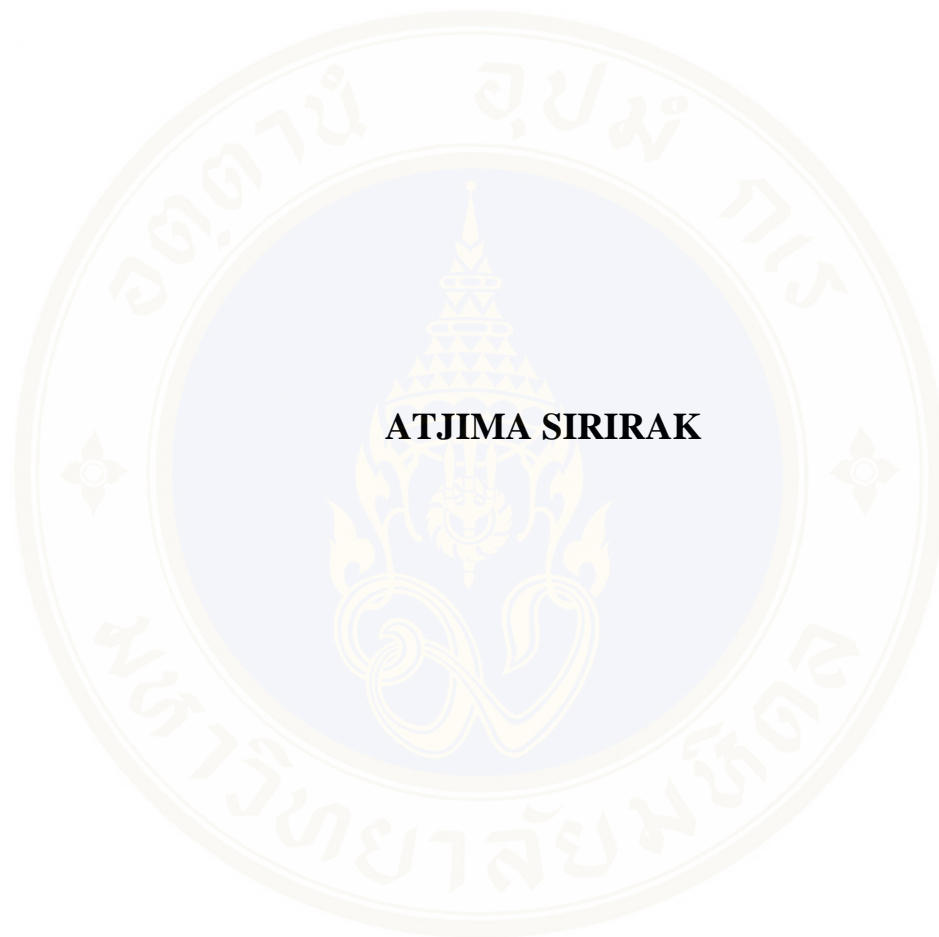


**A STUDY ON DECISION-MAKING STYLES AND SOUVENIR
SHOPPING ATTITUDES OF INTERNATIONAL TOURISTS IN
BANGKOK**



**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
(TOURISM AND HOSPITALITY MANAGEMENT)
FACULTY OF GRADUATE STUDIES
MAHIDOL UNIVERSITY
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Thesis
entitled
**A STUDY ON DECISION-MAKING STYLES AND SOUVENIR
SHOPPING ATTITUDES OF INTERNATIONAL TOURISTS IN
BANGKOK**



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Atjima Sirirak

**A STUDY ON DECISION-MAKING STYLES AND SOUVENIR SHOPPING
ATTITUDES OF INTERNATIONAL TOURISTS IN BANGKOK**

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ABSTRACT

The primary purpose of this research was to understand the behaviour of international tourists toward souvenir shopping, by examining their decision-making styles, their attitudes toward souvenir shopping in Bangkok, and studying the relationship between these decision-making styles and souvenir choice criteria. Questionnaires were distributed to collect data from 400 international tourists at four major shopping destinations. The respondents' decision-making styles were then analysed by using a principal component analysis. The descriptive statistics used in this study were percentages, means, and standard deviations whereas hypothesis testing used t-tests, one-way ANOVA, and Pearson correlations to predict differences and relationships. The majority of respondents were male, 20-30 years old, single, had monthly incomes between \$1,001-2,000, graduated with a bachelor degree, and were Asian. Results showed nine decision-making styles. The tourists tend to consider in-store service as the most important criteria. A significant relationship was found to exist between decision-making styles and souvenir choice criteria.

**KEY WORDS: DECISION-MAKING STYLE/ SOUVENIR CHOICE CRITERIA/
ATTITUDES/ SOUVENIR SHOPPING**

113 pages

การศึกษารูปแบบการตัดสินใจและทัศนคติในการเลือกซื้อสินค้าที่ระลึกของนักท่องเที่ยว
ชาวต่างชาติในกรุงเทพมหานคร

A STUDY ON DECISION-MAKING STYLES AND SOUVENIR SHOPPING ATTITUDES OF
INTERNATIONAL TOURISTS IN BANGKOK

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บทคัดย่อ

งานวิจัยนี้มีจุดประสงค์เพื่อศึกษารูปแบบการตัดสินใจและทัศนคติของนักท่องเที่ยวในการเลือกซื้อสินค้าที่ระลึกในเขตกรุงเทพมหานคร ผู้วิจัยได้ทำการเก็บข้อมูลโดยใช้แบบสอบถามจากกลุ่มตัวอย่างจำนวน 400 ตัวอย่าง สถิติเชิงพรรณนาที่ใช้คือค่าร้อยละ ค่าเฉลี่ยเลขคณิต และค่าเบี่ยงเบนมาตรฐาน ใช้เทคนิคการวิเคราะห์ปัจจัยในการจัดกลุ่มตัวประกอบของรูปแบบการตัดสินใจ และทำการทดสอบสมมติฐานโดยใช้ T-test การวิเคราะห์ความแปรปรวนทางเดียว และวิธีวิเคราะห์สหสัมพันธ์แบบเพียร์สัน ซึ่งข้อมูลได้ถูกประมวลโดยโปรแกรม SPSS for Windows และค่านัยสำคัญในการทดสอบสมมติฐานถูกตั้งไว้ที่ 0.05 ผลที่ได้จากการวิจัยทำให้ทราบว่า นักท่องเที่ยวส่วนใหญ่เป็นเพศชาย อายุระหว่าง 20-30 ปี สถานภาพโสด มีรายได้ต่อเดือนประมาณ 1,000 – 2,000 ดอลลาร์ มีการศึกษาระดับปริญญาตรี และเป็นชาวเอเชีย มีรูปแบบในตัดสินใจเลือกซื้อของที่ระลึก 9 รูปแบบ นอกจากนั้นนักท่องเที่ยวยังให้ความสำคัญกับการบริการในร้านเป็นปัจจัยที่สำคัญที่สุดในการเลือกซื้อสินค้าที่ระลึก ผลของการศึกษายังทำให้ทราบถึงความสัมพันธ์ระหว่างรูปแบบการตัดสินใจและปัจจัยในการเลือกซื้อสินค้าที่ระลึก

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CHAPTER I

INTRODUCTION

1.1 Background of the study

Tourism industry is one of the major income generating industries in Thailand. According to the Tourism Authority of Thailand (2008), see Table 1.1 below, there were 14.53 million international tourists who visited Thailand. As a result, the income generated throughout the country reached to approximately 561.44 million Thai Baht (TAT, 2008).

Table 1.1: Revenue Generated from Tourism Industry from 1998-2008

Year	International			
	Tourist		Revenue	
	Number (Million)	Change (%)	Million (Baht)	Change (%)
1998	7.76	7.53	242,177	9.7
1999	8.58	10.5	253,018	4.48
2000	9.51	10.82	285,272	12.75
2001	10.06	5.82	299,047	4.83
2002	10.8	7.33	323,484	8.17
2003	10	-7.36	309,269	-4.39
2004	11.65	16.46	384,360	24.28
2005	11.52	-1.51	367,380	-4.42
2006	13.82	20.01	482,319	31.29
2007	14.46	4.65	547,782	13.57
2008	14.53	0.48	561,439	2.49

Source: Tourism Authority of Thailand, 2008

Due to the different purposes of travelling, a variety of activities are involved when people travel. Numerous researchers have found that shopping is one

of the major activities that tourists regularly partake during the trip (Jansen-Verbeke, 1990, 1991; Kim & Littrell, 2001; Lehto et al., 2004).

One research has shown that a significant source of income from tourism industry within Thailand comes from tourist shopping (Ngamsom, 1998). This is also supported by the campaign of Tourism Authority of Thailand (TAT), 2008. TAT is positioning Bangkok as a shopping destination by including shopping as one of the five charms: culture, the Chao Phraya River, shopping, nightlife and cuisine. Recently, TAT has been promoting “Amazing Thailand Grand Sale 2010” which aims to attract a number of tourists to shop in Bangkok.

The table of average expenditure of international tourists, see Table 1.2 below, represents the average expenditure of tourists in different tourism sectors in Bangkok. Souvenirs and shopping is one of the major expenditure that both individual and group tourists prefer spending their money on. In comparison between individual and group tour, it indicates that individual tourists spend more on souvenir and shopping more than tourists who come as a group. The percentage of individual tourist expenditure is accounted at 13.53 while percentage of average expenditure of tourist who comes as a group is accounted at 11.49.

Table 1.2: Average Expenditure of International Individual and Group Tourists

Expenditure items (only in Bangkok)	Individual (%)	Group Tour (%)
Clothing and travel equipment	2.38	0.66
Local transportation	16.88	18.88
Accommodation	44.29	48.51
Food & beverage	13.89	11.41
Souvenirs and shopping	13.53	11.49
Entertainment	4.65	3.89
Service fees of tourist attractions	2.4	3.03
Miscellaneous	1.98	2.12
Total	100	100
Average expenditure/person/day (THB)	2,950.57	3,445.49

Source: Office of Tourism Development (2008)

Purchasing of souvenir is considered a part of tourist shopping. Souvenir shopping is an activity geared toward acquiring a tangible product which is sold in other countries different from where tourists are coming from. It also serves as a reminder of a tourist's travel experience which allows interaction between the tourist and the destination. This could increase attractiveness and richness of a tourist's experiences.

Tourists shop for souvenir because of the special characteristic of an object. This is because the souvenir can serve as a reminder of experiences in a tourist's mind (Littrell et al., 1993).

Various researchers have tried to understand tourists' souvenir shopping behavior (Li & Cai, 2008; Yuksel, 2007). One particular aspect of tourists' souvenir shopping behavior was conducted in 2009. It focused specifically on decision-making process of tourists in shopping for souvenirs (Damrongpipat, 2009). Incidentally, decision-making styles were also the spotlight of other researches. However, there are too few studies which sought to understand the antecedent of decision-making styles especially in aspects of souvenir shopping (Wesley et al., 2006). Hence, it prompted the need for a research on the decision-making styles of international tourists purchasing souvenirs in Bangkok. Turner & Reisinger (2001) stated that understanding the psychological aspects of tourists is crucial for souvenir providers so they could offer items in line with the tourist's interest.

The result of the study will present the classification of international tourists toward souvenir shopping in Bangkok. Moreover, souvenir shopping attitudes of international tourists in Bangkok will also be examined. The benefits of the study can assist souvenir retailers to identify the segment of international tourists inclined to souvenir shopping in Bangkok. Hence, they can offer the items according to the needs and wants of the target segment. Together with representing souvenir attributes that international tourists take into consideration when shopping for souvenir.

1.2 Statement of the problem

Souvenir shopping is identified to be different from general shopping. This is due to the characteristic of souvenir shopping as being seasonal while general

shopping can be done on a regular basis (Turner & Reisinger, 2001). Therefore, it is crucial to capture the right target segment at the right time. However, there are several problems faced by the souvenir industry.

First, souvenir retailers are facing the challenge in defining their key target market (Li & Cai, 2008). Therefore, they failed to develop appropriate assortment of products that respond to tourists' preferences toward souvenirs (Li & Cai, 2008). As a result, there is no differentiation among the souvenirs being offered.

Second, even though a number of studies have been conducted to examine souvenirs in different aspects: souvenir authenticity (Littrell et al., 1993), souvenir purchase intention (Kim & Littrell, 2001), travel motivation and purchasing of souvenirs (Swanson & Horridge, 2006), and souvenir purchasing behaviors (Littrell et al., 1993; Hu & Yu, 2007; Li & Cai, 2008) there is still limited study focusing on profiling international tourists' decision-making styles toward souvenir shopping (Wesley et al., 2006).

Therefore, understanding tourists' decision-making styles toward souvenir shopping is crucial as it will help categorize the international tourists into different segments. Consequently, retailers can select the target segments that are needed to focus on and be able to offer the souvenirs according to tourist's preferences.

Additionally, Turner & Reisinger (2001) suggested that understanding the psychology of traveler spending is important because tourists are consciously seeking unique gifts and products. The result of this research will generate the factors affecting international tourist's attitudes toward souvenir shopping. This could provide retailers a better understanding of tourists which may be directed toward offering the right souvenirs to the right group of tourists.

1.3 Research Questions

1. What are the decision-making styles of international tourists toward souvenir shopping in Bangkok?
2. What are the attitudes of international tourists toward souvenir choice criteria in Bangkok?

3. Is there a relationship between souvenir choice criteria and decision-making styles of international tourists toward souvenir shopping in Bangkok?

1.4 Research Objectives

1. To identify the decision-making styles of international tourists toward souvenir shopping in Bangkok.
2. To investigate attitudes toward souvenir choice criteria of international tourists in Bangkok.
3. To investigate the relationship between souvenir choice criteria and decision-making styles of international tourists toward souvenir shopping in Bangkok.

1.5 Rationale of research

The numerous souvenir retailers facing the challenge in identifying their target segment (Li & Cai, 2008), most of them are offering similar souvenirs to tourists. According to this circumstance, souvenir offer in the market might not be attractive enough to purchase. Therefore, the research of understanding international tourists' decision-making styles and attitudes will be conducted which could result in increasing of tourists expenditure toward souvenir industry.

The findings of this research will directly contribute to the tourism industry. First, souvenir retailers in Bangkok will be able to market the souvenirs according to the target segment of international tourists in Bangkok which may result to an increase in revenue. Furthermore, it will help boost up the economy of the target destination, Bangkok, as a major tourist attraction. At the same time, the benefits of identifying the target segment of retailers will also generate further benefits to souvenir producers. This is because producers will be able to create the souvenirs that will better serve the specified segment. Furthermore, this study can serve as the secondary data for future research.

1.6 Scope and Limitation of the Study

Due to the different aspects of souvenirs that have been studied such as the authenticity of souvenirs, retailers' perception, and purchase intention, this study will particularly examine decision-making styles and attitudes of international tourists toward souvenir shopping in Bangkok. The factors to be examined include demographic variables, souvenir choice criteria, and decision-making styles.

Nowadays, the advancement in technology creates possibility for online shopping, including online souvenir shopping. Rather than including online souvenir shopping, this study focuses specifically on physical shopping at the tourist destination which is Bangkok.

The length of time in collecting data is approximately one month during August of 2011. This should provide enough time to diversify point in time and location in the data collecting process. Besides, this research is conducted as a cross-sectional study where data will be collected only once due to the limited amount of time.

Moreover, the study will specifically target international tourists while excluding the expatriates who are temporary residents in Bangkok.

Additionally, the target destination in collecting data will be at Chatuchak weekend market, MBK, Khaosan Road, and Pratunam. The reason for selecting these places is because they are the shopping destinations recommended to tourists by the Tourism Authority of Thailand.

Limitations also represent in this research. Firstly, limitation in terms of generalizability of this study. It is due to the focus of the study representing only the decision-making styles of international tourists toward souvenir shopping in Bangkok. Therefore, the result might not be the same in other locations.

Second, the decision-making styles of this study are specifically focused on the context of souvenirs. As a result, the decision-making styles of international tourists shopping toward other products may be presented in a different outcome.

1.7 Terms Definition

1. Souvenir: a tangible product which is sold in other countries different from where tourists are coming from; it also serves as a reminder of tourist's travel experience.

2. Souvenirs Shopping: an activity toward acquiring a tangible product which is sold in other countries different from where tourists are coming from; it also serves as a reminder of tourist's travel experience which allows interaction between tourists and the destination that could increase attractiveness of the tourist's experiences.

3. Decision-Making Styles: a mental orientation which characterizes a consumer's approach to making choices. It aims to explain the consumer's affection and cognition through an approach that consumer use in making decision. It is the basic mental characteristics of consumers' decision making.

4. Consumer Style Inventory: a tool used as a foundation to profiling of decision-making styles.

5. Souvenir Choice Criteria: attributes of product that are related with consumers' buying decision among souvenir alternatives.

6. Attitudes: the persistent feeling of a person through evaluation toward target object or situation which can range from positive to negative dimension based on information and attributes of that object.

CHAPTER II

LITERATURE REVIEW

In order to better understand decision-making styles and souvenir shopping attitudes, the definition of the main concept and result of previous research have been reviewed and summarized in this chapter including souvenir shopping concept; decision-making styles; attitudes; souvenir choice criteria; and relationship between decision-making styles and souvenir choice criteria.

2.1 Souvenir Shopping

The nature of man is to return from their trip with an evidence of the experience, souvenir (Swanson, 2006). This souvenir serves as a reminder of intangible experiences incurred from travelling. Moreover, it serves as proof of travel (Swanson, 2006).

There are various definitions of souvenirs that have been identified. Littrell et al. (1994) defined souvenirs as a tangible symbol and reminder of an experience that differs from daily routine and serves as a reminder of one's own travel experience. Moreover, it is the mechanized representation of local customs (Cohen, 1979). Additionally, Timothy (2005) has also suggested that souvenirs range from primitive handicrafts to mass-manufactured items made in other countries far from the destination where they are sold.

Therefore, souvenirs can be defined as “a tangible product which is sold in other countries different from where tourists are coming from; it also serves as a reminder of a tourist's travel experience”.

A wide range of products are available as souvenirs. To have a better understanding about them, the clarification of souvenirs can be explained by the typology of souvenirs introduced by Gordon (1986). Five classification of souvenirs are acknowledged: pictorial image, piece-of-the-rock, symbolic shorthand, markers,

and local product. **Pictorial images** are souvenirs that include images. The pictorial image such as picture postcards is featured as a snapshot of destination. **Piece-of-the-rock** souvenirs are considered items collected from nature such as seashells and rocks. **Symbolic shorthand** souvenirs are manufactured items that reminded one of a code or message about the place it came from such as a miniature monument. **Markers** as a T-shirt are inscribed with words that locates them to a certain place or time. **Local product** souvenirs such as food and cloths are made from materials indigenous to a specific destination.

Stone (2004) suggested that souvenir product assortment entails the scope of stocks a retailer features. This concept is supported by the idea of Kahn (1999), that product assortment decisions are one of the most important decisions facing retailers. Furthermore retailers have to decide on the span of product assortment, the depth of assortment and the quality of items to carry. The right assortment and manner in which it is presented can satisfy a customer's existing wants and shape consumer preference (Simonson, 1999). The correct souvenir product assortment can affect whether a tourist will purchase a souvenir and ultimately satisfy a tourist's desire to take home a remembrance of the experience. Important also is the viability of retail trade in tourist destination areas.

Souvenirs are economically vital for many retail business located near or at tourist attractions. This is why souvenirs and shopping is one of the major activities that tourists spend their time and money on (Office of Tourism Development, 2008).

Shopping is considered an enjoyable tourist activity which can attract and motivate people to travel (Timothy & Butler, 1995). Nowadays, tourists almost always have to make an attempt to stay away from shopping (Timothy & Butler, 1995). This is the reason why tourist's expenditure shows in shopping more than in accommodation, meal, or other activities (Jansen-Verbeke, 1991; Timothy & Butler, 1995).

Shopping activity of tourist is shown in two different aspects. First, it is when shopping becomes the major motivation for tourists to making a decision to travel (Law & Au, 2000). Second, even when travelling decision of tourists are not primarily driven by shopping intention; however, they will still shop while they are travelling (Traveller's note, 1995).

Timothy (2005) has defined shopping as “a complex phenomenon that is laden with socio-cultural, political, economic, and spatial meaning”. Tourist shopping is an activity which provides tourist’s experience a means of interacting with products and/or services (Timothy, 2005). It is a universal tourist activity that increases attractiveness of almost every region of the world (Turner & Reisinger, 2001). Tourist shopping is the expenditure of tangible goods by tourists either for consumption at the destination or for export to their home countries (Turner & Reisinger, 2001).

Therefore, *souvenirs shopping* can be defined as “an activity toward acquiring a tangible product which is sold in other countries different from where tourists are coming from; it also serves as a reminder of tourist’s travel experience which allows interaction between tourists and the destination that could increase attractiveness of the tourist’s experiences.”

Ghodeswar (2004), stated that souvenir shopping is about devoting time and effort into buying and hope to delight the love ones. However, souvenir retailers failed to develop appropriate products that respond to tourists’ preferences (Li & Cai, 2008). As a result, there is no differentiation among the souvenirs being offered. The souvenir being offered tend to be too homogeneous and available in various stores (Walsh et al., 2001). Walsh also stated that consumer could be uninterested when retailer offers homogeneity souvenir (2001). Hence, to enhance tourists’ souvenir shopping experience and increase sales, retailers might consider diversifying their assortment (Swanson, 2006).

Tourists are also interested in new styles of souvenir that they never experienced before. When this happens, more information about the souvenir might be required. Kotlor et al. (2010) which suggested that consumer tends to seek for more information once a product is something they are not familiar with.

2.2 Decision-Making Styles

Better understanding of tourists’ decision-making styles leads to the innovation of better marketing strategies that may help anticipate needs and wants of tourists.

Even though, understanding tourists' behavior is a complex process as Hoyer & Macinnis (2008) suggested that "consumer behavior is more than just a choice of product consumer purchased, however, it is 'the totality of customers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by human decision-making units". As the evidence showed, explorations on consumer behavior were primarily focused on the decision-making process (Kwan et al., 2004). However, Bettman cited in Kwan et al. (2004) that people might not always go through complex decision processes. Rather, they might typically rely only on the product characteristics when making purchase decision. The same idea also being supported in the work of Sproles (1985) in Kwan et al. (2004) that people may simply consider only some the attributes of product based on what they are usually aware of.

Consequently, Sproles and Kendall (1986) first invented consumer decision-making styles. It is defined as "a mental orientation characterizing a consumer's approach to making choices." It aims to explain a consumer's affective and cognitive preferences through an approach that they use in making decisions. It is the most fundamental mental characteristics of consumers' decision making (Wang et al., 2004).

