

**A STUDY ON SOUVENIR BUYING BEHAVIOUR OF  
TOURISTS VISITING HIMACHAL PRADESH AND  
JAMMU & KASHMIR**

Thesis Submitted for the Award of the Degree of

**DOCTOR OF PHILOSOPHY**

**in**

**Tourism Management**

**By**

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**LOVELY PROFESSIONAL UNIVERSITY, PUNJAB**

**2024**

## **DECLARATION**

I, hereby declared that the presented work in the thesis entitled “A Study on Souvenir Buying Behaviour of Tourists Visiting Himachal Pradesh and Jammu & Kashmir” in fulfilment of degree of **Doctor of Philosophy (Ph.D.)** is outcome of research work carried out by me under the supervision of Prof. (Dr.) Sandeep Walia, CoS & Deputy Dean, School of Hotel Management and Tourism of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigators. This work has not been submitted in part or full to any other University or Institute for the award of any degree.

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## CERTIFICATE

This is to certify that the work reported in the Ph.D. thesis entitled “A Study on Souvenir Buying Behaviour of Tourists Visiting Himachal Pradesh and Jammu & Kashmir” submitted in fulfilment of the requirement for the reward of degree of **Doctor of Philosophy (Ph.D.)** in the School of Hotel Management & Tourism, is a research work carried out by Manjeet Singh, Registration No. 41900014, is bonafide record of his original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.

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## **ABSTRACT**

Tourism plays a vital role in the economic development of any country, generating employment opportunities, boosting GDP, and contributing to overall growth. India, with its rich cultural heritage and diverse landscapes, has immense potential for tourism. According to a report by the Ministry of Tourism, Government of India 2022, travel and tourism contributed US\$ 16.926 billion as foreign exchange earnings in the year 2021-22. This indicates the significant economic impact of the tourism industry in India. Moreover, the report also highlighted that in 2022, tourism and hospitality employed more than 6% of the total workforce in India. This data emphasizes the importance of the tourism sector in providing employment opportunities for the Indian population.

Additionally, the World Tourism Organization's statistical data reveals that the tourism industry is of great importance globally (Radović & Čerović, 2021). It accounts for 10.4% of the global gross domestic product, 28% of world services exports, and 10% of employment. Furthermore, the United Nations recognizes the tourism industry as one of the sectors capable of contributing to sustainable development.

In line with these global trends, India has taken several initiatives to promote tourism and attract visitors from around the world. The "Incredible India" campaign, launched by the Indian government, aims to showcase the country's rich cultural heritage, historical monuments, and natural beauty to international tourists. The "Athithi Devo Bhava" initiative emphasizes the importance of hospitality and ensuring a positive experience for tourists visiting India. Moreover, the "Swadesh Darshan Scheme" focuses on developing and enhancing tourism infrastructure in various regions of India to provide better facilities and amenities for tourists to experience and explore. Based on the data mentioned, the tourism and hospitality industry in India has been steadily growing and contributing significantly to the country's GDP (Mehta & Panse, 2022).

According to the World Travel and Tourism Council, India is expected to establish itself as the third-largest travel and tourism economy by 2028 in terms of direct and total GDP

(Nunna & Banerjee, 2022). This projection highlights the potential for further growth in the tourism industry and its impact on India's economy. The tourism industry in India faces both opportunities and challenges. On one hand, the increasing disposable incomes and the desire for leisure and recreation among people contribute to the growth of tourism. On the other hand, challenges such as infrastructure development, safety and security concerns, and environmental sustainability need to be addressed to ensure sustainable growth in the industry.

One of the key benefits of the tourism sector in India is its ability to generate employment opportunities (Mendiratta & Srivastava, 2021). As of 2019, the tourism and hospitality industry in India provided 8.4% of the total employment (Baber et al., 2023). This figure is projected to increase by two percent annually, reaching 52.3 million jobs by 2028. According to data from the World Travel and Tourism Council, the tourism and hospitality industry in India contributed 6.8% of India's total GDP in 2019.

Over many years, the handicraft industry has gotten lost in India's growth agenda. This may be partially due to a focus on its cultural significance at the expense of an equivalent knowledge of its economic, social, and political dimensions. The argument for the handicrafts sector is based on the idea that, despite significant obstacles, the industry is poised for rapid growth as a result of a combination of incremental inputs over many years and new market opportunities. If taken advantage of, the opportunity can boost the economy's specialization and competence in global manufacturing and services, sustain and expand employment for millions of people, including those living in remote rural areas, give people who are still on the margin more power, support educational initiatives, and address pressing cultural issues while also being environmentally sustainable.

A study was thus conducted with the main objective to examine the “Souvenir Buying Behaviour of Tourists Visiting Himachal Pradesh and Jammu & Kashmir”. Souvenirs are often representative of the culture, heritage, and traditions of a destination. By understanding the buying behaviour of tourists, stakeholders could identify which elements

of the culture are being appreciated and sought after. This could lead to better efforts in preserving and promoting these cultural aspects.

The study adopted cross-sectional research design using a cross-sectional sample survey. This study predominantly relied upon primary data amassed from the target demographic through the deployment of questionnaire. However, secondary data was also collated from an array of international and national databases. The data collected in this study underwent thorough analysis using a variety of statistical methods, both descriptive and inferential in nature which yielded the results which were later interpreted to get broader understanding of the facts related to souvenir buying behaviour of tourists.

The study depicts that the handicrafts of Himachal Pradesh and Jammu & Kashmir stand as a testament to the state's rich cultural heritage, diverse artistry, and the intricate craftsmanship of its people. These crafts are deeply embedded in the daily lives and rituals of the locals but also attract visitors from around the world who appreciate the region's traditional art forms.

The results of the study emphasizes on the managerial implications and necessitates actionable recommendations for stakeholders in the artisan sector. It is imperative to establish market essential resources such as raw materials, working capital, and sales channels, along with training in contemporary craft production to meet modern consumer demands. Financial accessibility and awareness of existing programs must be enhanced to incentivize crafts as a primary income source and promote the involvement of corporate entities through Corporate Social Responsibility in supporting crafts. The creation of accessible e-commerce platforms is recommended for product promotion, alongside educating artisans on production techniques, marketing strategies, and the unique value of handcrafted items. Events such as exhibitions and fashion shows could serve as effective marketing tools. Furthermore, it is crucial to launch public relations campaigns to enlighten consumers about the distinctive qualities of handcrafted products and to distinguish them from mass-produced goods.

The study also recommends diversifying product offerings to reflect local cultures, fostering sustainable sourcing and eco-friendly production practices, and incorporating cultural narratives to enhance artifact appeal. The document proposes synergies with governmental initiatives for funding and promotion, alongside environmental awareness campaigns highlighting the impact of mass-produced souvenirs relative to sustainable local crafts.

Engaging customers through interactive experiences and fostering loyalty, exploring international exports to expand market reach, and leveraging digital marketing strategies to celebrate the heritage and distinctiveness of local crafts also form part of the comprehensive strategy for sustaining and promoting the artisan sector.

**Keywords: Tourism, Souvenirs, Handicrafts, Destination Promotion, Sustainable Development**

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**CHAPTER 1**  
**INTRODUCTION**

## Chapter 1

### INTRODUCTION

#### *1.1 Tourism: An overview*

Any country's economic development greatly depends on tourism, which creates job opportunities, raises GDP, and promotes overall growth. India has a lot of promise for tourism because of its varied landscapes and rich cultural heritage. According to a report by the World Travel and Tourism Council, travel and tourism contributed 3.7% to India's GDP in 2017 (Baber et al., 2023). This demonstrates the tourism industry's considerable economic contribution to India. The survey also noted that 5% of India's workforce was involved in tourism and hospitality in 2017. The significance of the tourism industry in generating jobs for the Indian population is highlighted by the figures.

Additionally, the World Tourism Organization's statistical data reveals that the tourism industry is of great importance globally (Radović & Čerović, 2021). It accounts for 10.4% of the global gross domestic product, 28% of world services exports, and 10% of employment. Furthermore, the United Nations recognizes the tourism industry as one of the sectors capable of contributing to sustainable development.

In line with these global trends, India has taken several initiatives to promote tourism and attract visitors from around the world. The Indian government has started the "Incredible India" campaign to promote the nation's rich cultural history, historical sites, and scenic beauty to foreign tourists. The "Athithi Devo Bhava" initiative emphasizes the importance of hospitality and ensuring a positive experience for tourists visiting India. Moreover, the "Swadesh Darshan Scheme" focuses on developing and enhancing tourism infrastructure in various regions of India to provide better facilities and amenities for tourists to

experience and explore. Based on the data mentioned, the tourism and hospitality industry in India has been steadily growing and contributing significantly to the country's GDP (Mehta & Panse, 2022).

In year 2021, India attracted more than 1.52 Mn inbound travellers which was although less than 2.74 Mn in 2020, and an intraregional movement of more than 677.63 million domestic tourist visits in 2021 (Source: MOT 2022 India Tourism Statistics). As a source of revenue for the nation's foreign exchange reserves, tourism continues to be crucial. The foreign exchange earnings (FEE) from tourism increased by 26.4% from US\$ 6.958 billion in 2020 to US\$ 8.797 billion in 2021. The various factors which attract inbound travellers include mesmerizing landscapes, rich heritage and varied cultural diversity, ethnicity, efficient travel cost, sumptuous foods and mouthwatering delicacies, and wide choice of destinations with different climatic conditions. Right from snow clad mountains of the North to the amazing back waters and beaches of Kerala in the south, from lush green tropical forests having diverse flora and fauna in the north east to vibrant deserts along with heritage and culture in west, all these resources collectively attract inbound travellers to India and also gauge the intraregional movement of domestic tourists.

India is anticipated to rank third in terms of direct and total GDP for the travel and tourism sector by 2028, according to the World Travel and Tourism Council (Nunna & Banerjee, 2022). This projection highlights the potential for further growth in the tourism industry and its impact on India's economy. The tourism industry in India faces both opportunities and challenges. On one hand, the increasing disposable incomes and the desire for leisure and recreation among people contribute to growth of travel industry. Contrarily, challenges such as infrastructure development, safety and security concerns, and environmental sustainability need to be addressed to ensure sustainable growth in the industry.

One of the key benefits of the tourism sector in India is its ability to generate employment opportunities (Mendiratta & Srivastava, 2021). As of 2019, the tourism and hospitality

industry in India provided 8.4% of the total employment (Baber et al., 2023). This figure is projected to increase by two percent annually, reaching 52.3 million jobs by 2028. According to data from the World Travel and Tourism Council, the tourism and hospitality industry in India contributed 6.8% of India's total GDP in 2019. Additionally, the revenue from domestic trips in India is a significant source of income for the tourism industry. Furthermore, the tourism industry in India has been instrumental in promoting cultural exchange and fostering international relationships.

The inbound tourists coming from various countries are always curious about the huge diversity India has in terms of traditions, cultures, climates, languages, regions and religions. Along with the natural attractions, exclusive and ethnic Indian handicraft products are equally famous among the foreign travellers. It is a commonly noticed phenomenon among the foreign and local travellers to purchase Indian handicraft products. Inbound tourists spent more than 1370 million rupees on handicrafts in 2010, according to a survey by the Ministry of Tourism and Culture, Government of India, and they made up about 40% of all the handicrafts exported by India. Another survey indicated that on average an inbound tourist spends approximately 12,187 rupees on purchase of handicraft products while travelling in India, with women travellers surpassing their counterparts. Thereby, suggesting the interest shown by inbound travellers for buying handicrafts during travel.

In 2022 the world handicraft market total worth was US\$ 915.93 Billion and is expected to grow at a CAGR of 10.08% from 2023-2030 surpass US\$ 1972 Billion in value by that period. It has also been found that handicrafts worth US\$ 3.80 Billion were exported from India in 2018-19 (Source: IBEF report on EPCH)

India has emerged as a global frontrunner in the handicraft sector, particularly distinguishing itself as the principal exporter of handmade carpets in terms of both volume



and market share. The period from April 2022 to February 2023 witnessed handcraft exports from India reach an impressive US\$3 billion in value. This marks a significant increase compared to the previous fiscal year 2021-2022, where the total value of Indian handcraft exports stood at \$4.35 billion, denoting a substantial growth of 25.7%. The segment of handmade carpets, in particular, has seen a remarkable surge in exports over the past three years, with India commanding over 40% of the global marketplace. In the fiscal year 2020, the export figure for Indian-made carpets totaled \$1.37 billion USD. Moreover, from April 2020 to February 2021, carpet exports amassed to US\$1.33 billion. A diverse array of handcrafted goods formulates India's export profile, including woolen textiles, wooden wares, embroidered and crocheted crafts, art metal wares, hand-printed textiles and scarves, agarbatties & attars, zari & zari products, and imitation jewelry. Regarding the export values recorded for the aforementioned categories in the period from April 2022 to February 2023, wooden wares commanded US\$800.4 million, embroidered and crocheted articles accounted for US\$369.6 million, art metal wares reached US\$394.22 million, while hand-printed textiles and scarves generated US\$296.96 million. Imitation jewelry exports were recorded at US\$149.89 million, and the exports of various other handicraft items amounted to US\$865.24 million. This comprehensive array of handcrafted products underscores India's pivotal role in satisfying the global demand for traditional and artisanal goods, reinforcing the country's standing as a critical player in the international handicrafts market.

Mats and mattings, carpets, rugs, bedsheets, cushion coverings, and other handloom items are the main handloom products exported from India. The country exported mats and mattings in 2021–2022, accounting for 29.60% of all exports. Over 60% of India's total handloom exports are textiles for the home. The value of carpet, rug, and carpeting exports in 2021–2022 was US\$ 124.89 million (Rs. 930.78 crore). The cotton durries exported in 2021–2022 were worth US\$ 190.47 million (Rs. 1,419.10 crore).

Indian silk scarves are well-liked worldwide. These handloom-produced goods, which contributed US\$ 7.7 million (Rs. 61.5 crore) to the handloom industry's overall exports

between 2020 and 21. About 23.5% of 2020–21 exports were made up of all handwoven linen items, including cotton bed linen, bathroom linen, kitchen linen, napkins, pillows, cushion covers, tablecloths, and so on. India exported cotton yarn, textiles, made-ups, handloom products, and other items valued US\$7.17 billion between January and June 2022.

(Source: IBEF report on Handicrafts)

As being a part of the tourism activity, Shopping has turned out to be increasingly imperative to the travel business since it has significant monetary contribution to retail tourism businesses among different tourism markets globally (Myriam, 1987). The significance of the shopping in tourism is extensively recognized, in spite of the point that very less is known regarding the expectations and actual behaviour of the tourists (Jansen-Myriam, 1991).

Although shopping is not usually considered to be the prime reason for travelling, it has rather become an indispensable component of tourist experience process (Kent, Shock, & Snow, 1983). It is seldom that shopping is thought of prime motive for planning and executing a trip, nevertheless shopping is a familiar and ideal activity taken up by tourists at various destinations (Timothy & Butler, 1995). Shopping during travelling is largely connected with material goods which act as storehouse of the memories which were created during the travel (Anderson & Littrell, 1995). The studies have even suggested that for certain tourists, shopping happens to be the only motive to travel, and is humorously called as “Suitcase Tourism”.

Looking at the world scenario, the value of shopping in tourism is majorly accepted as a niche tourism segment as it acts as one of the active sources of income for tourism sector. As compared to other tangible items, handicrafts pose to be the objects which attract visitors the most. From the beginning of the phenomenon of tourism, handicrafts have been a crucial component of the overall tourist experience. Shopping has been considered as the

major tourist activity (Kim & Littrell, 2001; Fairhurst et. al., 2007), and buying handicrafts form a prominent part of the expenditure done on shopping (Fairhurst et. al., 2007; Lehto et. al., 1994; Littrell, 1990).

Selling handicrafts is an important aspect of the tourism experience which adds to the possibility of retail trade carried out at various tourist spots (Myriam, 1991). Indian craftsman has a tremendous capacity to produce varied handicrafts products owing to the vast culture and heritage of the distinct states. Indian locals have numerous opportunities to create greater profit margins from the tourists visiting their areas by selling them handicrafts.

Handicrafts which are locally produced are always the object of desire by many tourists. Among other aspects of the local destination, handicrafts represent the local heritage and culture of the destination. Buying a hand-made product, thus, symbolizes closeness to and understanding of the host society. No other thing can perhaps showcase tourists' journey to the spot more precisely than a hand – crafted item, which is supposed to be an authentic one. Most of the time during their travel, tourists are in the search of such authentic handicraft products to be purchased and taken back home.

Various government and autonomous organizations are working for promoting handicrafts and bringing them on the national as well as international maps. Their tireless efforts have resulted in bringing forth the unique and exclusive handicrafts of various regions onto the world platform and have generated huge demands of these handicrafts products within and outside the country as well. Some of these organizations are EPCH, Himbunkar, Himcrafts and Directorate of Handicrafts, Govt. of Jammu & Kashmir, which are prominently promoting and developing handicrafts and the artisans dealing with the development of the same.

i. The Export Promotion Council for Handicrafts (EPCH) is a non-profit organization that was founded in the years 1986–1987 under the Companies Act with the goal of promoting, assisting, safeguarding, maintaining, and growing the export of handicrafts. It serves as the national trade association for exporters of handicrafts and works to promote India's reputation overseas as a dependable source of high-quality handicrafts products and services.

ii. The “H. P. State Handicrafts and Handloom Corporation Limited” (An Undertaking of H.P. Govt.) which was founded in 1974 with a goal of assisting and advancing the interests of the state's underprivileged weavers and craftsmen. By offering training, design inputs, raw materials, and marketing facilities through its own chain of emporia situated both inside and outside the state, the Corporation ensures the general welfare of artisans and weavers.

iii. In order to project the crafts on a larger scale, the Government of Jammu & Kashmir formed the Directorate of Handicrafts in 1972–1973. However, the department was formerly a division of the DIC, JK prior to its formation. Nearly 200,000 young artisans have completed training in a variety of craft skills over the period of working of the directorate. There are 40,000 of them who have got carpet weaving instruction. Craft training facilities have been established in remote places, among Poonch and Rajouri in Jammu, and Gurez, Tuleal, and Chuchot in Kashmir.

iv. HIMBUNKAR is an apex institution for handlooms and handicrafts in the state of Himachal Pradesh. It was established as the Himachal Pradesh State Handloom Weavers Apex Cooperative Society Ltd with its headquarter in Kullu on 20th January 1984. It provides a state level platform to the basic handloom cooperation groups operating across several regional locations. In 2007, its name changed to the Himachal Pradesh State Handloom and Handicraft Cooperative Federation Ltd signalling the inclusion of state-

wide handicraft societies. As of now, there are 292 societies registered with HIMBUNKAR, out of which, 89 societies are completely run by rural women artisans.

The handicraft sector represents one of the most vital components of India's economy, providing employment to in excess of seven million individuals. This expansive industry is responsible for the production of a multifarious collection of items including, but not limited to, wooden and art metal wares, hand-printed textiles, zari and embroidered artifacts, imitation jewelry, sculptures, pottery, glass wares, attars, and agarbattis. Notably, the handicraft sector in India is characterized by a prominent female workforce, with over 56% of artisans being women who dominate the industry's employment demographics. The country boasts an extensive range of almost 35,000 unique products emerging from a network of 744 handicraft clusters, employing close to 212,000 craftsmen and craftswomen. Major craft clusters such as those in Surat, Bareilly, Varanasi, Agra, Hyderabad, Lucknow, Chennai, and Mumbai serve as critical hubs within this sector. Despite the considerable market potential that exists within the urban centers of India and on an international scale, the majority of handicraft production facilities are situated in the nation's rural and smaller townships, reflecting the localized and close-knit nature of the industry.

The growth trajectory of the Indian handicraft market is receiving a considerable boost, attributable to marked enhancements in the online accessibility of artisanal products across a multitude of e-commerce platforms. Concurrently, as the nation's travel and tourism industry burgeons, there has been a corresponding upsurge in the demand for handicrafts. Tourist expenditures on keepsakes and artisanal objects are contributing significantly to the economic opportunities available to local craftspersons, enabling them to produce and commercialize utilitarian handcrafted items. Furthermore, an increasing predilection for handmade decorative accents within domestic residences, commercial establishments, and dining venues is propelling market expansion. The handicraft sector is acknowledged for

its commercial viability, underscored by a high value addition ratio, minimal requisites for capital investment, and prodigious potential for exports.

### ***1.2 Consumer Behaviour***

In today's globalized world, understanding consumer behaviour across different cultures and markets is crucial for businesses to succeed. Global consumer behaviour refers to the study of how individuals from various countries and cultures make decisions regarding the purchase, use, and disposal of products and services. This understanding allows businesses to create their promotion, marketing and sales policies aimed to meet the individual needs and choices of varied consumer segments. Furthermore, global consumer behaviour also impacts policy-making by regulatory authorities, as they aim to encourage behaviours that have a positive impact on both individuals and society as a whole. By taking cognizance global consumer behaviour, business houses can develop effective marketing strategies that cater to diverse markets and enhance their competitiveness on a global scale. In addition, global consumer behaviour has significant implications for international trade and the global economy as a whole. Understanding global consumer behaviour helps businesses navigate the complexities of cultural differences, enabling them to identify market opportunities, adapt their products and customer services to local preferences, and establish strong relationships with consumers. This understanding also allows businesses to identify emerging trends and innovation opportunities, staying ahead of their competitors in the fast-paced global market.

The significance of global consumer behaviour extends beyond individual businesses and economies. It has social and environmental implications as well. By studying global consumer behaviour, businesses can identify consumer trends and preferences that can inform product development and marketing strategies.

They can also utilize this knowledge to promote sustainable and ethical practices by understanding the demand for environmentally friendly products, fair trade practices, and

socially responsible businesses. These factors can influence not only consumer choices but also shape the overall market landscape as businesses respond to the changing preferences and values of consumers. Ultimately, the study of global consumer behaviour is essential for businesses to effectively make competitive advancements in the global market, have informed business decisions, adapt to changing consumer demands, and contribute to sustainable and responsible economic development.

The comprehension of consumer behaviour on a global scale is highly important in today's society, impacting areas such as business strategies, policy-making processes, and environmental sustainability. It plays a significant role in shaping the worldwide market landscape by driving innovation and contributing to sustainable economic growth. The study of global consumer behaviour has both practical and theoretical implications. It informs businesses on how to effectively target and engage diverse consumer markets, enhances their competitiveness on a global scale, and drives innovation. It also provides insights into cultural differences, societal trends, and consumer values, which are important considerations for businesses looking to establish long-term relationships with consumers. The understanding of global consumer behaviour is of utmost significance in today's world as it influences various aspects such as business strategies, policy-making, and environmental sustainability. Furthermore, it can also contribute to promoting social equality by addressing issues such as income disparities and the digital divide. Overall, understanding global consumer behaviour is important because it helps organizations meet the requirement of diverse consumer markets, contributes to sustainable economic development, fosters greater social equality, and promotes environmental sustainability.

### ***1.3 Consumer Behaviour in Tourism***

Tourist shopping behaviour is a unique aspect of consumer behaviour that differs from the typical purchasing patterns of locals or everyday consumers. When tourists engage in shopping activities, their motivations, preferences, and decision-making processes are motivated by various elements. One among the key features that impact tourist buying

behaviour is the travel experience itself. Tourists often seek out shopping experiences that are unique to their destination, allowing them to bring back souvenirs and mementos that serve as tangible reminders of their trip (Adelson et al., 2003). Additionally, tourists are often more inclined to shop for locally made or authentic goods that reflect the culture and heritage of the destination they are visiting. Furthermore, studies have shown that tourist satisfaction with their shopping experiences plays a significant role in shaping their overall perception of the destination and their likelihood to recommend it to others. One of the key factors that influence tourist shopping behaviour is the travel experience itself, as tourists seek out shopping experiences that are unique to their destination and reflect the culture and heritage of the location (Turner & Reisinger, 2001). Tourists are also influenced by personal and economic factors when making shopping decisions during their travels. For personal factors, tourists may be motivated to shop for items that fulfill their desires or needs. These desires can range from basic necessities such as clothing or souvenirs to more specific interests like fashion, technology, or local crafts. Tourists are also influenced by economic factors, such as their personal income and the overall level of affluence they have while traveling (Adelson et al., 2003). Tourist shopping behaviour is also influenced by cultural factors, including the influence of the local culture, subcultures within the destination, and societal norms. Cultural factors play a significant role in shaping tourist shopping behaviour. Local culture plays a significant role in shaping the shopping behaviour of tourists. Tourists are often intrigued by the unique products and experiences offered by a destination, and they are more likely to engage in shopping activities that align with the culture and customs of the local community. Additionally, subcultures within the destination can also impact tourist shopping behaviour. For example, tourists may be drawn to shopping in specific neighborhoods or markets that cater to a particular subculture, such as a bohemian arts scene or a vibrant food market. Moreover, societal norms can also influence tourist shopping behaviour. One study found that tourists who are satisfied with their shopping experiences have a higher likelihood of recommending the destination to others, indicating the importance of shopping satisfaction in shaping overall tourist perception of a destination (Heung & Cheng, 2000).



Tourists also engage in impulse buying behaviour, as they may be more likely to make spontaneous purchases while on vacation. Tourists are often seeking authentic and unique products that they can bring back as souvenirs of their trip (Turner & Reisinger, 2001). Tourists are often seeking authentic and unique products that they can bring back as souvenirs of their trip (Adelson et al., 2003). They are looking for items that are not easily accessible in their home country and have a sense of novelty or exclusivity. Additionally, tourists also engage in shopping as a form of leisure and entertainment. One study found that tourists which have higher satisfaction with their buying practices have a higher likelihood of recommending the destination to others, indicating the importance of shopping satisfaction in shaping overall tourist perception of a destination (Turner & Reisinger, 2001). Tourists are also motivated to shop for the sake of experiencing local culture and to interact with locals, as these encounters can enhance their overall travel experience (Cohen, 1974). Tourist shopping behaviour is influenced by various factors, including personal characteristics, economic factors, cultural factors, and the desire for authentic and unique products. Overall, tourist shopping behaviour is unique and influenced by a combination of personal, economic, cultural, and psychological factors.

Tourist shopping behaviour is influenced by a combination of personal characteristics, economic factors, cultural factors, and the desire for authentic and unique products (Xue et al., 2022; Adelson et al., 2003). Tourists may be drawn to shopping in specific neighborhoods or markets that cater to a particular subculture, such as a bohemian arts scene or a vibrant food market. Tourist shopping behaviour may also be influenced by marketing and promotional efforts by the destination. For example, a destination that promotes itself as a luxury shopping paradise may attract tourists who are seeking high-end fashion and luxury goods. Furthermore, the social class and caste of tourists can also play a role in their shopping behaviour. Tourists from higher social classes may be more inclined to shop at luxury stores and purchase high-end products, while tourists from lower social classes may prioritize affordability and seek out bargain deals. In addition to these factors, psychological factors also play a role in tourist shopping behaviour. Tourists often engage in impulse buying, as their decision-making process is typically less rational and more

influenced by emotions and situational factors. They may be more likely to make spontaneous purchases based on the excitement of being in a new environment or the desire to bring back souvenirs and memorabilia. Tourist shopping behaviour can also be influenced by the desire for social recognition and status. For example, tourists may purchase luxury branded items to showcase their social status and wealth. Overall, tourist shopping behaviour is complex and influenced by various factors. Tourists are not typical consumers when it comes to shopping behaviour.

Their purchase decisions are often influenced by personal characteristics, economic factors, cultural factors, and the desire for unique and authentic products. Tourist shopping behaviour is unique and influenced by a combination of personal, economic, cultural, and psychological factors. This sets them apart from regular consumers and requires a specific understanding of their needs and desires. Tourists may have different motivations for shopping compared to regular consumers. They may seek out souvenirs and mementos to remember their trip, or they may be looking for unique and authentic products that they cannot find in their home country or region. Furthermore, the act of shopping itself may be seen as a form of entertainment or leisure activity for tourists. Tourists often have limited time in a destination, so they may prioritize certain shopping experiences or specific products that are representative of the local culture. These factors, such as social class, psychological influences, and the desire for unique products, all contribute to the distinct shopping behaviour of tourists. Tourists' purchasing behaviour can also be influenced by cultural factors. Cultural factors, such as social norms, customs, and traditions, can shape tourists' shopping behaviour.

#### ***1.4 Significance of Souvenirs in Tourism Industry***

Crafts are a prominent part of present-day Indian culture and society. Since the very beginning of recorded human history, crafts have been a part of Indian culture. Crafts have

always been an important aspect of daily life in towns, villages, courts, and places of worship. India is a distinctive nation that is unlike any other in the world due to the wide array of crafts and craft skills that are accessible there and their ongoing development throughout the years. One of the few nations in the world where crafts are practiced widely and by many people is ours.

Numerous individuals rely on the crafts industry for their livelihood, and it significantly boosts India's exports and foreign exchange gains. One-fifth of India's overall exports are made up of handicrafts, together with the carpet, gem, and jewelry industries. Over 12 million craftsmen and craftspeople are thought to be employed in the sector today. According to current data from the Export Promotion Council for Handicrafts, exports of metalwork, woodcrafts, hand-printed fabrics and scarves, shawls, jewelry, and other crafts have increased by 53% over the past five years. Despite having over 30 million artists and weavers, India barely accounts for 2% of the global handicrafts market today, despite its enormous potential. China currently controls more than 17% of global trade in this area with the help of the government.

The art of making crafts by hand is referred to as handicraft. India a country with rich cultural heritage embodies various clans and communities which are engaged in diversified handicrafts. In ancient India, the locals where they crafted utility objects necessary for daily life, employing naturally available resources. This artisanal process of crafting remarkable objects is referred to as handicrafts, with the products thereof designated as handicraft items. As the economy grew, the local inhabitants started selling handicraft products earlier through barter system and then later through organised markets called “haat”. Time passed and now with growing civilization, the people have become aware of the advanced technologies. People have started trading their creations i.e. handicraft items.

In India, the local handicraft produce was sold by artisans. The manufacturer took their handmade items from one place to another and they become famous for their craft. The manufacturer made some extra efforts to develop something valuable and special products for queens and kings for their time, they usually made special products and showed their

skills. Now those valuable things can be seen in museums around the world. To name a few, Dhaka muslin, Varanasi silk, Kashmiri Pashmina, etc. Those people who have been preserving the talent and art of making Indian handicraft items are called as Indian Artisans. Government of India along with the state government from time to time organizes various Indian craft exhibitions and craft fair to promote Indian crafts.

Indian is famous for its art and culture across the Globe. Every state has its own handicraft techniques for making quality art and craft items.

### **North Indian Handicrafts**

The northern part of India comprises of Jammu and Kashmir and other adjoining states like Himachal Pradesh, Punjab and Uttarakhand. The Famous North Indian handicrafts from Jammu and Kashmir region include paper mache products of Kashmir. Kashmir is famous for paper mache decorative goods and walnut wood craft of Kashmir. Artisans make beautiful paper mache items. These items are widely used for Christmas decorations across the globe.

### **East Indian Handicrafts**

The eastern region of India, including the Garo, Khasi and Jaintia which depicts a rich heritage of handicrafts products. Artisan from east India shows a plethora of crafts using wood, metal, fibers, straws, stones and other materials.

### **West Indian Handicrafts**

Three major states located in the west are Rajasthan, Gujarat and Maharashtra. These states are very famous for different handicraft products. Gujarat state is the largest state in cotton production. Everyone is aware that Rajasthan is a vibrant, vivacious, traditional state with huge terrain and gorgeous people. India's leading producer of handicrafts is Rajasthan. Rajasthani art and craft are well-known throughout the world. The major handicraft items

include textile, handmade Jewellery, Tapestries, carpets, wooden furniture, Rajasthani Quilts, Marble crafts, Teracotta items, meenakari items and others from Rajasthan, Gujarat and Maharashtra.

### **South Indian Handicrafts**

South India in the deccan belt provides ample opportunities for growth of handicrafts. The few items that are famous are the Bnidri crafts, Brass statues, leather lamp shades, wooden toys, coconut crafts and others. Here, wooden crafts are also very famous. Famous South Indian handicrafts are metal statues of God, rosewood craft and Kanchipuram Saree, Tanjore painting and others.

### **1.5 Structure of the Thesis**

The thesis work has been structured into five substantive chapters, which are as under:

#### **CHAPTER I: INTRODUCTION**

The chapter one outlines the context of present study and the overall background in which the study takes place including history, problem statement and expected contribution. The foremost attention is to highlight research issues by building a foundation. This helps to highlight the research gap, research questions and justifying the reasons for conducting this research.

#### **CHAPTER II: REVIEW OF LITERATURE**

This chapter delves into an extensive exploration of existing literature on the topic of souvenir buying behaviour among tourists. The aim is to comprehensively examine the various factors, influences, and motivations that guide tourists in their choices and decisions when it comes to souvenir purchases. Furthermore, this literature review will seek to provide a comprehensive overview of the current state of knowledge in this field,

identify gaps in existing research, and offer a foundation upon which the present study builds.

### **CHAPTER III: RESEARCH METHODOLOGY**

Research methodology plays an indispensable role in this study, as it serves as the foundation upon which the empirical findings rest. It provides the framework for data collection, analysis, and interpretation, ensuring that the research is conducted with rigor and precision. Moreover, it lays the groundwork for the reliability and validity of the conclusions drawn from the study, reinforcing the scholarly merit of the research

### **CHAPTER IV: DATA ANALYSIS AND INTERPRETATION**

The present chapter discusses the findings of this study. The objective wise results are discussed in detail and their related interpretations are highlighted. The findings are presented in the tabular form and comparative analysis wherever required is discussed in detail.

### **CHAPTER V: FINDINGS, CONCLUSION AND RECOMMENDATIONS**

The concluding chapter of the study summarizes the overall findings of the study and points out the findings, the research contribution, managerial implications, limitations along with directions and suggestions for future research.



**CHAPTER 2**  
**REVIEW OF LITERATURE**

## **Chapter 2**

### **REVIEW OF LITERATURE**

#### ***2.1 Introduction***

This chapter presents a comprehensive review of the existing literature on the souvenir buying behaviour of tourists. Souvenirs are more than just trinkets; they are powerful symbols of cultural exchange, memory preservation, and economic development. Understanding why tourists buy souvenirs, what influences their purchasing decisions, and how these decisions impact both travellers and the destinations they visit is essential to the tourism industry, academia, and local economies.

In this review, we will explore key theories and concepts, investigate methodological approaches, and highlight critical findings in the field. Moreover, we will identify gaps in the existing literature that present opportunities for further research, contributing to a deeper understanding of the complex interplay between tourism and souvenir consumption. By inspecting the extensive body of literature surrounding souvenir buying behaviour, this chapter aims to shed light on the motivations, influences, and impacts of tourists' souvenir purchases. Ultimately, it will serve as the foundation for the empirical study presented in this thesis, which seeks to contribute to the evolving discourse on souvenir consumption and its role in the realm of tourism.

The shopping habits of tourists are distinct from those of typical consumers. Holiday travel is a specific leisure activity that takes place when people are not working, being responsible, or being frugal (Gordon 1986; Gruber 1971). As a result, a person's holiday buying habits differ significantly from those displayed at home (Kent et al. 1983; Littrell,



Anderson & Brown 1993; Tosun et al. 2007). Timothy & Butler (1995) observed that people tend to spend money more carelessly and buy plenty of non-essential products when they are on vacation. Additionally, it has been shown that while tourists are on vacation, they typically spend three to four times as much as the typical shopper (TTIA 2005).

Groups of tourists and locals were distinguished, and their mall-shopping habits were compared, by Lloyd et al. in 2011. Researchers discovered that travelers on vacation rated their experiences as being more hedonistic, novel, and satisfying than locals did. The study found that while inhabitants valued other aspects of services such as parking availability, proximity to the residence, operating hours, and special events more highly than tourists did, travelers were more interested in the "novelty" of shopping.

According to Cheng, et. al (2004), tourist shopping behaviour requires distinct methodologies and research focus than regular consumer purchasing behaviour because it is a hedonic leisure activity promoted by the "consumption of place." In this situation, going shopping is a method to get a taste of the local culture and meet locals. People shop and use the souvenirs they bring home from vacations for a variety of important social-psychological reasons (Kim & Littrell 1999).

As a result, shopping by tourists needs to be investigated and understood using a different framework than studies on consumer shopping. One explanation is that shopping when on vacation is done for fun and relaxation, which involves a different set of motivations than regular shopping (Kim & Littrell 2001). When on vacation, shopping, which was once a pain, becomes enjoyable (Timothy & Butler 1995). As a result, when buying while on vacation, people display various mindsets and spending patterns.

Tourist purchasing habits for souvenirs include selecting the product. This behaviour is closely tied to the visitor's perspective on ownership. According to Hoven & Eggen (2005) having material possessions improves one's sense of self. The memento may also be used as a tool for preserving one's feelings and memories of previous experiences. The shape

and meaning of a traveller's behaviour when buying souvenirs may differ significantly from their routine back home (Littrel, Anderson & Brown, 1993; Gruber, 1971). They can feel the urge to bring something tangible and actual back from a vacation in order to preserve their memory of it (Gordon, 1986). Therefore, it may be more useful to investigate the motivations behind travellers' souvenir-buying behaviours.

Researchers have made assumptions about the relationship between travel preferences and memento goods selection (Kim 1997; Littrell et al. 1994). It has been established and supported by Littrell et al. (1993) that there is a strong correlation between tourist activities and souvenir consumption. Four styles were identified by Littrell et al. (1994): active outside focused groups, history and park, urban entertainment, and ethnic arts and people. In the same survey, it was found that urban entertainment visitors were ardent souvenir buyers and favoured goods that represented the place they had travelled to. They discovered further that tourists interested in history and parks were drawn to buying crafts, local fare, postcards, and books about the region, and the goods were picked as a part of their collection. In contrast, compared to other typology groups, active outdoor seekers showed the least interest in buying travel souvenirs.

Souvenirs are usually bought from the emporiums and handicraft haats during the travel. They act as a reminder of the past experiences related to the vacation period and by having a mere look at those handicrafts, the tourist might relive those memories. Handicrafts are usually purchased to be kept at home as a decorative item or to be given to the family members, friends and colleagues as a gift. Various researches have pointed out the intricate linkages among the cultural and social characteristics of tourists, their nationality, and the variety of handicrafts they purchase. A number of studies show the sociocultural duties that some societies have, for example, "it is a cultural obligation for Japanese tourists to bring home appropriate gifts from the place of visit for friends or the family members who were at home." (M. Singh, 2018)

## ***2.2 Tourism: An Overview***

In their study, Swanson and Horridge (2004) looked at the connections between travel motivation and souvenir consumption. According to the study, there is a favourable correlation between travel-related activities and handicraft purchases. It also showed that shopping behaviours had an impact on store characteristics such as location, promotion, salespeople's appearance and demeanour, price, and selection.

Wong and Cheng (2014) emphasize the primary significance of the memento as proof of the experience as well as the functions of memory and as gifts in their research. According to Littrell, Anderson, and Brown's 1993 study, women prefer to buy handicrafts more frequently than men across the board when it comes to mementos. The study provided support for the idea that authenticity is crucial when buying souvenirs. Both the qualitative and quantitative data made it very clear how important ethnic ties are to the handicraft. The data about purchase incentives offer crucial insight into consumer behaviour.

The handicrafts industries are of particular significance since handcrafted items make excellent gifts and, if produced in large quantities, may be effective tourist draws. The performance of the craft industries is also influenced by tourism in terms of visitor arrivals, spending, duration of stay, and other factors.

Handicrafts are defined as "item or product produced through manual skills, with or without mechanical, electrical, or other processes, that appeals to the eye due to the characteristics of being artistic, aesthetic, creative, ethnic, or being representative of cultural, religious, or social symbols or practices, whether traditional or contemporary." This is according to the definition proposed by EPCH (Export Promotion Council for Handicrafts, India). These products can be used as gifts or decor, whether or not they have a practical purpose.

The goal of this study, according to Abdullah (2012), is to assess how crucial authenticity is in how foreign tourists from outside Malaysia choose their souvenirs. Demographic factors (gender, age, place of origin, and annual income) have a significant impact on the importance of souvenir qualities as well as the preferred types of souvenirs. International tourists pick "clothing & accessories," "food, drink & chocolates," and "handicraft" as their top three souvenir choices. The physical features were the most crucial factors in determining the purchase of souvenirs by foreign visitors to Malaysia, while the authenticity attribute came in second. The survey's findings indicate that traditional and cultural significance and Malaysian-made products are the most crucial aspects of authentic souvenirs for foreign travellers. In a survey, 85% of tourists said they would be willing to pay more for locally produced souvenirs than for those that were imported. The findings of Pearson correlation studies show that older tourists are more likely than younger tourists to buy souvenirs created locally.

A qualitative study was conducted on 100 respondents in Rovaniemi with the help of tour operators by Sthapit & Björk, (2017) using a grounded theory approach to discover the experience of tourists about souvenirs which makes them recall the experience of holiday and willingness in re-coming to a place. They collected demographics; their experience visiting the place and souvenir purchase. They got 10 females and eight males from 14 different countries aged in between 26 to 60 years with a wide range of occupational background. The souvenirs create more intention to revisit the country creating personal nostalgic memories, gift providing culture especially seen in Asia. Nobody preferred for online purchase and the unique functional souvenirs creates revisiting intention adding more experience. This study was destination specific with less generalizability and future studies are suggested

To examine the key components of mementos that aid travellers in reflecting on their vacation experiences and inspiring their desire to return to a location Semi-structured interviews were used by Sthapit & Björk (2017) to gather qualitative data in order to get

insight into the respondents' personal experiences. containing the assistance of tour operators in Rovani, email invitations containing sections on demographics, vacation experiences, and souvenir purchasing experiences were issued to 100 tourists using a grounded theory research methodology. According to the findings, there were 10 female and 8 male respondents, ranging in age from 26 to 60. There was one person without a job, among a variety of occupations. The majority of the participants travelled with their families, and the participants' travel periods spanned from six months to two years. Participants came from 14 different nations. None of them favoured buying souvenirs online; the decision was made on the spot at the travel destination. This study emphasized the importance of distinctive, useful, and useable mementos for the recall of a travel experience and subsequent inclination to return. The current study is location-specific, and a larger sample size might improve the findings' generalizability.

Amaro, Ferreira & Henriques, (2019) analysed tourists' souvenir purchasing behaviour using an exploratory sequential mixed method research. The qualitative approach in the first phase was employed to create a survey item for the II<sup>nd</sup> quantitative phase. Eighty-five semi structures interviews which took around 8 to 20 minutes were done on tourists visiting Viseu, a Portugal city. The interview covered socio demographics, purpose of travelling and issues specific with souvenir purchase. A questionnaire was developed after content analysis and was administered on 277 respondents and the data was analysed using SPSS. Eighty-one per cent tourists brought souvenirs during travel and most mentioned popular products include key rings, postcards, magnet and typical local products. The attributes to be considered for attracting tourists include aesthetics, ease of care and handling. Tourists who pay more doesn't consider about the attributes and the educated ones seek aesthetics more. No significant relationship was noted between attributes and age and the best buyers were the souvenir collectors. The sample of this study only constituted from one city thus results can't be generalized and the authors suggested future research studying attributes by product category.

