

**TOURISTS' PREFERENCES OF SOUVENIR DESIGN BASED ON  
EXPRESSIVE ATTRIBUTES: A CROSS-CULTURAL PERSPECTIVE**

by

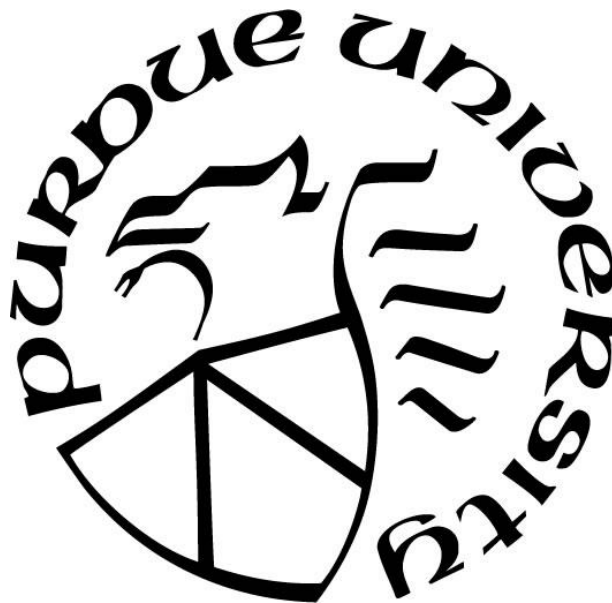
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*To my dear parents, Xiaomin Li and Qiong Tang.*

*I dedicate this thesis to you.*

*Your belief, sacrifice and encourage were the greatest sources*

*to drive me to keep learning, and never give up.*

*I wanted to approve that all your sacrifice is worthy and appreciated.*

*I love you so much.*

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## **ABSTRACT**

This study investigates the expressive design attributes of souvenir design preferred by tourists by comparing and contrasting preferences and perceptions of tourists from two different cultural groups. The study used a conjoint design to allow respondents to rank their preferences of sampled souvenirs which represents various expressive design attributes of souvenirs. This study uses conjoint analysis to test the relationship between those expressive attributes and tourists' perceived value and purchase intention. The results showed that the three expressive attributes, namely Makers' Mark attribute, Iconofetish attribute, and Relational attribute impact American and Chinese tourists perceived values of souvenirs and purchase intentions. The part-worth utility score indicates that comparatively speaking, American tourists prefer souvenirs with a dominant makers' mark and those that are connected to the local place or local people. On the other hand, Chinese tourists prefer souvenirs with a domestic iconofetish feature. This study highlights the relationship between the four perceived value – perceived functional value, perceived emotional value, perceived social value, and perceived novelty value – and the purchase intention, using Spearman's correlation. These results contribute to the literature of souvenir design. The culturally based preferences between the US and Chinese tourists allow designers and retailers to create and design souvenirs based on their preferred expressive attributes.

## CHAPTER 1. INTRODUCTION

The word 'souvenir' is described in the Cambridge Dictionary (2019) as an object you wish to preserve in remembrance of a special visit, event, or holiday. The word 'souvenir' originated from French, in which it literally means 'memory'. This indicates that the souvenirs' primary function is to serve as a reminder or link between the destinations and tourist's special moments or experiences from the time spent there (Gordon, 1986; Collins-Kreiner & Zins, 2011).

The 'souvenir' concept has been associated with the phenomenon of travel (Swanson and Timothy, 2012). According to records, the concept of souvenirs could be dated back to thousands of years ago, when the pioneers from ancient China, Roman, and Egypt went on adventures to explore the world and brought back rare artifacts to commemorate their journey (Cheng, Xu, Zhang, & Zhang, 2010; Horner, 1993). Another study claims that collecting souvenirs' in fact, constitute an original practice that emerged from Christian pilgrimages and wherein enthusiastic travelers hoarded objects from saints and sacred sites (Graburn, 1984; Swanson & Timothy, 2012). During this period, the souvenirs were primarily collected from nature or sourced through local artisans, as well as, the production of souvenirs was low, but these artifacts presented a closer connection with the destination. All souvenirs reflect the destinations' genuineness, uniqueness, and culture, which is an epitome of local culture, lifestyles, and practice. Such souvenirs with typical regional characteristics support the travelers' understanding of destination authenticity (Littrell, Anderson, & Brown, 1993).

Later, industrial revolution transformed this situation and raised the possibility of mass-produced souvenirs (Paraskevaidis & Andriotis, 2015). A variety of tourism products have been observed to enrich the souvenir market, including T-shirts, magnets, postcards, jewelry, accessories, wearable items, etc. In 1986, Gordon sorted those souvenirs into five categories: The pictorial image (postcards or magnet), piece-of-the-rock (the object collected from nature), symbolic shorthand (the item with landmark signs or patterns), markers (the product with the mark of which it came from), and a local product (indigenous product of destination). However, the souvenirs' mass-production also changed the souvenir's function in regard to the representation of the destination and lowered the souvenirs' artistry and authenticity (Thompson, Hannam, & Petrie, 2012). The enriched souvenir market offers more options for travelers to make a selection.

Correspondingly, tourists with this change in product offerings transitioned into considering more factors as the criteria to make their final selection.

Several studies focus on souvenir attributes in identifying those which might impact tourists' shopping behaviors, their preference to purchase the souvenir with unique features that reflect the destination authenticity (Littrell, Anderson, & Brown, 1993); also some tourists considered other factors like if the souvenir is portable, expensive, and usable (Graburn, 1989); while other tourists evaluated critical attributes influencing their purchasing behavior, including souvenirs' value (quality), souvenir design factors (size, color, shape, appearance), and the uniqueness (authenticity) (Turner & Reisinger, 2001). Moreover, several previous research pieces have studied the souvenirs' in other aspects to enrich the literature. Some examples are the souvenir authenticity (Lin & Wang, 2012; Littrell, Anderson, & Brown, 1993), tourism arts and aesthetics (Horner, 1993; Hume, 2009), souvenir message and meaning (Cohen, 1995; Bunn, 2000), souvenir shopping and consumer behavior (Gordon, 1986; Anderson & Littrell, 1995). Hume (2014) has defined five expressive attributes, medium (materials of souvenir), maker's mark (producer or destination's mark), relational (how souvenir related to the destination), invitational (the narrative of souvenir design), and iconofetish (how iconic sign or event connect with souvenir) as dimensions to classify the souvenirs into three discrete groups. Prior studies explored souvenir development and attributes from multiple perspectives, but no other research has intensely focused on the souvenir expressive attributes except for Hume's study. However, the expressive attribute is a vital part of souvenir design. Through souvenirs' materials selection, appearances, and signs' design, designers can deliver souvenirs' exchange value, use value, culture value, and spiritual value to the consumers. Expressive attributes constitute a general perspective to consider how those single design elements, such as color, shape, and symbolic sign, can be grouped as an integral work that presents an abstract image of tourists' destination.

Tourism activity is a cross-culture event that leads the tourists away from their familiar living environment (Crompton, 1979; Burns, 1999). Culture is a fundamental factor that determines individuals' purchasing behaviors. It affects not only individuals' demands for products (Reisinger & Dimanche, 2010), but also influent tourists' preference, expectation, and interpretation on tourism product (Li, 2014). The researcher must distinguish the tourists into different national culture segments, especially for the long-haul outbound tourists. The existing body of literature has explored how Asian and Western tourists perceived the relational service attributes (Tsang &

Ap, 2007), how Pacific-rim countries' tourists acquire travel information (Chen J. S., 2000), as well as American and Chinese tourists' diverse experiences on visiting the hotel website (Kang & Moscardo, 2006; Lehto, Shi, Anaya, Lehto, & Cai, 2018). As such, there is a research gap as regards how cross-culture factors impact tourists' preference for souvenir selection.

Many tourists suppose that souvenir purchasing is an integral part of their traveling (Swanson & Horridge, 2006), and souvenir shopping has already emerged as one of the primary motives to pull tourists to make a trip (Kent, Shock, & Snow, 1983; Wong & Wa, 2013). Thus, it is imperative to explore how tourists identified as customers engage in shopping behavior. No studies connect the souvenir expressive attributes with tourists' shopping behaviors, thus exposing a research gap. The number of studies focusing on souvenirs' various attributes also raises a need to explore how expressive attributes relate to tourists' perceived value on souvenir selection and purchasing. All future studies focusing on souvenir and tourist shopping behaviors thus would benefit the souvenir designer, souvenir retailer, and destination management company.

### **1.1 Purpose and Objective**

The present study's primary purpose is to understand tourists' preference regarding souvenir expressive design factors by investigating American tourists and Chinese tourists. The initial intention is to examine whether different cultural backgrounds can be considered a contributing factor in influencing the tourists' perceived value and purchase intention, based on the different souvenir expressive attributes. This study explores four necessary elements: tourists, souvenirs, perceived value, and purchase intention. The conjoint analysis was utilized as the study design in order to examine the relationship between the factors.

The objectives of this study are the following:

1. To examine travelers' preferences about souvenir expressive design factors and souvenir types.
2. To examine how travelers' souvenir design preferences, influence their perceived value and purchase intentions.
3. How do Chinese and American tourists differ in their preference for specific expressive design factors of souvenir?
4. What are the differences between Chinese and American travelers in terms of the relationships between preferences of souvenirs expressive design factors, their perceived value of souvenirs, and overall purchase intention?

