

Examining Souvenir Shopping Tourists' Behaviour Across Cultures

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Abstract— Tourists shopping behaviour during vacation is considerably different from their daily shopping activities. Tourists perceived their shopping experience more hedonic and novel, while ordinary purchase is more utilitarian. Most tourists purchase for souvenirs when they do shopping. The objective of this study is to gain a better understanding of tourists' behaviour for souvenir shopping across culture groups of Asian, non Asian, and Indonesian with respect to their souvenirs product category, preferred souvenirs and souvenirs selection criteria. Questionnaires were distributed to domestic and international shopping tourists in Bandung and Yogyakarta, Indonesia. 604 respondents were valid for the data analysis. The Chi-squared test indicates that there are some differences in souvenir product category and in most interesting souvenirs selected by tourists across three cultural groups. The result of multivariate analysis of variances (MANOVA) shows differences existed among three groups with respect to souvenir selection criteria. This finding may help Indonesian souvenir industry to supply the right souvenirs to different tourist groups.

Keywords—souvenir, shopping, category, criteria, selection, culture

I. INTRODUCTION

Shopping for souvenirs is one most popular tourists' activity during their visit to a destination. To respond tourist needs on shopping some destinations have been promoting themselves as shopping destination [1]. Additionally, the development of shopping destinations around the world is evidence that shopping is an important part of tourists' experience [2, 3]. Tourists shopping behaviour during holiday is much different from their regular shopping activities [4, 5]. During vacation, tourists perceived their shopping experience more hedonic and novel [6], while ordinary purchase is more utilitarian [7, 8]. Tourism shopping is a recreational activity stimulated by consumption of place. In this context, shopping is a way of experiencing local culture and of interacting with local people at the destination [9]. Thus, tourist shopping behaviour needs different approaches from ordinary shopping [4]. Consequently, destination marketers need to get more knowledge of the shopping tourists' behaviour in order to achieve success in promoting their shopping attractions.

The objective of this study is to gain a better understanding of tourists' behaviour on souvenir purchasing with regard to their souvenir selection criteria and preferred souvenir product category. Three cultural groups of tourists were targeted for this study consisting of Indonesian, Asian and non Asian. This has not been fully addressed in souvenir shopping tourism studies. Despite rare studies of shopping behaviour in a recreational context, cross cultural perspectives on souvenir shopping is also lacking. Identifying customers based on their souvenirs preferences across cultural groups will help souvenir industry in Indonesia to respond customer needs much better.

II. LITERATURE REVIEW

Previous studies indicate that tourists' preferences on souvenirs are varies, tourists shop for different variety or assortment of souvenir products. They search for souvenirs that represent the destination they visit [8]. As in [10] identify the range of goods purchased by tourists is broadening to include both souvenirs and personal items. Reference [11] argues that most researchers agree that tourist shopping objects are shifting, but insufficient care was given to the types of merchandise. He suggests more studies needed to discover tourist preferences on types of souvenirs purchased. This present study may response to refer [11] calls for further study on tourist preferences on souvenirs types. The present study in some extents also response to this calls for further research.

A. Souvenirs Product Category

Reference [12] noted that souvenirs are a unique product category in which in some circumstances, souvenirs are retailed as unbranded products and displayed in stores using their broad names. In different conditions, souvenirs are promoted as the representation of a location or attraction. Literature on souvenir shopping indicates that Gordon (1986) was who the first created typology of souvenirs. He made five groupings of souvenir types comprising: pictorial image, piece-of-the-rock, symbolic shorthand, markers, and local products. First, pictorial images are souvenirs that endorsed the pictorial object to transfer to others and transmit a „fantasy reality to an otherwise humdrum existence“ (p. 140). The pictorial image for example, postcards and photos is sent to someone other than

the tourist or kept by the tourist as a snapshot. Second, piece-of-the-rock souvenirs are considered items gathered from nature to represent the nonurban environment for example, seashells, pinecones, and rocks. Third, symbolic shorthand souvenirs are manufactured objects that bring to mind a shorthand code or message about the place it derived from, such as a miniature Borobudur or Prambanan Temple. Symbolic shorthand items are often functional, allowing the symbol of an extraordinary experience to be used during ordinary life. Fourth, markers for example, t-shirts are inscribed with words that located them to a certain place or time. Fifth, local product souvenirs for example, foods and clothing are made from materials indigenous to a specific area. Additionally, Timothy (2005) provides a comprehensive list of souvenir categories which mostly are sought by tourists in three different destinations: Hong Kong, United States, and Australia. According to Timothy (2005) tourists bought and not limited to the following items; collectables, stationaries, accessories, jewelleries, arts and paintings, antiques, toys, books, clothing, local speciality foods, and postcards or booklets.

