taken to identify the authentic Malaysia souvenirs. To achieve this aim, the tourists’ behaviour toward purchasing souvenirs will be studied. Tourists’ behaviour comprises 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 (Wilkie, 1994).

Based on the tourists’ behaviour toward purchasing souvenirs, an analysis is needed to be done to see which types of souvenirs are most favourable souvenirs for the tourists and to what extent authenticity is an important factor which affects tourists’ buying intentions.
1.4 Research questions

This study seeks to find answers to the below six research questions which illustrate the frameworks of this study. Each question has its own scope which should be studied. These are the following research questions:

Question Number 1 – What is the relationship between international tourists’ demographic characteristics and their favorable souvenir categories and attributes?

The first step of analysis part is to determine the relationship between international tourists’ demographic characteristics and their favorable souvenir categories and attributes. In other words, this question seeks for potential relationships between the international tourists’ demographic characteristics and their tendency to purchase certain categories of souvenir and their preferences about the souvenir attributes. This part will help further researchers to determine which souvenirs categories should be considered for further promotion, according to the different groups of tourists with different demographic backgrounds.

Question number 2 - Which souvenirs categories are the most favourite among international tourists?

In this part of research it will be sought to identify the most favourite souvenir categories for the international tourists of Malaysia. Findings of this part of research will aid marketers, souvenir market stakeholders and producers and tourism planning organizations to better understand the needs of tourists in concept of their souvenir purchase and adjust their production and marketing activities based on the preferences of their target market.
Question number 3 – What are the most important attributes of souvenir for the international tourists of Malaysia?

The respondents’ behaviour toward different attributes of a souvenir, namely, authenticity, aesthetic, physical and values attributes will be studied and the most important souvenir attributes will be identified. Consequently, it will be explained which souvenir attributes are mostly concerned by international tourists of Malaysia during their purchase decision making process.

Question number 4 – To what extent, authenticity of a souvenir is an important factor for Malaysia’s international tourists?

This study tries to explain to what extent, the authenticity of a souvenir, is an important factor for the foreign tourists who visit Malaysia. For the purpose of answering this research question, the behaviour of Malaysia international tourists toward the authenticity factors will be studied and compared with other ranges of attributes, namely, physical, value and aesthetic attributes.

Question number 5- Among the several authenticity attributes, which attribute(s) are the most important one(s) for the Malaysia’s international tourists?

Authenticity in concept of souvenirs may have different meanings for various individuals and can be reflected through several souvenir attributes. This research seeks to understand what is the most important authenticity attributes for Malaysia’s international tourists. In other words, how Malaysia’s international tourists interpret authenticity and through what attributes, the international tourists of Malaysia’s find a souvenir, authentic.
Question number 6- To what extent, Malaysia’s international tourists are satisfied with the current situation of Malaysia’s souvenir market, in terms of price range, variety and quality.

As the last part, this research will try to identify to what extent, Malaysia’s international tourists are satisfied with the price, variety and quality of Malaysia’s souvenir market.

1.5 Research goal

“To evaluate the role of authenticity, as an important factor in the souvenir purchase behaviour of Malaysia’s international tourists”

1.6 Research objectives

This study comprises five main objectives in order to achieve the research goal, which is to evaluate the role of authenticity, as an important factor in the souvenir purchase behaviour of international tourists in Malaysia. The objectives are following below:

1. To define the relationship between international tourists demographic characteristics and their favorable souvenir categories and attributes;
2. To recognize most favorable souvenir categories of international tourists;

3. To identify souvenir purchase behaviour of international tourists, in terms of the importance of souvenir attributes and; to find to what extent those attributes are important and influential in their purchase decision:
   a. Authenticity attributes
   b. Aesthetic Attributes
   c. Physical Attributes
   d. Value Attributes

4. To identify the importance of “authenticity” as an important factor for international tourists in Malaysia

5. To identify the most important authenticity attributes for the international tourists of Malaysia

6. To determine international tourists satisfaction of Malaysian souvenir market.

1.7 Importance of research

Since shopping is an important tourist activity, to determine the important factors about souvenirs and the current market situation may help producers to develop souvenirs and create new products (Nomura, 2002). Retailers within the
souvenir trade should be familiar with tourists’ travel motivations to provide a souvenir mix that has appealing attributes in an appealing store environment based on these motivations (Swanson & Horridge, 2006).

Learning general consumer behaviour, souvenir purchase behaviour, and the tradition of gift giving could support marketers in the sale of souvenirs (Figure 1.1) (Nomura, 2002). Without understanding the customers, souvenir retailers will not be able to address the marketing needs and remain viable in today’s competitive souvenir marketplace environment (Damrongpipat, 2009). Results of an academic study has shown that, most of souvenir retailers had wrong understanding on the concept of marketing and they operate business without identifying target customers and they did not search for customers’ needs (Damrongpipat, 2009). Therefore, tourists may be disappointed when they find little selection or nothing to buy at a destination (Nomura, 2002). In addition, providing authentic products would be a good opportunity for tourism businesses to become more financially successful. (Wicks, et al., 2004).

Figure 1.1: Supporting Elements for marketers to increase Souvenir Sale (Nomura, 2002)
1.8 Scope of research

In order to reach the goal of the research, which is to evaluate the role of authenticity, as an important factor in the souvenir purchase behaviour of Malaysia’s international tourists, the following areas will be studied:

1. Souvenir Market: To further understand the elements of Malaysian souvenir market including the price range, souvenir categories and the attributes.

2. Souvenirs Categories: To identify the available categories of souvenirs which are currently being offered to the tourists in Malaysia.

3. Foreign tourists: To understand the behaviour of tourists from overseas and to find how the local authentic souvenirs can meet their satisfaction.

4. Tourist souvenir purchase behaviour: The process of tourist decision making toward purchasing their souvenir.
1.9 Research chart flow

- **Literature Review**
  - To understand demographic characteristics that can be related with souvenir purchases.
  - To identify souvenir categories which can be found in Malaysian souvenir market.
  - To determine souvenir attribute categories

- **Survey**
  - To find out the demographic characteristics of international tourists
  - To recognize the most favorable souvenir categories for the international tourists.
  - To identify souvenir purchase behaviour of international tourists, in terms of product attributes.
  - To determine the satisfaction degree of international tourists about Malaysian souvenir market.

- **Analysis**
  - To define the relationship between international tourists demographic characteristics, favorable souvenir categories and souvenir attributes.
  - To identify the importance of “authenticity attributes” as an important factor for international tourists in Malaysia
  - To study all other potential relationships which have shown to be meaningful by the results of survey

- **Findings**
  - The relationship between the international tourists demographic characteristics and their favorable souvenir categories and attributes
  - The most favorable souvenir categories for the Malaysia's international tourists
  - The most important attributes of souvenirs for the research target group
  - The level of the satisfaction

Figure 1.2: Research Flow Chart
1.10 Expected findings

The expected result of this research is to evaluate the role of authenticity, as an important factor in the souvenir purchase behaviour of Malaysia’s international tourists. In other words, it will be sought to find out to what extent authenticity is an important attribute for the international tourists of Malaysia.

Other expected results of this research are to find out the relationship between the international tourists demographic characteristics and their favourable souvenir categories and attributes, the most favourable souvenir categories for the Malaysia's international tourists and the tourist satisfaction of Malaysian souvenir market.
REFERENCES


