

# **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

## 1. Introduction

Tourism industry is one of the major income generating industries in Thailand. In Thailand, the research has shown that a significant source of income from tourism industry is coming from tourist shopping (Ngamsom, 1998)<sup>[1]</sup>. Moreover, Office of Tourism Development also supported that souvenirs shopping is one of the major activities that tourists spending for (2008)<sup>[2]</sup>.

This is because the nature of humans which is to return from travelling with a souvenir of the experience (Swanson & Horridge, 2006)<sup>[3]</sup>. Therefore, souvenir shopping serves as a tangible way of reminders of intangible experience (Littrell et al., 1993)<sup>[4]</sup>.

There are various researchers trying to understand tourists' souvenir shopping behavior (Li & Cai, 2008; Yuksel, 2007)<sup>[5-6]</sup>. In order to understand their behavior, understanding the psychological aspects of tourists is crucial for souvenir providers as they could offer items counterpart with tourist's interest (Turner & Reisinger, 2001)<sup>[7]</sup>.

Decision-making styles are in the spotlight of researchers who seeking to understand the psychological aspects of consumer. Nevertheless, there are relatively few studies sought to understand the decision-making styles in aspects of souvenir shopping (Wesley et al., 2006)<sup>[8]</sup>.

To better understand the behavior of international tourists toward souvenir shopping, this paper aims to examine the decision-making styles of international tourists purchasing souvenir in Bangkok. Moreover, it attempts to explore the factors that affect the decision-making styles.

## 2. Literature Review

### 2.1 Souvenir Shopping

Shopping is considered to be an enjoyable tourist activity which can attract and motivate people to travel (Timothy & Butler, 1995)<sup>[9]</sup>. They also stated that tourists almost have to make an attempt to stay away from shopping nowadays (1995)<sup>[9]</sup>. For instance, there are plenty of shops as well as street

vendors almost everywhere, especially in Bangkok. This might be the reason why tourist's expenditure shows in shopping more than in accommodation, meal, or other activities (Timothy & Butler, 1995)<sup>[9]</sup>. Additionally, shopping is an activity which provided tourist's experience when interacting with products and/or services (Timothy, 2005)<sup>[10]</sup>.

Whereas, souvenir is defined by Littrell et al., (1994)<sup>[4]</sup> as a tangible symbol and reminder of an experience that differs from daily routine and also serves as a reminder of the travel experience. Additionally, Timothy (2005)<sup>[10]</sup> has also suggested that souvenirs are range from primitive handicrafts to mass-manufactured items made in other countries far from the destination where they are sold.

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."

Souvenir generally consists of two major attributes which are intrinsic and extrinsic attributes.

Intrinsic attributes are the characteristics which attached within the souvenir itself, souvenir attributes. Due to souvenir attributes can influence the purchase intention whether to buy or not to buy (Kwan et al., 2004)<sup>[11]</sup>. Souvenir selection implies the significance of particular product attributes that leads to customer's satisfaction toward the souvenir shopping (Turner & Reisinger, 2001)<sup>[7]</sup>. Also, tourists make shopping decisions based on the amalgamated value they attach to a range of souvenirs attributes (Swanson, 2004)<sup>[12]</sup>. Tourists tend to shop the souvenir based on the product attributes according to what they perceived to be important (Turner & Reisinger, 2001)<sup>[7]</sup>.

Graburn (1976)<sup>[13]</sup> found that preferred souvenir attributes consist of easily portable, relatively inexpensive, understandable, cleanable, and usable upon returning home.

Additionally, research result of Li & Cai (2008)<sup>[6]</sup> found that five major criteria are used by tourists in souvenir shopping 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.

Extrinsic attributes are the souvenir-related attributes, but not considered as a part of physical souvenirs. This consists of store attributes and pricing.

Normally, tourist selected the store according to the significant of stores attributes (Swanson & Horridge, 2006)<sup>[3]</sup>. Attractiveness of the store could be shaped by understanding how tourists base store selection (2006)<sup>[3]</sup>. Discussing about store attributes, two primary aspects have been studied; physical characteristic of the store and in-store service.

In aspects of physical characteristic, location is the most important retail characteristic in a tourist area due to convenience was a major attribute in patronizing a store (Pysarchik, 1989)<sup>[14]</sup>. The store location should have ease of accessibility, available and free parking, convenience of facilities, and highly visible to tourists (1989)<sup>[14]</sup>.

