

FACTORS INFLUENCING TOURIST TO PURCHASE SOUVENIRS

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Abstract- This study aimed to investigate the factors affecting on the tourist's purchase behavior. In this study, researchers made questionnaire with 24 questions. Target respondents of this survey are tourists who purchase souvenirs in stores. About 182 tourists were selected used purposive sampling method to respond the questionnaires. Factors that influence purchase decision: personal, social factors, psychological, and situational factors were used as variables in this study. Data resulted from research questionnaire, were analyzed by Exploratory Factor Analysis (EFA) and multiple regression analysis. The reliability of social and situational factor were measured through Cronbach's alpha as 0.774 and 0.758. Therefore, based on the results of this study, the variable of situational factors had the highest impact on tourist's purchase behavior, then followed by social factors.

Keyword- Tourist, purchase, personal, social, psychological, situational, souvenir

I. INTRODUCTION

Recently, it was found that souvenirs are a unique product category. In some situations, souvenirs are distributed as unbranded products presented in stores (e.g., statue and clothing). In other situations, souvenirs are directly distributed as the result of a location or attraction (Swanson, 2006). It can be said that local branded souvenirs are representative of the city or a country.

Medan is capital of North Sumatera, and the Fourth largest city in Indonesia after Jakarta, Surabaya and Bandung; and has many tourism destination such as: Toba Lake with distance of ± 167 km from the airport, Vihara Adhi Maitreya, Maimoon Palace, Grand Mosque, Merdeka Park, Marian Shrine of Annai Velangkanni Church, and so on. At those destinations, many stands and shops of SMEs (Small and Medium Enterprises) in Medan offer handicrafts, foods, accessories and textiles (that represent Medan and North Sumatera) to tourists as souvenirs.

The city provides souvenir shops for SMEs in tourism destinations because one of many activities while tourist travels to other places is shopping; especially to purchase souvenirs for relatives and friends. Souvenirs provide a tangible evidence of the travel experience and has been considered as an important component of tourism shopping with most tourists bringing back mementos and souvenirs as evidence (Dey and Sarma, 2012; Wilkins, 2011). Tourist who travel away from home will purchase at least one tourism product as a souvenir. The kind of product depends on the factors that influence tourist in decision-making process. This case similar with the situation of the tourist who come to Medan. Tourist will hunt souvenirs before returning to their respective country/ region. The souvenirs that tourist often buy are food, North Sumatra's batik, Meranti cake, Bika Ambon cake, and coffee. Even so, in fact there are many more products as souvenirs in Medan,

such as T-shirt; statues, Ulos (ethnic and traditional fabric from North Sumatera), purses, wallets, key chains and shoes as derivative products of batik and ulos; candied fruit; and so forth. Although almost all the products has been introduced at many exhibitions, and in souvenir stores; but tourists only prefer a few products over the others.

Having the information above will be very useful for SMEs to build marketing strategy, in accordance with tourist's preferences towards souvenirs. So far, only few studies investigated about tourist purchasing behavior in Indonesia, especially in Medan city.

II. OBJECTIVES

1. What are tourist behavior's factors to purchase souvenirs?
2. What factor that mostly influenced tourist's behavior to purchase souvenirs?

Significance of the study

It is necessary to know what factors affect tourists while purchase tourism products as souvenirs, so this research is expected to be an input for SMEs according tourists' preferences; what they like, interest, and what they will purchase. This study will provide clues for SMEs to develop new products, product features, and also other marketing mix elements (Thangasamy & Patikar, 2014). By identifying factors for tourists' purchase behavior, do provide SMEs to formulating strategies to augment their profit margin by producing souvenirs based on tourists' preferences.