Deyshappriya et. al., (2019) embarked on a descriptive study to ascertain the impact of marketing mix elements, alongside personal, situational, and demographic determinants, on the purchasing behaviours of tourists in Sri Lanka. Data was amassed from a sample of 500 tourists utilizing a structured questionnaire and subsequently subjected to analysis through both descriptive statistics and econometric techniques. The primary nationalities of the tourists were Russian, succeeded by individuals from Germany and the United Kingdom. A substantial majority, 85%, visited the region for leisure purposes, with the mean duration of stay reported at 20 days. The investigation of marketing mix factors employed a set of six indicators: promotion, place, price, physical evidence, process, and people. The study revealed that each indicator exerted an influence on the tourists' buying behaviours. Situational factors were assessed using physical, social and time factors and all the factors was found to influence buying behaviour; with remarkably more substantial influence by physical factors (eco-friendly tourism practices, natural disasters, natural beauty) followed by the social and time factors. Personal factors include age, personality, lifestyle, income, and life-stage affect tourist buying behaviour. The econometric analysis results emphasise that these three factors positively affect buying behaviour, among which personal factors have been found to be a significant factor. Authors recommend future studies covering the limitations and suggest policy implications to uplift tourist buying behaviour patterns.

A mixed exploratory research was done by Amaro & Ferreira, (2019) on tourists visiting Portuguese to analyse the' souvenir purchasing behaviour of tourists on which the initial qualitative phase conducted 85 interviews lasted eight and 20 minutes and with content analysis the questionnaire was administered on 277 samples on second phase. Results revealed that majority of the tourists reports the purchase of souvenirs and the most purchased were key chains, postcards, magnets and local products and was for family members as gifts. Many tourists prefer to take pictures and collectors were ahead in purchasing behaviour and age was found not significant with the attributes. A positive correlation was seen between the souvenir quantity and the value given to the aesthetics by them. The authors suggested that for seeking tourist's attraction aesthetics such as ease in

care, handling attributes to be considered rather than cost. As this study was done on Portugal it cannot be generalized and the authors suggested future researches studying souvenir attributes by products to analyse the choice of the tourists

### ***2.3 Consumer Behaviour***

The endeavor of the Theory of Reason Action (TRA), which is based on the Theory of Planned Behavior (TPB), has been successful in predicting and explaining human behavior across a variety of information technologies. In accordance with TPB, a person's actual behavior when engaging in specific behaviors is directly controlled by their behavioral intention, which is then jointly decided by their attitude, subjective norms, and perceived behavioral controls. A measurement of one's willingness to put forth effort when engaging in particular behaviors is called behavioral intention.

By empirically examining the notion of authenticity in handcrafted souvenirs, Littrell, Anderson, and Brown's 1993 study aimed to increase understanding of the consumption of souvenirs. The content of 385 US visitors from the Midwest's descriptions of craft authenticity was examined for recurrent themes. Tourists evaluated a variety of factors, such as a craft's originality, craftsmanship, aesthetics and intended purpose, cultural and historical integrity, and genuineness, to determine its authenticity. The maker's characteristics and the buying experience both influenced authenticity. The definitions of authenticity differed according to travelers' ages, travel occupations, and travel preferences, but not according to their gender.

Shenhav-Keller (1993), empirically examined tourists souvenir buying behaviour in the context of tourists' visiting Israel. The study aims at finding the factors influencing the buying behaviour of foreign tourists purchasing souvenir while on visit to Israel. The global trend emphasized the significance of tourism shopping, which is widely acknowledged as a specialty market within the travel industry and as one of the main sources of tourism

revenue. To draw a large number of travelers seeking vacations and experiences more in line with their own needs, interests, and lifestyles, tourism destinations are redirecting their marketing efforts. The study looks at the elements that affect tourists' decisions to buy souvenirs while in Israel as well as the marketing methods of Israel 's souvenir sellers. Using a quantitative approach and questionnaires as a tool, a field survey was conducted to learn more about the souvenir-buying habits, attitudes, and levels of satisfaction of visitors to Israel.

Gursoy and McCleary (2004) sought to develop an integrative theoretical model that encapsulates the interplay between psychological/motivational dimensions, economic considerations, and information processing methodologies to elucidate the information-seeking behaviour of tourists. The proposed framework posits that consumers may resort to internal sources, external sources, or a combination of both to address imminent pre-purchase informational requirements. It is further hypothesized within the model that the perceived costs—both internal and external—and the extent of engagement required are poised to exert a direct influence upon the individual's information search process. Knowledge gained via experience, education, and previous trips has an indirect impact on the search. Their effects are filtered by familiarity and knowledge with the location, which are filtered through internal and external expenses. Twenty-one hypotheses are created and will be tested in the future. Keywords: familiarity, expertise, involvement, learning, information search.

To study the relationship between motivation of travelling and consumption of souvenir (Swanson and Horridge, 2004) collected a sample of 1100 tourists from a list of names obtained from Lifestyle Selector, Lifestyles and National Demographics, Denver, Colorado. Through questionnaire the authors assess the status about travel activities, product attributes, souvenir products, and store attributes and analyzed with structural equation modelling. The results revealed that a positive effect was found among travel activities and souvenir consumption. Activities comprised of festivals or craft fairs had a positive impact on souvenirs, product and store attributes. Photography and events, visiting



theme parks, attending sports events influenced travel activity eating local foods, special restaurants, walking around town influenced souvenir consumption.

One of the main goals of the retail and commercial sector in tourist destinations should be to comprehend local and foreign tourists and to provide service quality that matches these markets' expectations and needs, according to Yu and Littrell (2004). Shopping is a popular tourist activity that makes a considerable economic contribution. Many travellers believe they cannot leave for home without purchasing "something". Domestic visitors gave less favourable service ratings than their counterparts from other countries. Chi-square analyses showed that these two groups' shopping inclinations varied significantly as well. The study's management implications are examined, and suggestions are given.

According to Kemperman, Borgers, and Timmermans (2009), one of the most significant tourist activities is shopping. The present research endeavours to delineate and prognosticate the shoppers' route selection behaviour within a historic downtown district. Employing empirical data regarding tourist traversals at the Maastricht downtown shopping precinct in the southern Netherlands, the study calibrates a model engineered to encapsulate tourist shopping conduct. The outcomes of the research indicate that the behaviour concerning route selection is substantially shaped by attributes, including the presence and reachability of retail options, certain physical characteristics, and the historical context of the pathways chosen. Factors such as the underlying motives for purchasing, the tourists' degree of area familiarity, and the planning of the route are deduced to influence the route selection behaviour markedly. This model is propitious for conducting analyses on hypothetical future urban planning scenarios which might involve modifications to the physical links in the downtown vicinity or changes to the retail offerings, as well as for investigating the implications of environmental determinants on the route choice behaviour.

Meng & Xu, (2012) attempted to give an elaborated idea of the tourist's shopping nature by exploring the influences of components of impulsive behaviour, planned behaviour and

experiential consumption on the intention of tourists to purchase using an extensive review of the literature. This conceptual research examines significant literature in the area of purchase out of impulse, planning, experiential consumption, and shopping experiences. This study also put forward a conceptual framework of tourist shopping behaviour. This study suggests that the intentions of shopping and purchase behaviour of tourists are inclined by numerous factors such as planned, impulsive and experiential consumption behaviour. The authors mentioned that the studies about tourism shopping are limited and are in a nascent stage. This study provides a better understanding and information about the factors that influence tourists' shopping behaviour, which leads to better planning, management of sales and marketing, opportunities and expenditures in the retail and tourism industries.

Sanad, (2016) conducted informative research about the factors influencing purchase decisions towards textile and apparel products by extensively reviewing the pieces of literature. In this research, the researcher discussed two areas in depth: consumer and market-related variables. Under the market-dominated variables, the authors addressed the Product specification that has a high impact on marketing. Symbolic significance, place of origin, buying channel (online/store purchase, price), promotion (advertising), fashion apparel, and mass customisation are all covered in this session. Physical (fit, comfort) and visual features are also discussed. The researcher covered consumer engagement, cultural effects, psychological elements, personality, social components, environmental concerns, and age under consumer-related variables. Manufacturers, designers, and sellers must stay current in order to target customers' behaviour, which is influenced by many dependent variables, as this research study stimulates new directions.

Sultan & Nasir Uddin, (2016) conducted a descriptive mixed-method study to find the factors influencing online shopping by the consumers of Sweden and to analyse the demographic profile of online shoppers. Primary and secondary data was used for this study, and primary data were collected using a questionnaire from a convenient sample of 100 Gotland university students. The dependent variable was consumer attitude, and time-

saving, security, convenience and website features were independent variables. The data were analysed using the online tool, and the demographics revealed that 66.66 per cent were male and 48 per cent preferred online shopping. Correlation results showed that as the age increases, the interest in online shopping decreases and higher education makes shopping less attractive. The convenience factor carries four-module timely delivery, detailed information, purchase timing and comparison facilities. Under Website design, the design helps in searching for products, safety and ease of navigation, layout in selecting the right product, familiarity and quality of information. Under time-saving, less time to purchase, and less time in selection and evaluation don't waste time. Under security, the researcher assessed the feeling of safety and security and self-security protection in detail. Authors also found discounts and low prices, feedback from other customers and product quality are also considered important factors.

Singh and Verma (2017) used a structured questionnaire to randomly pick 611 customers from four Indian destinations (Mumbai, Bhopal, Allahabad and New Delhi) to study the factors impacting consumers' purchasing decisions about organic foods. Analysing the data using SPSS. 54 percent of the consumers were men, with the majority being graduates and between the ages of 36 and 55, according to the demographic characteristics of the clientele. About 52% of them make weekly organic product purchases, 26% make monthly organic food purchases, and 21.6% make weekly organic product purchases. These four factors, along with availability, influence purchase intentions. Availability doesn't influence the consumers' attitude towards these food products, and demographic characteristics are found to impact buying behaviour. This study result provides knowledge about the selected dimensions of organic food items, and the authors have included managerial implications for companies, retailers and marketers for expanding the food market.

An exploratory sequential mixed method research design was used by Hosta & Zabkar, (2021) to investigate the antecedents of socially and environmentally responsible sustainable behaviour (RSCB) to evaluate the similarities and differences. The initial

qualitative research was conducted using interviews with ten purposively selected consumers. Then researcher did the quantitative study with 426 consumers selected with quota sampling, using a survey questionnaire. Most respondents expressed concern about social and environmental issues in the first phase. Respondents used terms like waste, pollution, global warming, and climate change to describe environmental and social problems, poverty and unemployment. For the study's second phase, the authors used tools from previous studies to evaluate the behaviour, willingness, concern, ethical obligations and norms. Also, a social and environmental information scale was developed from the initial pool of the literature. The respondent profile of this phase included 47 per cent males and 53 per cent females. After the statistical analysis, it was found that willingness is positively related to customers' behaviour for both the social and environmental dimensions. Norms, concern, efficiency and ethics are positively associated with willingness. Information availability has a positive impact on behaviour. Social norms were found to have no significant effect on social and environmental behaviour. This study's results provide ideas for policymakers and marketers to improve the desirability of responsible and sustainable behaviour.

Gultom & Indonesia, (2021) tried to analyse the sellers' strategy which was used by the sellers of gem stones in Baturaja. This study combined marketing mix analysis, which looks at place, promotion, product, and pricing, with a SWOT analysis (Strength, Weakness, Opportunity, and Threat) to conduct a qualitative descriptive analysis. The agate vendors and artisans who are members of the agate community association or group were chosen by purposive random sampling, and data were gathered utilizing interviews, observation, and literature study. The outcome demonstrates that the products are of top-notch quality and have a great deal of potential for marketing and becoming a symbol of the Baturaja region's souvenir industry. They received excellent promotional backing from the government through regional laws and national agate display competitions. By incorporating internet promotion and continuing to concentrate on the outcomes of high-quality products, the potential must be improved.

In order to better understand customer awareness, subjective norms, perceived behavioral control, product attributes, and purchasing intention (buying behavior) toward Malaysia's traditional handicrafts, Chan et al. (2021) performed a study. The author put forth a conceptual framework that exhibited the network of relationships between consumer knowledge, subjective norm, perceived behavioural control, and product attributes (independent variables), as well as consumers' purchase intentions toward traditional handicrafts from Malaysia (dependent variable). Individual respondents who are of the age of majority and are employed were given a self-administered, web-based questionnaire. Additionally, Malaysian respondents were aware of other traditional handicrafts produced in Malaysia, including ceramic, rattan, wood, and woven materials. Additionally, the non-Malay respondents had a greater familiarity with objects made of metal, batik, rattan, ceramic, and weaving.

The buying intent of traditional Malaysian handicrafts was found to be directly and favourably influenced by consumer knowledge, subjective norms, and product attributes. The perceived behaviour of the control group did not reach a level of significance, demonstrating that it is not a meaningful variable to affect respondents' intentions to buy traditional crafts from Malaysia. To reach a larger audience, marketers should increase the accessibility, understanding, and knowledge of Malaysia's traditional handcraft in additional marketplaces and channels. Practitioners and artisans would produce more distinctive and varied designs, attracting more customers. The primary drawback of this study is that it is cross-sectional, which limits the generalizability of the results to a larger population and only represents the current state of affairs, not comparable outcomes in the future.

#### ***2.4 Consumer Behaviour in Tourism***

Littrell, Anderson, and Brown (1993) researched to expand the comprehension of souvenir consumption by empirically investigating the notion of authenticity within the context of

craft souvenirs. The content of 385 US visitors from the Midwest's descriptions of craft authenticity was examined for recurrent themes. Tourists evaluated a variety of factors, such as a craft's originality, craftsmanship, aesthetics and intended purpose, cultural and historical integrity, and genuineness, to determine its authenticity. The authenticity of the product also benefited from the crafter's traits and the buying environment. The definitions of authenticity differed according to travellers' ages, travel occupations, and travel preferences, but not according to their gender. It is advised to expand and improve the definition of souvenir authenticity while dealing with non-handmade souvenirs and visitors from different parts of the United States.

Park (2000) The purchase of souvenirs as gifts for people is one of the main components of tourist shopping. There are numerous reasons people buy souvenirs, and many of them appear to be influenced by the culture and traditions of a society. This study makes predictions about travelers' future souvenir-purchasing behaviour and presents keys to the sales promotion of souvenir goods. It sheds light on the numerous social and cultural elements influencing the purchase of mementos by tourists in Japan and Korea. The analysis's findings demonstrate that, while there may be some differences in "what," "how," and "why" souvenirs should be presented, both Japanese and Korean visitors use them as a way to maintain relationships with others.

Mbaiwa (2004) examines the potential contribution of basket manufacturing as a cultural tourist activity to enhancing rural livelihoods in the Okavango Delta, Botswana, Utilizing the frameworks of sustainable rural livelihoods and income diversification, this study examines the strategies that enhance the resilience and economic stability of rural households. This argument is supported by both primary and secondary data sources. Therefore, it is necessary to identify alternate means of subsistence that can diversify rural earnings from agricultural output. This essay makes the case that basket weaving can diversify rural earnings and enhance way of life in the Okavango. As a cultural tourism item, baskets have the potential to increase rural Okavango residents' job and economic opportunities. It will be necessary to promote basket manufacturing as a kind of cultural

tourism for this to be successful. The sustainable use of natural resources used to make baskets is necessary for a sector of cultural tourism where baskets are major products. These resources are currently being overused and are in danger of running out.

To study the relationship between motivation of travelling and consumption of souvenir (Swanson and Horridge, 2004) collected a sample of 1100 tourists from a list of names obtained from Lifestyle Selector, Lifestyles and National Demographics, Denver, Colorado. Through questionnaire the authors assessed the status about travel activities, product attributes, souvenir products, and store attributes and analysed with structural equation modelling. The findings of the study indicated a positive correlation between travel activities and the consumption of souvenirs. Engagements that included attendance at festivals or craft fairs were found to exert a favourable influence on the attributes of souvenirs, including product and store characteristics. Photography and events, visiting theme parks, attending sports events influenced travel activity eating local foods, special restaurants, walking around town influenced souvenir consumption.

Lehto (2004) discussed about the comprehension of both domestic and international visitors, coupled with the provision of service quality that aligns with the anticipations and requirements of these demographics, ought to be a primary aim within the retail and commercial sectors of tourist resorts. Shopping, as a prevalent tourist endeavour, substantially contributes to the economy. A multifarious number of travellers hold the conviction that their journey cannot conclude without the acquisition of a tangible memento; for a significant cohort, no voyage is deemed complete sans a dedicated interval for retail exploration. The act of shopping during a sojourn proffers experiential gratification that transcends mere pragmatic utility and task-focused behaviour. This study looked at how domestic and foreign customers rated the quality of the services they received in stores and tried to determine whether these two groups of customers had different preferences for shopping items and services. The Kusadasi Chamber of Commerce database served as the basis for the analysis. Mann-Whitney U-tests revealed considerable discrepancies between domestic and foreign visitors' assessments of the

quality of the service provided in stores. Domestic visitors gave less favourable service ratings than their counterparts from other countries. Chi-square analyses showed that these two groups' shopping inclinations varied significantly as well. The study's management implications are examined, and suggestions are given.

According to Swanson (2004), tourist shopping behaviour requires distinct strategies and study focus than regular consumer purchasing behaviour because it is a hedonic leisure activity promoted by the "consumption of place." In this situation, going shopping is a method to get a taste of the local culture and meet locals.

Yu and Littrell (2005) conducted structured investigation to elucidate principal determinants affecting tourists' predilections for purchasing handicrafts. Specifically, it scrutinized the impact of shopping value, attitudes towards the shopping experience, subjective norms, and the intent to engage in shopping/purchasing activities at tourism retail outlets. Additionally, the study examined the effect of demographic factors on the buying orientations of visitors. Data were gathered using a mail survey method. Data analysis techniques included MANOVA, ANOVA, Pearson correlation, and multiple regressions. The findings indicated a considerable influence of utilitarian value and preference for shopping companions on tourists' perceptions toward shopping experiences, which in turn affected their inclinations to shop and make purchases. Findings also showed that travelers' buying preferences were related to demographic parameters such sex, age, education level, and income. Management ramifications for the retail souvenir and tourism businesses were explored in light of empirical findings.

To analyse the travel motivation impact of souvenir products, its attributes and store attributes, Swanson & Horridge, (2006) obtained data from 398 tourists that travelled to Arizona, Colorado, new Mexico and was analyzed by structural equation modelling for testing the cause effect relationship. Result has shown that travel motivation influences the attributes in which Positive relationship was found between variable components. Travel



motivations got positive association on markers and toys, booklets, pens, postcards, clothes with name or location printed. There is a positive effect noted on Aesthetic Clothing and Jewellery. Motivations of travelling also influenced store attributes and as psychological factors influence certain souvenir purchases, its' attributes and store attributes. Thus the study was only limited to four places potentially known by the travellers, further studies are suggested.

Chik and Lokman (2006) in their study scrutinized the influence of interactive mechanisms on the hedonic aspects of online consumers' shopping experiences, specifically their enjoyment, in relation to their intent to purchase Batik fabric via online platforms. Customers can alter their Batik design using the interactive method tested in the study, including adjusting the design's colours and arrangement as well as the fabric type for the personalized Batik. One hundred and sixty-seven graduate students took part in an experiment to examine the impact of product personalization on the emotional reaction (enjoyment of shopping) of online consumers. Results showed that product customisation mechanisms do have an impact on online shoppers' purchasing satisfaction, which then influences their decision to buy Batik fabric online.

Perceived value, according to Swanson and Horridge (2006), is a subjective construct that fluctuates according to the individual consumer, cultural context, and temporal frame. This notion regards perceived value as a mutable factor that may be experienced at various stages of the consumption process: prior to, throughout, immediately subsequent to, and following a transaction. Despite the fact that post-purchase perceived value has been examined, nothing is known about how to measure the whole perceived value of a purchase, when the consumer considers both the consuming and the buy experiences.

Tosun, Temizkan1, Timothy and Fyall (2007) in their research examined with the help of tourists on a guided tour of the area, a survey was created and carried out. It was discovered that the respondents expressed varying degrees of pleasure with different aspects of stores

and shopping. This is thought to be essential for attaining higher levels of visitor pleasure, greater economic gains for the community, as well as the ultimate objective of sustained and sustainable tourism development.

Choi, Liu, Pang, and Chow (2008) discussed that since 2003, The Hong Kong fashion retailing sector (HKFRI) is particularly impacted by the ensuing massive growth in Chinese Mainland tourists. In present research paper, they examined the obstacles as well as chances presented by IVS for Hong Kong fashion retailing sector.

Dash (2010) the craftsmanship of the arts and crafts embodies a tradition, which lives in the creative imagination of the artists of Orissa. Many Indian and foreign tourists have long been drawn to the beauty and charm of its handicraft. As a result, Orissan handicrafts are now available everywhere in the world. Marketing professionals can develop more effective marketing strategies by having a thorough understanding of consumer behavior and how marketing functions. Typically, customers are not drawn to out-of-date designs. Craftsmen must adapt their work to reflect changes in consumer tastes and preferences. Artists must adjust their work to meet the needs of the public in light of the changing attitudes of the market. Therefore, artists need be knowledgeable about modern manufacturing techniques and produce work that appeals to consumers' tastes in order to please and advance this industry.

Collins-Kreiner and Zins (2011) this research studies the various reasons why tourists buy souvenirs during their vacation. 270 respondents from all throughout Sarawak completed a questionnaire and participated in interviews for this paper. Means and factor analysis were used to analyze the data. The findings are useful in helping businesses in the relevant industry gain a better understanding of how tourists prefer their gifts.

Various earlier researches have stressed upon close linkage between shopping and heritage tourists, pointing out that tourist with cultural inclination have a very high tendency to buy

handicrafts as compared to other tourists (Tosun et. al, 2007) Wilkins (2011) in their research highlight the main reason of people buying handicrafts as the reminder of the experience they have had while being on vacations and as gifts. The results indicated that there exists a relationship among the motivation of purchase and variety of handicrafts being bought. The research supported the previous research wherein it was found that women are avid buyers than men across most dimensions of handicrafts (Littrell, et. al., 1993).

Setiyati & Indrayanto (2011) the existence of overseas-made souvenirs is of great concern recently following the global pattern of “outsourcing” production. The rise in overseas production of souvenirs, which are then sold for comparatively less than souvenirs made locally, seems to be the cause of much of the unfavourable debate. The aforementioned issue is serious since it could make travelers question the authenticity of the experience, cut into the income of regional manufacturers and craftspeople, and endanger the viability of the region's tourism sector. This study compares imported (made abroad) souvenirs against those produced locally in the host nation to determine how tourists evaluate them. In order to get a thorough understanding of this problem, a case study of the Australian souvenirs sector is offered. To better understand the market need, some behavioural factors relating to the buying of genuine souvenirs are also covered.

To assess the purchase behaviour of souvenirs by tourists, a mixed research was used by Wilkins, (2011) by which initially a qualitative study was done initially with three focus group lasted 60 to 90 minutes comprised of six staffs and eight students in Australia who were doing post-graduation and with the scale developed by that, they conducted a web based survey for that emailed to a total of 3231 respondents. After analysis they found out men tend to purchase discounted and branded products and women go for destination precise products and out of the souvenirs purchased, less attention was given to the destination printed products, and most purchased items were photographs, postcards, and paintings of the area. Souvenirs as gifts were most identified and were high with women

and were used for special occasions. Souvenirs was also travel evidence which is been kept for memory and also for communicating with others. They recommended the importance of conducting research on this area on more countries to understand the motivation of purchase and various usages of souvenirs.

Xu and McGehee (2012) believed that American goods were of comparable quality and cost less than comparable goods back home. In order to make shopping for tourists more pleasant and hassle-free, informants requested that Chinese credit cards be allowed in American stores and would encourage banks in both countries to collaborate with payment methods. Informants had a favorable opinion of American shopping, particularly when contrasted to some European and Asian locations. The report also discusses how the methodologies and results have implications for destination marketing plans.

Khan et al., (2015) conducted cross-sectional descriptive research on a non-probability sample of 250 Y' generation (born between 1977 and 1995) of Malaysia and fashion retail customers in Kuala Lumpur to find the possible factors and their association with impulsive buying behaviour (IBB). The data was collected using questionnaires. Twenty-three items for measuring the situational factors and 27 items for measuring personality factors and impulse behaviour were measured by seven items. Demographic, situational and personal factors did not stimulate impulsive buying behaviour. Females are more likely to be impulsive than males concerning buying behaviour. Family/ friends don't influence the Y generation's engagement in IBB; thus, marketers need to improve the store environment and provide offers for promotion. Personal actors such as hedonic motive, lack of control, suitable mode and materialism stimulate IBB. Among all the factors, materialism has a substantial impact on IBB and marketers need to be aware of this generation's changing attitudes and trends. This study is unique in contributing to academia about the various factors and dimensions that influence the IBB of generation Y.

Paraskevaidis, and Andriotis (2015) in their study endeavours to construe souvenirs as merchandise imbued with distinct values, utilizing a cohort of 20 participants situated in

Veria, a diminutive urban centre in Northern Greece, with the aim of delineating the functions that tourists envisage deriving through their procurement. Despite its constraints, this inquiry contributes theoretical insight into the sociological attributes of souvenir consumption concerning four identified values.

Mondal, (2015) tried to evaluate the relationship between various influential factors and the preference toward different tourist spots. He mentioned that the behaviour of consumers are influenced by multiple factors such as psychological (motivation, self-image, personality), personal (lifestyle, income, age, profession), social (culture, class, reference group, family) and cultural (ambience-physical and social, state of mind). He formulated specific questions for understanding the tourist's preference under these factors for obtaining a correlation. The author emphasized that deeply understanding these factors can identify the need of tourists and the associated factors behind the preference for the spot. The influential internal factors he quoted are better supported by the external attributes such as accommodation, food quality, climate, political and social condition, accessibility, hospitality, recreation and culture. The perfect combination of internal and external attributes makes a better offer for choosing the spot.

Chen and Yaacob (2024) as physical mementos of a trip, souvenirs are an integral component of the tourism experience. Travelers in China are especially fond of ceramic mementos, which represent the nation's rich cultural legacy. The purpose of this study is to present empirical data on how tourists' intentions to repurchase ceramic souvenirs in China are influenced by perceived value and authenticity. The results demonstrate that the intention to repurchase ceramic mementos is highly influenced by authenticity. The study also emphasizes the important functions that mediation and moderation play, suggesting that place identification plays a critical role in influencing customers' purchasing intentions. This study provides insightful information about the behaviour of tourists and effective marketing techniques for the travel sector.

He and Timothy (2024) majority of studies on souvenirs concentrate on the genuineness of handicrafts and regional goods, frequently ignoring mass-produced mementos thought to be "inauthentic." In order to challenge the authentic-inauthentic spectrum, this study examines how tourists and museum visitors in China perceive "cultural and creative products," taking into account the impact of location as well as other variables on their purchasing decisions. The results show that the majority of visitors understand the value of location representation in mementos. Although visitors value innovation, they also noticed commonalities between artistic and cultural products from other places, which led to a demand for more distinctiveness in the memento industry. When it comes to purchase decisions made by visitors, variables like pricing, functionality, quality, and beauty are just as important as symbolic value.

### ***2.5 Souvenir Buying Behaviour***

Tourist shopping behaviour is unique and not similar to the normal consumer shopping behaviour. Chang and Kong (2016) noted that while on holidays, people tend to spend money further informally in shopping, finally purchase many unnecessary stuff. It was also found out that since the travellers are on holidays, the average amount of money spent is three to four times higher than the normal average shopper.

Following the work of Lisa Smirl, (Kühn & Kühn, 2016) wrote an article, which analysed Afghanistan souvenirs during the later stages of international engagement with a perspective on which the souvenirs with ambiguous material qualities constitute on interactions, behaviour and valid relations. This thing is a social reference and can be approached from vivid perspectives which provide different sensual understandings. In intervention settings the knowledge of early time of Afghanistan about how vendors and buyers interacted was vague. As an attempt the author defined and outlined the importance

of souvenirs from view of tourists to Afghanistan in many aspects and then presented the theoretical tool of analysis to analyse situations of political tension. He presented few souvenirs trying to give meanings evaluating the ambiguity to rebuild for interventions and he related the interpretations with Smirl's work in a wide arena for viewing as organized exceptionalism concluding the need of shifting views contributing materiality to the epistemology of Afghanistan.

Baruah and Sarma (2016) identified that tourists also spend in large extent on handicrafts on account of shopping. Handicrafts are regarded as being the carrier of local cultures and history. A tourist buying a craft product buys it to carry along a message with it to his native place, intentionally or unintentionally.

*(i) Indian Context*

Chatterjee et al., (2009) focused on researching automation in handicrafts, aiming to blend technology into traditional production methods. Products like Chikan craft, brassware, and handmade carpets are popular internationally, yet lack modern technology. Our team focuses on integrating tools like AutoCAD to enhance design processes, particularly in Chikan design. While formal sectors routinely innovate, informal sectors like handicrafts lag behind. Introducing modern design tools can uplift the informal sector, particularly in India, where handicrafts play a significant role in the economy. Training programs are essential to overcome resistance to change, and investing in technology can yield substantial benefits given the sector's economic size.

Dash and Chodimella (2011) conducted a research on the souvenirs of Orissa. Orissa boasts a rich craft tradition, captivating both Indian and foreign visitors with its intricate artworks. Over the years, Orissa has gained renown for its skilled artisans who create stunning handicrafts from basic materials, reflecting the state's unique topography and natural beauty. These crafts, admired for their beauty and elegance, provide livelihoods to over a lakh of people. However, artisans face challenges, especially in marketing their crafts,

which threatens the survival of these traditional arts. The article delves into these challenges, proposing solutions to support artisans and preserve their crafts. For instance, in the silver filigree craft, better wages, market organization, and quality control are essential for its sustenance. Similarly, in appliqué and stone carving, measures like design registration, participation in exhibitions, and process improvement are needed. In the case of pattachitra, lack of capital and competition from machine-made products hinder progress, emphasizing the need for financial support and product diversification.

Ghosh (2012) through his research argues that millions of people worldwide rely on traditional handicrafts for their livelihoods, especially in the informal sector. In India alone, over 330 million workers are employed in this sector. However, challenges like limited access to resources, lack of skill development, and market awareness hinder its growth. To address these issues, interventions focusing on innovation, skill enhancement, and market development are crucial. Traditional craftsmen must embrace change for innovation to succeed, driven by an internal urge for improvement. For example, interventions in the Dhokra craft sector involve technological and human resource development approaches. As the world increasingly values handmade products for economic, environmental, and social reasons, India must articulate a practical vision for its craft future. It's essential to recognize that the evolution of traditional crafts like Dhokra is intertwined with cultural heritage and requires careful, sustained intervention for innovation and adaptation in the globalized context.

Hashmi (2012) through his research contemplated that India is a major supplier of handicrafts globally, with a highly decentralized industry employing over six million artisans, including many women and marginalized individuals. Despite its unorganized nature and challenges like lack of education and access to technology, the sector grows at 3% annually. Handicrafts offer significant employment opportunities and contribute to the economy through low capital investment, high value addition, and export potential. However, compared to organized sectors in developed countries like Germany, India's handicraft sector faces institutional and technological hurdles. Yet, it holds promise due to



abundant, inexpensive labor and minimal investment requirements, though it competes with China's economy and superior products from developed nations.

Jadhav (2013) also pointed out that the Indian handicraft industry is a significant part of the country's cultural heritage, characterized by small-scale, labour-intensive production. It benefits from abundant and affordable labour, local resources, and unique craftsmanship, gaining recognition from global consumers. However, challenges like low education levels, lack of modern skills, and financial constraints hinder its growth. The 12th Five Year Plan aims to enhance competitiveness and provide sustainable livelihoods through innovation and technology adoption while preserving traditional art. Despite efforts, effectiveness is questionable due to policy implementation issues and a lack of focus on individual artisans' needs. Improving skills is crucial for leveraging the sector's employment potential, as supported by recent national plans.

Kumar and Rajeev (2013) researched and discussed that Indian art and craft are integral to its culture and tradition, with the handicraft industry being one of its oldest and largest sectors, employing around sixty-seven lakh artisans and serving as a key supplier to global markets. This research paper aims to explore the significance of Indian handicrafts in the international market, focusing on opportunities and challenges faced, particularly during global economic downturns. Divided into four sections, it delves into the industry's contribution to the Indian economy, reviews existing research on handicraft marketing, identifies marketing challenges, and offers insights into marketing strategies. Marketing plays a crucial role in promoting handicrafts, especially in today's digital age, where customers seek information online. Effective marketing strategies, including advertisements, exhibitions, and trade fairs, can boost sales and enhance the sector's growth. However, the handicraft industry often lacks modern marketing approaches, hindering its potential. Therefore, government support and initiatives to promote artisans and their products are essential for sustaining the industry and ensuring its growth in both domestic and international markets.

Agasty and Senapati (2015) discussed about Odisha's vibrant handicraft sector, which is renowned globally, faces challenges highlighted by declining growth and employment opportunities. The paper focuses on three crafts—applique, filigree, and pattachitra—studied across two districts and three clusters. Issues like marketing constraints, financial struggles, and labor shortages are widespread, jeopardizing the industry's vitality. Proposed interventions include cluster development, marketing assistance, and skill training. Urgent government support is crucial, with suggestions ranging from subsidies and easier credit access to labor training initiatives. A comprehensive policy framework is essential to revive and sustain Odisha's handicraft sector, preserving its cultural heritage and economic significance.

Deb, S. (2015) focused on the India's handicrafts industry's contribution to the economy through exports and job creation. Despite lacking precise data, it's estimated to involve over 80 lakh artisans, with a production value of around 31,000 Crore in 1999. Handicrafts encompass a wide range of artistic products, often made by hand or with simple tools, contributing to the country's cultural heritage. The industry includes items like carpets, metal wares, wood wares, textiles, and jewellery. Promoting handicrafts aligns with sustainable economic models like the Gandhian approach and supports income and employment opportunities. Preserving handicrafts is crucial for conserving cultural heritage and fostering economic development.

Bano, R. (2016) pointed out that the Indian handicrafts industry, particularly the carpet sector, is a significant contributor to economic development, with nearly all products being exported and providing employment to millions of rural artisans. Indian handmade carpets are globally renowned for their quality and design. This study assesses the industry's potential, based on secondary data, showcasing its export performance and role in economic growth. Despite stiff competition since 1961, the industry has thrived due to its unique craftsmanship. The consistent growth in export value highlights its sustainability and capacity to alleviate rural unemployment, reducing regional disparities.

Bhat and Yadav (2016) researched the point that India's economy, encompassing agriculture, modern industries, and services, heavily relies on agriculture and agribusiness, which form the backbone of rural livelihoods. Despite significant growth, challenges persist, including limited modern farming knowledge and resources in rural areas. To foster economic development, leveraging agricultural potential and expanding agribusiness are crucial. In India, rural populations, largely dependent on agriculture and small-scale industries, require better economic policies and employment opportunities for holistic development. The handicraft sector, a significant source of rural employment, has shown consistent growth since independence. Government initiatives promoting inclusive growth emphasize the importance of agriculture and agribusiness, key sources of employment for the rural poor. The handicraft sector aligns with the Make in India mission and offers opportunities for innovation and technology integration. However, addressing setbacks and providing support from government, local bodies, and NGOs is essential for its growth. With proper assistance, the handicraft sector has the potential to thrive and contribute significantly to India's economy.

Chutia and Sarma (2016) carried out a study of literature on the transitional development of heritage craft products of South East and South Asian regions. The study aimed to describe the determinants which facilitate commercial selling of craft products, wherein transitional dynamics was the most important element in it. The study also inferred that certain nations promote commercialization of handicrafts for welfare of poor craft-makers, while other nations commercialize them to revive their decaying cultural and traditional crafts.

Majeed (2018) contemplated that India boasts a rich cultural heritage and is renowned for its handicraft industry, characterized by labour-intensive, decentralized, and unorganized practices. However, globalization has brought both opportunities and challenges for artisans. While it has expanded international markets, it has also marginalized artisans domestically, threatening their traditional livelihoods. Despite government efforts, many artisans continue to struggle due to ineffective interventions. The challenge now is not only

to improve artisans' conditions but also to preserve their craft and identity in the face of globalization's impact. Effective policies are needed to safeguard this vital industry and its artisans from extinction.

Upadhyay and Jain (2019) discussed that India stands as a significant global supplier of diverse handicrafts, reflecting the nation's rich cultural heritage. With millions employed, particularly women and marginalized groups, the industry contributes substantially to the economy while upholding traditional art forms. Despite its potential, the handicraft sector faces challenges. This study addresses these issues, aiming to optimize existing resources and skill sets, generate employment, and bridge gaps between planning and implementation. By fostering collaboration among various stakeholders, including government, private sector, and NGOs, the sector can contribute to both economic growth and cultural preservation.

Kathare and Barsing, described handicrafts as unique expressions of culture, employ a large workforce in India and contribute significantly to GDP and foreign exchange through exports. Despite traditional methods being replaced by modernization, challenges like chemical exposure persist. The sector, with around 2682 craft forms, sees annual growth of 3% and employs approximately eight million people. While primarily a state concern, the Central Government implements schemes to bolster the sector, focusing on infrastructure and quality improvement. Collaborations with NGOs have led to annual sales growth of 15-20%. Notably, from 2011-12 to 2016-17, India's handicraft exports averaged 16563.70 crore, with varying growth rates across different countries like the UAE and Switzerland.

Jog, Gumparathi and Jena (2024) The revenue generated by tourist attractions is mostly attributed to the sale of souvenirs. Prior research has investigated the attitudes and motivations of tourists with relation to purchasing souvenirs. The purpose of this study is to look at how post-purchase dissonance (PPD) mediates the relationship between souvenir qualities and the intention to revisit a destination as well as the intention to repurchase a memento. The study also looks at the moderating impacts on these associations of the

tourist's age, gender, and how long it has been since they bought the memento. The results show that post-purchase dissonance is positively correlated with only two of the five souvenir features: collectability and store attributes. Additionally, the happiness with souvenir purchases is positively correlated with collectability and functionality.

*(i) Global Context*

Lin Lin (2016) conducted a case study in Taiwan to know the Food Sovereign purchase behaviour of Chinese tourists', purchase motivation and attribute preferences using a three-part questionnaire. A formal questionnaire was developed after conducting a pilot study using a snow ball sampling. Data was collected during summer tourist season from 380 respondents and 318 responses were taken back; out of which 57% were male and 41% were females. Descriptive statistics and Pearson correlation were done using SPSS and Multivariate analysis of variance were employed for canonical analysis. Most purchased souvenirs included cookies, pastries and confections which were purchased on recent trips and beverages were the second most purchased items. Majority purchased these items for families, friends and for self and the locations for purchase include tourist destinations, food specialty stores and train or airport stations. The important information sources are family, friend and internet. With regard to motivations to purchase, the highest factors acquiring gifts and memory aids.

A study was conducted by Altintzoglou et al., (2016) using questionnaires on 277 tourists of various countries on a Norwegian ship which was going along shore of Norway with an aim of understanding the context of food choosing in holidays and cultural distance associated with. They have done a focus group discussion from two groups before the administration of tools about food, souvenirs and holidays and the outline of the survey was made from those results. The data collection tool consisted four parts on which the first assessed innovative and subjective knowledge, second focused on food choices on

holidays and food souvenir purchase behaviour. Third part focused the buying willingness and familiarity of Norwegian food and the last part about socio demographic details. After the data analysis they defined the participants as low and high innovativeness and the knowledge level on different innovativeness group was noticed significantly different. Main finding was that the high innovativeness tourists show high willingness to purchase food souvenirs because of unfamiliarity compared to the other group. Innovative consumers were highly innovative when it came to purchase behaviour and they show willingness according to the nature of visited country. On holidays, the important factors stimulating the purchase behaviour of tourists on food souvenirs and food are local origin, quality, taste and authenticity.

To understand the tourists behaviour of food souvenir purchase in China (Lin, 2016) conducted a study on 318 respondents using three questionnaires. After using multivariate analysis, they found pastries, confections, cookies were the most purchased food souvenirs followed by beverages from speciality stores and travelling stations. Most of this was purchased with strong motive for taking as gifts for families, friends and for self and the main source of purchase information was from family, friends and internet. The authenticity, nostalgia, craftsmanship modernity and fashion were the other motivational factors which are suggested by the authors for food souvenir industry and practitioners in the field of tourism.

Olalere (2017) in this study discussed about handicrafts being one among the prevailing factors of tourists' experiences while on travel and highlight the most memorable times of period under vacation. The intention of a tourist buying handicraft products largely depends on the perception of customer towards the attributes of the handicrafts. The research aimed to find out the characteristics of handicrafts and its effect on perception of tourists towards handicraft buying. Result of study showed that most important intention of tourist in buying a handicraft is to revive their experience of travel to the specific destination.

The 'souvenirish' quality of five homely objects; "*a wooden monkey, a sake bottle, an alabaster jar, a scrap metal bike, and a soapstone cup*" was explored by (Haldrup, 2017) through his article '*magical objects in everyday life*' and it suggests a way for more inventive thinking and probing into everyday objects. Souvenirs really take a role to lace relations among people and places and the author recommends unpacking the concept of magic. Souvenirs have the ability to change certain atmospheres as it is a shape shifter creating hope and relieving cosiness. The magic resides in the ability to influence, to pass, change mood and reviewing the objects and the output they make stressing the importance. By deeply examining the mood magnitudes of these materials will not make a deadly feel, rather makes attractive and lively dimensions making life beautiful. By weighing materials and living beings equally it won't destroy the material life rather it keeps energising and enlightening dull lives also capturing obscurities and disruptions of both things and peoples

Yiamjanya (2018) the results of the study led to various recommendations in order to gain from product diversification in the tourism industry, civic souvenir regions must be installed at the periphery. A linear travel pattern is significantly accelerated by self-drive travel along the northern belt of Thailand, which is marked by a heavy reliance on automobiles. As a result, travellers exhibit linear behaviour when making stops along the way to buy souvenirs. In order to transfer tourists from the major highway to the interior roads, more nodal sites should be thoughtfully planned and constructed in these outlying communities.

Auf et al., (2018) surveyed a conveniently selected 395 consumers of car agencies in Riyadh, Saudi Arabia, using self-administered questionnaires to examine the consumer buying behaviour. This study also revealed the interrelationship between four factors- role motivation, religious orientation, price and perceived culture importance toward consumer buying behaviour. Six sections made up the questionnaire, and structural equation modelling was used to evaluate the results. According to the study's findings, price, perceived cultural value, motivation, and consumer purchasing behavior are all directly

correlated with one another. Price and perceived cultural importance also substantially correlated with religious affiliation. The mediation function of religious orientation in relationships with the study variables was not supported, in contrast to the study's prediction. Price, motive, and perceived cultural importance are significant influences on Saudi customers' purchasing decisions, while religious affiliation does not influence this behaviour. The product's nature more influences consumer buying behaviour, amount of information search, location of store, perceived risk, store image and product assortment rather than religious orientation.