In aspects of in-store service, uniform store hour significant attributes for tourist (1989)<sup>[15]</sup>. Moreover, Goeldner et al. (2000)<sup>[15]</sup> proposed display characteristics are also the issue 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)<sup>[3]</sup> 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)<sup>[15]</sup>.

With regard to the pricing, it is vital as it can whether magnetize or dissuade customer attention toward the product (Birtwistle, 2004)<sup>[16]</sup>. Consequently, pricing can attach the message delivered to customer (2004)<sup>[16]</sup>. To illustrate, if price is extremely low, customer

might view the product as a low quality product. On the other hand, setting up a high price could persuade customer to seek for the same or similar product that offering better value for the same price. However, Birtwistle also stated that some people might perceived high price product as a high quality product (2004)<sup>[16]</sup>. Therefore, value-for-money is a key indicator that customer use for store and product selection (Verdict, 1994)<sup>[17]</sup>. Moreover, Dawar & Parker (1994)<sup>[18]</sup> suggested that price is the second to brand name on implying the quality of product.

Additionally, promotional pricing could raise the interest of customer toward the product as well (Little & Plumlee, 2004)<sup>[19]</sup>. It can be used as a short-term strategy to increase sales of promoted products and reduce sales of substitute products (2004)<sup>[19]</sup>.

## 2.2 Decision-Making Styles

Decision-making styles are firstly invented by Sproles and Kendall (1986)<sup>[20]</sup>. It is defined as “a mental orientation characterizing a consumer’s approach to making choices.” It aims to explain the consumer’s affect and cognition through an approach that consumer use in making decision.

According to Sproles and Kendall (1986)<sup>[20]</sup>, consumer decision making styles can be divided into eight categories:

(1) Perfectionists are high quality conscious tourists who have systematically and carefully thinking process.

(2) Brand conscious happens when tourists make decision based on their belief that high price refer to high quality of souvenirs.

(3) Novelty and fashion conscious is the decision-making style of tourists who prefer new and innovative souvenirs.

(4) Recreational and shopping conscious is the decision-making style of tourists who purchase for personal pleasure.

(5) Price conscious or value for money is decision style of tourists who gain attention from low price souvenirs.

(6) Impulsiveness or careless refers to decision-making style of tourists who make

purchase decision without concerning about how much they will spend.

(7) Confused by overchoice is related to decision-making style of tourists who facing information overloaded.

(8) Habitual or brand loyal is decision style of tourists who shop repetitively with same type of souvenirs, same brand, or even at the same store.

In order to profile souvenir shopping tourists into each of decision-making styles, the consumer decision-making style inventory (CSI) is used.

In 1985, the CSI was first developed by Sproles & Kendall (Hanzaee & Aghasibeig, 2008)<sup>[21]</sup>. Later on in 1986, Sproles and Kendall re-develop the prior model of CSI (Hafstrom et al., 1992)<sup>[22]</sup>.

Hafstrom et al. (1992)<sup>[22]</sup> stated that Sproles and Kendall suggested adopting CSI to profile decision-making styles; this should be applied to different populations in order to achieve generality of the study.

From previous researches, two issues related to decision-making styles are raised: demographics and culture.

The first issue related with demographics. Extended researches have trying to seek for an answer on how demographic variables affected the decision-making styles.

### Gender

Wesley et al. (2006)<sup>[8]</sup> research stated that demographics affect decision-making styles. The result of study support the statement and showed that gender is the demographic variable that significantly associated with decision-making styles.

Moreover, Hanzaee & Aghasibeig (2008)<sup>[21]</sup> 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 for high quality buy being Perfectionistic. Additionally, three new styles were found in female: time-energy conserving, variety seeking, and low-price seeking. At the same time, three new styles of male consumer also explicit: time-energy conserving, low-

price seeking, and non-perfectionist and brand indiffernt consumer.

Yasin (2009)<sup>[23]</sup> also interesting in identify the gender affect on decision making styles in Tukey. The reserch result indicate the differences of male and female consumer on decision-making style as females are having higher score in novelty-fashion conscious, confused by overchoice, brand conscious, and recreational conscious.