Previous studies indicate that tourist shopping items vary from study to study and from country to country [4, 10, 11, 13]. As in [4] identify five groups of souvenir items purchased by American tourists that include books and music, antiques, gourmet foods, local arts and crafts, and clothes, shoes, and jewellery. Reference [10] study domestic tourists" visit Gold Coast Australia revealed that tourists purchase souvenir products that include food, cigarettes, clothing, household, souvenir, art, books, photographs, toys, cosmetics, electrical, jewellery, travel, and postal goods. A study by [13] (2005) on tourist souvenir consumption in Hawaii involving tourists from seven different nations indicate that tourists buy the following items list of souvenirs; handbag/wallet, designer clothing, shoes, jewellery, crystal/china, furniture, home furnishing, nutritional supplements, and local speciality products. Reference [14] (1998) classify tourist shopping lists into garments, jewellery, leather, perfume, cosmetics, alcohol, foodstuffs, medicine/herbs, other durable goods, clock/watches, camera/optical goods, sound equipment/electrical, souvenirs/handicrafts, and toys in the context tourists shopping in Hong Kong. Reference [15] examine Taiwanese outbound market found that clothes, tobacco and wine, arts and handicrafts, electronic products, watches and jewellery, toys, perfumes and cosmetics, local food, and medicine were souvenir products bought by Taiwanese.

To summarise, previous studies indicate that a number of souvenir categories has been constantly used by researchers including: clothes, shoes, books and music, wines, perfumes and cosmetics, jewellery and accessories, toys, food, cameras, souvenirs, arts and crafts, home goods, and electronics. Additionally, item lists for Asian tourists usually include medicine, watches, and duty-free products [14, 15]. The present study adapts some of these souvenir categories for the context of souvenir shopping in Indonesia.

B. Preferred Souvenirs

Tourists purchase different souvenirs for different reasons. However, studies indicate that tourists buy a certain type souvenirs when they visit a destination. In relation to this, as in [11] noted that tourists spend money mostly on clothes or shoes (77%) followed by souvenirs (49%) and books or music (42%). A slightly different result was identified by [15] who found that most Taiwanese outbound tourists were shop for clothes (53%), cigarettes and wines (44%), and arts and crafts (34.8%) were bought in the highest amounts. Additionally, Rosenbaum and Spears (2005) indicate that different nationalities have different favourite souvenirs to buy. Reference [16] identify souvenirs item that tourists are interested to buy that include items to display, seasonal items, items to use in home, jewellery, clothing and accessories, and toys or children's items across four types of shopping tourists. As in [4] indicate that shoes, clothes and jewellery are three items that most female tourists want to buy. Indonesian souvenirs retailers may use these different types of souvenirs product most purchased by tourists as valuable information to provide their store with the products.

C. Souvenirs Selection Criteria

Previous studies reveal that tourists have some selection criteria when purchase souvenirs. The seminal work initiated by [16] identified 15 criteria that tourists may use when purchasing souvenirs. The results of their study indicated that tourists perceived attractive colour and design are important components that souvenirs should possess. Souvenirs should be unique, reflect a „clever idea“, make a good gift and easy to carry on a trip. Additionally, souvenirs may possible to be displayed in the home and fits into collection. A study by [17] shows that tourists consider „makes a good gift“ as an important factor when purchasing a souvenir. Understanding how tourists select souvenirs based on these criteria will help souvenir industries to provide products matched with tourists' expectation.

D. Culture Perspectives on Souvenirs Shopping

Human behaviour is greatly influenced by culture. As in [18] noted that the relationship between culture and consumer behaviour is inseparable. Tourists" behaviour is also significantly affected by their culture [19]. Since culture influence human behaviour, thus the process of tourists in consuming products such as gifts, souvenirs, clothing and vacations is greatly associated with culture. Additionally, as shopping tourists, they have experience with local people from different culture [9]. Shopping is a way for tourists to experience local culture and interacting directly with local people. Limited studies have been conducted to understand how tourists from different nationalities differ in consuming souvenirs. The present study examines souvenirs shopping with respect of tourists cultural orientations: collectivism and individualism. This has not been fully investigated in previous studies.

