

Factors Driving Souvenir Purchase in Bangkok from Japanese Tourists' Expectation

ปัจจัยที่มีต่อการซื้อสินค้าที่ระลึกในกรุงเทพมหานครจากความคาดหวังของนักท่องเที่ยวชาวญี่ปุ่น

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ABSTRACT

This research aims to identify factors driving souvenir purchasing in Bangkok from Japanese tourists' expectation. Only inbound Japanese visitors in several places of Bangkok were targeted for the questionnaires collection. The weight of choice formula is used for finding the rank of shopping elements 1 to 5 among 15 elements. The findings reveal Japanese tourists to expect reasonable goods price, Thainess (Thai style), convenient traveling, a friendly touch of Thai people and good quality with inexpensive price, respectively.

Keywords : Factors, Souvenir, Japanese Tourists, Expectation

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บทคัดย่อ

การศึกษาวิจัยนี้มีจุดประสงค์เพื่อศึกษาปัจจัยที่มีต่อการซื้อสินค้าที่ระลึกใน ความคาดหวังของนักท่องเที่ยว นักท่องเที่ยวชาวญี่ปุ่น กลุ่มตัวอย่างของวิจัยนี้คือนักท่องเที่ยวชาวญี่ปุ่น ที่เดินทางมาท่องเที่ยวในประเทศไทย เก็บข้อมูลจากแบบสอบถามจำนวน 384 ตัวอย่างจากหลาย สถานที่ในกรุงเทพมหานคร การศึกษาครั้งนี้ใช้สูตรการวัดค่าคะแนน (Weight of choice formula) การทดสอบข้อมูลและหาผลสรุปลำดับความความคาดหวังในองค์ประกอบของการซื้อ สินค้าที่ระลึก อันดับที่ 1 ถึง 5 เท่านั้น ซึ่งนักท่องเที่ยวต้องเลือกจากองค์ประกอบทั้งสิ้น 15 องค์ประกอบ ผลการวิจัยพบว่านักท่องเที่ยวชาวญี่ปุ่นมีความคาดหวังต่อราคาสินค้าที่มีความ เหมาะสมกับคุณภาพของสินค้า ความเป็นไทยและสินค้าที่ระลึกแบบไทย ความสะดวกในการ เดินทาง ความเป็นมิตรไมตรีของคนไทย และสินค้าที่มีคุณภาพดีแต่ราคาไม่แพง ตามลำดับ

คำสำคัญ : ปัจจัย สินค้าที่ระลึก นักท่องเที่ยวชาวญี่ปุ่น ความคาดหวัง

Research Background

Thailand Tourism Development Strategy in 2012 – 2016 includes five strategies that included 1) Infrastructure and facilities development for tourism, 2) Tourism resources development and restoring for sustainability, 3) Development of Products, services & factors to support tourism, 4) Trust making and tourism supporting, and 5) Supporting the cooperation process by government, population and local administrative organization to manage tourism resources. This study is related to the 3rd strategy – development of products, services, and factors to support tourism that includes the purposes as to support opportunity and motivation for tourism trading and investment development. This paper study also fits with the purposes of the 4th strategy – trust making and tourism supporting that focuses on to make and publish tourism image, to make perception a trend for adding tourism product value and to make trend in domestic traveling. Tourism campaign creation is an effective way to response the two important strategies for economy and tourism in Thailand.

Thailand has been a popular destination for Japanese tourists for over two decades since the campaign “Visit Thailand Year” in 1987. Under campaigns issued by Tourism Authority of Thailand (TAT), the tourism products of Thailand carry an important appeal encouraging tourists to visit. The Amazing Thailand Campaign contributed to the promotion of the Thai tourism market, including Thai local products, culture, and services as unique Thai tourism products.

Shopping is an activity or tourism product that is a preference of tourists’ expenditure behaviors. Thailand shopping was an important activity for inbound tourists in 2007. It is presented by the Tourism Authority of Thailand (TAT) as a record; the average expenditure per person of inbound tourists for shopping is 22.49 percent, accommodation 28.43 percent, followed by food and beverage 16.45 percent, entertainment 14.51 percent, transportation 9.29 percent, sightseeing fee 5.42 percent and miscellaneous 3.41 percent. In comparison, in domestic tourism, shopping is also ranked second with 20.62 percent, the top rank expenditure for Thai tourists being entertainment at 25.78 percent (TAT, 2008; Witchayakawin, 2009). In the reason to maximize the economic impact, it’s importance to study the shopping behavior, certain tourist, trip-related characteristics and motivational factors.