Mokhlis & Salleh (2009)<sup>[24]</sup> found that male and female in Malaysia shere six common factors: Quality Consciousness, Brand Consciousness, Fashion Consciousness, Confused by overchoice, Satisfying, and Value seeking. However, the diffenrences were also exist as result show that male consumers found to be brand loyal and time-energy conserving. At the same time, females found to be price consciousness, recreastional and shopping avoidance. In relation to this, an hypothesis is developed:

**H<sub>1</sub>: There is a difference between gender and decision-making styles.**

### Age

Hanzaee & Aghasibeig (2008)<sup>[21]</sup> study on age differences affect decision-making stylesby focusing on generation Y female and male decision-making styles. The result found the significant difference between generation Y female and male. However, the research of Wesley et al., (2006)<sup>[8]</sup> did not indicated significant relationship between age and decision-making styles. In relation to this, an hypothesis is developed:

**H<sub>2</sub>: There is a difference between age and decision-making styles.**

### Income

Three is an contradiction in previous studies. From the research of Boonlertvanich (2009)<sup>[25]</sup>, the finding show that there is a difference among income group and decision-making styles. In contrast, Wesley et al., (2006)<sup>[8]</sup> found that income do not indicated significant difference with decision-making styles. Therefore, in relation to this, an hypothesis is developed:

**H<sub>3</sub>: There is a difference between income and decision-making styles.**

Education level

Wesley et al., (2006)<sup>[8]</sup> identified the decision-making styles in the context of the general product in shopping malls. Their research stated that there is no significant difference between education and decision-making styles of mall shopping behavior. However, naturally the shopping behaviour of tourist would differ from the normal consumer. The decision-making styles in the context of the souvenir shopping might be different from the general product in shopping malls. Therefore, in relation to this, an hypothesis is developed:

**H<sub>4</sub>: There is a difference between educational level and decision-making styles.**

The second issue is related with cultural issue. Different culture result in different decision-making styles. This represent the work of Durvasula et al., (1993)<sup>[26]</sup> and Fan & Xiao (1998)<sup>[28]</sup>. However, cross-cultural generalizability of CSI is still being discussed. According to Durvasula et al. (1993)<sup>[26]</sup>, recommended that due to the CSI has been developed based on United States. Therefore, it might not be applicable in other countries with culture differences.

Durvasula et al. (1993)<sup>[26]</sup> conducted a research on the cross-cultural generalizability of scale for profiling consumers' decision-making styles. The research found that eight dimension 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.

Fan & Xiao (1998)<sup>[27]</sup> also focusing on comparative study by identify young adult Chinese decision-making style with Korean and United States. The new dimension found in Chinese consumers was information utilization which is opposite trait with confused by overchoice. To clarify, consumer with information utilization tends to make use of product information rather than being confused by loads of information as confused by

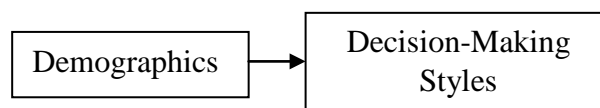
overchoice styles. Therefore, in relation to this, an hypothesis is developed:

**H<sub>5</sub>: There is a difference between culture and decision-making styles.**

Nevertheless, CSI can still be applied in other cultures. However, the test of reliability and validity should be applied (Durvasula et al., 1993)<sup>[26]</sup>.

In summary, prior researches provide evidence convincing that decision-making styles are varied among demographic variables. The significant difference are represented by age, gender, and nationality. However, there is still need to conduct further research on other demographic variables to confirm the result of the study.

Figure 1: Conceptual framework



### 3. Methodology

This research is exploratory in nature as it aims to examine the decision-making styles of international tourists toward souvenir shopping in Bangkok. Moreover, it attempts to explore the factors that affect the decision-making styles. Quantitative research approach was used due to the large number of target population as well as limited time (Zikmund et al., 2010)<sup>[28]</sup>

To determine the sample size, non-probability sampling method was used. A simplified formula to calculate sample sizes according to Yamane (1976)<sup>[29]</sup> was used to calculate the sample size. The sample size of this research is approximately equal to 400.