In order to profile souvenir shopping tourists into the different categories of decision-making styles, the consumer decision-making styles inventory (CSI) was used as a tool to measure the level of agreement of respondents toward variables in CSI (Sproles & Kendall, 1986).

In 1985, the CSI was first developed by Sproles & Kendall (Hanzaee & Aghasibeig, 2008). The first research using CSI was based on a study of a sample of 111 undergraduate women students in United States. The 50 factors of decision-making styles were measured by five-point Likert scale (Hafstrom et al., 1992). The factors were tested with varimax rotation. The result found six styles which consist of the perfectionist, value consciousness, brand consciousness, novelty-fad-fashion consciousness, shopping avoider-time saver-satisfier, and confused or support decision-maker.

Later on in 1986, Sproles and Kendall re-developed the prior model of CSI (Hafstrom et al., 1992). This time, 482 high school students in 29 home economic

classes were the sample. Eight characteristics of decision-making styles were confirmed through factor analysis using varimax rotation. Basically, first six items remain unchanged while two more traits were added: impulsive/careless and habitual/brand loyal.

CSI provided a foundation of standardized profiling of decision-making styles which have been tested and validated in the international context (Yasin, 2009).

Hafstrom et al. (1992) stated that Sproles and Kendall suggested that CSI be adopted to profile decision-making styles. This should be applied to different populations in order to achieve generalizations in the study.

According to Sproles and Kendall (1986), consumer decision making styles can be divided into eight categories: perfectionists, brand conscious, novelty and fashion conscious, recreational and shopping conscious, price conscious, impulsiveness, confused by overchoice, and habitual or brand loyal.

The decision-making styles have been used with the different group of sample from students to general customer. In this study, decision-making styles of consumer will be applied and used with the tourists. Throughout this research, decision-making styles implies the different approaches of tourists in making decision within tourism context. These various tourist decision-making styles and their respective descriptions have been summarized in Table 2.1

Table 2.1: Characteristics of Eight Decision-Making Styles

Tourist Decision-Making Styles	Description
1. Perfectionist	A characteristic of tourists who make purchase decision by systematically searching for the best quality souvenirs.
2. Brand Consciousness	A characteristic of tourists who make purchase decision by choosing the expensive souvenir items. They tend to believe that high price indicate high quality.
3. Novelty-Fashion Consciousness	A characteristic of tourists who make purchase decision based on the innovativeness of the items.
4. Recreational-Shopping Consciousness	A characteristic of tourists who make purchase decision based on the pleasure of purchasing. They tend to buy just for fun.

Table 2.1: Characteristics of Eight Decision-Making Styles (Continued)

Tourist Decision-Making Styles	Description
5. Price Consciousness	A characteristic of tourists who make purchase decision by focusing on low prices.
6. Impulsiveness	A characteristic of tourists who make purchase decision without being concerned on how much they will spend.
7. Confused by Overchoice	A characteristic of tourists who perceive that there are too many brands, items, stores to choose from. They are more likely to experience information overload.
8. Brand Loyalty	A characteristic of tourists who make purchase decision by having favorite brands and stores. They tend to purchase same brands repetitively.

Source: Adapted from Sproles and Kendall's Decision-Making Styles Model (1986)

The tourist decision-making styles are as follows;

(1) **Perfectionist** is the high quality conscious tourist who possesses systematic and careful thinking processes. They are not satisfied with mediocre souvenirs. Moreover, they base their purchases on the best quality souvenirs. This decision-making style is also found in the studies of Halfstrom (1992); Durvasula et al. (1993); Fan & Xiao (1998); Mitchell & Bates (1998); Walsh et al. (2001); Kwan et al. (2004); Ghodeswar (2004); Wesley et al. (2006); Yang & Wu (2007); Hanzaae & Aghasibeig (2008); Yasin (2009); Boonlertvanich (2009); Mokhlis & Salleh (2009); and Leng & Botelho (2010). Ghodeswar (2004) further stated that Perfectionist tend to seek for a nice place to shop such as in a department store as they believe that high quality products are mostly offered in such places.

(2) **Brand Consciousness** occurs when tourists make decisions based on their belief that high prices equal high quality of souvenirs. Hence, they tend to seek expensive and well-known brands. The Brand Consciousness is also found in work of Halfstrom (1992); Durvasula et al. (1993); Fan & Xiao (1998); Walsh et al. (2001); Ghodeswar (2004); Wesley et al. (2006); Yang & Wu (2007), Hanzaae & Aghasibeig (2008); Yasin (2009); and Leng & Botelho (2010).

(3) **Novelty-Fashion Consciousness** is the decision-making style of tourists who prefer new and innovative souvenirs. They tend to buy a different souvenir from their previous choice of purchased items. The Novelty-Fashion Consciousness is also found in the research of Durvasula et al. (1993); Mitchell & Bates (1998); Walsh et al. (2001); Ghodeswar (2004); Wesley et al. (2006); Yang & Wu (2007); Hanzaee & Aghasibeig (2008); Yasin (2009); Mokhlis & Salleh (2009); and Leng & Botelho (2010).

(4) **Recreational-Shopping Consciousness** is the decision-making style of tourists who purchase for personal pleasure. They shop just for fun. They are not concerned too much about the function of the item. The Recreational-Shopping Consciousness is also found in Haftstorm (1992); Durvasula et al. (1993); Mitchell & Bates (1998); Walsh et al. (2001); Ghodeswar (2004); Wesley et al. (2006); Yang & Wu (2007); Hanzaee & Aghasibeig (2008); Yasin (2009); Boonlertvanich (2009); Mokhlis & Salleh (2009); and Leng & Botelho (2010).

(5) **Price Consciousness** is the decision style of tourists who gain attention from low priced souvenirs. They try to seek the lowest price as possible. They are more often attracted by sale prices. Price Consciousness also found in the work of Halfstrom (1992); Durvasula et al. (1993); Fan & Xiao (1998); Mitchell & Bates (1998); Kwan et al. (2004); Hanzaee & Aghasibeig (2008); Yasin (2009); and Boonlertvanich (2009).

(6) **Impulsiveness** refers to decision-making style of tourists who make purchase decision without thinking about how much they will spend. Impulse purchasing behavior is rapidity in purchase decision. It is involved with low level of thinking on the comparison of choices or alternatives available. Impulsiveness is also represented in the study of Halfstrom (1992); Durvasula et al. (1993); Mitchell & Bates (1998); Walsh et al. (2001); Ghodeswar (2004); Yang & Wu (2007); Hanzaee & Aghasibeig (2008); Yasin (2009); and Boonlertvanich (2009).

(7) **Confused by Overchoice** is related to decision-making style of tourists who face information overload. This confusion occurs when the number of souvenirs available is numerous, several brands are available, or souvenirs are available in various stores. Confused by Overchoice is also found in the studies of Halfstrom (1992); Durvasula et al. (1993); Mitchell & Bates (1998); Walsh et al. (2001); Kwan et

al. (2004); Ghodeswar (2004); Wesley et al. (2006); Yang & Wu (2007); Hanzaee & Aghasibeig (2008); Yasin (2009); Boonlertvanich (2009); Mokhlis & Salleh (2009); and Leng & Botelho (2010). This decision-making style is likely to happen in highly-evolved items where time and information are needed which may result in information overload (Leng & Botelho, 2010). This further leads to confusion in making decisions. Mitchell and Bates (1998) suggested that product differentiation should be developed to overcome the confusion of tourist shop for souvenir.

(8) Brand Loyalty is a decision style of tourists who shop repetitively with the same type of souvenirs, same brand, or even at the same store. They are able to identify what their favorite item, brand, or store is (Leng & Botelho, 2010). Brand Loyalty is also represented in the work of Halfstrom (1992); Durvasula et al. (1993); Mitchell & Bates (1998); Kwan et al. (2004); Ghodeswar (2004); Wesley et al. (2006); Yang & Wu (2007); Hanzaee & Aghasibeig (2008); Yasin (2009); Boonlertvanich (2009); Mokhlis & Salleh (2009); and Leng & Botelho (2010). Moreover, various benefits are gaining from Brand Loyalty decision-making styles. Kotlor et al., (2010) suggest several benefits of customer loyalty. The loyal customers tend to purchase more often with a variety of items. They are less likely to switch brands even when the price changes. They are good marketers because at the same time they help spread news about the product by word-of-mouth. In addition, it is more difficult to attract the new customer than to retain the existing customer (Kotler et al., 2010). In relation to this, the first research question is developed below:

Research Question 1: What are the decision-making styles of international tourists toward souvenir shopping in Bangkok?

From previous researches, two issues related to decision-making styles are commonly raised: demographics and culture. The first issue related on studies that show how the statistical profile of tourists will affect the decision-making styles. Extended researches have tried to seek for an answer on a difference between demographics and decision-making styles in terms of gender, age, marital status, income, educational level. In relation to this the first hypothesis is developed:

Hypothesis 1: There is a difference between demographic variables and decision-making styles.

Table 2.2: Summary of Factors Found in Decision-Making Styles Studies

Factors	Halfstrom et al. (1992)	Durvasula et al. (1993)	Fan & Xiao (1998)	Mitchell & Bates (1998)	Walsh et al. (2001)	Kwan et al. (2004)	Ghodeswar (2004)	Wesley et al. (2006)	Yang & Wun (2007)	Hanzaee & Aghasibeig (2008)	Yasin (2009)	Boonlertvanich (2009)	Mokhlis & Salleh (2009)	Leng & Botelho (2010)
Perfectionist	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Brand Consciousness	x	x	x		x		x	x	x	x	x		x	x
Novelty-Fashion Consciousness		x		x	x		x	x	x	x	x	x	x	x
Recreational-Shopping Consciousness	x	x		x	x	x	x	x		x	x	x		x
Price Consciousness	x	x	x	x		x		x		x	x	x		
Impulsiveness	x	x		x	x		x	x	x	x	x	x		
Confused by Overchoice	x	x		x	x	x	x	x	x	x	x	x	x	x
Brand Loyalty	x	x		x		x	x	x	x	x	x	x	x	x
Variety-Seeking					x									
Time-Energy Conserving	x			x						x			x	
Time Consciousness			x											
Information Utilization			x											
Environmental-Health Consciousness											x			
Social Influence												x		
Mass Media Influence												x		
Lifestyle Influence												x		
Satisfying													x	
Value Seeking													x	
Brand Indifference										x				
Brand-Fashion						x								

Gender

Wesley et al. (2006) research stated that demographics affect decision-making styles. The result of study support the statement and showed that gender is the demographic variable that has a significant association with decision-making styles.

Furthermore, Hanzae & Aghasibeig (2008) study on gender differences affect decision-making styles. The result found that both gender enjoy shopping which fall into recreational/hedonistic styles. Moreover, they both tend to seek high quality products manifesting their Perfectionist characteristics. Additionally, three new styles were found in female consumers: time-energy conserving, variety seeking, and low-price seeking. At the same time, three new styles of male consumers were also explicit: time-energy conserving, low-price seeking, and non-perfectionist and brand indifferent consumer.

Yasin (2009) was also interested in identifying the gender effect on decision making styles in Turkey. The research result indicated the differences of male and female consumers on decision-making styles as females have a higher score in novelty-fashion conscious, confused by overchoice, brand conscious, and recreational conscious.

Mokhlis & Salleh (2009) found that male and female consumers in Malaysia share six common factors: Quality Consciousness, Brand Consciousness, Fashion Consciousness, Confused by overchoice, Satisfying, and Value seeking. However, the differences also existed as the result showed that male consumers were found to be brand loyal and time-energy conserving. At the same time, female consumers were found to be price conscious, recreational and also exhibit shopping avoidance. According to this, the hypothesis 1a is developed below:

Hypothesis 1a: There is a difference between gender and decision-making styles.

Age

There is a limited research on age differences and decision-making styles. Findings from prior research support that age affect decision-making styles. For example, research of Wiggins (2004) stated in Wesley et al. (2006) suggest that age influence decision-making styles. However, the result shows in Wesley et al., (2006)

did not indicate significant relationship between age and decision-making styles. According to this, the hypothesis 1b is developed below:

Hypothesis 1b: There is a difference between age and decision-making styles.

Marital Status

There is limited research study on the impact of marital status issue on the decision-making styles. However, marital status is an interesting factor to study in the context of souvenir shopping since souvenirs can be purchased as a gift to give to their loved ones. Therefore, the difference between marital status and decision-making styles is to be studied in this research.

Kotler has explained how marital status could affect purchasing behaviour as married couples might have extra spending on basic needs, hence, they have less discretionary income left to spend (Kotler et al., 2010). Souvenir shopping depends on the amount of discretionary income (Walsh et al., 2001). In relation to this, the hypothesis 1c is developed below:

Hypothesis 1c: There is a difference between marital status and decision-making styles.

Income

There is a contradiction in some previous studies. From the research of Boonlertvanich (2009), the findings showed that there is a difference among income group and decision-making styles. In contrast, Wesley et al., (2006) found that income do not indicate a significant difference in decision-making styles. In relation to this, hypothesis 1d is developed below:

Hypothesis 1d: There is a difference between income and decision-making styles.

Educational level

Wesley et al., (2006) identified the decision-making styles in the context of general products in shopping malls. Their research stated that there is no significant difference between education and decision-making styles of mall shoppers' behavior. However, it is assumed that the shopping behaviour of tourists would differ from the

normal consumer. The decision-making styles in the context of souvenir shopping might be different from the general product in shopping malls. Moreover, educated people tend to be more knowledgeable about the product, therefore, the high quality seem to be the most important souvenir attribute for them (Kotlor et al., 2010). According to the reviewed, hypothesis 1e is developed below:

Hypothesis 1e: There is a difference between education and decision-making styles.

The summary of study about demographics and decision-making styles is shown in Table 2.3.

Table 2.3: Summary of Related Studies on Demographics and Decision-Making Styles

Author(s)	Year	Topics	Key Findings
Yasin	2009	The Role of Gender on Turkish Consumers' Decision-Making Styles	-The differences of male and female consumers on decision-making styles.
Boonlertvanich	2009	Consumer Buying and Decision Making Behavior of a Digital Camera in Thailand	-A difference among income group and decision-making styles.
Mokhlis & Salleh	2009	Consumer Decision-Making Styles in Malaysia: An Exploratory Study of Gender Difference	-A difference between male and female consumers on decision-making styles.
Hanzaee & Aghasibeig	2008	Generation Y Female and Male Decision Making-Styles in Iran: Are they Different?	-A difference between gender and decision-making styles.
Wesley et al.	2006	Consumer Decision-Making Styles and Mall Shopping Behaviour: Building Theory Using Exploratory Data Analysis and Comparative Method	-A difference between gender and decision-making styles. -No relationship between age, income, education and decision-making styles.

Culture

The second issue that has been raised related to decision-making styles is cultural issue. Several studies found that different cultures may result in different decision-making styles. The cross-cultural generalizability of CSI is still being discussed in various researches. This represent the work of Leng & Botelho (2010), Durvasula et al. (1993), Fan & Xiao (1998), and Halfstrom et al. (1992).

Leng & Botelho (2010) conducted a research on impacting of national culture; Brazil, US, and Japan, on decision-making styles. The result found that the difference decision-making styles and culture exist. For instance, Brazillian tend to be the most brand conscious among the three countries.

Durvasula et al. (1993) conducted a research on the cross-cultural generalizability of scale for profiling consumers' decision-making styles. According to Durvasula et al. (1993) the CSI was developed based on data collected in United States. Therefore, it might not be applicable to other countries with culture differences. The research found that eight dimensions of decision-making styles in New Zealand sample were not the same as the US sample in terms of price-value conscious, confused by overchoice, and habitual-brand loyal. Nevertheless, CSI can still be applied in other cultures if the test of reliability and validity should be deemed necessary (Durvasula et al., 1993).

Fan & Xiao (1998) also focused on a comparative study by identifying young adult Chinese decision-making styles with that of the Korean and the people of United States. The result indicated the similarity of decision-making styles in those three countries; China, Korean, and United States. According to this, the sixth hypothesis is developed as there is a differences between culture and decision-making styles. The research of Hafstrom et al. (1992) compared the decision-making styles between young Korean and American students. The result of the reserch revealed that there is a similarity between Korean young consumers and American young consumers. The importance of finding of Hafstorm et al. (1992) suggested that the generality of decision-making styles can be found between different culture. In relation to this, hypothesis 1f is developed:

Hypothesis 1f: There is a difference between culture and decision-making styles.

The summary of study about culture and decision-making styles are represented in Table 2.4.

Table 2.4: Summary of Related Studies on Culture and Decision-Making Styles

Author(s)	Year	Topics	Key Findings
Leng & Botelho	2010	How Does National Culture Impact on Consumers' Decision-Making Styles? A Cross Cultural Study in Brazil, The United States and Japan	-A difference between culture and decision-making styles.
Fan & Xiao	1998	Consumer Decision-Making Styles of Young Adult Chinese	-Similarity of decision-making styles in three countries; China, Korean, and United States.
Durvasula et al.	1993	Cross-Cultural Generalizability of Scale for Profiling Consumers' Decision-Making Styles	-A difference between culture and decision-making styles.
Hafstrom et al.	1992	Consumer Decision-Making Styles: Comparison between United States and Korean Young Consumers	-Similarity between Korean young consumers and American young consumers.

2.3 Attitudes

Hitt et al., (2009) defined an attitude as “a persistent mental state of readiness to feel and behave in a favorable or unfavorable way toward a specific person, object or idea.” Developing upon the attitude definition; he concluded that attitudes have three primary characteristics; moderately unwavering, directed toward a specific person, object, or idea, and related to behavior.

First, attitudes are normally stable but attitudes could also be changed by a powerful motive. Second, attitudes are directed toward a specific person, object, or

idea. This means once a person has attitudes toward something, it specifically related to that thing only. To illustrate, a person has negative attitude toward the sale person does not necessarily mean he/she will have negative attitude toward the product sales in the store. And third, an attitude toward an object or person implies the linkage to behavior toward that particular object or person. This can be implied that different attitude might lead to different behaviour (Li & Cai, 2008)

Additionally, Hitt et al., (2009) also explained the concept of attitude formation to increase understanding about what elements are required to develop attitudes. Beforehand, there are three primary elements that form the attitude; cognitive element, affective element, and behavioral element.

Beginning with cognitive element, it involves the process of gathering information and consideration toward a particular object, person, or idea before it can be formed. It is the process of evaluation toward forming of attitude. The next one is the affective element. This refers to the feeling of a person about a specific thing. This feeling is normally present in the form of positive or negative emotion such as like or dislike. The last one is the behavioral element, which is the intention of a person to act according to attitude as attitude-influenced behavior.

2.4 Souvenir Choice Criteria

Tourists' attitude toward souvenir choice criteria has to be seriously considered as it is likely to result in purchase decision (Li & Cai, 2008).

Swanson & Horridge (2006) suggested that commercial success in an increasingly competitive market necessitates the retailers to understand how tourists evaluate and purchase souvenirs. Therefore, investigating souvenir choice criteria may create better understanding of tourists' decision making in purchasing souvenirs.

According to Kwan et al. (2004), it can be implied that souvenir choice criteria can influence the purchase intention whether to buy or not to buy. Souvenir selection implies the significance of particular product attributes that leads to customer's satisfaction toward the souvenir purchase (Turner & Reisinger, 2001). In addition, tourists make purchase decisions based on the amalgamated value they attach to a range of souvenirs attributes (Swanson & Horridge 2006). Tourists tend to

purchase the souvenir based on the product attributes according to what they perceived to be important (Turner & Reisinger, 2001). Therefore, it is important to examine the attribute, which is significant for international tourists in making decisions toward souvenir shopping.

Souvenir choices criteria are defined as the intrinsic and extrinsic attributes of product that is related to the consumers' buying decision among souvenir alternatives (Kwan et al., 2004). Intrinsic attributes are the characteristics which are attached within the souvenir itself. Extrinsic attributes are the souvenir-related attributes but not considered as a part of physical souvenirs.

Intrinsic Attributes

Graburn (1976) found that preferred souvenir attributes consist of easily portable, relatively inexpensive, understandable, cleanable, and usable upon returning home. Likewise, Turner and Reisinger (2001) indicated three souvenir attributes found to be important to customers are value of product, display characteristics including color, display, packaging, size, and uniqueness in terms of memory of the trip.

Apart from that, Pysarchik (1989) distinguished souvenir attributes which is considered important by air traveler including size, fragility, and manageability. Additionally, research result of Li & Cai (2008) found that five major criteria are used by tourists in purchasing souvenir in China which are culture expression of souvenirs, its appropriateness as a gift, its overall quality, its appropriateness as a representation of the attraction, and its workmanship.

The factors important to collection of souvenir attributes information in this study include; easily portable, durability, utility, cultural expression, appropriateness as a gift, workmanship, and ability to symbolize attraction.

Extrinsic Attributes

1) Location of shop

Pysarchik (1989) recommended that location is important retail characteristic in a tourist area due to convenience as a major attribute in patronizing a store. At the same time, uniform store hours, easy accessibility, availability and free

parking and proximity to lodging facilities are also significant attributes that tourists consider (Pysarchik, 1989).

Normally, tourists select the store according to the significance of a store's attributes (Swanson & Horridge, 2006). The attractiveness of the store could be shaped by understanding how tourists base store selection (Swanson & Horridge, 2006).

According to attribute of the store based on physical characteristic, Thang and Tan (2003) suggested that to enhance attractiveness of the store, an analysis of the strength of store attributes should be conducted. Their results revealed that merchandising, referring to store which provide value-for-money product was the most important factor for store attributes that pointed toward consumer preference. Followed by accessibility; meaning ease of travel, parking, visibility of shop, convenience, nearness to tourists attraction.

A research by Berry (1969) stated that store attributes are generally composed of 12 characteristics related with price, quality, assortment, fashion of merchandise, sales personnel, location convenience, other convenience criteria, services, sales promotions, advertising, store atmosphere, and reputation on adjustments.

2) In-Store Service

Further consideration is involved with in-store service. Goeldner et al. (2000) proposed display characteristics is also another attribute that facilitates the willingness of tourist to spend money on souvenirs or special gifts only if displays were of high quality, imaginative, and attractive.

Swanson & Horridge (2006) suggested that salespeople should be courteous and not pressure the tourist into a sale. Moreover, salespeople should also take time to explain the value of an item, relate its history, and be accurate and truthful (Goeldner et al., 2000). Littrell et al. (2006) who suggested that the behavior of salespersons were considered important to tourists shopping. This is because the behavior of a salesperson might influence tourists to make purchase a decision. However, the characteristics of sales personnel also depend on the individual tourist. This is because some tourists might seek for a courteous, respected, friendly, or

knowledgeable salesperson. At the same time, some tourists might appreciate spending time alone while looking around (Littrell et al., 1994).

