

Marketing Mix Approaches in Behavioural Intention to Souvenir-purchase: A Comparative Study between Thai and Chinese Tourists

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Abstract

This study aims to examine the marketing mix to souvenir-purchase and the marketing mix that has an impact towards behavioural intention to souvenir-purchase which can be classified based on tourists' nationalities. This study employed a mixed-methods design. Quantitative method was used to analyse the data from 400 tourists. The constructs were confirmed by confirm factor analysis and the logistic regression analysis was also used to investigate the relationship between data. Moreover, qualitative method was used to analyse the semi-structure interviews, conducted from ten stakeholders and five tourists. The result shown that place had a positive effect on behaviour intention to souvenir-purchase among Thai tourists, while Chinese tourists gave more important to the promotion that the shops provided to the customers. In addition, qualitative analysis helped emphasis the importance of marketing mix which would assist entrepreneurs and those involving in souvenir business in creating a more successful souvenir business. Implications of the study results are discussed and directions for future research provided.

Keywords: Marketing mix; Behavioural intention; Souvenir; Chinese tourist; Thai tourist

Introduction

The goal of the National Economic and Social Development Plan No. 11 in Thailand (Office of the National Economics and Social Development Board, 2011) aims to effectively increase the sustainable economics by creatively developing the products and services in Thailand. In addition, Ministry of Tourism and Sports in Thailand (2012) examined the information relating to souvenir business and found that in 2014, the allowance in this business was 1.26 million baht, and it is increased to 1.38 million baht in 2015. Overall, the economic expansion was accounted for 9.6%. Because of the increasing number of tourists, this causes a high growth in a souvenir business. According to Collins-Kreiner and Zins (2011), souvenirs helped keep the memories from the travelling and completed travelling experiences. Because each souvenir has its own local and culture characteristics, it can help satisfy the tourists (Swanson & Timothy, 2012). In addition, the use of contemporary art and culture together with the use of new technology (Putachote, 2013) can help create the products with their own unique characteristics (Pungnirund, 2013), and this can lead to the development in the industry which can fulfill the tourists' needs (Huang & Sarigollu, 2012).

The numbers of foreign tourist coming to Thailand has been increasing. The groups of tourists that spend a lot of their money on Thai tourism and marketing are the Chinese, Malaysians, Russians, and Indonesians, respectively (Department of Tourism, 2015). A study conducted by Swanson and Horridge (2006) showed that the behavioural insights in the consumers can be changed due to different factors. For instance, the factors that help decide which souvenirs to buy depend on the type of tourism and tourists' characteristics (Kantatasiri, Jaroenwanit, & Brown, 2015). Furthermore, Marrocu, Paci, and Zara (2015) found that nationalities have an impact on the returning journey and it is the important factor towards the consumption. Moreover, races, cultural backgrounds (Egresi & Kara, 2015), religious (Yaacob, 2014), education (Haseki, 2013) and social identity can also effect the returning journey (Kwon & Wen, 2010). The differences between domestic and national tourists regarding their nationalities also

have an impact on the marketing mix differences (Mak, Tsang, & Cheung, 1999; Sanib, Aziz, Samdin, & Rahim, 2013).

Chinese tourists tend to have a high purchasing power in the world's tourism industry (D' Astiur & Li, 2009). The study shows that Chinese tourists spend most of their money shopping, and it is one of the most important factors for them to travel to other countries. The purpose of buying the souvenirs is to give them to family members, friends, or co-workers (The Export-Import Bank of Thailand, 2013). Therefore, it is important for the souvenir business to examine Chinese tourists' behaviours since they are a target group in marketing (Kim & Zhao, 2014). However, there are also an increasing numbers of Thai tourists (Tourism Authority of Thailand, 2015). According to the National Statistical Office (2015), the expenses that Thai tourists spend on souvenir business were accounted for 24.5% of all their travelling expenses.

There had been little investigation of different countries that had shown evidence of differences in destination behaviour patterns such as trip arrangement, shopping activities, expenditure, etc (Yuksel, 2004). Different cultures may value different aspects in a service experience. Focusing on shopping experience, the present study sought to assess domestic and international visitors' evaluation of service provided by the souvenir shop. The main purpose of this study is to develop an understanding of a marketing mix in souvenirs and investigate the marketing mix towards behavioural intention to souvenir-purchase in tourists from different nationalities.