The questionnaires which used as a tool to collect data were distributed to 400 international tourists at the various souvenirs shopping destinations in Bangkok by using convenience sampling. Subject in this study will targeted international tourists who visiting Bangkok. The international tourists included both male and female, age 18 and

above. However, the target population (international tourists) excluded expatriates, foreigners who temporarily residing in Bangkok.

International tourists who finished shopping were asked to participate in a questionnaire at the study sites which are multicenter: Chatuchak weekend market, MBK, Khaosan Road, and Pratunam Platinum.

Distributing of the questionnaire was done at the exit gate and waiting area. It helps avoid an inconvenience that might happen to tourists while they are shopping as the tourists will be asked when they have finished shopping outside of the shop.

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

Questionnaire consists of two sections:

1) Five demographic questions which aims for demographic information of participants including gender, age, income, education level, and nationality.

2)Forty-threequestion about decision-making styles. The survey instrument used for this research is adapted from Sproles and Kendal (1986)<sup>[20]</sup>which is “Consumer Styles Inventory” (CSI). Respondents reply to question asking to rate opinions about the importance of factors used to make a purchase decision. By using 7-point Likert scale where 1 indicates “strongly disagree” to 7 indicate “strongly agree” factor in souvenir shopping.

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 (Wesley et al., 2006)<sup>[81]</sup>.

Collected data was analyzed by using the program called the Statistical Package for the Social Sciences (SPSS). Firstly, descriptive statistic was obtained for all personal data by using frequency distributions. Secondly, the factor analysis was used to categorize the decision-making styles.

Hypothesis testing was analyzed by using t-test for purpose of finding a difference

of age andculture and decision-making styles. However, an analysis of variance or ANOVA was used to test the different of age, income, educational level and decision-making styles

#### 4. Findings& Discussion

Table 1-1 shows the respondents’ demographic information.

In terms of gender, the majority of respondents are male which equal to 65.0% and female account for 35.0%.

In terms of age, the highest percentage of respondents is in age between 20-30 years old which account for 57.5%, 31-40 years old account for 25.0%, below 20 years old account for 10.0%, and 41-50 years old account for 7.5%.

Table 1: Respondents’ demographics

Demographics	Respondent's Profile
<b>Gender</b>	
Male	65%
Female	35%
<b>Age</b>	
Below 20	10%
20-30	57.5%
31-40	25%
41-50	7.5%
<b>Monthly Income</b>	
Below \$1,000	2%
\$1,001-2,000	52.5%
\$2,001-3,000	17.5%
\$3,001-4,000	10%
<b>Educational level</b>	
High school	22.5%
Bachelor Degree	65%
Above Bachelor Degree	12.5%
<b>Nationality</b>	
Western	35.2%
Asian	64.7%

In terms of income per month, the highest percentage of respondents earn between \$1,001-2,000account for 52.5%,below

\$1,000 account for 20.0%, \$2,001-3,000 account for 17.5%, and \$4,001-5,000 account for 10%.

In terms of educational background, the highest population graduated bachelor degree account for 65%, high school or lower account for 22.5%, and above bachelor degree account for 12.5%.

In terms of nationality, it was grouped into Western and Asian. The majority is Asian which equal to 64.7%, whereas, Western account for 35.2%.

Afterwards, the respondents' decision-making styles were analyzed by using a principal component analysis. This factor analysis was performed to explore a set of variable in consumer decision-making styles. The result shows disconfirmation of Sproles and Kendall's model structure. This is due to the factor analysis initially results in ten factors. However, factor ten was dropped due to it contained only one item (Swanson, 2004)<sup>[12]</sup>. Therefore, nine factors were left for further analysis.

Among these nine factors, seven factors were found matched with the factors represent in Sproles and Kendall's decision-making styles model. These factors includes impulsiveness, perfectionists, confused by overchoice, recreational-shopping conscious, novelty and fashion conscious, price conscious, and brand loyalty.

However, the two new factors were found in this study which is special effort and variety seeking.

The special effort is characteristic of tourists who put their best effort on souvenir shopping. The variety seeking represents the tourists who concern more than one issue when shopping for souvenirs.

Cronbach's alpha reliability tests were performed once again in order to test the reliability among those nine factors. The reliability of these nine factors is 0.77, 0.80, 0.78, 0.84, 0.79, 0.72, 0.83, and 0.76 consequently.

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.