Sthapit, Coudounaris and Björk (2018) in their research established the relationship between authenticity of the product, satisfaction of the customer, product co-creation, handicraft shopping memorable experiences, and attachment to the place. Results of the study inferred that memorable shopping experiences resulted due to satisfaction and co-creation during onsite handicraft buying, which enhances the intensity of attachment to a destination. Furthermore, handicraft retailers should engage their customers and interact with them to arouse interest and attention for onsite co-creation.

S. Arunkumar et. al., (2018) conducted descriptive research with a convenient sample of 87 retailers from the Thanjavur district of Tamil Nadu to determine the ideology of retailers towards the business prospects of handicraft products. The authors used primary and secondary data for this research; the preliminary data was collected using self-administered questionnaires and secondary data from journal articles, news articles, research reports and internet sources. The collected data was analysed with SPSS, and the results revealed that most retailers were male as women are less engaged due to social constraints. Most respondents were doing business under sole proprietorship, and less than half claimed that the business was inherited. More than half of the retailers are not exporting their handicrafts as there is no fixed quality and price. Retailers mostly purchase the products from wholesalers giving less chance to the artisans for fixing the price. This tourist destination has no particular sale season, and most retailers prefer word-of-mouth publication to other



sales promotions. Competition and sales improvement of the business were the major problems faced. Regression results reveal that the manageability of problems, the satisfaction of profits, the growing business environment, and the increment of demand are a few important factors influencing retailer satisfaction regarding handicraft products. Authors have put forward many recommendations to uplift this traditional industry and improve employment opportunities and economic standards. The authors concluded by mentioning that to reduce the industry's problems, the retailers and artisans need to be given training, skill development, advertising, promotion, pricing methods and market research and government to take necessary actions to market the handicraft products from artisans.

Shtudiner, et. al., (2019) established that souvenir purchases has emerged as an important area of research in tourism studies. We look into the endowment effect and how much attachment travelers have to their mementos based on their purchase location, type, and religion. 3325 Jewish and Christian visitors to Israel were surveyed to determine how much they would be willing to pay or accept for three different kinds of souvenirs: Christian, Jewish, and general. Overall, we discovered that the majority of the mementos had an endowment impact. The findings showed that place of purchase, type, and religion all had an impact on how much the things were worth. Compared to their non-Jewish peers, the Jewish group had a greater endowment effect. These findings show that travelers' opinions of mementos are influenced by both their utility and significance.

Negm, (2019) conducted quantitative research to study the factors influencing fast fashion purchase intentions. According to the theory of planned behavior (TPB), the study's variables included hedonic and rational clothing features, media exposure to the fashion industry, subjective norms, attitude, and perceived behavior control. With the help of questionnaires from various shopping centers in Cairo, Egypt, the researcher gathered data from 470 clients, which was then analyzed using SPSS 20. The findings showed a strong positive correlation between hedonic shopping factors and attitude formation. Fast fashion purchase intentions are strongly correlated with subjective norms, attitudes, and perceived

control. Human behavior is stimulated by media, and people respond to its stimuli. Results of the correlation showed that there is a strong positive relationship between media communication and the TPB dimensions. This study has not examined all the factors influencing shopping behaviour. Thus authors suggested future research include other variables that are antecedents to the TPB concerning fast fashion shopping.

To investigate tourist's attachment towards souvenirs on various factors, and analysing endowment effect, Shtudiner et al., (2019) measured the price for an object which people are willing to pay (WTP) and the price they expect to receive (WTA) in which they enquired 3325 Christian and Jewish tourists visiting Israel. To assess endowment effect in the matter of religion, religious and general souvenirs images were shown to the participants. The questionnaire comprised of four versions with two aspects WTP & WTA and place of purchase. Convenience sampling was adopted for selecting participants and the results revealed that as age increases the price also varies. The aged tourists showed higher WTP and were connected to the males who visited Israel multiple times. Results of regression show that Jewish tourists were highly towards their religious products, and WTA for this was higher than non-Jewish participants. Christians were highly influenced than Jewish participants and the higher endowment effect was in Jewish group and this result shows that religion economics impact behaviour of tourists.

Meitiana et al., (2019) conducted quantitative research on a randomly selected 100 souvenir buyers in Palangka Raya, Indonesia. Demographics showed 72 per cent were women, and the age group comprised 16 per cent of respondents less than 25 years old and 78 per cent between 25 and 55 years. Eighty-four per cent of respondents hail from Indonesia. The t' test results reveal that attitude toward authenticity (high quality, imaginative and attractive) and aesthetics (exciting designs and colours) positively affect souvenir consumers, thus increasing the purchase intention. It can be summarised that the higher indent the consumers have, improves their souvenir purchase behaviour that is one's intentions are predictions for the behaviour of consumers. The authors have mentioned managerial and theoretical implications and provided future research directions.

Alhamdi, (2020) conducted a descriptive study analysing the concept and importance of packaging, its role in attracting the attention of customers and to find the difficulties companies undergo in the packaging field. The author collected the primary data from 600 consumers in Riyadh city. The researcher took a usable 480 questionnaires for statistical analysis. The result shows a positive significant relationship between packaging and consumer attraction. The highest relationship is between packaging followed by design, shape, colour and size. The author recommended adopting clear policies for packing in industries that go well with technological advancements and customer taste. Furthermore, modern marketing needs to consider eco-friendly packaging methods less impacting the environment.

Putri & Aini, (2020) used a qualitative research approach to describe community empowerment through entrepreneurship skills education (PKW) for recycling waste into souvenirs in Kampung, Bangau, Putih, Parupuk and Tabing, Indonesia. For that they collected data through interviews, observation, and documentation from mothers, instructors and managers of Bangau, Putih, through data reduction, presentation, and concluding, analysis was done and they found out the activity on which the waste recycled to souvenirs is excellent and explained on the aspects of knowledge, skill and mental attitude on which the community people increased knowledge of processing recycling wastes to crafts, processing skills increased and they became confident about the things they do.

In order to find out the impact of attitude towards guarding Intangible Cultural Heritage (ICH) Liu et al., (2020) conducted a quantitative study on 396 tourists that travelled in Hangzhou City in China. The data collection was done by two parts; the first is demographics of tourists and the next part is to understand the respondents' perception. Findings revealed that tourists who aged in between 13 and 25 years paid little attention that out of curiosity those under 12 showed high interests. People aged 26 to 40 used to

strengthen relationships and to provide understanding for their children. About education, most respondents have bachelor degree and as ICH has rich connotation, those people appreciated it more. With the data obtained and conceptual model, the researchers framed a structural model. Significant positive impact was noticed in between the attitude of protecting ICH and value perceived.

Upadhyay, (2020) the role of handicrafts in employment promotion and conserving cultural heritage was examined through a qualitative study with 106 proprietors of lakeside, a tourism hub in Nepal. Patriarchy was noticed that only 20 per cent were females and he found all their main occupation around handicrafts and reasonable better education levels. A significant relation was noticed between handicraft products, job creation, arrival of tourists and social status of the participants. The results emphasized the deficiency of effective marketing, advertisement, unfair pricing, paucity of raw stuffs, invasion of foreign products and ineffectual government policies is the main trouble regarding the handicraft products tourism in Pokhara thus to recognize eminence of products, for traditional craft preservation, cultural make over, socio-cultural, economic upliftment, and national identity building.

Liong & Chong, (2021) tried look at theoretical and empirical research on the factors that influence customer behavior and the likelihood of making a purchase, including attitude, perceived value, emotions, and price sensitivity. The findings from the planned framework gave art marketers in Malaysia a clear picture of entering successfully market, promote, and brand the handicraft product, while the art producers could make the right choices and take the necessary steps to increase the creativity and quality of their output.

Arumsari & Yosintha, (2021) conducted a qualitative study to examine the impact of Covid-19 on souvenir traders of marine area in Indonesia. With the data collected through various information sources and was analyzed. On March 2020, all tourist attractions were closed by government as part of the lock down which made no income for traders and a

huge impact in social and financial aspect was seen. Authors quoted that Covid-19 affected the souvenir purchase and marine tourism in Indonesia.

Suttikun & Meeprom, (2021) conducted a study using questionnaires with 180 local customers outside the area of Thailand above 18 years old, to Investigate the predictive associations pertaining to authentic souvenir products. Customers considered mainly three aspects to recognize the perceptions of product quality: the authentic souvenir, physical quality and service encounter. The main consideration was the quality of the product which makes the decision to comeback the market.

Truong, et al. (2023) in their study examines how foreign tourists in Can Tho, Vietnam, purchase souvenirs in the context of Asia's expanding cultural tourism market. This study employs a quantitative methodology and a systematic framework to identify the critical aspects impacting the purchasing decisions of tourists. The results show that, among a number of factors, including travel attributes, the shopping environment, features for souvenirs, and interactions with salespeople, the interaction with salespeople had the biggest influence on tourists' intents and actions while making purchases. The success of souvenir enterprises depends on updating store designs, diversifying product offerings, providing high-quality mementos, and improving sales staff training.

Farhan, et al. (2023) one of the most visited places in Indonesia is Yogyakarta, where tourists usually buy trinkets, particularly t-shirts. The purpose of this study is to examine how consumer attitudes, price perception, and product quality affect Yogyakarta souvenir t-shirt purchasing behaviour. The results show that while consumer attitude has no effect on purchasing behaviour, product quality and pricing perception do. To be more precise, preferences for attractive product designs and colours don't really influence judgments about which souvenir t-shirts to purchase. By analyzing the impacts of product quality, attitude, and price perception on the purchase of souvenir t-shirts in Yogyakarta, this study advances our knowledge of consumer behaviour.

Syahidah and Nurmahdi (2023) conducted a study to assess how pricing perceptions and fan loyalty affect the decision to buy GMMTV mementos, with product placement serving as a moderating effect. The study concentrated on Jabodetabek supporters who purchased these mementos. The results show that consumers' decisions to buy GMMTV mementos are influenced by their perceptions of pricing, product placement, and fan loyalty. Nevertheless, different outcomes were observed when the relationship between price perception and fan loyalty was investigated, with product placement serving as a moderating factor.

Duan, et al. (2023) The purpose of this study is to look into the relationship that keepsakes have with people, places, and cultural heritage. Although earlier studies have acknowledged that mementos can serve as symbols of a location, little is known about how people perceive mementos to be symbolic of a place. In order to investigate traditional crafts, this study measures place-based craft souvenirs and looks at the relationships that exist between places, crafts, and souvenirs. Four primary themes surfaced: "craft souvenirs based on place," "evaluation of souvenirs," "meaning of place," and "satisfaction." The aforementioned themes underscore the relationship that exists between mementos, people, and locations. By improving people's comprehension of traditional crafts and their association with the location, they aid in the preservation of traditional crafts.

Harris and Magrizos (2023) the literature is replete with examples of tourist misconduct, most of which concentrate on overt, serious, or illegal behaviours including violence, theft, and damage. But we also stress the need to take into account a more nuanced aspect of misbehaviour by tourists, which is often ignored, condoned, or even promoted by host communities and hospitality staff. While these behaviours are more subtle and covert than overt ones, it is nonetheless important to examine them since their prevalence has important business and environmental ramifications. Our research reveals eight different types of misbehaviour by tourists, each with its own motivations, behaviours, and consequences. It also finds two degrees of memento accumulation. The results demonstrate the importance

and broad appeal of these more subdued aberrant behaviours. There is discussion of suggestions for academics, policymakers, and practitioners.

Sthapit, Björk and Rasoolimanesh (2024) in their study investigates the factors that make souvenir shopping experiences memorable, including involvement, shopping satisfaction, experience co-creation, substantive staging of servicescapes, and objective authenticity. It also looks at the relationships that exist between sentimentality, attachment to a place, and the desire to return and a pleasant souvenir shopping experience. The results show that the memorability of souvenir shopping experiences is positively impacted by involvement, co-creation of the event, and shopping satisfaction. Remarkable shopping encounters have also been shown to boost place attachment, heighten sentiments of nostalgia, and raise the probability that visitors will plan to return.

Su, Lai and Huang (2024) the impact of different purchasing channels, particularly online platforms, on travelers' souvenir buying behavior has frequently been underestimated, despite the fact that souvenir shopping has been a major focus of tourism research. According to this study, the combined impacts of perceived utility and convenience increase tourists' purchase intentions when they acquire souvenirs through both offline and online channels. On the other hand, depending only on offline channels increases purchase intentions by combining the impacts of perceived value and scarcity. Furthermore, the results show that only the dual-channel method, through perceived convenience and perceived usefulness, favorably influences purchase intentions when souvenir authenticity is low. On the other hand, only the offline single-channel strategy—which uses perceived scarcity and perceived worth as mediators—works well when souvenir authenticity is strong.

## ***2.6 Research Gap***

According to an estimate done by Export Promotion Council for Handicrafts (EPCH), handicrafts industry currently provides employment to more than 7.6 million people in the country. Besides greater employment potential, the important contributions of the handicrafts industry are felt in the in terms of high output from a relatively low capital investment and a continuous source of foreign exchange earnings. As per the EPCH data in 2018-19, total exports of handicrafts (excluding hand knotted carpets) from India stood at USD 3803 Million.

The purchase of mementoes and handicrafts is a famous behaviour connection with tourism. Gordon (1986) very less people would ever wish to go for a vacation and not purchasing something materialistic to remind them of the experiences they have acquired at the destination. Lehto et. al., (2004) inspite of the fact that handicrafts have a greater significance in the tourism activity, very less research has been conducted in the field of souvenir purchase which try to find out the motivations for buying handicrafts and their usage.

Anderson (1993) apparel and textile crafts form a major portion of the tourist purchase ( Littrell, 1996). The handicrafts industry in India plays an important place in the national economic development. It renders employment option to numerous people in direct and indirect manner like the handicraft artisans as well as the raw material suppliers and traders of finished goods.

Olalere (2017) through the study found that tourists use handicraft as a tool to revive pleasant memories and experiences which they created during their vacation period. Apart from this, attributes like functional use, easy to carry, depicting ethnicity can alter choice of handicraft buying. Sadly, very fewer studies are carried out about the attributes of handicrafts which influence handicraft buying behaviour.



A large quantity of research papers are worked out on handicrafts, varieties of handicrafts purchased and their consumption, still there is a need of future research to deeply understand handicraft buying behaviour within tourism (Lehto, Cai, Leary & Huan, 2004). Love and Sheldon (1998) the earlier studies have majorly focused on types, employability and functions of the handicrafts.

Looking at the extent to which tourists give attention to shopping, it is essential that tourism policy planners and marketers augment their understanding concerning the purchasing behaviour of tourists with respect to handicrafts. Swanson and Horridge (2004) threw light on the fact that the handicraft is still an under researched area in tourism. Taking these considerations into account, this research promises to be instrumental in advancing the comprehension of souvenir consumption dynamics and specifically handicraft buying behaviour of international tourists coming to India. Majorities of studies have taken into consideration one nation at a time, no study has happened till date which has included respondents from multiple nations.

The review of literature has highlighted huge gap in the literature in the background of study area of Souvenir purchasing behaviour, travel motivation and travel style, therefore, the researcher has proposed this study to examine “Souvenir Buying Behaviour of Tourists Visiting Himachal Pradesh and Jammu & Kashmir”

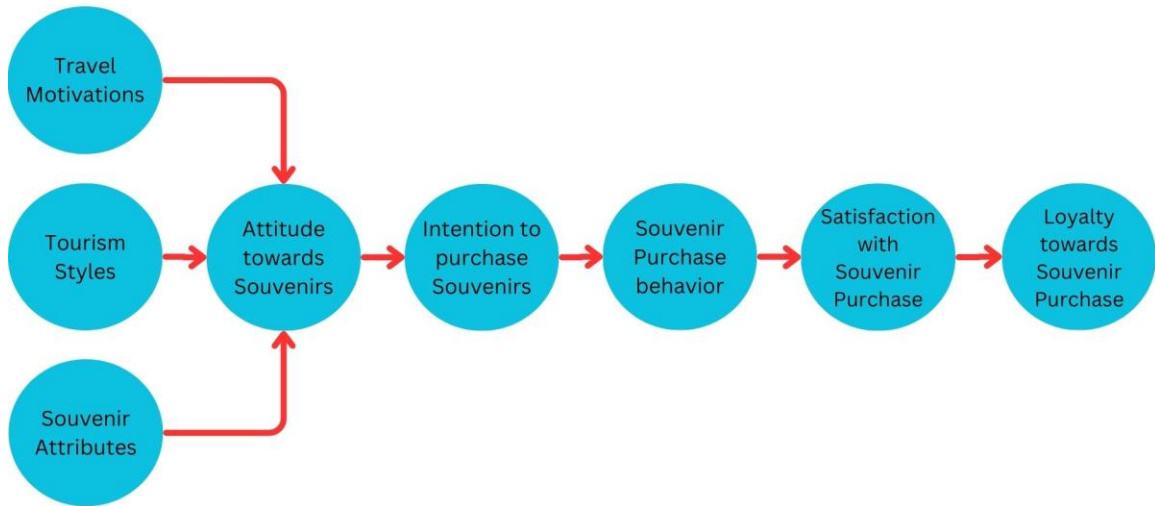
There seem to be very little research on souvenir buying handicraft in the context of Indian tourism market particularly Himachal Pradesh and Jammu & Kashmir. However, some previous studies have explored travel motivation, travel style, in handicraft buying behaviour studies, these constructs have not been explored in Indian context.

The gaps identified within the database of research pertaining to the domain of handicrafts are enumerated as follows:

- Studies are mostly confined to Asian travellers' shopping behaviour, while need to understand Souvenir preferences of other groups is still unrealized.
- Cross-cultural studies with regard to shopping characteristics and the choice of products among different regions and nationalities
- Retailing in the business of Souvenirs needs further detailing in terms of literature related to tourism.
- Contribution of Souvenirs to visitor satisfaction and loyalty other than revenue for tourist attractions.
- Life cycle in respect of Souvenirs, and how they are different from other tangible products.
- Studies related to handicraft sellers, viz merchants as well as street vendors are very limited.
- Cross-disciplinary studies which not just examine the production and sales of handicraft products, but also the social and ecological implications.
- The extent to which communities get benefitted from the handicrafts business induced by tourism and how does tourism help sustain the existence of some regional crafts.

Thus, studies on Souvenir buying behaviour in the study area are scant and need further investigation.

### **Hypothetical Framework**





**CHAPTER 3**  
**RESEARCH METHODOLOGY**

## **Chapter 3**

### **RESEARCH METHODOLOGY**

#### ***3.1 Introduction***

The process of solving an issue by the systematic and planned use of data gathering, analysis, and interpretation is known as research methodology. Research technique refers to the numerous sequential processes to be used by a researcher researching a topic with certain aims in mind. Research is a methodical approach of identifying the best solutions for the problem. In other words, research methodology refers to the different techniques that the researcher uses throughout every part of research study process.

Current chapter covers the research methodology being employed in present study. The current section begins with development of research problem followed by further talks about the objectives and hypotheses developed to perform the study. The chapter ends with discussion on the survey methodology, which included questionnaire development, data collection, and technique of analysis, which are discussed in length.

#### ***3.2 Statement of the Problem***

The industry with the second-highest employment rate after agriculture is the handicrafts sector, which has also experienced the strongest export growth since deregulation. It has shown to be a source of profound creativity and innovation. The sector, which is the foundation of India's civilisation, has been greatly misunderstood and neglected as a result of colonization and expansion goals based on Western models. It is frequently overlooked that crafts are fundamentally traditions that have adapted to modern times, often making

modern things seem quaint in comparison. Numerous recent achievements and a documented history of serving as the inspiration for a large portion of contemporary industrial design serve as examples of this. The economics literature is beginning to take notice of the characteristics of these creative and cultural enterprises as well as their importance to processes of development. This discovery is consistent with the acknowledgement of the limitations of market- or technology-driven theories, which are frequently uninformed about and unsatisfied with conventional methods of effectively arranging economic activities and with traditional knowledge. However, handicrafts offer a wealth of expertise that can be applied to both contemporary fields like precision engineering and ethnic produce<sup>1</sup>. Given that policy focus is placed on recognizing the potential of Indian artisans, a confluence of factors now allows India to achieve this new value from the industry. Accurate information about the scope and impact of handicrafts and craftsmen on the Indian economy is a crucial first step towards achieving such recognition. This is required to incentivize new perspectives and investments that, when combined, can assist India in maximizing the contribution that hand production and the communities that have long been "hand producing" goods for the Indian market can make, can make to the country's overall well-being, can contribute. This crucial need is met by the CEIS, which highlights the causes of discrepancies and divergences in the available micro and macro data. Prioritizing the mapping of India's artisanal technologies is related. Data and mapping both require study and comprehension in order for the sector to be able to plan coherently.

Over many years, the handicraft industry has gotten lost in India's growth agenda. This may be partially due to a focus on its cultural significance at the expense of an equivalent knowledge of its economic, social, and political dimensions. The argument for the handicrafts sector is based on the idea that, despite significant obstacles, the industry is poised for rapid growth as a result of a combination of incremental inputs over many years and new market opportunities. If taken advantage of, the opportunity can boost the economy's specialization and competence in global manufacturing and services, sustain

and expand employment for millions of people, including those living in remote rural areas, give people who are still on the margin more power, support educational initiatives, and address pressing cultural issues while also being environmentally sustainable.

### ***3.3 Significance of Study***

1. Souvenirs are often representative of the culture, heritage, and traditions of a destination. By understanding the buying behaviour of tourists, stakeholders can identify which elements of the culture are being appreciated and sought after. This could lead to better efforts in preserving and promoting these cultural aspects.
2. Understanding souvenir buying behaviour can have substantial economic implications. Tourists' expenditure on souvenirs contributes significantly to the local economy, supports small businesses, and can be a vital source of income for local artisans and craftspeople. By analysing the factors that influence purchasing decisions, stakeholders can devise strategies to enhance the appeal of souvenirs, potentially boosting economic development in these regions.
3. Understanding souvenir buying behaviour can provide vital data for tourism boards and agencies to strategize their promotion efforts. It can assist in curating better tourism packages, guides, and events centred around popular products or cultural experiences.
4. Tourist buying behaviour, especially in the context of souvenirs, is a niche area in behavioural studies. This study will add to limited but growing form of information in this area, providing a foundation for future research.
5. A detailed study can highlight the value and uniqueness of local craftsmanship. By understanding the trends and preferences, artisans can be provided with feedback and training to refine their skills or diversify their products, ensuring their trade remains relevant and profitable.
6. Insights from this study can guide local artisans and entrepreneurs in these regions to create products that cater to the evolving tastes and preferences of tourists, fostering innovation and ensuring the sustainability of their business endeavours.

### ***3.4 Scope of Study***

The research study will be focused on Souvenir and handmade products. The response shall be collected from the tourists from various regions visiting select destinations of Himachal Pradesh and Jammu & Kashmir. The present study is anticipated to be pivotal in formulating strategic marketing approaches for souvenir retailers aimed at captivating their target markets. Furthermore, it will exemplify the capacity of handicrafts to contribute to the image development of a locale. Additionally, this research will undertake an examination of the handicraft market within the study region.

### ***3.5 Research Objectives***

The main objective of the present study is to examine the “Souvenir Buying Behaviour of Tourists Visiting Himachal Pradesh and Jammu & Kashmir”. However, in order to pursue this broad objective, some sub objectives have been framed, which are as follows:

- To identify and map Souvenirs of Himachal Pradesh and Jammu & Kashmir.
- To examine factors influencing Souvenir buying behaviour of tourists visiting Himachal Pradesh and Jammu & Kashmir.
- To analyse differences in the buying patterns of handicraft products by tourists.

### ***3.6 Research Hypotheses***

The below mentioned hypotheses have been developed and tested to validate the results of the study:

- Ho1: Travel motivation has no significant influence on the Attitude towards Souvenir.
- Ha1: Travel motivation significantly influences the Attitude towards Souvenir
- Ho2: Travel Style has no significant influence on the Attitude towards Souvenir.

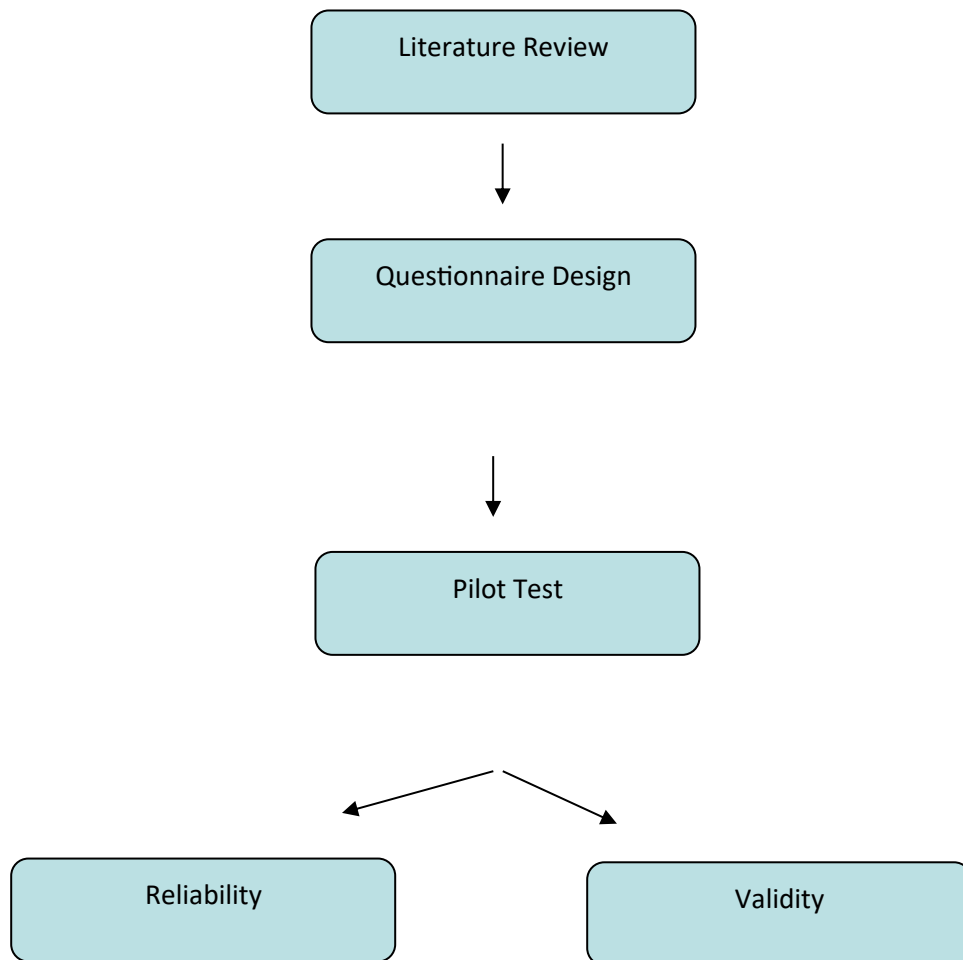


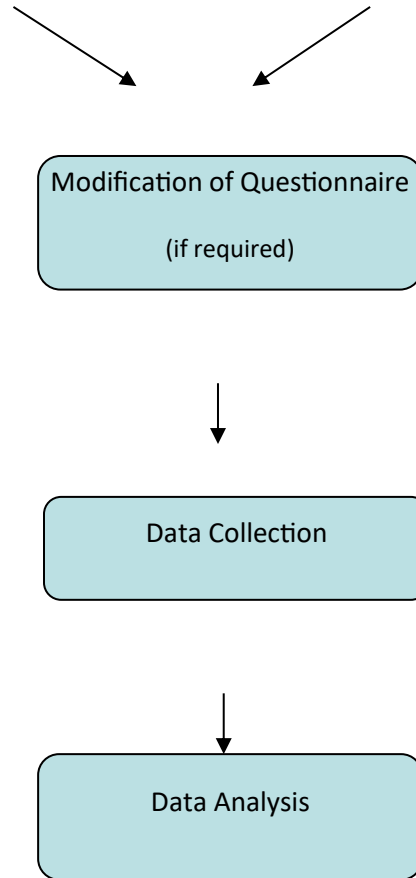
- Ha2: Travel Style significantly influences the Attitude towards Souvenir.
- Ho3: Souvenir Attributes has no significant influence on the Attitude towards Souvenir.
- Ha3: Souvenir Attributes significantly the Attitude towards Souvenir
- Ho4: Attitude towards Souvenir has no significant influence on the Intention to Purchase Souvenirs.
- Ha4: Attitude towards Souvenir significantly influences the Intention to Purchase Souvenirs.
- Ho5: Intention to Purchase Souvenirs has no significant influence on Satisfaction with Souvenir Purchase
- Ha5: Intention to Purchase Souvenirs significantly influences the Satisfaction with Souvenir Purchase
- Ho6: Satisfaction with Souvenir Purchase has no significant influence on Loyalty towards Souvenir Purchase
- Ha6: Satisfaction with Souvenir Purchase significantly influences Loyalty towards Souvenir Purchase
- Ho7: Demographic Characteristics (i.e. Gender & Marital Status) of tourists have no significant influence on the perception of Travel motivation, Travel Style and Souvenir Attributes
- Ha7: Demographic Characteristics (i.e. Gender & Marital Status) of tourists have a significant influence on the perception of Travel motivation, Travel Style and Souvenir Attributes

### ***3.7 Research Design***

The study adopts cross-sectional research design using a cross-sectional sample survey, aiming to study ‘Souvenir Buying Behaviour of Tourists of Himachal Pradesh and Jammu & Kashmir’.

- This study will predominantly rely upon primary data amassed from the target demographic through the deployment of questionnaires. A meticulously constructed questionnaire will be articulated, incorporating items derived from scales that have undergone prior validation.
- However, secondary data will be collated from an array of international and national databases like ScienceDirect, Taylor & Francis Online, Emerald Insight, Sage, Infilbnet, etc.in addition to information procured from state and national entities overseeing the commerce of souvenirs and handicrafts.
- The sample size was estimated using “Cochran’s sample formula”
- Finally, the chapter delineates the analysis of the gathered data via the application of pertinent statistical instruments and methodologies.





### ***3.8 Study Area***

Himachal Pradesh is full of cheerful culture, adventure sports, ancient religious sites and lofty Himalayas. It is home of the scenic mountains and landscapes like Dalhousie which even acts as host to the 14<sup>th</sup> Dalai Lama, showing the presence of strong bond with Tibetan culture and is clearly visible from ample Buddhist monasteries and temples in the region. The rich culture and crafts of Himachal Pradesh adds charm to attract millions of tourists throughout the year from the length and breadth of the country and from the world over. The handicrafts composition of Himachal Pradesh encompasses an array of vividly crafted artifacts that epitomize the cultural ethos of the region. Artisans within this state exhibit consummate skill in the creation of diverse objects, including but not limited to paintings, woodcraft, wall adornments, and shawls. The flourishing handicraft sector in Himachal Pradesh stands as a critical economic pillar, bestowing employment upon a substantial segment of the state's populace.

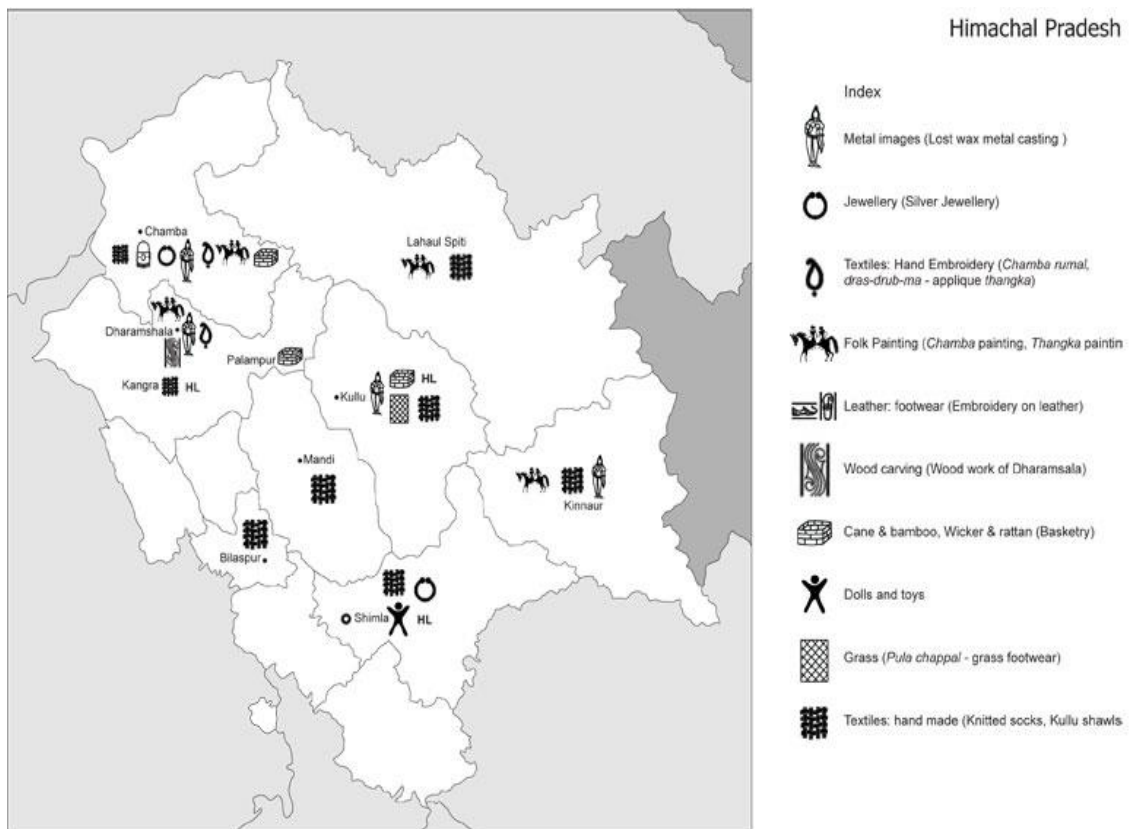
Jammu and Kashmir on the other hand is bestowed with fascinating valleys, lofty mountains, lush green forests, sparkling streams, and gushing rivers. Jammu and Kashmir is indeed gifted with diverse and unique ecosystem having array of landscape varieties, magical natural sceneries, and not to forget the traditional and warm hospitality of its people which acts as a pull to attract tourists. Jammu and Kashmir with its growing economy and huge potential has vast opportunity for promoting and developing tourism industry. Since past many decades' tourism emerged as a tool for the financial progress of the region. Tourism invariably yielded large volume of job and economic actions majorly in the secondary and tertiary sector as well.

The enthralling craft traditions of Jammu & Kashmir feature carpets crafted from woolen or silken threads through an intricate process of knotting, an art form that originated from Persia and reflects the creative legacy of Persian artisans. Embroidery, another esteemed handicraft from the region, is renowned for its detailed and strikingly attractive designs on cotton materials, resulting in textiles that are both decorative and functional, such as wall

hangings and apparel. Basketry, fashioned from the bark of the locally abundant willow tree, represents yet another celebrated craft from Kashmir.

The array of handicrafts from Jammu & Kashmir has garnered international acclaim for their delicate craftsmanship and aesthetic allure. Exhibiting a remarkable variety and market demand, these handicrafts not only serve as a testament to the region's rich cultural tapestry but also play a vital role in its economy. Presently, nearly 2,50,000 artisans rely on the handicraft industry as their primary source of income, with the sector possessing immense potential for job creation, provided there is market expansion and demand amplification.

### Craft items of major destinations of Himachal Pradesh



(Source: Crafts Council of India )

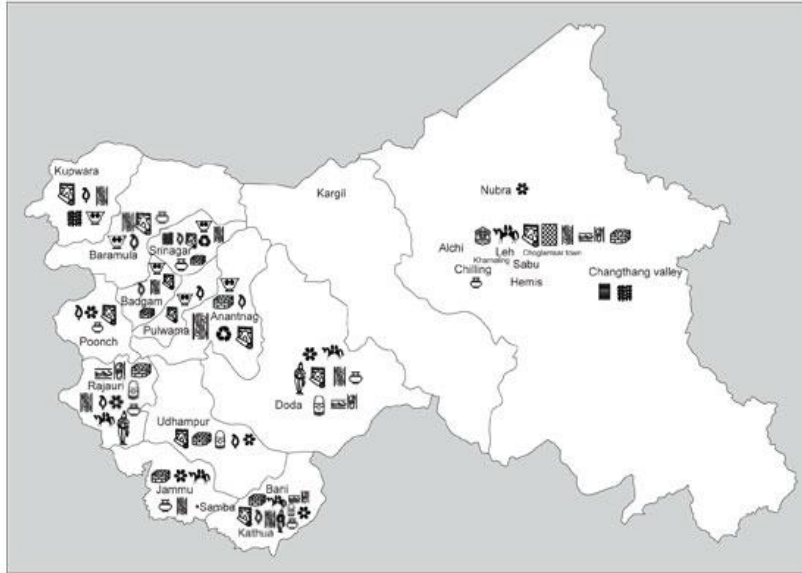
**Craft items of selected destinations of Himachal Pradesh**

DISTRICT	CRAFT
Kangra	Wood work of Dharamsala, Metalwork, Basketry, Thakkar ka kaarri sheet metal work, Thangka painting, Textiles handloom, Dras'brublna appliquethang
Kullu	Textiles handloom, Pub chappal grass footwear, Basketry, Thakkar ka kaam sheet metal work, Knitted socks
Shimla	Textiles handloom, Silver jewellery, Doll making
Kinnaur	Textiles handloom, Thangka painting, Thakkar ka kaarri sheet metal work
Chamba	Chamba painting, Chamba rumal, Embroidery on leather, Lost wax metal casting, Silver jewellery, Thakkar ka kaam sheetmetal work, Textiles handloom

(Source: Crafts Council of India )

**Craft items of major destinations of Jammu and Kashmir**

Jammu & Kashmir



- Index**
-  Papier Mache  
(*Kar-i-munakash / kar-i-kalamkari*)
  -  Carpet - Hand knotted  
(*Kaleen* - knotted carpets,  
*Khabdan* - pile carpets)
  -  Kashmiri embroidery  
(*Kashidakari, Ari, Sozni, Crewel Wo*  
*Tilla, Rezkar, Chain stitch* embroide)
  -  Textile: Hand made  
*Namda* - felted rugs,  
*Shalli* - woolen textiles, Hand Spinn
  -  Recycled crafts  
(*Gabba* - embroidered rugs)
  -  Wood Carving  
Walnut wood carvings,  
*Pinjrakari and Khatumband,*  
*Chikri* wood work, Block printing)
  -  Cane and bamboo
  -  Metal ware: pots, vessels, plates  
(Copper ware)
  -  Folk Painting  
(*Basohli* Painting, *Thangka* Painting  
Painted wood)
  -  Leather (other articles)
  -  Rugs & Durries  
(*Gabba* Making,  
*Tsug Dui and tsug gdan* - woolen pi  
rugs)
  -  Theater/Festival crafts  
(Ritual cloth installations)
  -  Leather: footwear  
(*Zari* embroidered footwear,  
*Paabu* - stitched boots)
  -  Textile : printing & dying  
(*Thigma* - tie-resisting dyeing)

(Source: Crafts Council of India)

**Craft items of selected destinations of Jammu and Kashmir**

DISTRICT	CRAFT
Udhampur	Ari Work, Kaleen - knotted carpets, Kashidakari, Bamboo work, Crewel Work
Jammu	Walnut wood carvings - Dun I akhrot naqquashi, Chain stitch embroidery, Basohli Painting, Block printing
Anantnag	Crewel Work, Kaleen - knotted carpets, Papier Mache - Kar-i-munakash / kar-i-kalamkari, Pinjrakari and khatumband - wood work, Sozni, Wicker work, Gabba - embroidered rugs

Srinagar	Ari Work, Copper ware, Crewel Work, Gabba - embroidered rugs, Namda - felted rugs, Papier Mache - Kar-i-munakash / kar-i-kalamkari, Pinjrakari and Khatumband - wood work, Rezkar, Sozni, Tilla- Work, Tsug Dul and tsug gdan - woolen pile rugs, Walnut wood carvings - Dun / akhrot naquashi, Wicker work, Kaleen - knotted carpets
Baramula	Copper ware, Kaleen - knotted carpets, Pinjrakari and khaturhband - wood work, Sozni, Papier Mache - Kar-i-munakash / kar-i-kalamkari

*(Source: Crafts Council of India)*

### ***3.9 Questionnaire Development***

A self-administered survey instrument was meticulously crafted for the acquisition of primary data. The items of the questionnaire were adapted from established scales after in depth literature review of relevant past studies. The major constructs and their item adaptations are as under:

- Travel Motivation (17 indicators were adopted from established scales)
- Travel Style (12 indicators were adopted from established scales)
- Souvenir Attributes (17 indicators were adopted from established scales)
- Attitude towards Souvenir Purchase (9 indicators were adopted from established scales)
- Intention to Purchase Souvenirs (4 indicators were adopted from established scales)
- Souvenir Purchase (17 indicators were adopted from established scales)
- Satisfaction with Souvenir Purchase (7 indicators were adopted from established scales)



- Loyalty towards Souvenir Purchase (5 indicators were adopted from established scales)

Following an extensive review of the literature, ten experts from the tourism sector were chosen at random to serve as the panel for the face validity test to determine whether the items related to travel motivation, travel style, souvenir attributes, attitude towards souvenir, souvenir, purchase, satisfaction with souvenir and loyalty towards souvenir purchase were accurate to measure the constructs of the study.

### ***3.10 Sample Design***

#### **Universe and Sample**

- **3.10.1 Universe/Population:** Universe/Population reflects all the elements of the survey which are under the focus of study. In simpler words universe consists of every individual in the region, or belonging to a special economic or ethnic group, on the basis of need and exposure of study being carried out.
- **3.10.2 Target Population:** The target population was all the visitors who were visiting Himachal Pradesh and Jammu & Kashmir during survey period or had recently visited.
- **3.10.3 Sample Size:** The determination of sampling size largely depends on the statistical estimation precision needed by researchers and numbers of variables. Cochran's sample formula will be used to determine the sample size.

$$\text{Sample size} = (Z \text{ score})^2 * SDv * (1 - SDv) / (\text{margin of error})^2$$

For example, given a 95% confidence level, 0.5 SDv, and a margin of error (confidence interval) of +/- 5%. Z score = 1.96 for confidence level of 95%

$$\text{Necessary sample size} = ((1.96)^2 * (0.5) * (0.5)) / (0.05)^2 = 385$$

**3.10.3 Sampling Approach:** This study employed a two-stage sampling strategy that included proportionate stratified sampling and simple random sampling within each stratum. To determine the stratum sample size (study districts in Himachal Pradesh and Jammu & Kashmir), proportionate stratified sampling was first used. In order to make the sample size for the survey proportionate to the population size, a sub sample size was established using proportionate stratified sampling. For instance, one fifth of the sample observations would come from a district that contains one fifth of all the population elements. The total number of visitors to each survey location over the preceding years and the sample size determined above were used in this study to determine the sub-sample size (n or strata sample) within each stratum. The next step was to select the survey participant using a Systematic Random Sampling (SRS). Assuming 60% response rate, the target sample was set at 640 to achieve the desired sample size of 385. Onsite survey was conducted among the tourists in the selected districts of Himachal Pradesh and Jammu & Kashmir.