Scope of the study

This research used quantitative methodology by undertaking a survey to collect data from representative samples. The group in this study was tourists who were purchasing souvenirs in Medan city. For the sampling method, the researchers chose the purposive sampling method. By adapting the theories of Kotler and Armstrong (2016) with Solomon et al (2016) that define the characteristic

influence consumer behavior, the researches decided to divide the tourist behavior into three specific variables: personal, social, psychological, and situational. In personal factor, age, sex, occupation, and education. Social factors include friend and family recommendations, along with habit and tradition. Psychological factors consist of previous experience and inspiration of advertising. Situational factors based on merchandising aspects in the store, e.g. product characteristics, quality, price, discount, and product design. Variable purchase behavior has two items-often purchase souvenir and always satisfied with souvenirs purchased. By defining the variables of tourist behavior to purchase souvenirs in Medan city, the researches would like to see whether the purchase behavior of tourists will be influenced by the factors of tourist purchasing behavior above. The 4 variables will be investigated during the study. Data collection in this study was undertaken by using two types of data: primary and secondary data.

III. LITERATURE REVIEW

Purchase Behavior

Purchase behavior is an important key point for consumers during considering and evaluating of specific product (Mirabi et al, 2015). Previous studies show that repeated purchases of customers due to long-term loyalty leads to profitability and growth of companies (Molla & Licker, 2001). Furthermore, reference group was considered as one of the most important factors in determining a customer loyalty (Al-Azzam, 2014). It was confirmed that travel motivations influence tourists' choice of souvenir for purchase attributes of the souvenir, and retail environment from where to buy the souvenir (Swanson and Horridge, 2006).

Consumers in rational consideration process based on economic reality relate to products, price, time and service. Rational consideration is done by searching information from reference group and make a purchasing plan (Saroh et al, 2016). Although customers always think that purchase with a low cost, simple packaging and little known product is a high risk since the quality of these products is not trustable (Gogoi, 2013), rather different for souvenir products, men are more likely to purchase discounted and branded products, whilst women are more likely to purchase other categories of souvenirs, in particular, destination specific products comprising photographs, postcards, paintings of the region, regional arts, and crafts. Local specialty products was the most popular purchase (Wilkins, 2011).

Factors Affecting Tourist's purchasing Behavior

Consumer purchasing behavior is part of human behavior and by studying past purchasing behavior, marketers can estimate how consumers might behave in the future when making purchasing decisions. There are factors that influence purchase decision:

personal, social factors, psychological, and situational factors (Kotler & Armstrong, 2016; Solomon et al, 2016).

In personal factors, there are referred the ones unique for each consumer. Above all data like age, sex, place of domicile, occupational and economic conditions, personality and self – consciousness (Horská, Sparke 2007). There are four important psychological factors affecting the consumer buying behavior: perception, motivation, learning, beliefs and attitudes (Gajjar, 2013). Travel motivations as psychological factors do influence certain souvenir purchases, product attributes and store attributes (Swanson and Horridge, 2006). Social factors also impact the buying behavior of consumers. The important social factors are: reference groups, family, role and status (Gajjar, 2013). According Saroh et al (2016) and Stavkova (2008), reference group has been providing information about store and souvenir products very well, but members do not follow the group influence. Al-Azzam (2014) findings demonstrated that the reference group, family, price, quality, and color factors were the greatest predictor of behavioral intention. The impact of situational factors on consumer purchasing behavior has been examined in the past research extensively. There are studies that explored the impact of particular types of situational influences, including store atmospherics, music, colors, scent, store's crowding, and merchandising (Anic and Radas, 2006). Furthermore, purchase decision making process will also depend upon the situation, available alternatives in the market, a buyer's motivation, his/her involvement and prior knowledge with the product (Hawkins, Best, and Coney 2003).

Souvenir

A souvenir is a reminder of some special moments, people, places and events. Bringing home a souvenir enables a tourist to capture or suspend in time an otherwise intangible experience. There may be a number of reasons that prompt a tourist to collect souvenirs of the places visited (Dey and Sarma, 2012). The correct souvenir product assortment can affect whether a tourist will purchase a souvenir, shape the souvenir preferences of the tourist, and ultimately satisfy a tourist's desire to take home a remembrance of the experience (Swanson and Horridge, 2006), particularly, local arts, crafts and handicrafts; while visiting the destination (Dey and Sarma, 2012). Because of that, Farahani et al (2014) suggested that destinations may need to focus on portability of the souvenirs.