Littrell et al. (1994) suggested that the behavior of a salesperson, atmosphere of the store, uniform store hours and display techniques employed by the retailers were considered important store attributes for tourists. Some tourists are looking for respected friendly conversation with knowledgeable salespeople. However, they also would appreciate to spend time on their own while looking around.

3) Souvenir Pricing

Pricing is vital as it can result on whether it will attract or dissuade customer attention toward the product (Birtwistle, 2004). Consequently, the pricing of a product can also deliver a message to customers (Birtwistle, 2004,). To illustrate, if the price is extremely low, customers might view the product as of low quality. On the other hand, setting up a high price could persuade customers to seek for the same or similar product that offers better value for the same price. However, Birtwistle also stated that some people might perceive high price product as a high quality product. Therefore, value-for-money is a key indicator that customer use for store and product selection (Verdict, 1994). Moreover, Dawar & Parker (1994) suggested that price is the second attribute of brand names which connotes the quality of a product.

Additionally, bargain-able price comes into attention. While talking with other shoppers and shop assistants, socializing with friends, and browsing would increase entertaining capabilities of shopping at a tourist destination (Birtwistle, 2004). Paying at a reduced price can cause tourists to feel pride, excitement and a sense of accomplishment (Birtwistle, 2004). Furthermore, information about bargain-able price is stated by (Timothy, 2005), Turner and Reisinger (2001) that cultural differences among international tourist reflects different values of negotiating the price of products.

Also, promotional pricing could raise the interest of customer toward the product as well (Little & Plumlee, 2004). It can be used as a short-term strategy to increase sales of promoted products and reduce sales of substitute products (Little & Plumlee, 2004). The summary of souvenir choice criteria is shown in Table 2.4 below.

According to reviewed information above, the second research question is developed as follow:

Research Question 2: What are the attitudes of international tourists toward souvenir choice criteria?

Table 2.5: Summary of Findings on Souvenir Choice Criteria

Souvenir Attributes	Store Attributes
Easily portable	Location of shop
Durability	<ul style="list-style-type: none"> • Accessibility
Utility	<ul style="list-style-type: none"> • Parking area
Cultural expression	<ul style="list-style-type: none"> • Visibility of shop
Appropriateness as gift	<ul style="list-style-type: none"> • Nearness to tourists attraction
Workmanship	In-store services
Ability to symbolize the attraction	<ul style="list-style-type: none"> • Display • Uniform store hours • Sale personnel
	Souvenir Pricing
	<ul style="list-style-type: none"> • Value-for-money • Bargain-able price • Promotional price

In addition, there are various studies which tried to analyze the demographic variables and souvenir choice criteria.

In terms of gender, Anderson & Littrell (1995) stated that souvenir purchasing is different among gender. In terms of age, Littrell et al. (1993) found the difference between souvenir purchasing and gender and age groups. In terms of marital status and income, Kim and Littrell (2001) study of demographic variables include age, gender, education, income and marital status affecting souvenir shopping. The result found that marital status is the only factor that represents significantly difference with souvenir choice.

According to the above statement, the second hypothesis including hypotheis 2a, 2b, 2c, 2d, and 2e are developed as below:

Hypothesis 2: There is a difference between demographic variables and souvenir choice criteria.

Hypothesis 2a: There is a difference between gender and souvenir choice criteria.

Hypothesis 2b: There is a difference between age and souvenir choice criteria.

Hypothesis 2c: There is a difference between marital status and souvenir choice criteria.

Hypothesis 2d: There is a difference between income and souvenir choice criteria.

Hypothesis 2e: There is a difference between educational level and souvenir choice criteria.

In terms of culture, Tosun et al. (2007) suggested that cultural background also influence souvenir shopping as the result showed that Asian and Western revealed a significant difference between these two groups. In relation to this, hypothesis 2f is developed

Hypothesis 2f: There is a difference between culture and souvenir choice criteria.

2.5 Decision-Making Styles and Souvenir Choice Criteria

There is a limited study about a relationship between decision-making styles and souvenir choice criteria. This shows the need to fulfill the gap of the research. Hence, the relationship between decision-making styles and souvenir choice criteria should be examined. To the best of collecting information, there is one research result of Kwan et al. (2004) that can be implied to show the relationship between decision-making styles and clothing choice criteria. The results of the study reveal both positive and negative relationship between decision-making styles and clothing choice criteria. For instance, there is a positive relationship between Price Consciousness and Price criteria. Moreover, there is a negative relationship between Recreational-Shopping Conscious and Price criteria. Therefore, the last research question aims to examine the relationship between decision-making styles and souvenir choice criteria. The last hypothesis was also developed, there is a relationship

between decision-making styles and souvenir choice criteria. In relation to this, the last research question and hypothesis are developed as follow:

Research Question 3: Is there a relationship between decision-making styles and souvenir choice criteria?

Hypothesis 3: There is a relationship between decision-making styles and souvenir choice criteria.

2.6 Conceptual Framework

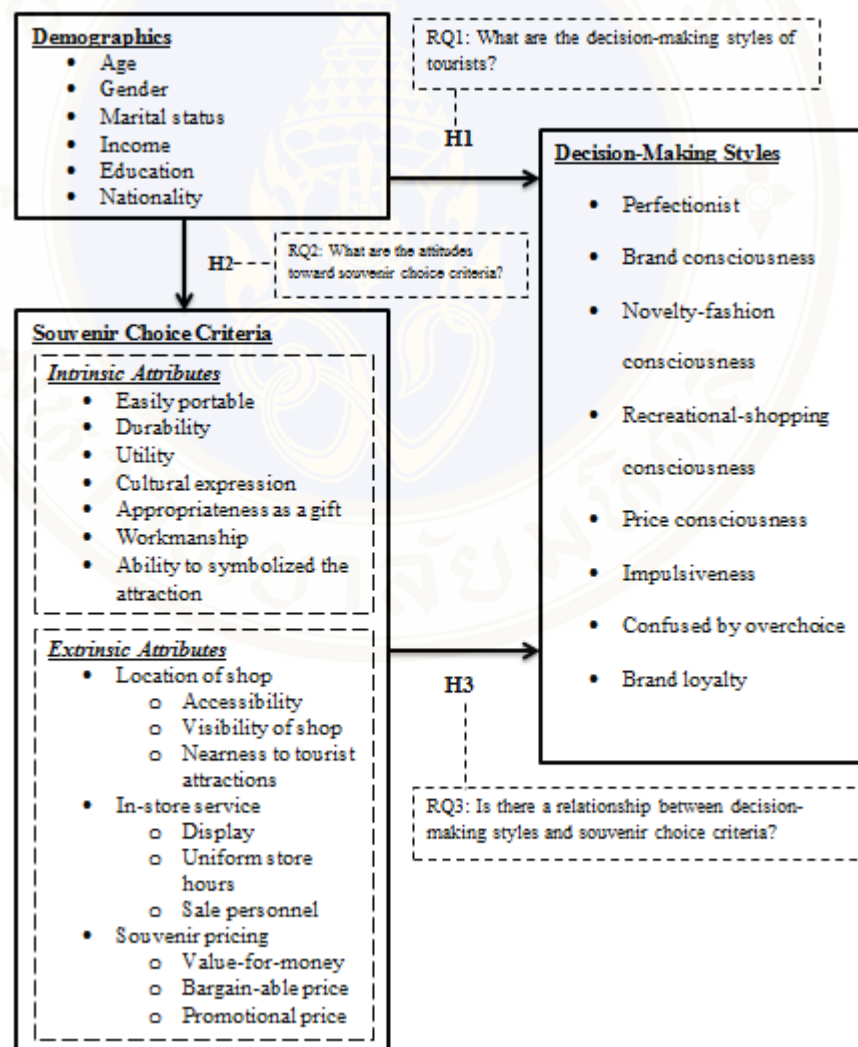


Figure 2.1: Conceptual Framework

CHAPTER III

RESEARCH METHODOLOGY

This research is exploratory in nature as it aims to examine the decision-making styles and souvenir-shopping attitude of international tourists in Bangkok. This chapter presents in detail how the research was conducted in order to answer the research questions. This includes a discussion on the research approach; the research design; the data collection process; the data analysis; a discussion of the issue of research validity; the ethic of research; and the limitations of the research methodology.

3.1 Research Approach

Before research approach can be identified, the revision of possible approaches is examined. Easterby-Smith et al. (1991) introduced the benefits of exploring all possible approaches in conducting the research. First, it is to increase an effectiveness in research design. Second, it helps identify the appropriate approach and screen out the approach that might not be suitable. The research approaches are introduced in two major concepts which are the positivism and phenomenology (Saunders et al., 1997)

The positivism is focusing on the scientific research. It holds that research should be measured through objective methods, rather than being inferred subjectively through sensation, reflection or intuition. It seeks to explain causal relationships between variables, normally uses quantitative data, and better explains the generalization of the research.

In contrast, phenomenology concept views that research is based on the way people experience which is subjective to individual's judgment based upon the learned situation. Moreover, the phenomenology can provide more in-depth information as seeking to understand what is happening and why it is happening. The

phenomenology researchers normally work with qualitative data (Easterby-Smith et al., 1991).

Although, there is a distinctive between positivist and phenomenology, still, neither approach should be thought as better than the other, since each has its advantages and disadvantages depending on the prominence of the individual research (Saunders et al., 1997).

Before deciding upon the philosophy and approach to be adopted for this research study, key assumptions which need to be taken into consideration.

First, by nature of the research, it is to find out the decision-making styles and attitudes toward souvenir choice criteria of international tourists in Bangkok. Second, the number international in Bangkok is large number of 14.53 million (TAT, 2008), as mentioned in previous chapter. Third, there is the limitation of time in conducting this research.

According to above reasons, a quantitative approach is being used in this study. This is due quantitative approach is appropriate with the nature of the research itself as its aim to seek for the pattern of tourists, however, does not emphasis on seeking for the reason why tourists are being in such a way.

Moreover, the quantitative is also suitable to work with the large number of population as suggested by Easterby-Smith et al. (1991) that quantitative approach allows to select the sufficient sample size that best represent the population. This brings the generalizability of the study as the result of study based upon sample can reflect the population.

Lastly, the quantitative approach is less time-consuming comparing to the qualitative one (Saunders et al., 1997).

Debatable, mixed-method of both qualitative and quantitative approaches could also be used since it serves as ensuring method to crosscheck the result of the study. However, with the reason mentioned above in terms of time limitation and large number of samples. This research focuses only quantitative research approach.

3.2 Research Design

Target Population

The target population was the international tourists in Bangkok aged 18 and above. However, the expatriates and the foreigners living in Bangkok were excluded from this study.

Sample Size

The survey respondents of this study are international tourists purchasing souvenirs in Bangkok. To determine the sample size, probability sampling method was used. A simplified formula to calculate sample sizes according to Yamane (1976) was used to calculate the sample size. This formula was used to calculate the sample size for 95% confidence level and precision of 5% is assumed.

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n represents the sample size

N represents the population size

e represents the level of precision

In this study:

N = 14,149,841 is the number derived from the total number of international tourists' who arrived in Thailand from January-December 2009

e = 0.05

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{14,149,841}{1 + 14,149,841(0.05)^2}$$

$$n = 399.99$$

$$n \approx 400$$

Therefore, the sample size of this research is approximately equal to 400

Survey Instrument

Questionnaire survey was used as a tool to collect primary data related to decision-making styles and souvenir shopping attitudes of international tourists in Bangkok. There were several reasons for using questionnaire as a survey instrument suggested by Sekaran (2003). First, questionnaire survey is suitable for studying a large group of a target population. Second, questionnaire survey avoids irrelevant responses. And third, it offers respondents confidentiality or anonymity to dispel any unwillingness about self-disclosure.

The designed questionnaire consisted of three sections: demographic characteristics, souvenir choice criteria, and decision making-styles. Pilot test was conducted to eliminate ambiguity in the questionnaires.

1) *Demographic Characteristics*

This section gathered information about the participants including: gender, age, marital status, income, education, and nationality.

2) *Souvenir Choice Criteria*

This section contained 11 questions related to souvenir choice criteria that included Souvenir Attributes, Location of Shop, In-Store Service, and Souvenir Pricing. The Cronbach alpha reliability coefficients was test, the result is in table 3.1:

Table 3.1: Cronbach Alpha Reliability Coefficients of Souvenir Choice Criteria

Questions	Number of Items	Alpha Coefficients
Souvenir Attributes	7	0.79
Location of Shop	4	0.71
In-Store Service	3	0.76
Souvenir Pricing	3	0.83

The respondents were asked to rate the level of importance of each criteria on the 7-point Likert scale with 1 being “Highly Unimportant” and 7 being “Highly Important”. The 7-point Likert scale is used to measure attitude of tourists toward souvenir choice criteria. Alwin & Krosnick (1991) suggested that 7-point Likert scale is slightly more reliable than 5- point Likert scale.

3) *Decision-Making Styles*

The survey instrument used for this research is adapted from Sproles and Kendal (1986) which is “Consumer Styles Inventory” (CSI). Respondents replied to

33 items asking them to rate their opinions about the importance of factors they used to make a purchase decision. The Cronbach alpha reliability coefficients was tested, the result is in Table 3.2:

Table 3.2: Cronbach Alpha Reliability Coefficients of Decision-Making Styles

Questions	Number of Items	Alpha Coefficients
Brand Consciousness	3	0.62
Perfectionist	6	0.84
Recreational-Shopping Consciousness	5	0.89
Novelty-Fashion Consciousness	4	0.72
Confused by Overchoice	4	0.74
Impulsiveness	5	0.67
Brand Loyalty	3	0.83
Price Consciousness	3	0.71

The 7-point Likert scale was used where 1 indicates “Strongly Disagree” to 7 indicate “Strongly Agree” factor in souvenir shopping. By using the 7-point Likert-scale, the decision-making styles of tourists can be analyzed according to agreement level of respondent toward each decision-making style.

3.3 Data Collection Process

Before carrying out the survey, face validity was conducted in order to test for understanding of questionnaire. Afterward, the pilot test was also conducted to pretest the format and suitability of questionnaire as well as eliminate ambiguity.

The data collection was carried out by using questionnaire survey. The questionnaire was composed in English. The questionnaire also stated that participants are free to withdraw from participating in the survey at anytime.

From sample size calculation, approximately 400 target populations were needed. However, the case of subjects withdrawing from the study might occur. To solve this problem, additional sets of questionnaires were distributed. Therefore, 450

questionnaires were distributed just in case some of the subjects might withdraw from the study. This is due to one of the statements in the questionnaire which mentioned that the participants are free to withdraw from participating in the survey at anytime.

Therefore, questionnaires were distributed to 450 international tourists at various souvenir shopping destinations in Bangkok by using convenience sampling. It is convenient for the researcher to access the target destinations which were planned to be used in collecting the questionnaires.

The target population was asked to participate in answering the questionnaire at the study sites which are multicenter: Chatuchak weekend market, MBK, Khaosan Road, and Pratunam Platinum. International tourists who finished shopping were asked to participate in the survey. Distribution of the questionnaire were done at the exit gate and waiting area. It helped avoid inconveniencing the tourists while they were shopping as they were invited to participate after they finished shopping outside the shop.

Since the location for the distribution of the questionnaire is a public area that might be over crowded, the questionnaire was not distributed while people were shopping. However, it was distributed at the exit gate as well as the waiting area which is a less crowded place which minimized the possibility of the participants being disturbed. The questionnaires were attached with a clip board which helped facilitate filling in the questionnaires.

The participants were informed that answering the questionnaire will only take approximately 5-10 minutes of their time. Concerning the anonymity of participants, they were also assured that all information will be treated confidentially and only used for educational purposes. Moreover, they were also informed that they are free to withdraw from answering the questionnaire at anytime. This is to ensure that the respondent has full autonomy to participate or not participate in survey.

The questionnaire was also self-regulated. After participants finish with the questionnaire, they can return the questionnaire back to the research team. In case it is inconvenient for the respondent to return the questionnaire at the shopping site, the questionnaire with ready-to-send envelop (postal stamp and returned address provided) were given. Hence, the participant can complete the questionnaire whenever they are available and return the questionnaire via mail.

Furthermore, the data collection was done in various times of the day at different attractions which aims to minimize bias and improve randomness.

The participant's private information was kept confidential. The participant's information sheet and information consent form were kept separately from the questionnaire to ensure the anonymity of the participants. The researcher was the only one who handled all the data received from participants. Moreover, it was not subjected to any individual disclosure but was included in the research report as part of the overall results.

The paper cutter was used to destroy all the records including participant's information sheet, informed consent form, and questionnaire which were done a month after the project was completed.

3.4 Data Analysis

Collected data was analyzed by using the program called the Statistical Package for the Social Sciences (SPSS). First of all, it is to manually check for the number and correctness of returned questionnaires. After that, it is to code the received data from the returned questionnaires to the SPSS program. Before doing further analysis, the descriptive data was checked for input errors. Next, it was to start analyzing the data.

The analysis was done by using descriptive statistic to indicate frequency and percentage of demographic data of respondents. The factor analysis was performed to categorize decision-making styles of international tourists toward souvenir shopping in Bangkok. Beforehand, KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) was measured. The result show the value of KMO is 0.504, which is in acceptable level for using factor analysis in this study (Walsh, 2001). Then, technique of principle component analysis with varimax rotation was used to find underlying decision-making styles of international tourists toward souvenir shopping in Bangkok. Principal components analysis was used to factorize 33 variables into factors which determined by Eigenvalues. Only the variables that have eigenvalues equal to or more than zero are considered. Apart from that, items that have factor loadings lower than 0.5 and items with high cross loading on other factors were

removed (Hiu et al., 2001). Next is to measure the agreement level toward decision-making styles of 7-point Likert scale. The scale ranging from 1 to 7 of the questionnaire in the study were assessed and provided in Table 3.3. Moreover, the question were analyzed by arithmetic mean (\bar{X}) and standard deviation (S.D.). The mean in this study were interpreted in Table 3.4:

Table 3.3: The Agreement Level of Decision-Making Styles

Agreement Level	Scale
Strongly Agree	7
Agree	6
Slightly Agree	5
Neutral	4
Slightly Disagree	3
Disagree	2
Strongly Disagree	1

Table 3.4: The Arithmetic Mean Interpretation of Decision-Making Styles

Degree	Mean
Strongly disagree	1.00- 1.86
Disagree	1.87-2.72
Slightly disagree	2.73-3.58
Neutral	3.59-4.44
Slightly agree	4.45-5.30
Agree	5.31-6.15
Strongly agree	6.15-7.00

After that, the measurement of the importance level toward souvenir choice criteria of 7-point Likert scale. The scale ranging from 1 to 7 of the questionnaire in the study were assessed and provided in Table 3.5. Moreover, the question were analyzed by arithmetic mean (\bar{X}) and standard deviation (S.D.). The mean in this study were interpreted in Table 3.6:

Table 3.5: The Importance Level of Souvenir Choice Criteria

Importance Level	Scale
Highly Important	7
Important	6
Slightly Important	5
Neutral	4
Slightly Unimportant	3
Unimportant	2
Highly Unimportant	1

Table 3.6: The Arithmetic Mean Interpretation of Souvenir Choice Criteria

Degree	Mean
Highly Unimportant	1.00- 1.86
Unimportant	1.87-2.72
Slightly Unimportant	2.73-3.58
Neutral	3.59-4.44
Slightly Important	4.45-5.30
Important	5.31-6.15
Highly Important	6.15-7.00

The relationship between decision-making styles and souvenir choice criteria was examined by using the Pearson Correlation Coefficient, which can range from -1 to +1; if the Correlation Coefficient is 0, it means there is no relationship between these two variables. The sign indicates the direction of the relationship in terms of whether it is positive or negative relationship. The degree of relationship suggested by Sekaran (2003) is defined as follows (See Table 3.7):

Table 3.7: The Degree of Relationship Interpretation

Correlation Coefficient	Degree
>0.800	Very Strong
>0.600- 0.800	Strong
>0.400-0.600	Moderate
>0.200-0.400	Weak
<0.200	Very Weak

The research questions and hypotheses were examined by statistical techniques as demonstrated in Table 3.8

Table 3.8: Statistical Technique Adopted

Research Question/Hypothesis	Statistical Analysis Techniques
RQ1: What are the decision-making styles of international tourists toward souvenir shopping?	Factor Analysis and Arithmetic Mean
H1: There is a difference between demographic variables and decision-making styles.	Independent T-test
H1a: There is a difference between gender and decision-making styles.	Independent T-test
H1b: There is a difference between age and decision-making styles.	One-Way ANOVA
H1c: There is a difference between marital status and decision-making styles.	One-Way ANOVA
H1d: There is a difference between income and decision-making styles.	One-Way ANOVA
H1e: There is a difference between education and decision-making styles.	One-Way ANOVA
H1f: There is a difference between culture and decision-making styles.	Independent T-test
RQ2: What are the attitudes toward souvenir choice criteria of international tourists?	Arithmetic Mean
H2: There is a difference between demographic variables and souvenir choice criteria.	Independent T-test
H2a: There is a difference between gender and souvenir choice criteria	Independent T-test
H2b: There is a difference between age and souvenir choice criteria.	One-Way ANOVA
H2c: There is a difference between marital status and souvenir choice criteria.	One-Way ANOVA
H2d: There is a difference between income and souvenir choice criteria.	One-Way ANOVA
H2e: There is a difference between education and souvenir choice criteria.	One-Way ANOVA
H2f: There is a difference between culture and souvenir choice criteria	Independent T-test
RQ3: Is there a relationship between decision-making styles and souvenir choice criteria? H3: There is a relationship between decision-making styles and souvenir choice criteria.	Pearson Correlation

3.5 Research Validity and Reliability

In order to reduce the possibility of getting inaccurate results, attention should be paid to validity and reliability concept.

The concept of validity is defined by Saunders et al. (1997) as a determinant whether the results of research instrument are accurate with the objective of the research or not. Hence, to ensure the validity, the face validity was performed. Ten sets of questionnaire was distributed to ten people. This part is to test for understanding of questionnaire of small sample group of people.

The concept of reliability is defined by Easterby-Smith et al. (1991). They stated that reliability is method to identify whether the measure will yield the same results when testing in different occasions. When the research represents the same results throughout the measurement, therefore, the research is reliable. To ensure the reliability of questionnaire, the pilot test was conducted. It aims to pretest the format and suitability of questionnaire as well as eliminate ambiguity. Moreover, the Cronbach Alpha Coefficient of more than 0.6 was used to certify the reliability of research questions.