Motivational factors were studied by Alegre and Cladera (2012) that showed links between shopping behavior and certain tourist and trip-related characteristics and motivational factors. In terms of shopping behavior, tourists with certain characteristics and motivations are preferable to others. For instance, being motivated by the basic attributes of a sun and sand holiday and/or by natural and cultural aspects of the destination, travelling with children, having a post-secondary school level of education or being self-employed are all positive characteristics in terms of shopping behavior. The study also demonstrated the influence of tourist motivations on shopping behavior. Tourist motivations affect the decision whether or not to participate in shopping but not the amount of

expenditure. The results of the study are useful in helping to identify tourist profiles with a different propensity to participate in shopping, and with different levels of expenditure. This information may be useful for destination managers interested in promoting shopping by tourists and in increasing revenue from tourism by boosting this kind of expenditure by holidaymakers. In Thailand also promote the shopping tourism by campaign “Amazing Thailand Grand Sale 2016” on the 15th June to the 31st August 2016 by Tourism Authority of Thailand. Tourism Authority of Thailand promotes tourism under the primary campaign “Amazing Thailand Always Amazes You” and “Discover Thainess” is the sub-campaign for the year 2015 and “2016 Quality Leisure Destination through Thainess”. The Thainess product or souvenir can represent the authenticity of Thailand as well. It is important to study the expectation of tourists on purchasing decision before promote the shopping campaign.

The study of Kusel and Ras (2010) indicated that tourists travelling through a country see many souvenirs that appeal to them and that they would like to buy, and curios are one of the products that compete for a share of the disposable income that a tourist intends to spend. It is thus important to make sure that the product offering is attractive and appeals to the need of the tourist. Tourists like to purchase a product that has a certain remembrance value of a certain time in their tour. It is important to make sure that products sold should carry an authentic value for the tourist.

The Purpose of This Study

The current study focuses on identifying factors driving souvenir purchasing in Bangkok from Japanese tourists’ expectation.

Literature Review

Factors on Purchasing

Wen (2009), proposed a conceptual framework on factors influencing the consumer online buying decision include customer's attitude (perceived convenience, perceived merchandise options, and perceived transaction), quality of web site design, information, system and service quality, customer satisfaction, and consumer trust. Attitude compact can be used to explain customers' actions since attitude is a behavioral disposition. In addition, a well design e-commerce web site should have high quality on three dimensions i.e. information quality, system quality, and service quality. Finally, trust is the most effective uncertainty reduction method in e-commerce and plays a critical role in purchasing processes where consumers look for high quality goods or services. This is a study of critical factors of wine tourism by Marzo-Navarro and Pedraja-Iglesias (2012) that indicated the services offered by wineries and the appeal of the destination are the key incentives. Moreover, personal barriers constitute the main impediment to participating in wine tourism, with structural barriers taking second place.

Product Positioning

"Product positioning" is a crucial component of competitive marketing strategy. Perceptual mapping techniques are frequently used to aid managers in making product positioning decisions. Presents an overview of perceptual mapping, explains the conceptual foundation, and compares three widely used techniques – factor analysis, discriminant analysis, and multidimensional scaling (Kohli & Leuthesser, 1993). A study to show a good case of product positioning, airlines positioned in the United Arab Emirates (UAE) aviation industry exemplify a market environment with companies holding distinctive positions. Emirates Airline is the leader, Etihad Airways is the challenger, Gulf Air is the follower and Air Arabia is successfully established in the niche position (McKechie, Grant &

Katsioloudes, 2008). “Strategic market positioning” is characterized as the product-market positions established by the firm. Conceptualizes strategic market positioning as the ways in which firm-specific resources and assets are deployed to build positional advantages in product-market (Morgan, Strong & McGuinness, 2003).

Purchased Items and Souvenir Products

Regarding study of Timothy (2005), tourists tend to look for souvenirs that represent the destination they visit and souvenirs help remind them of the experience, which is the primary reason for souvenir purchases and big retail stores are now an important part of the tourism infrastructure. However, the range of goods purchases by tourists is broadening and does not any longer consist of just souvenirs and necessary personal items (Turner and Reisinger, 2001). Additionally, Littrell (1990) and Timothy (2005) expressed a souvenir is a tangible symbol and reminder of an experience that differs from the daily routine and that otherwise would remain intangible, such as memories of people, places, and events (Lehto, Chen and Silkes, 2014).