Previous Studies

Wilkins (2011) studied the topic of "Souvenir: What and Why We Buy". A web based survey instrument was used to collect the quantitative data. An email was sent to contacts of the researcher and students at a large publically funded university in Queensland,

Australia. A total of 3,231 completed and usable survey responses were received. There were several findings in this study: (a) Men are more likely to purchase discounted and branded products, whilst women are more likely to purchase other categories of souvenirs and, in particular, destination specific products; (b) in relation to the souvenirs purchased, there is evidence of the importance of authenticity for souvenir purchases, people want to purchase souvenirs reflective of the region, rather than more general items; (c) There is strong support identified for the role of souvenirs as gifts, with this support being stronger amongst females; (d) there was strong support amongst all respondents for the role of the souvenir as an *aide memoire*; (e) the importance of the souvenir as evidence, both for the tourist and as a means of communicating their experiences with others.

The second study conducted by Seyidov and Adomaitiene (2016) with the topic "Factors influencing local tourists' decision making on choosing a destination: a case of Azarbaijan". The purpose of the article is to analyze factors influencing the behavior and decision-making of local tourists in choosing Azerbaijan as a destination. The analysis of social, cultural, personal and psychological factors influencing the decision-making of local Azerbaijani tourists to travel to various types of tourism destinations with different attributes like, attractions, available amenities, accessibility, image, price and human resources is done. The research includes both primary and secondary data. Secondary data is used to give insight to the topic and assess conclusions. Primary data is collected by surveying domestic travelers of Azerbaijan. Survey results are analyzed by implying descriptive statistics, non-parametric tests and Factor analysis. The research results show that the age, monthly income and marital status of local Azerbaijani travelers affect their travel behavior especially in the duration of their trip. Destination amenities, tourism infrastructure, environmental features, human resources and price are the important attributes for local tourists in choosing tourism destination.

IV. RESEARCH METHODOLOGY

Research design

This study is considered a descriptive study on the base of data collection method. The study used both primary data and secondary data to get essential information. For the purpose of achieving the above-stated objective of obtaining some preliminary insight into tourists' behavior factors to purchase souvenirs, the present study utilizes primary data that had been collected through survey of local and foreign tourists in Medan city, North Sumatera, Indonesia. Survey study is selected as a method for gathering information for the quantitative analysis.

Data collection tool

The main data collection tool in this study is questionnaire. This questionnaire includes twenty four researcher-made questions that a five-point Likertscale (from 1= "completely disagree" to 5= "completely agree") is used. The questions of three factors (social, psychological, and situational factors) investigated during the study.

Sampling Method

This study focused on tourists, which is a small group of population, therefore the purposive sampling method was the most suitable to use. Purposive sampling is one type of non-probability sampling method which the sample is approached based on criteria of the elements include in the study (Alvi, 2016). The target respondents of this survey are tourist who purchasing souvenirs in stores. There were 200 questionnaires distributed in Medan. However, only 182 were completed as usable questionnaires and were used for data analysis in this study.

Analysis information

Researchers led questionnaire collected data were analyzed using the SPSS for Windows program. As follows:

1. Information about the status of the respondents, including age, sex, occupation, and education (personal factor); using to calculate percentages.
2. Information about social, psychological, and situational factors for calculation the Exploratory Factor Analysis (EFA) to obtain the most closely represent to the construct.
3. To study the influence factors on tourist' behavior to purchase souvenir, multiple regressions are used.