<b>State</b>	<b>District/Location</b>	<b>Average Tourists (2017-2019)</b>	<b>Proportion (%)</b>	<b>Proportionate Sample (Rounded Off)</b>
<b>Himachal Pradesh</b>	Chamba	1088863	4.081969207	26
	Kangra	2343173	8.784172143	56
	Kinnaur	312804	1.172651009	8
	Kullu	3233686	12.12255966	77
	Shimla	3087209	11.57344135	74

<b>Jammu and Kashmir</b>				
	Jammu	3407504	12.7741749	82
	Reasi	5331662	19.98752837	128
	Srinagar	3465705	12.99236092	83
	Anantnag	1803488	6.760981391	43
	Baramulla	2600850	9.75016105	63
<b>Total</b>		26674944		<b>640</b>

**Table 3.1: Sampling Table**

### ***3.11 Data Collection***

This research is primarily descriptive and employs a combination of primary and secondary data sources. Primary data was gathered using pre-validated questionnaires that utilized a "five-point Likert scale," encompassing options such as "Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), and Strongly Agree (SA)." A questionnaire was administered to investigate the purchasing behaviour of consumers regarding souvenir buying within the chosen regions of Himachal Pradesh and Jammu & Kashmir. The questionnaire was designed to encompass sections pertaining to demographics and constructs relevant to the study. The multistage probability sampling method was used to identify the respondents. The tourists visiting the select districts of Himachal Pradesh and Jammu & Kashmir i.e. Kullu, Kangra, Kinnaur, Shimla, Chamba, Jammu, Udhampur, Anantnag, Baramulla, and Srinagar, were approached for data collection.

To map the prominent souvenirs within the study area, an extensive collection of secondary data was undertaken, drawing from sources including published government reports and records, scholarly articles, books, and reputable websites. This data collection process considered crucial factors such as the souvenirs' popularity, cultural significance, potential for revenue generation, artisanal craftsmanship, and historical relevance. Furthermore, to strengthen the credibility and inclusivity of the mapping endeavour, stakeholder consultations were conducted. These consultations ensured that a diverse range of perspectives was accounted for, thereby validating the accuracy and comprehensiveness of the gathered data. This comprehensive approach not only facilitated the robust identification and evaluation of prominent souvenirs but also enriched the research by incorporating insights from various stakeholders.

### ***3.12 Statistical Tools and techniques of data analysis***

The data collected in this study underwent thorough analysis using a variety of statistical methods, both descriptive and inferential. Descriptive statistics, such as Frequency distribution, Percentage, Mean, and Standard deviation, were employed. These values were assigned numerical codes based on their perceived importance, with 5 representing "Strongly Agree (SA)," 4 for "Agree (A)," 3 for "Neutral (N)," 2 for "Disagree (D)," and 1 for "Strongly Disagree (SD)" to facilitate data coding and editing.

Factor analysis was used as a tool to scrutinize the data. This method allows us to identify which variables naturally group together and are relatively independent from other clusters of variables. In essence, it helps uncover the underlying structures in the data.

The questionnaire was meticulously designed to ensure that the statements within it had a substantial relationship with the study's relevant variables. Subsequently, multiple regression was applied to the factors derived from the factor analysis. Analysis of Variance (ANOVA) was also carried out to investigate differences across various demographic

factors like age, qualification, profession, and customer districts. ANOVA assesses whether significant differences exist among the specified variables.

For the examination of gender and marital status differences, a t-test was conducted. The t-test is a valuable tool for determining significant distinctions between two variables. In this case, since gender and marital status were divided into just two categories, the t-test was employed to assess differences between these groups.

A comprehensive detail about the tools employed in the research are as under:

***Descriptive analysis:*** Descriptive analysis is a research tool used to summarize, describe, and interpret data collected during a study. It involves organizing and presenting data in a meaningful way, such as through tables, graphs, or statistical measures like mean and standard deviation. Descriptive analysis helps researchers gain a better understanding of the data they have collected by providing a clear and concise summary of key findings. This analysis tool is particularly useful in market research, as it allows researchers to describe market characteristics and functions. Additionally, descriptive analysis is commonly used in social sciences to summarize and describe demographic information, attitudes, behaviours, and other variables of interest. It assists in providing a snapshot of the current situation and serves as a foundation for further analysis and interpretation. It helps researchers gain a better understanding of the data through tables, graphs, and statistical measures like mean and standard deviation.

***Factor analysis:*** Factor analysis constitutes a statistical technique employed to scrutinize interrelationships among variables and to discern latent constructs or factors elucidating observed variances in a dataset. Through evaluation of the correlation matrix pertaining to the variables, factor analysis ascertains both the magnitude and trajectory of associations interconnecting them. Factor analysis is carried out to reduce the dimensionality of a dataset by summarizing information from many variables into a smaller number of factors. These factors represent underlying constructs or dimensions that explain the variance in

the data. Factor analysis is particularly useful in fields such as psychology, sociology, and market research, where researchers often work with large datasets.

**Multiple regression:** Multiple regression represents a statistical method utilized to analyse the interrelation between a singular dependent variable and multiple independent variables (Zhao et al., 2015). It helps to understand how these independent variables simultaneously affect the dependent variable, taking into account their individual contributions and potential interactions. Multiple regression affords researchers the capacity to adjust for extraneous variable effects, thereby isolating and quantifying their distinct contributions to the variance within the dependent variable.

**T Test:** The t-test, commonly referred to as the Student's t-test, is a statistical procedure implemented to ascertain the significance of the disparity in means between two comparative sample cohorts. This tool is specifically used when comparing means of two groups and determining if there is a statistically significant difference between them. The t-test is applicable when the samples consist of paired measurements and the sample sizes are sufficiently large.

**Relative Importance Index:** The weighted mean score for each survey item is determined using the RII approach, and this score is then used to rank the significance of the different aspects of destination service quality. Higher values denote greater importance. The RII values range from 0 to 1. SPSS 23 was used to analyse the data.

The formula for calculating RII is as follows:  $RII = \frac{\sum W A}{N}$

Where, RII = relative importance index; W = weighting given to each factor by respondents (ranging from 1 to 5); A = highest weight (i.e., 5 in this case); N = total number of respondents.

## **CHAPTER 4**

# **DATA ANALYSIS AND INTERPRETATION**

## Chapter 4

### DATA ANALYSIS AND INTERPRETATION

#### *4.1 Introduction*

A Quantitative research design is followed based on self-administered questionnaire survey strategy. A Comprehensive study of various attributes and published literature on Travel Motivation, Travel Style, Souvenir Attributes, Attitudes towards Souvenir Purchase, Intention to Purchase Souvenirs, Souvenir Purchase, Satisfaction with Souvenir Purchase, and Loyalty towards Souvenir Purchase was carried out to conclude a comprehensive list of factors to measure the constructs related to the study. The empirical dataset for the investigation was amassed through the administration of a questionnaire-based survey at the prominent destinations of Himachal Pradesh and Jammu & Kashmir. The 447 well completed questionnaires returned by the respondents served as basis for the data. The data obtained from the survey was analysed using descriptive statistics, factor analysis, and multiple regression with the help of SPSS software. To better understand the data analyses, charts, figures, and tables have been used wherever required.

#### **Data Screening for Normality**

In the course of analysing the primary data, the normality of the dataset was assessed via descriptive statistical methods, employing the Statistical Package for the Social Sciences version 23 for computations. The analysis encompassed the entire sample size (N = 447). Indices of skewness and kurtosis for the 99 variables under examination were compiled in Table 4.1. The inspection of normality was conducted by evaluating the skewness and kurtosis indices. According to the data presented in Table 4.1, the indices for skewness and kurtosis for each variable were within acceptable limits, with the absolute skewness values not exceeding 3.0, and the absolute kurtosis values not surpassing 6.78. In accordance with



the guidelines posited by Kline in 2005, univariate normality is inferred when the skewness index ranges from -3.0 to 3.0, and the kurtosis index falls between -8.0 to 8.0. The findings of this study infer that the data are normally distributed.

**Table 4.1: Skewness and Kurtosis index of scale items**

<b>Travel Motivation</b>		
<b>Travel Motivation Items</b>	<b>Skewness</b>	<b>Kurtosis</b>
Experiencing the authentic life of a community	-.987	.860
Taking part in adventurous activities	-1.093	1.052
Pursuing family history and roots	-.760	-.112
Having time to be by myself, experiencing solitude	-1.199	1.304
Experiencing unpolluted/natural surroundings	-1.561	1.974
Experiencing unpolluted/natural surroundings	-1.528	1.797
Visiting new and exciting places	-2.063	4.889
Getting away from my daily routine	-1.733	2.822
Seeing spectacular scenery	-1.857	3.742
Learning about the people and history of the place I visit	-1.044	.514
Taking it easy, getting plenty of rest or sleep	-.547	-.644
Visiting family or friends	-.694	-.187
Finding interesting holiday activities	-1.374	1.841
Go shopping	-.576	-.398
Going to places that are off-the-beaten track or hard to reach	-.756	-.220
Returning to places I have enjoyed before	-.912	.337
Pursuing a hobby	-.649	-.319
Going to as many different places as possible	-1.303	1.454
<b>Travel Style</b>		
<b>Travel Style Items</b>	<b>Skewness</b>	<b>Kurtosis</b>
Socializing with fellow travelers	-.948	.500
Eating in interesting or special restaurants	-1.425	1.942
Taking guided tours to special sites	-.469	-.739
Participating in night entertainment such as dancing or nightclubs	-.472	-.960
Visiting state or national parks	-.981	.568
Eating foods of the region	-1.433	2.089
Visiting ethnic communities	-.853	.132

Visiting gardens and urban parks	-1.066	.657
Observing architecture of public buildings such as monuments and temples, heritage buildings	-1.248	1.372
Walking around in a town or city	-1.529	2.534
Looking for antiques	-1.096	.758
Attending ethnic or community festivals or fairs	-1.162	.993
<b>Souvenir Attributes</b>		
<b>Souvenir Attributes Items</b>	<b>Skewness</b>	<b>Kurtosis</b>
Quality	-1.342	1.494
Versatility	-1.193	1.342
Authentic	-1.206	.934
Indigenous	-.974	.291
Traditionality and inheritance	-1.252	1.517
Craftsmanship	-1.273	1.347
Story and reminiscent	-.974	.781
Fashion and modern	-.894	.193
Procedure innovation	-.915	.387
Visual appreciation and creativity	-1.238	1.374
Texture	-1.003	.643
Portable	-1.046	.806
Convenience and practical	-1.118	1.151
Item can be displayed in the home	-1.205	1.328
Made by well-known craftsman/artisan from area	-.789	-.011
Unique, one of a kind, or limited edition	-.877	.100
Workmanship is of high quality	-1.134	1.089
<b>Attitude towards Souvenir Purchase</b>		
<b>Attitude towards Souvenir Purchase</b>	<b>Skewness</b>	<b>Kurtosis</b>
The possibility that the souvenir shopping experience will not provide value for money is	-.435	-.494

The possibility that the souvenirs purchased would not perform as per the expectations is	-.325	-.586
The possibility that the souvenir purchase would disturb your travel budget is	-.328	-.845
The possibility that souvenir shopping experience will not reflect my personality or self image is	-.402	-.660
The possibility that the souvenirs I choose will affect others' (friends / family / relatives) opinion of me is	-.330	-.737
The possibility that souvenir shopping experience will take too much time or be a waste of time is	-.228	-.919
The possibility that during souvenir shopping, you shall face culture / language barriers is	-.251	-.848
The possibility of being cheated in the souvenir shopping experience is	-.646	-.140
The possibility of being overcharged in the souvenir shopping experience is	-.735	.050
The possibility that the souvenir shown at the time of purchase are not the ones you receive is	-.315	-.719
The possibility that the souvenirs purchased are not authentic as claimed by the merchant is	-.410	-.455
The possibility that the souvenirs are not specific of the particular region as claimed to you by the merchant is	-.456	-.562
The possibility that the souvenir purchased would not be delivered to you in time is	-.305	-.695
The possibility that the souvenir delivered to you was not the one you actually purchased/may purchase is	-.368	-.709
Considering everything that can happen during souvenir buying, the possibility that the shopping experience will be disappointing is	-.296	-.588
<b>Intention towards Purchase of Souvenirs</b>		
<b>Intention towards Purchase of Souvenirs Items</b>	<b>Skewness</b>	<b>Kurtosis</b>
I probably will purchase souvenir from this destination	-.731	.312
I intend to purchase souvenir during my vacation	-.623	-.161

I have high interest towards purchasing souvenir of this destination	-.558	-.305
I will definitely purchase souvenir from this destination	-.571	-.410
<b>Souvenir Purchase</b>		
<b>Souvenir Purchase Items</b>	<b>Skewness</b>	<b>Kurtosis</b>
Gems & Jewelries	-.281	-1.004
Textile, Garment & Fashioned accessories	-.903	.295
Gift, Decorative items & Embroidery Work	-.947	.705
Spa & beauty products	-.094	-1.060
Dry Fruits, Wines & Regional Foods	-.860	.120
Earthenware & Metalwork	-.631	-.060
Medicinal / Herbal Products	-.445	-.669
Photographs, Postcards & Paintings	-.649	-.495
Sports Items	-.171	-1.047
Local Sweets	-.853	.244
Paintings & Block Printing	-.490	-.734
Wood Work & Bamboo Work	-.784	-.072
Paper Machie	-.452	-.706
Knotted Carpets and Rugs	-.548	-.594
Perfumes, Electric goods	-.442	-.894
Published materials like books, magazines	-.340	-.972
From your past traveling experiences, how often did you buy souvenirs?	.600	.286
What is the percentage of the Total trip expenses as budget for Souvenir Shopping?	.907	.378
Purpose of Souvenir Purchase? (Multiple options allowed)	2.268	6.788
Purchase souvenirs generally from?	.421	-.962
Approximately how many souvenirs items have you purchased during this trip?	.454	-.331
<b>Satisfaction with Souvenir Purchase</b>		

<b>Satisfaction with Souvenir Purchase Items</b>	<b>Skewness</b>	<b>Kurtosis</b>
The souvenir I purchase gave me great value for money	-.671	.177
The souvenir has good price	-.521	-.131
I had good a good experience of buying souvenir	-.567	-.108
I made a wise choice to purchase this souvenir	-.609	.062
I found exactly the souvenir that I was looking for	-.542	-.150
I feel satisfied with my decision to purchase this souvenir	-.767	.311
The souvenir met my expectation	-.711	.370
<b>Loyalty towards Souvenir Purchase</b>		
<b>Loyalty towards Souvenir Purchase Items</b>	<b>Skewness</b>	<b>Kurtosis</b>
I will recommend to my friends, family and others to buy souvenir of this destination	-.830	.442
I will say positive things about the souvenirs to other people	-.843	.529
I will encourage other tourists to buy these souvenirs	-.712	.194
I will purchase this souvenir again when I will travel to this destination	-.634	-.139
I will repurchase this souvenir in the near future	-.598	-.360
Valid N (listwise)		

The **Table 4.1** presents skewness and kurtosis statistics for various items related to travel motivation, travel style, souvenir attributes, attitudes, intentions, purchase habits, satisfaction, and loyalty towards souvenirs. Skewness measures the asymmetry of the probability distribution, while kurtosis assesses the tails and sharpness of the distribution.

### **Travel Motivation**

Most items in this category exhibit negative skewness, suggesting that the majority of responses might be towards the higher end of the scale. For instance, ‘Experiencing the authentic life of a community’ and ‘Taking part in adventurous activities’ are negatively skewed, which may indicate that many participants highly value these motivations.

Kurtosis values around 1 suggest a distribution slightly more peaked than a normal distribution, while values near 0 are more consistent with a normal distribution.

### **Travel Style**

Again, most items under travel style are negatively skewed. This suggests that travelers tend to incline more towards activities such as 'Eating in interesting or special restaurants' and 'Visiting state or national parks.' The kurtosis values fluctuate, but many fall close to 1 or slightly above, indicating slight excess kurtosis.

### **Souvenir Attributes:**

Items such as 'Quality' and 'Craftsmanship' showcase negative skewness, which could mean that these attributes are generally rated high by respondents. The kurtosis values range mainly from 0.2 to 1.5, suggesting a slight peak in the distribution for many attributes.

### **Attitude towards Souvenir Purchase:**

Most of these items exhibit negative skewness and kurtosis values that lean towards -1. This suggests that most respondents might have concerns regarding various aspects of souvenir shopping, and the distribution is platykurtic (flatter than the normal distribution).

### **Intention towards Purchase of Souvenirs:**

All the items show negative skewness, suggesting a tendency for respondents to lean towards a positive intention of purchasing souvenirs. The kurtosis values hover around 0, which is typical for a normal distribution.

### **Souvenir Purchase:**

The skewness values in this section have a more varied range, indicating varied purchase behaviors. For instance, 'Gems & Jewelries' have a slight negative skewness, while 'From your past traveling experiences, how often did you buy souvenirs?' has a positive skewness. The kurtosis for 'Purpose of Souvenir Purchase? (Multiple options allowed)' is exceptionally high, indicating a high peak and potential outliers.

### **Satisfaction with Souvenir Purchase:**

Items in this category are negatively skewed, indicating general satisfaction with souvenir purchases. The kurtosis values are close to 0, pointing towards a normal distribution.

### **Loyalty towards Souvenir Purchase**

All items in this category are negatively skewed, possibly indicating a tendency among respondents to recommend or repurchase souvenirs. Kurtosis values are near 0 or slightly positive, suggesting distributions that are generally consistent with a normal curve.

### **Summary**

Most respondents seem to value authentic and adventurous travel experiences and exhibit positive intentions and satisfaction towards souvenir purchases. However, there are concerns in terms of attitudes towards souvenir shopping, which might impact purchase behaviour. Understanding these trends can guide marketers and destination planners in offering tailored experiences and addressing travellers' concerns.

## ***4.2 Data Analysis***

### **4.2.1 Respondents Travel and Socio Demographic Profiles**



Respondent's demographic profile is an important element to understand souvenir buying behaviour and it can play a greater role in understanding market segmentation and positioning of souvenirs.

Demographic Variables	Frequency	Percentage
<b>Gender</b>		
Male	285	63.8
Female	162	36.2
<b>Age</b>		
20 – 30	230	51.5
31 – 40	140	31.3
41 - 50	52	11.6
51 - 60	21	4.7
Above 61	4	0.9
<b>Marital Status</b>		
Married	213	47.7
Unmarried	227	50.8
Prefer not to say	7	1.6
<b>Education Level</b>		
Matriculation	1	0.2
Intermediate	5	1.1
Graduate	100	22.4
Postgraduate	246	55.0
Phd	74	16.6

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Any other	21	4.7
<b>Occupation</b>		
Government Sector	100	22.4
Private Sector	148	31.1
Entrepreneur/Self employed	48	10.7
Unemployed	17	3.8
Student	134	30.0
<b>Level of Income</b>		
Upto 50,000 per month	270	60.4
50,000 – 1,00,000 per month	97	21.7
1,00,000 – 2,00,000 p.m.	50	11.2
Above 2,00,000 per month	30	6.7
<b>Frequency of Visit</b>		
Once a year	185	41.4
2 times in a year	134	30.0
3 times in a year	45	10.1
4 or more in a year	83	18.6
<b>Travel Companions</b>		
Family	268	60.0
Friends	160	35.8
Colleagues	11	2.5
Relatives	1	0.2
Solo	7	1.6
<b>Type of Accommodation used</b>		

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Resort	58	13.0
Hotel	278	62.2
Guest House	30	6.7
Home stay	45	10.1
Friends' / Relatives' House	30	6.7
Others	6	1.3
<b>Frequency of Souvenir purchase</b>		
Always	71	15.9
Often	117	26.2
Occasionally	136	30.4
Rarely	96	21.5
Never	27	6.0
<b>Purpose of holiday</b>		
Leisure & Recreation	333	74.5
Adventure	88	19.7
Pilgrimage	9	2.0
Business travel	5	1.1
Honeymoon	1	0.2
Cultural Holiday	10	2.2
Other	1	0.2
<b>Duration of stay</b>		
1-2 day	108	24.2
3-5 days	273	61.1

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6-10 days	45	10.1
10 days and above	21	4.7
<b>Mode of transportation</b>		
Flight	102	22.8
Hired taxi	31	6.9
Own car/motorbike	216	48.3
Train/Bus	96	21.5
Other	2	0.4
<b>No of visits to the destination</b>		
First time	172	38.5
Second time	126	28.2
Third time	37	8.3
Fourth time and above	112	25.1
<b>Travel style</b>		
Group Tour	80	17.9
Brochure Product	6	1.3
FIT	12	2.7
Own arrangement	349	78.1
<b>Information gathering</b>		
Travel Agency	53	11.9
Internet	230	51.5
Family/Friends	152	34.0
News Paper/Magazine	4	0.9
Travel Brochure	3	0.7

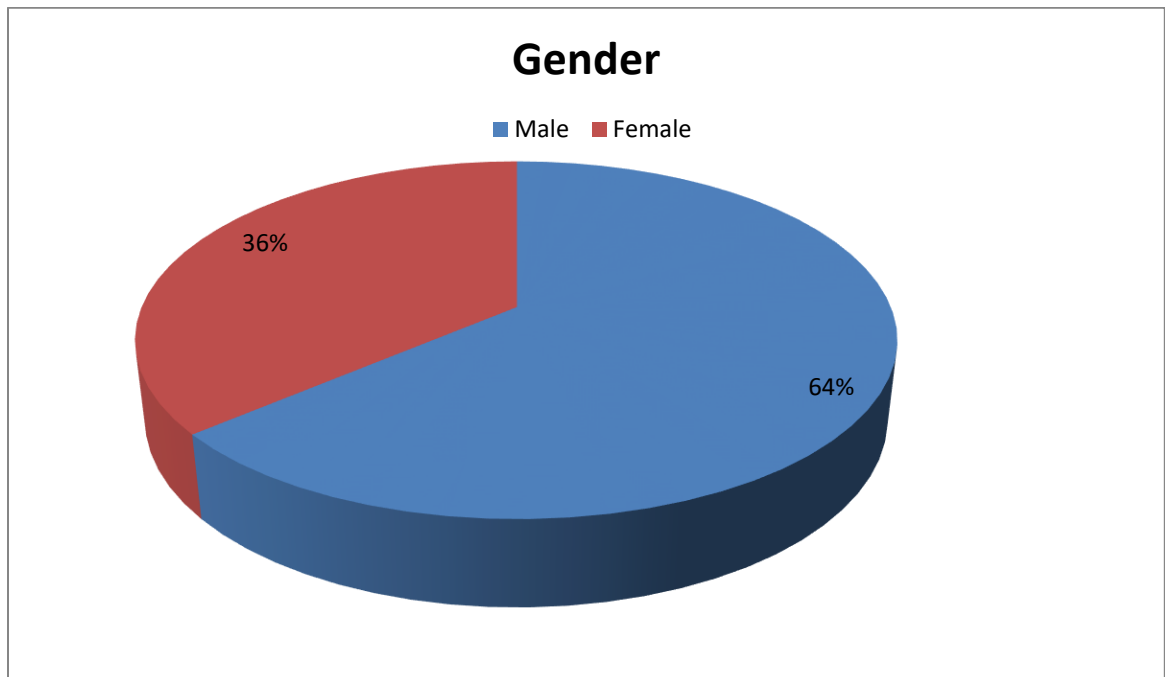
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Travel Guide	4	0.9
Travel Fairs	1	0.2
<b>Preplan Souvenir buying</b>		
Yes	167	37.4
No	280	62.6

**TABLE 4.2** Demographic Profiles of Respondents

#### 4.2.1.1 Gender

The demographic characteristics of respondents presented in Table 4.2 provides useful insight regarding the fact that out of 447 respondents, 285 (63.8%) were male, whereas 162 (36.2%) were female respondents, which means most of the respondents were male.

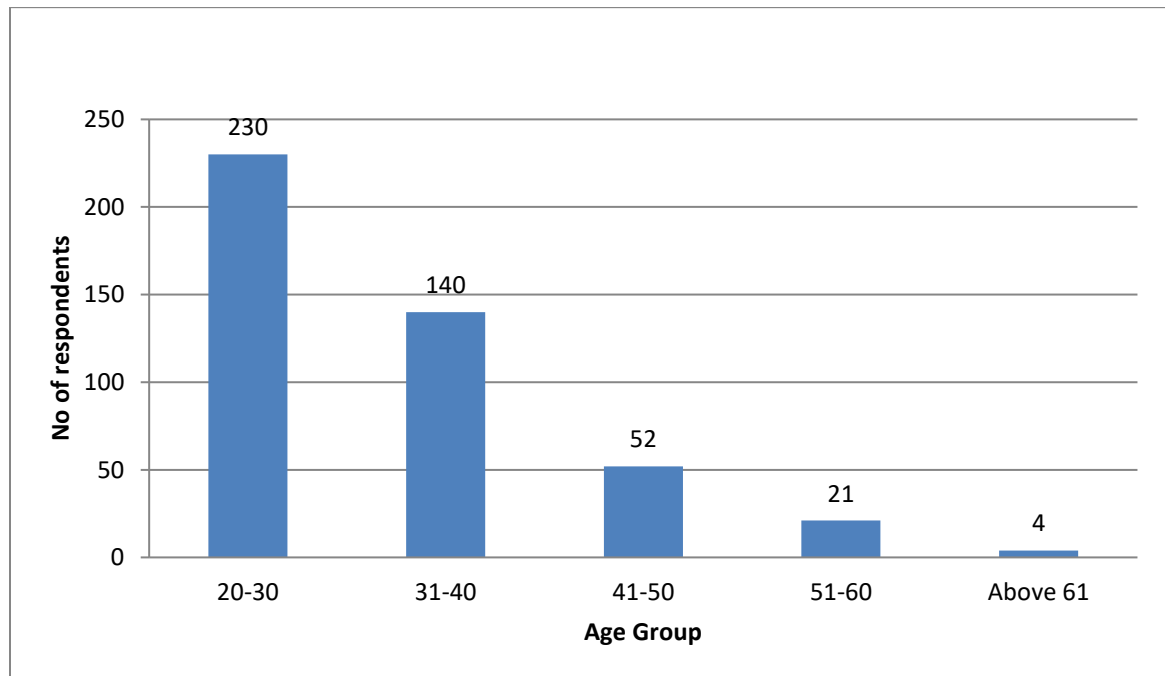


**Figure 4.1** Gender

**Source: Field Study**

#### 4.2.1.2 Age

It further indicates that 230 (51.5%) of respondents were in the age group of 20-30 years, 140 (31.3%) respondents belonged to the age group of 31-40 years, 52 (11.6%) respondents were in the age group of 41-50 while 21 (4.7%) respondents were in the age group of 51-60 years and 4(0.9%) respondents were above the age of 60 years.

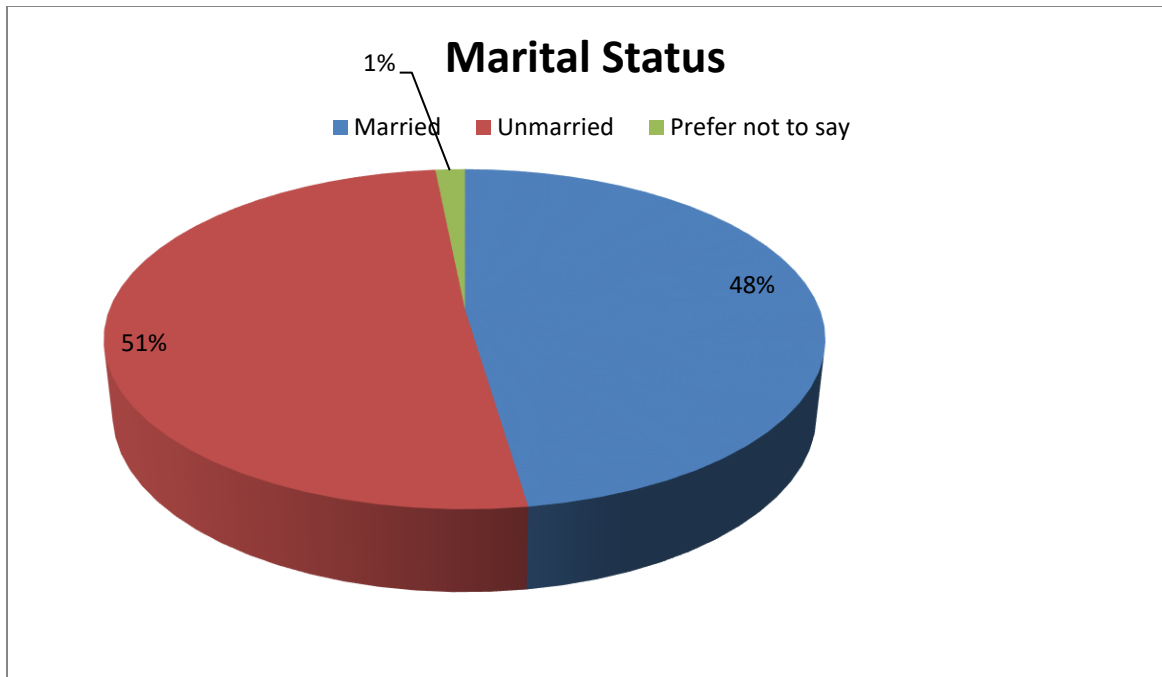


**Figure 4.2 Age Groups**

**Source: Field Study**

#### 4.2.1.3 Marital Status

The demographic details also revealed that 213 (47.7%) respondents were married whereas 227 (50.8%) respondents were unmarried, while 7 (1.6%) respondents preferred not to respond to this question.

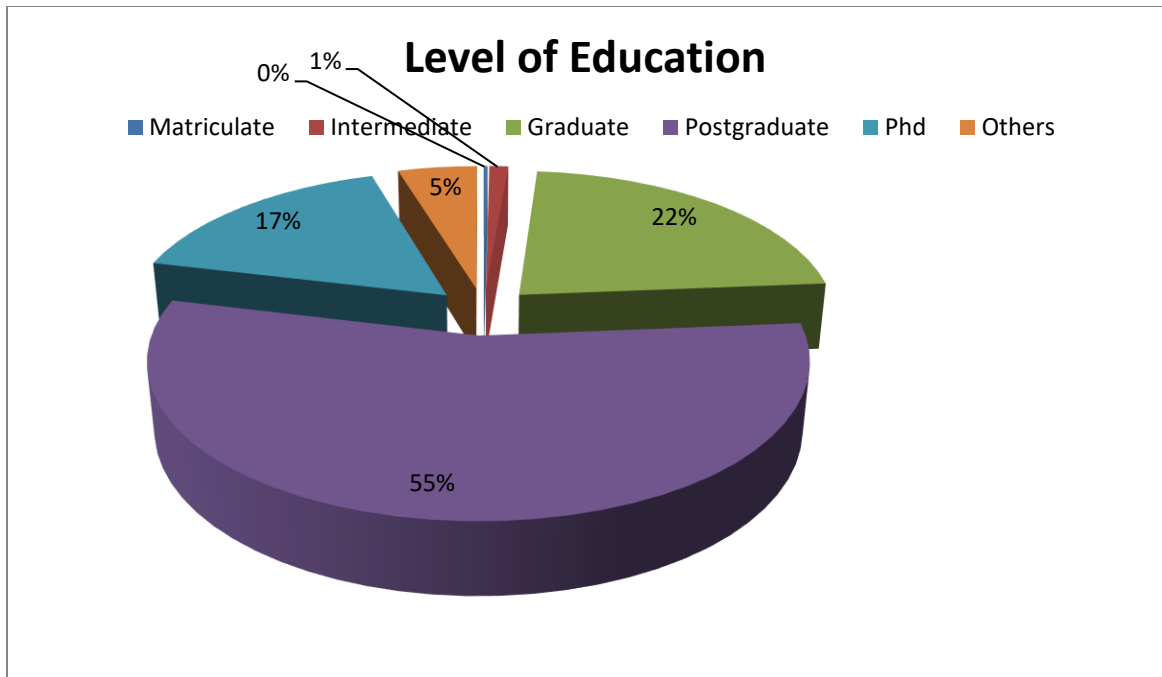


**Figure 4.3 Marital status**

**Source: Field Study**

#### **4.2.1.4 Education**

The level of education of the respondents was derived through the above datasets which implied that 1(0.2%) respondent were matriculate, 5(1.1%) respondents were intermediate, 100(22.4%) respondents were graduate, 246(55.0%) respondents were postgraduate, and 74 (16.6%) respondents were doctorate, while 21 (4.7%) respondents were having other levels of education. In survey data it was found that graduate and postgraduate respondents comprised of 77.4% of total respondents which means that educated people are more inclined to travel.



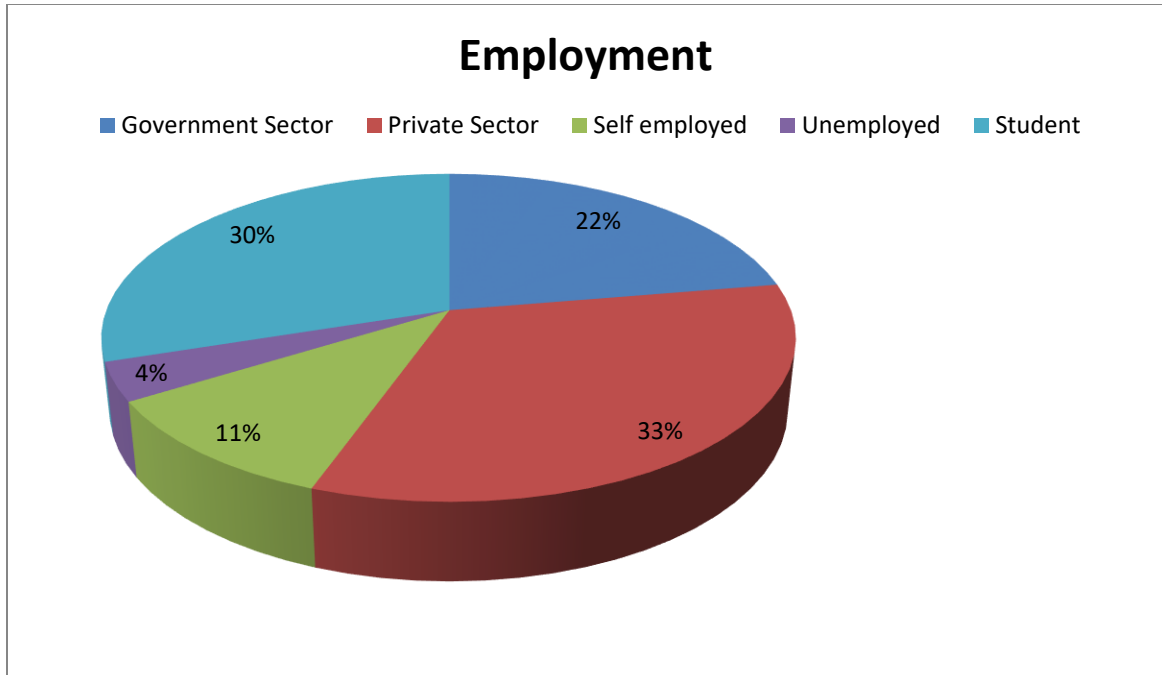
**Figure 4.4 Level of Education**

**Source: Field Study**

#### **4.2.1.5 Employment**

Table 4.2 also revealed that 100(22.4%) respondents were government employees, 148(33.1%) respondents were private sector employees, 48(10.7%) of respondents were self-employed, while 17(3.8%) respondents were unemployed, whereas 134 (30.0%) respondents were students.



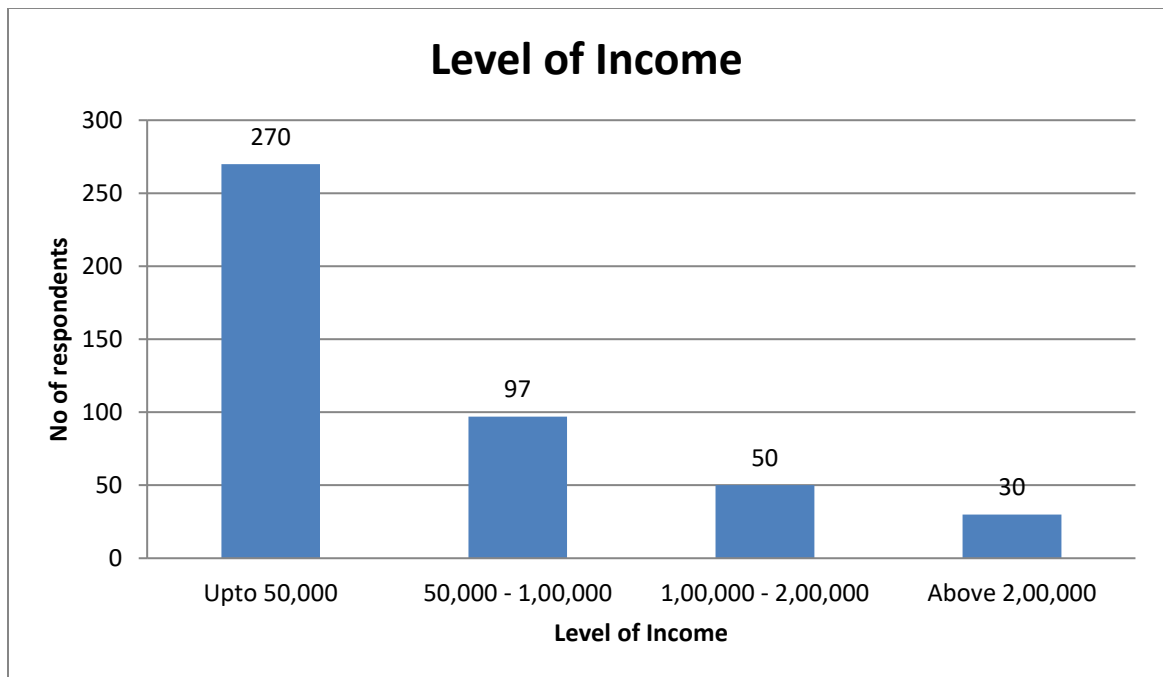


**Figure 4.5 Employment**

**Source: Field Study**

#### **4.2.1.6 Income Level**

Demographic profile further indicated the level of income of the respondents and revealed that 270(60.4%) respondents had an income of upto Rs. 50,000 per month, 97(21.7%) respondents had an income of Rs. 50,000 – 1,00,000 per month, 50(11.2%) respondents had an income of 1,00,000 – 2,00,000 per month, while 30(6.7%) respondents had an income of over 2,00,000.

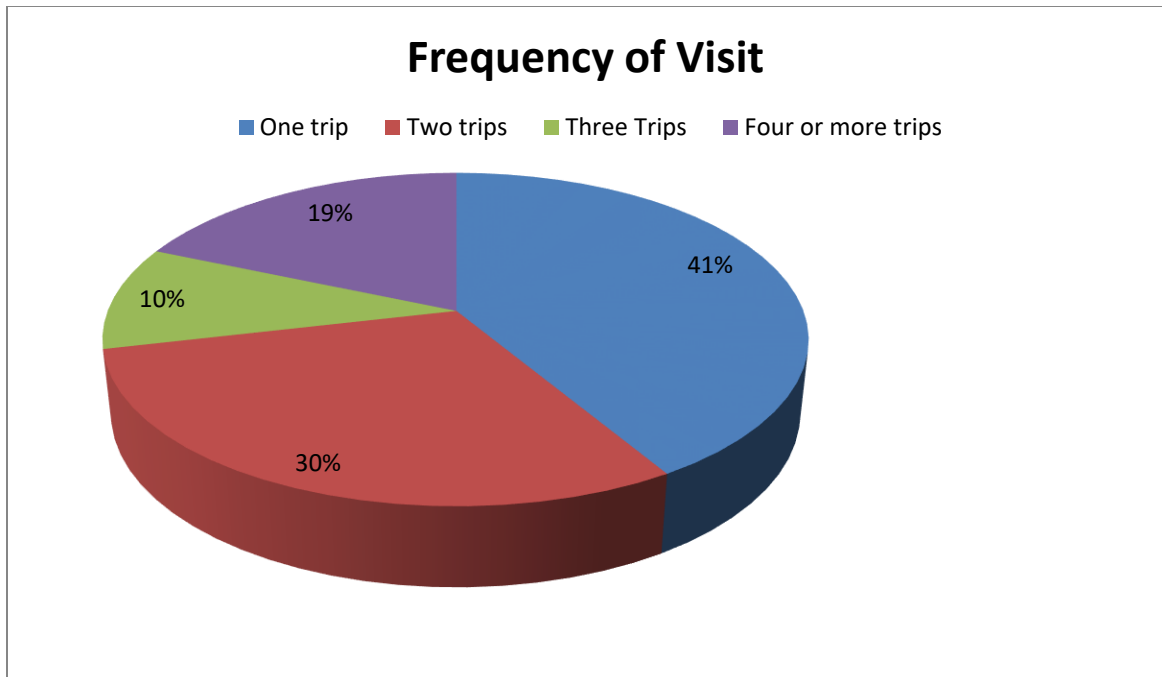


**Figure 4.6 Level of Income**

**Source: Field Study**

#### **4.2.1.7 Frequency of Visit**

The attractiveness of any tourism destination is known by number of tourists visiting the destination and the number of tourists who visit the destination again and again (repeat tourist). The experience and satisfaction of the tourists are generally manifested by the repeat visit of the tourists. Looking from this point of view it was found that 185 (41.4%) respondents were first time visitors to the destination, 134 (30.0%) respondents took two trips, 45 (10.1%) respondents travelled took three trips, whereas 83 (18.6%) respondents travelled to the destination for four or more trips.