## **1.2 Organization**

This paper consists of five main sections. Chapter 1 provides the background of this research, the history, and development of the souvenir, followed by souvenirs' meaning, and the current trends of the souvenir market. The purpose and objects of this study are also explained in this part. Chapter 2 provides a synopsis of the literature on souvenir, perceived value, purchase intention, conjoint analysis, and cross-culture research: comparing American and Chinese consumers. The literature review would help to understand all the relevant concepts of this study and the current trends of the souvenir market. Chapter 3 mainly discusses the methodology selected and used, the how-to design for this study, and the instrument. Chapter 4 presents the result of the study, wherein, the detailed data analysis content is showcased. Last but not the least, Chapter 5 discusses the main findings of the study, provides some remarkable suggestions for the souvenir design and retail market, and then discusses the study limitation and the conclusion.

## **CHAPTER 2. LITERATURE REVIEW**

### **2.1 Souvenir**

From the anthropology perspective, ethnicity is defined as a unique host culture that is different from indigenous tourist culture, and this distinctive culture appeals to the tourists, underpinning their visit. They emphasize that the objective underscoring the souvenirs production in locals may have dual purposes, both for the local and the tourists' consumption. The souvenirs have not been wholly distinguished from the products for domestic use, and the souvenirs are easy to find that contain both local traditional and foreign elements (Graburn, 1984). This is the history of those souvenirs still reserve the handicraft attribute, and this is the typical type that can directly reflect destinations' authenticity through the trace of souvenir expressive attributes. However, the commercialization of souvenirs is affected by "post-modernism and consumerism" (Burns, 1999). Modernism and consumerism bring the concept of "commodity fetish" affirming thus the significance of consumption itself, and also emphasize that the commoditization of the event and objective would erode the initial meaning leading to the dependency states, such as cultural dependency (Firat, Kutucuoglu, Saltik, & Tuncel, 2013). Then, the massively produced souvenir resulted from this modernism and consumerism, which reduce the authenticity of the souvenir itself, and deduce the connection between the souvenir and destination.

Souvenir is not just an isolated element that appears in the tourism industry, the relevant factors, such as destination, and tourists, are also affect the souvenir purchasing so much, and relationship among all those three main elements will be briefly discussed in this study. Souvenirs' value does indicate not only the destination's image but also the combination of the host culture and particular indigenous aesthetic (Graburn, 1984). A souvenir is an object that has grown concurrently with the growth of tourism activities and reflects on the features of the destination, the culture, even the tourists' travel experience (Kong & Chang, 2016; Collins-Kreiner & Zins, 2011). One of the souvenir functions is to transfer the intangible traveling experience to be the tangible items, which contain the extraordinary memory and experience that tourists have gained at the destination (Collins-Kreiner & Zins, 2011; Swanson, 2004).

It is crucial to figure out the relationship between the souvenir and destination, in other words, to find out how souvenir reflect the destination image through their expressive design

factors. The Boomerangs (figure 2.1 (a)), the traditional hunter tool utilized by aboriginal Australia (Hume, 2009). As a souvenir, the expressive factors present its unique shape, usage, and pattern, telling a story about the aboriginal Australia, namely, it can be considered as an epitome of ethnography. The boomerang shows the relations with the local people and place (rational factors), and symbolic aboriginal Australia culture (iconofetish factor). The shrank with Kyrgyz pattern (figure 2.1 (b)), it was basically sewn by the female in the Soviet Union and made for local wedding used (Burns, 1999). The Kyrgyz pattern on the shrank, was given special meaning and usage by their community (iconofetish factor) and demonstrate the unique custom of the place (relational factor). Basing on Boomerang and Shrank expressive factors, tourists are readily to make an association with the destination or their traveling experience.



(a) Boomerangs, Aboriginal Australia



(b) Shrank with Kyrgyz pattern, Soviet Union

Figure 2.1 Traditional souvenir samples

Souvenir is considered a medium that connects the tourists' knowledge, personal experience, and the emotional value to recall the particular event or the memory (Herve, 2016). In the souvenir purchasing study, during the transaction process, the tourists have dual identifications: they are not just travelers who explore the local culture at a specific time, but they are also the customers making a purchasing decision for souvenirs. Then, expressive souvenir design is an element that impacts tourists to generate the perceived value and purchase intention. It also reminds tourists of their traveling experience, the exciting activities have involved, the different culture has experienced, the grand buildings have visited, the delicious food has eaten. Moreover, to commemorate the great experience, tourists are willing to purchase souvenirs. The more satisfied tourists are with the traveling, the greater the chance of purchasing souvenirs.

Expressive factors, it is an essential design element that can deliver destination features. Only if the souvenirs indicate the authenticity of the destination through the expressive factor, then the souvenirs can be more popular among tourists. Corresponding, if the destination good enough to offer high-quality service, tourists can attain more resonance through the souvenir expressive design factors. This can impact the customers' attitude and traveling experience, influencing tourists' re-purchase and revisit intentions in the future.

### **2.1.1 Souvenir authenticity**

Authenticity is a concept that means the quality of being authentic, Boorstin (1964), stated that tourists experience the "pseudo-event," which means the tourists do not have a chance to acquire authentic travel experience. The "environment bubble" indicates the construct designed by the destinations and hotels, wherein they determine the sites and the places most frequented by travelers, making travelers have limited opportunity to enjoy the residents' daily life (Shen, 2011). With the tourism industry's development, the tourists' requests are not just focused on the visit "destination," which differs from everyday life. Tourists have a higher requirement necessitating authentic travel experience, such as being involved in local activities, experience local culture, learn ethnography, and the history of the destination. Besides the traveling experience requirement, travelers are also looking for objective authenticity to prove their authentic traveling experience (Elomba & Yun, 2018).

In the tourism context, objective authenticity can also be known as souvenir authenticity. That is, tourists prefer to purchase those souvenirs that reflect the local feature. What is the souvenir, and how it connects with the destination, there are three dimensions to explain this relationship: (1) souvenir contains the traditional native culture; (2) the display of the souvenir will indicate the external contacts adapt to cultural traditions; (3) the souvenir itself merges the novelty factors into the traditions. And for the destinations or host perspective, the cognitions of souvenirs are (1) local community making the artifacts; (2) external impact on the local or dominant the distant society (Graburn, 1984). Handmade souvenirs usually are considered as more authentic in indicating the destination feature (Graburn, 1984). The handmade souvenirs are made from local materials or traditional craftsmanship, and the local community member might consider them as tools or accessories (McLeod, 1976).



The souvenir expresses the destination features through design elements, such as the shape, color, pattern, usage, and etc. All those factors manifest the relationships between the souvenirs and destinations. The three expressive factors used in this research are the makers' mark, relational, iconofetish. From an expressive perspective, they can be regarded as dimensions that measure the relevance of souvenirs and destinations. The maker's mark means whether there is a maker's mark on the souvenirs' appearance representing the regional family business or local artificer/artiest, such as brand, trademark, and signature, to certify that local parties made the souvenir. The relational factor discussed this type of connection more bluntly and illustrated how those design elements related to the destinations, such as shapes, patterns, workmanships, and legends of the souvenirs. The iconofetish, as one of the expressive factors, emphasizes the symbolic meaning of the souvenirs, if it can be understood by the public or only the regional residents.

With the global economic development, modernity, and market dynamics, including the environment changes, are transforming the role of travelers who purchase souvenirs from 'buyer' to the 'customers' (Bayley, 1991). The main reason is resultant mass production, when sellers find easy ways to reduce the cost per unit, for example, by replacing traditional craftsman by retailers to satisfy tourists' demands (Burns, 1999). When those 'object' demand transferred from resident-oriented to be market-oriented, the souvenir's quality and expressive attribute requirements are change gradually. To maximize the profit, there are more commercial requirements on souvenir production trends, including mass production, low cost, incongruous design, but iconic (Mossberg, 2007; Steffen & Nyffenegger, 2010).

In the tourism market, mass-produced souvenirs are more market-oriented, it lacks design and flood the whole market. However, it may be accessible in the market for some customers. For those tourists that want to explore the destination and find out the objective authenticity, it is hard for them to select a satisfied souvenir.

Authenticity is a self-conceptual to identify the feelings of product uniqueness, which is the main factor in constructing the souvenirs' authenticity (Elomba & Yun, 2018). Culture is one of the elements that influence the definition of souvenirs' authenticity by individuals. Then, referring to tourists from different cultural groups, they may prefer souvenirs based on their own perceptions. This study is unbundling the souvenir expressive factor to test tourists' preference and to understand how they construct the concept of souvenirs' authenticity regards to cultural factors. In addition, culture is one of the factors that categorize the market segments. Understanding tourists'

preference for expressive design factors can offer insights for marketers, designers, even the destination management companies to improve souvenir relevant service.

### **2.1.2 Souvenir type**

Hume (2014) measured the souvenir through five expressive attributes (Medium, Maker's mark, Relational, Invitational, and Iconofetish). Then, he divided the souvenirs into three discrete groups:

(1) The sampled: This group lay more emphasis on the natural attributes of the souvenir, that is, the elements are used in natural and original form, without any interference, such as seashell. (2) The crafted: This group emphasized the handicraft and other artwork introduced in making the souvenir, which was not initially present, thus indicating the characteristic feature of the destination, such as the boomerang. (3) The representative: This group lays emphasis on the souvenir containing comparatively more commercial elements, such as postcards. Most souvenir products in the tourism market do not consist of single factors. Therefore, Hume sorted the souvenir as three discrete groups instead of the three types.

There is another classification method popular to sort the souvenir types, Gordon (1986) state that, there are five general types of souvenirs, including pictorial image, piece-of-the-rock, symbolic shorthand, markers, and local product, the following paragraph will explain each of them one by one.

Pictorial image refers to the sorting of those features of the souvenir that can be printed with the typical picture or figure. Postcard, painting, and puzzle are the products under this type (Gordon, 1986). Such as the puzzle, through the photographs, it shows a vivid view of the destination.

Symbolic shorthand is a type of souvenir that indicated the landmark or the destination's iconic image (Gordon, 1986), which is one of the popular souvenir types. Such as a clay art piece, Galo de Barcelos (Barcelos Rooster), it is a souvenir that deems as the symbol of the Portuguese characteristic.

Markers shows souvenirs' features and can be some words printed on the product to reveal the tourism destination directly, and those words could write on the bags, t-shirt, even the water bottle. Besides, these souvenirs are mass-produced commercial products (Gordon, 1986), the





sample of this souvenir type can be the sweaters printed with the name or the national flag of the destination.

The local product is a type of souvenir that has the closest connection with the destination, it means the product that is only produced at the destination or the related products, for example, food, beverage, or clothing with an indigenous production method or specific pattern (Gordon, 1986). Such as the Ginja de Obidos, which is a sour cherry wine, and the primary material, sour cherry, only grows in this area.

Piece-of-rock is another type of the souvenir, which emphasizes that the object was directly collected from nature, that is, no human intervention, like a seashell, leaves, soil, or even rock from the destination (Gordon, 1986).

Table 2.1 is the detailed information for the sample souvenirs, selected as the samples for this study. Obidos, Portugal was chosen as the destination in this study (the reason will be explained later). Obidos is a famous town for its history and reserved building, and correspondingly, a piece-of-the-rock mostly describes the type of souvenirs that could be attained directly from the environment, not applied for this tourism heritage site. The selected souvenir samples are Obidos flower puzzle, Galo de Barcelos/ Barcelos Rooster, Sweatshirt, and Ginja de Obidos/ Sour Cherry Wine.

Table 2.1 Introduction for souvenir samples

<i>Types of souvenir</i>	<i>Souvenir</i>	<i>Description</i>
<i>Pictorial image</i>	 <p>Obidos flower puzzle</p>	The obidos as a mediaeval town is well-preserved, many religious and civil architecture still remained. The grand castles, the maze of the streets, and Manueline porticoes constitute picturesque scenery. This puzzle, as a souvenir, is a good representation of this town (Turismo de Portual, 2013).
<i>Symbolic shorthand</i>	 <p>Galo de barcelos/ Barcelos Rooster</p>	The Galo de Barcelos (Portugal rooster) has become the national symbol of Portugal - it signifies progueses charateritic honesty, integrity, trust, and honor. This souvenir is in the shape of a black rooster with colourfully painted, and commonly displayed as a clay art piece, the name of Galo de barcelos would be also appeared at the clay cover. (Maria, 2015; Tiago, 2011)
<i>Markers</i>	 <p>Sweatshirt</p>	The typical commercial souvenir, which is inscribed with words "Obidos", "Portugal", and the Portuguese national flag to indicate the location of the tourism destination.
<i>Local product</i>	 <p>Ginja de Obidos/ Sour Cherry Wine</p>	Ginja de Óbidos is a natural handmade sour cherry liqueur of unique quality. It combines the wisdom and ancient traditions of Monks with the exceptional quality of the fruits from the Obidos region. It is a richly flavoured smoothe cherry liqueur with a complex structure and a long bouquet. (Obdos Criativa EEM Municipio de Obidos, n.d.)

### **2.1.3 Design semantic and attributes of souvenir design**

The expression of the authenticity of the destination in the souvenirs is dependent on the design semantic function. The product itself should indicate and embody a strong sign to suggest its purpose (Krippendorff, 1990), and correspondingly, when it comes to the souvenir, it would be more complex. The expressive attribute of the product can indicate the qualities or characteristics of what the designer wants to convey, and the product shape, color, shape, or even the material could be defined as the product expression (Sunde, 1998). Design semantic is emphasis how to transfer the designer idea and concept to be the physical factor, then express on the product.

In this study, the souvenir is the product that needs to express the content of what designer wants to convey and should take into account how this content connects with the destination, how could souvenirs indicate the local culture, how would it showcase the feature of the destination. All those points are accounted for through the attributes of the souvenirs.

Attributes are seen as the inherent features of something, and correspondingly, the attributes of a product become the selection criteria for customers to make a purchasing decision (Swanson & Horridge, 2006). In the past, many studies have focused on the souvenir or customers' purchase intentions. However, the study of the attributes of souvenirs focuses on three main aspects of 1) Care and travel: this requirement is one of conditions that tourist will consider, if the souvenir is easy to care and ease to carry, especially for long distance travelers (Kim & Littrell, 1999) ; 2) Aesthetic: for those tourism craft and art, their function is decoration, more emphasis on its visual effect (Swanson & Horridge, 2006) ; 3) Uniqueness: it is a integrity of souvenirs' workmanship, use, cultural, and aesthetic factors, especially the relative with the local place and people. This could help satisfied the tourists' demand of looking for destination authenticity (Littrell, Anderson, & Brown, 1993).

This research is different from those studies and explores expressive attribute as the key attribute, which means how souvenir is designed and how can it express the local culture and improved tourism authenticity. Hume (2013) enriched the category for sorting the souvenirs types, he constructed a system by using five expression features (three expression features would be applied in this study), that is medium, marker's mark, relational, invitational, and iconofetish to measure how those factor impact souvenirs' expression attribute, and then sorting the souvenir into three discrete groups, which are sampled, crafted, and representative.

- (1) Medium: This assesses the importance of the raw material that constitutes the souvenir and the significance of this in the object/artifacts activity as a souvenir.
- (2) Maker's mark: This assesses the level of human intervention that the object/artifact has undergone and how important it is to its function as a souvenir.
- (3) Relational: Defines what the object/artifact relates to.
- (4) Invitational: This measures the object/artifact's capacity to absorb the tourist's narrative.
- (5) Iconofetish: This investigates where and how the inherent narrative of the object/artifact resides.




The five expression features (Hume, 2013, p121)

In other words, (1) medium, mainly refers to the connection between souvenir materials and destinations. If the destination is the only origin of the materials, the higher uniqueness of the materials, the stronger the properties of the expressive attribute; (2) Maker's mark means the maker's signature or the brand mark would direct appear on the souvenir. There are two levels of this factors, present or dominant, the distinguish of this two-level is that the front only presents the makers' signature, brand name, or the destination name, but it hasn't changed the primary function of the souvenirs, such as the local food with the local manufactures name. However, latter means those signatures, brand names or the destinations dominant the souvenir itself, such as the bags, cups, or T-shirt with the destinations' names or symbolic sign, even they still have the primary function, but those makers' mark indicates the add-on value of those souvenirs. (3) Relational, means how this souvenir itself has a connection with the destination, if the pattern or sign on the souvenirs, express the relationship with local people or local place. (4) Invitational, it demonstrates the souvenir's narrative, simply to say, it is from tourists' perspective to understand the meaning of the souvenir. This is a very subjective measure, then it won't apply to this study. (5) Iconofetish emphasizes those signs or patterns show on the souvenir, and there are two levels of these features, public or domestic. Public means if the meaning of those signs or patterns was known by all the people, such as the Eiffel Tower, which is an iconic sign representing Paris, known worldwide. If not, they are sorted as domestic.

In this study, the medium of the souvenir makes it hard to tell the difference only from the picture. The medium attribute was deleted to reduce the bias of the tourists' cognition. What's more, the invitational attribute is hard to have a precise number level to define the "capacity to absorb the tourist's narrative," and this attribute was deleted, either. Table 2.2 will identify all four souvenir samples expressive attributes for each level.

For souvenir samples, have chosen for this study. Makers' mark attribute, Galo de Barcelos, and Sweater were defined as dominant since the words appear in the souvenirs' cover were identified as the souvenir, and it similar as a label to directly telling the information of the product. However, for the Obidos flower puzzle and Ginja de Obidos, the words appear on the surface. The primary function of the souvenir is not dominant by those words. The relational attributes indicate the connection between the souvenirs and the destination. The Obidos flower puzzle and "Galo de Barcelos/ Barcelos Rooster was defined as related to the local place and people. The figure on the puzzle shows the basic view of the Obidos, the plant and the whole environment also reflect how residents live there, and Galo de Barcelos/ Barcelos Rooster itself is the symbolic sign of the Portuguese's spirit. The souvenir sample sweater and Ginja de Obidos was defined as the level related to the place. Iconofetish emphasizes the meaning that souvenir express, Obidos flower puzzle, and Sweater contained the public meaning of the site. Compared with the Obidos flower puzzle and Sweater, Galo de Barcelos/ Barcelos Rooster and Ginja de Obidos are only produced at that specific destination.

