

# SCRUTINISING MEMORABLE SOUVENIR SHOPPING EXPERIENCES AND UNDERLYING EMOTIONS BEHIND THE PURCHASE

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## Abstract

**Background:** The emotions are high with souvenir shopping as the items of a particular place with its cultural contribution remind the beauty of the journey years later.

**Materials and methods:** Survey has been performed by incorporating 85 participants and SPSS software has been used to analyse the survey results.

**Significance of this study:** Souvenirs are important essence of a tourist spot, which make the journey of a person memorable after compilation.

**Findings:** Data significance value is 0.000. There exist a strong relationship between the dependent and independent variable.

**Conclusion:** It has been also identified that memorable souvenir experiences have an emotional aspect in case of the tourists. It has been also observed that involvement in satisfied shopping experiences has a positive impact on memorable souvenir experiences.

**Keywords:** memorable souvenir, shopping experiences, nostalgia, emotional aspect, shopping satisfaction.

## 1. Introduction

### Background

Souvenirs are important essence of a tourist spot, which make the journey of a person memorable after compilation. In this context, Meitiana *et al.* (2019) mentioned, souvenir shopping increases the travel experience. The emotions are high with souvenir shopping as the items of a particular place with its cultural contribution remind the beauty of the journey years later.

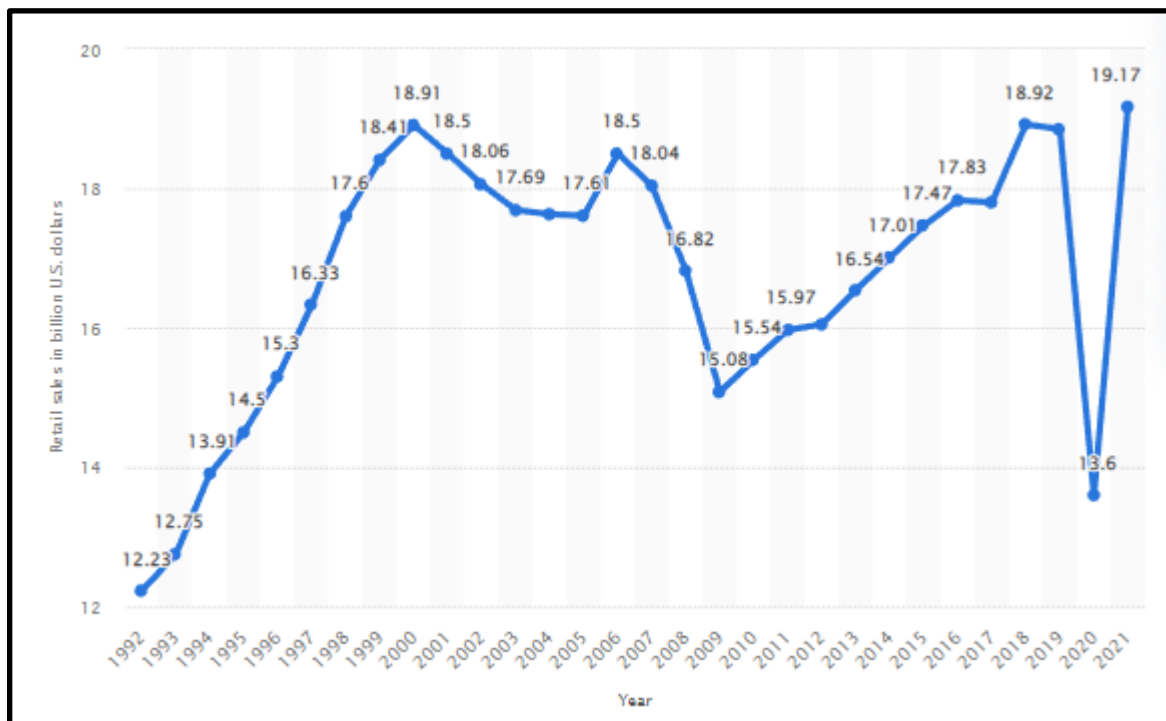


Figure 1.1: Sales of souvenir stores in the U.S from 1992 to 2021

(Source: Statista, 2023)

Figure 1.1 represents the sales of souvenir items in the U.S., which has calculated from 1992 to 2021. The sales of the shops in the U.S. amounted to around 19 billion U.S. dollars (Statista, 2023). The scale rate significantly increases in 2022 as per the report of January 11, 2023.