3.6 Research Ethics

Prior to distribute the questionnaire, the research ethic has been approved by the Ethical Committee of Mahidol University. The research ethics in this study related with the implication of how to approach the target population in order to collect data. Targeted participants were informed they are the subject of research and detail of how to participate with the research. This is to concern about the anonymity of participants. They were assured that all information will be treated confidentially and only used for educational purposes. The research was not subjected to any individual disclosure but was included in the research report as part of the overall results. After completion of research, all the records including participant's information sheet, informed consent form, and questionnaire will be destroyed.

Apart from that, they were also informed that they are free to withdraw from answering the questionnaire at anytime. This is to certify that the respondent has full autonomy to participate or not participate in survey.

3.7 Limitation of Research Methodology

First, it is related with number of population of research. Since the number of international tourists is huge number, hence, it is a limitation to collect data from them. To overcome this limitation, the calculation of the sample size is performed. The right sample size need to be identify to ensure that the sample can better present the population.

Second, it is the limitation of time in conducting this research. By having limited amount of time, it edges the choice of research approach. Even though, the mix-method might be an interesting way to conduct in order to crosscheck the results of research. However, with a limited time, it is better to focus on only one approach.

Third, it is related with the location in the process of questionnaire collections. Since the location for the questionnaire distribution is a public area that might be over crowded, when and how to distribute the questionnaire come into the questions. The situation limit the distribution of the questionnaire as it should not distributed while people were shopping. However, it was distributed at the exit gate as well as the waiting area which is a less crowded place which minimized the possibility of the participants being bothered.

CHAPTER IV

RESULTS OF DATA ANALYSIS

This chapter presents the results of the data analysis in order to achieve the objectives and test the hypothesis of the study. The results of data analysis are based upon the data collection of 400 questionnaires that were distributed to international tourists in Bangkok. The SPSS for Windows was used to analyze data. The results of data analysis are presented in four sections.

The first section represents the description of respondent's demographic data. The second section aims to answer research question and to test hypothesis on the decision-making styles of international tourists by using factor analysis, descriptive analysis, t-test and ANOVA. The third section aims to answer research question and to test hypothesis about souvenir choice criteria by using descriptive analysis, t-test, and ANOVA. The last section is explaining the relationship between decision-making styles and souvenir choice criteria by using Pearson's Correlations.

4.1 Demographic Characteristics of International Tourists

Table 4.1: Gender

Gender	Frequency	Percentage
Male	261	65.25
Female	139	34.75
Total	400	100

In terms of gender, the majority of respondents are male which contains 65.25% (261) of total respondents, while female contains 34.75% (139) of total respondents.

Table 4.2: Age

Age	Frequency	Percentage
Below 20 years old	41	10.25
20-30 years old	233	58.25
31-40 years old	96	24.00
41-50 years old	30	7.50
Total	400	100

In terms of age, the highest percentage of respondents is age between 20-30 years old that contains 58.25% (233). Follow by, 31-40 years old contains 24.0% (96), below 20 years old contains 10.25% (41), and 41-50 years old contains 7.5% (30).

Table 4.3: Marital Status

Marital Status	Frequency	Percentage
Single	269	67.25
Married	101	25.25
Divorced	12	3.00
Separated	10	2.50
Widowed	8	2.00
Total	400	100

In terms of marital status, the highest percentage of respondents is single which contains 67.25% (269). Follow by, married which account for 25.25% (101), divorced 3% (12), separated 2.5% (10) and widowed 2% (8).

Table 4.4: Monthly Income

Monthly Income	Frequency	Percentage
Below \$1,000	82	20.50
\$1,000-2,000	213	53.25
\$2,001-3,000	68	17.00
\$3,001-4,000	37	9.25
Total	400	100

In terms of monthly income, the highest percentage of respondents earn between \$1,001-2,000 which contains 53.25% (213). Follow by, below \$1,000 account

for 20.25% (82), \$2,001-3,000 contains 17% (68), and \$4,001-5,000 contains 9.25% (37).

Table 4.5: Educational Level

Educational Level	Frequency	Percentage
High school or lower	96	24.00
Bachelor Degree	260	65.00
Above Bachelor Degree	44	11.00
Total	400	100

In terms of educational background, the highest population graduated bachelor degree is 65% (260). Follow by, high school or lower with 24% (96), and above bachelor degree with 11% (44).

Table 4.6: Culture

Culture	Frequency	Percentage
Asain	259	64.70
Non-Asian	141	35.30
Total	400	100

In terms of nationality, they were grouped into Asian and Non-Asian. The majority is Asian which equal to 64.7% (259), whereas, Non-Asian account for 35.3% (141).

4.2 Decision-Making Styles

In order to categorize decision-making styles of international tourists toward souvenir shopping in Bangkok, firstly, the factor analysis was performed. The factor analysis is a method of structuring a set of variables into a factor (Walsh et al., 2001). Therefore, principle component analysis with varimax rotation was used to

find underlying decision-making styles of international tourists toward souvenir shopping in Bangkok.

Prior to conduct factor analysis, KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) was measured. The result show the value of KMO is 0.504, which is in acceptable level for using factor analysis in this study (Walsh, 2001).

Principal components analysis was used to factorize 33 variables into factors which determined by Eigenvalues. Only the variables that have eigenvalues equal to or more than zero are considered. Apart from that, items that have factor loadings lower than 0.5 and items with high cross loading on other factors were removed (Hui et al., 2001). The initial result shows eleven decision-making styles. However, factor 10 and 11 contain only one variable, hence, these two factors were dropped (Swanson, 2004). As a result, nine factors were left for further analysis.

Table 4.7: Factor Found in Souvenir Shopping of International Tourists in Bangkok

Items (Cronbach's Alpha)	Loading	Eigen values	Variance Explained	Mean
Factor 1: Impulsiveness (0.78)		3.355	10.167	4.75
I should plan my shopping more carefully than I do.	.624			
I am not carefully watched how much I spend.	.686			
I make my souvenir shopping trip fast.	.817			
Once I find a souvenir I like, I stick with it.	.724			
Factor 2: Effort-Enjoyment (0.77)		2.988	9.053	4.82
In general, I usually try to shop the best overall quality of souvenir.	.762			
I make a special effort to choose the very best quality souvenir.	.785			
Souvenir shopping is a pleasant activity to me.	.684			
Factor 3: Recreational-Shopping Consciousness (0.84)		2.760	8.363	4.84
I take the time to shop souvenir.	.785			
I enjoy souvenir shopping just for the fun	.711			
Shopping souvenir in many stores worth my time.	.884			

Table 4.7: Factor Found in Souvenir Shopping of International Tourists in Bangkok (Continued)

Items (Cronbach's Alpha)	Loading	Eigen values	Variance Explained	Mean
Factor 4: Novelty-Fashion Consciousness (0.79) It's fun to shop new and exciting souvenir. To get variety, I shop in different stores and choose different brands. Fashionable, attractive styling is very important to me.	.826 .760 .801	2.685	8.138	4.99
Factor 5: Perfectionist (0.80) When it comes to shopping for souvenir, I try to get the best or perfect choice. Getting good quality souvenir is very important to me. My standards and expectations for souvenir I shop are very high	.632 .825 .805	2.650	8.031	4.68
Factor 6: Informative-Fashion (0.72) I usually have one or more souvenirs of the very newest style. The more I learn about souvenir, the harder it seems to choose the best. All the information I get on different souvenirs confuses me.	.563 .841 .608	2.263	6.858	4.98
Factor 7: Brand-Confuse Overchoice (0.76) The more expensive brands are usually my choice when shopping for souvenir. The well-known local brands are best for me when shopping for souvenir. Sometimes it's hard to choose which stores to shop for souvenir. There are so many brands of souvenir to choose from that I often feel confused.	.686 .546 .906 .845	2.253	6.828	4.87
Factor 8: Price Consciousness (0.83) I take the time to shop carefully for the best buy. I carefully calculate how much I spend in shopping souvenir.	.918 .825	2.208	6.691	5.03

Table 4.7: Factor Found in Souvenir Shopping of International Tourists in Bangkok (Continued)

Items (Cronbach's Alpha)	Loading	Eigen values	Variance Explained	Mean
Factor 9: Brand Loyalty (0.76)		2.082	6.309	4.83
I have favorite souvenir brands I buy over and over.	.832			
I always go to the same store/stores to shop souvenir.	.797			

Additionally, Cronbach's alpha was calculated to test the internal reliability of each factor dimension. The results showed that the alpha coefficients value of all decision-making styles were higher than 0.6.

Among these nine factors, six factors were found matched with the factors represent in Sproles and Kendall's decision-making styles model. These factors includes Impulsiveness, Recreational-Shopping Consciousness, Novelty-Fashion Consciousness, Perfectionist, Price Consciousness, and Brand Loyalty. Additionally, the three new factors were found in this study: Enjoyment-Effort, Informative-Fashion, and Brand-Confuse Overchoice. The factors found are explained as follow;

Factor 1: Impulsiveness. This decision-making style has the alpha coefficients of 0.78; eigenvalues of 3.36, variance explained of 10.17, and the mean of 4.75. The highest loading item on this factor is, "I make my souvenir shopping trip fast," which measures international tourists' orientation toward shopping for souvenir. Tourists in this decision-making styles tend not spend much time on souvenir shopping.

Factor 2: Effort-Enjoyment. This decision-making style has the alpha coefficients of 0.77, eigenvalues of 2.99, variance explained of 9.05, and the mean of 4.82. Effort-Enjoyment has not previously been identified in Sproles and Kendall's decision-making styles model. This factor contains an item that previously loaded onto the Recreational-Shopping Conscious and Perfectionist. The highest score for this factor is, "I make a special effort to choose the very best quality souvenir." Tourists with high score on this characteristic seem to enjoy shopping, yet, try their best to find the high quality souvenir at the same time."

Factor 3: Recreational-Shopping Consciousness. This decision-making style has the alpha coefficients of 0.84, eigenvalues of 2.76, variance explained of 8.36, and the mean of 4.84. The highest loading item on this factor is, “Shopping souvenir in many stores worth my time.” Tourists score highly on this factor tend to enjoy and willing to shop for souvenir.

Factor 4: Novelty-Fashion Consciousness. This decision-making style has the alpha coefficients of 0.79, eigenvalues of 2.69, variance explained of 8.14, and the mean of 4.99. The highest loading item on this factor is, “It’s fun to shop new and exciting souvenir.” Tourists who score highly on this factor tend to show for newest style of souvenir.

Factor 5: Perfectionist: This decision-making style has the alpha coefficients of 0.80, eigenvalues of 2.65, variance explained of 8.03, and the mean of 4.68. The highest loading item on this factor is, “Getting good quality souvenir is very important to me.” Tourists who score highly on this item tend to concern the most with the quality of souvenir they shop.

Factor 6: Informative-Fashion. This decision-making style has the alpha coefficients of 0.72, eigenvalues of 2.26, variance explained of 6.86, and the mean of 4.98. Informative-Fashion also has not been identified in Sproles and Kendall’s decision-making styles model. This factor contains an item that previously loaded onto the Novelty-Fashion Conscious and Confused by Overchoice. The highest loading item on this factor is, “The more I learn about souvenir, the harder it seems to choose the best.” Informative-Fashion represents the tourists who seeking for information on the newest styles of souvenir.

Factor 7: Brand-Confuse Overchoice. This decision-making style has the alpha coefficients of 0.76, eigenvalues of 2.25, variance explained of 6.83, and the mean of 4.87. Brand-Confuse Overchoice also has not been identified in Sproles and Kendall’s decision-making styles model. This factor contains an item that previously loaded onto the Brand Consciousness and Confused by Overchoice. The highest loading item on this factor is, “Sometimes it’s hard to choose which stores to shop for souvenir.” Tourists who score highly on this factor tend to seek for souvenir with the brand, however, they tend to be confused by many stores/brands to choose.

Factor 8: Price Consciousness. This decision-making style has the alpha coefficients of 0.83, eigenvalues of 2.21, variance explained of 6.69, and the mean of 5.03. The highest loading item on this factor is, “I take the time to shop carefully for the best buy.” Tourists who score highly on this factor tend to seek for the cheapest price item.

Factor 9: Brand Loyalty. This decision-making style has the alpha coefficients of 0.76, eigenvalues of 2.08, variance explained of 6.31, and the mean of 4.83. The highest loading item on this factor is, “I have favorite souvenir brands I buy over and over. Tourists who score highly on this factor tend to stick with the brands of souvenir that they used to shop.

4.2.1 The Measurement of Decision-Making Styles Among International Tourists Toward Souvenir Shopping

Table 4.8: Level of Agreement toward Impulsiveness

Factors	\bar{X}	S.D.	Level of Agreement
I should plan my shopping more carefully than I do.	4.72	1.026	Slightly agree
I am not carefully watched how much I spend.	4.64	.973	Slightly agree
I make my souvenir-shopping trip fast.	4.67	.856	Slightly agree
Once I find a souvenir I like, I stick with it.	4.97	1.013	Slightly agree
Total	4.75	.754	Slightly agree

As presented in the Table 4.8, the respondents' level of agreement toward Impulsiveness is at a slightly agree level ($\bar{X} = 4.75$). When considering in details, the respondent are respectively slightly agree with the following items: “Once I find a souvenir I like, I stick with it.” ($\bar{X} = 4.97$), “I should plan my shopping more carefully than I do.” ($\bar{X} = 4.72$), “I make my souvenir shopping trip fast.” ($\bar{X} = 4.67$), and “I am not carefully watched how much I spend.” with the lowest mean ($\bar{X} = 4.64$).

Table 4.9: Level of Agreement toward Effort-Enjoyment

Factors	\bar{X}	S.D.	Level of Agreement
In general, I usually try to shop the best overall quality of souvenir.	4.72	.950	Slightly agree
I make a special effort to choose the very best quality souvenir.	4.83	.998	Slightly agree
Souvenir shopping is a pleasant activity to me.	4.90	.832	Slightly agree
Total	4.82	.768	Slightly agree

As presented in the Table 4.9, the respondents' level of agreement toward Special effort is at a slightly agree level ($\bar{X} = 4.82$). When considering in details, the respondent are respectively slightly agree with the following items: "Souvenir shopping is a pleasant activity to me." ($\bar{X} = 4.90$), "I make a special effort to choose the very best quality souvenir." ($\bar{X} = 4.83$), and "In general, I usually try to shop the best overall quality of souvenir." with the lowest mean ($\bar{X} = 4.72$).

Table 4.10: Level of Agreement toward Recreational-Shopping Consciousness

Factors	\bar{X}	S.D.	Level of Agreement
I take the time to shop souvenir.	4.85	.911	Slightly agree
I enjoy souvenir shopping just for the fun of it.	4.80	.782	Slightly agree
Shopping souvenir in many stores worth my time.	4.88	.715	Slightly agree
Total	4.84	.700	Slightly agree

As presented in the Table 4.10, the respondents' level of agreement toward Recreation-shopping conscious is at a slightly agree level ($\bar{X} = 4.84$). When considering in details, the respondent are respectively slightly agree with the following items: "Shopping souvenir in many stores worth my time." with the highest mean ($\bar{X} = 4.88$). Follow by, "I take the time to shop souvenir." ($\bar{X} = 4.85$) and "Often, I enjoy souvenir shopping just for the fun of it." with the lowest mean score ($\bar{X} = 4.80$).

Table 4.11: Level of Agreement toward Novelty-Fashion Consciousness

Factors	\bar{X}	S.D.	Level of Agreement
It's fun to shop new and exciting souvenir.	5.13	.782	Slightly agree
To get variety, I shop in different stores and choose different brands.	4.80	.749	Slightly agree
Fashionable, attractive styling is very important to me.	5.05	.866	Slightly agree
Total	4.99	.670	Slightly agree

As presented in the Table 4.11, the respondents' level of agreement toward Novelty-fashion conscious is at a slightly agree level ($\bar{X} = 4.99$). When considering in details, the respondent are respectively slightly agree with the following items: "It's fun to shop new and exciting souvenir." with the highest mean value ($\bar{X} = 5.13$). Follow by, "Fashionable, attractive styling is very important to me." ($\bar{X} = 5.05$) and "To get variety, I shop in different stores and choose different brands." with the lowest mean ($\bar{X} = 4.80$).

Table 4.12: Level of Agreement toward Perfectionist

Factors	\bar{X}	S.D.	Level of Agreement
When it comes to shopping for souvenir, I try to get the best or perfect choice.	4.70	.955	Slightly agree
Getting good quality souvenir is very important to me.	4.73	.922	Slightly agree
My standards and expectations for souvenir I shop are very high.	4.62	1.079	Slightly agree
Total	4.68	.836	Slightly agree

As presented in the Table 4.12, the respondents' level of agreement toward Perfectionist is at a slightly agree level ($\bar{X} = 4.68$). When considering in details, the respondent are respectively slightly agree with the following items: "Getting good quality souvenir is very important to me." with the highest mean value ($\bar{X} = 4.73$). Follow by, "When it comes to shopping for souvenir, I try to get the best or perfect

choice.” ($\bar{X} = 4.70$) and “My standards and expectations for souvenir I shop are very high.” with the lowest mean score ($\bar{X} = 4.62$).

Table 4.13: Level of Agreement toward Informative-Fashion

Factors	\bar{X}	S.D.	Level of Agreement
I usually have one or more souvenirs of the very newest style.	5.06	.909	Slightly agree
The more I learn about souvenir, the harder it seems to choose the best.	5.06	.881	Slightly agree
All the information I get on different souvenirs confuses me.	4.83	.892	Slightly agree
Total	4.98	.717	Slightly agree

As presented in the Table 4.13, the respondents' level of agreement toward Informative-Fashion is at a slightly agree level ($\bar{X} = 4.96$). When considering in details, the respondent are respectively slightly agree with the following items: “I usually have one or more souvenirs of the very newest style.” and “the more I learn about souvenir, the harder it seems to choose the best.” with the highest mean ($\bar{X} = 5.06$). Follow by, “All the information I get on different souvenirs confuses me.” with the lowest mean score ($\bar{X} = 4.83$).

Table 4.14: Level of Agreement toward Brand-Confuse Overchoice

Factors	\bar{X}	S.D.	Level of Agreement
The more expensive brands are usually my choice when shopping for souvenir.	5.05	.806	Slightly agree
The well-known local brands are best for me when shopping for souvenir.	4.85	.956	Slightly agree
Sometimes it's hard to choose which stores to shop for souvenir.	4.78	.979	Slightly agree
There are so many brands of souvenir to choose from that I often feel confused.	4.79	1.077	Slightly agree
Total	4.87	.467	Slightly agree

As presented in the Table 4.14, the respondents' level of agreement toward Brand-Confuse Overchoice is at a slightly agree level ($\bar{X} = 4.87$). When considering in details, the respondent are respectively slightly agree with the following items: "The more expensive brands are usually my choice when shopping for souvenir." with the highest mean value ($\bar{X} = 5.05$). Follow by, "The well-known local brands are best for me when shopping for souvenir." ($\bar{X} = 4.85$), "There are so many brands of souvenir to choose from that I often feel confused." ($\bar{X} = 4.79$), and "Sometimes it's hard to choose which stores to shop for souvenir." with the lowest mean score ($\bar{X} = 4.78$).

Table 4.15: Level of Agreement toward Price Consciousness

Factors	\bar{X}	S.D.	Level of Agreement
I take the time to shop carefully for the best buy.	5.05	.866	Slightly agree
I carefully calculate how much I spend in shopping souvenir.	5.00	.776	Slightly agree
Total	5.03	.759	Slightly agree

As presented in the Table 4.15, the respondents' level of agreement toward Price consciousness is at a slightly agree level ($\bar{X} = 5.03$). When considering in details, the respondent are respectively slightly agree with the following items: "I take the time to shop carefully for the best buy." with the highest mean ($\bar{X} = 5.05$), and "I carefully calculate how much I spend in shopping souvenir." with the lowest mean ($\bar{X} = 5.00$).

Table 4.16: Level of Agreement toward Brand Loyalty

Factors	\bar{X}	S.D.	Level of Agreement
I have favorite souvenir brands I buy over and over.	4.84	.959	Slightly agree
I always go to the same store/stores to shop souvenir.	4.83	.852	Slightly agree
Total	4.83	.816	Slightly agree

As presented in the Table 4.16, the respondents' level of agreement toward Brand loyalty is at a slightly agree level ($\bar{X} = 4.83$). When considering in details, the respondent are respectively slightly agree with the following items: "I have favorite souvenir brands I buy over and over." ($\bar{X} = 4.84$) and "I always go to the same store/stores to shop souvenir." ($\bar{X} = 4.83$).

4.2.2 Hypothesis 1: There is a Difference among Demographic Variables and Decision-Making Styles

After the factor analysis was performed and result in nine factors mentioned above, further analysis was conducted to test hypothesis which aims to find out the differences among demographic variables and decision-making styles, differences among demographic variables and souvenir choice criteria, and relationship between souvenir choice criteria and decision-making styles.

H1a: There is a difference between gender and decision-making styles.

Table 4.17: Mean, T-value, and Sig (2-tailed) of Different Genders and Decision-Making Style.

Decision-Making Styles	Mean		t-value	Sig. (2-tailed)
	Male	Female		
Impulsiveness	4.83	4.62	2.62	.009*
Perfectionist	4.88	4.31	6.95	.000*
Informative-Fashion	5.08	4.78	4.06	.000*
Brand-Confuse Overchoice	4.90	4.79	2.51	.013*

* Significant at level .05

According to Table 4.17, the result accepts hypothesis H1a, there is a difference between gender and decision-making styles in terms of Impulsiveness, Perfectionist, Informative –Fashion, and Brand-Confuse Overchoice as p-value < .05.

The difference shows that Male has the mean score on Impulsiveness ($\bar{X} = 4.83$), Perfectionist ($\bar{X} = 4.88$), Informative-Fashion ($\bar{X} = 5.08$), and Confused by Overchoice. While, female has the mean score on Impulsiveness ($\bar{X} = 4.62$), Perfectionist ($\bar{X} = 4.31$), Informative-Fashion ($\bar{X} = 4.78$), and Brand-Confuse

Overchoice ($\bar{X} = 4.79$). The result shows that male has higher mean score than female in terms of Impulsiveness, Perfectionist, Informative-Fashion, and Brand-Confuse Overchoice.

H1b: There is a difference among age group and decision-making styles.