A study by Turner and Reisinger (2001) revealed a list of products that includes food, cigarettes, clothing, household, souvenir, art, books and music, antiques, gourmet foods, local arts and crafts, and clothes, shoes, and jewelry. The merchandise items categories have been consistently used by researchers are clothes, shoes, books and music, tobacco and wines, perfumes and cosmetics, jewelry and accessories, toys, food, cameras, souvenirs, arts and crafts, home goods, and electronics. In additionally, Littrell (1990) and Timothy (2005) expressed that local arts and crafts and items/crafts unique to the destination were considered souvenirs not only in souvenir shopping studies but also by the definition of souvenir (Lehto, Chen and Silkes, 2014).

According to the study of Abendroth (2011) expressed that five broad types of souvenirs exist: pictorial images, pieces-of-the rock, symbolic shorthand, markers, and locally produced items (Gordon, 1986). Kim and Littrell (2001) identify two sub-types within local products, ethnic products that are representative of the specific tourism region, and generic products that are made in the region but do not include any design linkages. While they find that the type of tourist (recreational or ethnic-oriented) and purchasing for oneself or someone else does not affect purchase intent, higher evaluations of an item's unique and aesthetic properties significantly increases purchase intentions. Moreover to item attributes, the desire not to go home empty-handed, a motivation stated by even attendees in an ethnographic study of Olympic souvenir consumption (Tumbat, 2003), may operate simultaneously. Perhaps the purchase situation at a tourist destination is inherently different from the situation at home.

National Branding and Thainess

The strapline is a national branding. A study of Anholt (2007) expressed national branding is a key premise of nation branding and is that “the reputations of countries” are rather like the brand images of companies and products, and equally important (Dinnie et al, 2010). Whereas the application of branding techniques in the business sphere is well established, it is only in recent years that an upsurge of interest has occurred with regard to the potential benefits of applying such techniques to nations rather than just to products, services, and companies.

“Thainess” has an overwhelming power upon the ways of thinking of Thai People. The definition of “Thainess” originated with the context of the centralized political structure. This construction of “Thainess” then became the basis of the ideology that maintained the centralized political regime and the hierarchical social structure. Thai people have been dominated by this overarching ideology since the end of the 1950s, since then, the ideology has

functioned as an obstacle to prevent Thai people from adapting themselves to the rapid, crucial changes in Thai society. Further, the meaning of “Thainess” has been narrow to create “social space” for all groups of Thai people to attain justice, freedom, and equality. Justice, freedom, and equality are essential for people to access essential resources and to live a dignified life. “Thainess” has been one part of the violent structure of Thai society (Sattayanurak, 2012).

“Thainess” (khvam pen Thai) has a long-standing historical significance in Thailand’s self-representation and delineation towards Western influences; at the same time, Thainess has never been clearly defined. Recent Thai cinema, when analyzed in detail, shows multiple elements of cultural hybridity (Reemenschmitter, 2010). “Thainess” at the Bon Odori Festival (Japan’s age-old folk arts with dancers wearing varied kimonos or yukatas and dancing to the rhythm of the traditional Taiko drumming performance) in Bangkok 2014 (TAT showcases “Thainess” at the Bon Odori Festival in Bangkok, 2015). TAT has provided its full support the event by arranging two Thai classical dance shows by some 100 dancers from the Kalasin College of Dramatic Art as a way of reiterating the awareness of Thai culture in the Japanese market and around 10,000 people had attended the event. TAT tried to promote “Discover Thainess” for Japanese tourists as repeated market of Thailand and this campaign is not focus only repeat market but also focus on the new market of tourist arrivals.

Japanese Tourists’ Behavior and Shopping Behavior

According to the study of Reisinger and Turner (1999), the unique cultural characteristics of the behavior of Japanese tourists visiting the USA, examined by Ahmed and Krohn (1992), included belongingness, family influence, empathy, dependency (being loyal and devoted in exchange for security and protection), hierarchical acknowledgement, propensity to save, the concept of kine (collecting evidence of travel to prestigious tourist destinations), tourist photography, passivity, and risk avoidance. A marketer’s vision aims to develop a tourism product in line with these behaviors which imply group traveling and family packages.