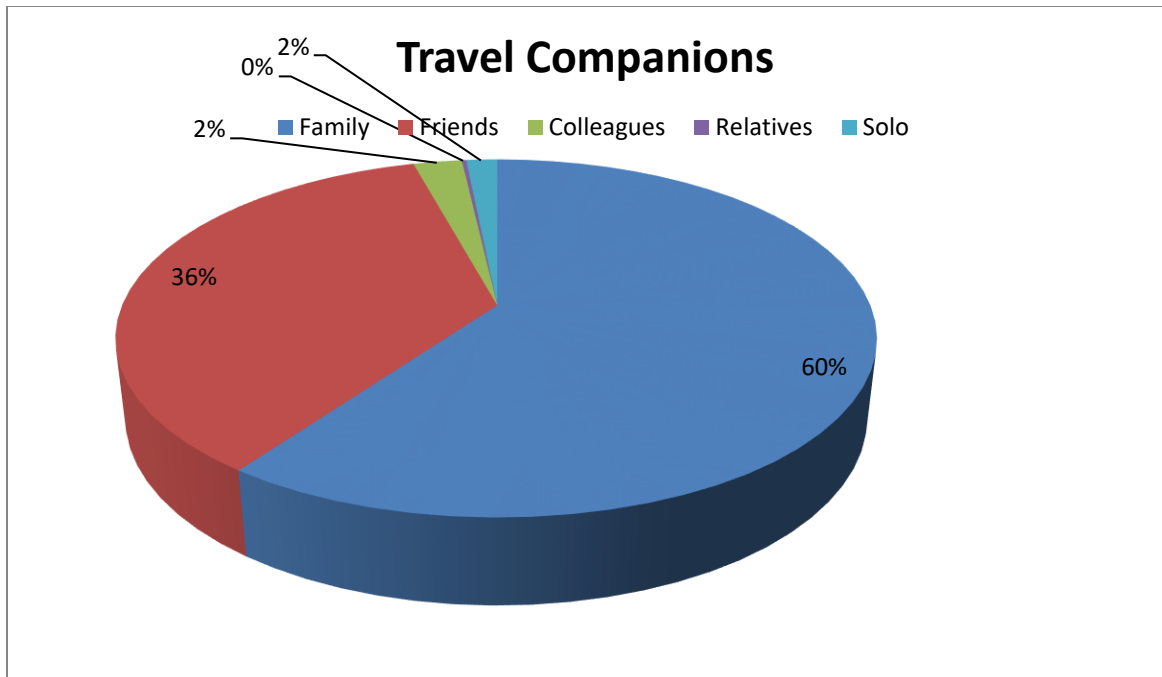


**Figure 4.7 Frequency of visit**

**Source: Field Study**

#### **4.2.1.8 Travel Companion**

Demographic profile also highlights the type of companionship opted by tourists while visiting the destination, 268 (60.0%) respondents travelled with family on their trip to the destination, 160 (35.8%) respondents travelled with the friends, 11 (2.5%) respondents travelled with colleagues, whereas 7 (1.6%) respondents travelled solo. This implies that majority of the tourists prefer travelling with their family members to the destinations.

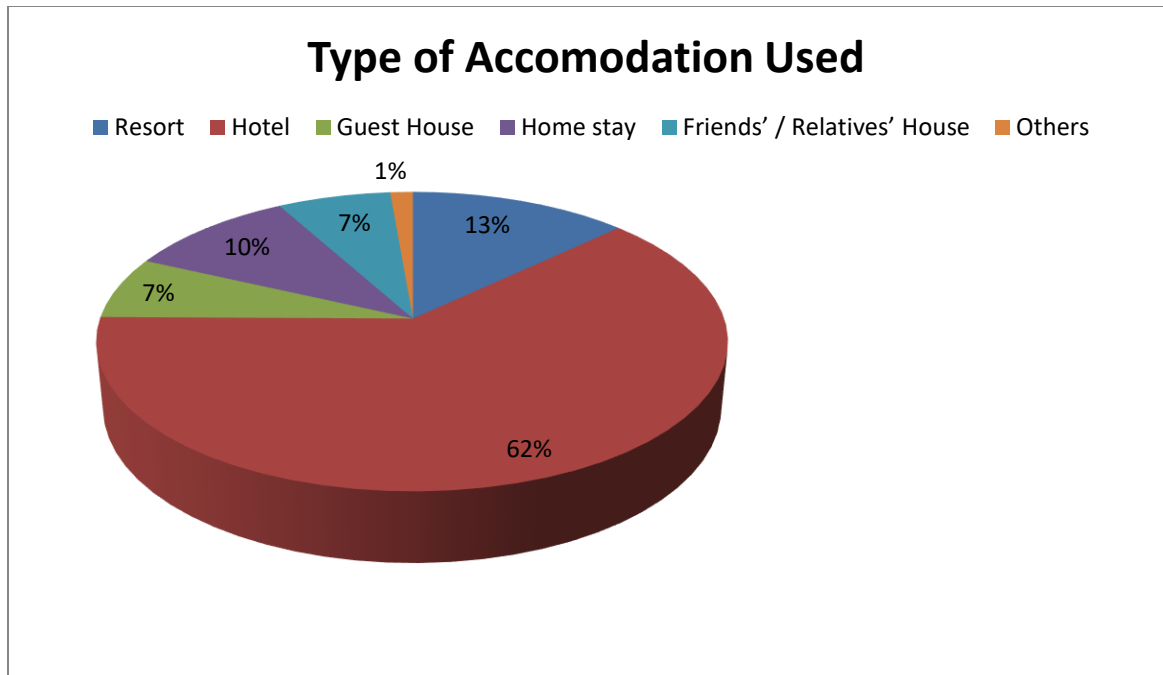


**Figure 4.8 Travel Companions**

**Source: Field Study**

#### **4.2.1.9 Accommodation**

Accommodation sector is one of the key sectors of tourism industry and is the fastest growing sectors in tourism industry. It plays significant role in development of any country or tourism destination. Tourism and accommodation always go hand in hand and the availability of educate number of accommodations adds value to the tourism destination. With regard to the types of accommodation, 278 (62.2%) respondents used hotel accommodation during their stay at the destination, 58(13.0%) respondents used resort for accommodation, 30 (6.7%) respondents preferred to stayin a guest house, 45 (10.1%) respondents preferred to stay in a home stay, while 30 (6.7%) respondents opted staying with their family, friends&relatives, whereas 6 (1.3%) respondents had alternative arrangements for accommodation during their stay.

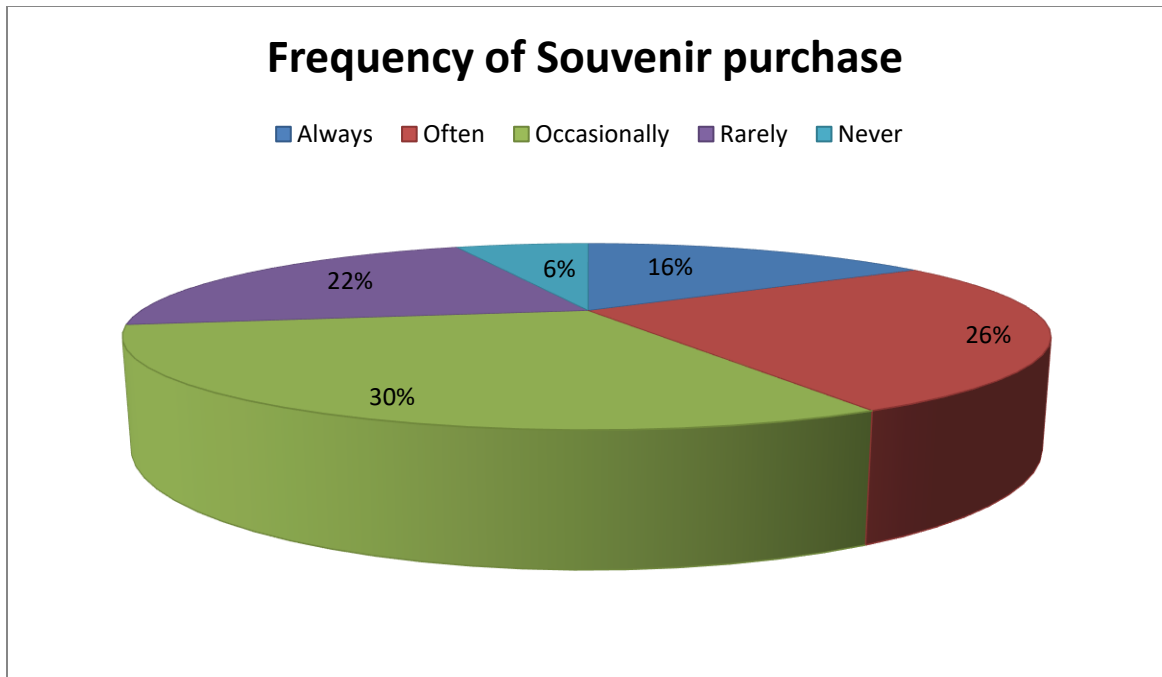


**Figure 4.9 Types of Accommodation Used**

**Source: Field Study**

#### **4.2.1.10 Souvenir Purchase**

Souvenirs represent a great aspect of heritage and culture of a destination and tourists always look for authentic souvenir items to take as a memoire of their travel. The figure 4.9 describes the frequency of souvenirs bought by the tourists, 71 (15.9%) respondents always bought souvenirs while on trip, 117 (26.2%) respondents often bought souvenirs, 136 (30.4%) respondents occasionally bought souvenirs, while 96 (21.5%) respondents rarely bought souvenirs, whereas 27 (6%) respondents never bought souvenir while on trip.

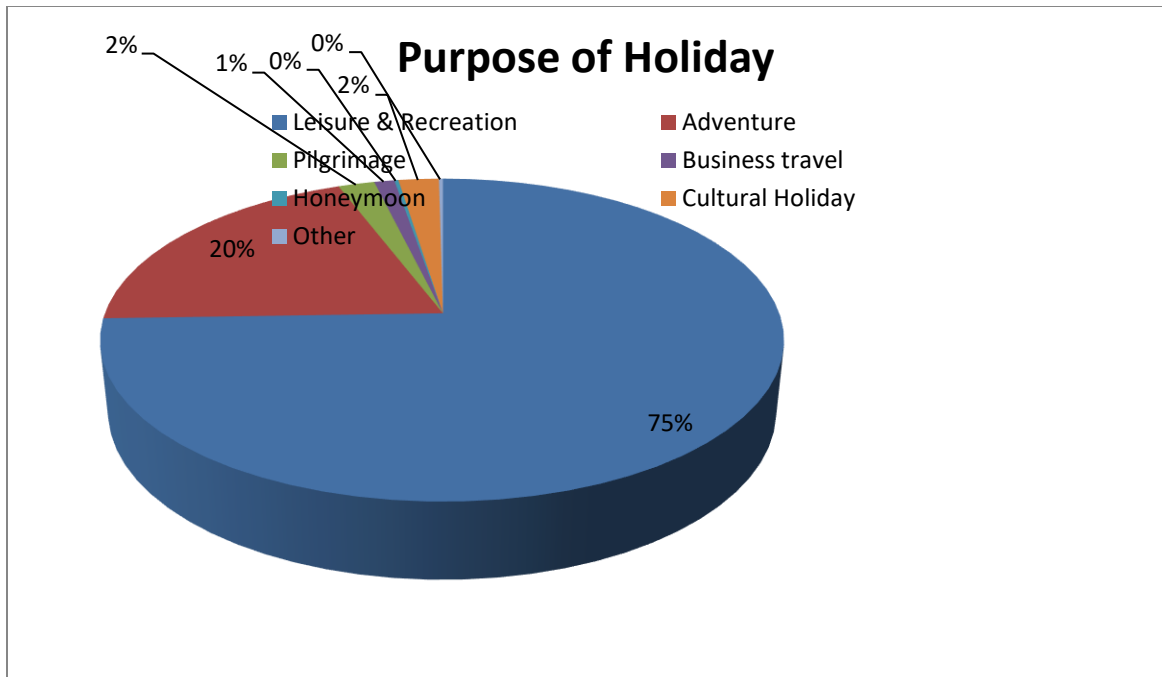


**Figure 4.10 Frequency of Souvenir purchase**

**Source: Field Study**

#### **4.2.1.11 Purpose of Holiday**

People visit a destination for a variety of reasons, as a result the purposes for travelling differ from person to person. With regards to the purpose of holiday, the respondents visited destination for leisure and recreation-based holiday (74.5%), adventure (19.7%), cultural holiday (2.2%), pilgrimage (2.0%), and business holiday (1.1%) as their preferred holiday activity.

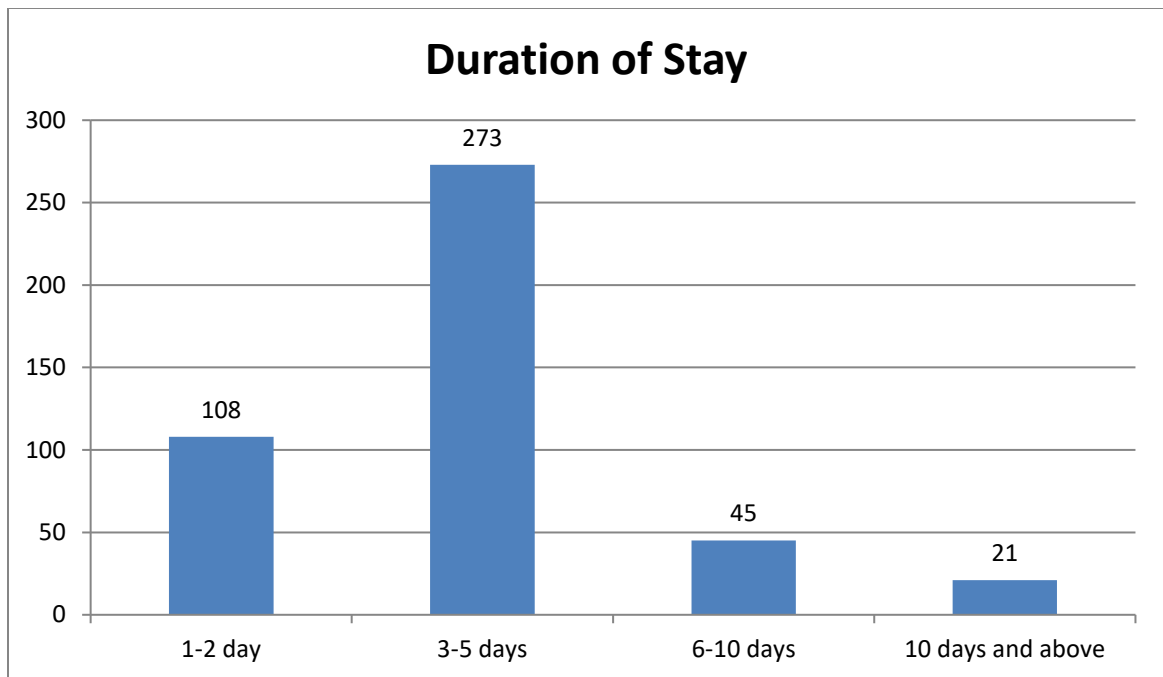


**Figure 4.11 Purpose of Holiday**

**Source: Field Study**

#### **4.2.1.12 Duration of Stay**

The length of a visitors stay is crucial for the destination marketers and managers. The length of stay refers to the amount of time a visitor is exposed to a particular activity at a destination; upto a certain point, the experience is enhanced, and beyond that point the visitor is saturated with a particular experience. Regarding the duration of stay of the respondents, 273 (61.1%) respondents stayed for 3-5 days, followed by 108 (24.2%) respondents who stayed for 1-2 days, 45 (10.1%) respondents stayed for 6-10 days at the destination, while 21 (4.7%) respondents stayed for 10 or more days at the destination. The number of respondents who stayed at the destination for more than 6 days is relatively less in number. Therefore, necessary initiative may be taken to increase the duration of the stay of tourists in the destination such that economic, social and environmental benefits of promoting tourism could be reaped.



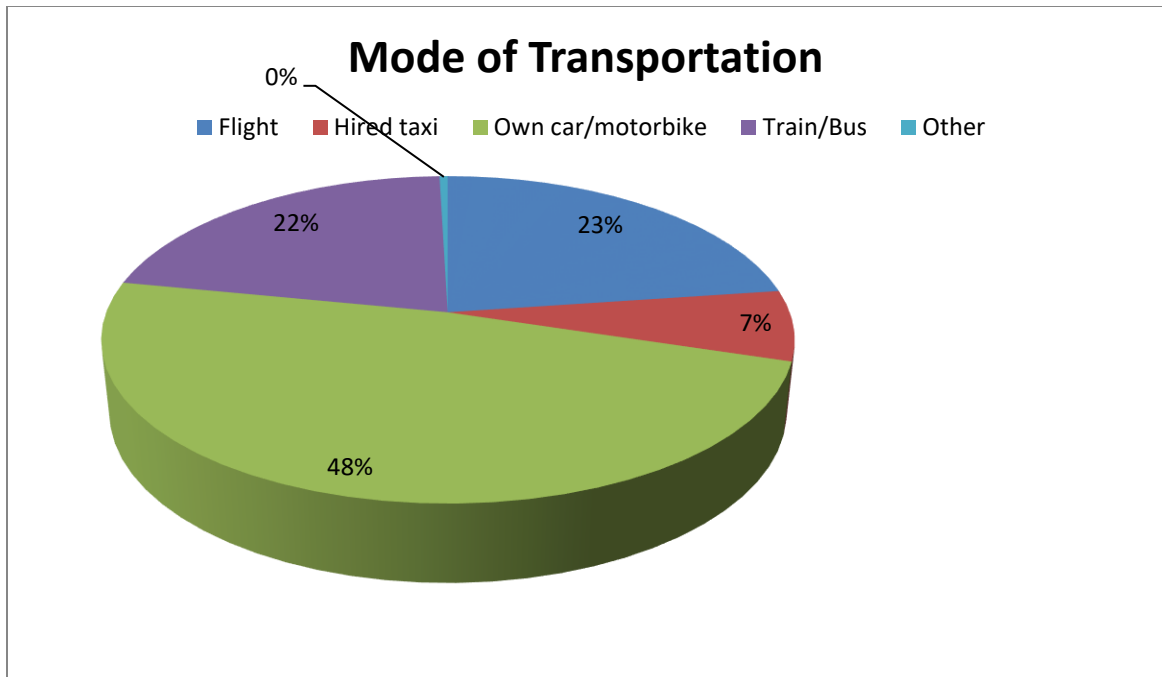
**Figure 4.12 Duration of Stay**

**Source: Field Study**

#### **4.2.1.13 Mode of Transportation**

Accessibility stands as a fundamental component of tourism, which itself is predicated on the travel and sojourn of individuals at a given locale. Ensuring the availability of transportation that is not only sufficient but also secure, comfortable, expedient, and cost-effective is an essential precondition for any prospective tourist destination. If a destination is not accessible to tourists, nothing worthwhile happens in terms of tourism. Due to advancement in technological infrastructure and transport facilities, tourists now have different options to reach a destination. It was found that tourists arrived at a destination through different modes of transport.



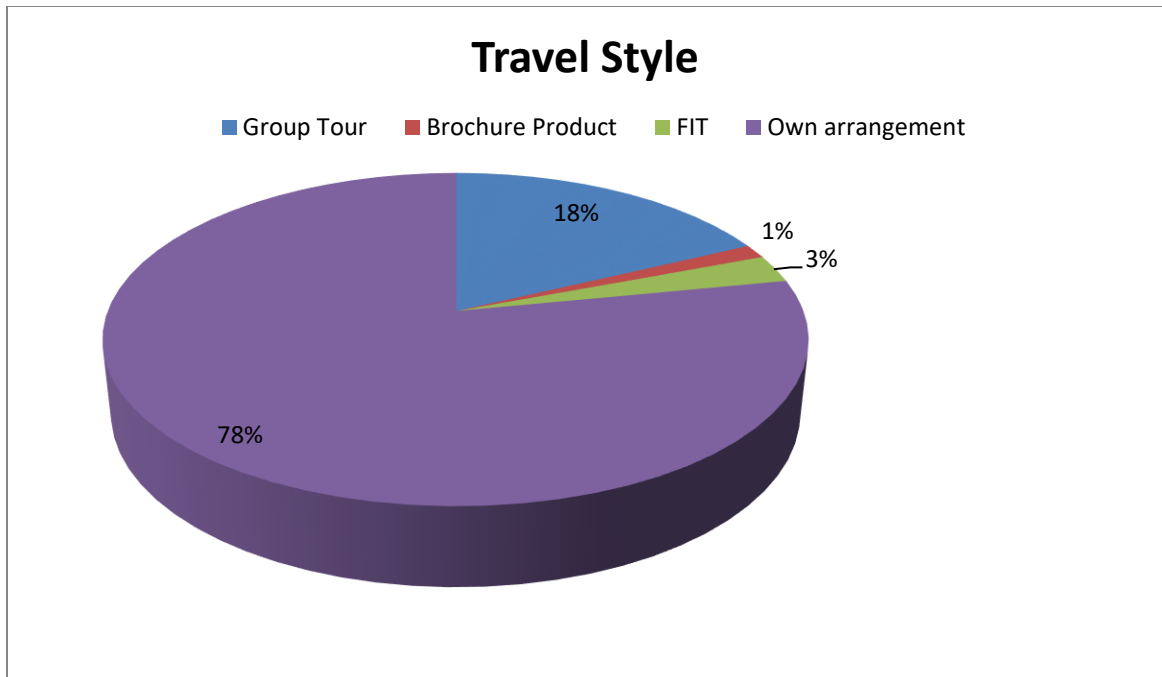


**Figure 4.13 Mode of Transportation**

**Source: Field Study**

#### **4.2.1.14 Travel Style**

Table 4.2 also described about the trip arrangement by tourists while visiting the present destination 80 (17.9%) of respondents travel on group tour for visiting the destination, 6 (1.3%) respondents bought brochure product planned by travel agents, 12 (2.7%) respondents travelled on a FIT tour, whereas 349 (78.1%) of respondents made their own travel arrangements.



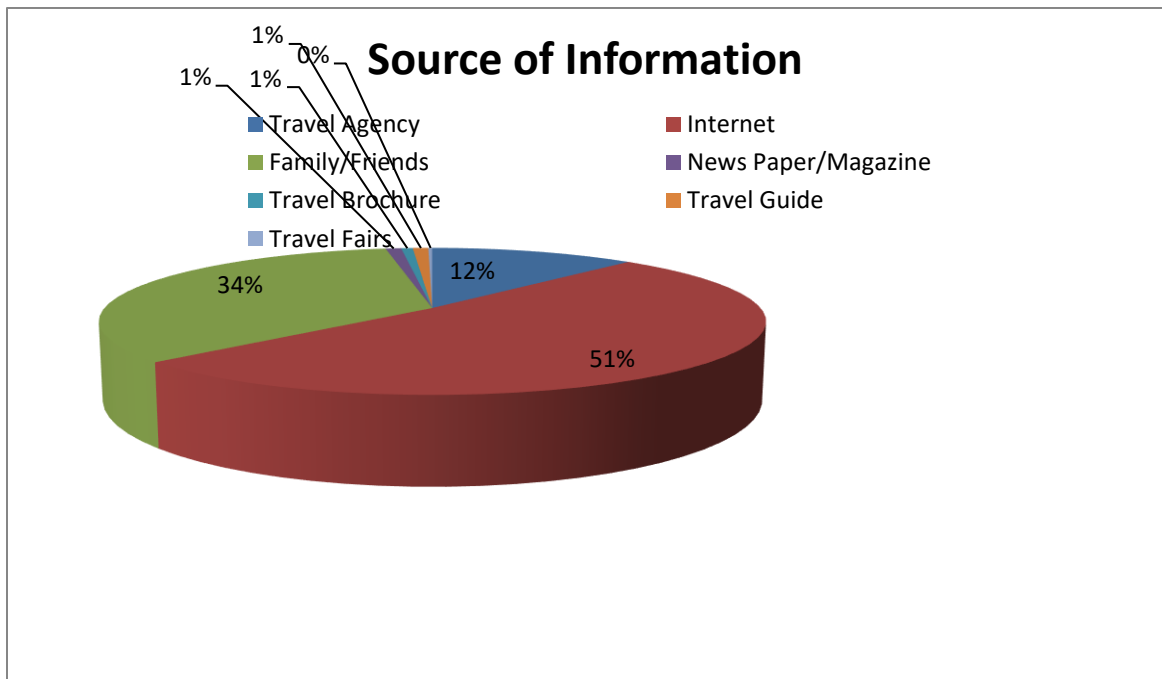
**Figure 4.14 Travel Style**

**Source: Field Study**

#### **4.2.1.15 Source of Information**

Information gathering and exploration are important aspects of an individual's decision-making processes. The choice of holiday destination, accommodation at tourist destinations and mode of transport necessitate lot of information to be gathered and processed by the tourist. There are diverse source of information for the tourist. Tourists can get information from a wide variety of resources, some of the sources are traditional, while others are modern and contemporary. It is worth noting that online communication and social networking sites such as twitter, Facebook, LinkedIn, TripAdvisor as well as the websites of various Online Travel Agencies (OTAs), travel agencies, DMCs, Tour Operations, Tourism companies have recently emerged as major source of information for elite upscale tourists. However, the role of conventional source of information through print media advertisements, TV commercials and friends and relatives cannot be undermined. A considerable number of tourists were found to rely on internet (51.5%) for information

gathering. The internet has emerged as most popular source of information among tourists. Nearly 12% of respondents sought information from travel agents regarding their trip planning. In addition to these information sources, family and relatives (34%), Newspapers, magazines, Travel brochures, travel guides and trade fairs also play a significant role as a source of information to the tourists.

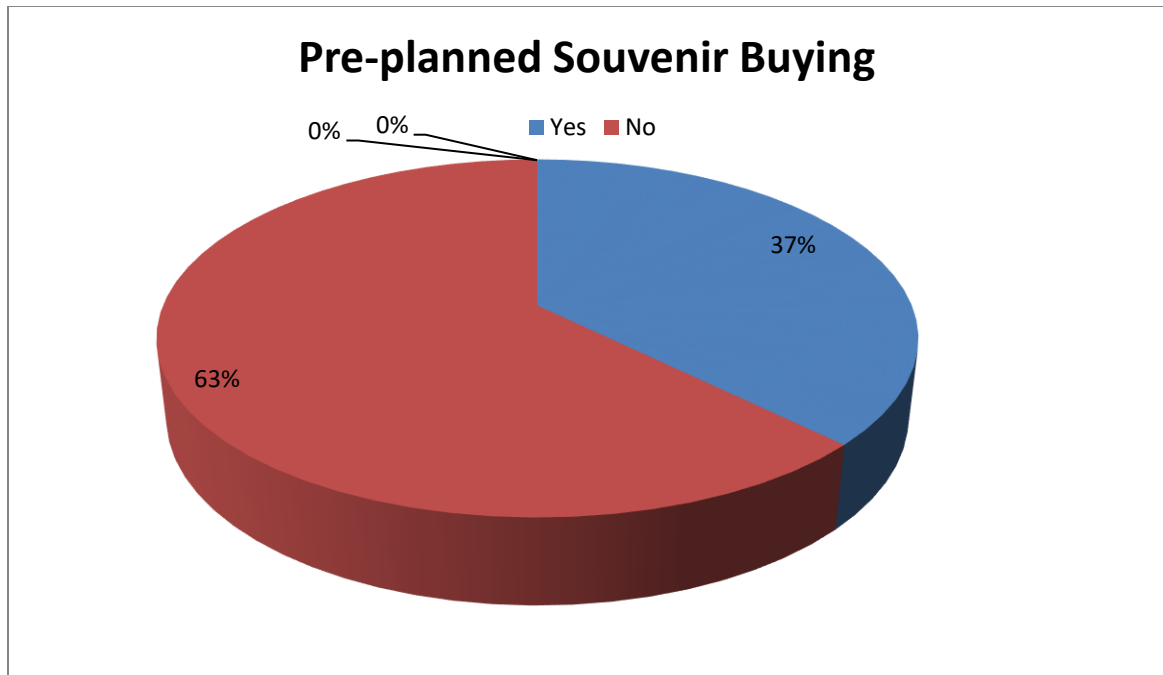


**Figure 4.15 Source of Information**

**Source: Field Study**

#### **4.2.1.16 Pre-planned Souvenir Purchase**

Another important outcome from the demographic profile was the potential planning to buy souvenirs before visiting a destination, 167 (37.4%) respondents had planned to purchase souvenirs before travelling to the destination, whereas remaining 280 (62.6%) respondents had no pre plans to purchase souvenirs and bought them on the spot.



**Figure 4.16 Pre-Planned Souvenir Buying**

**Source: Field Study**

#### **4.2.2 MEAN SCORE ANALYSIS/MEAN RATING OF TRAVEL MOTIVATION, TRAVEL STYLE, SOUVENIR ATTRIBUTES**

Descriptive statistics furnish insights into the characteristics of the variable under scrutiny, elucidating measures of central tendency (mean) as well as measures of dispersion (standard deviation) around the mean. This segment collates and delineates the respondents' answers, exhibiting the mean scores and standard deviations for each respective variable. The mean scores are methodically arranged in a descending sequence, progressing from the highest to the lowest, which facilitates a more accessible interpretation of the dataset and distinguishes between the attributes that receive concurrence from tourists (mean exceeding 3) or dissent (mean below 3).

#### 4.2.2.1 Mean Rating of Travel Motivation Attributes

**Table 4.3:**

<b>Attributes</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Visiting new and exciting places	447	4.5302	.79141
Seeing spectacular scenery	447	4.5213	.76871
Getting away from my daily routine	447	4.4116	.91605
Experiencing unpolluted surroundings	447	4.3714	.94270
Experiencing natural surroundings	447	4.3579	.96663
Going to as many different places as possible	447	4.2685	.92035
Finding interesting holiday activities	447	4.2617	.91374
Learning about the people and history of the place I visit	447	4.2170	.93265
Having time to be by myself, experiencing solitude	447	4.1857	.93702
Taking part in adventurous activities	447	4.1723	.91296
Experiencing the authentic life of a community	447	4.1320	.90738
Returning to places I have enjoyed before	447	4.0962	.95277
Pursuing a hobby	447	3.9485	1.00203
Going to places that are off-the-beaten track or hard to reach	447	3.8770	1.11274
Pursuing family history and roots	447	3.8210	1.11621
Visiting family or friends	447	3.8121	1.10868
Go shopping	447	3.7740	1.10865
Taking it easy, getting plenty of rest or sleep	447	3.7159	1.16653
Valid N (listwise)	447		

Source: Filed Survey

From the measurement of the mean scores presented in Table 4.3, it can be extracted that respondents of the study perceive top ten travel motivations as ‘Visiting new and exciting places’(4.5302), ‘Seeing spectacular scenery’ (4.5213), ‘Getting away from my daily routine’ (4.4116), ‘Experiencing unpolluted surroundings’ (4.3714), ‘Experiencing natural surroundings’ (4.3579), ‘Going to as many different places as possible’ (4.2685), ‘Finding interesting holiday activities’ (4.2617), ‘Learning about the people and history of the place I visit’ (4.2170), ‘Having time to be by myself, experiencing solitude’ (4.1857), and ‘Taking part in adventurous activities’ (4.1723). On the other hand, five least travel motivations perceived by the respondents were ‘Taking it easy, getting plenty of rest or sleep’ (3.7159), ‘Go shopping’ (3.7740), ‘Visiting family or friends’ (3.8121), ‘Pursuing family history and roots’ (3.8210), ‘Going to places that are off-the-beaten track or hard to reach’ (3.8770).

The respondents seem to agree with a number of travel motivation attributes concerning destination selection among the tourists. After taking all the above-mentioned travel motivation attributes into the consideration, it can be inferred that respondents of the study perceive destination as an attractive place that has potential for further developing as creative tourism destination.

#### 4.2.2.2 Mean Rating of Travel Styles Attributes

**Table 4.4**

Attributes	N	Mean	Std. Deviation
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Eating foods of the region	447	4.3557	.86076
Walking around in a town or city	447	4.3333	.89760
Observing architecture of public buildings such as monuments and temples, heritage buildings	447	4.2752	.89487
Eating in interesting or special restaurants	447	4.2125	.97596
Visiting state or national parks	447	4.1342	.93505
Attending ethnic or community festivals or fairs	447	4.1208	1.01500
Visiting gardens and urban parks	447	4.1074	1.01651
Looking for antiques	447	4.0872	1.03698
Visiting ethnic communities	447	4.0425	1.00692
Socializing with fellow travellers	447	4.0000	1.01778
Taking guided tours to special sites	447	3.5213	1.26131
Participating in night entertainment such as dancing or nightclubs	447	3.4340	1.37711
Valid N (listwise)	447		

From the measurement of the mean scores presented in Table 4.4, it can be extracted that respondents of the study reported top seven travel styles as ‘Eating foods of the region’ (4.3557), ‘Walking around in a town or city’ (4.3333), ‘Observing architecture of public buildings’ (4.2752), ‘Eating in interesting or special restaurants’ (4.2125), ‘Visiting state or national parks’ (4.1342), ‘Attending ethnic or community festivals or fairs’ (4.1208), ‘Visiting gardens and urban parks’ (4.1074).

On the other hand, five least travel styles opted by the respondents were ‘Participating in night entertainment such as dancing or nightclubs’ (3.4340), ‘Taking guided tours to special sites’ (3.5213), ‘Socializing with fellow travellers’ (4.0000), ‘Visiting ethnic communities’ (4.0425), ‘Looking for antiques’ (4.0872)

The respondents seem to agree with a number of travel style attributes concerning destination selection among the tourists. After taking all the above-mentioned travel style attributes into the consideration, it can be inferred that respondents of the study perceive enjoyment and ethnicity as an important element for selecting a tourism destination.

#### 4.2.2.3 Mean Rating of Souvenir Attributes

Table 4.5

Attributes	N	Mean	Std. Deviation
Quality	447	4.4004	.82468
Authentic	447	4.3870	.80085
Craftsmanship	447	4.3468	.85397
Traditionality and inheritance	447	4.3423	.81553
Visual appreciation and creativity	447	4.3065	.86669
Versatility	447	4.3043	.83990
Indigenous	447	4.3020	.82319
Portable	447	4.2864	.83283
Convenience and practical	447	4.2819	.83971
Workmanship is of high quality	447	4.2595	.87555
Item can be displayed in the home	447	4.2461	.90208
Texture	447	4.2081	.88542



Story and reminiscent	447	4.1924	.87242
Procedure innovation	447	4.13423	.935050
Unique, one of a kind, or limited edition	447	4.1007	.96633
Fashion and modern	447	3.9754	1.06801
Made by well-known craftsperson/artisan from area	447	3.9642	1.05608
Valid N (listwise)	447		

From the measurement of the mean scores presented in Table 4.5, it can be extracted that respondents of the study reported top ten souvenir attributes as ‘Quality’ (4.4004), ‘Authentic’ (4.3870), ‘Craftsmanship’ (4.3468), ‘Traditionality and inheritance’ (4.3423), ‘Visual appreciation and creativity’ (4.3065), ‘Versatility’, (4.3043), ‘Indigenous’ (4.3020), ‘Portable’ (4.2864), ‘Convenience and practical’ (4.2819), ‘Workmanship is of high quality’ (4.2595).

On the other hand, five least souvenir attributes stated by the respondents were ‘Made by well-known craftsperson/artisan from area’ (3.9642), ‘Fashion and modern’ (3.9754), ‘Unique, one of a kind, or limited edition’ (4.1007), ‘Procedure innovation’ (4.13423), ‘Story and reminiscent’ (4.1924)

The respondents seem to agree with a number of souvenir attributes concerning destination selection among the tourists. After taking all the above-mentioned souvenir attributes into the consideration, it can be inferred that respondents of the study perceive quality, uniqueness and contemporary style of the souvenirs for selecting a tourism destination.

#### 4.2.2.4 Mean Rating of Attitude towards Souvenir Purchase Attributes

Table 4.6

Attributes	N	Mean	Std. Deviation
The possibility of being overcharged in the souvenir shopping experience is	447	3.9083	1.02353
The possibility of being cheated in the souvenir shopping experience is	447	3.7025	1.09772
The possibility that the souvenir shopping experience will not provide value for money is	447	3.5951	1.09392
The possibility that the souvenirs purchased are not authentic as claimed by the merchant is	447	3.5861	1.10485
The possibility that the souvenirs are not specific of the particular region as claimed to you by the merchant is	447	3.5660	1.14410
The possibility that the souvenirs purchased would not perform as per the expectations is	447	3.5347	1.09546
The possibility that the souvenir delivered to you was not the one you actually purchased/may purchase is	447	3.4720	1.18416
Considering everything that can happen during souvenir buying, the possibility that the shopping experience will be disappointing is	447	3.4631	1.11567
The possibility that the souvenir purchased would not be delivered to you in time is	447	3.4385	1.16763
The possibility that souvenir shopping experience will not reflect my personality or self image is	447	3.4072	1.19968

The possibility that the souvenir shown at the time of purchase are not the ones you receive is	447	3.3937	1.19669
The possibility that the souvenir purchase would disturb your travel budget is	447	3.3848	1.21815
The possibility that during souvenir shopping, you shall face culture / language barriers is	447	3.3490	1.21791
The possibility that the souvenirs I choose will affect others' (friends / family / relatives) opinion of me is	447	3.3221	1.23442
The possibility that souvenir shopping experience will take too much time or be a waste of time is	447	3.2282	1.28175
Valid N (listwise)	447		

From the measurement of the mean scores presented in Table 4.6, it can be extracted that respondents of the study reported top ten attitudes towards souvenir purchase attributes as ‘The possibility of being overcharged in the souvenir shopping experience is’(3.9083), ‘The possibility of being cheated in the souvenir shopping experience is’ (3.7025), ‘The possibility that the souvenir shopping experience will not provide value for money is’ (3.5951), ‘The possibility that the souvenirs purchased are not authentic as claimed by the merchant is’ (3.5861), ‘The possibility that the souvenirs are not specific of the particular region as claimed to you by the merchant is’ (3.5660), ‘The possibility that the souvenirs purchased would not perform as per the expectations is’ (3.5347), ‘The possibility that the souvenir delivered to you was not the one you actually purchased/may purchase is’ (3.4720), ‘Considering everything that can happen during souvenir buying, the possibility that the shopping experience will be disappointing is’ (3.4631), ‘The possibility that the

souvenir purchased would not be delivered to you in time is' (3.4385), 'The possibility that souvenir shopping experience will not reflect my personality or self-image is' (3.4072).

On the other hand, five least attitudes towards souvenir purchase attributes stated by the respondents were 'The possibility that souvenir shopping experience will take too much time or be a waste of time is' (3.2282), 'The possibility that the souvenirs I choose will affect others' (friends / family / relatives) opinion of me is' (3.3221), 'The possibility that during souvenir shopping, you shall face culture / language barriers is' (3.3490), 'The possibility that the souvenir purchase would disturb your travel budget is' (3.3848), 'The possibility that the souvenir shown at the time of purchase are not the ones you receive is' (3.3937).

The respondents seem to agree with a number of souvenir purchase attributes concerning destination selection among the tourists and purchasing souvenirs at those destinations. After taking all the above-mentioned souvenir buying attributes into the consideration, it can be inferred that respondents of the study perceive availability, authenticity, cost effectiveness, durability and carriage of souvenirs for selecting a tourism destination and buying souvenirs at the destination.

#### 4.2.2.5 Mean Rating of Intention to Purchase Souvenir Attributes

Table 4.7

Attributes	N	Mean	Std. Deviation
I probably will purchase souvenir from this destination	447	3.9060	.97967

I intend to purchase souvenir during my vacation	447	3.8188	1.05065
I will definitely purchase souvenir from this destination	447	3.7383	1.12889
I have high interest towards purchasing souvenir of this destination	447	3.7338	1.09147
Valid N (listwise)	447		

From the measurement of the mean scores presented in Table 4.7, it can be extracted that respondents of the study reported top intentions to purchase souvenir attributes as ‘I probably will purchase souvenir from this destination’ (3.9060), ‘I intend to purchase souvenir during my vacation’ (3.8188), ‘I will definitely purchase souvenir from this destination’ (3.7383), ‘I have high interest towards purchasing souvenir of this destination’ (3.7338).

The respondents seem to agree with majority of intentions to purchase souvenir attributes concerning destination selection among the tourists and purchasing souvenirs at those destinations. After taking all the above-mentioned intentions to purchase souvenir attributes into the consideration, it can be inferred that majority of respondents of the study will majorly purchase souvenirs at the destination.

#### 4.2.2.6 Mean Rating of Souvenir Purchase

Table 4.8

Attributes	N	Mean	Std. Deviation
Gift, Decorative items & Embroidery Work	447	3.9732	.99514

Local Sweets	447	3.9351	1.02340
Dry Fruits, Wines & Regional Foods	447	3.8881	1.09053
Textile, Garment & Fashioned accessories	447	3.8300	1.10144
Wood-Work & Bamboo Work	447	3.8143	1.12612
Photographs, Postcards & Paintings	447	3.6846	1.22064
Earthenware & Metalwork	447	3.6689	1.10136
Knotted Carpets and Rugs	447	3.5369	1.23762
Paintings & Block Printing	447	3.4810	1.24705
Medicinal / Herbal Products	447	3.4787	1.21422
Perfumes, Electric goods	447	3.4609	1.31144
Paper Machie	447	3.4564	1.24283
Purchase souvenirs generally from?	447	3.4027	2.17688
Published materials like books, magazines	447	3.3803	1.31339
Gems & Jewelries	447	3.2327	1.31548
Sports Items	447	3.1723	1.30859
Spa & beauty products	447	3.0984	1.32217
Approximately how many souvenirs items have you purchased during this trip?	447	2.2304	.85922
From your past traveling experiences, how often did you buy souvenirs?	447	2.0000	.76645
What is the percentage of the Total trip expenses as budget for Souvenir Shopping?	447	1.7785	.81063
Purpose of Souvenir Purchase? (Multiple options allowed)	447	1.7092	1.18491
Valid N (listwise)	447		

From the measurement of the mean scores presented in Table 4.8, it can be extracted that respondents of the study reported top ten souvenir purchase wereas ‘Gift, Decorative items & Embroidery Work’(3.9732), ‘Local Sweets’ (3.9351), ‘Dry Fruits, Wines & Regional Foods’ (3.8881), ‘Textile, Garment & Fashioned accessories’ (3.8300), ‘Wood Work & Bamboo Work’ (3.8143), ‘Photographs, Postcards & Paintings’ (3.6846), ‘Earthenware & Metalwork’ (3.6689), ‘Knotted Carpets and Rugs’ (3.5369), ‘Paintings & Block Printing’ (3.4810), ‘Medicinal / Herbal Products’ (3.4787).

On the other hand, five least souvenir purchase stated by the respondents were ‘Purpose of Souvenir Purchase’ (1.7092), ‘Percentage of the Total trip expenses as budget for Souvenir Shopping’ (1.7785), ‘From your past traveling experiences, how often did you buy souvenirs?’ (2.0000), ‘Approximately how many souvenirs items have you purchased during this trip?’ (2.2304), ‘Spa & beauty products’ (3.0984).

The respondents seem to agree with majority of souvenir purchase attributes concerning purchasing souvenirs at those destinations. After taking all the above-mentioned souvenir purchase attributes into the consideration, it can be inferred that majority of respondents purchase handcrafted artifacts like paintings, woodwork, clothes and food items as souvenirs from the destination.

#### 4.2.2.7 Mean Rating of Satisfaction with Souvenir Purchase

Table 4.9

<b>Attributes</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
The souvenir met my expectation	447	3.9195	.93643

I feel satisfied with my decision to purchase this souvenir	447	3.8949	.99782
The souvenir I purchase gave me great value for money	447	3.8523	.98675
I made a wise choice to purchase this souvenir	447	3.8501	.95052
I had good a good experience of buying souvenir	447	3.8031	.99175
I found exactly the souvenir that I was looking for	447	3.7987	.97258
The souvenir has good price	447	3.7606	.98576
Valid N (listwise)	447		

From the measurement of the mean scores presented in Table 4.9, it can be extracted that respondents of the study reported top five satisfactions with souvenir purchase as ‘The souvenir met my expectation’ (3.9195), ‘I feel satisfied with my decision to purchase this souvenir’ (3.8949), ‘The souvenir I purchase gave me great value for money’ (3.8523), ‘I made a wise choice to purchase this souvenir’ (3.8501), ‘I had good a good experience of buying souvenir’ (3.8031). On the other hand, least two satisfactions with souvenir purchase stated by the respondents were ‘The souvenir has good price’ (3.7606), ‘I found exactly the souvenir that I was looking for’ (3.7987).