Table 4.18: Mean, F, and Sig (2-tailed) of Different Age Groups and Decision-Making Styles

Decision-Making Styles	Mean				F	Sig. (2-tailed)
	<20	20-30	31-40	41-50		
Impulsiveness	4.82	4.95	4.15	5.08	35.33	.000*
Effort-Enjoyment	5.26	4.81	4.76	4.44	7.45	.000*
Recreational-Shopping Consciousness	4.48	4.99	4.69	4.67	9.60	.000*
Novelty-Fashion Consciousness	4.78	5.09	4.78	5.22	7.60	.000*
Perfectionist	4.80	4.81	4.51	4.06	9.62	.000*
Informative-Fashion	4.89	5.07	4.54	5.78	31.90	.000*
Brand-Confuse Overchoice	5.11	4.92	4.66	4.75	12.91	.000*
Price Consciousness	4.90	5.00	5.00	5.50	4.54	.004*
Brand Loyalty	4.78	4.97	4.73	4.17	10.15	.000*

* Significant at level .05

Table 4.18 indicates that there is a difference among age group and decision-making styles as p-value < .05. The difference shows in all nine decision-making styles which are Impulsiveness, Effort-Enjoyment, Recreational-Shopping Conscious, Novelty-Fashion Conscious, Perfectionist, Informative-Fashion, Brand-Confuse Overchoice, Price Consciousness, and Brand Loyalty.

In terms of Impulsiveness, the respondents at the age of 41-50 years old had the highest mean score ($\bar{X} = 5.08$), whereas respondents at 31-40 years old had the lowest mean score ($\bar{X} = 4.15$). In terms of Effort-Enjoyment, the respondents with below 20 years old had the highest mean ($\bar{X} = 5.26$), whereas the respondents at age of 41-50 had the lowest mean score ($\bar{X} = 4.44$). In terms of Recreational-Shopping Consciousness, the respondents at age of 20-30 years old had the highest mean ($\bar{X} = 4.99$), while the respondents with below 20 years old had the lowest mean ($\bar{X} = 4.48$).

In terms of Novelty-Fashion Consciousness, the respondents at the age of 41-50 years old had the highest mean ($\bar{X} = 5.22$), whereas the below 20 and between 31-40 years old had the lowest mean ($\bar{X} = 4.78$). In terms of Perfectionist, the respondents at age between 20-30 years old had the highest mean ($\bar{X} = 4.81$), while the respondents at age between 41-50 had the lowest mean ($\bar{X} = 4.06$). In terms of Informative-Fashion, the respondents at 41-50 years old had the highest mean ($\bar{X} = 5.78$), while the 31-40 years old had the lowest mean ($\bar{X} = 4.54$). In terms of Brand-Confuse Overchoice, the respondents age below 20 years old had the highest mean ($\bar{X} = 5.11$), whereas the 31-40 years old had the lowest mean ($\bar{X} = 4.66$). In terms of Price Consciousness, the 41-50 had the highest mean ($\bar{X} = 5.50$), while the below 20 had the lowest mean ($\bar{X} = 4.90$). In terms of Brand Loyalty, the respondents age between 20-30 had the highest mean ($\bar{X} = 4.97$), whereas the respondents at age 41-50 years old had the lowest mean ($\bar{X} = 4.17$). The differences among age group and decision-making styles are shown in Table 4.19.

Table 4.19: Differences in Decision-Making Styles between Age Group

Decision-Making Styles	Age Group (I)	Age group (J)	Mean Difference (I-J)	Sig.
Impulsiveness	<20	31-40	.671	.000*
	20-30	31-40	.804	.000*
	31-40	41-50	-.938	.000*
Effort-Enjoyment	<20	20-30	.449	.000*
		31-40	.503	.000*
		41-50	.813	.000*
	20-30	41-50	.367	.016*
Recreational-Shopping Consciousness	<20	20-30	.120	.001*
	20-30	31-40	.101	.023*
		41-50	.107	.028*
Novelty-Fashion Consciousness	<20	20-30	-.305	.003*
		31-40	-.442	.001*
	20-30	31-40	.305	.020*
	31-40	41-50	-.441	.003*
Perfectionist	<20	41-50	.742	.001*
	20-30	41-50	.756	.000*

* Significant at level .05

Table 4.19: Differences in Decision-Making Styles between Age Group (Continued)

Decision-Making Styles	Age Group (I)	Age group (J)	Mean Difference (I-J)	Sig.
Brand-Confuse Overchoice	<20	20-30	.816	.000*
		31-40	.451	.000*
		41-50	.260	.000*
	20-30	31-40	.265	.000*
Price Consciousness	<20	41-50	-.598	.017*
	20-30	41-50	-.504	.018*
	31-40	41-50	-.500	.040*
Brand Loyalty	<20	41-50	.614	.000*
	20-30	41-50	.100	.000*
	31-40	41-50	.563	.000*

* Significant at level .05

According to Table 4.19, it indicates the details of differences between age group and decision-making styles. In terms of Impulsiveness, < 20 and 20-30 age groups are different from 31-40 age group and 31-40 age group is different from 41-50 age group. In terms of Effort-Enjoyment, < 20 age group is different from age group of 20-30, 31-40, and 41-50. Moreover, 20-30 age group is different from 41-50 age group. In terms of Recreational-Shopping Consciousness, < 20 age group is different from 20-30 and 31-40 age group. While 20-30 age group is different from 31-40 age group, and 31-40 age group is different from 41-50 age group. In terms of Perfectionist, <20 and 20-30 age groups are different from 41-50 age group. In terms of Informative-Fashion, <20 and 20-30 age groups are different from 31-40 and 41-50 age group. Moreover, 31-40 is different from 41-50 age groups. Referring to Brand-Confuse Overchoice, <20 is different from 20-30, 31-40, and 41-50. Additionally, age group of 20-30 is different from 31-40 age group. In terms of Price Consciousness, < 20, 20-30, 31-40 are different from 41-50 age group. The last one is Brand Loyalty, the results show that <20, 20-30, and 31-40 are different from 41-50 age group.

H1c: There is a difference among marital status and decision-making styles.

Table 4.20: Mean, F, and Sig (2-tailed) of Different Marital Status and Decision-Making Styles.

Decision-Making Styles	Mean					F	Sig. (2-tailed)
	Single	Married	Divorced	Separated	Widowed		
Impulsiveness	4.83	4.65	4.08	5.75	3.19	19.66	.000*
Effort-Enjoyment	4.92	4.60	3.72	5.33	4.00	15.66	.000*
Recreational-Shopping Consciousness	4.95	4.75	4.00	4.67	4.00	10.24	.000*
Novelty-Fashion Consciousness	5.12	4.58	5.28	5.33	5.00	15.30	.000*
Perfectionist	4.67	4.64	4.17	4.67	6.30	9.83	.000*
Informative-Fashion	5.00	4.82	5.56	5.33	5.00	3.99	.003*
Brand-Confuse Overchoice	4.89	4.84	4.67	5.25	4.25	6.30	.000*
Price Consciousness	4.98	5.25	5.17	5.00	3.50	11.71	.000*

* Significant at level .05

Table 4.20 indicates that there is a difference among marital status and decision-making styles as p-value < .05. The difference shows on Impulsiveness, Effort-Enjoyment, Recreational-Shopping Consciousness, Novelty-Fashion Consciousness, Perfectionist, Informative-Fashion, Brand-Confuse Overchoice, and Price Conscious.

In terms of Impulsiveness, the respondents with separated status had the highest mean ($\bar{X} = 5.75$), while the respondents with widowed status had the lowest mean ($\bar{X} = 3.19$). In terms of Effort-Enjoyment, the respondents with separated status had the highest mean ($\bar{X} = 5.33$), whereas the respondents with divorced status had the lowest mean ($\bar{X} = 3.72$). In terms of Recreational-Shopping Consciousness, the respondents with single status had the highest mean ($\bar{X} = 4.95$), while the respondents with divorced and widowed status had the lowest mean ($\bar{X} = 4.00$). In terms of Novelty-Fashion Consciousness, the respondents with separated status had the highest mean ($\bar{X} = 5.33$), while the respondents with married status had the lowest mean ($\bar{X} = 4.58$). In terms of Perfectionist, the respondents with widowed status had the highest

mean ($\bar{X} = 6.30$), while respondents with divorced status had the lowest mean ($\bar{X} = 4.17$). In terms of Informative-Fashion, the respondents with divorced status had the highest mean ($\bar{X} = 5.56$), whereas the respondents with married status had the lowest mean ($\bar{X} = 4.82$). In terms of Brand-Confuse Overchoice, the respondents with separated status had the highest mean ($\bar{X} = 5.25$), while respondents with widowed status had the lowest mean ($\bar{X} = 4.25$). In terms of Price Consciousness, the respondents with married status had the highest mean ($\bar{X} = 5.25$), whereas the respondents with widowed status had the lowest mean ($\bar{X} = 3.50$)

The detail of differences between marital status and decision-making styles are represented below (Table 4.21).

Table 4.21: Differences in Decision-making styles and Marital Status

Decision-Making Styles	Marital Status (I)	Marital Status (J)	Mean Difference (I-J)	Sig.
Impulsiveness	Single	Divorced	.748	.000*
		Separated	-.919	.000*
		Widowed	1.643	.000*
	Married	Divorced	.568	.008*
		Separated	-1.099	.000*
		Widowed	1.463	.000*
	Divorced	Separated	-1.667	.000*
		Widowed	.896	.000*
	Separated	Widowed	2.563	.000*
Effort-Enjoyment	Single	Married	.356	.000*
		Divorced	1.231	.000*
		Separated	-.380	.000*
	Married	Widowed	.953	.003*
		Divorced	.875	.000*
		Separated	-.736	.000*
	Divorced	Widowed	.597	.000*
		Separated	-1.611	.000*
		Widowed	-.278	.000*
Separated	Widowed	1.333	.000*	

**Table 4.21: Differences in Decision-Making Styles and Marital Status
(Continued)**

Decision-Making Styles	Marital Status (I)	Marital Status (J)	Mean Difference (I-J)	Sig.	
Recreational-Shopping Consciousness	Single	Divorced	.947	.000*	
		Separated	.280	.000*	
	Married	Divorced	.746	.000*	
		Widowed	.746	.000*	
Novelty-Fashion Consciousness	Divorced	Separated	-.667	.000*	
		Widowed	.667	.000*	
		Single	Married	.544	.000*
			Divorced	-.156	.039*
	Married	Separated	-.212	.000*	
		Widowed	.121	.005*	
		Divorced	-.700	.000*	
		Separated	-.756	.000*	
Perfectionist	Divorced	Widowed	-.422	.000*	
		Widowed	.278	.000*	
	Separated	Widowed	.333	.000*	
		Widowed	-1.662	.000*	
	Single	Widowed	-1.696	.000*	
		Widowed	-2.167	.000*	
Informative-Fashion	Separated	Widowed	-1.667	.000*	
		Single	Divorced	-.554	.000*
			Separated	-.332	.000*
		Married	Divorced	-.737	.000*
	Separated		-.515	.000*	
	Divorced	Widowed	.556	.000*	
		Widowed	.333	.000*	
	Brand-Confuse Overchoice	Single	Divorced	.223	.024*
Separated			-.361	.000*	
Widowed			.639	.000*	
Married		Separated	-.410	.000*	
		Widowed	.589	.000*	
Divorced		Separated	-.583	.000*	
Price Consciousness	Single	Widowed	.417	.000*	
		Married	-.266	.000*	
	Married	Separated	.248	.000*	
		Widowed	1.748	.000*	
	Divorced	Widowed	1.667	.000*	

* Significant at level .05

According to Table 4.21, it shows the differences between group of marital status and decision-making styles. In terms of Impulsiveness, tourist with single status is different from tourist with divorced, separated, and widowed status. In addition, tourist with married status is different from tourists with divorced, separated, and widowed status. While, tourist with divorced status is different from tourists with separated and widowed status. Moreover, tourist with separated status is different from tourists who are widowed.

In terms of Effort-Enjoyment, tourist who single is different from tourist with married, divorced, separated, and widowed status. While, tourist with married status is different from tourist with divorced, separated, and widowed status. Apart from that, tourist who divorced is different from tourist with separated and widowed status. Lastly, tourist with separated status is different from tourist with widowed status.

In terms of Recreational-Shopping Consciousness, single group is different from divorced, separated, and widowed group. While, married group is different from divorced and widowed group. Furthermore, divorced group is different from separated group. Lastly, separated group is different from widowed group.

In terms of Novelty-Fashion Consciousness, single group is different from married, divorced, separated, and widowed group. While, married group is different from divorced, separated, and widowed group. Lastly, divorced and separated group are different from widowed group.

In terms of Perfectionist, every group includes single, married, divorced, and separated is different from widowed group.

In terms of Informative-Fashion, single group is different from divorced and separated group. Likewise, married group is different from divorced and separated group. Lastly, divorce and separated are different from widowed group.

In terms of Brand-Confuse Overchoice, the results indicated that single is different from divorced, separated, and widowed. While, married status is different from separated and widowed group. Lastly, divorced group is different from separated and widowed group.

In terms of Price Consciousness, single status is different from married. While, married is different from separated and widowed. Lastly, divorced group is different from widowed group.

H1d: There is a difference among income and decision-making styles.

Table 4.22: Mean, F, and Sig (2-tailed) of Different Income Group and Decision-Making Styles

Decision-Making Styles	Mean				F	Sig. (2-tailed)
	<\$1,000	\$1,000- 2,000	\$2,001- 3,000	\$3,001- 4,000		
Impulsiveness	4.77	4.90	4.22	4.86	15.53	.000*
Effort-Enjoyment	4.90	4.94	4.72	4.15	12.69	.000*
Recreational-Shopping Consciousness	5.09	4.75	4.84	4.81	4.77	.003*
Perfectionist	4.69	4.78	4.47	4.50	3.11	.026*
Brand-Confuse Overchoice	5.03	4.89	4.81	4.53	10.59	.000*
Price Consciousness	5.05	5.08	4.56	5.50	14.91	.000*
Brand Loyalty	4.57	5.07	4.59	4.50	14.15	.000*

* Significant at level .05

Table 4.22 indicates that there is a difference among income group and decision-making styles on Impulsiveness, Effort-Enjoyment, Recreational-Shopping Consciousness, Perfectionist, Brand-Confuse Overchoice, Price Consciousness, and Brand Loyalty as p-value < .05.

In terms of Impulsiveness, the respondents with income between 1,000-2,000 dollars had the highest mean ($\bar{X} = 4.90$), while the respondents with income between 2,001-3,000 dollars had the lowest mean ($\bar{X} = 4.22$). In terms of Effort-Enjoyment, the respondents with income between 1,000-2,000 dollars had the highest mean ($\bar{X} = 4.94$), whereas the respondents with income between 3,001-4,000 dollars had the lowest mean ($\bar{X} = 4.15$). In terms of Recreational-Shopping Consciousness, the respondents with income below 1,000 dollars had the highest mean ($\bar{X} = 5.09$), while the respondents with income between 1,000-2,000 had the lowest mean ($\bar{X} =$

4.75). In terms of Perfectionist, the respondents with income between 1,000-2,000 dollars had the highest mean ($\bar{X} = 4.78$), whereas the respondents with income between 2,001-3,000 had the lowest mean ($\bar{X} = 4.47$). In terms of Brand-Confuse Overchoice, the respondents with income below 1,000 dollar had the highest mean ($\bar{X} = 5.03$), while the respondents with 3,001-4,000 dollar had the lowest mean ($\bar{X} = 4.53$). In terms of Price Consciousness, the respondents with income between 3,001-4,000 had the highest mean ($\bar{X} = 5.50$), while the respondents with income between 2,001-3,000 dollars had the lowest mean ($\bar{X} = 4.56$). In terms of Brand Loyalty, the respondents with income between 1,000-2,000 dollars had the highest mean ($\bar{X} = 5.07$), whereas the respondents with income between 3,001-4,000 had the lowest mean ($\bar{X} = 4.50$). The result also shows the difference between income group and decision-making styles are shown below (Table 4.23)

Table 4.23: Differences Decision-Making Styles between Income Groups

Decision-Making Styles	Income (I)	Income (J)	Mean Difference (I-J)	Sig.
Impulsiveness	<1,000	2,001-3,000	.547	.000*
	1,000-2,000	2,001-3,000	.672	.000*
	2,001-3,000	3,001-4,000	-.634	.002*
Effort-Enjoyment	<1,000	3,001-4,000	.717	.008*
	1,000-2,000	3,001-4,000	.790	.000*
	2,001-3,000	3,001-4,000	.563	.000*
Recreational-Shopping	<1,000	1,000-2,000	.338	.000*
Consciousness				.
Perfectionist	2,001-3,000	3,001-4,000	.282	.047*
Brand-Confuse Overchoice	<1,000	1,000-2,000	.148	.006*
		2,001-3,000	.215	.004*
		3,001-4,000	.494	.000*
	1,000-2,000	3,001-4,000	.345	.014*
Price Consciousness	<1,000	2,001-3,000	.449	.001*
		3,001-4,000	-.445	.022*
	1,000-2,000	2,001-3,000	.511	.000*
		3,001-4,000	-.423	.002*
Brand Loyalty	2,001-3,000	3,001-4,000	-.934	.000*
	<1,000	1,000-2,000	-.497	.000*
	1,000-2,000	2,001-3,000	.482.	.000*

* Significant at level .05

According to Table 4.23, it indicates the results of differences between income group and decision-making styles. In terms of Impulsiveness, <1,000 income group is different from 2,001-3,000 income group. In addition, 1,000-2,000 income group is different from 2,001-3,000 income group. However, 2,001-3,000 income group is different from 3,001- 4,000 income group.

In terms of Effort-Enjoyment, <1,000, 1,000-2,000, 2,001-3,000 income group is different from 3,001-4,000 income group. In terms of Recreational-Shopping Consciousness, <1,000 income group is different from 1,000-2,000 income group.

In terms of Perfectionist, 2,001-3,000 income group is different from 3,001-4,000 income group. In terms of Brand-Confuse Overchoice, <1,000 income group is different from other groups: 1,000-2,000, 2,001-3,000, 3,001-4,000. In addition, 1,001-2,000 income group is different from 3,001-4,000 income group.

In terms of Price Consciousness, <1,000 income group is different from 2,001-3,000 and 3,001-4,000 income groups. Moreover, 1,000-2,000 income group is different from 2,001-3,000 and 3,001-4,000 income groups. Lastly, 2,001-3,000 income group is different from 3,001-4,000 income group.

In terms of Brand Loyalty, <1,000 income group is different from 1,000-2,000 income group. Moreover, 1,000-2,000 income group is different from 2,001-3,000.

H1e: There is a difference between educations and decision-making styles.

Table 4.24: Mean, F, and Sig (2-tailed) of Different Educational Level and Decision-Making Styles

Decision-Making Styles	Mean			F	Sig. (2-tailed)
	≤High School	Bachelor	>Bachelor		
Impulsiveness	5.07	4.64	4.76	11.97	.000*
Recreational-Shopping Consciousness	5.03	4.73	5.10	10.59	.000*
Novelty-Fashion Consciousness	4.76	5.17	4.46	32.91	.000*
Perfectionist	5.07	4.46	5.12	29.25	.000*
Informative-Fashion	5.07	5.02	4.53	10.35	.000*

* Significant at level .05

Table 4.24 indicates a difference among educational level and decision-making styles in terms of Impulsiveness, Recreational-Shopping Consciousness, Novelty-Fashion Consciousness, Perfectionist, and Informative-Fashion as p -value < 0.05.

In terms of Impulsiveness, the respondents with lower than or equal to high school degree had the highest mean ($\bar{X} = 5.07$), whereas the respondents with bachelor degree had the lowest mean ($\bar{X} = 4.64$). In terms of Recreational-Shopping Consciousness, the respondents with above bachelor degree had the highest mean ($\bar{X} = 5.10$), while the respondents with bachelor degree had the lowest mean ($\bar{X} = 4.73$). In terms of Novelty-Fashion Consciousness, the respondents with bachelor degree had the highest mean ($\bar{X} = 5.17$), while the respondents with above bachelor degree had the lowest mean ($\bar{X} = 4.46$). In terms of Perfectionist, the respondents with above bachelor degree had the highest mean ($\bar{X} = 5.12$), whereas the respondents with bachelor degree had the lowest mean ($\bar{X} = 4.46$). In terms of Informative-Fashion, the respondents with lower than or equal to bachelor degree had the highest mean ($\bar{X} = 5.07$), while the respondents with above bachelor degree had the lowest mean ($\bar{X} = 4.53$). The difference among group of educational level and decision-making styles are presented below (Table 4.25)

Table 4.25: Differences in Decision-Making Styles between Educational Level

Decision-Making Styles	Education (I)	Education (J)	Mean Difference (I-J)	Sig.
Impulsiveness	≤High school	Bachelor	.429	.000*
Effort-Enjoyment	≤High school	Bachelor	.204	.016*
Recreational-Shopping Consciousness	≤High school	Bachelor	.308	.000*
	Bachelor	>Bachelor	-.371	.013*
Novelty-Fashion Consciousness	≤High school	Bachelor	-.406	.000*
	Bachelor	>Bachelor	.705	.000*
Informative-Fashion	≤High school	>Bachelor	.543	.007*
	Bachelor	>Bachelor	.491	.016*
Brand Loyalty	≤High school	>Bachelor	.595	.005*
	Bachelor	>Bachelor	.504	.014*

* Significant at level .05

According to table 4.25, it represents the differences between group of education and decision-making styles. Referring to Impulsiveness, group of high school or lower is different from group of bachelor degree. In terms of Effort-Enjoyment, the result also shows that group of high school or lower is different from group of Bachelor degree. In terms of Recreational-Shopping Consciousness, it shows the difference between high school or lower and bachelor degree group. The different also shows between bachelor and above bachelor. In terms of Novelty-Fashion Consciousness, there is a difference between high school or lower and bachelor degree. Moreover, there is a difference between bachelor and above bachelor. In terms of Informative-Fashion, high school or lower and bachelor degree are different from above bachelor degree. Lastly, in terms of Brand Loyalty, both high school or lower and bachelor are different from above bachelor degree.

H1f: There is a difference between culture and decision-making styles.

Table 4.26: Mean, T-value, and Sig (2-tailed) of Different Cultures and Decision-Making Styles

Decision-Making Styles	Mean		t-value	Sig. (2-tailed)
	Asian	Non-Asian		
Impulsiveness	4.75	4.76	-.043	.966
Effort-Enjoyment	4.81	4.84	-.383	.702
Recreational-Shopping Consciousness	4.84	4.84	-.048	.962
Novelty-Fashion Consciousness	5.01	4.59	.859	.391
Perfectionist	4.69	4.66	.382	.703
Informative-Fashion	4.97	5.00	-.358	.721
Brand-Confuse	5.01	4.86	.145	.884
Overchoice	4.99	5.09	-1.316	.189
Price Consciousness				
Brand Loyalty	4.80	4.90	-1.210	.277

* Significant at level .05

From table 4.26, the result indicates that there is no difference between culture and decision-making styles as $p > 0.05$.