## Research Aim and Objectives

### Aim

The aim of this study is to understand the souvenir purchase behavior of people and the underlying emotion behind it

### Objectives

RO1: To analyze the positive side of souvenir shopping

RO2: To understand the emotional aspects behind the souvenir purchase

RO3: To determine the experience of souvenir purchase for both buyer and seller

## Research Question

RQ1: What are the positive sides of souvenir shopping?

RQ2: How the emotion of people have underlined in souvenir shopping?

RQ3: What experience customer and sellers have during souvenir shopping?

## Rationale

The shopping style has changed as the way of leading life changed its direction after the pandemic. The rate of visiting tourist places increases seasonally, however, sales persons are facing losses due to the lack of public attention (Ansari *et al.* 2019). This has become a problem as employment and earnings have reduced in tourist places. On the other hand, people reduced

buying gifts from tourist places, as the load of bringing it back to home is stressful. Online delivery of products reduced the in-person purchase rate of people everywhere.

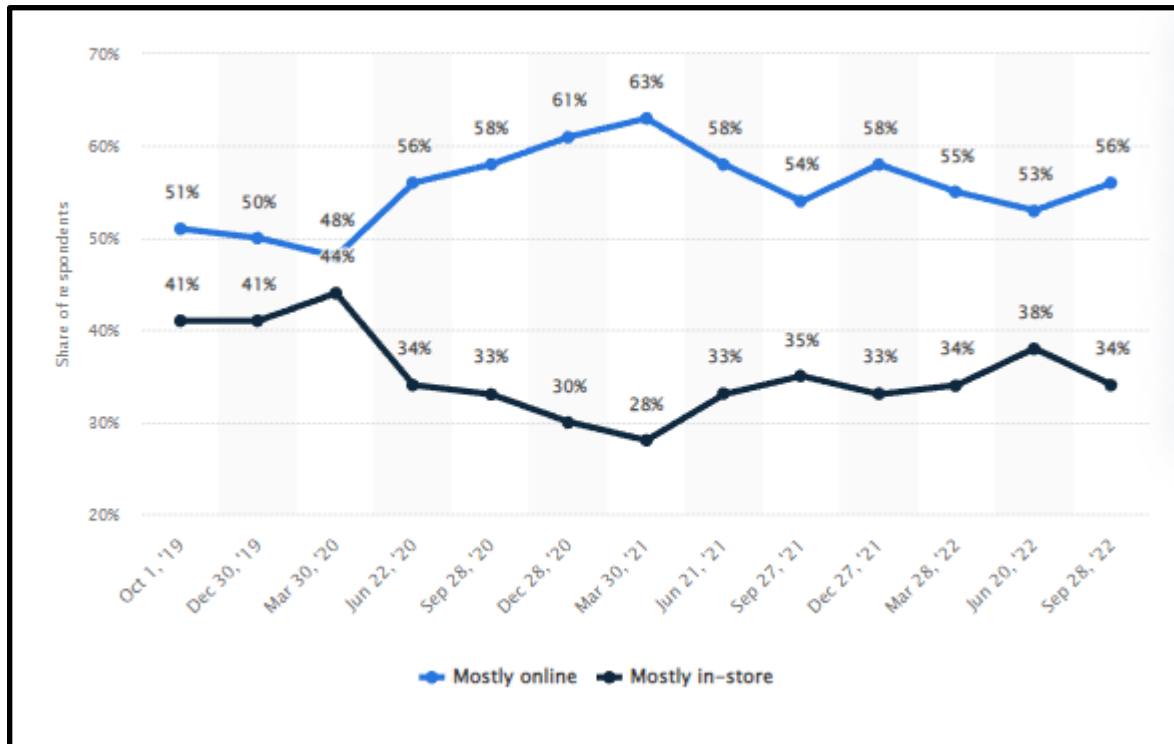


Figure 1.2: Buying nature of customers in offline and online mode in the UK

(Source: Statista, 2023)