Japanese tourists always travel with relatives or friends which mean they prefer to accompany closely related persons. Family influence is an important factor which implies that if they do not travel with family, they always buy souvenirs for family members. Hence, Japanese tourists are always shopping for souvenirs for their families and friends. Japanese tourists would find every opportunity to shop for gifts to take home for their families. Price seems to pose no burden to Japanese tourists; quality matters and trust count. From Thailand's perspective, price and elements of promotion form principal components in appealing to Japanese tourists, in addition to the issue of product and service quality.

Thai shopping has been developed constantly to satisfy the Japanese tourist market. Instead of competing in marketing promotion, it is equally important to investigate exactly how Thai merchandise and shopping environment do—product quality and service quality—appeal to Japanese tourists. The tourists' decisions in buying or shopping should relate to their expectations and perceptions. By identifying the Japanese tourists' expectations and perceptions of products and services upon shopping, the tourism marketers will not only understand Japanese tourist awareness and behavior in shopping but also learn to develop the host products and services suitable for this specific market.

Shopping forms a vital strategy in the process of tourism product development. A strong supporter the shopping activity for Thai tourist products is Japanese tourism (Thaung, 2005). The Thai shopping arena is under constant development to satisfy the Japanese tourist market. Japan outbound tourism grew most notably after the Tokyo Olympic Games, in 1964, when Japanese outbound holidays were liberalized. 128,000 overseas visits were taken. The Japanese government intervened to boost the number of Japanese traveling overseas to 19 million by the end of 1991 (Gilbert & Terrata, 2001). Japan fuelled the growth of Japan outbound tourism by better exchange rates and no fiscal restrictions were placed on outbound travel. Thailand receipts show Japanese tourists' arrivals at 1.27 million in 2007, the second to Malaysia. The spending per

person of the Japanese tourist is in second rank to Middle Eastern tourists. Therefore, the Japanese tourist is an indicator to point to the quality of Thai tourism (TAT, 2008; Witchayakawin, 2009).

According to the study of Lehto, Chen and Silkes (2014), shopping has been recognized as the most popular activity for both domestic and international tourists (LeHew and Wesley, 2007; TIA, 2003). Tourist shopping adds to the attractiveness and revenue of a destination. With many destinations adopting shopping as a positioning strategy, the development of shopping products is central to tourism promotion. Business alliances have been built among retailers, tour operators, hotels, and airlines (Timothy, 2005). Tourist shopping literature can be divided into two categories: shopping as a main trip purpose and shopping as a tourist activity. Extensive studies have been conducted for shopping as the main trip purpose (Butler, 1996; Heung and Qu, 1998; Hopper and Budden, 1989; Keown, 1989; Patrick and Renforth, 1996; Timothy, 1999, 2005). The popularity of shopping as a tourist activity is not as well represented in the literature (LeHew and Wesley, 2007). Previous research in tourism shopping mostly focused on souvenir shopping (Swanson and Horriedge, 2006). However, recent studies and surveys suggest that souvenirs are no longer the primary product that tourists purchase (TIA, 2001, Timothy, 2005). Researchers have started to examine the trend of general item shopping (Kim et al., 2011). They noted that tourists purchase many more items besides souvenirs. In order to understand the reasons why tourists shop for general items, tourist shopping products have been categorized and tested with tourist demographics, trip typologies, and trip-specific characteristics (Lehto et al., 2004; Oh et al., 2004). Tourist shopping styles in souvenir shopping have also been classified based on tourist shoppers' demographic and trip-specific characteristics (Anaderson and Littrell, 1995, 1996; Timorhy, 2005). While previous studies of tourist demographics of or trip typology, most of them are solely in the context of souvenir shopping and lack theoretical backing (Gordon, 1986; Timothy, 2005).

Research Methodology

According to records from the Tourism Authority of Thailand (TAT), the present number of Japanese tourists, each year, is more than 1,000,000. The target population for this study is 166,666 Japanese tourists. Only Japanese visitors were targeted for the questionnaires by a random selection of inbound Japanese male and female tourists, aged 20 and above. The target populations are groups from careers such as business owners, company employees, government employees, unemployed or retired persons and “others.” The educational grouping of this selection is from high school certificate or diploma, bachelor and master’s degree or above.