4.3 Attitudes toward Souvenir Choice Criteria

Table 4.27: Attitudes toward Souvenir Attributes

Factors	\bar{X}	S.D.	Level of Importance
Easily portable	5.13	.715	Slightly important
Durability	4.80	.955	Slightly important
Utility	4.93	.986	Slightly important
Cultural expression	5.20	.782	Slightly important
Appropriateness as a gift	5.10	.625	Slightly important
Workmanship	5.05	.836	Slightly important
Ability to symbolized the attraction	5.20	.813	Slightly important
Total	5.06	.545	Slightly important

Based on the observation of Table 4.27, the respondents' attitudes toward "Souvenir Attributes" is at a slightly important level ($\bar{X} = 5.06$). When considering in details, the highest mean belong to both "Cultural expression" ($\bar{X} = 5.20$) and "Ability to symbolized the attraction" ($\bar{X} = 5.20$). Follow by, "Easily portable" ($\bar{X} = 5.13$), "Appropriateness as a gift" ($\bar{X} = 5.10$), "Workmanship" ($\bar{X} = 5.05$), "Utility" ($\bar{X} = 4.93$), and "Durability" with the lowest mean score ($\bar{X} = 4.80$).

Table 4.28: Attitudes toward Location of Shop

Factors	\bar{X}	S.D.	Level of Importance
Easy to access	5.63	.579	Important
Availability of parking area	5.35	.573	Slightly important
Visibility of shop	5.03	.822	Slightly important
Nearness to tourist attraction	4.98	.759	Slightly important
Total	5.24	.505	Slightly important

As detailed in Table 4.28, the respondents' attitudes toward "Location of Shop" is at a slightly important level ($\bar{X} = 5.24$). When considering in details, the highest mean score belongs to "Easy to access" ($\bar{X} = 5.63$). Follow by, "Availability

of parking area ($\bar{X}=5.35$), “Visibility of shop” ($\bar{X}=5.03$), and “Nearness to tourist attraction” with the lowest mean score ($\bar{X}=4.98$).

Table 4.29: Attitudes toward In-Store Service

Factors	\bar{X}	S.D.	Level of Importance
Store display	5.28	.837	Slightly important
Uniform store hours	5.27	.775	Slightly important
Sales personnel	5.38	.660	Important
Total	5.31	.626	Important

Based on the observation of Table 4.29, the tourists’ attitudes toward “In-Store Services” is at an important level ($\bar{X}=5.31$). When considering in details, tourists’ attitudes toward “Sale personnel” is at an important level with the highest mean score ($\bar{X}=5.38$). The tourists respectively perceived slightly important toward the following items: “Store display” ($\bar{X}=5.28$) and “Uniform store hours” with the lowest mean ($\bar{X}=5.27$).

Table 4.30: Attitudes toward Souvenir Pricing

Factors	\bar{X}	S.D.	Level of Importance
Value-for-money	5.23	.852	Slightly important
Bargain-able price	5.13	.813	Slightly important
Promotional price	5.15	.883	Slightly important
Total	5.17	.735	Slightly important

As a result from Table 4.30, the respondents’ attitude toward “Souvenir Pricing” is at a slightly important level ($\bar{X}=5.17$). When considering in details, the tourists perceived a slightly important toward the following items: “Value-for-money” with the highest mean score ($\bar{X}=5.23$). Follow by, “Promotional price” ($\bar{X}=5.17$), and “Bargain-able price” with the lowest mean score ($\bar{X}=5.13$).

4.3.1 Hypothesis 2: There is a difference in demographic variables and souvenir choice criteria.

H2a: There is a difference between gender and souvenir choice criteria.

Table 4.31: Mean, T-value, and Sig (2-tailed) of Different Genders and Souvenir Choice Criteria

Souvenir Choice Criteria	Mean		t-value	Sig. (2-tailed)
	Male	Female		
Souvenir Attributes	5.00	5.17	3.15	.002*
Souvenir Pricing	5.09	5.31	2.86	.004*

* Significant at level .05

The result of hypothesis test in Table 4.31, indicates that there is a difference between gender and souvenir choice criteria on both Souvenir attributes and Souvenir Pricing as $p < .05$.

Male has the mean score for Souvenir Attributes ($\bar{X} = 5.00$) and Souvenir Pricing ($\bar{X} = 5.09$). Female has the mean score on Souvenir Attributes ($\bar{X} = 5.17$) and Souvenir Pricing ($\bar{X} = 5.31$). As a result, it shows that female has the mean score on both Souvenir Attributes and Souvenir Pricing higher than male.

H2b: There is a difference among age group and souvenir choice criteria.

Table 4.32: Mean, F, and Sig (2-tailed) of Different Age Groups and Souvenir Choice Criteria

Souvenir Choice Criteria	Mean				F	Sig. (2-tailed)
	<20	20-30	31-40	41-50		
Souvenir Attributes	4.46	4.94	5.52	5.33	68.86	.000*
Location of Shop	4.94	5.11	5.55	5.75	42.65	.000*
In-Store Service	5.10	5.18	5.52	5.89	19.02	.000*
Souvenir Pricing	4.67	5.09	5.61	5.00	22.20	.000*

* Significant at level .05

The result of hypothesis test in Table 4.32, indicates that there is a difference among age group and souvenir choice criteria as $p < .05$. There is a difference among age group in Souvenir Attributes, Location of Shop, In-Store Service, and Souvenir Pricing.

In terms of Souvenir Attributes, the respondents at the age between 31-40 years old had the highest mean ($\bar{X} = 5.52$), whereas the respondents at the age below 20 had the lowest mean ($\bar{X} = 4.46$). In terms of Location of Shop, the respondents at at age between 41-50 years old had the highest mean ($\bar{X} = 5.75$), whereas the respondents at the age below 20 had the lowest mean ($\bar{X} = 4.94$). In terms of In-Store Service, the respondents at the age between 41-50 years old had the highest mean ($\bar{X} = 5.89$), while the respondents at the age below 20 had the lowest mean ($\bar{X} = 5.10$). In terms of Souvenir Pricing, the respondents at age between 31-40 had the highest mean ($\bar{X} = 5.61$), while the respondents at age below 20 had the lowest mean ($\bar{X} = 4.67$). When considering in details, the difference between each age group and souvenir choice criteria is represented below (Table 4.33)

Table 4.33: Differences between Age Groups and Souvenir Choice Criteria

Souvenir Choice Criteria	Age (I)	Age (J)	Mean Difference (I-J)	Sig.	
Souvenir Attributes	<20	20-30	-.472	.000*	
		31-40	-1.056	.000*	
		41-50	-.870	.000*	
	20-30	31-40	-.584	.000*	
		41-50	-.398	.000*	
Location of Shop	<20	31-40	-.610	.000*	
		41-50	-.811	.000*	
	20-30	31-40	-.443	.000*	
		41-50	-.644	.000*	
In-Store Service	<20	41-50	-.791	.000*	
	20-30	31-40	-.333	.000*	
		41-50	-.704	.000*	
Souvenir Pricing	31-40	41-50	-.372	.001*	
	<20	20-30	-.417	.042*	
		31-40	-.936	.000*	
		20-30	31-40	-.520	.000*
	31-40	41-50	.611	.001*	

* Significant at level .05

According to table 4.33, it indicates the differences between age group and souvenir choice criteria. In terms of Souvenir Attributes, <20 age group is different from 20-30, 31-40, and 41-50 age group. Moreover, 20-30 age group is different from 31-40 and 41-50 age group. In terms of Location of Shop, <20 and 20-30 age groups are different from 31-40 and 41-50 age group. A part from that, 31-40 age group is different from 41-50 age group. In terms of In-Store Service, <20 age group is different from 41-50 age group. While, 20-30 age group is different from 31-40 and 41-50 age group. In addition, 31-40 age group is different from 41-50 age group. Lastly, in terms of Souvenir Pricing, <20 age group is different from 20-30 and 31-40 age group. While, 20-30 age group is different from 31-40 age group. Moreover, 31-40 age group is different from 41-50 age group.

H2c: There is a difference among marital status and souvenir choice criteria.

Table 4.34: Mean, F, and Sig (2-tailed) of Different Marital Status and Souvenir Choice Criteria

Souvenir Choice Criteria	Mean					F	Sig. (2-tailed)
	Single	Married	Divorced	Separated	Widowed		
Souvenir Attributes	4.99	5.39	4.95	3.86	4.71	29.79	.000*
Location of Shop	5.14	5.53	5.38	4.50	6.00	26.75	.000*
In-Store Service	5.23	5.47	5.89	5.00	5.33	6.00	.000*
Souvenir Pricing	5.06	5.60	4.33	4.00	6.00	29.53	.000*

* Significant at level .05

Table 4.34 indicates that there is a difference among marital status and souvenir choice criteria in terms of Souvenir Attributes, Location of Shop, In-store Service, and Souvenir Pricing as p-value < .05.

In terms of Souvenir Attributes, the respondents with married status had the highest mean ($\bar{X} = 5.39$), while the respondents with separated status had the lowest mean ($\bar{X} = 3.86$). In terms of Location of Shop, the respondents with widowed

status had the highest mean ($\bar{X} = 6.00$), whereas the respondents with separated status had the lowest mean ($\bar{X} = 4.50$). In terms of In-Store Service, the respondents with divorced status had the highest mean ($\bar{X} = 5.89$), while the respondents with separated status had the lowest mean ($\bar{X} = 5.00$). In terms of Souvenir Pricing, the respondents with widowed status had the highest mean ($\bar{X} = 6.00$), whereas the respondents with separated status had the lowest mean ($\bar{X} = 4.00$). The difference between group of marital status and souvenir choice criteria is represented below, Table 4.35.

Table 4.35: Differences between Group of Marital Status and Souvenir Choice Criteria

Souvenir Choice Criteria	Marital Status (I)	Marital Status (J)	Mean Difference (I-J)	Sig.
Souvenir Attributes	Single	Married	-.393	.000*
		Separated	1.136	.000*
		Widowed	.279	.000*
	Married	Divorced	.434	.000*
		Separated	1.529	.000*
		Widowed	.672	.000*
	Divorced	Separated	1.095	.000*
		Widowed	.238	.000*
	Separated	Widowed	-.875	.000*
		Single	Married	-.394
Location of Shop	Married	Separated	.636	.000*
		Widowed	-.864	.000*
		Separated	1.030	.000*
	Divorced	Widowed	-.470	.000*
		Separated	.875	.000*
	Single	Widowed	-.625	.000*
		Married	-.231	.001*
		Divorced	-.656	.000*
In-Store Service	Single	Separated	.234	.000*
		Divorced	-.424	.001*
		Separated	.465	.000*
	Married	Divorced	.889	.000*
		Widowed	.556	.000*
	Divorced	Separated	-.333	.000*
		Widowed	-.541	.000*
		Separated	1.059	.000*
Souvenir Pricing	Single	Widowed	-.941	.000*
		Divorced	1.267	.001*
		Separated	1.601	.000*
	Married	Widowed	-.399	.000*
		Divorced	-1.667	.000*

* Significant at level .05

According to table 4.35, it indicates the difference between group of marital status and souvenir choice criteria. In terms of Souvenir Attributes, single is different from married, separated, and widowed. Moreover, married is different from divorced, separated, and widowed. While, divorced is different from separated and widowed. Also, there is a difference between separated and widowed.

In terms of Location of Shop, single is different from married, separated, and widowed. While, married is different from separated and widowed. Moreover, divorced is different from separated and widowed.

In terms of In-Store Service, single is different from married, divorced, and separated. While, married and divorced are different from divorced and separated. Also, separated is different from widowed.

Lastly, in terms of Souvenir Pricing, single is different from married, separated, widowed. While, married is different from divorced, separated, and widowed. In addition, divorced is different from widowed.

H2d: There is a difference among income and souvenir choice criteria.

Table 4.36: Mean, F, and Sig (2-tailed) of Different Income Groups and Souvenir Choice Criteria

Souvenir Choice Criteria	Mean				F	Sig. (2-tailed)
	<\$1,000	\$1,000-2,000	\$2,001-3,000	\$3,001-4,000		
Location of Shop	5.15	5.14	5.56	5.49	18.04	.000*
In-Store Service	5.18	5.21	5.66	5.51	12.45	.000*
Souvenir Pricing	5.13	5.11	5.52	4.89	7.93	.000*

* Significant at level .05

The result of hypothesis test in Table 4.36 indicated that there is a difference among income group and souvenir choice criteria in Location of shop, In-Store Service, and Souvenir Pricing as $p < .05$.

In terms of Location of Shop, the respondents with income between 3,001-4,000 dollars had the highest mean ($\bar{X} = 5.49$), whereas the respondents with income between 1,000-2,000 dollars had the lowest mean ($\bar{X} = 5.14$). In terms of In-Store

Service, the respondents with income between 2,001-3,000 dollars had the highest mean ($\bar{X} = 5.66$), while the respondents with income lower than 1,000 dollars had the lowest mean ($\bar{X} = 5.18$). In terms of Souvenir Pricing, the respondents with income between 2,001-3,000 dollars had the highest mean ($\bar{X} = 5.52$), while the respondents with income between 3,001-4,000 had the lowest mean ($\bar{X} = 4.89$).

The detail of difference between income group and souvenir choice criteria is presented below in Table 4.37.

Table 4.37: Differences between Income Groups and Souvenir Choice Criteria

Souvenir Choice Criteria	Income (I)	Income (J)	Mean Difference (I-J)	Sig.
Location of Shop	<1,000	2,001-3,000	-.412	.000*
		3,001-4,000	-.347	.000*
	1,000-2,000	2,001-3,000	-.421	.000*
		3,001-4,000	-.356	.000*
In-Store Service	<1,000	2,001-3,000	-.479	.000*
		3,001-4,000	-.331	.000*
	1,000-2,000	2,001-3,000	-.454	.000*
		3,001-4,000	-.305	.000*
Souvenir Pricing	<1,000	2,001-3,000	-.390	.006*
	1,001-2,000	2,001-3,000	-.412	.004*
	2,001-3,000	3,001-4,000	.633	.000*

* Significant at level .05

According to table 4.37, it indicates the differences between income group and souvenir choice criteria. In terms of Souvenir Attributes, <1,000 and 1,000-2,000 income groups are different from 2,001-3,000 and 3,001-4,000 income group. In terms of In-Store Service, <1,000 and 1,000-2,000 income groups are different from 2,001-3,000 and 3,001-4,000 income group. Lastly, in terms of Souvenir Pricing, <1,000 and 1,000-2,000 income groups are different from 2,001-3,000 income group. Moreover, 2,001-3,000 income group is different from 3,001-4,000 income group.

H2e: There is a difference among educational level and souvenir choice criteria.

Table 4.38: Mean, F, and Sig (2-tailed) of Different Educational Level and Souvenir Choice Criteria

Souvenir Choice Criteria	Mean			F	Sig. (2-tailed)
	≤High School	Bachelor	>Bachelor		
Location of Shop	5.17	5.21	5.60	13.52	.000*
Souvenir Pricing	5.03	5.16	5.54	7.67	.001*

* Significant at level .05

Table 4.38 indicated that there is a difference among educational level and souvenir choice criteria in Location of Shop and Souvenir Pricing as p-value < .05.

In terms of Location of Shop, the respondents with above bachelor degree had the highest mean ($\bar{X} = 5.60$), while the respondents with lower than or equal to high school degree had the lowest mean ($\bar{X} = 5.17$). In terms of Souvenir Pricing, the respondents with above bachelor degree had the highest mean ($\bar{X} = 5.54$), while the respondents with lower than or equal to high school degree had the lowest mean ($\bar{X} = 5.03$).

The differences between group of educational level and souvenir choice criteria are indicates in Table 4.39.

Table 4.39: Differences between Groups of Educational Level and Souvenir Choice Criteria

Souvenir Choice Criteria	Education (I)	Education (J)	Mean Difference (I-J)	Sig.
Souvenir Attributes	≤High school	Bachelor	-.121	.048*
Location of Shop	≤High school	Bachelor	-.436	.000*
	Bachelor	>Bachelor	-.391	.000*
Souvenir Pricing	≤High school	>Bachelor	-.514	.008*

* Significant at level .05

According to Table 4.39, it represents the differences between educational group and souvenir choice criteria. In terms of Souvenir Attributes, high school or lower is different from bachelor. In terms of Location of Shop, high school or lower is different from bachelor, while, bachelor is different from above bachelor degree. Lastly, in terms of Souvenir Pricing, high school or lower is different from above bachelor.

H2f: There is a difference between culture and souvenir choice criteria.

Table 4.40: Mean, F, and Sig (2-tailed) of Different Cultures and Souvenir Choice Criteria

Souvenir Choice Criteria	Mean		t-value	Sig. (2-tailed)
	Asian	Non-Asian		
Souvenir Attributes	5.05	5.07	0.234	0.815
Location of Shop	5.25	5.23	0.390	0.697
In-Store Service	5.31	5.31	0.087	0.931
Souvenir Pricing	5.17	5.15	0.260	0.795

* Significant at level .05

From table 4.40, the result shows that there is no difference among culture and souvenir choice criteria.

4.4 Relationship between decision-making styles and souvenir choice criteria.

H3: There is a relationship between decision-making styles and souvenir choice criteria.

In order to examine the relationships between decision-making styles and souvenir choice criteria, Pearson's correlation was performed. Table 4.42 and 4.43 showed the results of bivariate correlation analysis conducted to examine the relationship between decision-making styles and souvenir choice criteria. Analyzing of Pearson's correlation coefficient (r), which indicated the direction and strength of the

relationship between two variables was conducted in order to measure the association between decision-making styles and souvenir choice criteria.

Table 4.41: The Relationship between Decision-Making Styles and Souvenir Choice Criteria

Variables	Souvenir Attributes		Location of Shop		In-Store Service		Souvenir Pricing	
	r	Sig. (2-tailed)	r	Sig. (2-tailed)	r	Sig. (2-tailed)	r	Sig. (2-tailed)
Impulsiveness	-.192	.000**	-.372	.000**	-.211	.000**	-.364	.000**
Effort- Enjoyment	-.223	.000**	-.041	.418	-.189	.000**	-.202	.000**
Recreational- Shopping Consciousness	-.064	.203	.050	.315	-.219	.000**	.014	.787
Novelty- Fashion Consciousness	-.038	.450	-.130	.009**	-.060	.229	-.342	.000**
Perfectionist	-.247	.000**	.099	.049*	-.216	.000**	-.063	.210
Informative- Fashion	-.278	.000**	-.091	.068	-.191	.000**	-.412	.000**
Brand-Confuse Overchoice	-.166	.001**	-.133	.008**	-.167	.001**	-.165	.001**
Price Consciousness	-.247	.000**	.115	.022*	-.095	.057	.012	.016*
Brand Loyalty	-.313	.000**	-.178	.000**	-.349	.000**	-.364	.000**

* Significant at level .05

** Significant at level .01

According to the Table 4.41 the results indicate as follow;

Impulsiveness. There is a negative and very weak relationship between Impulsiveness and Souvenir Attributes with $p < 0.01$ ($p = .000$, $r = -.192$). There is a negative and weak relationship between Impulsiveness and Location of Shop with $p < 0.01$ ($p = .000$, $r = -.372$). There is a negative and weak relationship between Impulsiveness and In-Store Service with $p < 0.01$ ($p = .000$, $r = -.211$). There is a negative and weak relationship between Impulsiveness and Souvenir Pricing with $p < 0.01$ ($p = .000$, $r = -.364$). This implies that tourists who has high score on

Impulsiveness tends to concern less about Souvenir Attributes, Location of Shop, In-Store Service, and Souvenir Pricing.

Effort-Enjoyment. There is a negative and weak relationship between Effort-Enjoyment and Souvenir Attributes at $p < 0.01$ ($p = .000$, $r = -.223$). There is a negative and very weak relationship between Effort-Enjoyment and In-Store Service at $p < 0.01$ ($p = .000$, $r = -.189$). There is a negative and weak relationship between Effort-Enjoyment and Souvenir Pricing at $p < 0.01$ ($p = .000$, $r = -.202$). The result can be implies that tourists's high score on Effort-Enjoyment tend to concern less on Souvenir Attributes, In-Store Service, and Souvenir Pricing.

Recreational-Shopping Consciousness. There is a negative and weak relationship between Recreational-Shopping Consciousness and In-Store Service at $p < 0.01$ ($p = .000$, $r = -.219$). The result implies that tourists' high score on Recreational-Shopping Consciousness tend to concern less on In-Store Service.

Novelty-Fashion Consciousness. There is a negative and very weak relationship between Novelty-Fashion Consciousness and Location of Shop at $p < 0.01$ ($p = .009$, $r = -0.130$). There is a negative and weak relationship between Novelty-Fashion Consciousness and Souvenir Pricing at $p < 0.01$ ($p = .000$, $r = -.342$). The result implies that tourists' high score on Novelty-Fashion Consciousness tend to concern less on Location of Shop and Souvenir Pricing.

Perfectionist. There is a negative and weak relationship between Perfectionist and Souvenir Attributes at $p < .000$, $r = -.247$). There is a negative and weak relationship between Perfectionist and In-Store Service at $p < 0.01$ ($p = .000$, $r = -.216$). The result implies that tourists' high score on Perfectionist tend to concern less on Souvenir Attributes and In-Store Service. However, there is a positive and very weak relationship between Perfectionist and Location of Shop at $p < 0.05$ ($p = .049$, $r = .099$). It implies that tourists' high score on Perfectionist tend to concern more on Location of Shop.

Informative-Fashion. There is a negative and weak relationship between Informative-Fashion and Souvenir Attributes at $p < 0.01$ ($p = .000$, $r = -.278$). There is a negative and very weak relationship between Informative-Fashion and In-Store Service at $p < 0.01$ ($p = .000$, $r = -.191$). There is a negative and moderate relationship between Informative-Fashion and Souvenir Pricing at $p < 0.01$ ($p = .000$, $r = -.412$).

The result implies that tourists' score highly on Informative-Fashion tend to concern less on Souvenir Attributes, In-Store Service, and Souvenir Pricing.