Personal Respondent Factor

In the questionnaire survey, 182 respondents at different ages were surveyed. The proportion of male and female respondents was 44% and 56% respectively. The most of the samples (51%) were from the age group 25 – 35, 32% respondents was ages below 25, age group 35 – 45 was 14%, and 3% samples were ages between 45 and above. About 45% respondents were civil servants, and more than one fifth of respondents' occupation (27%) were students, and only 10% and 18% of respondents' occupations were entrepreneurs and employees. In the samples, With respect to academic qualification, 41% had a bachelor's degree, below 15% a master's degree, and 44% with diploma qualification. Based on previous experiences, male and female tourists actually do not like to purchase souvenirs. A total of 182 people, 77 (42%) men and 62 (35%) women stated that they did not like to purchase souvenirs. The remaining of 29 (16%) men and 14 (7%) women love to purchase souvenirs when traveling. The civil servants as the

most respondents in this study, divided into two categories; as much 32% who prefer do not purchase souvenirs and about 17% who purchase souvenirs. About 28% students did not like purchase souvenirs, and only 2% students who love to purchase them. For entrepreneurs and employees, 8% and 6% were chose not to purchase; meanwhile 4% and 3% like to purchase souvenirs. Overall, the most of the respondents did not like to purchase souvenir (76%), and the opposite, only 23% purchased souvenirs while traveling.

Exploratory Factor Analysis (EFA)

In this study, EFA is used to discover the number of factors influencing variables and to analyze which variables 'go together' (DeCoster, 1998). Factor analysis can be identify fundamental factors that explain the correlation of some variables. As for this research to analyze social, psychological, and situational factors that can influence the behavior of tourists to purchase souvenirs.

For social factors, the first round of Exploratory Factor Analysis (EFA) using Principal Component extraction and Varimax rotation performed yielded four dimensions (KMO score of 0.563, Bartlett's Test $p=0.026$ ($p<0.05$). The factor loading for all the four proposed items is above 0.5, however one item of habit and tradition, i.e. 'I guess my family and friends will ask souvenirs after I come home' was below 0.5. Therefore, it was removed from further data analysis. The second round EFA performed on the remaining 4 items and the results confirmed that all the remaining items were accepted with factor loading more than 0.5 with four dimensions extracted.

The EFA confirmed the KMO measure of sampling adequacy tests for psychological factors is 0.347 respectively (Bartlett's Test $p=0.083$ ($p>0.05$). The psychological factors items, i.e. 'previous experience' and 'inspiration of advertising' were not accepted based on factor loading of 0.5. So, all the items of psychological factors were removed from further analysis data. As can be seen in Table 1, not all items

of situational factors were accepted based on factor loading of 0.5, with one component extracted for each variable. The 10 proposed items were below 0.5, however 4 items were accepted, i.e. 'I always buy souvenirs because the uniqueness', 'I always buy souvenirs at discounted prices', 'I like to purchase funny souvenirs', and 'Product's packaging attracts my attention'. The EFA confirmed the KMO measure of sampling adequacy tests for situational factors is 0.621 respectively (Bartlett's Test $p=0.000$ ($p<0.05$).

For reliability analysis, as can be seen in Table 1, all the Cronbach's Alpha results were above 0.7. For social factors and situational factors, the Cronbach's Alpha scores were 0.774 and 0.758. Thus, the rest of all dimensions of social and situational factors were valid and reliable for further inferential analyses.

V. DATA ANALYSIS AND RESULTS

Multiple Regression Analysis

After examining measurement models and assessing the validity using factor analysis, we can study the relationships between variables. Multiple regression test analysis lets us use more than one factor to test the hypotheses. While for explanation, multiple regression separate causal factors, analyzing each other's influence the variables. In this case, the factors that influence tourist to purchase souvenir only personal, social, and situational factors. All the items of psychological factors were removed in the process of Exploratory Factor Analysis (EFA). The multiple regression in this research will be tested using SPSS 20. The table 2 below shows the regression analysis of the relationship between dependent and independent variables in this study. By looking at the independent variables in this research, not all of the variables be measured as of units (psychological factors). This study only use personal factors, social factors and situational factors for the coefficient regression.