Literature Review

Shopping is part of the tourism, and a shopping behaviour between a first-time traveller and a returning traveller can be different (Chang, Chen, & Meyer, 2013). A marketing planner should manage the shopping activities for tourists since marketing stimuli will help create good memories for the journeys. In addition, marketing mix (4Ps) can create the uniqueness of the products and satisfy the target group's needs (Kotler and Armstrong, 2012, p. 51). In order to effectively use the sustainable

marketing resources in businesses, the businesses should be able to build a long-term relationship with the customers, evaluate the competition as well as the factors that stimulate the competition (Hussein, Manap, and Nor, 2012). Sustainable marketing will also assist the business to develop the theories and research in marketing (Connelly, Ketchen, & Slater, 2011).

Marketing mix is considered to be one of the marketing tools that help the businesses create the products to meet the customers' needs (Kotler and Armstrong, 2012: 135). It can also assist the business in using and adjusting existing resources to answer customers' needs (Weaver and Lawton, 2010). Many researchers pay more attention to the study of the marketing mix that has been adapted to use in the tourism industry as well as other related businesses since it can help the business meets tourists' needs and this can lead to tourists' satisfaction (Morrison, 2010: 756). Marketing mix consists of four factors called 4Ps: Product, Price, Place, and Promotion. The first factor is product, a combination of merchandises and services which are offered to target customers (Morison, 2010: 761; Kotler and Armstrong, 2012: 51). Products are important in the marketing and marketing experts can analyse customers' needs through their use of products, which will help enhance customers' satisfaction (Attih, 2013). According to Swanson and Horridge (2006), whether the products are locally made is also important for the travellers in choosing which souvenir to buy. The products should be portable, flawless, and unique (Swanson & Timothy, 2012). In addition, products' packages also affect customers' purchase behaviour (Turner & Reisinger, 2001).

The second factor is price, causing a marketing competition. Price refers to the amount of money or the value of money that a customer needs to spend on the products (Morrison, 2010, p. 761; Kotler & Armstrong, 2010, p. 52). Price is a main factor in the tourism and hospitality industry (Evans & Berman, 1987) and it has a lot of impact on customers' purchase behaviour. Marketing experts can use price as one of their strategies to compete with other companies and bring success to their business (Attih, 2013). Price is also used to measure the tendency in customers' repurchasing. It is not only a strategy used in the marketing, but it also causes a high competition in business (Sanib, Aziz, Samdin, & Rahim, 2013). If the

price of the product is too low, it can affect the reliability of that product (Divisekera & Deegan, 2010).

The third factor of marketing mix is a place, which is planned and managed by an organization in order to present the products to the customers (Morrison, 2010, p. 760; Kotler and Armstrong, 2012, p. 52). Choosing a right place to present the products is important for the businesses and it should be a focus of the business as well (Swanson & Timothy, 2012). A good place in selling products should be closed to tourist attractions and have a nice store layout (Swanson & Horridge, 2006). Same types of products should be placed together and a store environment should correspond with the type of the products (Huang & Sarigollu, 2012).

Promotion is the last factor in marketing mix. Businesses present the value of their products through the use of different technologies to persuade the customers to purchase their products (Morrison, 2010, p. 762; Kotler & Armstrong, 2012, p. 52). In tourism and hospitality industry, promotion is the main channel in promoting the products to the customers (Sanib, Aziz, Samdin, & Rahim, 2013). A good marketing should be accessible to the customers and help create a good image on the products (Tan & Tang, 2013).

There has been little research on marketing mix relating to souvenir business, and if the business cannot effectively apply that research to their company, it can cause a harmful effect in that business (Khemchotigoon & Kaemane, 2015). For example, the use of pricing strategy to draw tourists' attention (Swanson & Horridge, 2006), especially their shopping behaviour might be controlled by the price (Park, 2010). The business needs to make sure that the price is suitable for the quality of the product (Chatthipmongkol & Jangphanish, 2016). Therefore, it is necessary that the business can create an effective marketing mix in order to show the customers that the products are available (Phitthayaphinant & Nissapa, 2011). In order to succeed in marketing planning, business should consider different factors that can satisfy the target group (Bennet, 2010; Ferrell & Hartline, 2012). To be successful in a souvenir business, one should have the knowledge in planning and developing the souvenirs for tourism which

focus on tourists' behaviours the most. Since previous studies has ignored the importance of a marketing mix towards behavioural intention to souvenir-purchase, it is crucial to create the instruments and marketing strategies that can support the development of marketing mix in future souvenir business.