Brand-Confuse Overchoice. There is a negative and very weak relationship between Brand-Confuse Overchoice and Souvenir Attributes at $p < 0.01$ ($p = .001$, $r = -.166$). There is a negative and very weak relationship between Brand-Confuse Overchoice and Location-of-Shop at $p < 0.01$ ($p = .008$, $r = -.133$). There is a negative and very weak relationship between Brand-Confuse Overchoice and In-Store Service at $p < 0.01$ ($p = .001$, $r = -.167$). There is a negative and very weak relationship between Brand-Confuse Overchoice and Souvenir Pricing at $p < 0.01$ ($p = .001$, $r = -.165$). The result implies that tourists' high score on Brand-Confuse Overchoice tend to concern less on Souvenir Attributes, Location of Shop, In-Store Service, and Souvenir Pricing.

Price Consciousness. There is a negative and weak relationship between Price Consciousness and Souvenir Attributes at $p < 0.01$ ($p = .000$, $r = -.247$). It implies that tourists' high score on Price Consciousness tend to concern a little less on Souvenir Attributes. However, there is a positive and very weak relationship between Price Consciousness and Location of Shop at $p < 0.05$ ($p = .022$, $r = .115$). There is a positive and very weak relationship between Price Consciousness and Souvenir Pricing at $p < 0.01$ ($p = .016$, $r = .012$). The result implies that tourists' high score on Price Consciousness tend to concern more on Location of Shop and Souvenir Pricing in lower degree.

Brand Loyalty. There is a negative and weak relationship between Brand Loyalty and Souvenir Attributes with $p < 0.01$ ($p = .000$, $r = -.313$). There is a negative and very weak relationship between Brand Loyalty and Location of Shop with $p < 0.01$ ($p = .000$, $r = -.178$). There is a negative and weak relationship between Brand Loyalty and In-Store Service with $p < 0.01$ ($p = .000$, $r = -.349$). There is a negative and weak relationship between Brand Loyalty and Souvenir Pricing with $p < 0.01$ ($p = .000$, $r = -.364$). This implies that tourists who has high score on Brand Loyalty tends to concern less about Souvenir Attributes, Location of Shop, and In-Store Service, and Souvenir Pricing.

CHAPTER V

DISCUSSION

The purpose of this study is to examine the decision-making styles and attitude of international tourists toward souvenir shopping in Bangkok. Specifically, the objectives of this study are to find out the difference among demographic variables and decision-making styles, to identify the difference among demographic variables and souvenir choice criteria, and to analyze the relationship between decision-making styles and souvenir choice criteria. Thus, this chapter presents the discussion of findings. The discussion is arranged based on research objectives, beginning with discussion of decision-making styles; discussion of souvenir choice criteria; and discussion of relationship between decision-making styles and souvenir choice criteria.

5.1 Decision-Making Styles

To categorize decision-making styles of international tourists toward souvenir shopping in Bangkok, principal component analysis was performed. The result showed a deviation from Sproles and Kendall's model structure (1986). The result indicated nine decision-making styles of international tourists toward souvenir shopping.

Among these nine factors, six factors were found to match with the factors represented in Sproles and Kendall's decision-making styles model (1986). These factors include Impulsiveness, Recreational-Shopping Consciousness, Novelty-Fashion Consciousness, Perfectionist, Price Consciousness, and Brand Loyalty.

Additionally, three new factors were found in this study, which are Effort-Enjoyment, Informative-Fashion, and Brand-Confuse Overchoice (see Table 4.7). The nine factors found are interpreted as follows:

Factor 1: Impulsiveness. Tourists who scored highly in this factor tend not to be concerned about how much they spend. They tend to make quick decision

with less thought when shopping for souvenirs. This factor found to be the same with the studies of Halfstrom (1992); Durvasula et al. (1993); Mitchell & Bates (1998); Walsh et al. (2001); Ghodeswar (2004); Yang & Wu (2007); Hanzaee & Aghasibeig (2008); Yasin (2009); and Boonlertvanich (2009).

Factor 2: Effort-Enjoyment. An Effort-Enjoyment trait has not previously been identified using CSI in Sproles and Kendall's decision-making styles model (1986). This factor contains an item that previously loaded onto the Recreational-Shopping Consciousness and Perfectionist. High score on this characteristic tend to enjoy shopping, yet, try their best to find the high quality souvenir at the same time. This result go in line with the study of Ghodeswar (2004), he stated that souvenir shopping is about devoting time and effort into buying and hope to delight the love ones.

Factor 3: Recreational-Shopping Consciousness. Tourists who have high score on this factor tend to enjoy spending time to shop souvenirs in various stores. It represents tourists who shop just for fun. They tend to gain pleasure from the time they spend souvenir shopping. Recreational-Shopping Conscious is also match with the result of study found in Haftstorm (1992); Durvasula et al. (1993); Mitchell & Bates (1998); Walsh et al. (2001); Ghodeswar (2004); Wesley et al. (2006); Yang & Wu (2007); Hanzaee & Aghasibeig (2008); Yasin (2009); Boonlertvanich (2009); Mokhlis & Salleh (2009); and Leng & Botelho (2010).

Factor 4: Novelty-Fashion Conscious. Tourists who scored highly on this factor tend to love the souvenir that offers an innovative idea and finding a new souvenir makes them excited. They tend to buy a different souvenir from their previous choice of purchased items. When this characteristic exists toward souvenir shopping, it might be a challenge for those souvenir retailers who offer homogeneous souvenirs. This is because novelty-fashion conscious tourists might get bored of things that they have already experienced. These results also support the study of Walsh (2001) which stated that consumer could be uninterested when retailer offers products that are alike. Novelty-Fashion Consciousness is also going in line with the study of Durvasula et al. (1993); Mitchell & Bates (1998); Walsh et al. (2001); Ghodeswar (2004); Wesley et al. (2006); Yang & Wu (2007); Hanzaee & Aghasibeig (2008); Yasin (2009); Mokhlis & Salleh (2009); and Leng & Botelho (2010).

Factor 5: Perfectionist. Tourists who scored highly on this factor tend to have systematic and careful thinking processes. They are not satisfied with good enough souvenirs. Moreover, they base their purchases on the best quality souvenirs. They tend to set high standards as well as high expectation when they shop for souvenirs. They believe that high price means high quality. Perfectionist is found to match with most of the research on decision-making styles including Halfstrom (1992); Durvasula et al. (1993); Fan & Xiao (1998); Mitchell & Bates (1998); Walsh et al. (2001); Kwan et al. (2004); Ghodeswar (2004); Wesley et al. (2006); Yang & Wu (2007); Hanzae & Aghasibeig (2008); Yasin (2009); Boonlertvanich (2009); Mokhlis & Salleh (2009); and Leng & Botelho (2010).

Once this factor is present in international tourists who shop for souvenirs, it implies both opportunity and threat for souvenir retailers. Gaining from perfectionist tourists, retailers might need to consider offering high quality souvenirs to be able to charge for higher price. This is because perfectionists are willing to pay more for high quality items (Sproles & Kendall, 1986). By not doing so, retailers probably lose the chance to sell if a low-quality souvenir is being offered to a perfectionist.

Factor 6: Informative-Fashion. This factor has not been previously identified using CSI in Sproles and Kendall's decision-making styles model (1986). The factor contains an item that previously loaded onto the Novelty-Fashion Conscious and Confused by Overchoice. Tourists who scored highly on this factor seem to seek for information on the newest styles of souvenir. However, the more information they search for, the harder to make decision. This can happen when tourists are seeking for new souvenir items that they never experienced before then more information about the souvenir might be required. The statement is supported by Kotler et al. (2010) which suggested that consumer tends to seek for more information once a product is something they are not familiar with. Hence, to enhance tourists' souvenir shopping experience and increase sales, retailers might want to consider diversifying their offers (Swanson, 2004). Moreover, more information might be provided to the consumers once the new are offered in the market.

Factor 7: Brand-Confuse Overchoice. Brand-Confuse Overchoice also has not been identified in Sproles and Kendall's decision-making styles model. This factor contains an item that previously loaded onto the Brand Consciousness and

Confused by Overchoice. Tourists who scored highly on this factor tend to get confused by many brands/stores of souvenir to choose from. Moreover, confusion can also occur when the number of souvenirs are available in many stores or with several brands are available. This might create information overload which leads to difficulty in making a purchase decision. The reason behind this might be that the souvenir being offered tend to be too homogeneous and available in various stores (Walsh, 2001). Moreover, confusion can be explained by the statement of Leng & Botelho (2010) that it tends to happen in highly-evolved items where time and information are needed which may result in information overload which further result in confusion in making decision (Leng & Botelho, 2010). Mitchell and Bates (1998) also suggested that product differentiation should be developed to overcome the confusion of tourist shop for souvenir.

Factor 8: Price Consciousness. Tourists who scored highly on this factor tend to seek low priced souvenirs. Price Consciousness is matched with the result found in Halfstrom (1992); Durvasula et al. (1993); Fan & Xiao (1998); Mitchell & Bates (1998); Kwan et al. (2004); Hanzaee & Aghasibeig (2008); Yasin (2009); and Boonlertvanich (2009).

Factor 9: Brand Loyalty. Some tourists tend to buy repetitively the same type of souvenirs, same brand, or even at the same store. As mentioned, they tend to know what their favorite item, brand, or store is (Leng & Botelho, 2010). Brand Loyalty is also matched with decision-making styles found in the work of Halfstrom (1992); Durvasula et al. (1993); Mitchell & Bates (1998); Kwan et al. (2004); Ghodeswar (2004); Wesley et al. (2006); Yang & Wu (2007); Hanzaee & Aghasibeig (2008); Yasin (2009); Boonlertvanich (2009); Mokhlis & Salleh (2009); and Leng & Botelho (2010).

Brand Loyalty could provide a great opportunity for souvenir retailer. This is because it can generate long-term profit toward souvenir retailers. Moreover, various benefits are gaining from Brand Loyalty decision-making styles suggested by Kotler et al. (2010) that the loyal customers tend to purchase more often with a variety of items; they are less likely to switch brands even when the price changes; they are good marketers because at the same time they help spread news about the product by

word-of-mouth. In addition, it is more difficult to attract the new customer than to retain the existing customer (Kotler et al., 2010).

In overall, majority of international tourists who shop for souvenirs resulted in “Price Consciousness” decision-making styles as it showed the highest mean score among the nine factors. This could be imply that majority of international tourists shop for souvenir tend to seek for the low price souvenir items.

5.1.1 Hypothesis 1: There is a Difference Among Demographic Variables and Decision-Making Styles.

Profiling souvenir shopping tourists by considering demographic variables with regards to decision-making styles help deliver a better understanding of various tourist characteristics toward souvenir shopping.

Gender

The findings indicate the differences between gender and decision-making styles (see Table 4.17). This result can be confirmed by various studies of Yasin (2009), Mokhlis & Salleh (2009), Hanzaae & Aghasibeig (2008), and Wesley et al. (2006). The differences of gender and decision-making styles are represented in Impulsiveness, Perfectionist, Informative-Fashion and Brand-Confuse Overchoice.

Additionally, when compared with the mean value among these four decision-making styles, male tourists agreement on Impulsiveness, Perfectionist, Informative-Fashion, and Brand-Confuse Overchoice were higher than female. This implies that male tourists tend to be Impulsive, Perfectionist, Informative-Fashion, and Brand-Confuse Overchoice more than female. Male tourists’s high score on Impulsiveness tend to be careless when shop for souvenir. Male tourists’ high score on Perfectionist tend to seek for the best quality of souvenir. Male tourists’ high score on Informative-Fashion tend to seek for information about new styles of souvenir. Male tourists’ high score on Brand-Confuse Overchoice tend to aware of many brands of souvenir, however, it difficult to make purchase decision. An availability of numerous brands and stores might be another reason why tourists seem to be confused when shopping for souvenirs. To overcome the confusion of tourist shopping, Mitchell and Bates (1998) suggested that product differentiation should be developed.

Age

The findings showed a difference among age group and decision-making styles (see Table 4.18). There is a difference among age group represented in all nine decision-making styles: Impulsiveness, Effort-Enjoyment, Recreational-Shopping Consciousness, Novelty-Fashion Consciousness, Perfectionist, Informative-Fashion, Brand-Confuse Overchoice, Price Consciousness, and Brand Loyalty. The result contradicted the study of Wesley et al. (2006) which stated that there is no significant difference between age and decision-making styles. However, it confirmed the study of Wiggins (2004) stated in Wesley et al. (2006) which stated that the decision-making styles are different between age group.

The findings further indicate that the respondents at the age below 20 years old tend to agree more on Effort-Enjoyment, Brand-Confuse Overchoice than other age group. Whereas, the respondents at the age between 20-30 tend to agree on Recreational-Shopping Conscious, Perfectionist, and Brand Loyalty more than other age group. Lastly, the respondents at the age of 41-50 years old tend to agree on Impulsiveness, Novelty-Fashion, Informative-Fashion, and Price Consciousness more than other age group.

Marital Status

The marital status and decision-making styles have been discussed in limited research. However, the findings indicate a difference among marital status and decision-making styles (see Table 4.20). The difference is shown in Impulsiveness, Effort-Enjoyment, Recreational-Shopping Consciousness, Novelty-Fashion Consciousness, Perfectionist, Informative-Fashion, Brand-Confuse Overchoice, and Price Consciousness, however, the difference had not represent in terms of Brand Loyalty.

The results also indicate that the respondents with single status tend to agree more on Recreational-Shopping Consciousness, whereas, the respondents with married status tend to agree more on Price-Consciousness. The reason probably because married couples might have extra spending on basic needs, hence, they have less discretionary income left to spend (Kotler et al., 2010). Moreover, souvenir shopping depends on the amount of discretionary income (Walsh et al., 2001)

However, with the nature of man to return home with souvenirs, they tend to still go shopping for souvenirs but buying only the low priced items. Moreover, the respondents with divorced status tend to agree more on Informative-Fashion. The respondents with separated status tend to agree more on Impulsiveness, Effort-Enjoyment, Novelty-Fashion, and Brand-Confuse Overchoice. Lastly, the respondents with widowed status tend to agree more on Perfectionist.

Income

The analysis of the results indicates a difference among income group and decision-making styles (see Table 4.22) on Impulsiveness, Effort-Enjoyment, Recreational-Shopping Consciousness, Perfectionist, Brand-Confuse Overchoice, Price Consciousness, and Brand Loyalty. Wesley et al., (2006) found that income do not indicate a significant difference in decision-making styles. However, the difference between income and decision-making styles is support by Boonlertvanich (2009).

The results indicate that tourists with income below 1,000 dollars tend to agree more on Recreational-Shopping Consciousness and Brand-Confuse Overchoice. This implies that tourists with low monthly income tend to enjoy souvenir shopping just for the fun of it. Even when they do not earn much money but they still enjoy shopping. The reason behind this is possibly the respondents in the low income might be composed of the young age group who has not started earning their own income; however, they still enjoy shopping by using money from their parents. The 1,000-2,000 dollars income groups tend to agree more on Impulsiveness, Effort-Enjoyment, Perfetionist, and Brand Loyalty. The respondents with income of 3,001-4,000 dollars tend to agree more on Price consciousness. This might reflect that even they earn high income, but the low priced souvenir might still attractive.

Educational Level

The findings represent a difference between educational level and decision-making styles (see Table 4.24) which is opposite from the findings of Wesley et al. (2006). This might due to the different context being studied, Wesley et al. were mainly concerned with mall shopping behavior while this research focused more on souvenir

shopping. In this research, the difference is represented on Impulsiveness, Recreational-Shopping Consciousness, Novelty-Fashion Consciousness, Perfectionist, and Informative Fashion.

The respondents with below or at high school degree tend to agree more on Impulsiveness and Informative-Fashion. The respondents with bachelor degree tend to agree more on Novelty-Fashion Consciousness. The respondents with above bachelor degree tend to agree more on Recreational-Shopping Consciousness and Perfectionist. This is possibly because better educated people tend to be more knowledgeable about the product, therefore, the high quality seem to be the most important souvenir attribute for them (Kotler et al., 2010).

Culture

The result indicated that there is no difference between culture and decision-making styles (see Table 4.26). The result found in this study did not go in line with Leng & Botelho (2010) and Durvasula et al. (1993) as the result found that the difference decision-making styles and culture exist. However, the result from this research can be support by the work of Halfstorm et al. (1992) as the result of the study of decision-making styles between US and Korean which they found to be similar. The result showed the generality of decision-making styles that can be used across culture. The result can also be supported by Fan & Xiao (1998) which indicated the similarity of decision-making styles in those three countries; China, Korean, and United States. This help confirmed that the model of decision-making styles could be used with different culture.

5.2 Attitude of international tourists toward souvenir choice criteria

Tourists' attitude toward souvenir choice criteria has to be seriously considered as it is likely to result in purchase decision (Li & Cai, 2008). According to the result of the analysis, it shows that international tourists' attitude toward souvenir choice criteria were identified as Souvenir Attributes, Location of Shop, In-Store Service, and Souvenir Pricing (see section 4.3).

The result showed that the highest mean toward souvenir choice criteria belongs to In-Store Service. This implies that tourists are most concerned about In-Store Service once they shop for souvenir. The findings also indicate that tourists' attitudes toward each variable within In-Store Service consist of Sales personnel, Store display, and Uniform store hours. Among these three variables, the most important factor rated by tourists is Sales personnel with the highest mean score. This result is in line with the statement of Littrell et al. (1994) who suggested that the behavior of salespersons were considered important to tourists shopping. This is because the behavior of a salesperson might influence tourists to make purchase a decision. However, the characteristics of sales personnel also depend on the individual tourist. This is because some tourists might seek for a courteous, respected, friendly, or knowledgeable salesperson. At the same time, some tourists might appreciate spending time alone while looking around (Littrell et al., 1994).

The second important souvenir choice criterion rated by international tourists toward souvenir shopping is Location-of Shop. The result is supported Pysarchik (1989) which found that location is important retail characteristic tourist consider. The Location of shop presented in this study revealed that the most important characteristic is Easy to access. This might be because the tourists are not familiar with the destinations; hence, they tend to be more concerned about the ease of getting from one destination to the next. Looking from the aspect of souvenir retailers, to have a shop that is easy to reach could create better opportunity to sell. The second variable that was considered slightly important within the Location of shop factor is Availability of parking area. The availability of parking area is not that important to tourists due to the fact that the locations are easily reached by public transportation such as BTS sky train, bus, or boat. This might reduce the level of importance from the tourists' mind. Moreover, the Nearness to tourist attraction represents the lowest mean among all variables in Location of shop. This might be because the souvenirs are homogeneous which means they can be found throughout Bangkok. Hence, it might not be necessary for tourists to visit a particular shop to buy the souvenir.

The third important souvenir choice criterion is Souvenir Pricing. When considering the details, the tourists perceived Value-for-money as the most important attribute regarding souvenir price. The result support Verdict (2004) who stated that

value-for-money is a key indicator that customer use for store and product selection. Rather than being concerned about low priced souvenirs, tourists seemed to be more concerned whether the price charged is worth the money spent or not. This might be the reason why the Value-for-money pricing is rated with the highest mean score.

The international tourists' attitude toward Souvenir attributes is the least important factor among all souvenir choice criteria that tourists consider when purchasing souvenirs. This might be because the specific type of souvenir was not indicated in this study since the purpose of this research was to study souvenirs in general. However, when considered in detail, tourists give equal importance on both Cultural expression and Ability to symbolize the attraction. This result was supported by the statement of Swanson (2004) which suggested that people tend to purchase souvenirs as a proof of visiting the destination. By having souvenirs that contains both cultural expression and ability to symbolize the attraction, it tends to truly confirm visiting the destination. The least important attributes within souvenir attributes is Durability. The possible reason could be that tourists might be purchasing souvenir for others; hence, they tend not to be concerned very much with its permanency.

5.2.1 Hypothesis 2: There is a difference between demographic variables and souvenir choice criteria.

Gender

The findings indicate a difference between gender and souvenir choice criteria (see Table 4.31). The result goes in line with the study of Littrell et al. (1993) which also found that souvenir purchasing is different among gender.

The difference between male and female are reflected in Souvenir Attributes and Souvenir Pricing. The result indicated that female has the mean score on both Souvenir Attributes and Souvenir Pricing higher than male. This suggested that female tend to concern more about Souvenir Attributes and Souvenir Pricing more than male.

Age

The findings revealed a difference among age group and souvenir choice criteria (see Table 4.32) in terms of Souvenir Attributes, Location of Shop, In-Store Service, and Souvenir Pricing. This result support the previous study of Littrell et al. (1993) which stated that souvenir purchasing is different among age groups.

The results indicate that the respondents' age between 31-40 years old tend to concern more about Souvenir Attributes and Souvenir Pricing. The respondents' age between 41-50 tend to concern more about Location of Shop and In-Store Service.

Marital Status

The findings represent a difference among marital status and souvenir choice criteria (see Table 4.34) which in terms of Souvenir Attributes, Location of Shop, In-Store Service, and Souvenir Pricing. The result goes in line with the study of Kim and Littrell (2001) who found that marital status affects souvenir shopping.

The results indicate that the respondents with married status tend to concern more on Souvenir Attributes. The respondents with divorced status tend to concern more on In-Store Service. The respondents with widowed status tend to concern more on Location of Shop and Souvenir Pricing.

Income

The findings indicate a difference between income and souvenir choice criteria (see Table 4.36). The result contradicted with the research of Kim and Littrell (2001) which found no significant different between income and souvenir choice. The contrast might happened due to the different circumstance of conducting research. The analysis of the results in this study indicates a difference among income group and souvenir choice criteria on Location of Shop, In-Store Service, and Souvenir Pricing. When examined in detail, the respondents with income level of 2,001-3,000 dollars tend to concern more on Location of Shop, In-Store Service, and Souvenir Pricing than other groups.

Educational Level

The findings indicate that there is a difference between educational level and souvenir choice criteria (see Table 4.38) in Location of Shop and Souvenir Pricing. The result also contradicted with the research of Kim and Littrell (2001) which found no significant different between education and souvenir choice. The result indicates that the respondents with above bachelor tend to concern more on Location of Shop and Souvenir Pricing.

Culture

The result revealed no difference between culture and souvenir choice criteria (see Table 4.40). This disclaims the study of Tosun et al. (2007) as it stated that there is a difference between culture and souvenir choice criteria. This might be due to the different location of the study which lead to an unexpected result. Therefore, to generalize, another study between culture and souvenir shopping should be conducted in a different location.

5.3 A relationship between decision-making styles and souvenir choice criteria.

The analysis of results confirmed that there is a relationship between decision-making styles and souvenir choice criteria of international tourists toward souvenir shopping (see Table 4.41). The study of Kwan et al. (2004) can be implied to support the result of this study. This is due to Kwan et al. (2004) found that there is a relationship between decision-making styles and clothing choice criteria.