The respondents seem to agree with majority of satisfactions with souvenir purchase attributes concerning purchasing souvenirs at the destinations. After taking all the above-mentioned satisfactions with souvenir purchase attributes into the consideration, it can be inferred that majority of respondents are contended with the souvenir purchase and they



found the buying experience to be great value for money as they found what they intended to buy at a considerable amount of money.

#### 4.2.2.8 Mean Rating of Loyalty towards Souvenir Purchase

Table 4.10

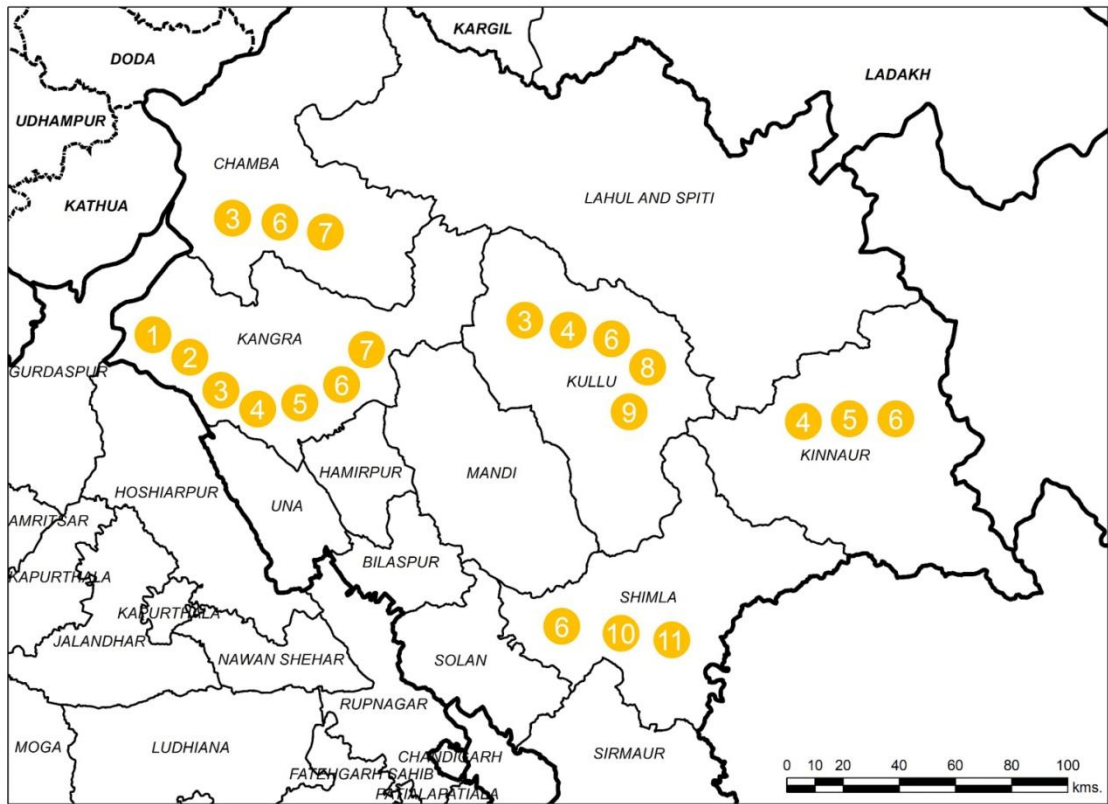
<b>Attributes</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
I will say positive things about the souvenirs to other people	447	4.0045	.94465
I will recommend to my friends, family and others to buy souvenir of this destination	447	3.9620	.98458
I will encourage other tourists to buy these souvenirs	447	3.8881	1.00269
I will purchase this souvenir again when I will travel to this destination	447	3.7696	1.06226
I will repurchase this souvenir in the near future	447	3.6421	1.15670
Valid N (listwise)	447		

From the measurement of the mean scores presented in Table 4.10, it can be extracted that respondents of the study reported loyalty towards souvenir purchase attributes in descending order as ‘I will say positive things about the souvenirs to other people’ (4.0045), ‘I will recommend to my friends, family and others to buy souvenir of this destination’ (3.9620), ‘I will encourage other tourists to buy these souvenirs’ (3.8881), ‘I will purchase this souvenir again when I will travel to this destination’ (3.7696), ‘I will repurchase this souvenir in the near future’ (3.6421).

The respondents seem to agree with majority of loyalty towards souvenir purchase attributes concerning purchasing souvenirs at the destinations. After taking all the above-mentioned loyalty towards souvenir purchase attributes into the consideration, it can be inferred that majority of respondents are satisfied with the souvenir purchase and they will rebuy the souvenirs and recommend the souvenirs to their friends and family who are intending to visit the destination in coming times.

**Objective 1: To identify and map the Souvenirs of Himachal Pradesh and Jammu & Kashmir.**

Information was gathered from prominent sources such as published government reports and records, articles, books and websites to identify the prominent souvenirs based on factors such as popularity, cultural significance, revenue generation, artisanal craftsmanship and historical relevance. Souvenir related data was gathered based on name, description, availability and presence in different study areas. Further validation of mapping was made based upon stakeholder consultation to ensure that the mapping process was inclusive and considered diverse perspective.

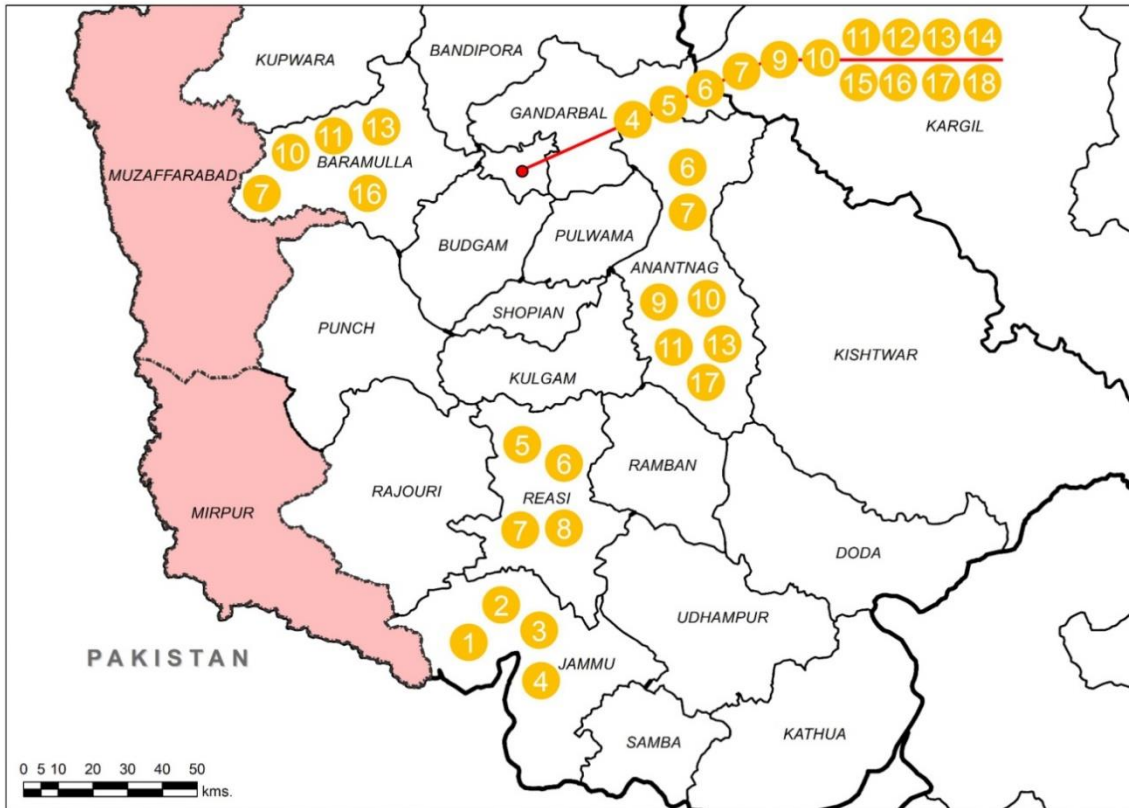


**Figure 4.17 Souvenirs of Himachal Pradesh**

<b>Legend</b>	<b>Craft</b>	<b>Kangra</b>	<b>Kullu</b>	<b>Shimla</b>	<b>Kinnaur</b>	<b>Chamba</b>
1	<i>Woodwork</i>					
2	<i>Metalwork</i>					
3	<i>Basketry</i>					
4	<i>Thankkarka Kaarri- Sheet Metal Work</i>					
5	<i>Thangka Painting</i>					
6	<i>Textiles Handloom</i>					
7	<i>Chamba Rumaal</i>					
8	<i>Pub Chappal Grass footwear</i>					
9	<i>Knitted Socks</i>					
10	<i>Silver Jewellery</i>					
11	<i>Doll making</i>					

The matrix above lists various traditional crafts associated with different regions in Himachal Pradesh, India. These crafts include woodwork, metalwork, basketry, Thankkarka Kaarri (sheet metal work), Thangka painting, textiles handloom, Chamba Rumaal (embroidered cloth from Chamba), Pub Chappal (grass footwear), knitted socks, silver jewellery, and doll making. Each craft is linked to specific regions such as Craft to Legend, Kangra, Kullu, Shimla, Kinnaur, and Chamba, showcasing the diversity and cultural richness of artisanal practices across the state.

The matrix delineates the presence or absence of various traditional crafts across different regions of Himachal Pradesh, India. Woodwork and metalwork are found in the Kangra region but not prominently present in Kullu, Shimla, Kinnaur, and Chamba. Basketry is practiced in Kangra, and Chamba, while Thankkarka Kaarri (Sheet Metal Work) is prevalent in Kangra, and Shimla. Thangka Painting is prominently observed in Shimla, and Kinnaur, whereas Textiles Handloom is widespread across all regions. Chamba Rumaal is crafted in Kangra, and Chamba majorly. Pub Chappal (Grass Footwear) and Knitted Socks are exclusive to Kullu, while Silver Jewellery and Doll Making are specialties of Kullu and Shimla. This comprehensive overview highlights the distribution of these crafts, illustrating the cultural diversity and regional specialization within Himachal Pradesh's artisanal landscape.



**Figure 4.18 Souvenirs of Jammu & Kashmir**

<i>Legend</i>	<i>Craft</i>	<i>Jammu</i>	<i>Reasi</i>	<i>Anantnag</i>	<i>Baramulla</i>	<i>Srinagar</i>
1	<i>Basohli Painting</i>					
2	<i>Block painting</i>					
3	<i>Walnut Wood carving</i>					
4	<i>Chain Stitch embroidery</i>					
5	<i>Ari Work</i>					
6	<i>Crewel Work</i>					

7	<i>Kaleen</i>					
8	<i>Kashida kari Bamboo work</i>					
9	<i>Gabba</i>					
10	<i>Paper Mache</i>					
11	<i>Pinjrakari and Khatumband</i>					
12	<i>Rezkar</i>					
13	<i>Sozni</i>					
14	<i>Tilla work</i>					
15	<i>TsugDul and Tsuggdan</i>					
16	<i>Copper ware</i>					
17	<i>Wicker work</i>					
18	<i>Namda</i>					

The above matrix enlists the prominent crafts prevalent across the regions of Jammu and Kashmir. These crafts include Basohli Paintings, Block Painting, Walnut Wood Carving, Chain Stitch Embroidery, Ari Work, Kaleen (Carpet Weaving), Bamboo Work, Paper Machie, and Copper Ware etc to name a few.

The matrix provides an overview of various traditional crafts practiced across different regions of Jammu and Kashmir. Basohli Painting and Block Painting are prevalent in Jammu but not prominently available in Reasi, Anantnag, Baramulla, and Srinagar. Walnut Wood Carving is practiced in Jammu and Srinagar, while Chain Stitch Embroidery is exclusive to Jammu. Ari Work is found only in Reasi and Srinagar, whereas Crewel Work

is practiced in Reasi and Srinagar. Kaleen (Carpet weaving) is prevalent in Reasi, Anantnag, Baramulla, Srinagar, and Kashida Kari Bamboo Work is specific to Reasi. Gabba, Paper Mache, and Pinjrakari and Khatumband are practiced in Anantnag, Baramulla, and Srinagar. Rezkar is found only in Srinagar. Sozni, Tilla Work, Copper Ware, and Wicker Work are common in Anantnag, Baramulla, and Srinagar. TsugDul and Tsuggdan are exclusive to Srinagar, while Namda (felted rugs) is specific to Srinagar as well. This comprehensive overview showcases the distribution of these crafts, highlighting the regional specialization and cultural diversity within the artisanal landscape of Jammu and Kashmir.

### **4.2.3 FACTOR ANALYSIS**

Upon investigation of latent structures or associations amongst an extensive array of variables, factor analysis may be employed to ascertain whether the dataset may be contracted or epitomized by a limited number of factors. Factor analysis, in a more comprehensive scope, encompasses a cluster of techniques that, by scrutinizing inter-variable correlations, condense the quantity of variables into a more compact set of factors, which more aptly account for the preponderance of the variance observed in the original data.

#### **4.2.3.1 Factor Analysis of Travel Motivation Attributes**

The respondents were asked to rate the factors which contributed to their decision of travel motivation that impacted their choosing to travel for the recent trip attributes on a 5-point scale (1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree and 5- Strongly Agree), based on their perception. The 17 attributes on which the travel motivation ratings were obtained are given in Table 4.11.

The applicability of the factor analysis was tested using KMO and Bartlett's test of sphericity.



**Table 4.11** Results of the Factor Analysis for the Customers' Travel Motivations for the current travel - KMO and Bartlett's Test

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.897
Bartlett's Test of Sphericity	Approx. Chi-Square	3.165E3
	Df	153
	Sig.	.000

In the study under discussion, an extensive factor analysis was conducted to distill the key attributes influencing travel motivations. The robustness of the data set for factor analysis was first confirmed through the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity. The KMO measure was found to be 0.897, significantly surpassing the recommended threshold of 0.6, indicating the adequacy of the sample for the analysis. Additionally, Bartlett's Test of Sphericity yielded an approximate Chi-Square value of 3,165, with 153 degrees of freedom and a significance level of 0.000, thereby validating the suitability of the data for structure detection through factor analysis.

**Table 4.12: Factor Analysis of Travel Motivation**

<b>Attributes of Travel Motivation</b>	<b>Factor Loading</b>	<b>Eigen Value</b>	<b>Variance Explained</b>	<b>Alpha</b>
<b>Factor 1: Adventure</b>		6.133	36.078	0.698
Taking part in adventurous activities	.600			
Going to places that are off-the-beaten track or hard to reach	.592			
Visiting new and exciting places	.645			
<b>Factor 2: Escapism</b>		1.865	47.051	0.628

Having time to be by myself, experiencing solitude	.619 .643			
Taking it easy, getting plenty of rest or sleep	.629			
<b>Factor 3: Destination authenticity</b>		1.123	53.659	0.845
Learning about the people and history of the place I visit	.694			
Visiting family or friends	.689			
Experiencing the authentic life of a community	.733			

Upon execution of the factor analysis, the travel motivation attributes clustered distinctly into three primary factors: Adventure, Escapism, and Destination Authenticity, as detailed in Table 4.12.

### **Factor 1: Adventure**

Factor 1, labelled as 'Adventure', comprised attributes such as participating in adventurous activities, exploring places that are off-the-beaten track, and visiting new and exciting destinations. This factor exhibited a substantial Eigenvalue of 6.133, explaining 36.078% of the variance, with a reliable Cronbach's alpha of 0.698, suggesting a moderate internal consistency within this factor.

### **Factor 2: Escapism**

Factor 2, termed 'Escapism', encapsulated the desires for solitude, self-reflection, and relaxation. This factor was characterized by motivations such as spending time alone, experiencing solitude, and engaging in restful activities. Although it had a lower Eigenvalue of 1.865, it contributed to 47.051% of the explained variance, with a Cronbach's alpha of 0.628, indicating acceptable reliability.

### **Factor 3: Destination Authenticity**

Factor 3, 'Destination Authenticity', emerged as a critical motivator and included the desire to learn about local cultures and histories, visit family or friends, and experience the authentic life of a community. This factor had the lowest Eigenvalue of 1.123 but explained 53.659% of the variance, the highest among the three factors. Notably, it also registered a Cronbach's alpha of 0.845, denoting high internal consistency and reliability of the items within this factor.

The factor analysis elucidates the multifaceted nature of travel motivations, revealing that contemporary travellers are driven not only by the thrill of adventure but also by the desire for escapism and a deep-seated interest in the authentic experiences of their destinations. These insights are instrumental for stakeholders in the travel and tourism industry, as understanding these motivational factors is imperative in crafting targeted marketing strategies, developing suitable travel packages, and enhancing overall traveler satisfaction.

#### **4.2.3.2 Factor Analysis of Travel Style Attributes**

The respondents were asked to rate the factors which influenced their travel style while choosing to travel for the recent trip attributes on a 5-point scale (1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree and 5- Strongly Agree), based on their perception. The 12 attributes on which the travel motivation ratings were obtained are given in Table ABC.

The applicability of the factor analysis was tested using KMO and Bartlett's test of sphericity.

**Table 4.13** Results of the Factor Analysis for the Customers' Travel Style for the current travel - KMO and Bartlett's Test

<b>KMO and Bartlett's Test</b>
--------------------------------

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.913
Bartlett's Test of Sphericity	Approx. Chi-Square	2.255E3
	Df	66
	Sig.	.000

#### **KMO and Bartlett's Test:**

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is 0.913, which is superb. This statistic indicates the proportion of variance in your variables that might be caused by underlying factors. High values (close to 1.0) generally indicate that a factor analysis may be useful with your data. If the value is less than 0.5, the results of the factor analysis probably won't be very useful.

Bartlett's Test of Sphericity has a significance level of 0.000, which is less than 0.05, allowing us to reject the null hypothesis that the original correlation matrix is an identity matrix. The Chi-Square value is 2.255E3, indicating a good fit.

**Table 4.14: Factor Analysis of Travel Style**

<b>Attributes of Travel Style</b>	<b>Factor Loading</b>	<b>Eigen Value</b>	<b>Variance Explained</b>	<b>Alpha</b>
<b>Factor 1: Enjoyment</b>		9.306	54.740	
Socializing with fellow travellers	.650			
Eating in interesting or special restaurants	.610			
Taking guided tours to special sites	.697			
Visiting state or national parks	.759			
<b>Factor 2: Ethnicity</b>		1.131	61.394	
Eating foods of the region	.689			
Visiting ethnic communities	.722			
Observing architecture of public buildings such as monuments and temples, heritage buildings	.749			
Looking for antiques	.733			
Attending ethnic or community festivals or fairs	.754			
Eating foods of the region	.689			

In the table 4.14, the suitability of the data for factor analysis was first assessed using the KMO and Bartlett's Test. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy was found to be 0.913, which is considerably high, denoting a strong level of sampling adequacy. It is widely accepted that a KMO value greater than 0.8 is indicative of the data being suitable for factor analysis, which is likely to yield distinct and reliable factors. Moreover, Bartlett's Test of Sphericity revealed a significance level (Sig.) of 0.000, suggesting the correlations between the items are significantly non-zero, further endorsing the appropriateness of the dataset for factor analysis. A significant result for Bartlett's test typically implies a substantive intercorrelation among the observed variables, which further supports the potential suitability of factor analysis.

Delving into the factor analysis of travel style, the primary objective was to condense a larger set of variables into a more concise set of 'factors' or 'components'. From the results:

### **Factor 1: Enjoyment**

Factor 1, labeled "Enjoyment", has an eigenvalue of 9.306, signifying it captures a significant portion of the variance inherent in the original variables. Specifically, this factor accounts for 54.740% of the total variance. Examining the attributes and their factor loadings for "Enjoyment", the following was noted: Socializing with fellow travellers (0.650), eating in unique restaurants (0.610), taking special site-guided tours (0.697), and visiting state or national parks (0.759). These high loadings (all exceeding 0.6) suggest that these attributes have a substantial influence on the "Enjoyment" factor.

### **Factor 2: Ethnicity**

Factor 2, termed "Ethnicity", presented an eigenvalue of 1.131. Despite being smaller than the first factor's eigenvalue, it is still above the common threshold of 1, typically used to determine factor retention. A noteworthy observation is the 61.394% variance explained by this factor, which is unexpectedly higher considering the eigenvalue; this discrepancy could arise from a typographical error or oversight in the data analysis. Upon inspecting the attributes and their corresponding factor loadings for "Ethnicity", the following was observed: Eating foods of the region (0.689), visiting ethnic communities (0.722), observing architecture of notable public and heritage buildings (0.749), searching for antiques (0.733), and participating in ethnic or community events (0.754). The robust factor loadings for all these attributes emphasize their pronounced loading onto the "Ethnicity" factor. It is crucial to mention that "Eating foods of the region" was listed twice, which might indicate a data oversight.

The factor analysis results elucidate two distinct travel styles: "Enjoyment" and "Ethnicity", each capturing unique aspects of traveller preferences. These factors offer valuable insights into understanding and categorizing different facets of travel behavior.

#### **4.2.3.3 Factor Analysis of Souvenir Attributes**

The respondents were asked to rate the factors which influenced souvenir attributes for buying souvenirs during the recent trip on a 5-point scale (1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree and 5- Strongly Agree), based on their perception. The 17 attributes on which the travel motivation ratings were obtained are given in Table ABCD.

The applicability of the factor analysis was tested using KMO and Bartlett's test of sphericity.

**Table 4.15** Results of the Factor Analysis for the Souvenir Attributes - KMO and Bartlett's Test

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.954
Bartlett's Test of Sphericity	Approx. Chi-Square	5.277E3
	Df	136
	Sig.	.000

To ascertain the adequacy of the data for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of sphericity were conducted. The KMO measure was found to be 0.954, indicating an excellent level of sampling adequacy. Moreover, Bartlett's test of sphericity was significant ( $\chi^2(136) = 5.277E3$ ,  $p < .000$ ), thus confirming the appropriateness of the factor analysis.

**Table 4.16: Factor Analysis of Souvenir Attributes**

<b>Attributes of Souvenirs</b>	<b>Factor Loading</b>	<b>Eigen Value</b>	<b>Variance Explained</b>	<b>Alpha</b>
<b>Factor 1: Quality</b>		9.306	54.740	<b>0.698</b>
Quality	.618			
Versatility	.755			
Portable	.790			
Convenience and practical	.770			
<b>Factor 2: Uniqueness</b>				<b>0.628</b>
Authentic	.799			
Indigenous	.782			
Traditional and inheritance	.763			
Craftsmanship	.785			
Story and reminiscent	.766			
Made by well-known craftsman/artisan from area	.774			
<b>Factor 3: Contemporary Style</b>		1.131	61.394	<b>0.628</b>
Fashion and modern	.780			
Procedure innovation	.646			
Visual appreciation and creativity	.757			
Texture	.790			

The results of the factor analysis are summarized in Table 4.16. Three significant factors were extracted based on eigenvalues greater than 1 and the percentage of variance explained. These factors have been labeled as Quality, Uniqueness, and Contemporary Style.

#### **Factor 1: Quality**

Factor 1: Quality had an eigenvalue of 9.306, explaining 54.740% of the variance. The Cronbach's alpha for this factor was 0.698, suggesting a good internal consistency. Attributes with high factor loadings on this factor included Quality (0.618), Versatility (0.755), Portability (0.790), and Convenience and Practicality (0.770).

#### **Factor 2: Uniqueness**

Factor 2: Uniqueness showed a Cronbach's alpha of 0.628. Attributes that loaded significantly on this factor were Authentic (0.799), Indigenous (0.782), Traditional and Inheritance (0.763), Craftsmanship (0.785), Story and Reminiscent (0.766), and items made by well-known craftspersons or artisans from the area (0.774).

#### **Factor 3: Contemporary Style**

Factor 3: Contemporary Style had an eigenvalue of 1.131, accounting for 61.394% of the variance. The Cronbach's alpha for this factor was 0.628. Attributes associated with this factor included Fashion and Modern (0.780), Procedure Innovation (0.646), Visual Appreciation and Creativity (0.757), and Texture (0.790).

Factor analysis provides insightful dimensions on the preferences of travellers in relation to souvenirs. The identified factors and attributes can be instrumental for artisans, craftspersons, and souvenir vendors in tailoring their offerings to meet the diverse needs and styles of contemporary travellers.

#### **4.2.4.1 Impact of Tourism Motivation on Attitude towards Souvenir Purchase**



**Objective 2: To examine factors influencing Souvenir buying behaviour of tourists visiting Himachal Pradesh and Jammu & Kashmir.**

**Hypotheses:**

- Ho1: Travel motivation has no significant influence the Attitude towards Souvenir.
- Ha1: Travel motivation significantly influences the Attitude towards Souvenir
- Ho2: Travel Style has no significant influence the Attitude towards Souvenir.
- Ha2: Travel Style significantly influences the Attitude towards Souvenir.
- Ho3: Souvenir Attributes has no significant influence the Attitude towards Souvenir.
- Ha3: Souvenir Attributes significantly the Attitude towards Souvenir
- Ho4: Attitude towards Souvenir has no significant influence the Intention to Purchase Souvenirs.
- Ha4: Attitude towards Souvenir significantly influences the Intention to Purchase Souvenirs.
- Ho5: Intention to Purchase Souvenirs has no significant influence on Satisfaction with Souvenir Purchase
- Ha5: Intention to Purchase Souvenirs significantly influences the Satisfaction with Souvenir Purchase
- Ho6: Satisfaction with Souvenir Purchase has no significant influence on Loyalty towards Souvenir Purchase
- Ha6: Satisfaction with Souvenir Purchase significantly influences Loyalty towards Souvenir Purchase
- Ho7: Demographic Characteristics (i.e. Gender) of tourists have no significant influence on the perception of Travel motivation, Travel Style and Souvenir Attributes

- Ha7: Demographic Characteristics (i.e. Gender) of tourists have a significant influence on the perception of Travel motivation, Travel Style and Souvenir Attributes

## RESULTS OF HYPOTHESIS TESTING

### H1: Travel motivation significantly influences the Attitude towards Souvenir

The purpose of this study was to understand the impact of travel motivations on the attitude towards souvenir purchases. Specifically, three predictors were considered: Adventure, Escapism, and Destination Authenticity. The results derived from the analysis provide key insights into this relationship.

#### Model Summary:

The regression model explained 55.4% ( $R^2 = .554$ ) of the variance in the attitude towards souvenir purchase, with an adjusted  $R^2$  of 55.3%. This suggests that the predictors under study collectively accounted for more than half of the variation in tourists' attitudes towards buying souvenirs.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 <sup>a</sup>	.554	.553	.54321

a. Predictors: (Constant), Adventure; Escapism; Destination authenticity

**Table 4.17.1**

### ANOVA Results:

An analysis of variance (ANOVA) was conducted to test the significance of the regression model. The model was found to be statistically significant with a Mean Square value of 125.603 for the predictors and .305 for the error term, considering a degree of freedom (df) of 3 for the predictors and 445 for the residuals.

ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	521.511	3	125.603	418.206	.000 <sup>b</sup>
	Residual	406.770	445	.305		
	Total	928.281	442			

a. Dependent Variable: ATSP

b. Predictors: (Constant), Adventure; Escapism; Destination authenticity

**Table 4.17.2**

### Regression Coefficients:

The regression coefficients were analyzed to understand the contribution and significance of each predictor:

**Coefficients<sup>a</sup>**

Travel Motivation Factors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.617	.028		13.163	.000
Adventure	.562	.019	.158	5.208	.000
Escapism	.492	.011	.279	10.011	.000
Destination authenticity	.282	.013	.267	7.401	.000

a. Dependent Variable: Attitude Towards Souvenir Purchase

**Table 4.17.3**

**Constant:** The constant term in the regression equation was .617 ( $t = 13.163$ ,  $p < .001$ ). This indicates the expected attitude towards souvenir purchase when all predictors are zero.

**Adventure:** For every one-unit increase in the Adventure score, there's a .562 increase in the attitude towards souvenir purchase, holding other predictors constant ( $B = .562$ ,  $\beta = .158$ ,  $t = 5.208$ ,  $p < .001$ ). This indicates that the motivation for adventure has a significant and positive impact on the attitude towards buying souvenirs.

**Escapism:** The coefficient for Escapism was .492, suggesting that for every one-unit increase in Escapism, there's a .492 increase in the attitude towards souvenir purchase, other things being equal ( $B = .492$ ,  $\beta = .279$ ,  $t = 10.011$ ,  $p < .001$ ). This highlights the significant role of escapism as a motivating factor for souvenir purchases.

**Destination Authenticity:** Destination authenticity emerged as a significant predictor with a coefficient of .282. This means for every unit increase in Destination Authenticity, there's a .282 increase in the attitude towards souvenir purchase, *ceteris paribus* ( $B = .282$ ,  $\beta = .267$ ,  $t = 7.401$ ,  $p < .001$ ). The motivation to experience authentic destinations notably influences the desire to purchase souvenirs.

The findings from the regression analysis confirm the hypothesis that travel motivations, specifically Adventure, Escapism, and Destination Authenticity, have a significant impact on tourists' attitudes towards souvenir purchases. Tourism stakeholders can utilize these insights to tailor their offerings and marketing strategies, emphasizing the factors that influence souvenir purchasing behavior most profoundly.

## H2: Impact of Tourism Styles on Attitude towards Souvenir Purchase

In order to understand the relationship between tourism styles and attitudes of tourists towards souvenir purchase, a linear regression analysis was performed. The independent variable, "Tourism Styles," was defined by two dimensions: Enjoyment and Ethnicity.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 <sup>a</sup>	.535	.535	.24786

a. Predictors: (Constant), Tourism Styles

**Table 4.18.1**

### Model Summary

The regression model resulted in an R-value of .736, suggesting a strong correlation between the predictors (tourism styles) and the dependent variable, Attitude Towards Souvenir Purchase (ATSP). The R-Square value, which represents the proportion of variance in the dependent variable explained by the independent variables, was .535. This means that approximately 53.5% of the variability in attitudes towards souvenir purchase can be explained by the tourism styles (Enjoyment and Ethnicity). The adjusted R-Square was also .535, indicating a minimal discrepancy between predicted and observed values. The standard error of the estimate was found to be .24786, providing an indication of the spread of the observed values around the predicted values.

**ANOVA<sup>a</sup> Table**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	511.115	3	135.629	407.211	.000 <sup>b</sup>
	Residual	463.020	445	.311		
	Total	974.145	442			

a. Dependent Variable: ATSP

b. Predictors: (Constant): Travel styles (Enjoyment and ethnicity)

**Table 4.18.2**

### ANOVA

An ANOVA test was used to determine if the predictors significantly affect the dependent variable. The regression model showcased a sum of squares of 511.115 with 3 degrees of freedom, resulting in a mean square of 135.629. In comparison, the residual sum of squares

was 463.020 with 445 degrees of freedom, leading to a mean square of .311. The F-statistic, a ratio of the variance of the estimates of the two models, was found to be 407.211. Given the significance level (Sig.) was .000, this indicates that the model is statistically significant, allowing us to reject the null hypothesis in favor of the alternative hypothesis. This suggests that there is a significant difference in the impact of tourism motivation on the attitude of tourists towards souvenir purchase.

### Coefficient

Travel Style Factors		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.717	.058		12.159	.000
	Enjoyment	.681	.026	.251	5.111	.000
	Ethnicity	.576	.021	.263	9.021	.000

a. Dependent Variable: ATSP

**Table 4.18.3**

The coefficients provide a measure of the relationship strength between each predictor and the dependent variable. The constant in the model was .717 with a t-statistic of 12.159 and a significance level of .000, indicating it's statistically significant. The enjoyment dimension of the travel style had a coefficient (B) of .681 with a standardized coefficient (Beta) of .251. This predictor was statistically significant with a t-statistic of 5.111 and a significance level of .000. Similarly, the ethnicity dimension had a coefficient of .576 with a standardized coefficient of .263. It was also found to be statistically significant with a t-statistic of 9.021 and a significance level of .000.

## Conclusion

The findings from the regression analysis strongly indicate that the tourism styles, specifically the dimensions of enjoyment and ethnicity, have a significant impact on the attitude of tourists towards souvenir purchase. Given the high significance levels and the substantial R and R-Square values, the evidence supports the alternative hypothesis, suggesting that the motivations behind tourism play a crucial role in shaping tourists' attitudes towards purchasing souvenirs

### H3: Impact of Souvenir Attributes on Attitude towards Souvenir Purchase

Our study aimed to explore the potential influence of various souvenir attributes, namely quality, uniqueness, and contemporary styles, on consumers' attitudes towards souvenir purchases. Using a regression model, we sought to determine whether these attributes significantly affected their purchasing attitudes.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 <sup>a</sup>	.450	.445	.24801

a. Predictors: (Constant), Souvenir Attributes (Quality; Uniqueness and Contemporary Styles)

**Table 4.19.1**

**Model Summary:**



The regression model ( $R = .677$ ) accounted for approximately 45.0% ( $R^2 = .450$ ) of the variance in attitudes towards souvenir purchase. After adjusting for the number of predictors, the explained variance was slightly lower at 44.5% ( $\text{Adjusted } R^2 = .445$ ). The standard error of the estimate for the model was .24801.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	461.070	3	155.60	392.22	.000 <sup>b</sup>
	Residual	390.633	445	.271		
	Total	851.704	442			

a. Dependent Variable: ATSP

b. Predictors: (Constant); (Quality; Uniqueness and Contemporary Styles)

**Table 4.19.2**

**ANOVA Results:**

The overall fit of the regression model was statistically significant ( $F(3,445) = 392.22$ ,  $p < .000$ ). This result indicates that at least one of the predictors significantly contributes to explaining the variability in attitudes towards souvenir purchases.

**Coefficients<sup>a</sup>**

Souvenir Attributes Factors		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.591	.028		14.112	.000
	Quality	.563	.029	.211	6.55	.000
	Uniqueness	.502	.012	.215	9.029	.000
	Contemporary Styles	.366	.019	.208	7.111	.005

a. Dependent Variable: Attitude Towards Souvenir Purchase

**Table 4.19.3**

**Regression Coefficients:**

**Interpreting the individual predictors:**

**Quality:** For every unit increase in the quality of a souvenir, there is a predicted increase of .563 in the attitude towards souvenir purchase, holding all other predictors constant. This effect was statistically significant ( $t(445) = 6.55, p < .000$ ).

**Uniqueness:** For every unit increase in the uniqueness of a souvenir, there is a predicted increase of .502 in the attitude towards souvenir purchase, holding all other predictors constant. This effect was statistically significant ( $t(445) = 9.029, p < .000$ ).

**Contemporary Styles:** For every unit increase in the contemporary style of a souvenir, there is a predicted increase of .366 in the attitude towards souvenir purchase, holding all other predictors constant. This effect was statistically significant ( $t(445) = 7.111, p = .005$ ).

Given the significance values associated with each predictor, it can be inferred that all three souvenir attributes, namely quality, uniqueness, and contemporary styles, have a significant impact on attitudes towards souvenir purchases. This evidence allows us to reject the null hypothesis in favor of the alternative hypothesis, suggesting that there is a significant difference in the impact of souvenir attributes on attitude towards souvenir purchase.

This analysis provides a concise and structured understanding of the impact of souvenir attributes on attitudes towards their purchase. It showcases the importance of considering these attributes when understanding consumer behavior in the souvenir market.

#### **H4: Impact of Attitude towards Souvenir Purchase on Intention to Souvenir Purchase**

The regression analysis was conducted to determine the relationship between one's attitude towards souvenir purchase (ATSP) and their intention to souvenir purchase (ITSP). The model achieved an R value of .811, which suggests a strong positive correlation between the predictors and the dependent variable. With an R-square value of .510, approximately 51% of the variance in the intention to souvenir purchase can be explained by the attitude towards the same. The adjusted R-square, which provides a more accurate representation by accounting for the number of predictors in the model, is .449, or 44.9%. This suggests that after adjusting for any potential overfitting, around 44.9% of the variance in ITSP can still be attributed to ATSP. The standard error of the estimate is .26160, providing an indication of the accuracy of predictions.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 <sup>a</sup>	.510	.449	.26160

a. Predictors: (Constant), ATSP

**Table 4.20.1**

**ANOVAa Table**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.111	1	82.070	1101.201	.000 <sup>b</sup>
	Residual	136.111	445	.063		
	Total	201.222	446			

a. Dependent Variable: ITSP

b. Predictors: (Constant), ATSP

**Table 4.20.2**

ANOVA Results:

The ANOVA results provide evidence of the model's fitness. With an F-statistic of 1101.201 and a significance level (p-value) less than .000, the model significantly predicts

the dependent variable, ITSP. The regression has a sum of squares value of 65.111 and the residual has a sum of squares value of 136.111, making the total sum of squares 201.222.

**Coefficients<sup>a</sup>**

Attitude Towards Souvenir Purchase Factors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.739	.051		14.011	.000
Attitude Towards Souvenir Purchase	.611	.039	.811	15.210	.000

a. Dependent Variable: Intention to Souvenir Purchase

**Table 4.20.3**

**Regression Coefficients:**

The coefficients table provides insight into the specific relationship between ATSP and ITSP. The constant (or y-intercept) in the regression equation is 0.739, indicating the predicted value of ITSP when ATSP is zero. The coefficient for ATSP is .611, which means for every one-unit increase in ATSP, the intention to souvenir purchase increases by an average of .611 units, holding all else constant. This relationship is significant with a t-value of 15.210 and a p-value of less than .000. The standardized coefficient (Beta) for ATSP is .811, which further confirms the strong positive relationship between attitude towards souvenir purchase and intention to purchase them.

Based on the given data, there is strong evidence to reject the null hypothesis. The attitude towards souvenir purchase significantly influences the intention to souvenir purchase. The model, with its R-square value of .510, suggests that attitude towards souvenir purchase accounts for about 51% of the variation in the intention to purchase souvenirs. The significant F-statistic and the significant t-value for ATSP further support this conclusion.

**H5: Impact of Intention to Souvenir Purchase on Satisfaction with Souvenir Purchase**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 <sup>a</sup>	.536	.531	.25622

a. Predictors:

**Table 4.21.1**

This study meticulously explores the influence of tourists' Intention to Souvenir Purchase (ITSP) on their Satisfaction with Souvenir Purchase (SWSP) in the context of souvenir shopping. Empirical data was processed through SPSS, deploying regression analysis techniques to derive substantiated insights. The Model Summary reveals a robust R value of .707, indicating a strong positive correlation between the predictors and the dependent variable. The R Square value stands at .536, elucidating that approximately 53.6% of the variability in SWSP can be explained by ITSP, a significant proportion that underscores the predictor's influential role.

Further gravitas is added by the Adjusted R Square of .531, which slightly modifies the R Square to present a more accurate picture by accounting for the number of predictors and the sample size. This ensures the model's reliability, maintaining its generalizability to a broader population. Additionally, the Standard Error of the Estimate is observed to be .25622, reflecting the standard deviation of the residuals and providing an estimation of the accuracy of predictions.

**ANOVA<sup>a</sup> Table**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.245	1	79.211	155.010	.000 <sup>b</sup>
	Residual	125.381	446	.073		
	Total	304.626	447			

a. Dependent Variable: SWSP

b. Predictors: (Constant), ITSP

**Table 4.21.2**

Delving into the ANOVA table, which segregates the variability into portions attributable to the model and residuals, the regression line is responsible for a Sum of Squares of 79.245, contrasting with a Residual sum of squares of 125.381. The model, significantly, yields an F value of 155.010, emphatically surpassing the critical F value and confirming that the variability explained by the model is not due to random chance. This conclusion is cemented by a significance value of .000, far below the common alpha level of 0.05, denoting a statistically significant predictive capability of ITSP on SWSP.

**Coefficients<sup>a</sup>**

Intention to Souvenir Purchase Factors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.902	.072		11.291	.000
PSR	.752	.024	.707	47.421	.000

a. Dependent Variable: Satisfaction with Souvenir Purchase

**Table 4.21.3**

In the Coefficients table, the unstandardized coefficient B for PSR (Perception towards Souvenir purchase) is .752, suggesting that for every one-unit increase in PSR, a .752 unit increase in SWSP is anticipated, all other variables held constant. This substantial slope is indicative of a pronounced effect of PSR on SWSP. The standardized coefficient Beta is .707, aligning with the earlier indicated strong correlation and reiterating the predictor's substantial contribution to the model. The t value for PSR is an exceptional 47.421, reinforcing the statistical significance of the predictor, corroborated by a significance value of .000.

In synthesis, the regression analysis incontrovertibly establishes a potent and statistically significant impact of tourists' Intention to Souvenir Purchase on their ensuing satisfaction with the souvenir purchase in the milieu of Souvenir purchase. The implications are profound, suggesting that enhancing tourist perceptions and intentions could markedly escalate satisfaction levels, thereby potentially bolstering overall tourism experience and industry success.

**H6: Impact of Satisfaction with Souvenir Purchase on Loyalty Towards Souvenir Purchase**



**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698 <sup>a</sup>	.492	.441	1.5688

a. Predictors: (Constant), STSP

**Table 4.22.1**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	620.713	2	520.708	1559.250	.000 <sup>b</sup>
	Residual	340.417	445	.334		
	Total	961.130	447			

a. Dependent Variable: LTSP

b. Predictors: (Constant), STSP

**Table 4.22.2**

**Coefficients<sup>a</sup>**

Satisfaction with Souvenir Purchase Factors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	.802	.074		13.161	.000
	PSR	.821	.026	.698	33.476	.000

a. Dependent Variable: Loyalty Towards Souvenir Purchase

**Table 4.22.3**

The regression analysis was conducted to determine the impact of satisfaction with souvenir purchase (STSP) on loyalty towards souvenir purchase (LTSP). The model summary provides an R value of 0.698, suggesting a strong positive correlation between STSP and LTSP. The R-square value of 0.492 indicates that approximately 49.2% of the variance in loyalty towards souvenir purchase can be explained by the satisfaction with souvenir purchase. However, considering the adjusted R-square, which is a more accurate measure, 44.1% of the variance in LTSP is explained by STSP, after adjusting for the number of predictors in the model.

The ANOVA results further validate the model's significance. With an F-value of 1559.250 and a significance level less than 0.001 (Sig. = .000), we can conclude that the regression model statistically significantly predicts the dependent variable. It means that the satisfaction with souvenir purchase significantly influences the loyalty towards souvenir purchase.

The coefficients table gives more insights into the nature of this relationship. The constant or the y-intercept has a value of 0.802 with a t-value of 13.161 and is significant (Sig. = .000). This means, in the absence of any satisfaction (when STSP is zero), the predicted loyalty towards souvenir purchase is 0.802. The primary predictor, PSR (which seems to be a factor or dimension of STSP), has an unstandardized coefficient (B) of 0.821. This

indicates that for every unit increase in PSR, the loyalty towards souvenir purchase is expected to increase by 0.821 units, keeping all other factors constant. The t-value for PSR is 33.476, and its significance value is less than 0.001, indicating that PSR is a significant predictor of LTSP. The standardized coefficient (Beta) for PSR is 0.698, which denotes the strength and direction of the relationship between PSR and LTSP.

In conclusion, the analysis provides robust evidence that satisfaction with souvenir purchase, particularly the PSR dimension, has a significant positive impact on loyalty towards souvenir purchase. This underscores the importance of ensuring customer satisfaction in the souvenir industry to foster greater loyalty.

#### 4.2.5

##### **Objective 3:**

**To analyze differences in the buying patterns of handicraft products by tourists.**

**H7: Demographic Characteristic (i.e. Gender and marital status) of tourists significantly influences the perception of Travel motivation, Travel Style and Souvenir Attributes**

**Table 4.24: Significance tests between male and female tourists on travel motivation.**

<i>Travel Motivation Attributes</i>	Male Tourists		Female Tourists		t-stat	p-value
	Mean	Std. Dev.	Mean	Std. Dev		
Experiencing the authentic life of a community	4.1544	0.88653	4.0926	0.94445	.692	.489

Taking part in adventurous activities	4.0912	0.97075	4.3148	0.78394	-2.504	<b>.013</b>
Pursuing family history and roots	3.8175	1.10459	3.8272	1.13980	-0.087	.930
Having time to be by myself, experiencing solitude	4.1333	0.93998	4.2778	0.92750	-1.569	.117
Experiencing unpolluted/natural surroundings	4.3474	0.92426	4.3765	1.03968	-.306	.759
Experiencing unpolluted/natural surroundings	4.3474	0.93562	4.4136	0.95648	-.713	.476
Visiting new and exciting places	4.4596	0.81099	4.6543	0.74200	-2.577	<b>.010</b>
Getting away from my daily routine	4.3754	0.87779	4.4753	0.97929	-1.108	.268
Seeing spectacular scenery	4.4667	0.75277	4.6173	0.78918	-1.997	<b>.046</b>
Learning about the people and history of the place I visit	4.2281	0.90805	4.1975	0.97700	.332	.740
Taking it easy, getting plenty of rest or sleep	3.6877	1.14327	3.7654	1.20837	-.677	.499
Visiting family or friends	3.8561	1.07320	3.7346	1.16786	1.089	.277
Finding interesting holiday activities	4.1895	0.92647	4.3889	0.87937	-2.228	<b>.026</b>
Go shopping	3.6491	1.08594	3.9938	1.11732	-3.192	<b>.002</b>
Going to places that are off-the-beaten track or hard to reach	3.8281	1.12990	3.9630	1.07996	-1.233	.218
Returning to places I have enjoyed before	4.0596	0.94568	4.1605	0.96468	-1.076	.283
Pursuing a hobby	3.9474	1.00037	3.9506	1.00806	-.033	.974
Going to as many different places as possible	4.2316	0.90522	4.3333	0.94573	-1.124	.262

The table 4.24 includes means, standard deviations, t-statistics, and p-values for different attributes. The t-statistic and p-value provide information about the statistical significance of the differences between male and female tourists' responses to each attribute.

Experiencing the authentic life of a community: The mean values for both male and female tourists are quite close, and the t-statistic and p-value suggest that the difference is not statistically significant. Taking part in adventurous activities: Female tourists have a slightly higher mean, while male tourists have a slightly lower mean. The t-statistic is -2.504 with a p-value of 0.013, indicating a significant difference in preferences between genders, with females being more interested in adventurous activities. Pursuing family history and roots: Both genders have similar mean values, and the t-statistic and p-value indicate that the difference is not statistically significant.

Having time to be by myself, experiencing solitude: Both genders have relatively close mean values, and the t-statistic suggests that the difference is not statistically significant. Experiencing unpolluted surroundings: The mean values are quite close, and the t-statistic and p-value indicate that the difference is not statistically significant.

Experiencing natural surroundings: Similar to the first instance, the mean values are close, and the t-statistic and p-value suggest no statistically significant difference. Visiting new and exciting places: Female tourists have a higher mean compared to male tourists. The t-statistic is -2.577 with a p-value of 0.010, indicating a significant difference in preferences, with females being more interested in new and exciting places. Getting away from my daily routine: Both genders have similar mean values, and the t-statistic and p-value suggest no statistically significant difference. Seeing spectacular scenery: Female tourists have a slightly higher mean, but the t-statistic and p-value (1.997, 0.046) suggest a significant difference in preferences, with females valuing spectacular scenery more.

Learning about the people and history: Both genders have similar mean values, and the t-statistic and p-value suggest no statistically significant difference. Taking it easy, getting plenty of rest or sleep: Both genders have similar mean values, and the t-statistic and p-value indicate no statistically significant difference. Visiting family or friends: Both genders have similar mean values, and the t-statistic and p-value suggest no statistically significant difference. Finding interesting holiday activities: Female tourists have a higher mean, and the t-statistic (-2.228) and p-value (0.026) indicate a significant difference in preferences, with females seeking more interesting holiday activities.

Go shopping: Female tourists have a higher mean, and the t-statistic (-3.192) and p-value (0.002) indicate a significant difference, with females being more interested in shopping. Going to places that are off-the-beaten track: Both genders have similar mean values, and the t-statistic and p-value suggest no statistically significant difference. Returning to places I have enjoyed before: Both genders have similar mean values, and the t-statistic and p-value suggest no statistically significant difference. Pursuing a hobby: Both genders have similar mean values, and the t-statistic and p-value indicate no statistically significant difference. Going to as many different places as possible: Both genders have similar mean values, and the t-statistic and p-value suggest no statistically significant difference.

From the t-statistic and p-value columns, we can see that certain attributes have statistically significant differences between male and female tourists' responses. For instance, attributes like "Taking part in adventurous activities," "Visiting new and exciting places," "Finding interesting holiday activities," and "Go shopping" have p-values below the conventional significance level of 0.05, indicating significant differences between genders. Attributes with t-statistics close to 0 (around -1 to 1) and p-values above 0.05 suggest that there may not be significant differences between male and female tourists' responses for those attributes.

Table 4.24 indicates that there are variations in travel motivation attributes between male and female tourists, with some attributes showing statistically significant differences in their preferences and motivations.

**Table 4.25: Significance tests between male and female tourists on travel style.**

<i>Travel Style Attributes</i>	<b>Male Tourists</b>		<b>Female Tourists</b>		<b>t-stat</b>	<b>p-value</b>
	<b>Mean</b>	<b>Std. Dev.</b>	<b>Mean</b>	<b>Std. Dev</b>		
Socializing with fellow travellers	4.0456	0.94647	3.9198	1.13103	1.258	.209
Eating in interesting or special restaurants	4.1825	0.97957	4.2654	0.97032	-.864	.388
Taking guided tours to special sites	3.4842	1.28805	3.5864	1.21402	-.823	.411
Participating in night entertainment such as dancing or nightclubs	3.4456	1.35107	3.4136	1.42578	.236	.813
Visiting state or national parks	4.1439	0.9252	4.1173	0.95479	.289	.773
Eating foods of the region	4.3439	0.81427	4.3765	0.93924	-.386	.700
Visiting ethnic communities	4.0351	0.98519	4.0556	1.04703	-.206	.837
Visiting gardens and urban parks	4.1088	1.02371	4.1049	1.00686	.038	.969
Observing architecture of public buildings such as monuments and temples, heritage buildings	4.3088	0.83672	4.216	0.98888	1.053	.293
Walking around in a town or city	4.3123	0.87855	4.3704	0.93176	-.657	.511
Looking for antiques	4.0526	1.01087	4.1481	1.08188	-.936	.350
Attending ethnic or community festivals or fairs	4.1263	0.98841	4.1111	1.06322	.152	.879

The table 4.25 displays the results of significance tests between male and female tourists regarding various travel style attributes. The t-statistic and p-value columns are used to

determine whether there are significant differences in the mean scores of these attributes between male and female tourists.

For attributes like "Socializing with fellow travellers," "Participating in night entertainment," "Visiting state or national parks," "Visiting ethnic communities," "Visiting gardens and urban parks," and "Observing architecture of public buildings," the p-values are greater than 0.05. This indicates that there are no significant differences in the means of these attributes between male and female tourists. Attributes like "Eating in interesting or special restaurants," "Taking guided tours to special sites," "Eating foods of the region," "Walking around in a town or city," and "Looking for antiques" also have p-values greater than 0.05, suggesting no significant differences in mean scores.

On the other hand, attributes like "Attending ethnic or community festivals or fairs" have a p-value of approximately 0.879, indicating no significant difference in mean scores between male and female tourists.

Based on the p-values, it appears that there are no significant differences in the travel style attributes between male and female tourists in this dataset. The t-statistic values provide information about the magnitude of the differences, while the p-values reflect the significance of these differences.

**Table 4.26: Significance tests between male and female tourists on souvenir attributes.**

<i>Souvenir Attributes</i>	Male Tourists		Female Tourists		t-stat	p-value
	Mean	Std. Dev.	Mean	Std. Dev.		
Quality	4.3965	0.80096	4.4074	0.86732	-.134	.893
Versatility	4.2772	0.82884	4.3519	0.85953	-.903	.367
Authentic	4.3579	0.79056	4.4383	0.81858	-1.020	.308
Indigenous	4.2561	0.83139	4.3827	0.80477	-1.565	.118
Traditionality and inheritance	4.2807	0.83401	4.4506	0.77261	-2.126	<b>.034</b>
Craftsmanship	4.2772	0.86623	4.4691	0.82034	-2.295	<b>.022</b>



Story and reminiscent	4.1368	0.89534	4.2901	0.82418	-1.790	.074
Fashion and modern	3.9298	1.06579	4.0556	1.0705	-1.197	.232
Procedure innovation	4.13333	0.928677	4.1358	0.949051	-.027	.979
Visual appreciation and creativity	4.2667	0.88758	4.3765	0.82669	-1.289	.198
Texture	4.1544	0.91776	4.3025	0.81971	-1.703	.089
Portable	4.2	0.86724	4.4383	0.74718	- 2.932	<b>.004</b>
Convenience and practical	4.2316	0.84902	4.3704	0.81819	-1.683	.093
Item can be displayed in the home	4.2281	0.92343	4.2778	0.86513	-.560	.576
Made by well- known craftsperson/artisan from area	3.9509	1.06366	3.9877	1.04547	-.354	.724
Unique, one of a kind, or limited edition	4.0105	1.00521	4.2593	0.87445	-2.633	<b>.009</b>
Workmanship is of high quality	4.2456	0.86563	4.284	0.89491	-.445	.657

The table 4.26 presents the results of significance tests between male and female tourists in relation to various attributes associated with souvenirs. The t-statistic and p-value columns are used to determine if there are notable differences in the mean scores of these attributes between male and female tourists.

For attributes like "Quality," "Versatility," "Authentic," "Indigenous," "Story and reminiscent," "Procedure innovation," "Visual appreciation and creativity," "Texture," "Convenience and practical," "Item can be displayed in the home," and "Workmanship is of high quality," the p-values are greater than 0.05. This suggests that there are no significant differences in the means of these attributes between male and female tourists.

The attributes "Traditionality and inheritance," "Craftsmanship," "Portable," and "Unique, one of a kind, or limited edition" show p-values less than 0.05, indicating that there are significant differences in mean scores between male and female tourists. The negative t-statistic values for these attributes suggest that female tourists tend to rate these attributes higher than male tourists.

Attributes such as "Fashion and modern" and "Made by well-known craftsman/artisan from area" have p-values greater than 0.05, indicating no significant differences in mean scores.

The p-values provide insights into the significance of differences between male and female tourists in their perceptions of souvenir attributes. The t-statistic values offer information on the magnitude and direction of these differences. Overall, some attributes show significant differences, while others do not, suggesting that male and female tourists share similar perceptions in most cases.

**Table 4.27: Significance tests between married and unmarried tourists on travel motivation.**

<i>Travel Attributes</i>	<i>Motivation</i>	Married Tourists		Unmarried Tourists		<b>t-stat</b>	<b>p-value</b>
		<b>Mean</b>	<b>Std. Dev.</b>	<b>Mean</b>	<b>Std. Dev</b>		
Experiencing the authentic life of a community		4.1023	0.89586	4.1688	0.90989	-0.777	0.438
Taking part in adventurous activities		3.9814	0.98095	4.3506	0.80918	-4.348	<b>0</b>
Pursuing family history and roots		3.7256	1.10819	3.9048	1.11882	-1.698	0.09
Having time to be by myself, experiencing solitude		4.1116	0.95536	4.2554	0.91825	-1.62	0.106
Experiencing unpolluted/natural surroundings		4.3721	0.9228	4.342	1.00862	0.328	0.743

Experiencing unpolluted/natural surroundings	4.4233	0.87136	4.3203	1.00498	1.152	0.25
Visiting new and exciting places	4.507	0.78461	4.5498	0.79994	-0.57	0.569
Getting away from my daily routine	4.5023	0.81387	4.3333	0.99419	1.956	0.051
Seeing spectacular scenery	4.5349	0.74095	4.5108	0.79598	0.33	0.742
Learning about the people and history of the place I visit	4.1767	0.95037	4.2554	0.91825	-0.889	0.375
Taking it easy, getting plenty of rest or sleep	3.6977	1.15473	3.7316	1.18204	-0.306	0.76
Visiting family or friends	3.7256	1.12077	3.8918	1.09603	-1.583	0.114
Finding interesting holiday activities	4.2605	0.86849	4.2641	0.95756	-0.042	0.967
Go shopping	3.7442	1.06545	3.8095	1.14516	-0.623	0.534
Going to places that are off-the-beaten track or hard to reach	3.6977	1.15473	4.0476	1.04772	-3.344	<b>0.001</b>
Returning to places I have enjoyed before	4.0791	0.89038	4.1212	1.00132	-0.468	0.64
Pursuing a hobby	3.7628	1.0297	4.1255	0.94492	-3.88	<b>0</b>
Going to as many different places as possible	4.2605	0.85219	4.2857	0.97165	-0.291	0.771

The table 4.27 includes means, standard deviations, t-statistics, and p-values for different attributes. The t-statistic and p-value provide information about the statistical significance of the differences between married and unmarried tourists' responses to each attribute. Experiencing the authentic life of a community: The mean values for both married and unmarried tourists are quite close, and the t-statistic and p-value suggest that the difference is not statistically significant.

Taking part in adventurous activities: Unmarried Tourists have a slightly higher mean, while Married Tourists have a slightly lower mean. The t-statistic is -4.348 with a p-value

of 0, indicating a significant difference in preferences between married and unmarried respondents, with unmarried being more interested in adventurous activities. Pursuing family history and roots: Both genders have similar mean values, and the t-statistic and p-value indicate that the difference is not statistically significant. Having time to be by myself, experiencing solitude: Both genders have relatively close mean values, and the t-statistic suggests that the difference is not statistically significant. Experiencing unpolluted surroundings: The mean values are quite close, and the t-statistic and p-value indicate that the difference is not statistically significant. Experiencing natural surroundings: Similar to the first instance, the mean values are close, and the t-statistic and p-value suggest no statistically significant difference.

Visiting new and exciting places: The mean values are quite close, and the t-statistic and p-value indicate that the difference is not statistically significant. Getting away from my daily routine: Both married and unmarried respondents have similar mean values, and the t-statistic and p-value suggest no statistically significant difference. Seeing spectacular scenery: Unmarried Tourists and married tourists have similar t-statistic and p-value which suggest an insignificant difference in preferences towards spectacular scenery.

Learning about the people and history: Both genders have similar mean values, and the t-statistic and p-value suggest no statistically significant difference. Taking it easy, getting plenty of rest or sleep: Both genders have similar mean values, and the t-statistic and p-value indicate no statistically significant difference. Visiting family or friends: Both genders have similar mean values, and the t-statistic and p-value suggest no statistically significant difference. Finding interesting holiday activities: Unmarried Tourists have a similar t-statistic and p-value indicate an insignificant difference in preferences towards interesting holiday activities. Go shopping: Both genders have similar mean values, and the t-statistic and p-value suggest no statistically significant difference.

Going to places that are off-the-beaten track: Unmarried Tourists have a higher mean compared to Married Tourists. The t-statistic is -3.344 with a p-value of 0.001, indicating a significant difference in preferences, with unmarried tourists being more interested in new and exciting places.

Pursuing a hobby: Unmarried Tourists have a higher mean compared to Married Tourists. The t-statistic is -3.88 with a p-value of 0, indicating a significant difference in preferences towards pursuing a hobby.

Returning to places I have enjoyed before: Both genders have similar mean values, and the t-statistic and p-value suggest no statistically significant difference. Going to as many different places as possible: Both genders have similar mean values, and the t-statistic and p-value suggest no statistically significant difference.

From the t-statistic and p-value columns, we can see that certain attributes have statistically significant differences between married and unmarried tourists' responses. For instance, attributes like "Taking part in adventurous activities," " Going to places that are off-the-beaten track or hard to reach," and "Pursuing a hobby" have p-values below the conventional significance level of 0.05, indicating significant differences between genders. Attributes with t-statistics close to 0 (around -1 to 1) and p-values above 0.05 suggest that there may not be significant differences between married and unmarried tourists' responses for those attributes.

Table 4.27 indicates that there are variations in travel motivation attributes between married and unmarried tourists, with some attributes showing statistically significant differences in their preferences and motivations.

**Table 4.28: Significance tests between married and unmarried tourists on travel style.**

<i>Travel Style Attributes</i>	Married Tourists	Unmarried Tourists	t-stat	
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	Mean	Std. Dev.	Mean	Std. Dev		p-value
Socializing with fellow travellers	3.893	1.02433	4.1039	1.00327	-2.196	<b>0.029</b>
Eating in interesting or special restaurants	4.2372	0.95434	4.1948	0.99615	0.458	0.647
Taking guided tours to special sites	3.4326	1.20119	3.6061	1.31406	-1.452	0.147
Participating in night entertainment such as dancing or nightclubs	3.307	1.39045	3.5541	1.35947	-1.897	0.058
Visiting state or national parks	4.1163	0.9275	4.1558	0.94268	-0.446	0.656
Eating foods of the region	4.3721	0.77409	4.3463	0.93319	0.316	0.752
Visiting ethnic communities	3.9767	0.99739	4.1082	1.01359	-1.379	0.168
Visiting gardens and urban parks	4.0558	1.0397	4.1602	0.99362	-1.084	0.279
Observing architecture of public buildings such as monuments and temples, heritage buildings	4.2465	0.88057	4.3074	0.90692	-0.718	0.473
Walking around in a town or city	4.3256	0.88394	4.3463	0.9096	-0.244	0.807
Looking for antiques	3.9953	1.11279	4.1775	0.9549	-1.859	0.064
Attending ethnic or community festivals or fairs	4.0326	1.05186	4.1991	0.97544	-1.735	0.083

The table 4.28 displays the results of significance tests between married and unmarried tourists regarding various travel style attributes. The t-statistic and p-value columns are used to determine whether there are significant differences in the mean scores of these attributes between married and unmarried tourists.

For attributes like "Eating in interesting or special restaurants," "Taking guided tours to special sites," "Participating in night entertainment such as dancing or nightclubs,"

"Visiting state or national parks," " Eating foods of the region," "Visiting ethnic communities," " Visiting gardens and urban parks," " Observing architecture of public buildings such as monuments and temples, heritage buildings," "Walking around in a town or city," "Looking for antiques," and "Attending ethnic or community festivals or fairs the p-values are greater than 0.05. This indicates that there are no significant differences in the means of these attributes between married and unmarried tourists.

On the other hand, attribute like " Socializing with fellow travellers" have a t-stat value of -2.196 and p-value of 0.029, indicating a significant difference in mean scores between married and unmarried tourists, with unmarried tourists being more interested to socialize with fellow travellers.

Based on the p-values, it appears that there are very less significant differences in the travel style attributes between married and unmarried tourists in this dataset. The t-statistic values provide information about the magnitude of the differences, while the p-values reflect the significance of these differences.

**Table 4.29: Significance tests between married and unmarried tourists on souvenir attributes.**

<i>Souvenir Attributes</i>	Married Tourists		Unmarried Tourists		<b>t-stat</b>	<b>p-value</b>
	<b>Mean</b>	<b>Std. Dev.</b>	<b>Mean</b>	<b>Std. Dev</b>		
Quality	4.4093	0.80298	4.3939	0.84738	0.196	0.845
Versatility	4.3023	0.84651	4.3117	0.83291	-0.118	0.906
Authentic	4.3953	0.78358	4.3853	0.81484	0.133	0.894
Indigenous	4.3302	0.81903	4.2814	0.82544	0.627	0.531
Traditionality and inheritance	4.3628	0.76642	4.3247	0.86137	0.492	0.623
Craftsmanship	4.3721	0.84343	4.3247	0.8664	0.585	0.559
Story and reminiscent	4.1953	0.8802	4.1991	0.85679	-0.046	0.963
Fashion and modern	3.9767	1.02055	3.974	1.11481	0.027	0.979

Procedure innovation	4.06977	0.94709	4.19913	0.920396	-1.463	0.144
Visual appreciation and creativity	4.2884	0.83756	4.329	0.89198	-0.495	0.621
Texture	4.2186	0.8984	4.1991	0.87685	0.232	0.817
Portable	4.3163	0.833	4.2641	0.83116	0.662	0.508
Convenience and practical	4.3302	0.84708	4.2424	0.82994	1.105	0.27
Item can be displayed in the home	4.3581	0.86312	4.1429	0.9285	2.531	<b>0.012</b>
Made by well-known craftsperson/artisan from area	3.9628	1.06276	3.9697	1.05251	-0.069	0.945
Unique, one of a kind, or limited edition	4.0558	0.99843	4.1429	0.93782	-0.949	0.343
Workmanship is of high quality	4.2977	0.85092	4.2251	0.89999	0.873	0.383

The table 4.29 presents the results of significance tests between married and unmarried tourists in relation to various attributes associated with souvenirs. The t-statistic and p-value columns are used to determine if there are notable differences in the mean scores of these attributes between married and unmarried tourists.

For attributes like "Quality," "Versatility," "Authentic," "Indigenous," "Craftsmanship," "Story and reminiscent," "Procedure innovation," "Visual appreciation and creativity," "Texture," "Convenience and practical," "Traditionality and inheritance," "Portable," as "Fashion and modern" "Made by well-known craftsperson/artisan from area" "Unique, one of a kind, or limited edition" and "Workmanship is of high quality," the p-values are greater than 0.05. This suggests that there are no significant differences in the means of these attributes between married and unmarried tourists.



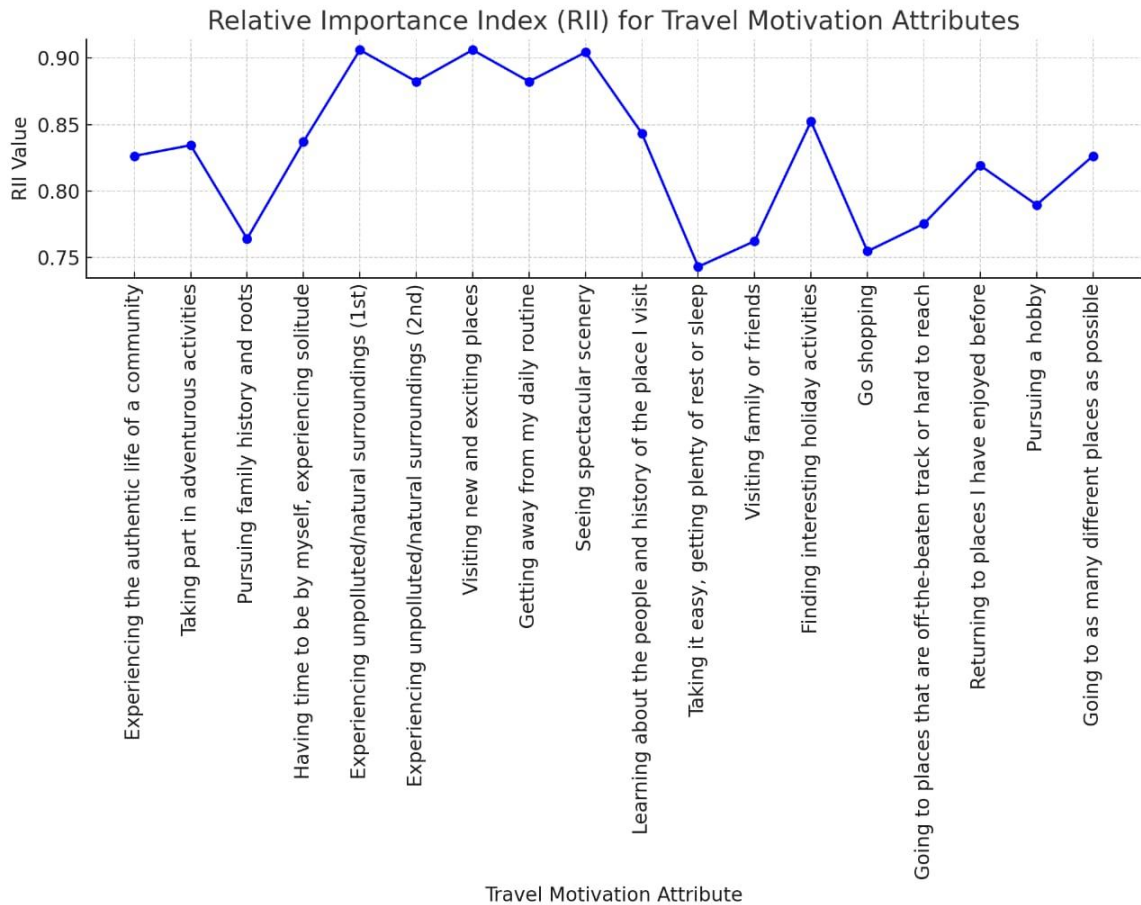
The attribute "Item can be displayed in the home," show p-values less than 0.05, indicating that there are significant differences in mean scores between married and unmarried tourists. The negative t-statistic values for these attributes suggest that Unmarried Tourists tend to rate these attributes higher than Married Tourists.

The p-values provide insights into the significance of differences between married and unmarried tourists in their perceptions of souvenir attributes. The t-statistic values offer information on the magnitude and direction of these differences. Overall, some attributes show significant differences, while others do not, suggesting that male and Unmarried Tourists share similar perceptions in most cases.

#### **4.6 Relative Importance Index (RII)**

##### **4.6.1 Relative Importance Index (RII) for Travel Motivation**

The line graph displays the Relative Importance Index (RII) for various travel motivation attributes. It highlights two key trends:

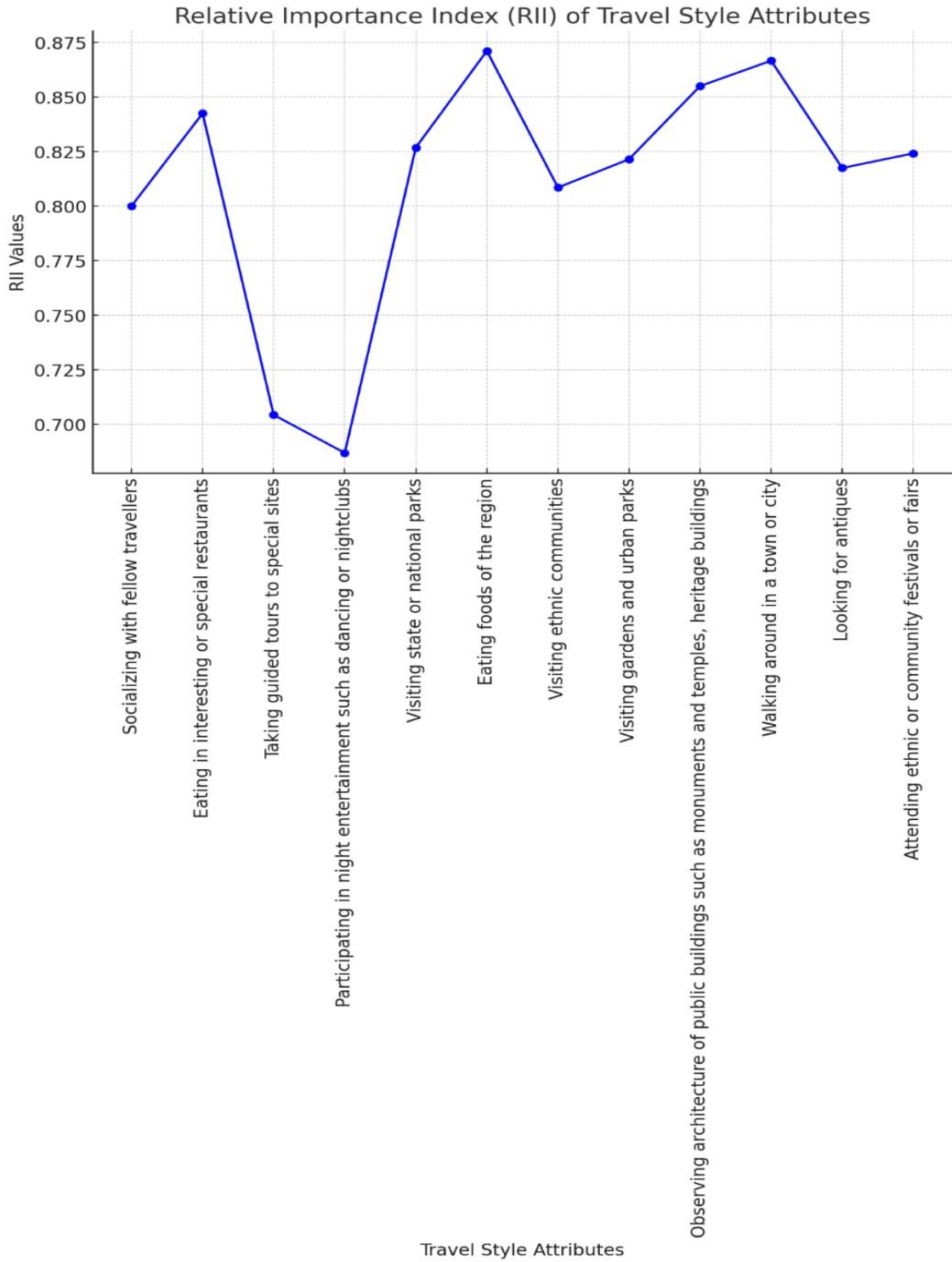


Highest RII Values: Attributes related to "Experiencing unpolluted/natural surroundings" and "Visiting new and exciting places" both have the highest RII values of 0.906, indicated by red markers. This suggests a strong preference among respondents for engaging with natural environments and exploring new locations.

Lowest RII Value: The attribute "Taking it easy, getting plenty of rest or sleep" has the lowest RII value of 0.743. This indicates it is relatively less important compared to other motivations for travel. The graph above shows a range of preferences for travel motivations, with a particular emphasis on natural experiences and exploration over rest or shopping activities.

#### 4.6.2 Relative Importance Index (RII) for Travel Style

The line graph below displays the Relative Importance Index (RII) for various travel style attributes. Here are some key trends highlighted from the graph:



High Interest in Local Experiences: Attributes related to experiencing the local culture, such as "Eating foods of the region" (RII = 0.871) and "Walking around in a town or city" (RII = 0.867), show the highest RII values, indicating a strong preference among travellers for immersive local experiences.

Interest in Architecture and Special Restaurants: Observing the architecture of public buildings and eating in interesting or special restaurants also score high (RIIs = 0.855 and 0.843, respectively), suggesting that travellers place significant importance on cultural and gastronomical experiences.

Socializing and Guided Tours: While still valued, "Socializing with fellow travellers" and "Taking guided tours to special sites" have relatively lower RII values of 0.8 and 0.704, respectively. This suggests that while these activities are part of the travel experience, they are not as prioritized as other attributes.

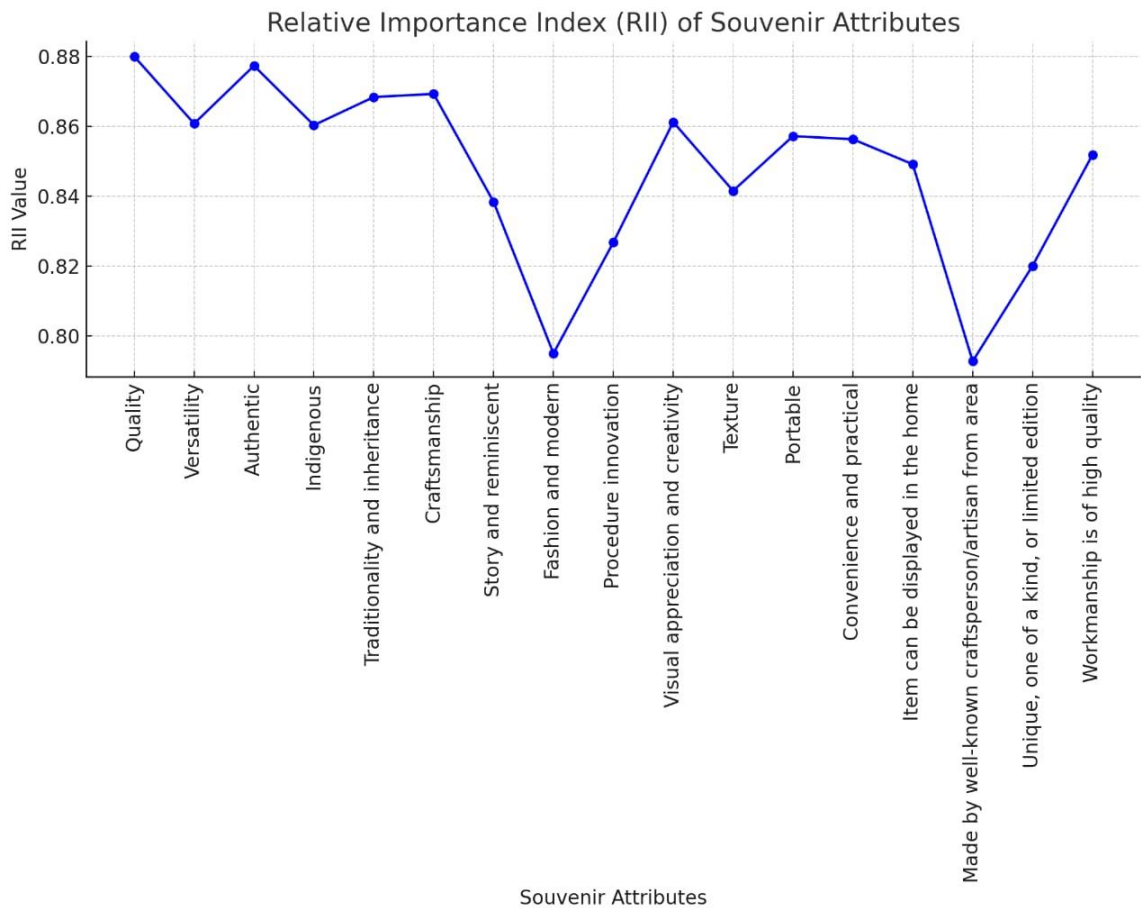
Variety in Preferences: The graph shows a variety of preferences, indicating that travellers value a broad spectrum of experiences, from socializing and participating in entertainment to more solitary activities like looking for antiques and visiting parks.

Least Interest in Night Entertainment: "Participating in night entertainment such as dancing or nightclubs" has the lowest RII (0.687), indicating it is the least important of the listed attributes for the surveyed group.

These trends suggest that travellers prioritize experiences that allow them to immerse themselves in the local culture and environment, with a particular emphasis on food, walking around towns or cities, and observing local architecture.

#### **4.6.3 Relative Importance Index (RII) for Souvenir Attributes**

The line graph visualizes the Relative Importance Index (RII) of various souvenir attributes, showing key trends as follows:



High Importance Attributes: Attributes like "Quality," "Authentic," and "Craftsmanship" have the highest RII values, indicating these are the most valued aspects by respondents. This suggests that when selecting souvenirs, consumers place a premium on the intrinsic quality and authenticity of the items, as well as the skill involved in their creation.

Moderate Importance Attributes: "Versatility," "Indigenous," "Traditionality and inheritance," and "Visual appreciation and creativity" also score highly, though slightly lower than the top attributes. These aspects are important but not as critical as the core qualities of authenticity and craftsmanship.

Lower Importance Attributes: "Fashion and modern" and "Made by well-known craftsperson/artisan from area" have the lowest RII values. This indicates that while still of some importance, the modernity of the design and the renown of the creator are less critical factors in the selection of souvenirs compared to the attributes that directly impact the perceived quality and cultural significance of the item.

Variability in Importance: The graph shows a wide range of importance across different attributes, indicating that consumers have diverse priorities when selecting souvenirs. While some consumers may prioritize the story and uniqueness of an item, others might focus more on its practicality and aesthetic appeal.

The key trend is a strong preference for high-quality, authentic, and craftsmanship-rich souvenirs that reflect the cultural and traditional essence of the place from which they originate. Attributes that enhance the item's display value and uniqueness also contribute significantly to its importance, albeit to a slightly lesser extent.

## **CHAPTER 5**

### **FINDINGS, CONCLUSION AND RECOMMENDATIONS**

## **Chapter 5**

### **FINDINGS, CONCLUSION AND RECOMMENDATIONS**

#### ***5.1 Introduction***

This chapter provides a comprehensive summary of the research findings, the conclusions drawn from those findings, and the recommendations for future research or action. This chapter is crucial as it highlights the main outcomes and results of the study, allowing readers to understand the significance of the research in addressing the research questions and objectives. In addition, the chapter presents the conclusions that have been drawn based on the analysis and interpretation of the data collected. In this chapter, the researcher discusses the data collected and analyzes it to identify patterns, trends, and relationships. Based on this analysis, the researcher then draws conclusions that answer the research questions and objectives. The researcher also provides recommendations for future research or action based on the findings and conclusions of the study.

#### ***5.2 Findings***

The study's findings are summarized in this section and are divided into the following subheadings: Findings Related to the Demographic Profile of the Respondents; Findings on Shopping Behaviour; Findings Relating to Customers' Preference and Perception About Handicraft items; Findings Relating to Awareness, Patronage, and Knowledge of Locally produced goods; and Findings Relating to Customers' Preference.

##### ***5.2.1 Findings Related to the Demographic Profile of the Respondents***



- 284 (63.5%) were male, whereas 162 (36.2%) were female respondents, while 1 (0.2%) preferred not to disclose, which implies that most of the respondents were male
- 230 (51.5%) of respondents were in the age group of 20-30 yrs, 140 (31.3%) respondents belonged to the age group of 31-40 yrs, 52 (11.6%) respondents were in the age group of 41-50 yrs while 21 (4.7%) respondents were in the age group of 51-60 yrs and 4(0.9%) respondents were above the age of 60 years
- 213 (47.7%) respondents were married whereas 227 (50.8%) respondents were unmarried, while 7 (1.6%) respondents preferred not to respond to this
- 1(0.2%) respondent was matriculate, 5(1.1%) respondents were intermediate, 100 (22.4%) respondents were graduate, 246 (55.0%) respondents were postgraduate, and 74 (16.6%) respondents were doctorate, while 21 (4.7%) respondents were having other levels of education.
- 100(22.4%) respondents were government employees, 148(33.1%) respondents were private sector employees, 48(10.7%) of respondents were self-employed, while 17(3.8%) respondents were unemployed, whereas 134 (30.0%) respondents were students.
- 270(60.4%) respondents had an income of upto 50,000 per month, 97(21.7%) respondents had an income of 50,000 – 1,00,000 per month, 50(11.2%) respondents had an income of 1,00,000 – 2,00,000 per month, 30(6.7%) respondents had an income of over 2,00,000

### ***5.2.2 Findings Related to the Travel Style***

- 134 (30.0%) of respondents travelled two times a year, 45(10.1%) respondents travelled three times a year, 83(18.6%) respondents travelled for 4 or more times in a year
- 108 (24.2%) respondents stayed for 1-2 days, 273 (61.1%) respondents stayed for 3-5 days, 45(10.1%) respondents stayed for 6-10 days at the destination, while 21 (4.7%) respondents stayed for 10 or more days at the destination.

- 102 (22.8%) respondents used flight as a means of transportation, 31 (6.9%) respondents used shared taxi as a means of transportation, 216 (48.3%) respondents used own car/motorbike as a means of transportation, 96 (21.5%) respondents used train/bus as a means of transportation, while 2 (0.4%) respondents used other sources of means of transportation.
- 6(3.9%) of respondents visited less than once a year 22 (13.2%) of the respondents had visited the destination once a year, 71(46.7) of respondents had 2-3 visits in the destination every year, whereas 53 (34.9%) respondents had 4 or more than visits per year to the destination.
- 80 (17.9%) of respondents travel on group tour for visiting the destination, 6 (1.3%) respondents bought brochure product planned by travel agents, 12 (2.7%) respondents travelled on a FIT tour, whereas 349 (78.1%) of respondents made their own travel arrangements.
- 268 (60.0%) respondents travelled with family while their journey to the destination, 160 (35.8%) respondents travelled with the friends, 11 (2.5%) respondents travelled with colleagues, 1(0.2%) respondent travelled with relatives, whereas 7 (1.6%) respondents travelled solo
- 58(13.0%) respondents used resort for accommodation, 278 (62.2%) respondents used hotel accommodation while their stay in the destination, 30 (6.7%) respondents stayed in guest house, 45 (10.1%) respondents stayed in home stay, while 30 (6.7%) respondents stayed at their friend's/relative's place, whereas 6 (1.3%) respondents had other arrangements for accommodation while their stay in the destination.

### ***5.2.3 Findings Related to the Travel Motivation***

- 333 (74.5%) respondents aimed for leisure and recreation-based holiday, 88 (19.7%) respondents aimed for adventure-based holiday, 9 (2.0%) respondents aimed for pilgrimage-based holidays, 5 (1.1%) respondents aimed at business holidays, while 1 (0.2%) respondent aimed honeymoon holiday, while 10 (2.2%)

respondents aimed cultural holiday, whereas 1 (0.2%) respondent aimed at other avenues of holidays.

#### ***5.2.4 Findings Related to the Purchase Behaviour***

- 71 (15.9%) respondents always bought souvenirs while on tour, 117 (26.2%) respondents often bought souvenirs, 136 (30.4%) respondents occasionally bought souvenirs, while 96 (21.5%) respondents rarely bought souvenirs, whereas 27 (6%) respondents never bought souvenir while on tour.
- 53 (11.9%) of respondents sought information regarding travel from travel agents, 230 (51.5%) respondents accessed information through internet, 152 (34%) respondents travelled as per suggestions and recommendations of their family and friends, whereas 12 (2.7%) of respondents took help of Newspapers, magazines, Travel brochures, travel guides and trade fairs for planning their travel arrangements.
- 167 (37.4%) respondents had planned to purchase souvenirs before travelling to the destination; whereas remaining 280 (62.6%) respondents had no pre plans to purchase souvenirs and bought them on the spot.

### **5.3 Findings related to Souvenirs of Himachal Pradesh and Jammu & Kashmir**

Himachal Pradesh and Jammu & Kashmir are two beautiful states in India known for their breathtaking landscapes, rich cultural heritage, and traditional handicrafts. When it comes to souvenirs, both Himachal Pradesh and Jammu & Kashmir offer a variety of unique options that make for perfect mementos of your visit.