Businesses should focus on creating the satisfaction to their customers since it can affect their intention in purchasing the products (Chang, 2014). Therefore, marketing experts should plan and analyse the marketing in order to persuade repurchasing in their customers. The use of a mixed method research will create a more understanding in tourists' behaviours (Cohen, Prayag, & Moital, 2014). Moreover, a study in a repurchasing intention can bring more income to the business (Kozak & Decop, 2009, p. 4-6). A repurchase intention can occur after a customer purchases, considers and evaluates the product. The way customers evaluate and examine the products can predict their repurchasing intention (Keller, 2001). Researchers in this field usually applied a Theory of Planned Behaviour (TPB) which was adapted from a Theory of Reasoned Action (TRA) as a framework in their study (Ajzen & Fishbein, 1980, p. 1-2) and they also used that theory to help clarify the results of their study (Chen & Chen, 2010, p. 29-30). Repurchase intention is a behaviour that occurs after the customers use the product and are satisfied with it (Loureiro & GonZalez, 2008, p. 117-118). If the customers are satisfied with the products, they will repeatedly purchase the products, and this can lead them to being a brand loyalty (Timm, 2011, p. 1-3). If there is a repurchase intention in the tourists, it will benefit the business (Kozak & Decop, 2009, p. 4-6) in terms of the increased income, and business stability. The hypothesis that will be tested is that

H₁: Product has a positive effect on behavioural intention to souvenir-purchase

H₂: Price has a positive effect on behavioural intention to souvenir-purchase

H₃: Place has a positive effect on behavioural intention to souvenir-purchase

H₄: Promotion has a positive effect on behavioural intention to souvenir-purchase

Research Methodology

This research employed a mixed-method design. Quantitative method was mainly used, while qualitative method was used as a dominant method to help discuss the results of the study. A questionnaire concerning marketing mix in souvenir business and repurchasing intention was used as an instrument for the quantitative method, while a semi-structure interview was used as primary data for the qualitative method.

Data Collection

This study employed a quantitative approach and surveyed tourists from four top-ranking souvenir shops in Phuket, preceded by a pilot test surveying 55 tourists from Phang-nga. The sampled can be considered representative of the population, with non-observation errors being low. A survey data were collected using a face-to-face survey method at the selected souvenir shops from March to June 2015. The lead author and six trained survey helpers were able to approach tourists on-site to conduct surveys at the selected tourists. Questionnaires completion took around 10 – 15 min. After that the researcher used a screening and checking for outliers and completed, 400 questionnaires were coded for analysis. Tourists' characteristics are presented in Table 1.

The sample for this qualitative research consisted of stakeholders and tourists in Phuket. To be able to draw on diversity of data sources, ten stakeholders and five tourists were selected using purposive sampling for an interview. Selected stakeholders should have at least three years of experience in souvenirs business or tourism, while selected tourists should at least visit the shop for three times. Prior to the commencement of each interview, the objective of the study was described. 13 interviews were conducted in Thai and 2 in Chinese. All interviews were audio-recorded. At the same time, the researcher also took some notes. The average duration of interviews was about 35 min, ranging from 24 – 50 min. This process lasted from June to July 2015. The information regarding interviewees is presented in Table