Survey Instrument and Data Collection

Only self-administered questionnaires were used in this study. All questionnaires were translated into the Japanese language by Japanese native speakers (Ms. Oguni Sachie - the sale staff of H.I.S. Tours Co., Ltd.). The questionnaires (120 copies) were distributed by H.I.S. Tours’ staff and were returned to the inbound tour counter of H.I.S. Tours Company when Japanese tourists came into contact with the agent. 180 questionnaires were distributed to tourists and received back by the tourist guides of Ryujin Tours Co., Ltd. while traveling in Bangkok. 84 questionnaires were distributed to tourists and received back at the Grand Palace of Thailand by the researcher. The weight of choice formula is used for finding the rank of shopping elements 1 – 5 among 15 elements (including with Thainess; Thai style souvenir).

Data Analysis Method

The tool to find the rank of this expectation is Weight formula as below:

$$\text{Weight} = \frac{\text{Total of expectation 1 to 5} \times 100}{\text{Total of all expectation choices}}$$

Research Finding and Discussion

The results in this finding can be presented as follows:

Table 1 : Sample Description

		Frequency	%	N
Gender	Male	168	43.7	384
	Female	216	56.3	
Age	20-34	197	51.3	384
	35-49	114	29.7	
	50 and above	73	19.0	
Career orientation	Business owner	43	11.2	384
	Company employee	183	47.7	
	Government employee	29	7.6	
	Unemployed/Retired	43	11.2	
	Other	86	22.3	
Educational level	High school/Diploma	126	32.8	384
	Bachelor's	231	60.2	
	Master's and above	27	7	

Table 1 demonstrates the results of respondents that categorized by demography. Amongst the received questionnaires, 56.3 percent of the total respondents were female tourists. The largest group of respondents was aged from 20-34 years (51.3 percent of the total respondents) and 47.6 percent of the respondents were company employees, the largest grouping of career orientation. As also illustrated, in the educational level category, 60.2 percent of the total respondents expressed themselves as having obtained a bachelor's degree.

Table 2 : The respondents’ expectation choice 1-5

No.	The expectation towards shopping before coming to Thailand The most expectation ranked 1,2,3,4 and 5	Expect 1	Expect 2	Expect 3	Expect 4	Expect 5
1	Polite manners in the services	29	12	11	23	30
2	Effective store management	3	5	3	8	3
3	Safe to walk around	33	21	26	8	19
4	Reasonable goods price	95	54	42	30	23
5	Good quality with inexpensive price	28	28	25	21	24
6	Friendly touch of Thai people	33	58	36	38	38
7	Joy in bargaining merchandises	10	20	23	23	14
8	Genuine product	16	18	28	22	11
9	Unique service for Japanese	2	11	19	11	12
10	Interesting arrays of food	10	13	10	14	22
11	Convenient traveling	41	44	38	49	40
12	Nice environment	4	17	26	24	30
13	Diverse kinds of merchandises	10	26	35	36	37
14	Thainess (Thai style souvenirs)	45	48	37	48	40
15	Pleasant communication despite language barrier	25	9	25	29	41

Table 2 shows the number of ranking from tourists in each expectation (1-5). For example, the choice number 1; Polite manners in the services belongs to the expectation 1 of 29 tourists, the expectation 2 of 12 tourists, the expectation 3 of 11 tourists, the expectation 4 of 23 tourists and the expectation 5 of 30 tourists. The tool to find the rank of this expectation is Weight formula as below:

$$\text{Weight} = \frac{\text{Total of expectation 1 to 5} \times 100}{\text{Total of all expectation choices}}$$

$$\text{For example: Weight of choice 1} = \frac{302 \times 100}{5760}$$

So, Weight of choice 1 = 5.2

*Expectation 1 = the total respondents in expectation 1 X 5²

For example: expectation 1 in choice 1 = 29 X 5 = 145

*Expectation 2 = the total respondents in expectation 2 X 4

*Expectation 3 = the total respondents in expectation 3 X 3

*Expectation 4 = the total respondents in expectation 4 X 2

*Expectation 5 = the total respondents in expectation 5 X 1

Table 3 : The respondents' expectation choice 1-5 and 1-5 ranks of shopping elements