Reference [20] stated that in individualistic cultures, one's identity is in the person. People are „I“-conscious and self-actualisation is important. Individualistic cultures are universalistic, assuming their values are valid for the whole

world. Conversely, in collectivistic cultures, people are „we“-conscious. Their identity is based on the social system to which they belong [21]. In the souvenir shopping tourism context, it may be anticipated that collectivist societies strongly consider families and friends when purchasing goods and services. They are likely to buy souvenirs to cater not only for their own needs, but also for their whole family and for friends. On the other hand, individualistic tourists may rely solely on their individual needs and be less likely to buy for others. Tourists from collectivism culture may purchase more souvenirs and more variety of souvenirs products compared their individualism counterpart. In relation to this research, it was anticipated that tourists would have a different preference for souvenir products according to their cultural orientation.

III. METHODOLOGY

The objective of this study is to gain a better understanding of souvenir tourists' shopping behaviour across culture groups of Asian, non Asian, and Indonesian with respect to their souvenirs categories, preferred souvenirs and souvenirs selection criteria. To achieve this objective, a survey based method with cross-sectional approach was used for collecting the data. Respondents of this study were tourists who finished shopping for souvenirs and selected based on convenience sampling method. Locations of the study were in Bandung and Yogyakarta. The data was collected by using self-administered questionnaire. A total of 662 respondents were generated from the data collection in which 604 were valid for the data analysis. The data consist of tourists from three groups: Indonesian, Asian and non Asian tourists.

A questionnaire was developed based on the scales that have been validated in the previous studies. The souvenir selection criteria scale was adapted from studies by [16], and [12]. The souvenir categories scale was developed from studies by [8]. The type of souvenirs scale was adapted from study by [16]. The souvenir criteria scale used a 7-point Likert-type scale, ranging from strongly disagree (1) to strongly agree (7). The questionnaire was pretested prior to the data collection. The pilot test was conducted by distributing questionnaire to 50 respondents. Having satisfied with validity and reliability, the questionnaire then distributed to domestic and international tourists for the final data collection. The questionnaire was available in English and Indonesia.

Statistical techniques were used to test the data, consisting Chi-squared tests, factor analysis and multivariate analysis of variances (MANOVA). Chi-squared tests were used to see the difference in souvenirs product category and preferred souvenirs. A factor analysis was used to reduce number of items and find common factors. A MANOVA was applied to see the difference of souvenir criteria across culture groups.

IV. FINDINGS AND DISCUSSION

A. Profile of the Respondents

The respondent of this study was 604 tourists in total which classified into three groups: Indonesian (49.8%), Asian (24.2%) and non Asian (26%). Asian respondents consisted of tourists from 16 different countries while non Asian covered

tourists from 22 countries. The percentages of male and female respondents were proportional accounting for 51.2% and 48.8% respectively. The greatest portions of respondents were aged between 46 and 66 years old (21%) and mostly were high school graduated (36.8%) and bachelor degree (35.8%), and worked as professional (30.6%).

B. Chi-squared Tests on Souvenirs Category

The first objective of this research was to ascertain the similarities and differences in shopping preferences of souvenir tourists between cultural groups with respect to souvenirs categories. The results of Chis-squared tests, as presented in Table 1, indicate a variation in shopping preferences between cultural groups. With respect to souvenir categories, the five types that were most commonly purchased by tourists were clothing (58.9%), local specialty foods (57.6%), crafts (41.7%), accessories (37.1%) and collectables (24.3%). Among 12 souvenir categories, seven were found to differ at a statistically significant level between cultural groups including arts and paintings, antiques, toys, local specialty foods, clothing, books, and postcards and booklets. Five souvenirs categories were not significantly different across groups covering accessories, jewellery, collectables, stationaries, and crafts.

This finding is consistent with research carried out by [8], who found that clothing was one of the most purchased items by tourists. Reference [14] also found that clothing and footwear were the most purchased items of tourists visiting Hong Kong. Additionally, as in [22] argued that textile crafts and apparel items constituted a substantial portion of products purchased by tourists. Tourists were most interested in clothing and accessories (44%), followed by items to display in the home (38.6%) and items to use in the home (10.9%).