Table 2.2 The expressive features define of each souvenir sample

	Maker's Mark		Relational		Iconofetish	
	Present	Dominant	Place and people	Place and/ or people	Domestic	Public
 <p>Obidos flower puzzle</p>	X		X			X
 <p>Galo de barcelos/ Barcelos Rooster</p>		X	X		X	
 <p>Sweatshirt</p>		X		X		X
 <p>Ginja de Obidos</p>	X			X	X	



## **2.2 Tourism Shopping and Souvenir Shopping**

Shopping has gradually emerged as a critical element in the growth of the tourism industry. In some cases, it functions as the determinant factor that impacts the customers' selection of the travel destination (UNWTO, 2020). Besides the tourists' expenditure on accommodation, transportation, food, and beverage, retailing is another industry that benefits from tourism shopping (Fowler, Yuan, Meng, & Xu, 2012). Souvenir shopping can be inferred to be distinct from other tourism shopping behavior based on its unique function that transfers the invisible experience to the visible object and develops into a tangible memory of traveling experience (Kong & Chan, 2016). From a market perspective, the customers' purchase decision is governed by these five steps (1) Recognizing the needs: make sure what they want; (2) Searching the information of the product: scope out the available products in the market; (3) Evaluating all the alternatives, several manufactures might offer the similar products in the market: assess the most suitable product as per individual needs; (4) Making purchase decision basis the result of the evaluations: identifying and selecting one of the available options; (5) Post-purchase assessment, re-evaluate the product and consider if it will conduct the repurchase in the future (Kotler & Armstrong, 2018).

However, not all tourism shopping behaviors conform to this description. Fowler, Yuan, Meng, and Xu (2012), have applied the consumer behavior concept to entail planned purchase, impulse buying, and experiential shopping in the tourism context. As mentioned previously, planned purchase implies that the customers would conduct consumption with the purpose of the purchase. Impulse buying emphasizes that consumer behavior is a sudden action; that is, the customers did not have any purchase intention before entering the marketplace. This behavioral pattern depends on customers' personal preferences, mood status, and sensory stimulation (Rook & Gardner, 1993; Beatty & Ferrell, 1998).

In comparison with the other two purchase methods, experiential purchase emphasis the experience that customer attained, which also known as hedonic consumption. Unlike utilitarian consumption, which is a task-oriented buying behavior, experiential consumption aims to satisfy the customers' hedonic demands that offer an entertaining or recreational experience (Levy, Weitz, & Grewal, 2019). Experiential purchase refers to the influence of tourists' emotions and feelings on the purchase decision.

In the process of souvenir shopping, the customer would make a judgment on souvenir values. Correspondingly, Paraskevaidis, and Andriotis (2015) have explored the concept of

souvenir value as commodities and state that the souvenir comprises four values: exchange value, use value, sign value, and spiritual value. In the tourism context, the exchange value signifies the monetary or economic value. The use-value indicates the functional value that the souvenir contains and can be utilized based on the artifact's physical properties. The sign value is related to the souvenir authenticity and uniqueness as the rarity of souvenirs helps tourists distinguish one specific artifact from others to have more prestige and status. Spiritual value emphasizes the corresponding spiritual support induced by religious-related tourism activities and souvenirs. Paraskevaidis and Andriotis (2015) discuss how souvenir products reflect the value through the tourist groups. All those values that souvenir contains weigh-in subsequently as the criteria to help tourists make a souvenir selection.

Different tourist groups may demonstrate different purchasing behaviors based on their demands and judgments. How the different tourists' groups select the souvenirs? What are their consumption habits? Do different groups have different preferences on souvenirs' value? What trend of consumer behaviors are the tourist groups willing to follow? This indeed is an exciting research topic. In this research, the American tourists and Chinese tourists will be selected as study objects. Thorough data analysis would be conducted to identify the points of difference between these two groups.

## **2.3 Perceived Value**

Perceived value is a vital section in marketing activities and results from the trade-off between customer perceived benefit and perceived cost (Dumond, 2000; Raval & Grönroos, 1996; Monroe, 1990). When tourists visit the gift shop and consider purchasing a souvenir to commemorate their travel experience, they are already transferring their identity from a tourist to be a consumer. At this stage, the main task for a customer is to decide how to evaluate these kinds of products, what they can get from the souvenirs, and what they may sacrifice at the same time.

Customers base their purchase decisions on various product' attributes by comparing the available types and then assess the value of those products. Each customer has a distinct preference for products' characteristics and perceived value selection based on customers' different experiences, cultures, and educational backgrounds. Perceived value focuses on the products' attributes and assesses if the quality meets customers' demands (Woodruff, 1997; Mathwick, Malhotra, & Rigdon, 2001). However, perceived value is one of the components that belong to the

customers' cognition value. In other words, those personal factors would impact individuals perceived value.

Perceived value is impacted by customers' experience and influences customers' future re-purchase intentions (Yuan, Morrison, Cai, & Linton, 2008). And the experience might vary from person to person, affecting different criteria on satisfaction, purchase intention, and even customer loyalty (Kuo, Wu, & Deng, 2009). What's more, when customers plan to purchase products at the destination, they play double roles and a trip or vacation are considered as a special period that is a distinct particular away from the normal routine (Crompton, 1979; Burnusual9; Oh, Cheng, Lehto, & O'Leary, 2004). The experiential view focuses on customers' positive feelings and emotional experience and helps to explain these types of changes on tourists' perceived value (Sanchez, Callarisa, Rodriguez, & Moliner, 2006). The user-based approach raised by (Garvin, 1983) also mentions that customers' product evaluations are subjective, which means customers' personal preferences and experience are more important. Tourists' perceived value would not only lead to the development of a product perspective to have an assessment. When it comes to tourism contexts, it is evident that some tourism products contain unique values that are beyond the tangible attributes.

The symbolic meaning of the tourism product could be reminding tourists of the feelings they experienced, the services attained, the activities undertaken. All those sensory factors would influence tourists' perceived value. The traditional view from customers' perspective to assess a product value is an economic utility (Zeithaml, 1988). Later, a multi-dimensional framework was constructed to enrich the theoretical field to help improve this assessment. The meaning that product contained refers not only to the price, quality, but also some intangible attributes (Havlena & Holbrook, 1986). Perceived value is a way to express the relationship between customers and products. This means the value could be multi-dimensional to indicate those complicated relationships (Wang, Yaoyuneyong, Sullivan, & Burgess, 2018).

The value dimension could be even referred to as consumer behavior, customer psychology, sociology, etc. Later, they extended the perceived value to five categories, including perceived functional value, perceived value for money, perceived emotional value, perceived social value, and perceived novelty value (Sweeney & Soutar, 200; Wang, Yaoyuneyong, Sullivan, & Burgess, 2018; Williams & Soutar, 2009).

Table 2.3 is shown the summary of the previous perceived value study history.

Table 2.3 Summary of perceived value study

<i>Author</i>	<i>Article</i>	<i>Dimensions</i>
<i>(Zeithaml, 1988)</i>	Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence	Price Perceived quality Perceived value
<i>(Sheth, Newman, &amp; Gross, 1991)</i> <i>(Sheth, Newman, &amp; Gross., 1991)</i>	Consumption values and market choices: Theory and applications (book); Why we buy what we buy: A theory of consumption values	Social value Emotional value Functional value Epistemic value Conditional value
<i>(Groth, 1995)</i> <i>(Groth J. C., 1995)</i>	Important factors in the sale and pricing of services; Exclusive value and the pricing of services	Cognitive: perceived utility Psychological Internal External
<i>(Grönroos, 1997)</i>	Value-driven relational marketing: from products to resources and competencies	Cognitive Emotional
<i>(Woodruff, 1997)</i>	Customer value: the next source for competitive advantage	Economic benefits Cognitive benefits Emotional benefits
<i>(De Ruyter, Wetzels, Lemmink, &amp; Mattson, 1997)</i>	The dynamics of the service delivery process: a value-based approach	Emotional or intrinsic value Functional or extrinsic value Logical dimension
<i>(Grewal, Monroe, &amp; Krishnan, 1998)</i>	The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions	Acquisition value Transaction value
<i>(Sweeney, Soutar, &amp; Johnson, 1999)</i>	The role of perceived risk in the quality-value relationship: A study in a retail environment	Social value (acceptability) Emotional value Functional value (price/value for money) Functional value (performance/quality) Functional value (versatility)
<i>(Holbrook, 1999)</i>	Consumer value: a framework for analysis and research	Extrinsic value and intrinsic value Self-oriented value and other-oriented value Active value and passive value
<i>(Sweeney &amp; Soutar, 2001)</i>	Consumer perceived value: The development of a multiple item scale	Functional dimension (economic and quality) Social dimension Emotional dimension
<i>(Mathwick, Malhotra, &amp; Rigdon, 2001)</i>	Experiential value: conceptualization, measurement and application in the catalog and Internet shopping environment	Economy Experience
<i>(Petrick, 2002)</i>	Development of a multi-dimensional scale for measuring the perceived value of a service	Social Emotional Price (value for money) Quality (performance)
<i>(Benkenstein, Yavas, &amp; Forberger, 2003)</i>	Emotional and cognitive antecedents of customer satisfaction in leisure services: the case of the Rostock Zoo	Cognitive factors Emotional (psychological) factors