Questions	Social factors	Psychological Factors	Situational factors
Friends and family recommendations			
Always ask friends' opinion before purchase souvenirs	0.558		
My friends and family always suggest good places to purchase souvenirs	0.520		
My friends and family always suggest places to purchase cheap souvenirs	0.523		
Habit and tradition			
While traveling to different places, I always purchase souvenirs	0.567		
I guess my family and friends will ask souvenirs after I come home	0.468		
Previous experiences			
I always love to purchase souvenir		0.423	
For me, souvenirs as memories		0.320	

Inspiration of advertising			
Sometimes, I purchase foods as souvenir because they are on the magazines and televisions		0.265	
Tourism advertising become my inspiration to purchase souvenirs		0.319	
Product characteristics			
I always buy souvenirs because the uniqueness			0.591
The souvenir that I bought was different from other destinations			0.268
The food I purchase as souvenir does not sold elsewhere			0.498
I purchase souvenir because it is easy to carry			0.428
Quality			
I always purchase a good souvenir			0.431
I purchase a souvenir because it is durable			0.421
Price			
I always purchase cheap souvenirs			0.297
Souvenir that I purchase fit to price and quality			0.497
Reasonable price offered			0.476
Discount			
Although I am not interested, I will buy souvenirs at a discount			0.346
I always buy souvenirs at discounted prices			0.571
Product design			
I like to purchase funny souvenirs			0.622
I like to purchase unusual food as souvenir			0.484
Product's packaging attracts my attention			0.674
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.563	0.347	0.621
Significance	0.026	0.083	0.000
Cronbach's Alpha	0.774		0.758

TABLE 1. Exploratory Factor Analysis (EFA)

Thus, the regression equation shall be made as follows:

$$Y = 5.037 - 0.134X_1 + 0.288X_2 + e$$

The constant of 5,037 states that if there is no influence of social factors and situational factors then the tourist purchase behavior is 5.037. If there is an increase for the variable X1 (social factors) of 1 unit then the behavior of purchasing souvenir decreased by 0.134, otherwise with variable X2 (situational factor) if there is an increase of 1 unit then the behavior of tourist purchases will occur an increase of 0.035. Although personal factors still have a relationship with tourist's purchase behavior, but don't have a significant effects, so cannot be a variable of regression equation.

F Test

This test is conducted by comparing the value of F count from SPSS software v.20 and F table with 0.05 significance and the value of sig. If the value of F count is greater than F table (F count > F table), then the independent variables are simultaneously influence the dependent variable. From ANOVA test or F test, the value of F count is 255.450 with 0.000 probability. Since the F count is 255.450 > F table ($\alpha = 0.05$) 3.05. Then, in this study the regression model can be used to predict the tourist's purchase behavior (dependent variable) or in other words, all of the independent variables, social factors and situational factors simultaneously have significant effect into the dependent variable, tourist's purchase behavior.

Model	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	B	Std. Error	Beta		
(Constant)	5.037	1.192		4.227	.000
Personal Factors	.063	.176	.258	.455	.620
Social factors	-.134	.054	-.160	-2.473	.014
Situational Factors	.288	.035	.726	11.236	.000
a. Dependent Variable: Tourist_Purchase_Behavior					

TABLE 2. The result of multiple regression

t-Test

t-Test is used to know each independent variable (X) influence toward the dependent variable (Y). In this study, the t test is used to partially determine the

influence of independent variable (social factors and situational factors) towards the dependent variable (tourist's purchase behavior). The value of social and situational factors t count is 2.473 and 11.236 > t table (1.973). So that, social factors and situational factors influencing tourist's purchase behavior separately.

Coefficient Correlation of Multiple Determination (R²)

The variable social factor and situational factor, has R value of 0.861 which describe the criteria for the correlation between independent variables and dependent variable. It can be interpreted that independent variables has a strong correlation with decision for 86.1%, and from the coefficient of determination that is the square of the correlation coefficient (R²) is equal 0.741 that showed 74.1% of the variation that occurs in the tourist's purchase behavior is described by two independent variables, social factor and situational factor, while the remaining 100% - 74.1% = 25.9% are explained by other variables which is not described in this study.

DISCUSSION AND CONCLUSION

The main purpose of this study is to study the factors influencing of tourist's behavior to purchase souvenir in Medan. Factors affecting tourist behavior help identify what products and services on which situations are consumed by tourists as individuals. In this study, we examine the four factors of personal factors, social factors, psychological factors, and situational factors as independent variables on tourist's purchase behavior.

Majority of the 182 respondents do not like to buy souvenirs. This can be seen based on the results of a survey conducted by the author by age, sex, education and occupation. For the male and women, both are equally disliked to purchase souvenirs. Although a civil servant profession is also the most occupation that likes to buy the souvenir, but overall occupation prefer not to purchase them. The surprising thing is that men prefer to buy souvenirs than women. Although the respondents did not like to purchase souvenirs of tourism products, they would certainly buy even not satisfied with products purchased based on social factors and situational factors. In this study, although personal factors still have a relationship with tourist's purchase behavior, but don't have a significant effects.

On social factors, i.e. friend opinions, good place references, cheap prices' place references and always purchase souvenirs; are factors that influence the

decision of tourist to purchase souvenirs. Purchase decision, especially on souvenirs, is heavily influenced by the opinions of family, friends, and people closest to the tourists. Tourists usually purchase souvenirs to give to the closest people, so their opinions of the products they love – are very influential. Only a small portion of the products are purchased for consumption or personal use by tourists themselves. The place to purchase souvenirs is one thing that tourists ask to family and friends. This is needed to minimize the time to search souvenirs, so that tourists' time can be used optimally without the need to ask around while looking for a place to buy souvenirs. So it can be said that although most respondents in this study stated that they do not like to buy souvenirs when traveling, this activity becomes a "must" when traveling. The feeling of sharing experiences through souvenirs to the closest people of social groups is the reason why tourists end up purchasing souvenirs when they travelling. Although from the results; it can be seen that if family and friends give more opinions and influence, then the possibility for tourists to purchase souvenir will be less. So, the more opinions and references are given to tourists, it is likely to be confusing in choosing and purchasing souvenirs.

Things that affect the purchase of souvenirs are unique products, discounted price, funny products, and packaging on situational factors. Kung et al (2012) found that new and unique products in handicraft products have a huge impact on tourists when buying tourism products. So it can be said that the relationship between the look of souvenirs, especially handicraft products, very strongly affect the purchase for tourists when traveling. Added by Kim (1997) that the uniqueness of products purchased when traveling including new products, products produced by craftsmen who are well known, unique, and certainly related to the places visited. Unique products and no other place, become one of the reasons to buy a souvenir. It is possible that the souvenirs given to others / used by the tourists themselves will be a memorable product. The results of this study also exhibit that discounted price becomes one of the expected situational factors. Souvenir purchases in large quantities to give to family, friends, and co-workers, usually become one of the reasons tourists looking for discounted souvenirs. A very strong relationship between situational factors, especially the appearance of souvenirs become an important thing in this study. Once a situational factor draws attention primarily to the appearance of the product, then the purchase of the product will increase. Thus, if the souvenir is more unique, at discounted price, funny, with attractive packaging; then it is a high possibility to be purchased by tourist.

The study showed considerable results which are substantial for future souvenirs as SMEs' products.

Local tourism companies (SMEs) and governmental institutions should pay attention to creating souvenirs for tourists based on the appearance of the products. The creation based on cultural destination (ethnic and tradition) will produce a unique souvenir. Plus, souvenirs with many kind of buildings, flowers, animals, things, and human being with unique shape, colorful, interesting textures and eye catching packaging with the discount labels on souvenirs as promotional tool, will be a very interesting offers for tourists.

RECOMMENDATIONS FOR FURTHER RESEARCH

There are some recommendation for the further research related to this study, described as follows:

1. A study could further improve the sample to distinguish target group. It can be divided into two group: local and foreigner tourists group.
2. A study could be more accurate thereby collecting a much larger sampling size, possibly being a minimum of 500 as the sample group.
3. A future study should learn more about previous research topics, which might help to expand what other factors that influence tourist purchase behavior.

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