

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

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Abstract

To better understand the behavior of international tourists toward souvenir shopping, this research aims to examine the decision-making styles of international tourists shopping souvenir in Bangkok. Moreover, it attempts to explore the factors that affect the decision-making styles. The respondents' decision-making styles were analyzed by using a principal component analysis. To test hypothesis, t-test and ANOVA were used. Findings indicated nine factors including impulsiveness, perfectionists, confused by overchoice, recreational-shopping conscious, novelty and fashion conscious, price conscious, brand loyalty, special effort, and variety seeking. Lastly, retailers need to offer souvenir which represents variety of benefits as both male and female who tend to be variety-seeking. However, tourists age 20-30 or income of \$1,001-\$2,000 might be interesting segment to target as they tend to be loyal to only one brand. Whereas, the majority of tourists holds bachelor degree tend to be novelty and fashion conscious. Hence, souvenir retailers need to offer newest styles souvenirs to anticipate preference of this segment.

Keywords: decision-making styles, souvenir shopping, international tourists