Table 2.3 continued

<i>(Duman &amp; Mattila, 2005)</i>	<i>The role of affective factors on perceived cruise vacation value</i>	<i>Novelty Control Hedonics Efficiency</i>
<i>(Martina G. Gallarza, 2006)</i>	Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behavior	Efficiency Play Aesthetics Social value Service quality
<i>(Sanchez, Callarisa, Rodriguez, &amp; Moliner, 2006)</i>	Perceived value of the purchase of a tourism product	Functional value of the travel agency Functional value of the contact personnel Functional value (quality) Functional value price Emotional value Social value
<i>(Nasution &amp; Mavondo, 2008)</i>	Customer value in the hotel industry: What managers believe they deliver and what customer experience	Reputation for quality Prestige Value for money
<i>(Williams &amp; Soutar, Value, Satisfaction and Behavioral Intentions in an Adventure Tourism Context, 2009)</i>	Value, satisfaction and behavioral intentions in an adventure tourism context	Functional Value Value for money Emotional Value Social Value Novelty Value
<i>(Bradley &amp; Sparks, 2012)</i>	Antecedents and consequences of consumer value: A longitudinal study of timeshare owners	Consumer experience Product experience Consumption experience Learning experience
<i>(Eid &amp; El-Gohary, 2015)</i>	Muslim tourist perceived value in the hospitality and tourism industry	Quality Price Emotional Social Islamic physical attributes Islamic nonphysical attributes
<i>(Wang, Yaoyuneyong, Sullivan, &amp; Burgess, 2018)</i>	A Model for Perceived Destination Value and Tourists' Souvenir Intentions	Functional Value Monetary Value Emotional Value Social Value Novelty Value

### **2.3.1 Functional value**

According to Sheth, Newman, and Gross (1991), functional value refers to how customers perceive the product, that is, the usage of the items, and extent of the products in terms of the utilitarian, functional, and physical performance. However, in their research, this functional value contained both price and quality components. Price and quality are the two essential elements that drive consumers' purchase behavior, and these two attributes combine with the reliability and durability to indicate how the economic utility is contained by the product (Parasuraman, Zeithaml, & Berry, 1988). Later, Sweeney and Soutar (2001), in their research to develop the functional value, after extensive data collection, divided the functional value into two items: price and quality. Though both two factors are considered from a unitarity perspective, the former emphasizes the cost reduction of the product and the latter quality and expectation of the product.

Functional value emphasizes product performance but is restricted to the general physical product and contains the invisible product, service (Sweeney and Soutar, 2001). Williams and Soutar (2009) applied this concept to the tourism context in discussing how functional value operates in adventure tourism case, except the facility setting, itinerary planning, and even the safety are the key points necessitating discussion. In this research, the study objects are the souvenirs, to dimension the functional value of the souvenirs expressive attribute, the scale items are developing to help customers build up new judgment on souvenir selection.

The price value is another item necessitating discussion when it comes to perceived value. However, in this scenario-based research, data was collected online, respondents cannot really see the specific physical product. There are many souvenirs, even with the same appearance, they might use different materials with various qualities. Therefore, if respondents cannot feel the souvenirs in hand, they cannot have a real judgment and may fail to provide a good response. Hence, it is meaningless to study the price value in this case.

### **2.3.2 Emotional value**

This term refers to the perceived utility acquired from an alternative's capacity to arouse feelings or affective states (Sheth, Newman, and Gross, 1991, p161). Though the emotions aroused are associated with personal experience, perceived emotional value means the product could change the customers' feelings and emotions when selecting a product (Sweeney and Soutar, 2001).

The purchase decision is a process wherein customers go through a cognition-attitude-behavior process (Solomon, Russell-Bennett, & Previte, 2012). The personal experience might lead to variable emotions and feelings, and all those valuable emotions would attract customers to experience perceived emotion value (Laverie & Kleine, 1993).

### **2.3.3 Social value**

"You are what you buy" (Todd, 2012) and correspondingly, the profile of individuals, which includes personality, social status, and even their career, could define the consumer profile. Sometimes, individuals prefer to improve social approval and enhance the groups' awareness of belonging through purchasing (Solomon, Russell-Bennett, & Previte, 2012). Social value is a way to help consumers strengthen the self-concept and attain the utility of a social perspective (Sweeney and Soutar, 2001).

The studies emphasized the importance of customers' perceived social value, that is, those experiences or memory associated with the product or service that they prefer to share with others (Sweeney and Soutar, 2001). Especially, as regards souvenir purchasing, it pertains to the hedonic consumption. The customers need to assess if the souvenir could help consumers impress others or classify themselves to contribute to symbolic inclusion.

### **2.3.4 Novelty value**

The novelty value is transferred from epistemic value, that is, the perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge (Sheth, Newman, and Gross, 1991, p162). This value emphasizes that the customers have the requirement for something distinct from their normal life, the novelty value could satisfy their seeking, exploratory, even learning need (Sweeney and Soutar, 2001). In the tourism context, traveling is underscored by the intention to find out the innovation point of the journey and experience the different host cultures of the destination (Weber, 2001; Crompton J. L., 1979).

In this study, souvenir purchasing demonstrates an analogous phenomenon, wherein, the novelty factors could attract more attention from the customers, those perceived novelty value would provide travelers a chance to try, experience, and change from the normal lifestyle.

Table 2.3 shows the modified perceived value that applied in this study.

Table 2.4 Measure scale for each perceived value

<b>Reference</b>	<b>Initial</b> (Sweeney & Soutar, 2001)	<b>Adjusted applied in destination case / Adventure tourism</b> (Williams & Soutar, Value, satisfaction and behavioral intentions in an adventure tourism context, 2009)	<b>Applied in my thesis (souvenir)</b>
<b>Measure Scale</b>	<b>Functional Value</b>	<b>Functional value</b>	<b>Functional value</b>
	Has consistent quality	Consistent quality	
	Is well made	Done well	This souvenir is well made
	Has an acceptable standard of quality	Acceptable standard of quality	This souvenir has acceptable quality
	Has poor workmanship (reverse scored)	Well organized	This souvenir has good workmanship
	Would not last a long time		
	Would perform consistently		
	<b>Emotional value</b>	<b>Emotional value</b>	<b>Emotional value</b>
	Is one that I would enjoy	Gave me feeling of well being	This souvenir is one that I would enjoy.
	Would make me want to use	Was exciting	
	Is one that I would feel relaxed about using	Made me elated	
	Would make me feel good	Made me feel happy	This souvenir makes me feel happy.
	Would give me pleasure		This souvenir would give me happy.
	<b>Price value</b>	<b>Price value</b>	<b>Price value</b>
	Is reasonably priced	Reasonably priced	Reasonably priced would consider purchasing
	Offers value for money	Value for money	This souvenir represents value for money
	Is a good product for the price	Good one for the price paid	This souvenir is worth purchasing
	Would be economical	Good return for money	
	<b>Social value</b>	<b>Social value</b>	<b>Social value</b>
	Would help me to feel acceptable	Give a good impression on other people	Owning this souvenir allows me to impress others
	Would improve the way I am perceived	Makes me feel acceptable to others	
	Would make a good impression on other people	Improves the way a person is perceived	This souvenir improves the way others see me
	Would give its owner social approval	Gives social approval from others	Owing this souvenir would give me social approval
		<b>Novelty value</b>	<b>Novelty value</b>
		Make me feel adventurous	
		Satisfied my curiosity	This souvenir satisfied my curiosity about Portugal
		Was an authentic experience	This souvenir reminds me of Portugal
		We did a lot of things on the tour	This souvenir makes me want to visit Portugal



## 2.4 Purchase Intention

Purchase intention is considered as a measure of customers' demand for a product or market testing for a new product (Morwitz, 2014). The companies provide designed questionnaires to potential customers to understand their product purchasing inclinations, and then the company based on customers' responses assesses the possible market capacity and potential target customers (Johansen & Guldvik, 2017). These data types also impact the company's future marketing actions and product upgrading to maximize profits (Morwitz, Steckel, & Gupta, 2007). However, when the customers demonstrate their identity as travelers, there are some differences in this scenario. Customers will follow their normal consumer behaviors, but customers may conduct some unnormal behaviors regarding the feature of traveling. In this research, the purchase intention has been leveraged as one of the tools to examine the travelers' purchase intention on the souvenir. Different from the companies' designed questionnaire, this study not only focuses on specific souvenirs. Souvenirs' types are considered as study objects, and expressive attributes are the examiner factors that indicate customers' selection.

Purchasing intention is one of the components in decision-making, and correspondingly, based on the Engel, Kollatt, and Blackwell (EKB) (1993) model of consumer behavior, there are five steps of this processing. These steps include information input, information processing, decision process, product assessment, and other factors that impact assessment and decision process. Especially at the product assessment stage, customers would garner many results when they use their own criteria to assess the product (Kim & Littrell, 1999). The target customers' purchase intention cannot be isolated considered, which should also combine more related factors, such as travelers' motivations, tourism styles (Swanson & Horridge, 2006; Litirell, et al., 1994). The way travelers process their purchasing intention presents a connection with their traveling purpose. Regardless of travelers' different motivations, the customers might select and participate in various tourism types. Considering all these factors in this tourism context, purchase intention is also impacted by customers' self-perception.

In the 1970s, Cohen sorted the tourism typology more basing on the traveling method, the tourists chose group traveling, individual traveling or explores, he even classified the drifters as a single type. Later, the researchers sorted the tourism typology depending on multiple dimensions. They even extend the typology, including tourists' purposes, such as authenticity-seeking, shopping-oriented, etc. There are more tourism typology studies shows as below (Table 2.5). to

understand the tourists' purchase intention, the travel motivates that another factor need to be paid attention to. Table 2.6 shows the previous studies on tourists motivates.

Table 2.5 Summary of tourism typology

<i>Researcher</i>	<i>Tourism typology</i>
<i>Cohen (1972)</i>	Organized mass tourists; Individual mass tourists; Explorers; Drifters
<i>Cohen (1979)</i>	Recreational Diversionary Experiential; Existential; Experimental
<i>Snepenger (1987)</i>	Organized mass tourists; Individual mass tourists; Explorers
<i>Smith (1989)</i>	Ethnic tourists; Cultural tourists; Historical tourists; Environmental tourists; Recreational tourists
<i>Littrell (1990)</i>	Shopping oriented tourists; Authenticity seeking tourists; Special trip tourists; Textiles oriented tourists; Apparel oriented tourists
<i>Littrell et al. (1994)</i>	Ethnic, arts, and people orientation; History and parks orientation; Urban entertainment orientation; Active outdoor orientation
<i>Anderson &amp; Littrell (1996)</i>	Low-involvement tourists; Laid-back tourists; Centrist tourists; Goal-attainment tourists; Eclectic

Table 2.6 Summary of tourism motivations

<i>Researcher</i>	<i>Motivations</i>
<i>Crompton (1979)</i>	Escape from the mundane; Exploration; Relaxation; Prestige; Regression; Enhancement of kinship relationships; Facilitation of social interaction; Education; Novelty
<i>Loker and Perdue (1992)</i>	Excitement and escape; Pure adrenalin excitement seeking; Family and friends-oriented; Naturalist; Escape an all-encompassing group
<i>Uysal and Jurowski (1994)</i>	Internal motivators: desire for escape, rest, relaxation, prestige, health and fitness, adventure, and social interaction; External motivators (attractiveness of the destination): tangible resources, traveller's perceptions and expectations
<i>Oh et al. (1995)</i>	Safety/ comfort seekers; Culture/history seekers; Novelty/adventure; Luxury seekers
<i>Sirakaya, Uysal, and Yoshioka (2003)</i>	Going shopping; Going shopping for local arts; Crafts were among

According to planned behavior (Schifter & Ajzen, 1985), an individual's intention is impacted by three independent factors: 1) "attitude toward the behavior", means how individuals have a negative or positive assessment of the behavior; 2) "subjective norm", means how individuals to decide to conduct or not to conduct activities under social pressure; and 3) "perceived behavioral control", means how individual consider some behaviors as uncomplicated or complicated based on past personal experiences (Ajzen, 1991; Conner, 2020). In this research, souvenir purchasing intention is explored concerning all these three factors.

How "attitude toward the behavior" operates in this process, could be explained through the attitude model "cognition – affect – behavior model" (Jhangiani, Tarry, and Stangor, 2014). This model describes the relationship between an individual's attitude and behavior, combined

with the previous predictor "attitude toward the behavior". Thus, those two theories pertain to the experiential consumption types, i.e., the consumption type among tourists and experiential consumption, known as hedonic consumption (Hirschman & Holbrook, 1982; Fowler, Yuan, Meng, & Xu, 2012). Hedonic consumption is distinct from customers' normal life consumption. All the factors related to the travelers' past experience could underpin their decision to travel and purchase or not purchase the souvenir, for instance, service quality, travel activities, souvenir shop's location, etc.

This paper focuses on souvenir purchasing, and therefore, the initial discussion revolves around the souvenirs' expression attributes. The definition of the "subjective norm" emphasizes the social pressure impact upon an individual's decision-making, and for this research, the social value was considered one of the perceived values to test travelers' responses.

For the third predictor "perceived behavior control", the anticipated impediments and obstacles include the customers' preference for a souvenir. The traveler's empirical evidence would impact their behavior. In this study, two groups of traveler's responses were collected, one group is American travelers, the other is Chinese travelers. All the cross-nations and cross-culture factors would lead to travelers having different preferences for souvenir evaluation and purchasing. Only if the souvenirs attributes demonstrate enough value to attract travelers, it may have the opportunity to overcome those impediments from travelers' perspective, and influence purchase behavior for the souvenir.

## **2.5 Conjoint Analysis**

The conjoint analysis approach is a market research method that helps measure the value of product or service attributes from the customers' perspective. This method has been widely applied in various marketing researches, and mostly, this approach was used in real scenarios in combination with the statistical techniques to reach market decisions. It is a highly effective method to examine the customers' preferences on the various product or service features (Cattin & Wittink, 1982; Qualtrics). Conjoint analysis is one of the best tools to conduct data analysis to determine customers' preferences and purchase intentions. It is sometimes used to test customers' responses to the new product or product upgrade (Green, Krieger, & Wind, 2001). The conjoint analysis approach is an excellent tool to understand the tradeoffs that customers want to make on different products or services in the market. Another advantage of this approach is that it helps to

unbundle each attribute's elements, which can help to understand the customers' preference in each isolated factor and even compare the output within several situations (Green, Krieger, & Wind, 2001; Qualtrics, 2020).

The first commercial project to use conjoint analysis was conducted in 1971 (Kim & Littrell, 2001). Later, Johnson (1974) raised the two-factors at-a-time tradeoff model, and Addelman (1962) applied to their studies in using orthogonal main-effects, fractional-factorial to extension the methodology of conjoint analysis development. In the market field, the classification of conjoint analysis is refined gradually and based on response type, the types, include conjoint analysis are rating-based conjoint, best-worst (MaxDiff) conjoint, choice-based conjoint analysis; or classified by question approach, they are standard conjoint and adaptive conjoint (Qualtrics, 2020).

The full-profile approach of conjoint analysis refers to using all the offered attributes of the product and then build up complete profiles to examine the respondents. Fractional factorial is a concept compared with the full-profile approach, which might lack the necessary combination to assess the object's data relevance. Correspondingly, the studies focus on the part of the combinations. This conjoint analysis uses a ranking-based approach that asks customers to rank the souvenirs based on their reference. The full profile combination of attributes for this case is 8 ( $2 \times 2 \times 2 = 8$ ). However, the sample selected from the market most are commercial products, lacking souvenir product to cover all combinations.

In this study, the researcher mainly focuses on how tourists make tradeoff among the attributes based on three souvenir expressive design factors, including, maker's mark, relational, iconofetish, and each expressive design factor consists of two levels.

## **2.6 Cross-culture Research: Comparing American and Chinese Consumers**

Core values is the fundamental factor promote the formation of cultural groups, which deeply embedded in traditional culture and it affects individuals in many aspects (Smolicz J. , 1981). It determines consumer behaviors, for instance, the tourists come from different cultural backgrounds would have different purchase behavior (Solomon, Russell-Bennett, & Previte, 2012). The culture with core value would help individuals to form personal perceptions, it makes the customers have very various cognitions and preference on the product (Mooij & Hofstede, 2011). Several studies have focused on tourists' consumer behaviors under the cross-culture context, especially studies exploring American and Chinese or Asian customers. The typical reason is that

these two demonstrate significant differences from the language, geography, and even the overall culture feature (Matsumoto & Yoo, 2006; Grinblatt & Keloharju, 2001).

American tourists and Chinese tourists have different perceptions of souvenir shopping. From the American tourists' perspective, souvenir purchasing is necessary during their travels (Timothy & Butler., 1995). It is considered one of the primary leisure activities during the whole journey, such as spending foreign currency, experiencing the store environment, and talking with the shoppers. All these activities add more fun elements to the journey. On the contrary, influenced by the traditional culture, the Chinese tourists are accustomed to purchasing some souvenirs for the elder, friends, or the neighborhood as gifts (Cai, Li, & Knutson, 2008). Therefore, buying souvenirs is more like a task-oriented activity for Chinese tourists than a leisure activity. The conclusion is that when selecting souvenirs, American tourists will choose at will according to their preferences, while Chinese tourists will consider more criteria, such as overall quality, price, and if it is appropriate for sending as gifts (Wei, 2006; Li & Cai, 2008). Moreover, the data indicate that tourists like to purchase a variety of items due to cultural differences. Medicines, watches, and duty-free products are the most commonly purchased products by Asian outbound tourists. Nevertheless, American tourists are not (Lehto, Chen, & Silkes, 2014).