#### ***5.3.1 Findings Related to the Prominent Souvenirs of Himachal Pradesh***

Himachal Pradesh, nestled in the western Himalayas, is renowned for its diverse and exquisite craftsmanship. Here's a detailed overview of the region's most prominent handicrafts:

1. **Kullu Shawls:** These iconic woolen shawls are known for their vibrant patterns and designs, often featuring traditional geometrical motifs or local flora and fauna. Made from local sheep wool, pashmina, or angora, Kullu shawls are a quintessential Himachali craft.
2. **Chamba Rumal:** The Chamba Rumal is a form of embroidery that originally comes from Chamba, a region in Himachal Pradesh. It's done on hand-spun cloth with untwisted silk thread, using a double-sided technique that ensures the pattern is identical on both sides.
3. **Kinnauri Shawls:** Originating from Kinnaur district, these shawls are known for their geometric design and vibrant colors. The borders display intricate tribal designs that are significant to the Kinnauri culture.
4. **Wood Crafts:** Himachal Pradesh's hill stations are known for beautifully carved wooden articles. This includes everything from furniture and utensils to decorative items, idols, and boxes, often made from walnut, deodar, or sheesham wood.
5. **Metalware:** The metal craft of Himachal includes brass, copper, and silver items. Artisans produce utensils, ritualistic vessels, idols, and jewelry, which are often ornately decorated with embossed or engraved designs.
6. **Thangka Paintings:** Reflecting the strong influence of Tibetan culture in the region, Thangka paintings are intricate and colorful depictions of Buddhist deities and symbols, painted or embroidered on canvas.
7. **Himachali Caps:** These are traditional caps that carry significance in Himachal culture. Made from wool and often lined with colorful patterns and local motifs, these caps are not just for protection against the cold but also serve as a cultural symbol.

8. **Leather Crafts:** Himachal Pradesh produces various leather items, including shoes (especially the traditional pullan), bags, and belts. The leatherwork is often adorned with local designs and patterns.
9. **Handmade Jewelry:** Himachali jewelry is typically made from silver and is known for its unique designs featuring local motifs, stones, and beading techniques.
10. **Bamboo Crafts:** Bamboo is abundantly available in Himachal Pradesh and local artisans craft it into a variety of items such as baskets, mats, boxes, furniture, and containers for grain or liquor. These bamboo products not only showcase the ecological sensibilities of the region but also the intricate weaving skills of local craftsmen.
11. **Himachali Paintings:** The art of painting in Himachal is best illustrated by the Pahari school of miniatures, which dates back to the 17th century. These paintings display complex scenes of court life, love stories, and religious mythology with natural pigments on paper.
12. **Pottery and Clay Crafts:** Himachal Pradesh has a rich tradition of pottery where clay is shaped by hand or wheel to create various utensils, decorative items, and idols. The earthenware often comes with engraved or painted traditional Himachali designs.
13. **Woolen Textiles:** The wool from local sheep breeds is used to create a range of textiles, including carpets, rugs, and lois (a type of blanket). These textiles feature vibrant colors and patterns that are unique to the Himachali culture.
14. **Himachali Masks:** Traditional masks made in the region are often used in local festivals and dances. These wooden masks represent various characters from local folklore and deities, and are carved and painted by hand.

The handicrafts of Himachal Pradesh stand as a testament to the state's rich cultural heritage, diverse artistry, and the intricate craftsmanship of its people. These crafts are deeply embedded in the daily lives and rituals of the locals but also attract visitors from around the world who appreciate the region's traditional art forms. Whether it's through

woven textiles, carved woodwork, or painted miniatures, the handicrafts of Himachal Pradesh offer a window into the soul of this enchanting part of India.

### ***5.3.2 Findings Related to the Prominent Souvenirs of Jammu and Kashmir***

Jammu and Kashmir is renowned for its exquisite handicrafts, including wood carvings, papermâché products, copperware, and Kashmiri embroidery. Here are some of the prominent handicrafts from Jammu and Kashmir region:

1. **Kashmiri Carpets:** These are considered one of the finest hand-knotted rugs in the world. Traditionally made using silk or wool, they feature intricate designs that often include floral motifs, medallions, or historic events. The craftsmanship can be so detailed that a single carpet may take years to complete.
2. **Pashmina Shawls:** Pashmina refers to a type of fine wool that comes from the changthangi goat, found in the high altitudes of the Himalayas. The wool is hand-spun and woven into shawls, which are also sometimes embroidered with traditional patterns. Known for their softness and warmth, Pashmina shawls are a luxury product highly sought after around the world.
3. **Papier-mâché Products:** This art form involves creating items from pulp made out of recycled paper, which is then molded into different shapes and hand-painted with intricate designs. The art of Papier Mâché in Kashmir reflects traditional motifs such as floral and geometric patterns, and items range from vases and bowls to decorative boxes and Christmas ornaments.
4. **Wood Carving:** Walnut wood, known for its fine grain and durability, is intricately carved by artisans into furniture, home décor items, and traditional Kashmiri items like Samovar (tea kettle). The carvings often depict nature, flora, and other motifs rooted in the Kashmiri culture.

5. **Kashmiri Embroidery:** Also known as Kasida, the embroidery from Kashmir is famous for its beauty and intricacy. It is done on garments like shawls, suits, and sarees, as well as on home linens. The work includes various stitches like chain stitch, satin stitch, and stem stitch, and uses a variety of colors—often depicting chinar leaves, flowers, and birds.

6. **Copperware:** Kashmiri artisans are known for their beautifully crafted copper items, typically engraved with intricate designs. These include samovars, trays, pots, and decorative items which are not only used locally but are also prized as collectibles.

7. **Namda Craft:** This felted wool craft is a traditional way of making rugs and mats. Wool fibers are felted using water and pressurized rolling, and then dyed and embroidered with colorful threads.

8. **Willow Wicker-Work:** Using the willowy twigs found in the region, artisans create a range of products known as wicker-work. This includes baskets, furniture, lampshades, and other household items. Wicker-work is appreciated for its durability, flexibility, and natural aesthetic. Each piece is woven by hand, which can be a time-consuming process, contributing to the art's value.

9. **Basohli Paintings:** Originating from the 17th and early 18th centuries, Basohli paintings are known for their vivid colors and distinctive facial features, especially the eyes. These paintings belong to the first school of Pahari paintings and reflect themes of love, devotion, and the divine.

10. **Chain Stitch Rugs and Crewel:** These are hand-embroidered using a hook known as a 'Aari', with woolen and cotton threads. Crewel work is usually done on thick material used for furnishing and upholstery, including draperies and bedspreads.

11. **Silverware:** Kashmiri silverware is renowned for its high quality and craftsmanship. The items are often decorated with intricate patterns and designs, inspired by Persian art.

These handicrafts are not just commodities but represent the cultural and artistic expression of Jammu and Kashmir, carrying with them the heritage of the region. They are sought after by collectors and connoisseurs around the world for their exceptional quality and aesthetic appeal.

#### **5.4 Findings related to examine factors influencing Souvenir buying behaviour of tourists visiting Himachal Pradesh and Jammu & Kashmir**

##### ***5.4.1 Key Findings Related to Travel Motivation Attributes***

Respondents in the study identified their top five travel motivations as follows, with corresponding mean scores: 'visiting new and exciting places' (4.5302), 'seeing spectacular scenery' (4.5213), 'getting away from my daily routine' (4.4116) 'experiencing unpolluted surroundings' (4.3714), and 'experiencing natural surroundings' (4.3579). The respondents also identified their least travel motivations as follows: 'taking it easy, getting plenty of rest or sleep' (3.7159), 'go shopping' (3.7740), 'visiting family or friends' (3.8121), 'pursuing family history and roots' (3.8210), and 'going to places that are off-the-beaten track or hard to reach' (3.8770).

The findings suggest a significant level of agreement among respondents regarding their travel motivations when selecting destinations. This indicates a shared perspective on what makes a destination appealing. Considering the identified travel motivation attributes, it can be inferred that the respondents perceive the destination as an attractive place with the potential for further development as a creative tourism destination. This suggests that the destination possesses characteristics that align with the travel motivations of the surveyed tourists, making it a promising candidate for creative tourism initiatives.

##### ***5.4.2 Key Findings Related to Travel Style Attributes***

The top five travel styles reported by respondents in the study, in descending order of preference, were: 'eating foods of the region' (Mean Score: 4.3557), 'walking around in a



town or city' (Mean Score: 4.3333), 'observing architecture of public buildings' (Mean Score: 4.2752), 'eating in interesting or special restaurants' (Mean Score: 4.2125), and 'visiting state or national parks' (Mean Score: 4.1342). Conversely, the five least preferred travel styles among respondents were: 'Participating in night entertainment such as dancing or nightclubs' (Mean Score: 3.4340), 'taking guided tours to special sites' (Mean Score: 3.5213), 'socializing with fellow travellers' (Mean Score: 4.0000), 'visiting ethnic communities' (Mean Score: 4.0425) 'and Looking for antiques' (Mean Score: 4.0872). The study suggests that respondents emphasize enjoyment and ethnicity as significant attributes in selecting a tourism destination. This is evident from the high mean scores of travel styles related to experiencing local cuisine, architecture, festivals, and community events, while night entertainment and guided tours received lower scores, indicating their lesser importance in destination selection.

#### ***5.4.3 Key Findings Related to Souvenir Attributes***

The study reveals that the top souvenir attributes rated by respondents were 'quality' (4.4004), 'authentic' (4.3870), 'craftsmanship' (4.3468), 'traditionality and inheritance' (4.3423), and 'visual appreciation and creativity' (4.3065). Key findings indicate that tourists place high value on souvenirs that are authentic, traditional, and of high quality, while attributes like being fashion-forward or created by well-known artisans are less important in influencing destination choices. Souvenirs that embody these key characteristics appear to be influential attributes in destination selection for tourists.

#### ***5.4.4 Key Findings Related to Travel Motivation Factors***

The study utilized factor analysis to uncover distinct travel motivations among respondents. This analysis revealed three main factors that significantly influence travel decisions: Factor 1: Adventure, Factor 2: Escapism, and Factor 3: Destination Authenticity. These findings provide valuable insights into the diverse motivations that underlie travel decisions. The tourism industry can use this knowledge to tailor travel experiences to better align with the desires and preferences of their clientele. Understanding these underlying motivations can lead to the development of more targeted and appealing travel offerings.

#### ***5.4.5 Key Findings Related to Travel Style Factors***

The factor analysis results reveal two distinct travel styles: "Enjoyment" and "Ethnicity." These factors capture unique aspects of traveller preferences, with "Enjoyment" highlighting experiences related to socializing, dining, and sightseeing, while "Ethnicity" emphasizes engagement with regional culture, architecture, and community events. These findings provide valuable insights into understanding and categorizing different facets of travel behaviour, aiding in the segmentation of travellers based on their preferences for enjoyment and ethnic experiences.

#### ***5.4.6 Key Findings Related to Souvenir Factors***

Three significant factors emerged from the factor analysis, based on eigenvalues greater than 1 and the percentage of variance explained: Factor 1: Quality, Factor 2: Uniqueness, and Factor 3: Contemporary Style. The factors and attributes identified through factor analysis offer valuable insights into the preferences of traveller's regarding souvenirs. These findings are pertinent to artisans, crafts persons, and souvenir vendors, as they can use this information to customize their offerings to cater to the diverse needs and styles of modern travellers.

#### ***5.4.7 Influence of Travel Motivation on Attitude towards Souvenirs***

This research aimed to examine the influence of travel motivations on tourists' attitudes toward souvenir purchases, focusing on Adventure, Escapism, and Destination Authenticity as predictors. The regression model demonstrated a substantial explanatory power, accounting for 55.4% of the variance in souvenir purchase attitudes, signifying that these predictors collectively explain more than half of the variation in tourists' attitudes toward buying souvenirs. ANOVA results confirmed the model's significance, and further analysis of regression coefficients revealed distinct impacts of each predictor: Adventure, Escapism, and Destination Authenticity were found to have positive and statistically significant effects on souvenir purchase attitudes. These findings substantiate the

hypothesis that travel motivations significantly shape tourists' attitudes regarding souvenir purchases, offering valuable insights for tourism stakeholders to tailor their strategies and offerings accordingly.

#### ***5.4.8 Influence of Travel Style on Attitude towards Souvenirs***

Linear regression analysis was conducted to explore the relationship between tourism styles and tourists' attitudes towards souvenir purchase (ATSP), with "Tourism Styles" defined by two dimensions: Enjoyment and Ethnicity. The analysis yielded an R-value of 0.736, indicating a strong correlation between tourism styles and the attitude towards souvenir purchase (ATSP), with an R-Square value of 0.535, signifying that approximately 53.5% of the variability in ATSP can be explained by tourism styles. The ANOVA test further confirmed the statistical significance of the model, rejecting the null hypothesis in favour of the alternative hypothesis, indicating a significant impact of tourism motivation on souvenir purchase attitudes. The coefficients showed that both enjoyment and ethnicity dimensions were statistically significant predictors of ATSP. In conclusion, this study provides strong evidence that tourism styles, particularly enjoyment and ethnicity, play a significant role in shaping tourists' attitudes towards souvenir purchases.

#### ***5.4.9 Influence of Souvenir Attributes on Attitude towards Souvenirs***

The study examined the impact of souvenir attributes, encompassing quality, uniqueness, and contemporary styles, on consumers' attitudes toward souvenir purchases. Employing a regression model, it was determined that these attributes collectively explained 45.0% of the variance in purchasing attitudes, with quality, uniqueness, and contemporary styles significantly influencing these attitudes. Specifically, an increase in quality, uniqueness, or contemporary style resulted in predicted increases in attitude towards souvenir purchases by 0.563, 0.502, and 0.366 units, respectively. The overall regression model demonstrated statistical significance, indicating that at least one predictor significantly contributed to elucidating variability in attitudes toward souvenir purchases. This study underscores the importance of considering souvenir attributes in comprehending consumer behaviour

within the souvenir market and rejects the null hypothesis, underscoring the significance of these attributes in shaping purchase attitudes.

#### ***5.4.10 Influence of Attitude towards Souvenirs on Intention to Purchase Souvenirs***

The coefficients table analysis reveals a significant positive relationship between attitude towards souvenir purchase (ATSP) and intention to souvenir purchase (ITSP). The regression equation's constant of 0.739 indicates the predicted ITSP value when ATSP is zero, while the coefficient of ATSP (.611) suggests that for every one-unit increase in ATSP, ITSP increases by an average of .611 units, holding other factors constant. This relationship is statistically significant (t-value = 15.210,  $p < .000$ ), and the standardized coefficient (Beta) of .811 reinforces the strong positive association between ATSP and ITSP. These findings reject the null hypothesis, indicating that ATSP significantly influences ITSP. The model's R-square value of .510 suggests that ATSP accounts for approximately 51% of the variance in ITSP, further supported by significant F-statistics and t-values for ATSP.

#### ***5.4.11 Influence of Intention to Purchase Souvenirs on Satisfaction with Souvenir Purchase***

The Coefficients table analysis underscores the significant influence of Perception towards Souvenir Buying Behaviour (PSR) on tourists' Satisfaction with Souvenir Purchase (SWSP). With an unstandardized coefficient (B) of .752, indicating a .752 unit increase in SWSP for every one-unit rise in PSR, while all other variables remain constant, the impact of PSR on SWSP is substantial. The standardized coefficient (Beta) of .707 reaffirms this strong correlation, emphasizing PSR's noteworthy contribution to the model. Furthermore, the exceptionally high t-value of 47.421 and a significance value of .000 underscore the statistical significance of PSR as a predictor. In synthesis, the regression analysis unequivocally demonstrates the potent and statistically significant impact of tourists' Intention to Souvenir Purchase on their subsequent satisfaction with souvenir purchases within the context of souvenir buying. This finding suggests profound implications for tourism stakeholders, indicating that improving tourist perceptions and intentions could

significantly enhance satisfaction levels, thereby potentially enhancing overall tourism experience and industry success.

#### ***5.4.12 Influence of Intention to Purchase Souvenirs on Satisfaction with Souvenir Purchase Behaviour***

The Coefficients table analysis reveals a significant relationship between Perception towards Souvenir Buying Behaviour (PSR) and tourists' Satisfaction with Souvenir Purchase (SWSP). With an unstandardized coefficient (B) of .752, indicating a corresponding increase of .752 units in SWSP for every one-unit rise in PSR while holding other variables constant, the effect of PSR on SWSP is pronounced. The standardized coefficient (Beta) of .707 reaffirms this correlation, emphasizing PSR's substantial contribution to the model. Furthermore, the exceptional t-value of 47.421 and a significance value of .000 underscore the statistical significance of PSR as a predictor. In summary, the regression analysis unequivocally establishes a potent and statistically significant impact of tourists' Intention to Souvenir Purchase on their subsequent satisfaction with souvenir purchases, highlighting the importance of enhancing tourist perceptions and intentions to elevate satisfaction levels and potentially enhance overall tourism experience and industry success in the realm of souvenir buying.

#### ***5.4.13 Influence of Intention to Purchase Souvenirs on Loyalty towards Souvenir Purchase Behaviour***

The regression analysis examined the influence of satisfaction with souvenir purchase (STSP) on loyalty towards souvenir purchase (LTSP). The model summary revealed a strong positive correlation between STSP and LTSP, with an R value of 0.698 indicating a substantial relationship. Approximately 49.2% of the variance in LTSP was explained by STSP, as indicated by the R-square value of 0.492, which adjusted to 44.1% for a more accurate measure. The ANOVA results confirmed the model's significance, with an F-value of 1559.250 and a significance level below 0.001, signifying the model's ability to predict LTSP based on STSP. The coefficients table highlighted the nature of this relationship, with the constant having a value of 0.802, indicating the predicted LTSP when

STSP is zero, and the primary predictor, PSR, having an unstandardized coefficient (B) of 0.821, suggesting a unit increase in PSR resulting in a 0.821 unit increase in LTSP. The significance of PSR (t-value = 33.476, Sig. < .001) and its standardized coefficient (Beta = 0.698) underscored its significant and influential role in predicting LTSP.

## **5.5 Concerns and Challenges related to the handicrafts of Himachal Pradesh and Jammu & Kashmir**

The successful conduct of the strategies for promoting the sustainable development and marketing of authentic handicrafts and souvenirs from Jammu and Kashmir and Himachal Pradesh can face several concerns and challenges. Managers need to be aware of these issues and proactively address them to ensure the long-term viability of these initiatives:

- 5.5.1 Lack of Infrastructure:** Many rural artisan clusters in these states may lack proper infrastructure, including transportation and electricity. This can hinder the production and distribution of handicrafts. Managers may need to invest in infrastructure development or find creative solutions.
- 5.5.2 Quality Control:** Maintaining consistent quality can be challenging, especially when dealing with a large number of artisans. Variability in product quality can affect the brand's reputation. Implementing and enforcing quality control measures is crucial.
- 5.5.3 Sustainable Sourcing:** Finding sustainable and eco-friendly raw materials can be a challenge, and these materials may be more expensive. Managers must strike a balance between sustainability and cost-effectiveness.
- 5.5.4 Skill Shortage:** Ensuring that artisans have the necessary skills to produce high-quality handicrafts is a long-term commitment. Skill shortages or generational gaps in traditional craftsmanship can be a concern.
- 5.5.5 Market Access:** Accessing global markets and competing with mass-produced, cheaper alternatives is a significant challenge. Managers must focus on market research and finding unique selling propositions to differentiate their products.

- 5.5.6 Digital Competence:** Managing an online presence and digital marketing can be complex. Managers need to hire or train staff with the necessary digital skills, especially in rural areas where digital literacy may be low.
- 5.5.7 Cultural Appropriation:** In the global market, there's a risk of cultural appropriation. Managers should ensure that the cultural significance of these products is respected and properly communicated.
- 5.5.8 Fair Trade and Ethical Practices:** Ensuring fair wages and ethical practices can be challenging, especially in regions with varying labour regulations. Managers must navigate these issues to maintain the ethical integrity of the brand.
- 5.5.9 Tourism Dependency:** Relying solely on the tourism industry for sales can be risky, especially during economic downturns or pandemics. Diversifying the customer base is essential.
- 5.5.10 Logistics and Distribution:** Transporting fragile and valuable handicrafts from rural areas to urban centres and then to global markets can be logistically complex. Managers need efficient logistics and distribution networks.
- 5.5.11 Competition with Imitations:** Coping with cheap imitations of these products, often mass-produced, can be a challenge. Managers must educate consumers on the value of authentic, handcrafted items.
- 5.5.12 Seasonal Demand:** Seasonal variations in demand, especially for tourism-related souvenirs, can pose cash flow challenges. Managers need to plan for these fluctuations.
- 5.5.13 Sustainability Education:** Educating artisans about the importance of sustainable practices and their long-term benefits may require time and resources.
- 5.5.14 Customs and Export Regulations:** Navigating complex customs and export regulations, both domestically and internationally, can be a significant challenge for businesses dealing in handicrafts.

- 5.5.15 Cost of Eco-Friendly Packaging:** Sustainable packaging can be costlier than conventional packaging, affecting overall product costs.
- 5.5.16 Managing Collaborations:** Coordinating collaborations with multiple stakeholders, including artisans, NGOs, and tourism agencies, can be complex. Effective communication and relationship management are essential.
- 5.5.17 Government Policies:** Changes in government policies, such as trade regulations or taxation, can impact the handicraft industry. Managers should stay informed and adapt accordingly.
- 5.5.18 Environmental Impact:** Even with sustainable sourcing, the environmental impact of production, such as water usage and waste generation, can be a concern. Managers should seek eco-friendly production methods.
- 5.5.19 Handicrafts census:** A significant barrier to planning and policy-making for the subsector is the lack of comprehensive and accurate data about craftspeople, including their socioeconomic status, conditions of their livelihoods, and information about their families.
- 5.5.20 Credit and raw material:** The majority of artisans come from economically underprivileged areas with little access to financing, which drives them to neighbourhood moneylenders. Similar to how raw materials are procured locally, maintaining good raw material quality is still a challenge, which has a negative impact on profits.
- 5.5.21 Infrastructure and technological gaps:** The Handicrafts sub-sector's inability to access the infrastructure it needs has resulted in a decline in competitiveness. Lack of cutting-edge technologies has made the problem worse because inefficient old production practices.
- 5.5.22 Technical resource:** The sub-sector is plagued by a number of technical resource deficiencies, including the absence of direct connections between handicraft manufacturers and designers and thorough information on equipment, market, and retailer connections. Artisans lack sufficient awareness of how crafts are used in real-world situations.



- 5.5.23 Programmatic inefficiencies:** Numerous programmatic inefficiencies, including eligibility requirements, financial considerations, and cash delivery patterns, are prevalent in the Handicraft subsector. Such inefficiencies need to be assessed and reviewed.
- 5.5.24 Limited role of private enterprise:** The ability of NGOs and implementing agencies to carry out project interventions is constrained. These organizations suffer from weak market connections and a restricted ability to continue operating once financing is cut off.
- 5.5.25 Economies of scale:** The intrinsic fragmentation of the sub-sector prevents economies of scale from taking hold, which makes it difficult for craftspeople to find high-quality raw materials at competitive costs.
- 5.5.26 House hold sector:** After agriculture, the handicrafts sub-sector is regarded as the second-largest source of employment in rural areas. Most of the activities take place in the organized home sector.
- 5.5.27 Composition of workforce:** The Handicraft sub-sector primarily employs women and artisans from the less privileged parts of society. Workers have a relatively low level of education, which results in weak marketing abilities and a low standard of living. The sub-sector primarily employs women, 71 percent of whom are uneducated.

To address these concerns and challenges, it's essential for the policy makers to conduct thorough risk assessments, build strong relationships with artisans and partners, stay adaptable, invest in training and education, and have a long-term perspective. Sustainable development and marketing of handicrafts from these regions require a commitment to preserving cultural heritage, supporting local communities, and ensuring the economic viability of the initiatives.

## ***5.6 Recommendations***

Despite the fact that the HP and J&K handicraft industries have strengths and potential, there is a need to develop strategies and put into practice in order to explore and advance the hidden potential and thus increase the socioeconomic contribution of HP and J&K handicraft industries to the region. Promoting sustainable development and marketing of handicrafts and souvenirs authentically crafted by artisans in the state of Jammu and Kashmir and Himachal Pradesh involves a combination of strategies that aim to preserve traditional crafts, support local communities, and attract environmentally conscious consumers. Here are some strategies and specific products:

### **5.6.1 Theoretical Implications:**

1. Using identification and exploration tactics to explore new markets and strive to develop those that already exist.
2. Improve the current items and make an effort to take advantage of worldwide potential through promotions and exhibitions.
3. Educating craftsman and creating cutting-edge cost-cutting and profit-boosting plans
4. Recruiting qualified personnel, offering training and spreading awareness of the newest technology and trends in market.
5. Keep the cost-effective manufacturing, high standards of quality, and useful packaging of handmade products.
6. Development of efficient distribution systems utilizing both traditional and modern channels (Internet, e-commerce).
7. Promotion of the growth of the domestic and worldwide markets through trade fairs, trade exhibits, programs for event management, and sponsorship of domestic and international events

8. Making customers aware of the benefits that can be obtained from using handicrafts and handlooms.
9. The development of new products, market research, and brand marketing of handicrafts should be the main priorities.

### **5.6.2 Practical Implications**

#### **1. Market linkages and distribution networks must be made available to artisans:**

Craftspeople won't be able to maintain themselves through their trade without access to markets. It is critical to establish conditions where artisans may easily access raw materials, working capital, consumer awareness, creative skills, reliable sales channels, as well as health and insurance benefits, in order to revive the industry.

Even if artists are skilled at their profession, they are unable to satisfy the demands of current consumers because they lack an understanding of how to develop contemporary craft products. For artisans to create products that are suitable for the market, market intelligence must be made available.

#### **2. Making funding easily accessible and promoting the available programs:**

Craftsmen should be encouraged to make handlooms and handicrafts their main source of income by lowering the cost of raw materials and making financing simple to get. In order to assist the development of artisanal communities and the resuscitation, preservation, and promotion of crafts, corporate entities are encouraged to adopt a craft or a cluster as part of their CSR mandate. Additionally, it is encouraged to employ handicrafts and looms as business gifts. Spreading knowledge of current programs is necessary so that artisans may take use of them.

#### **3. A platform that is easily accessible must be made available for product promotion:**

An important platform for promoting handlooms and handicrafts can be used by international corporations Cottage Industries Exposition Limited and Khadi and Village Industries Commission. Products designed to meet the demands of the market at the time could increase its penetration. eKraftIndia and Shilpicrafts, two NABARD-supported e-commerce portals, have been launched to sell handicrafts and artisan producers who work for Self Help Groups (SHGs).

**4. The need to inform the craftspeople about the products and raw materials used, as well as marketing strategies:**

Not only is knowledge of what to make important, but also training and instruction in how to produce. Therefore, it is essential to have the right education on the use of production-related materials. The government, educational institutions, and industry-related self-help organizations should work to make sure that this knowledge is being spread. Exhibitions and fairs are a successful way for craftsmen to learn about their clients and advertise their goods. The training program should include artisan-organized fashion displays, which might educate the students on event planning and marketing techniques.

**5. The need to start public relations initiatives to inform and promote clients:**

Educating consumers on the rarity of hand-woven and hand-crafted goods can do a lot to advance the industry. Consumers are unable to differentiate handloom items from generic ones based on the aforementioned criteria since they are not completely aware of the qualities of handloom. It is important to make customers aware of all the benefits that may be attained from using handlooms.

**6. The need for exploration and innovation:**

For example, wooden block printers were chosen for finer designs than screen printing in order to differentiate in terms of design and complexity in order to fend off competition from mechanical methods.

## **7. Accessibility of the necessary infrastructure**

To enhance output and achieve a higher level of uniformity in items, it is important to carry out and make available to craftsmen the development of more advanced tools and processes.

## **8. Training that is specific to the market and applicable is needed:**

Given the diversity of crafts, variances in the range of their applicability, target markets, and learnability, training is to be personalized for each artisanal group and frequently altered to keep up with changing market needs. This is especially true of designing. For instance, Aari artisans think it takes roughly 25 years of practice to become an expert in a given field. It is important to give top priority to the branding of Kashmiri handicrafts, product development, market analysis and research, and the planning of international exhibitions.

## **9. Trade-show promotion:**

Fairtrade guarantees farmers fair prices, improved working conditions, and environmentally sustainable production practices. Given that fair trade is still a relatively new idea in India, stakeholders must concentrate their efforts on raising awareness of its advantages among both craftsmen and customers. Improve national and international market development through exhibitions, trade fairs, trade shows, and event management programs to attract and capture the attention and money of domestic and foreign consumers for better foreign and domestic revenue.

## **10. Collaboration with Local Artisans:**

Establish partnerships with local artisans, cooperatives, and self-help groups in Jammu and Kashmir and Himachal Pradesh. Encourage them to produce authentic, high-quality handicrafts and souvenirs.

### **11. Eco-friendly Materials:**

Encourage artisans to use eco-friendly materials like organic fabrics, natural dyes, and sustainably sourced wood. For example, artisans can create "Himachali Jewellery" and "Kashmiri Paper Machie" using sustainable materials.

### **12. Traditional Craft Preservation:**

Support initiatives to preserve traditional crafting techniques and skills. Consider products like "Kangra Miniature Paintings" and "Kashmiri Papier Mâché."

### **13. Fair Trade Practices:**

Promote fair trade principles, ensuring artisans receive fair wages and safe working conditions. Souvenirs like "Himachali Handwoven Baskets" or "J&K's Copperware" can be marketed as ethically produced.

### **14. Tourism Promotion:**

Collaborate with the local tourism industry to promote these handicrafts as souvenirs to tourists. Market items such as "Himachali Embroidered Textiles" or "Kashmiri Walnut Wood Crafts" in new tourist destinations and creating a demand for such products.

### **15. Certification and Quality Assurance:**

Establish a certification system that guarantees the authenticity of the products and adherence to sustainability standards. Implement quality control measures to maintain high-quality standards in production. Obtain certifications such as the Geographical Indication (GI) tag for specific products. For example, "Kashmiri Pashmina Shawls" and "Saffron" have recently been GI tagged, subsequently other handicrafts like "Kullu Shawls" and "Kashmiri Pherans" could benefit from this.

### **16. Product Diversification:**

Encourage artisans to diversify their product range to include a variety of items that showcase the local culture, such as Pashmina shawls, Kangra paintings, Chamba Rumals, Himachali jewelry, and Kashmiri carpets. Create a line of eco-friendly products, such as organic textiles or natural dyes.

### **17. Collaboration with Government Initiatives:**

Work with government agencies to access funding and support for sustainable development projects. Leverage government-sponsored events and tourism campaigns to promote these crafts.

### **18. Customer Engagement:**

Encourage customer participation through workshops and interactive experiences, such as block printing or pottery classes. Create loyalty programs and incentives for repeat customers.

### **19. International Exports:**

Explore opportunities to export these artifacts to international markets, leveraging the global demand for authentic and sustainable products, thereby improving the income potential of these craftsmen.

### **20. Digital Marketing and Social Media:**

Employ social media and digital marketing to share the histories of the craftspeople, their methods, and the distinctive features of each craft. Use platforms like Instagram, Pinterest, and Facebook to visually showcase products like Kangra miniatures, Basohli paintings, and Kinnauri shawls, etc.

By implementing these strategies, you can help promote sustainable development and marketing of authentic handicrafts and souvenirs from Jammu and Kashmir and Himachal Pradesh while supporting the livelihoods of local artisans and preserving their rich cultural heritage.

### ***5.7 Limitations of the study***

- This study was confined to two prominent states of India viz Himachal Pradesh and Jammu & Kashmir.
- Only cross-sectional data was collected for this study and no longitudinal study was done.
- Tourist behaviour is context specific construct which is influenced by multitudes of factors and it varies pre buying to post buying.
- Research may not be able to be generalized for other similar research areas.
- This research was based on availability of souvenirs on the destination visited by the tourists.

### ***5.8 Direction for Future Research of the Study***

- This study was confined to two prominent states of India viz Himachal Pradesh and Jammu & Kashmir. The study can be extended to other regions and states for creating better generalization of the findings and to undertake a detailed comparison of the available souvenirs.
- Only cross-sectional data was collected for this study and no longitudinal study was done, future study may include longitudinal as well as qualitative data for better robustness of the study results.
- Future study may include various constructs including destination image, tourist personality and destination brand equity to predict the souvenir buying behaviour of tourists.
- The study can be replicated with large sample size to generalise the findings and can be expanded to the supply side to understand the perspective of local experts, souvenir creators, tourism officers and community members.



- This research was based on availability of souvenirs on the destination visited by the tourists; future researches can take into consideration the availability of souvenirs and handicrafts on online platforms for which the tourist doesn't necessarily need to visit to that destination in order to buy it.

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## **Annexures**

**ANNEXURE I**  
**QUESTIONNAIRE**

*Please share the following information*

**Demographics & Trip Profile**

**Q) Gender**             Male             Female             Transgender             Prefer not to disclose

**Q) Age (Years)**    20 – 30         31 – 40         41-50             51-60             Above 61

**Q) Marital Status**     Married         Unmarried             Prefer not to disclose

**Q) Education**

- Matriculation (10<sup>th</sup>)
- Intermediate (12<sup>th</sup>)
- Undergraduate
- Postgraduate
- PhD
- Any other (Please specify.....)

**Q) Occupation**

- Government Sector
- Private Sector
- Entrepreneur/Self employed
- Unemployed
- Student

**Q) Level of Income**

- Below 30,000
- 31,000 to 50,000
- 51,000 to 70,000
- 71,000 to 1,00,000
- Above 1,00,000

**Q) To which country/state/UT do you belong** \_\_\_\_\_

**Q) How often do you take holidays?**

- Once a Year             2 times in a Year         3 times in a Year         4 or more times in a Year

**Q) Whom do you usually travel with (travel companions)?**

- Family
- Friends
- Colleagues
- Relatives
- Other \_\_\_\_\_

***Q) In what type of accommodation do you normally stay?***

- Resort
- Hotel
- Guest House
- Home Stay
- Friend's / Relative's House
- Other \_\_\_\_\_

***Q) How frequently you purchase Souvenirs***

- Always
- Often
- Occasionally
- Rarely
- Never

***Q) What was the aim of your holiday in this destination? (More than one answer allowed)***

- Leisure & Recreation
- Adventure
- Pilgrimage
- Business travel
- Honeymoon
- Cultural Holiday
- Other \_\_\_\_\_

***Q) How long did you stay in this destination?***

- 1-2 day
- 3-5 days
- 6-10 days
- 10 days and above

***Q) What means of transportation did you use to come to this destination?***

- Flight
- Hired taxi
- Own car/motorbike
- Train/Bus
- Other \_\_\_\_\_

***Q) Including this time, how many times have you been here?***

- First time
- Second time
- Third time
- Fourth time and above

***Q) How is your current trip arranged?***

- Group Tour
- Brochure Product
- FIT

Own arrangement

**Q) How did you get information about this destination (more than one answer can be selected)?**

- Travel Agency
- Internet
- Family/Friends
- News Paper/Magazine
- Travel Brochure
- Travel Guide
- TV/Radio
- Travel Fairs

**Q) Do you preplan to buy souvenirs before visiting this destination?**

Yes  No

### **Travel Motivation**

Please indicate your level of AGREEMENT with the statements describing your *Travel Motivation*. Please tick only one appropriate number that best represents your agreement with the statements on a scale of 1-5.

Scale Description: 1 – Strongly Disagree; 2 – Disagree; 3 – Neither Agree or Disagree; 4 – Agree; 5 – Strongly Agree

S. No.	Statement	Mark the appropriate response				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Experiencing the authentic life of a community					
2	Taking part in adventurous activities					
3	Pursuing family history and roots					
4	Having time to be by myself, experiencing solitude					
5	Experiencing unpolluted/natural surroundings					
6	Visiting new and exciting places					
7	Getting away from my daily routine					
8	Seeing spectacular scenery					
9	Learning about the people and history of the place I visit					
10	Taking it easy, getting plenty of rest or sleep					
11	Visiting family or friends					

12	Finding interesting holiday activities					
13	Go shopping					
14	Going to places that are off-the-beaten track or hard to reach					
15	Returning to places I have enjoyed before					
16	Pursuing a hobby					
17	Going to as many different places as possible					

**Travel Style**

Please indicate your level of AGREEMENT with the statements describing your *Travel Style*. Please tick only one appropriate number that best represents your agreement with the statements on a scale of 1-5.

Scale Description: 1 – Strongly Disagree; 2 – Disagree; 3 – Neither Agree or Disagree; 4 – Agree; 5 – Strongly Agree

S. No.	Statement	Mark the appropriate response				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Socializing with fellow travellers					
2	Eating in interesting or special restaurants					
3	Taking guided tours to special sites					
4	Participating in night entertainment such as dancing or nightclubs					
5	Visiting state or national parks					
6	Eating foods of the region					
7	Visiting ethnic communities					
8	Visiting gardens and urban parks					
9	Observing architecture of public buildings such as monuments and temples, heritage buildings					
10	Walking around in a town or city					
11	Looking for antiques					
12	Attending ethnic or community festivals or fairs					

**Souvenir Attributes**

Please indicate your level of AGREEMENT with the statements describing the *Souvenir Attributes*. Please tick only one appropriate number that best represents your agreement with the statements on a scale of 1-5.

Scale Description: 1 – Strongly Disagree; 2 – Disagree; 3 – Neither Agree or Disagree; 4 – Agree; 5 – Strongly Agree

S. No.	Statement	Mark the appropriate response				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Quality					
2	Versatility					
3	Authentic					
4	Indigenous					
5	Traditionality and inheritance					
6	Craftsmanship					
7	Story and reminiscent					
8	Fashion and modern					
9	Procedure innovation					
10	Visual appreciation and creativity					
11	Texture					
12	Portable					
13	Convenience and practical					
14	Item can be displayed in the home					
15	Made by well-known craftsperson/artisan from area					
16	Unique, one of a kind, or limited edition					
17	Workmanship is of high quality					

**Attitude towards Souvenir Purchase**

**Section B:** Below are statements about things that can happen during souvenir purchase. Please select the option that represents what you feel is the chance or probability of the statement occurring.

Please indicate your level of AGREEMENT with the statements describing the *Attitude towards Souvenir Purchase*. Please tick only one appropriate number that best represents your agreement with the statements on a scale of 1-5.

Scale Description: 1 – Strongly Disagree; 2 – Disagree; 3 – Neither Agree or Disagree; 4 – Agree; 5 – Strongly Agree

S. No.	Statement	Mark the appropriate response				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	In general, souvenir products are better quality products					
2	Souvenir products inevitably are very expensive					
3	In my opinion, souvenirs are too expensive for what it is					
4	In my opinion, souvenirs are pleasant					
5	When I own a Souvenir item, I feel a bit like I'm disguising myself					
6	I almost never buy souvenirs					
7	The souvenirs we buy reveal a little bit of who we are					
8	One buys souvenirs primarily for one's pleasure					
9	For the most part, souvenirs are to be offered as gifts					

### *Intention to Purchase Souvenirs*

Please indicate your level of AGREEMENT with the statements describing your *Intention to Purchase Souvenirs*. Please tick only one appropriate number that best represents your agreement with the statements on a scale of 1-5.

Scale Description: 1 – Strongly Disagree; 2 – Disagree; 3 – Neither Agree or Disagree; 4 – Agree; 5 – Strongly Agree

S. No.	Statement	Mark the appropriate response				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I probably will purchase souvenir from this destination					
2	I intend to purchase souvenir during my vacation					



3	I have high interest towards purchasing souvenir of this destination					
4	I will definitely purchase souvenir from this destination					

**Souvenir Purchase**

Please indicate your level of AGREEMENT with the statements describing your *Souvenir Purchase*. Please tick only one appropriate number that best represents your agreement with the statements on a scale of 1-5.

Scale Description: 1 – Will not purchase; 2 – Not Likely; 3 – Somewhat likely; 4 – Likely; 5 – Very likely to Purchase

***Q) How likely are you to buy each of the following products while on your trip?***

S. No.	Item	Will Not Purchase	Not Likely	Somewhat Likely	Likely	Very Likely
1	Gems & Jewelries					
2	Textile, Garment & Fashioned accessories					
3	Gift, Decorative items & Embroidery Work					
4	Antiques					
5	Spa & beauty products					
6	Dry Fruits, Wines & Regional Foods					
7	Earthenware & Metalwork					
8	Medicinal / Herbal Products					
9	Photographs, Postcards & Paintings					
10	Sports Items					
11	Local Sweets					
12	Paintings & Block Printing					
13	Wood Work & Bamboo Work					
14	Paper Machie					
15	Knotted Carpets and Rugs					
16	Perfumes, Electric goods					
17	Published materials like books, magazines					

***Q) From your past traveling experiences, how often did you buy souvenirs?***

Every time       Sometimes       Hardly ever       Never

***Q) What is the percentage of the Total trip expenses as budget for Souvenir Shopping?***

- More than 50%                       30%-50%                       10%-30%                       Less than 10%

***Q) Purpose of Souvenir Purchase?***

- Personal Use                       Friends                       Family Members  
 Display at Home                       Social Obligation                       Relatives  
 Neighbours                       Work Colleagues                       Others

***Q) Purchase souvenirs generally from?***

- Govt. Emporiums                       Govt. Authorised Emporiums                       Branded Shops  
 Souvenir Stalls                       Craft Villages                       Local Markets  
 Trade Fairs & Expositions                       Tourist Places                       Any other

***Q) Approximately how many souvenirs items have you purchased during this trip?***

- None                       1-2                       3-5                       6 items and more

**Satisfaction with Souvenir Purchase**

Please indicate your level of AGREEMENT with the statements describing your *Satisfaction with Souvenir Purchase*. Please tick only one appropriate number that best represents your agreement with the statements on a scale of 1-5.

Scale Description: 1 – Strongly Disagree; 2 – Disagree; 3 – Neither Agree or Disagree; 4 – Agree; 5 – Strongly Agree

S. No.	Statement	Mark the appropriate response				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The souvenir I purchase gave me great value for money					
2	The souvenir has good price					
3	I had good a good experience of buying souvenir					
4	I made a wise choice to purchase this souvenir					
5	I found exactly the souvenir that I was looking for					
6	I feel satisfied with my decision to purchase this souvenir					
7	The souvenir met my expectation					

**Loyalty towards Souvenir Purchase**

Please indicate your level of AGREEMENT with the statements describing your *Loyalty towards Souvenir Purchase*. Please tick only one appropriate number that best represents your agreement with the statements on a scale of 1-5.

Scale Description: 1 – Strongly Disagree; 2 – Disagree; 3 – Neither Agree or Disagree; 4 – Agree; 5 – Strongly Agree

S. No.	Statement	Mark the appropriate response				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I will recommend to my friends, family and others to buy souvenir of this destination					
2	I will say positive things about the souvenirs to other people					
3	I will encourage other tourists to buy these souvenirs					
4	I will purchase this souvenir again when I will travel to this destination					
5	I will repurchase this souvenir in the near future					

Thank you very much for your valuable time and your contribution to our study.