The majority of the population of the survey responded to their choice for online shopping of gift items, which has represented in figure 1.2. As of October 2019, 51% of the people from the UK shopped for gifts online (Statista, 2023). 41% of the respondents have bought their gifts from stores. It also has been seen that most of the pole tend to buy products online more than in physical stores from the start of the pandemic, which has become a normal habit among all.

## 2. Significance of the Study

The importance of souvenir shopping to increase the earnings of the local people of a tourist spot is able to understand through this study. The emotion of buying gifts is not only for self-entertainment purposes but also for helping people who worked hard to prepare these and showed their culture (Militz *et al.* 2021; Hossain *et al.* 2022). The economy of a country also depends on its tourism and souvenir purchase increases the sales of tourist places that increase the economy of the nation. This study helps in understanding all the aspects of the positive sides of souvenir purchases and helps in understanding the emotional aspects behind the souvenir purchase.

## 3. Literature Review

It has been identified that shopping is an integral part of visiting any new places and the tourism business also provide great importance to the tourist who came to shop. For this reason, they show special attention to the tourist and their buying behaviour. In this present section, the research objectives have been discussed with the help of supportive and opposing insights regarding the research topic.

### 3.1 The positive side of the souvenir shopping

It has been identified that tourist purchases souvenirs while visiting new places. The souvenirs are mainly found to sold in gift shops. However, in this context, Lamia (2019) stated in his works that souvenirs actually mean remembrance and memory. The positive side of buying a souvenir is that it can add a memory and nostalgic portion to the tourist. They buy souvenirs as a remembrance of the places they visit. It has been identified that souvenirs are also good for

gifting purposes. As per the opinion of Nolan IV (2021), souvenirs provide validation for travel. It has been identified that souvenirs can be helpful to decorate the home. While buying souvenirs can also help to enhance the shopping experiences of the tourist, which is beneficial in the case of the tourism industry. Hence, it has been identified that there is a positive side in the case of souvenir shopping.

### 3.2 Emotional aspect behind souvenir purchase

It has been observed that the shops in the place where many tourist visits keep souvenirs of famous places, and monuments as gift items. As per the opinion of Shtudiner *et al.* (2019), the tourist buys the souvenirs as it has worked as a nostalgic experience while looking at the souvenirs. The tourist wants to keep things that can help them to remind about the places they visit. For this reason, it has been identified that souvenir shopping is an emotional aspect in the case of tourists. They keep the souvenirs as a memory of their visit and it also validates their visit to that places. Hence, it has been identified that souvenir purchase has an emotional aspect behind them.

### 3.3 Experience of souvenir purchase for both buyer and seller

In the case of purchasing something from a shop, both the customers and the shop owners have multiple experiences, which also affect the shopping behavior of the tourist. As per the opinion of Tran (2020), the experiences of the buyers are important in the case of shopping as it influences the purchase decision. In the case of buying souvenirs, both the buyers and sellers have a nostalgic experience as it reminds them about the places. In addition, it can accelerate the communication between the buyer and seller, which can also make the shopping experience

memorable for the tourist. Hence, it has been identified that both buyer and seller have positive experiences during souvenirs purchase.

In this case, the management of the shops in a tourist place can opt for applying the theory of reasoned action, which can help to understand the attitudes of the purchaser in case of purchasing memorable souvenir experiences. As per the opinion of Ajzen (2020), the theory of reasoned action helps to understand the relationship between marketing and customers' attitude, which can lead to making purchasing decisions by customers. With the help of applying the theory in this case, the shop owners will understand the reason for purchasing the memorable souvenir. This can be helpful for the owners for analyzing the nostalgia, emotion, and attachment working behind buying memorable souvenirs. Hence, the theory of reasoned action is applicable in this case to understand the reason for the purchase of the memorable souvenir.