Hofstede's (2001) five-dimension cultural model is a very mature theory cited by most cross-culture studies. The dimensions of the models are "power distance", "individualism/ collectivism", "long-term orientation", "uncertainty avoidance", "masculinity/ femininity". In tourism context, "individualism and collectivism", is one of the dimensions that explored by researchers when they study the Asians' culture. They supposed that the Asians are more holistic-oriented and prefer to rely on the members in the same group or the events' context. In contrast, Americans are more rational and independent towards deciding personal analysis and logic processing (Lehto, Shi, Anaya, Lehto, & Cai, 2018). The form of travel also illustrates the difference between these two cultural groups. American tourists are more accustomed to traveling independently without the assistance of agencies. Sometimes, they may select an escorted tour to assistant them deeply explore the destination in a short period, or package tour for the social purpose (Spears & Rosenbaum, 2012). Comparing with American tourists, Chinese tourists choose more package tours when they are traveling abroad. The language barrier may be one of the reasons, and the collective feature is usually regarded as another factor that affects tourists' choice of the package

tour. Hence, the package tourists are more likely to be influenced by other group members when making purchases.

Since customers' cognitions and perceptions are impacted by the cultural, and in the purchase decision-making process, tourists' cognitions and attitudes toward the types of souvenirs would be varied, and then they will generate different perceived values. The same applies to purchase intentions, those customers would have distinct criteria on purchasing the product or not (Wen, Qin, Prybutok, & Blankson, 2012). Edward T. Hall (1959) raised the "high vs. low context" culture concept that emphasizes the information exchange and communication issues occurred under different cultural backgrounds. In the information exchange process, high context means individuals prefer that less direct messages but express more meanings, and low context, reverse. In the practice, Asians culture indicates the high context feature, while western culture with low context feature. Souvenir expressive attributes, fundamentally speaking, this is a matter of information expression. Then, it is meaningful to explore the differences between American tourists and Chinese tourists' preference on souvenir expressive attributes. Therefore, based on those cultural theories and the previous study, it can be concluded that the American and Chinese tourists would have different preferences for souvenir expressive attributes.

Amongst the several existing parameters, language is one of the measurements to define the culture difference and cultural distance (Mackey, 1969). Language is a reflection of the culture, and the culture uniqueness can be considered as a language-centered feature (Smolicz J. J., 1980). This study aims to investigate two groups of tourists' preferences differ on expressive souvenir design, in other words, to explore cross-culture issues concerning the American and Chinese customers. It needs to ensure that both two tourists groups have the cultural distance to the destination. Then, the language and geography distance considered as two criteria to select the destination. Finally, a European heritage town was chosen as the destination, Obidos, Portugal. Obidos, located near the capital is a Portuguese style walled town. It used to be the present sent to the queen of Portugal on her wedding day, and this traditional custom started from 1217 and inherited until the 19th century. Now, it becomes to be a famous heritage destination. Except the unique building, painted houses, and medieval castle, there are also many interesting events will be conducted all-year round.

## 2.7 Conceptual Model and Hypothesis

Depending on the previous literature of souvenir, perceived value, purchase intention, conjoint analysis, and cross-culture, the conceptual model can be developed to help understand the tourists' preference for souvenir expressive attributes. Several previous studies have focused on travelers' souvenir purchasing, some of these focused-on souvenir development (Graburn, 1984; Swanson & Timothy, 2012), souvenir meaning (Lew, Hall, & Williams, 2004) or satisfaction of souvenir purchasing (Anderson & Littrell, 1995; Swanson & Horridge, 2004). However, the concept of mass-produced souvenirs flooding the market, and how travelers select souvenirs need further research.

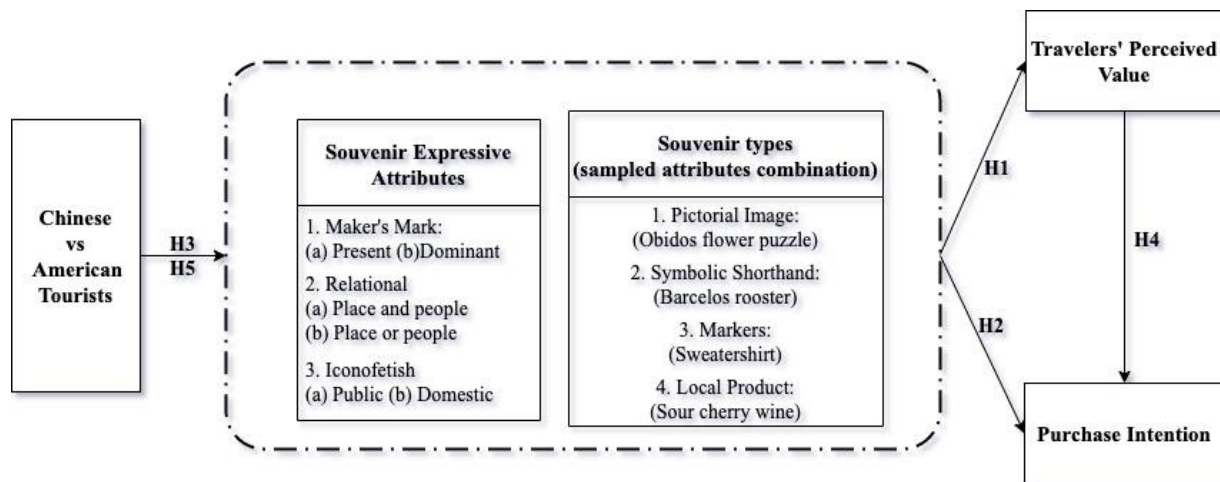


Figure 2.2 Conceptual model of this study

Five types of souvenirs (Gordon, 1986) and Hume's five-axis (2013) measurement can be borrowed to test travelers from various cultural backgrounds, understand their preference for souvenir purchasing. As the study destination is a heritage site, only four types of souvenir product information could be collected. In addition, to avoid bias from a statistic perspective, the medium was selected based on similar data with other expressive attributes. Correspondingly, the study explores the following hypothesis:

**H1:** *The souvenir expressive attributes affect tourists' perceived value.*

**H1a:** The Maker's Mark of the souvenir affect the tourists' perceived value.

**H1b:** The Relational of the souvenir affect the tourists' perceived value.

**H1c:** The Iconofetish of the souvenir affect the tourists' perceived value.

**H2:** *The souvenir expressive attributes affect the tourists' purchase intention.*

**H2a:** The Maker's Mark of the souvenir affect the tourists' purchase intention.

**H2b:** The Relational of the souvenir affect the tourists' purchase intention.

**H2c:** The Iconofetish of the souvenir affect the tourists' purchase intention.

**H3:** *American tourists and Chinese tourists have different preferences for souvenir expressive attributes.*

**H3a:** American tourists and Chinese tourists differ in their preferences for souvenirs' Makers' mark attribute

**H3b:** American tourists and Chinese tourists differ in their preferences for souvenirs' relational attribute

**H3c:** American tourists and Chinese tourists differ in their preferences for souvenirs' iconofetish attribute

**H4:** The tourists' perceived value affects purchase intention.

**H5:** American tourists and Chinese tourists have different preference for souvenirs types.



## **CHAPTER 3. METHODOLOGY**

This study explores the preference of tourists concerning souvenirs' expressive attributes. Customer ranking is employed to understand how cross-national tourists assign a value to the souvenirs and their purchase intention. For the development process's validity and reliability, the third chapter, methodology, reports more details on study design, data collection, and data analysis.

### **3.1 Conjoint Design and Stimuli Material**

Conjoint analysis was selected as a tool to identify the American and Chinese tourists' preference for souvenir design attributes based on expressive factors. A brief introduction of conjoint analysis has been provided in the literature review section. This study used the fractional factorial conjoint analysis design. Four souvenirs were chosen from the market and matched with the attributes in combination to identify those specific artifacts that covered all of the three expressive factors. Initially, five expressive factors were identified. However, medium and invitational factors were not considered to apply to this study (as explained in the literature review). The rest of the three expressive factors included in this study are the maker's mark, relational, and iconofetish. Each of these expressive factors consists of two levels, that is, the maker's mark factor has two levels: present and dominant. Similarly, the relational factor has two levels: place and people and place or people; and the iconofetish factors has two levels: domestic and public. The literature review section discusses How to define all six expressive factors with the four souvenir samples.

In the conjoint analysis study, the respondents were asked to rank the study object based on their preference. Wherein, the respondents were asked to rank the souvenirs against the following statements: "I prefer to purchase this souvenir" or "This souvenir makes me feel happy". In comparison with the traditional survey method that asked the respondents to rate the study objects based on Likert scales, conjoint analysis reduces the length of the questionnaire and questions repeat instances. Thus, helping reduce the mental concentration-time for the respondents and improve the accuracy of responses.