Furthermore, the results of hypothesis testing show as follow;

### **H<sub>1</sub>: There is a difference between gender and decision-making styles.**

The findings support H<sub>1</sub> due to it indicated statistically significant differences at  $p < 0.05$  level of significance. Finding indicated the difference of gender in items of perfectionists, confused by overchoice, variety-seeking, and brand loyalty. However, when compare the mean value among these four decision-making styles, the highest mean of both male and female fell into variety-seeking decision-making. Nevertheless, the means value of male is higher than female.

According to the finding, it reveals that both male and female represents in same decision-making styles which is variety-seeking. This implies that both consider more than one attributes when they are shopping for souvenirs. However, male has higher mean when compare to female. This might implies that male tends seek for variety of souvenir attributes more than female. By seeking for variety of attributes when shopping for souvenir, this can be support by the study of Swanson, (2004)<sup>[12]</sup> which suggested that tourists make purchase decisions based on the amalgamated value they attach to a range of souvenirs attributes.

### **H<sub>2</sub>: There is a difference between age and decision-making styles.**

The finding support H<sub>2</sub> as it showed the differences at  $p < 0.05$  level of significance. When considering in details there is a difference among age variables with the following items: impulsiveness, special effort, perfectionist, confused by over choice, recreation, novelty-fashion, variety-seeking, price conscious, and brand loyalty. The further result shows that the age of below 20 has highest mean on confused by overchoice. The age group of 20-30 has highest mean on brand

loyalty. The age group of 41-50 has highest

Table 2: Factors loading among nine decision-making styles.

Items	Loading
<b>Factor 1: Impulsiveness</b>	
I should plan my shopping more carefully than I do.	.504
I am not carefully watched how much I spend.	.659
I make my souvenir shopping trip fast.	.744
The higher the price of the souvenir, the better the quality.	.752
Once I find a souvenir I like, I stick with it.	.721
<b>Factor 2: Special Effort</b>	
In general, I usually try to shop the best overall quality of souvenir.	.725
I make a special effort to choose the very best quality souvenir.	.708
Souvenir shopping is a pleasant activity to me.	.787
Souvenir shopping is one of the enjoyable activities of my life.	.558
<b>Factor 3: Perfectionists</b>	
When it comes to shopping for souvenir, I try to get the best or perfect choice.	.780
Getting good quality souvenir is very important to me.	.824
My standards and expectations for souvenir I shop are very high.	.807
<b>Factor 4: Confused by Overchoice</b>	
Sometimes it's hard to choose which stores to shop for souvenir.	.676
There are so many brands of souvenir to choose from that I often feel confused.	.822
Often, I make careless purchasing I later wish I had not.	.533
<b>Factor 5: Recreational-Shopping Conscious</b>	
I take the time to shop souvenir.	.796
I enjoy souvenir shopping just for the fun of it.	.642
Shopping souvenir in many stores worth my time.	.856
<b>Factor 6: Novelty-Fashion Conscious</b>	
It's fun to shop new and exciting souvenir.	.819
To get variety, I shop in different stores and choose different brands.	.755
Fashionable, attractive styling is very important to me.	.796
<b>Factor 7: Variety Seeking</b>	
I usually have one or more souvenirs of the very newest style.	.604
The more I learn about souvenir, the harder it seems to choose the best.	.813
All the information I get on different souvenirs confuses me.	.525
I look carefully to find the souvenir with the best value for money.	.599
<b>Factor 8: Price Conscious</b>	
I take the time to shop carefully for the best buy.	.906
I carefully calculate how much I spend in shopping souvenir.	.845
<b>Factor 9: Brand loyalty</b>	
I have favorite souvenir brands I buy over and over.	.867
I always go to the same store/stores to shop souvenir.	.734

mean on variety seeking.

According to the finding, tourists aged below 20 tend to be confused by overchoice. This is match with the study of Walsh et al. (2001)<sup>[30]</sup> which stated that young people might have less experienced with many kinds of products. This might lead to confusion when they would like to shop for souvenir.

However, the age group of 20-30 tends to be brand loyal. This suggested that tourists at this age range tend to shop repetitively with same type of souvenirs, same brand, or even at the same store. According to this, the retailer who target this age group tends to gain high customer loyalty.