Table 1 Tourists' Characteristics

		Chinese (200 Participants)		Thai (200 Participants)		Total (400 Participants)	
Individual Characteristics		Number of Participants	%	Number of Participants	%	Number of Participants	%
Gender	- Women	117	58.5	121	60.5	238	59.5
	- Men	83	41.5	79	39.5	162	40.5
Age	- 20-29 years old	84	42.0	70	35.0	154	38.5
	- 30-39 years old	67	33.5	86	43.0	153	38.3
	- 40-49 years old	36	18.0	26	13.0	62	15.5
	- More than 50 years old	13	6.5	18	9.0	31	7.8
Status	- Married	135	67.5	127	63.5	262	65.5
	- Single	65	32.5	68	34.0	133	33.3
	- Divorced	-	-	5	2.5	5	1.3
Education	- Bachelor's Degree	137	68.5	122	61.0	259	64.8
	- Below Bachelor's degree	43	21.5	39	19.5	82	20.5
	- Higher than Bachelor's degrees	20	10.0	39	19.5	59	14.8
Occupation	- Self-employed business	69	34.5	81	40.5	150	37.5
	- Employees	52	26.0	42	21.0	94	23.5
	- Government officials	47	23.5	41	20.5	88	22.0
	- College students	27	13.5	30	15.0	57	14.3
	- others	5	2.5	6	3.0	11	2.8
Numbers of family members	- 3-5 members	136	68.0	135	67.5	271	67.8
	- 1-2 members	36	18.0	32	16.0	68	17.0
	- More than 5 members	28	14.0	33	16.5	61	15.3
Average income per month	- 20,001-30,000 ฿	71	35.5	59	29.5	130	32.5
	- 10,001-20,000 ฿	43	21.5	44	22.0	87	21.8
	- > 50,000 ฿	41	20.5	37	18.5	78	19.5
	- 30,001-40,000 ฿	18	9.0	24	12.0	42	10.5
	- 40,001-50,000 ฿	15	7.5	23	11.5	38	9.5
	- < 10,000 ฿	12	6.0	13	6.5	25	6.3

Table 2 Interviewees' characteristics

Order	Occupation	Type	Number of Participants
1	Manager/Business Owner	Souvenir Business	4
2	Guide	Taking care of tourists	4
3	Executives	Organization and tourism public sector	2
4	Tourists	Thai	3
5	Tourists	Chinese	2

Instrument Development

A questionnaire was developing used in quantitative method study. The questionnaire was first developed in English, then translated in to Thai and Chinese and then back to English, adopt a back-to-back translation procedure. The translations were conducted by four professional translators: both were native Thai and native Chinese with many years of experience in translation. The two versions were compared, and certain discrepancies were addressed. During the process, the researchers tried to certify consistency between the Thai and Chinese version of the survey. Chinese and Thai questionnaires were utilizes in the surveys. Measurements for this part of the study was adapted from Morison (2010, p. 349) and Kotler and Armstrong (2012, p. 52, 235). A 5 – point Likert scale indicating a level of agreement ranging from strongly disagree (1) to strongly agree (5) was utilized for all measurements. Then, three academic experts were invites to verify the content validity of the items that were initially generated. The IOC of each item was between 0.67 – 1.00. Behavioral intention to souvenir-purchase was assessed with a single question: “Would you like to purchase the souvenir next time?” (Yes/No).

An interview guide was developed prior to conducting interview, with the purpose of providing focus and ensuring that important areas were covered. Semi-structure interviews with open-ended questions were also employed by many researchers in the field of marketing mix.

A final draft of the survey was edited by three academic experts and then administered to an experimental group, consisting of three people in order to examine their understanding of the questions and language. A think aloud protocol was used during this process, meaning that three experimental participants were asked to read the questions out loud and described their thought towards the questions to the researcher.

Data Analysis

Data was analysed utilizing factor analysis and logistic regression analysis. First, an exploratory factor analysis (EFA) was conducted to explore the dimensionality of the variables, followed by confirmatory factor analysis (CFA). The main survey data was randomly split into two subsets: one calibration sample with 200 cases for EFA analysis and one validation sample with 200 cases for 1st order CFA analysis (Hair, Black, Babin, and Anderson, 2010). An EFA and CFA were used to explore marketing mix dimension, and logistic regression analysis was used to the forecasting behavioural intention to souvenir-purchase. Prior to the analysis, data were screened for entry errors, missing value, and outliers that may impair data analyse.

Regarding qualitative analysis, all interviews were labeled and transcribed verbatim in the original language used to interviews. Interview transcripts were analysed using content analysis method. Data analysis follow the step recommended by Van Manen's framework (1990), by considering the behavioural context and then analyzing the environment and factors that cause a souvenir purchase behaviour. The data was used to reflect on important words in this field and describe the data using interactive approach, content analysis and coding analysis, and then listing all incidents that represented the constructs proposed.