#### 4. Research Methodology

The purpose of this present research is to scrutinise the memorable souvenir experiences and the underlying emotion of people behind the purchase. In the case of attaining the research objectives, the primary quantitative research method has been undertaken by the researcher. In this case, a survey has been performed by the researcher, which can help to accumulate necessary information and data regarding the research objectives. As per the statement mentioned in the works of Stedman *et al.* (2019), the survey method is beneficial as it can save a lot of time for the researcher. It has been also identified that the survey method is not bound to the geographical barrier, which is also advantageous for performing research. The survey has been performed by including 85 respondents.

A random sampling method has been used to select the sample population for this research. As per the suggestion of Jablonka *et al.* (2021), random sampling ensures the authenticity of the research as it is a bias-free method. A descriptive research design has been selected for this present research, which can be helpful to assemble relevant data. The researcher has developed a questionnaire consisting of 10 questions related to the research objectives. The survey responses have been gathered which is helpful to formulate the research objectives. As per the opinion of Malmqvist *et al.* (2019), the collection of data and analysis of the collected data is the most significant part of research as the overall result of the research relies on it. In this case, SPSS software has been utilised by the researcher for data analysis and regression tests, descriptive statistics, normality tests and correlation test has been performed to analyse the data gained from the survey responses.

## 5. Result and findings

### 5.1 Primary quantitative data analysis

#### 5.1.1 Demographic data

##### 5.1.1.1 Gender

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	34	40.0	40.0	40.0
Male	45	52.9	52.9	92.9

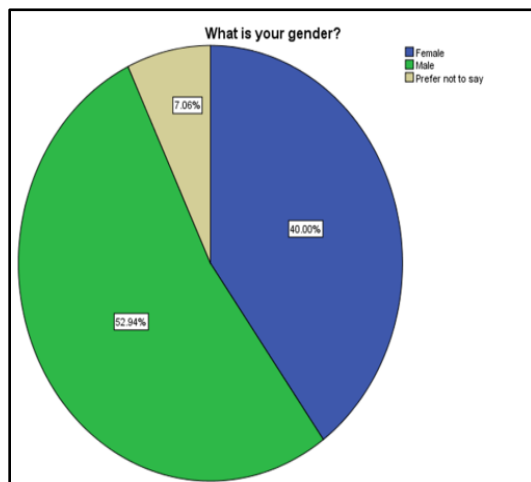


Prefer not to say	6	7.1	7.1	100.0
Total	85	100.0	100.0	

**Table 5.1: Gender**

(Source: SPSS)

From the above-shown table, it has been noticed that the male participants in the survey analysis process are given responses about 52.9%, and female participants of the survey analysis process are provided responses about 40%. In the last, around 7.1% of responses are collected for the participants who did not want to disclose their information about their gender.



**Figure 5.1: Gender**

(Source: SPSS)

As per the above shown graphical presentation it has been observed the highest number of responses are collected from the male participants and on the other hand the least number of responses are collected for the prefer not to say participants

**5.1.1.2 Age group**

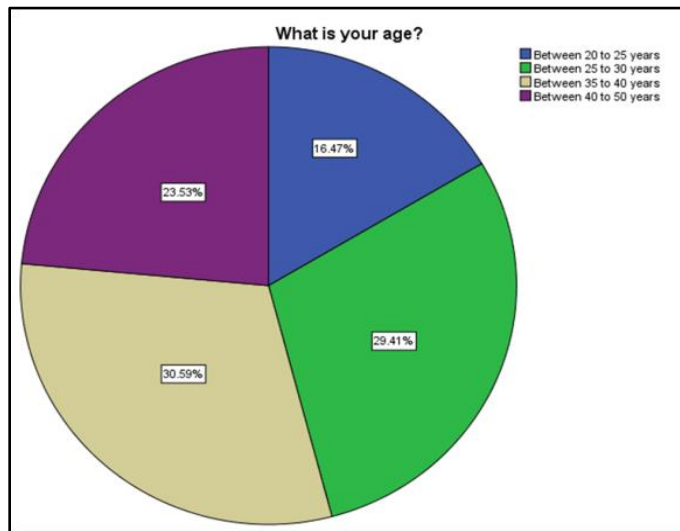
**What is your age?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Between 20 to 25 years	14	16.5	16.5	16.5
Between 25 to 30 years	25	29.4	29.4	45.9
Between 35 to 40 years	26	30.6	30.6	76.5
Between 40 to 50 years	20	23.5	23.5	100.0
Total	85	100.0	100.0	