Additionally, the age group of 41-50 tends to have variety seeking decision-making styles. This implies the tourists in this age consider more than one attributes when they are shopping for souvenirs.

### H<sub>3</sub>: There is a difference between income and decision-making styles.

The finding support H<sub>3</sub> as p<0.05 in terms of: impulsiveness, special effort, perfectionist, confused by over choice, recreation, variety-seeking price conscious, and brand loyalty. Further analysis was done by compare the mean value. Finding indicated that tourists with income level of \$1,001-\$2,000 has highest mean on brand loyalty. Tourists with income level of \$3,001-\$4,000 has highest mean on recreational and price-conscious decision-making styles.

According to the finding, tourists with income level of \$1,001-\$2,000 tend to have brand loyalty decision-making style. This suggested that tourists at this age range tend to shop repetitively with same type of souvenirs, same brand, or even at the same store.

Tourists with income level of \$3,001-\$4,000 tend to have recreational and price-conscious decision-making styles. This means tourists who have income in this range tend to enjoy souvenir shopping by shopping just for fun of it. However, they also concern about the price as they tend to be attracted by low price souvenir.



**H<sub>4</sub>: There is a difference between educational level and decision-making styles.**

The finding support H<sub>4</sub> as it shows  $p < 0.05$ . This indicated that there is a difference between educational level and decision-making styles. The difference shows in impulsiveness, special effort, perfectionist, confused by over choice, novelty-fashion, variety-seeking, and brand loyalty. However, when compare the mean value among these decision-making styles, high school group has highest mean scores on confused by overchoice. Bachelor degree tourists' mean score shows in novelty and fashion conscious. The mean score of tourists with above bachelor degree result in perfectionists decision-making styles.

From the data analysis, the result shows that high school tourists tend to confused by overchoice. This is happened due to when there is information overloaded.

While, the tourists Bachelor degree represents novelty and fashion conscious. This implies that when this group of tourists shop souvenir, they might look for the new and innovative souvenir.

Apart from that, tourists with above bachelor degree tend to be perfectionists. They tend to seek the best quality when they shop for souvenir.

**H<sub>5</sub>: There is a difference between culture and decision-making styles.**

The result does not support H<sub>5</sub>. This means there is no difference between culture and decision-making styles. This might due to the context of decision-making styles used in this research is related with souvenir shopping which different from previous research which aims to find decision-making styles of general products.

## **6. Conclusion & Recommendation**

This research has adjusted the consumer-style inventory which developed by Sproles and Kendall to better understand the behavior of international tourists toward souvenir shopping.

The respondents' decision-making styles were analyzed by using a principal component analysis. Hypothesis testing was analyzed by using t-test for purpose of finding a difference of age and culture and decision-making styles. However, an analysis of variance or ANOVA was used to test the different of age, income, educational level and decision-making styles.

Finding indicated nine factors includes impulsiveness, perfectionists, confused by overchoice, recreational-shopping conscious, novelty and fashion conscious, price conscious, brand loyalty, special effort, and variety seeking.

The results show that there is a difference among demographic variables and decision-making styles.

Male tend to be more variety-seeking than female.

Ages and decision-making styles shows that tourists aged below 20 tend to have confused by overchoice decision-making styles. Age group of 20-30 tends to be brand loyal. Age group of 41-50 tends to have variety seeking decision-making styles.

Income and decision-making styles shows that tourists with income level of \$1,001-\$2,000 tend to have brand loyalty decision-making style. Tourists with income level of \$3,001-\$4,000 tend to have recreational and price-conscious decision-making styles.

Educational level and decision-making styles shows that high school tourists tend to be confused by overchoice. The tourists Bachelor degree represents novelty and fashion conscious. Tourists with above bachelor degree tend to be perfectionists when shop for souvenir. They tend to seek the best quality when they shop for souvenir.

The results of this study help souvenir retailers to identify the segment of international tourists toward souvenir shopping in Bangkok. Hence, they could offer the items according to the needs and wants of the target segment.

The retailers need to offer souvenir which represents variety of benefits as both male and female tend to be variety-seeking.

However, tourists age 20-30 or income of \$1,001-\$2,000 might be a good 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.

However, this research studied the decision-making styles toward souvenir in general. To further develop the decision-making styles for souvenir industry, future research might consider study on specific types of souvenir.

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