Results

Reliability and Validity of Instruments

Multicollinearity testing was used to analyse the reliability and validity of the instrument. Table 3 shows that all four variables showed no multicollinearity because the correlation was less than 0.70. An EFA using principle component analysis was undertaken to determine the underlying dimensions of marketing mix. The Barlett's test of Sphericity was significant (p-value = 0.000), indicating that a nonzero correlation existed among all items taken together. The Kaiser–Meyer–Olkin Measure of Sampling Adequacy of 0.849 exceeded the necessary threshold of sampling adequacy, indicating that this EFA results fits the data (Hair et al., 2010). Orthogonal rotation was used during the EFA because the dimensions of marketing mix were expected to correlate. The four factors explained 60.01 % of the total variance. These four factors are labelled as: 1) place, 2) price, 3) promotion, and 4) product. Reliability analysis of the items for each of the four factors also shown acceptable results. Since Cronbach alpha for the marketing mix dimension was over 0.70 for indication of reliability (Field, 2005). For all subsequent analyses, summated indicators were formed for each of these four constructs.

Table 3 Pearson's correlation

	Mean	SD	Constant	Pro	Pri	Pla	Prm
Constant			1.000				
Pro	4.32	.486	-.550	1.000			
Pri	4.05	.664	.129	-.372	1.000		
Pla	4.31	.531	-.487	-.091	-.303	1.000	
Prm	3.91	.710	-.145	-.075	-.306	-.240	1.000

Table 4 Exploratory factor analysis results

Variables	Mean	SD	Standard Loading	Eigen-value	Variance explained	Cronbach's Alpha
Place				5.374	33.588	0.806
The shop is clean. (Pla1)	4.51	.711	.741			
The shop is distinctively decorated. (Pla2)	4.27	.703	.661			
Shop's location is easily accessible. (Pla3)	4.39	.699	.768			
Different choices of payment. (Pla4)	4.14	.738	.541			
The shop has enough parking spaces. (Pla5)	4.26	.798	.658			
Product grouping makes it easy to shop. (Pla6)	4.30	.821	.614			
Price				1.715	10.722	0.750
Explicit price tags (Pri1)	4.33	.794	.698			
Negotiable price (Pri2)	3.86	1.006	.513			
Suitable price for quality of the products (Pri3)	4.04	.865	.731			
Suitable price for quantity of the products (Pri4)	4.00	.833	.718			
Promotion				1.391	8.696	0.718
Products have been widely advertised. (Prm1)	4.09	.767	.582			
Discounted and free products (Prm2)	3.76	.887	.861			
Promote the products through different channels. (Prm3)	3.89	.963	.752			
Product				1.121	7.006	0.787
Uniqueness of the products (Pro1)	4.48	.609	.577			
Diversity of the products (Pro2)	4.26	.587	.794			
Products are beautiful and of fashionable. (Pro3)	4.22	.688	.745			

A four factor CFA was run to verify the underlying dimensional patterns via EFA. The goodness of fit Chi-square fit the CFA model was 227.811, with 95 degree of freedom ($X^2/df = 2.398$, $p < 0.000$). According to Hair et.al.'s criteria (2010, p. 672), if Chi-square was low or closed to zero, and showed no statistically significance, it proved that the information corresponded with empirical data. However, when there are more than 250 participants in a sampling group and have observable variable between 12 to 30 variables, it can indicate that Chi-square is statistically significant. If Chi-square was used with a large sampling group, the statistic value will be high and this can result in a high Chi-square. In this case, Chi-square will be statistically significant. To make it more reliable, we need to consider other index as well. From the study on other index, the results showed that the comparative fit index (CFI) was 0.936, Tucker Lewis index (TLI) was 0.920, standardized root mean square residual (SRMR) was 0.046, and root mean square error of approximation (RMSEA) was 0.059. Therefore, the results indicate that it fits the data well. The CR values for three of the four construct are 0.84, 0.91, and 0.81 respectively, demonstrating excellent internal convergent validity of the factors. One dimension (product) has a CR value of 0.75, still above 0.60 that the point for acceptance (Bagozzi & Yi, 1988).

The results of both EFA and CFA can conclude that the hypotheses proposed for this study (that product, price, place, and promotion have a positive effect on behavioural intention to souvenir-purchase) should be accepted and the null hypotheses rejected.

