



TOURIST CHARACTERISTICS, TEXTILE SOUVENIRS, AND PURCHASE INTENTIONS OF BUYING FOR SELF VERSUS OTHERS

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Tourists' expenditure patterns have occasionally been studied, yet little is known about what influences tourists' souvenir-purchase decisions. Two objectives of this study were (1) to explore predictive relationships between tourist characteristics and purchase intentions for various categories of textile souvenirs and (2) to examine whether the relationships among purchase intentions and predictor variables are influenced by buying for oneself versus buying for others.

A total of 277 female tourists traveling to Mexico completed a questionnaire and responded to photographic stimuli of three Mexican textile products (t-shirt as a symbolic marker, woven rug as an ethnic product, and handwoven placemat as a generic handcraft). Findings suggested that the relationships between purchase intentions and some significant predictors such as tourism styles and attitude toward souvenirs were affected by souvenir categories.

Also, tourists who preferred traveling in a group showed strong intentions to purchase souvenirs when the items were considered as gifts. Based on these findings, recommendations are offered for tourism promoters and retailers who are marketing souvenirs to tourists.