**Table 5.2: Age group**

(Source: SPSS)

From the above-shown table, it has been noticed that the participants who belong to the 20 to 25 years of age group in the survey analysis process are given responses about 16.5%, and 25 to 30 years of age group participants of the survey analysis process are provided responses about 29.4% and 35 to 41 years of age group persons provided responses about 30.6%. In the last around, 23.5% of responses are collected for the participants who belong to the age group of 40 to 50 years old.



**Figure 5.2: Age group**

(Source: SPSS)

As per the above shown graphical presentation it has been observed the highest number of responses are collected from the participants who belong to the group of 35 to 40 years of age group and on the other hand the least number of responses are collected for the participants who belongs to the age group of 20to 25 years of age.

### 5.1.1.3 Income level

**What is your monthly income range?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Above Rs. 60000	18	21.2	21.2	21.2
Below Rs. 25000	2	2.4	2.4	23.5
Between Rs. 25000 to Rs. 35000	16	18.8	18.8	42.4
Between Rs. 35000 to Rs. 45000	16	18.8	18.8	61.2
Between Rs. 45000 to Rs. 60000	33	38.8	38.8	100.0
Total	85	100.0	100.0	

**Table 5.3: Income level**

(Source: SPSS)

From the above-shown table, it has been noticed that the participants who belong to the below 25000 Rs income group in the survey analysis process are given responses about 2.4%, and 25000 to 35000 Rs income group participants of the survey analysis process are provided responses about 18.8% and 35000 to 40000 Rs income group persons provided responses about 18.8%. In the last around 38.8% of responses are collected for the participants who belong to the

45000 to 50000 Rs income group and 21.2% of responses are taken from participants who belong to the more than 60000 Rs income group.

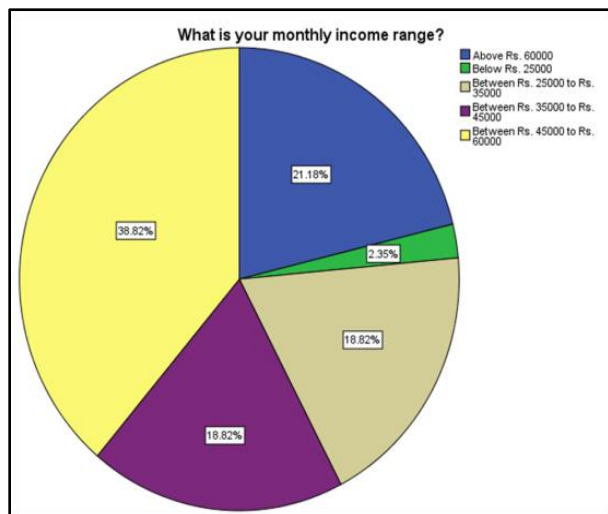


Figure 5.3: Income level

(Source: SPSS)

As per the above shown graphical presentation it has been observed the highest number of responses are collected from the participants who belong to the group of 45000 to 50000 Rs income level and on the other hand the least number of responses are collected for the participants who belongs to the age group of below 25000 Rs of income level.