Impulsiveness. There is a negative and very weak relationship between Impulsiveness and Souvenir Attributes, Location of Shop, In-Store Service, and Souvenir Pricing. This implies that tourists' high score on Impulsiveness tends to concern less about Souvenir Attributes, Location of Shop, In-Store Service, and Souvenir Pricing. This support by characteristics of Impulsiveness as they tend not to care about souvenir they shop. Once they shop for souvenir, they tend to make a quick decision (Sproles and Kendall, 1986).

Effort-Enjoyment. There is a negative and very weak to weak relationship between Effort-Enjoyment and Souvenir Attributes, In-Store Service, and Souvenir Pricing. The result implies that tourists's high score on Effort-Enjoyment tend to concern less on Souvenir Attributes, In-Store Service, and Souvenir Pricing. This probably due to they just enjoy to take time to shop but not consider much about the attributes attached with the souvenir.

Recreational-Shopping Consciousness. There is a negative and weak relationship between Recreational-Shopping Consciousness and In-Store Service. The result implies that tourists' high score on Recreational-Shopping Consciousness tend to concern less on In-Store Service. This probably because they are shopping just for fun, hence they tend not to care about the quality of service they going to receive.

Novelty-Fashion Consciousness. There is a negative and very weak to weak relationship between Novelty-Fashion Consciousness and Location of Shop as well as Souvenir Pricing. It implies that tourists' high score on Novelty-Fashion Consciousness tend to concern less on Location of Shop and Souvenir Pricing. This might due to only factor Novelty-Fashion Conscious is to seek for newest styles of souvenir, hence, other factors might not take into consideration when shop for souvenir.

Perfectionist. There is a negative and weak relationship between Perfectionist and Souvenir Attributes as well as In-Store Service. The result implies that tourists' high score on Perfectionist tend to concern less on Souvenir Attributes and In-Store Service. However, there is a positive and weak relationship between Perfectionist and Location of Shop. This can be predicted that that tourists' high score on Perfectionist tend to concern more on Location of Shop. This is possibly because the location of shop implies the quality of a souvenir that tourist are looking for. The result can be supported by the statement of Ghodeswar (2004), Perfectionist tend to seek for a nice place to shop such as in a department store as they believe that high quality products are mostly offered in such places.

Informative-Fashion. There is a negative and very weak, weak, and moderate relationship between Informative-Fashion and Souvenir Attributes, In-Store Service, and Souvenir Pricing accordingly. The result implies that tourists' score highly on Informative-Fashion tend to concern less on Souvenir Attributes, In-Store

Service, and Souvenir Pricing. The moderate relationship between Informative-Fashion and Souvenir Pricing can be explained as Informative-Fashion tend to seek for information on the new souvenir items, however tend not to care about the price. This might because when the new item first launch into the market, the higher price tend to be charge.

Brand-Confuse Overchoice. There is a negative and very weak relationship between Brand-Confuse Overchoice and Souvenir Attributes, Location-of-Shop, and In-Store Service, Souvenir Pricing. The result implies that tourists' high score on Brand-Confuse Overchoice tend to concern less on Souvenir Attributes, Location of Shop, In-Store Service, and Souvenir Pricing. This might because souvenir being offered tend to be the same available in various stores (Walsh,2001). This probably create unnecessary to evaluate among souvenir choice criteria as souvenir is homogeneous in the market anyway.

Price Consciousness. There is a negative and weak relationship between Price Consciousness and Souvenir Attributes. It implies that tourists' high score on Price Consciousness tend to concern a little less on Souvenir Attributes. The reason might be that they concern with the low price items rather than the features of souvenir itself. However, there is a positive and very weak relationship between Price Consciousness and Location of Shop as well as Souvenir Pricing. The result implies that tourists' high score on Price Consciousness tend to concern more on Location of Shop and Souvenir Pricing in lower degree. Ghodeswar (2004) mentioned that a location can predict the quality and price of products offer. This can be implied that different location of shop, different price might be charge. This probably drives the tourists with Price Conscioiusness to consider shopping location that offer the low price items.

Brand Loyalty. There is a negative and weak relationship between Brand Loyalty and Souvenir Attributes, In-Store Service, and Souvenir Pricing as well as very weak relationship on Location of Shop. This implies that tourists who have high score on Brand Loyalty tend to concern less about Souvenir Attributes, Location of Shop, and In-Store Service, and Souvenir Pricing. This might because they have a particular brands that they purchase repetitively, hence the criteria might not be in consideration anymore.

CHAPTER VI

CONCLUSION AND RECOMMENDATIONS

The purpose of this study is to examine the decision-making styles and attitude of international tourists toward souvenir shopping in Bangkok. Specifically, the objectives of this study are to find out the difference among demographic variables and decision-making styles, to identify the difference among demographic variables and souvenir choice criteria, and to analyze the relationship between decision-making styles and souvenir choice criteria. Thus, this chapter presents the conclusion of the study of how objectives are fulfilled; contributions and implications; and recommendations for future study.

6.1 Conclusion

Souvenir retailers are faced with the challenge of identifying their target market; hence, they failed to develop appropriate assortment of products that respond to tourists' preferences toward souvenirs. To solve this problem, the decision-making styles and attitudes toward souvenir choice criteria were studied.

The first objective of categorize decision-making styles of international tourists toward souvenir shopping was achieved. The findings indicated nine factors of decision-making styles. Among these nine factors, six factors were found to correspond with the factors represented in Sproles and Kendall's decision-making styles model (1986). The factors include Impulsiveness, Recreational-Shopping Consciousness, Novelty-Fashion Consciousness, Perfectionist, Price Consciousness, and Brand Loyalty. Additionally, three new factors were found in this study, which are Effort-Enjoyment, Informative-Fashion, and Brand-Confuse Overchoice.

In overall, majority of international tourists who shop for souvenirs resulted in "Price Consciousness" which suggested that majority of international tourists tend to seek low price souvenirs.

Apart from that, the first hypothesis of testing a difference between demographic variables and decision-making styles were confirmed. The result found that there is a difference between demographic variables and decision-making styles.

In terms of gender, male tourists tend to be Impulsive, Perfectionist, Informative-Fashion, and Brand-Confuse Overchoice more than female. In terms of age, the age below 20 years old tend to agree more on Effort-Enjoyment, Brand-Confuse Overchoice; the age between 20-30 tend to agree on Recreational-Shopping Conscious Perfectionist, and Brand Loyalty; the age of 41-50 years old tend to agree on Impulsiveness, Novelty-Fashion, Informative-Fashion, and Price Conscious more than other age group. In terms of marital status, single agree more on Recreational-Shopping Consciousness; married status tend to agree more on Price-Consciousness; divorced status tend to agree more on Informative-Fashion; separated status tend to agree more on Impulsiveness, Effort-Enjoyment, Novelty-Fashion, and Brand-Confuse Overchoice; and widowed status tend to agree more on Perfectionist. In terms of income, below 1,000 dollars agree more on Recreational-Shopping Consciousness and Brand-Confuse Overchoice; 1,000-2,000 dollars income groups tend to agree more on Impulsiveness, Effort-Enjoyment, Perfectionist, and Brand Loyalty; 3,001-4,000 dollars agree more on Price consciousness. In terms of education, below or at high school degree tend to agree more on Impulsiveness and Informative-Fashion; bachelor degree tend to agree more on Novelty-Fashion Consciousness; above bachelor degree tend to agree more on Recreational-Shopping Consciousness and Perfectionist. In terms of culture, the result indicated no difference between culture and decision-making styles. This help confirmed that the model of decision-making styles could be used with different culture.

The second objective of identifying tourists' attitude toward souvenir choice criteria was achieved. The result indicated that tourists concern the most on In-Store Service once they shop for souvenirs. The second important souvenir choice criteria rated by international tourists toward souvenir choice criteria are Location of Shop. The third important souvenir choice criterion is Souvenir Pricing. The international tourists' attitude toward Souvenir Attributes is the least important factor among all souvenir choice criteria that tourists consider when purchasing souvenirs.

Furthermore, the second hypothesis of there is a difference between demographics and souvenir choice criteria were confirmed. Female tend to concern more about Souvenir Attributes and Souvenir Pricing more than male. The 31-40 years old tend to concern more about Souvenir Attributes and Souvenir Pricing, while, respondents' age between 41-50 tend to concern more about Location of Shop and In-Store Service. Married status concern more on Souvenir Attributes; divorced status concern more on In-Store Service; widowed status tend to concern more on Location of Shop and Souvenir Pricing. The 2,001-3,000 dollars tend to concern more on Location of Shop, In-Store Service and Souvenir Pricing than other groups. Tourists with above bachelor tend to concern more on Location of Shop and Souvenir Pricing. However, there is no difference between culture and souvenir choice criteria.

The last objective as well as hypothesis of examining a relationship between decision-making styles and souvenir choice criteria was fulfilled. The result indicates a relationship between decision-making styles and souvenir choice criteria of international tourists toward souvenir shopping. For instance, there is a negative and moderate relationship between Informative-Fashion, the decision-making styles of majority tourists, and Souvenir Pricing.

6.2 Academic Contributions

The research provides the confirmation of the decision-making styles model developed by Sproles and Kendall (1986). The confirmation show in six decision-making styles which are Impulsiveness, Recreational-Shopping Consciousness, Novelty-Fashion Consciousness, Perfectionist, Price Consciousness, and Brand Loyalty. Moreover, the research also indicate new decision-making styles which can be found in international tourists shopping for souvenir in Bangkok: Effort-Enjoyment; Informative-Fashion; and Brand-Confuse Overchoice.

Additionally, the research also fulfills the recommendation from Sproles and Kendall (1986) that the decision-making styles model should be adopted with different group of samples, apart from students. The purpose is to enhance generalizability of the study. Furthermore, the research also support that the difference in demographics results in difference decision-making styles and souvenir choice

criteria. The research can also identify the relationship between decision-making styles and souvenir choice criteria. This implies the generalizability of decision-making styles and souvenir choice criteria across culture.

Additionally, the research result confirms that demographics including gender, age, marital status, income, and education affect decision-making styles as well as souvenir choice criteria. However, culture does not have any affect toward neither decision-making styles nor souvenir choice criteria. Apart from that, the relationship between decision-making styles and souvenir choice criteria recognized.

6.3 Business Implications

Understanding tourists' decision-making styles toward souvenir shopping is generating several benefits to business operators in souvenir industry.

First, it helps categorize the international tourists into distinct segments which has similar decision-making once purchasing souvenir. Consequently, retailers can select the target segment that is attractive enough to serve. By being able to segmenting and targeting, souvenir retailers can further identify the common behaviour within the group. As a result, attractive features of souvenir identify by tourists can be developed and offered to the market. The success in anticipating needs and wants of tourists toward souvenir shopping could increase tourists' expenditure in souvenir shopping. This also means the economic development in local shopping destination.

Second, the retailers might need to offer souvenirs which the innovative features as well as keep tourists inform about the new items. Souvenir differentiation need to be dealt with as it helps reduce the confusion, increase excitement, and distinguish one retailer from the others. The differentiation can be developed through the souvenir itself, packaging, or branding.

Third, the service improvement should be emphasized. This is due to the research results indicate the most important factor tourists consider when shop for souvenir is In-Store Service, especially with the behavior of salesperson. The salesperson might need to be trained in order to anticipate the tourists' preference. The training might include the service process, the language, as well as keep them inform

about the details of souvenir offer. This can be an approach to differentiate one store from another. The souvenir retailers can position itself in tourist's mind through personnel and service differentiation.

Lastly, the study shows the existing of Brand Loyalty decision-making styles. This can be very useful to take into account of business practice. It is to mention about the benefit of loyal customer to the business. Since, it is more difficult and costly to attract new customer than to retain existing customer. They tend to purchase more often within a variety of items, less likely to switch brand even when there are price changes and they help spread the brand's reputation through word-of-mouth. Therefore, the Brand Loyalty could be an interesting segment to target which it can generate the long-term profit to a business.

6.4 Recommendations

First of all, the focus of this study are about souvenirs in general; hence, the study of decision-making styles and attitude of tourists toward souvenir shopping may also be useful to study in specific categories of souvenirs.

Second, to help develop the result of the study for future research, the qualitative method might be applied. The data from in-depth interview might provide more insight to show significant connection to the analyzed result of quantitative process. Therefore, it is recommended that further study should also emphasize on qualitative methods.

Finally, due to intense competition among souvenir retailers, the ability to understand and fulfill customers' need is crucial to survival. Therefore, it is interesting to study retailers' knowledge of tourists' souvenir purchase behavior. This will help identify how well retailers understand the preference of tourists toward souvenir shopping.

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APPENDIX A

PARTICIPANT INFORMATION SHEET

Participant Information Sheet

In this document, there may be some statements that you do not understand. Please ask the principal investigator or your representative to give you explanations until they are well understood. To help our decision making in participating the research, you may bring this document home to read and consult your relatives, intimates, personal doctor or other doctor.

Title of Research Project: A Study on Decision-Making Styles and Souvenir Shopping Attitudes of International Tourists in Bangkok

Name of Researcher: Miss Atjima Sirirak

Research Site: Chatuchak Weekend Market, MBK, Khaosan Road and Pratunam

Office and its telephone number available for contact both in and out of the office hours:

159/24 M.6 Sukhumvit Rd., T. Bangsai, Muang, Chonburi 20000 Telephone: 08 4166 6188.

This research project aims to study international tourists toward souvenir shopping. It is to examine the decision-making styles and souvenir shopping attitudes of international tourists in Bangkok. . The research expects the following benefits: Souvenir retailers: they will be able to market the souvenirs according to the target segment of international tourists in Bangkok which may result in increasing in revenue of merchants. Souvenir producers: they are able to produce the souvenirs that better serve to preference of specific segment. Local destination: development of souvenir to fit with preference of tourists will help boots up the economy of the destination, Bangkok, as a major tourist shopping destination. Educational benefits: this study can be served for future research.

You are invited to participate in this research project because you are one of the key stakeholders and the research is conducted to support the development of souvenir industry.

There will be 400 participants, and the research will last for 6 months.

If you decide to participation the research project, you will go through the following procedure. You will be invited to answer questionnaire. **You will take approximately about 15-30 minutes to complete**, and will be conducted at your places you would prefer. **The question has 56 questions** and consists of 3 parts:

- | | |
|---|--------------------|
| Part 1 Demographic characteristics | 6 questions |
| Part 2 Souvenir Choice Criteria | |
| - Souvenir attributes | 7 questions |
| - Location of shop | 4 questions |



APPENDIX B

INFORM CONSENT AND VOLUNTARY CONSENT TO PARTICIPANT

Form of Informed and Voluntary Consent to Participate in Research

Date:/...../.....

My name is, aged.....years old, now living at the address noroad/street.....sub-district/tambon.....district/amphur.....province.....Postal code.....Tel: No.....

I hereby express my consent to participate as a subject in the research project entitled: **A Study on Decision-Making Styles and Souvenir Shopping Attitudes of International Tourists in Bangkok.**

In so doing, I am informed of the research project's origin and purposes; its procedural details to carry out or to be carried out; its expected benefits and risks that may occur to the subjects, including methods to prevent and handle harmful consequences; and remuneration, and expense. I thoroughly read the detailed statements in the information sheet given to the research subjects. I was also given explanations and my questions were answered by the head of the research project.

I therefore consent to participate as a subject in this research project.

On the condition that I have any questions about the research procedures, I can contact Miss Atjima Sirirak, Telephone: 08 4166 6188.

On the condition that I am not treated as indicated in the information sheet distributed to the subjects, I can contact the Chair of The Committee for Research Ethics (Social Sciences) at the office of MU-SSIRB, Office of Faculty of Social Sciences and Humanities, Mahidol University, Tel 66 2441 9180, Fax 66 2441 9181.

I am aware of my right to further information concerning benefits and risks from the participation in the research project and my right to withdraw or refrain from the participation anytime without any consequence on the service or health care I am to receive in the future. I consent to the researchers' use of my private information obtained in this research, but do not consent to an individual disclosure of private information. The information must be presented as part of the research results as a whole.

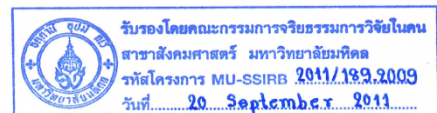
I thoroughly understand the statements in the information sheet for the research subjects and in this consent form. I thereby give my signature.

Signature.....Participants

(.....) Date.....

Signature.....Person in Charge of Informing and Requesting a Consent/

(.....) Head of Research Project/ Date.....



APPENDIX C
DOCUMENTARY PROOF OF THE COMMITTEE FOR
RESEARCH ETHICS



COA.No.2011/189.2009

Documentary Proof of The Committee for Research Ethics (Social Sciences)

Title of Project: A Study on Decision-Making Styles and Souvenir Shopping Attitudes of International Tourists in Bangkok
(Thesis for Master Degree)

Principal Investigator: Miss Atjima Sirirak

Name of Institution: International College, Mahidol University

Approval includes:

- 1) MU-SSIRB Submission form version received date 11 August 2011
- 2) Participant Information sheet version date 11 August 2011
- 3) Informed Consent form version date 11 August 2011
- 4) Questionnaire version received date 11 August 2011

The Committee for Research Ethics (Social Sciences) is in full compliance with International Guidelines of Human Research Protection such as Declaration of Helsinki, The Belmont Report, CIOMS Guidelines and the International Conference on Harmonization in Good Clinical Practice (ICH-GCP)

Date of Approval: 20 September 2011

Date of Expiration: 19 September 2012

Signature of Chairman:.....
 (Emeritus Professor Santhat Sermsri)

Signature of Head of the Institute:.....
 (Assoc. Prof. Dr.Wariya Chinwanno)
 Dean of Faculty of Social Sciences and Humanities

Office of The Committee for Research Ethics (Social Sciences), Faculty of Social Sciences and Humanities,
 Mahidol University, Phuttamonthon 4 Rd., Salaya, Phuttamonthon District, Nakhon Pathom 73170. Tel.(662) 441 9080 Fax.(662) 441 9081

APPENDIX D

QUESTIONNAIRE



Mahidol University
Master of Management in Tourism and Hospitality Management

“A Study on Decision-Making Styles and Souvenir Shopping Attitudes of International Tourists in Bangkok”

As a part of fulfillment in the Master of Management in Hospitality and Tourism at Mahidol University, the survey of decision-making styles and souvenir shopping attitudes of international tourists in Bangkok is conducted.

The outcome of this survey will be useful for local souvenir industry by being able to target the specific segment of international tourists toward souvenir shopping. As a result, they can develop souvenir that best serve to a particular segment's preferences.

All data will be treated confidentially and only used for the purpose of this study. It will take approximately 5-10 minutes to complete the questionnaire. However, you are free to withdraw your participation in this questionnaire at anytime.

Part 1: Demographic Characteristics*Mark ✓ where applicable*

1. Gender
 Male Female

2. Age
 Below 20 20-30 31-40 41-50 Above 50

3. Marital Status
 Single
 Married
 Divorced
 Separated
 Widowed

4. Monthly Income
 Below \$1,000
 \$1,000-2,000
 \$2,001-3,000
 \$3,001-4,000
 \$4,001-5,000
 Above \$5,000

5. Education level
 High school or lower Bachelor Degree Above Bachelor

6. Nationality: _____.

Part 2: Souvenir Choice Criteria

Please mark \checkmark to indicate the level of importance in each factor below.

Souvenir Choice Criteria	Highly Unimportant 1	2	3	4	5	6	Highly Important 7
7. Souvenir attributes							
7.1 Easily portable							
7.2 Durability							
7.3 Utility							
7.4 Cultural expression							
7.5 Appropriateness as a gift							
7.6 Workmanship							
7.7 Ability to symbolized the attraction							
8. Location of shop							
8.1 Accessibility							
8.2 Parking area							
8.3 Visibility of shop							
8.4 Nearness to tourist attraction							
9. In-store services							
9.1 Store display							
9.2 Uniform store hours							
9.3 Sales personnel							
10. Pricing							
10.1 Value-for-money							
10.2 Bargain-able price							
10.3 Promotional price							

Part 3: Decision-Making Styles for Souvenir Shopping

Please mark \checkmark to indicate the level of agreement in each statement below.

Decision-Making Styles	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
11. The more expensive brands are usually my choice when shopping for souvenir.							
12. The well-known local brands are best for me when shopping for souvenir.							
13. The higher the price of the souvenir, the better the quality.							
14. A souvenir has to be perfect, or the best, to satisfy me.							
15. In general, I usually try to shop the best overall quality of souvenir.							
16. When it comes to shopping for souvenir, I try to get the best or perfect choice.							
17. Getting good quality souvenir is very important to me.							
18. My standards and expectations for souvenir I shop are very high.							
19. I make a special effort to choose the very best quality souvenir.							
20. Souvenir shopping is a pleasant activity to me.							
21. Souvenir shopping is one of the enjoyable activities of my life.							
22. I take the time to shop souvenir.							
23. I enjoy souvenir shopping just for the fun of it.							
24. Shopping souvenir in many stores worth my time.							
25. It's fun to shop new and exciting souvenir.							

Decision-Making Styles	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
26. To get variety, I shop in different stores and choose different brands.							
27. Fashionable, attractive styling is very important to me.							
28. I usually have one or more souvenirs of the very newest style.							
29. The more I learn about souvenir, the harder it seems to choose the best.							
30. All the information I get on different souvenirs confuses me.							
31. Sometimes it's hard to choose which stores to shop for souvenir.							
32. There are so many brands of souvenir to choose from that I often feel confused.							
33. Often, I make careless purchasing I later wish I had not.							
34. I am careless when shopping souvenir.							
35. I should plan my shopping more carefully than I do.							
36. I am not carefully watched how much I spend.							
37. I make my souvenir shopping trip fast.							
38. Once I find a souvenir I like, I stick with it.							
39. I have favorite souvenir brands I buy over and over.							
40. I always go to the same store/stores to shop souvenir.							
41. I look carefully to find the souvenir with the best value for money.							

Decision-Making Styles	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
42. I take the time to shop carefully for the best buy.							
43. I carefully calculate how much I spend in shopping souvenir.							



BIOGRAPHY

NAME	Ms. Atjima Sirirak
DATE OF BIRTH	10 November 1985
PLACE OF BIRTH	Chonburi, Thailand
INSTITUTIONS ATTENDED	Assumption University, 2005-2008 Bachelor of Business Administration (Hospitality and Tourism Management) Mahidol University, 2009-2011 Master of Management (Tourism and Hospitality Management)
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