Table 5 First-order confirmatory factor analysis results^a

Variables	Standard Loading	AVE ^b	CR ^c
Product			
Uniqueness of the products (Pro1)	0.788	0.40	0.84
Diversity of the products (Pro2)	0.766		
Products are beautiful and fashionable (Pro3)	0.683		
Price			
Explicit price tags (Pri1)	0.567	0.45	0.91
Negotiable price (Pri2)	0.599		
Suitable price for quality of the products (Pri3)	0.797		
Suitable price for quantity of the products (Pri4)	0.678		
Place			
The shop is clean (Pla1)	0.640	0.42	0.81
The shop is distinctively decorated (Pla2)	0.587		
Shop's location is easily accessible (Pla3)	0.763		
Different choices of payment (Pla4)	0.570		
The shop has enough parking spaces. (Pla5)	0.683		
Product grouping makes it easy to shop (Pla6)	0.609		
Promotion			
Products have been widely advertised (Prm1)	0.375	0.50	0.75
Discounted and free products (Prm2)	0.968		
Promote the products through different channels (Prm3)	0.724		

^a $\chi^2 = 227.811$, d.f. = 95 ($\chi^2/\text{df} = 2.398$), $p < 0.000$, CFI = 0.936, TLI = 0.920, SRMR = 0.046, RMSEA = 0.059

^b Average variance extracted

^c Composite reliability

Hypothesis Testing

The results indicated that both products and prices did not affect Thai and Chinese tourists on their behavioural intention to souvenir-purchase. While place had a positive effect on behavioural intention

to souvenir-purchase on Thai tourists, it did not show a positive effect on Chinese tourists. Promotion did not have a positive effect on behavioural intention to souvenir-purchase in Thai tourists; in contrast, it showed a positive effect on Chinese tourists. In conclusion, the first and the second hypothesis showed the same results between Thai and Chinese tourists, while both groups showed different results in H3 and H4.

The information below showed an equation used to predict a repurchase intention of the tourists from different countries. The result showed fluctuations of the equation regarding the repurchase intention were accounted for 77.0% for Thai tourists and 79.0% for Chinese tourists.

$$Z = - 0.793 \text{ (Pro)} - 0.421 \text{ (Pri)} + 1.133 \text{ (Pla)} + 0.053 \text{ (Prm)}$$

(Thai tourists)

$$Z = - 0.641 \text{ (Pro)} + 0.570 \text{ (Pri)} - 0.626 \text{ (Pla)} + 0.552 \text{ (Prm)}$$

(Chinese tourists)

Table 6 Tests of main hypotheses

Hypothesis	Relationship	Country	Estimate (Wald test)	Results
H1a	Product has a positive effect on behavioural intention to souvenir-purchase	Thai	- 0.793 (3.306)	Not supported
H1b		Chinese	- 0.641 (2.506)	Not supported
H2a	Price has a positive effect on behavioural intention to souvenir-purchase	Thai	- 0.421 (1.556)	Not supported
H2b		Chinese	0.570 (2.898)	Not supported
H3a	Place has a positive effect on behavioural intention to souvenir-purchase	Thai	1.133* (7.845)	Supported
H3b		Chinese	- 0.626 (3.123)	Not supported
H4a	Promotion has a positive effect on behavioural intention to souvenir-purchase	Thai	0.053 (0.047)	Not supported
H4b		Chinese	0.552* (3.905)	Supported

Marketing Mix towards Behavioural Intention to Souvenir-purchase in Tourists

Business can develop a marketing mix to make it correspond with tourists' intention in souvenir purchase. All of the factors in marketing mix, including product, price, place, and promotion are controllable.

Most interviewees were aware of the marketing mix. Respondents suggest a souvenir should have its own uniqueness and should be able present its local cultures. For example, an interview from tourist, state that:

“...a product nicely presents this tourist attraction, it has its own uniqueness and beautifulness, and it is a good gift for friends. My friends will like it...”

Moreover, products' packages should be interesting to the customers. Businesses pay more attention to the products' packages nowadays. Many products' packages were international awarded for their own design, as remarked by one informant:

“...the uniqueness of a souvenir is its package. For example, a package of a local snack called ‘Tao Sow’ has beautifully designed. The color on each box identifies different flavors and local traditions were used as an art design on packages...”