### 5.1.2 Descriptive data analysis

#### Descriptive Statistics

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	Standard Error	Statistic	Statistic	Statistic	Standard Error	Statistic	Standard Error
IV	85	20.00	5.00	25.00	11.3882	.3735	3.44375	11.859	1.435	.261	3.065	.517
DV	85	8.00	2.00	10.00	4.7882	.2057	1.89670	3.597	.580	.261	-.281	.517
Valid N (listwise)	85											

**Table 5.4: Descriptive data analysis**

(Source: SPSS)

From the above-shown table it has been noted that the mean value ranging from 4.78 to 11.38.

**4.1.3 Multiple regressions**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.463 a	.214	.205	1.69134	.214	22.637	1	83	.000

**Table 5.5: Model summary**

(Source: SPSS)

From the above-shown table it has been noted that the R Square value is 0.214.

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.757	1	64.757	22.637	.000 <sup>b</sup>
	Residual	237.431	83	2.861		
	Total	302.188	84			

**Table 5.6: ANOVA**

(Source: SPSS)

From the above-shown table it has been noted that the Sig value is 0.000.

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.885	.637		2.958	.004
	IV	.255	.054	.463	4.758	.000

**Table 5.7: Coefficient**



(Source: SPSS)

From the above-shown table it has been noted that the T value ranging from 2.95 to 4.75.

**4.1.4 Reliability Test**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.562	2

**Table 5.8: Reliability Test**

(Source: SPSS)

From the above-shown table it has been noted that the Cronbach's Alpha value is 0.562.

**4.1.4 Validity Test**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.500
Bartlett's Test of Approx. Chi-Square Sphericity	19.897
df	1
Sig.	.000

**Table 5.9: Validity Test**

(Source: SPSS)

From the above-shown table it has been noted that the Chi-Square value is 19.897.

**4.1.6 Correlation Test**

**Correlations**

		IV	DV
IV	Pearson	1	.463**
	Correlation		
	Sig. (2-tailed)		.000
	N	85	85
DV	Pearson	.463**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	85	85

**Table 5.10: Correlation Test**

(Source: SPSS)

From the above-shown table it has been noted that the Pearson correlation value is 0.463.

## 6. Discussion

As per the survey analysis report it has been observed that Souvenirs are considered an important aspect that helps to increase the success rate of the travel and tourism industry. Souvenirs shop kippers also get a chance to increase their profit level after improving the approaches of Souvenirs shopping among the travelers group.

## 7. Conclusion

From the above discussion, it has been observed that memorable souvenir experiences have an influence on the shopping satisfaction of tourists. It has been also identified that memorable souvenir experiences have an emotional aspect in case of the tourists. It has been analysed from the survey that memorable souvenir experiences have a relation with nostalgia and revisiting intentions. Along with this, the survey responses reflect that involvement in satisfied shopping experiences has a positive impact on memorable souvenir experiences. It has been reflected in this research that the memorable souvenir experiences have a positive effect in case of visiting experiences and nostalgia of the tourist.

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## Appendices

### Appendix 1: Survey question

Q1: What is your gender?

- Male
- Female
- Prefer not to say

Q2: What is your age?

- Between 20 to 25 years
- Between 25 to 30 years
- Between 35 to 40 years
- Between 40 to 50 years

Q3: What is your monthly income range?

- Below Rs. 25000
- Between Rs. 25000 to Rs. 35000
- Between Rs. 35000 to Rs. 45000
- Between Rs. 45000 to Rs. 60000

- Above Rs. 60000

Q4: Souvenir shopping help to increase the success rate of the travel industry

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q5: Souvenir shopping always fallen a positive impact on the business management process that are followed in the travel industry

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q6: A strong emotions has been developed among the buyer who are involved in souvenir shopping process

- Strongly disagree



- Disagree
- Neutral
- Agree
- Strongly agree

Q7: Souvenir shopping is also involved in creating a connection between the buyer and the seller

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q8: Souvenir shopping also help to connect the traveler from the destination tourist spot

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q9: Souvenir shopping includes memento, token of remembrance

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Q10: Souvenir purchaser buys different products and keep that object as remembrance for that destination

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree