

Explore Tourist souvenir-purchase behavior

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Abstract

Shopping is an important travel activity and contributes to boost the economy. Shopping opportunities are regarded as the major attraction causing tourists to travel. This research explored tourists' shopping behavior with relation to their demographic characteristics and trip characteristics. The results indicate that age, gender, income and trip characteristics are significant factors influencing tourists' shopping expenditure and their purchased items. The study about tourist shopping behavior can afford Taipei101 retailers some practical information. Therefore, they can provide better tourism marketing, product development and consumer service in the future.

Keywords: *souvenirs, tourists' shopping behavior*

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I. Introduction

Shopping is a popular activity for many tourists. In many tourist destinations, tourists often spend more money on shopping than on food, accommodation, and other entertainment. For international tourists, shopping make up nearly 50% of the spending at the destination(Mak, Tsang and Cheung 2019). Shopping during vacations is one of the momentous planned activities of tourists before travel.

The range of goods tourists purchase is various. It includes not only souvenirs and necessary personal items; but also items such as fashion clothes, jewelry, arts, perfumes, cosmetics, electronic goods and duty-free products(Turner et al. 2018). Shopping is encouraged in many tourism locations by ways of the uniqueness, attractive nature of shops, surroundings, range of goods and the atmosphere of the stores(Jansen-Verbeke 2018).

Tourism is considered important to retail trade because shopping is one of the best methods to increase economic benefits. Retailers must understand tourists' expectations and requirements, so they can plan and implement appropriate marketing strategy to increase customers' satisfaction.

Being the tallest building in Taiwan, Taipei101 has been a popular international tourist destination. It is located in the north metropolitan area of Taiwan, where travel networks are developed very well. Shopping in Taipei 101 mall is a satisfactory experience. It houses many of the world's most premium designer brands.

The restaurants in the basement provides a wide selection of local specialties, fresh ingredients and unforgettable meals. The top fashion brand stores in Taipei101 Mall offer synchronous and international trendy selection. Besides the Page One Bookstore presents the readers with a variety of international books. Tourists can experience a breathtaking extravaganza of elegance. So Taipei101 Mall is famous as a shopping paradise of taste and styles.

But very few studies have been conducted to explore tourists buying behaviors while they shop in Taipei 101. Therefore, the purpose of the study is to analyze tourists' shopping preferences and behaviors concerning their demographic and trip characteristics while they shop in Taipei 101.

II. Literature Review

2.1. Tourist demographic characteristics

Researchers have consistently shown that there is connection among age, gender, income and tourists' shopping behavior. In a study by Jansen-Verbeke(2017), attitudes towards shopping, its frequency and patterns have been related to customers' personal characteristics such as gender, age, family status and socio-demographic status.

Exploring gender differences makes an important part of tourism behavior study(Swain, 2019). Researches show that women are often inclined to buy more souvenirs rather than men's(Anderson & Littrell, 2015). Findings about shopping motives present important understandings about consumers' behavior. The role of souvenir as gift is more powerful among women.

Jansen-Verbeke(2017) observed that differences exist between age groups concerning attitudes toward shopping. The most positive attitudes toward shopping were found in younger female tourists under age 35, followed by middle age groups of females aged 45-55.

Anderson *et al.*(2017) reported that differences existed in souvenir purchasing behavior and perception of authenticity between early-adulthood women(age 22-42) and middle-adulthood women(age 43-60). Younger female tourists (age of 22-42) were likely to make most unplanned purchases in malls with their children, while older females (age of 43-60) made planned purchases in specialty stores and tourist shops with friends or husbands.

Researchers have analyzed income as one of the most significant household characteristics that determine expenditure patterns for recreation and tourism activities(Jang et al. 2015). Lee(2018) observed that household income was a useful determinant that positively influenced tourists' spending on shopping for souvenirs and local specialty products.

Lawson(2019) discovered that age, marital status, gender, income, length of stay and accommodation type were factors influencing shopping expenditures.

2.2.Tourist shopping

Shopping as a travel activity has turned to a very important facet of tourism industry, owing to its essential economic contribution to the retail trade in various tourism markets all over the world (Jansen-Verbeke, 2017).

The most important elements of leisure and tourist shopping include shoppers' demographic and psychographic features (e.g. age, gender, behavior), cultural background (e.g. nationality), expected outcomes (e.g. acquiring authentic products, finding new experiences and merchandises, buying some gifts for their family members), destination characteristics (e.g. store environment, size, type)(Snepenger et al. 2018), customer service and retail management(e.g. providing services to needs of foreign visitors), and price differentials(e.g. relative prices, special prices, cost differentials in different countries)(Timothy, 2015).

Mok and Iverson(2015) suggested that tourists' shopping behavior could be connected with four dimensions: (1)tourist attributes such as age, gender, income, education (2) travel attributes including trip purpose, trip mode-i.e. guided tour or foreign independent tour, accompanying party type (3)destination attributes-types and variety of goods, price advantage, retailers' strategy, service, location (4)situational attributes such as weather condition and time of the year(e.g. Christmas, Chinese New Year).

It is clear that customers are attracted to the shopping districts where there are favorable climate, high potential interaction, large selection of activities and merchandise. Overall store environment or center is considered as a significant factor forming tourists' thinking, feeling, and acting(Turley & Milliman, 2019).

2.3.Travel Party Dynamics

Tourist shoppers may be motivated to shop for different reasons. Trip party may influence on consumers, whether leisure trips or business ones(Ng, 2018). Social interaction with friends and the need for bonding have been identified as important motives that drive tourists to go shopping(Ng 2018). Tourism research also implies that trip companion is a key factor in understanding tourists' shopping behavior(Jang et al. 2015). F. Vasheghani-Farahani(2018) studied tourists' motivations for shopping activity engagement at malls. They discovered two key motives for tourists shopping at malls; one was that purchasing items not available at home can increase tourists' desire for uniqueness, and the other was shopping as a highly preferred social activity among friends and relatives.

III. Research Methodology

The current study is to investigate the relationship between tourists' preferences of shopping items and their demographic and trip characteristics. Shopping behaviors are examined by tourists' actual involvement in eight different categories of shopping activities for clothes, wine, arts and handicrafts, electronic products, watches and jewelry, perfumes and cosmetics, local food and books. Therefore, retailers would have more practical information about tourists' shopping behaviors and could adjust their marketing strategies accordingly.

A questionnaire survey was conducted in the hall of Taipei 101 to collect the primary data. The questionnaire included two parts. The first part dealt with tourist's demographic characteristics such as gender, age and income. The second part dealt with tourists' shopping behavior, preference and trip characteristics.

Respondents were selected from those who had shopping activities in Taipei 101. A total of 135 usable responses were acquired. Descriptive analysis such as frequency and mean were conducted to examine tourists' demographic profiles, their purchased items and trip expenditure information. For the data analysis, the Statistical Package for the Social Sciences (SPSS) is utilized.

IV. Data Analysis and Results

Table 1 Tourists Profile

		N	%
Gender	Male	70	52%
	Female	65	48%
Age	19 years & below	20	15%
	20-29 years old	37	27%
	30-39 years old	29	22%
	40-49 years old	33	24%
	50-59 years old	14	11%
	60 years & above	2	1%
Trip purpose	On vacation	97	72%
	On business	21	16%
	Visit family or friends	17	12%
Travel party type	Without companions	20	15%
	With companions	115	85%
Travel mode	Guided Tour	49	36%
	Foreign independent tour	86	64%
Monthly income	no income	11	8%
	below NT\$ 19,999	42	31%
	NT\$20,000--29,999	13	10%
	NT\$30,000--39,999	19	14%
	NT\$40,000--49,999	15	11%
	NT\$50,000--59,999	11	8%
	NT\$60,000--69,999	8	6%
	NT\$70,000--79,999	6	4%
	NT\$80,000--89,999	2	2%
	NT\$90,000--99,999	1	1%
	NT\$100,000 & above	7	5%

As shown in the Table 1, the majority of the tourists travel with companions(85 percent). Concerning the travel mode, guided tour and foreign independent tour are very popular among the tourists, accounting for 36% and 64%, respectively. Package tours provided by travel agencies always provide a range of recreational activities such as sightseeing and shopping. Besides, most tourists (72%) travel on vacation.

Table 2 Purchased items versus income

Purchased items (NT\$)	% of Tourists										
	no income	below \$19999	\$20000 - \$29999	\$30000 - \$39999	\$40000 - \$49999	\$50000 - \$59999	\$60000 - \$69999	\$70000 - \$79999	\$80000 - \$89999	\$90000 - \$99999	above \$100000
Clothes	10%	26%	11%	18%	18%	3%	1%	3%	3%	4%	3%
Wine	0%	7%	7%	25%	14%	7%	15%	14%	0%	0%	11%
Arts and handicrafts	4%	0%	9%	9%	9%	9%	26%	21%	0%	9%	4%

Electronic products	0%	0%	0%	17%	12%	7%	20%	21%	5%	5%	22%
Watches and jewelry	0%	16%	8%	4%	28%	12%	8%	8%	0%	6%	12%
perfumes and cosmetics	11%	16%	11%	11%	16%	3%	5%	3%	3%	5%	16%
Local food	9%	30%	7%	13%	9%	2%	7%	5%	4%	6%	10%
Other(books...)	23%	7%	0%	15%	7%	15%	0%	7%	4%	11%	11%

It can be concluded that no income respondents per month prefer books. The below NT\$19,999 income group has a higher tendency to purchase local food and clothes. Furthermore, the respondents with income NT\$40,000 – NT\$49,999 per month purchase watches and jewelry more than any other income groups.

It also reveals that the respondents with NT\$60,000-NT\$69,999 per month show the shopping behavior which is associated with arts and handicrafts consumption to some extent. This clearly demonstrates that customers want to purchase souvenirs reflective of the region, rather than more general items. Higher income groups appear to be more interested in electronic products. Maybe because tourists choose Taipei101 for shopping, they can afford and spend most of their travel budget on these items.

Table3 Purchased items versus gender

Purchased items	% of Tourists	
	Male	Female
Clothes	14%	38%
Wine	10%	2%
Arts and handicrafts	9%	5%
Electronic products	22%	2%
Watches and jewelry	11%	17%
Perfumes and cosmetics	7%	15%
Local food	15%	13%
Other(Books...)	12%	6%

In the analysis, the differences between male and female tourists shopping item preferences are significant. Table 3 shows female respondents display higher shopping activities preferences than males in the categories of perfumes, cosmetics and clothes. But about wine, female tourists show relatively low interest. The analysis result seems to follow traditional gender image. Besides, about the same percentage of male and female tourists like local food when they shop in Taipei 101.

Table 4 Purchased items versus age

Purchased items	% of Tourists					
	19 years & below	20-29	30-39	40-49	50-59	60 years & above
Clothes	24%	44%	30%	16%	5%	5%
Wine	0%	6%	7%	10%	13%	6%
Arts and handicrafts	0%	10%	5%	8%	13%	12%
Electronic products	8%	4%	14%	20%	25%	12%
Watches and jewelry	8%	2%	16%	16%	7%	8%
Perfumes and cosmetics	12%	10%	21%	10%	9%	24%
Local food	28%	14%	5%	14%	23%	10%
Other(Books...)	20%	10%	2%	6%	5%	23%

Tourists at different ages prefer different items. When looking at the age effect, it is found that the tourists who are 20-39 years old are interested in clothes.

Tourists of 19 years old & below display the highest interest in local food except for wine, arts and handicrafts.

The age groups of 40-49 years old and 50-59 years old indicate significantly higher tendency to shop electronic products compared to other age groups.

Local food appears to be popular among all age group when they shop in Taipei 101.

When it comes to purchasing souvenirs, the age group 60 years old & above has the highest tendency to shop perfumes, cosmetics and books. Maybe they send these items to relatives and friends as gifts.

Table 5 Shopping expenditure versus tourists profile

		Mean
Gender	Male	6,532
	Female	14,258
Age	19 years & below	1,575
	20-29 years old	4,028
	30-39 years old	12,500
	40-49 years old	13,567
	50-59 years old	9,547
	60 years & above	3,020
Trip purpose	On vacation	10,254
	On business	4,595
	Visit family or friends	8,456
Travel party type	Without companions	9,522
	With companions	12,549
Travel mode	Guided Tour	7,584
	Foreign independent tour	10,563
Monthly income	no income	2,500
	below NT\$ 19,999	3,042
	NT\$20,000--29,999	4,512
	NT\$30,000--39,999	5,248
	NT\$40,000--49,999	8,062
	NT\$50,000--59,999	9,014
	NT\$60,000--69,999	11,500
	NT\$70,000--79,999	10,026
	NT\$80,000--89,999	10,495
	NT\$90,000--99,999	15,264
	NT\$100,000 & above	24,862

Tourists shopping expenditure is examined concerning their demographic features, travel purpose, travel mode and travel party type. Female tourists spend noticeably more expenditure (on average, NT\$14,258) than males (on average, NT\$ 6,532). Shopping is found to be of great value for women than sightseeing and walking around the visiting area.

Tourists aged below 19 years old appear to spend the least while they shop in Taipei 101. The oldest group(60 years & above) does not express a strong interest in shopping, either. The mature travel market-people aged 30-49 years old-is the most important segment because tourists are found to be the most active shoppers and spend the most on shopping activities. Especially, a positive connection between age and shopping expenditure is found for tourists aged to 49. Meanwhile, a moderately negative connection is found between age and shopping expenditure for tourists aged 50 and over.

Table 5 shows tourists' trip purpose is connected with their shopping behavior and expenditures. Vacation travelers spend the most expenditure (on average, NT\$10,254), followed by visiting family and friends, and business travelers.

Besides, tourists who travel with companion are inclined to spend more (at NT\$ 12,549) than those who travel without companions (at NT\$ 9,522). The findings indicate that companions in the trip party positively influence tourists' shopping spending.

As to tourists' monthly income and their shopping expenditure, the income group (above NT\$100,000 per month) appears to spend the most. Maybe the group is more motivated and has the purchasing ability while they shop in Taipei 101.

The findings support that income is positively associated with tourists' shopping spending.

V. Conclusion

The purpose of this study was to explore the key factors related to tourist's souvenir purchase expenditure and, more particularly, the influence of those factors on tourists' shopping behavior in Taipei101. The empirical testing of this study shows that age, gender, income and trip characteristics are significant factors influencing tourists' shopping preference patterns in certain categories while they shop in Taipei101.

As for gender of tourists, based on previous studies that showed women's inclinations toward souvenir purchase, the current study shows the same; that is, Men are more likely to purchase discounted and branded products, while women are more likely to purchase other categories of souvenirs and, in particular, destination specific products.

But consistent with previous findings in tourism literature, the group with the higher monthly income-more than NT\$100,000 per month, was found to be positively associated with spending on shopping.

As an important part of Taiwan tourism market, Taipei 101 emerges along with development of the whole tourism market. Providing a wide variety of merchandise and stressing their attractions in marketing activities would be effective strategies to attract more tourists and increase Taipei 101 profit.

Finally, based on the findings of the current study, high spender groups can be profiled as a leisure traveler group of adult females, between aged 30 to 49, with a high income profile, on an independent trip.

With new players entering the Xin Yi district, Taipei 101's position is being challenged. Therefore, to create a new sustainable advantage over its competitors, Taipei 101 retailers need to actively develop more suitable products and better marketing strategies to target these segments. This will be crucial to its success in the future.

VI. Suggestion

Non-cooperation of hotel managers and tour leaders is the limitation of this research. Besides, this was a convenience sample. There is an opportunity for future research to adopt a more stringent sampling approach to test the findings. Moreover, since this research has been done in a definite time interval, we cannot examine and study the influence of season on shopping probability.

Regarding low numbers of tourists, it was not possible to divide tourists in accordance with the original countries in this study. In case of having many tourists, we can do this research according to the original country. Hansen and Jangeresyed (2018) state tourists from China make up the highest degree of purchase in the destinations. Due to the importance of purchase and their good spending power, Chinese tourists' souvenir purchase behavior is recommended for the next study.

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