Souvenirs should be also portable. Since tourists come from many countries around the world, and they want to bring back the souvenirs to their friends and family, therefore, the products should be consistent and easy to carry around. Moreover, price is part of a marketing mix which causes marketing competition. To identify a price for each product, a business should consider a capital cost and profit. Price should be affordable and price tags should also visible to the tourists because foreign tourists prefer to have a clear price tag since it can help reduce a miscommunication between them and a shopkeeper. The following comment revealed:

“...many products have clear name tags and we should support this because it helps reduce a communication gap between tourists and shopkeepers...”

In addition, price should be appropriate for product's quality. Low price does not indicate that the product has low quality, at the same time; high price cannot guarantee that the product has a high quality. The price and the quality of the product depend on many factors as well as marketing mechanism. The quantities of goods can be one of the factors that affect prices. If the product has low quantity, the price will be low. In contrast, if the quantity of the product is high, the price will be high, as remarked by one informant:

“...souvenirs that are being sold used good raw materials. I believe that prices are suitable for products' quality...”

Place is also an important factor in marketing mix. It can affect the success or failure of products. If a product is good and has a suitable price, but the shop is not accessible, it can limit the chance in distributing the product to target customers. Location of the shop has a huge impact on the numbers of customers. If the shop is easily accessible, there will be more customers. A good location should be in the Centre of the city, or it is situated closed to an airport so that tourists can buy the souvenirs before travelling back home. Moreover, government should also support the location of the shop; for example, provide parking spaces for tourists who travel by vans or busses. At the same time, the government should not ignore those who travel by their personal vehicles. The following are two supporting comments from interviewees:

“...shop's location is important. It should be accessible. The location should be in the Centre of the tourists or it should be located on the main road closed to the airport...”

“...shop should be easily accessible. If I bring my own car, it should have enough parking spaces. Sometimes, when I went

to a shop, and there was no parking space, so I needed to go to another shop...”

Therefore, it is obvious that the location of the shop does affect the customers' decision in buying the products. Shop exterior should be beautifully decorated and has a good environment; shop interior should be clean. A shop owner should also pay attention to product grouping to make it easy for the customers in choosing the products. In addition, if the shop provides a telling-story of a product to the customers, for example, the history of making shrimp paste, it will support the business and it shows professionalism in the business. For example, an interview from tourist, state that:

“...shop's should give an importance to the cleanliness. The shop should look good both inside and outside. Shop exterior should be decorated to make it credible to the customers. Shop interior should be clean, and the products should be grouped according to their uses. The grouping should be more specific some times. For example, it can be grouped as snacks, fruits, or seafood...”

“...each shop has different ways in persuading the customers. Packages were designed differently to catch customers' attention. For example, some shops present their shrimp paste product with the ingredients, some shops provide the history of this product which make it more interesting. And it makes me think that the shop has an expertise in producing the product...”

Promotion is one of the factors that help develop marketing mix. There are many different methods that businesses can use to promote their products. Businesses should use appropriate methods and specific advertisement because if they use a wrong marketing, they will waste their time and money, and it can negatively affect the business. For instance, presenting good images about the products or

the business will help enhance a good relationship with customers. The business can also use a direct marketing, for example, giving discounts or coupons to the customers. Moreover, word-of-mouth (WOM) or E-WOM is also important since it can easily help tourist remember the products, it use less investment, but the result is rewarding. This comment form respondents also point out the influence of the business to success:

“...in order to succeed in a business, one should use an appropriate tool to promote the products. The first thing the business should do is making customers remember the name of the shop. Advertising should be selected and used appropriately...”

“...the use of a coupon can be a promotion that the business gives out to customers. Discounted coupon can immediately persuade the customers. Moreover, when they have a chance to taste local food, it will help make their decision easier, and the tendency of buying the product is higher...”

“...I got some information from my friends about the products. Some shops have the products that we can try before buying them. They even gave us some discounts. This is good marketing strategy, and it benefits the customers...”

As is evident, interview data provided support a significant between marketing mix and behavioural intention to souvenir-purchase. Themes frequently mentioned by interviewees were developed into a guideline and implementation.