Choice	The expectation on shopping before coming to Thailand						Total	% from Weight	1-5 Rank
	The most expectation ranked 1 to 5	Expect 1	Expect 2	Expect 3	Expect 4	Expect 5			
1	Polite manners in the services	145	48	33	46	30	302	5.2	
2	Effective store management	15	20	9	16	3	63	1.1	
3	Safe to walk around	165	84	78	16	19	362	6.3	
4	Reasonable goods price	475	216	126	60	23	900	15.6	1
5	Good quality with inexpensive price	140	112	75	42	24	393	6.8	5
6	Friendly touch of Thai people	165	232	108	76	38	619	10.7	4
7	Joy in bargaining merchandises	50	80	69	46	14	259	4.5	
8	Genuine product	80	72	84	44	11	291	5.1	
9	Unique service for Japanese	10	44	57	22	12	145	2.5	
10	Interesting arrays of food	50	52	30	28	22	182	3.2	
11	Convenient traveling	205	176	114	98	40	633	11.0	3
12	Nice environment	20	68	78	48	30	244	4.2	
13	Diverse kinds of merchandises	50	104	105	72	37	368	6.4	
14	Thainess (Thai style souvenirs)	225	192	111	96	40	664	11.5	2
15	Pleasant communication	125	36	75	58	41	335	5.8	
Total							5760	100.0	

Note. To use 5 multiply the total of respondents in expectation 1 because the finding need only the first until the fifth ranks and 5 the highest value among 4, 3, 2 and 1.

Table 3 presents each value is weighed and is selected for the highest value and them to 1, 2, 3, 4 and 5. Hence, the rank of expectation 1 is the choice number 4 (Reasonable goods price), following by choice number 14 (Thainess; Thai style souvenirs) as expectation 2. While the expectation 3 is choice number 11 (Convenient traveling), following by the expectation 4 is choice number 6 (Friendly touch of Thai people) and the last expectation is choice number 5 (Good quality with inexpensive price).

Discussion

According to the findings reasonable goods price, Thainess (Thai style souvenirs), convenient traveling, a friendly touch of Thai people and good quality with inexpensive price are the factors that affect Japanese tourists. The convenient and quality factors accord with the paper of Wen (2009) that indicated on factors influencing the consumer online buying decision include customer's attitude (perceived convenience, perceived merchandise options, and perceived transaction), quality of web site design, information, system and service quality, customer satisfaction, and consumer trust.

Regarding the study of Witchayakawin (2009) revealed the relationship between the price of Thai merchandise and Japanese tourists' expectations and perceptions on beginning their shopping in Thailand is significant that relates to the findings in this study that the factors of reasonable goods price and good quality with inexpensive price are the crucial factors on souvenir purchasing in Bangkok. The price seems to pose no burden to Japanese tourists; quality matters and trust counts (Reisinger and Turner (1999) is in contrast with this study, Japanese tourists expect "Reasonable goods price" for the first expectation rank and the fifth expectation rank "Good quality with inexpensive price". Japanese tourists still consider price level a quality of product or service relationship.

Japanese tourists expected Thainess and Thai style souvenirs during their traveling and shopping in Thailand that accords to study of Timothy (2005) showed that tourists tend to look for souvenirs that represent the destination they visit (Turner and Reisinger, 2001). Japanese tourists visited Thailand and they also expected on Thainess and Thai style products. “Thainess” included food, festival, dance, art or lifestyle (Travel Voice, 2015) that related to the study of Letho, Chen and Silkes (2014), the local arts and crafts and items/craft unique to the destination were considered souvenir not only in souvenir shopping studies but also by the definition of souvenir (Littrell (1990) and Timothy (2005). Thainess and Thai style souvenirs affected Japanese tourists’ expectation. Thus, the sub-campaign “Discover Thainess” will affect more Japanese tourists’ expectation for their traveling and shopping in Thailand. The sub-campaign “Discover Thainess” purposes focusing for the new tourist market and also affects the repeated market as Japanese market as well.

The study of Reisinger and Turner (1999) about the unique cultural characteristics of Japanese tourists’ behavior that examined by Ahmed and Krohn (1992), Japanese tourists’ behaviors included belongingness, family influence, propensity to save and risk avoidance. They are always shopping for souvenirs for their families and friends. They would find every opportunity to shop for gifts to take home for their families – related with this study by the third expectation rank “Convenience traveling” and the fourth expectation rank “Friendly touch of Thai people” are important element for Japanese tourists during trip in Thailand because they always find opportunity to shop, need safety and risk avoidance.

Conclusion and Suggestion

The results expressed five factors on souvenir purchasing in Bangkok towards Japanese tourists' expectation including reasonable goods price, Thainess (Thai style souvenirs), convenient traveling, a friendly touch of Thai people and good quality with inexpensive price. The shopping arenas should focus on price that relates to quality of products and Thai style souvenirs (Thainess) especially for the Japanese market.

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