TABLE I. SOUVENIR PRODUCT CATEGORY

| Souvenir Product Category (N=604) | Total % | Culture Groups | | | χ^2 | p value |
|-----------------------------------|---------|-----------------|-----------|---------------|----------|---------|
| | | Indo-nesian (%) | Asian (%) | Non Asian (%) | | |
| Accessories | 37.1 | 18.4 | 9.3 | 9.4 | 0.148 | 0.929 |
| Jewellery | 17.4 | 7.1 | 5.5 | 4.8 | 4.910 | 0.086 |
| Collectable | 24.3 | 10.6 | 5.6 | 8.1 | 5.660 | 0.059 |
| Stationaries | 1.5 | 1 | 0.5 | 0 | 3.211 | 0.201 |
| Arts, painting | 24 | 6 | 7.8 | 10.3 | 49.937 | 0.000* |
| Antiques | 26 | 8.3 | 8.8 | 8.9 | 27.598 | 0.000* |
| Toys | 4.6 | 1.7 | 0.7 | 2.3 | 8.872 | 0.012* |
| Local foods | 57.6 | 34.6 | 11.1 | 11.9 | 34.324 | 0.000* |
| Crafts | 41.7 | 20.4 | 11.8 | 9.6 | 4.432 | 0.109 |
| Clothing | 58.9 | 34.3 | 12.9 | 11.8 | 26.062 | 0.000* |
| Books | 9.9 | 2.5 | 3.1 | 4.3 | 17.498 | 0.000* |
| Postcards | 10.3 | 0.5 | 4.6 | 5.1 | 55.981 | 0.000* |

C. Chi-squared Tests on Preferred Souvenirs

The second objective of this study was to determine the similarities and differences in shopping preferences of souvenir tourists among cultural groups with respect to preferred souvenirs bought by tourists. Table 2 shows the results of the Chi-squared tests on the most interesting

souvenirs for tourists. The results indicate that all five preferred souvenirs were significant across three groups. With respect to preferred souvenir, the three preferred souvenirs by tourists were clothing and accessories (44%), items to display in home (38.6%) and items to use in home (10.9%).

TABLE II. PREFERRED SOUVENIRS

| Preferred Souvenirs (N=604) | Total% | Culture groups | | | χ^2 | p value |
|-----------------------------|--------|----------------|-----------|---------------|----------|---------|
| | | Indo-nesia (%) | Asian (%) | Non Asian (%) | | |
| Items to displ | 38.6 | 16.1 | 9.4 | 13.1 | 22.252 | .014* |
| Seasonal items | 2.5 | 1 | 0.5 | 1 | | |
| Items in home | 10.9 | 6 | 2.3 | 2.6 | | |
| Jewellery | 2.6 | 1.3 | 1 | 0.3 | | |
| Clothing | 44 | 24.5 | 10.9 | 8.6 | | |
| Toys | 1.3 | 1 | 0 | 0.3 | | |

D. Souvenirs Selection Criteria

The third objective was to discover the similarities and differences in shopping behaviours across cultural groups with respect to souvenirs criteria. A MANOVA was used to identify the differences in shopping preferences with respect to souvenirs criteria across cultural groups. The souvenir criteria consisted of 13 items which were expected to be interrelated. However, discussing each variable was not reasonable; reducing the number of variables by finding common factors was more realistic. The results of factor analysis is shown in Table 3 indicate that two factor solutions were obtained from the factor analysis with factor loadings greater than 0.60 and Eigenvalues greater than one. Some items that double-load and items below 0.60 were excluded.

TABLE III. FACTOR ANALYSIS

| Factors and Indicators | Factor Loadings | |
|-------------------------------|-----------------|--------|
| | 1 | 2 |
| Design | | |
| Appealing design | 0.796 | |
| High quality workmanship | 0.754 | |
| Clever idea | 0.715 | |
| Unique or one-of-a-kind | 0.710 | |
| Price | | |
| Price not expensive | | 0.814 |
| Makes a good gift | | 0.782 |
| Can be displayed | | 0.711 |
| Eigenvalue | 3.408 | 1.057 |
| Variance explained % | 47.187 | 14.570 |
| Total variance explained % | | 61.757 |
| Cronbach's alpha (α) | 0.776 | 0.717 |

The factor explaining the largest variance was named design, consisting of four variables. This factor explains 47.18% of the variance. Tourists emphasised design factors when selecting souvenirs. The souvenir's design should be appealing in the eyes of customers. This factor includes appealing design and high quality of workmanship or technique. The souvenir's design should also reflect uniqueness and a clever idea. The second factor, labelled

price, covers three variables. This factor explains 14.57% of the variance. The price factors are inexpensive price, makes a good fit and souvenirs can be displayed in home. Both factors explain 61.75% of the total variance. These two new factors were reliable with Cronbach's alpha of 0.776 for design and 0.717 for price.

Following the MANOVA procedures, the multivariate test for homogeneity of variance-covariance of the dependent variables was detected by performing Box's M Test of Equality of Covariance Matrices. The Levene's Test was conducted to examine the homogeneity of error variances on each independent variable across each dependent variable. The Box's M Test shows a value at $p = 0.001$ and the Levene's Test shows a value of $p = 0.016$ for design and $p = 0.905$ for price variable.

A MANOVA was performed based on the Tukey HSD post-hoc tests to identify the exact group means which significantly differ from each other. The results of MANOVA, as illustrated in Table 4, show that statistically significant differences existed across cultural groups in relation to design and price variables as indicated by the multivariate significance of Wilks' lambda = 0.947; F value = 8.301; and $p = 0.000$.

TABLE IV. THE MANOVA TEST

| Independent Variable | Dependent Variable | Sum of Squares | df | Mean Square | F | p value |
|----------------------|--------------------|----------------|----|-------------|--------|---------|
| Cultural Groups | Design | 18.152 | 2 | 9.076 | 11.575 | 0.000 |
| | Price | 5.833 | 2 | 2.916 | 3.768 | 0.024 |

The post-hoc comparisons using the Tukey HSD test, as presented in Table 5, show that significant differences occurred across tourist groups in relation to the design and price factors. In design, the Indonesian tourist group significantly differed from the non Asian group ($p < 0.000$, mean difference 0.403 on the 7 point scale). The Asian tourist group also significantly differed from the non Asian group ($p < 0.000$, mean difference 0.378), while there was no difference between the Indonesian and the Asian tourist group. This finding supports the notion that tourists across cultures have different preferences, as echoed by a number of scholars, such as in [9, 18, 19, 23].

In relation to price factors, the Indonesian tourist group was significantly different from the Asian tourist group ($p < 0.013$, mean difference = 0.221) and there was no significant difference from the non Asian tourist group, while the Asian tourist group did not differ from the non Asian tourist group. This finding is interesting as the Indonesian and the Asian tourist group demonstrated differences in relation to price factors, when they are culturally similar in terms of their collectivist orientation, while there was no difference between the Indonesian and the non Asian, and the Asian and the non Asian tourist group. These findings imply that even within the

collectivist oriented group, there is a possibility to perceive things differently, including price factors.

TABLE V. TUKEY HSD POST-HOC TEST

| D. Variable | Culture Group (I) | Mean | Culture Group (J) | Mean Diff. (I-J) | Std. Error | p value |
|-------------|-------------------|------|-------------------|------------------|------------|---------|
| Design | Indonesian | 5.60 | Asian | 0.025 | 0.089 | 0.777 |
| | | | Non Asian | 0.403 | 0.087 | 0.000* |
| | Asian | 5.57 | Indonesian | -0.025 | 0.089 | 0.777 |
| | | | Non Asian | 0.378 | 0.102 | 0.000* |
| | Non Asian | 5.19 | Indonesian | -0.403 | 0.087 | 0.000 |
| | | | Asian | -0.378 | 0.102 | 0.000* |
| Price | Indonesian | 5.67 | Asian | 0.221 | 0.089 | 0.013* |
| | | | Non Asian | 0.166 | 0.087 | 0.056 |
| | Asian | 5.45 | Indonesian | -0.221 | 0.089 | 0.013* |
| | | | Non Asian | -0.056 | 0.101 | 0.581 |
| | Non Asian | 5.50 | Indonesian | -0.166 | 0.087 | 0.056 |
| | | | Asian | 0.056 | 0.101 | 0.581 |

*Note: significant at p<0.05.

V. CONCLUSION

The present study has tested important aspects of souvenirs shopping tourist behaviours and preferences with respect to souvenirs product category, preferred souvenirs and souvenirs selection criteria. The results of this study have provided insights into a better understanding of souvenirs tourist behaviours when shop for souvenirs in Indonesia. This study results may be used to improve Indonesian souvenirs products by segmenting tourists based on their cultural orientation with respect to their preferred souvenirs, souvenirs selection criteria and souvenirs product category. However, more research may focus on Indonesian souvenirs producers with respect their ability to provide souvenirs as expected by tourists. The topics may include souvenirs quality, design, packaging, and promotion.

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