Discussion and Conclusion

The component of this study follows the marketing mix which consisting of four factors: product, price, place, and promotion. In addition, Morrison (2010, p. 349) agreed that marketing mix can satisfy tourists that his statement corresponded with Kotler and Armstrong's (2012, p. 51-52) saying that marketing mix consists of

factors that can be controlled by the business itself to have a more understanding in the customers. In order to analyse the development in marketing mix in the souvenir business, the researcher used the quantitative study to get the direct information from the tourists, and used qualitative study to analyse the information from stakeholders which correspond with Freeman's stakeholder theory (1984) stating that stakeholders had an impact on different groups of people, including customers, manufacturers, governments, and local communities. In this study, there are six different groups of people involved: managers or business owners, guides, executives from tourism organizations, executives from Department of Tourism, Thai tourists, and Chinese tourists.

The result showed that product and price did not affect behavioural intention to souvenir-purchase in both Thai and Chinese tourists since they could equally get the information of the products and it made things easier for them to decide whether they should buy the product. However, Huang and Sarigollu (2012) suggested that souvenir business should focus on products value-adding and creating the uniqueness in the products. Although price is the main factor that affects the products (Evans & Berman, 1987), price strategy is not the main marketing mechanism that makes the business become successful. In contrast, it can cause a shut-down in a business.

According to Keller (2001), a repurchase intention is behaviour occurred after one use and evaluates a product. Repurchase intention from consumers can be uncertain due to the location of the shop (Henthorne, George, & Smith, 2013). The result of this study showed that place had an impact on behavioural intention to souvenir-purchase in Thai tourists; however, it did not affect Chinese tourists. The result corresponded with a study done by Marrocu, Paci, and Zara (2015) showing that nationalities was the most important factor towards a revisiting since people had different nationalities (Kwon & Wen, 2010), traditions, and cultural backgrounds (Egresi & Kara, 2015). Furthermore, Thai tourists tend to be free individual travellers which

mean that shop's decoration, facilities such as parking space, and the easiness or difficulties in getting to shop are important to them. In contrast, Chinese tourists tend to be group inclusive tour showing that those factors above do not affect their travelling.

This study has shown that promotion has an impact on behavioural intention to souvenir-purchase in Chinese tourists; however, it did not affect Thai tourists. Swanson and Horridge (2006) suggested that sale persons should have the knowledge in each product, and have a good customer service. However, this study showed that there was a barrier in language which causes a miscommunication between sale persons and tourists. Many employees could not communicate in Chinese. Chinese tourists were aware of the communication at the shop so that they can get accurate information about the products; therefore, communication is a factor that affects behavioural intention to souvenir-purchase in Chinese tourists. According to Chang (2014), tourists' decisions in buying the products depend on the communication between them and a sale person. Moreover, advertising is also an important factor that causes an exchange in information between the customers (Wolfe & Crotts, 2011). How the tourists perceive the advertising can affect their behavioural intention to souvenir-purchase. It can be seen from this study that advertising is important to Chinese tourists and it causes behavioural intention to souvenir purchase in them.

The current findings add to a growing body of literature on marketing mix. The results provide strong support for the propositions of the study that domestic and international visitors differed in marketing mix of shopping. Logistic regression tests identified significant differences between domestic and international tourists' preferences of marketing mix in the souvenir shopping. The areas that most significantly differed between domestic and international visitors were place and promotion.

An implication of this is the possibility that the tourism boards and business owners of destination. As the results show, business

owners should pay attention to place regarding the location of the shop which is important for Thai tourists. The location should be easily accessible. Moreover, the shop should be clean and creatively decorated. Business owners should also identify the strategies, specifically for Chinese tourists, to enhance the promotion. Advertising should be widely accessible so that the tourists can have some information to help them make a decision before go the shop. Advertising can be in Chinese in order to meet the target group's needs. Furthermore, direct marketing can also be sued such as giving discount to customers, or giving out free items. Moreover, the organizations relating to tourism should help support the souvenir business, for example, issue standard certifications for the products, or provide public utility to facilitate both Thai and Chinese tourists.

It is suggested that the association of these factors is investigated in future studies. Therefore, researchers who are interested in marketing should give an important on marketing mix. At the same time, it is recommended that further research be undertaken in the following areas: factors relating to behaviours, such as social psychology, cultural and social factors in order to have a more understanding of tourists' behaviours. Moreover, repurchase intention also consists of other supporting factors such as customers' satisfaction, and relationship with the customers. These factors will help persuade the tourists to come back and buy the souvenirs again.

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