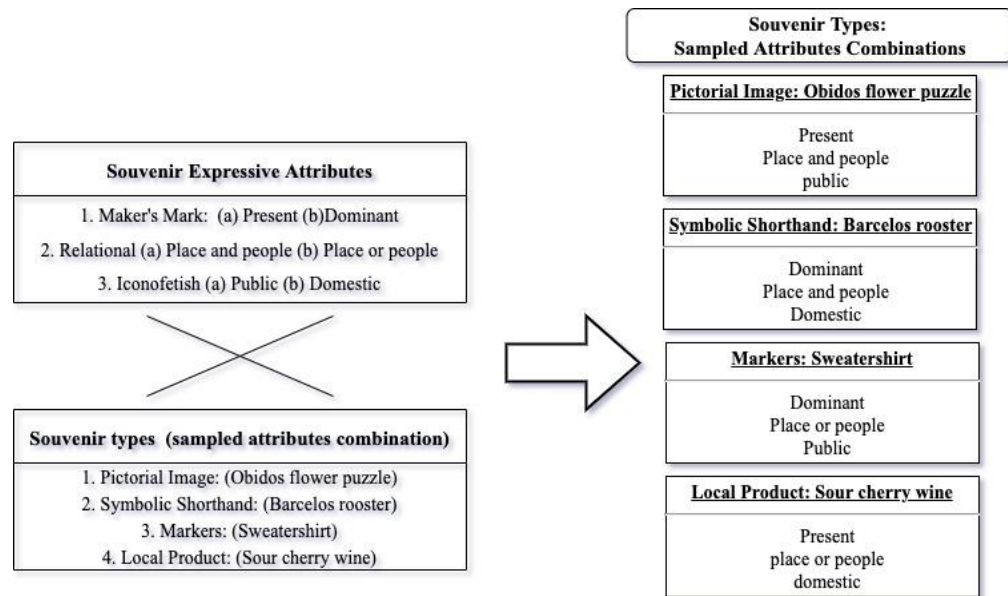


Figure 3.1 Defined the expressive attributes on each souvenir sample

The ranking response approach is widely used in conjoint analysis, and it has proven to be one of the most reliable methods applied in the study (Kalish & Nelson, 1991). Most conjoint analysis studies ask the respondents to rank, rate, or make choices regarding the product, based on their individual preference. This study utilizes the respondents' ranking response to measure their perceived value and purchase intention on each souvenir's expressive attributes. Compared to the choice-based approach, the rank-based approach shows more options for tourists and asks the respondents to consider all souvenir samples instead of limiting their responses or feedback only to selected souvenirs products. In this manner, the rank-order approach simulation matches the realistic scenarios, and wherein, the tourists may prefer to pick various souvenirs at shops. Moreover, the rank-based approach asks both the respondent groups to simultaneously assign the order for all souvenir samples. Compared to the rate-based approach, the rank-based approach ensures a scalar equivalence (Trimble & Vaughn, 2013), which is particularly relevant in this study, as the respondents belong to different cultural groups.

In this study, all the expressive attributes are considered independent variables, and all the responses based on the respondents' preferences are assumed as dependent variables. In order to interpret the relationship between those variables, the analysis reveals the attributes of importance and part-worth (utilities). The attribute importance indicates the influence level of all three different design factors regarding the customers' perceived value and purchase intention. The

higher the attribute's importance, the greater the influence on perceived value and purchase intention. The part-worth means a weighted influence of different expressive levels within the same expressive factors on the customers' perceived value and purchase intention. To ensure robust results regarding the attribute's importance, the level of importance of each expressive factor is computed through transformation regression analysis. This approach calculates through a statistical software program (SAS) to obtain an ideal solution in line with the proposed model of this study. Conjoint includes a transformation process where the program attempts to fit ordinal scale data to fit the requirements of the dataset into a regression model by fitting fractional factorial design to the orthogonal structure in order to reduce the effect of the interdependencies of the data. This transformation process first fit the data into the model, perform the residual plot to detect violations. When violations are detected, a transformation regression was taken (Kuhfeld, 2010). As such, the comparative analysis results of the difference between these two cultural groups that how their perceived value and purchase intention on all expressive factors would be discussed in the result section.

Considering this is cross-cultural studies, all the groups must be afforded the same treatment. In this study, the stimulus materials are different types of souvenirs obtained from the souvenir market Obidos, Portugal. Based on the recommendations of Gordon (1986), the four souvenir samples included in this study are the Obidos flower puzzle, Galo de Barcelos (Barcelos Rooster), Sweatershirt, and Ginga de Obidos (sour cherry wine). The criteria for selecting souvenir samples based on the combination of the expressive factors and the selection of the location of Obidos, Portugal, have been discussed in the literature review. The customers' perceived value and purchase intention are the two key steps that appear in the purchasing process and are concluded as the measure to identify the respondents' preference for each expressive factor.

### **3.2 Data Collection**

This study collects data from two culturally different groups of travelers. A questionnaire is issued in two languages, English and Chinese, and the data of attitude towards selection of souvenirs based on expressive attributes are collected and compared. The random sampling data was collected through data collection platforms— Amazon's Mechanical Turk (MTurk) for American travelers and SoJump for Chinese travelers. The online questionnaire was designed and was available in America from March 15th to April 3rd, 2020, and in China, from March 18th to

March 25th, 2020. Amazon's Mechanical Turk (MTurk) is a crowdsourcing market that helps individuals or businesses to outsource their tasks. It is a platform that many researchers prefer to collect data from (Hauser & Schwarz, 2016). SoJump is a similar platform in China that helps individuals, researchers, and institutions collect data.

To make sure the population of the respondents is appropriate, two inclusion were placed. The first one is that tourists shouldn't have been to Portugal. Since this is a scenario-based study, the subjects must have a similar cognition towards the destination, it can help reduce the bias in the data collection process. The second limitation is that the respondents should be over the age of 21. Placing these limitations is that one of the sample souvenirs in the test is Cherry Wine from Portugal. Chinese policy for age limitation of the drink is 18 years old. To ensure the data collection's consistency, the questionnaire settled the same control question at the front.

Apart from the restraints placed by the data collection platform, the test questions are designed to confirm the data validation. Since people quickly forget the name of the souvenir (Groot & Keijzer, 2000), the items are in the form of multiple-choice in which the user has to select 4 out of 8 sample souvenirs images, which have been repeated more than 12 times. These types of questions help ensure that the respondents do not accidentally fill the survey.

The participation reward was settled for each response. In china, The number of total respondents was 300, and out of those, the response of 262 was deemed useful. However, in America, during the first week, there were almost no participants. Hence, they increased the participation reward. This strategy seemed to work as the number of total responses, in the end, was 350, and out of those, 269 were usable. The questionnaire useful or not based on the answer to control questions and test questions.

### **3.3 Instrumentation**

The research instrument is a 5-page online questionnaire. The content of the measurement scales is perceived value and purchase intention. The total number of the measure items is 14, all designed in this conjoint analysis questionnaire using the rank-based approach. Since it is hard to find out all attributes' combinations in the market, a fractional factorial conjoint design is used to examine the travelers' preference for souvenir design attributes. The ranking response approach is widely used in conjoint analysis, and it has proven to be one of the most reliable methods applied in the study (Kalish & Nelson, 1991). Compared to the choice-based approach, the rank-based

approach matches travelers' reality, picking various souvenirs at shops. When applied in this study, the primary objective is to examine how the traveler's preference is correlated with each level (part-worth utility).

The respondents are supposed to rank each souvenir regards their preference. There are four main sections in the survey, 1) basic information about the respondents, for instance, the question "how often have you traveled leisurely in the past 3 years?" is asked to make sure the respondents have enough experience to answer the rest of the questions; 2) perceived value; 3) purchase intention; 4) demographic information.

To measure the perceived value, 12 statements are derived from three previous studies. Sweeney and Soutar (2001) studied the customer's perceived value by distinguishing the monetary value from the function value and equating the perceived economic value and perceived quality value. Later, Williams and Soutar (2009) discussed how to examine this perceived value in tourism. Hence, they combined the Sheth, Newman, and Gross studies (1991), extended the Sweeney and Soutar (2001) study, and added novelty value, making the four statements (items 10,11 and 12 on the questionnaire). To keep the respondents focused and reduce the length of the questionnaire, each value's measured scales were reduced from four to three items for each. In the case of purchase intention, it is merely a result of the overall test respondents' attitude. Gruber (1970) had studied the relationship between the customer's purchase intention and purchase probability. Later, Kim and Littrell (1999) applied purchase intention in their studies and claimed that the correlation between customer's attitude and purchase probabilities towards the souvenirs, was derived there. Since this study had asked the respondents to rank the souvenirs, the rank order will indicate the reverse result (1= highest preference, 4=lowest preference).

The overall flow of the questionnaire is that respondents were requested to rank those four souvenirs samples depending on their preferences, in the perceived value section, the order of the questions are perceived functional value (items #1, 2, 3), perceived emotional value (items #4, 5, 6), perceived social value (items #7, 8, 9), and perceived novelty value (items #10, 11, 12). Then, the question was followed purchase intention, which requests the respondents to rank the souvenirs under purchase intention questions regards of their preference (items #13, 14). These two questions settled to examine travelers' consumption trends (Lin & Wang, 2012; Kim & Littrell, 1999; Williams & Soutar, 2009). The figure of the questionnaire shows as below figure 3.

1.1.3 This souvenir has good workmanship

Souvenir	rank
 Obidos flower puzzle	
 Galo de Barcelos/ Barcelos Rooster	
 Sweatshirt	
 Ginja de Obidos/ Sour Cherry Wine	

Figure 3.2 Sample of Questionnaire

To examine different cultural groups, the questionnaire is designed in two versions, Chinese and English. All the structures, the statements, and the materials (souvenir introductions) are the same. To reduce the bias caused by irrelevant factors, all the treatment and stimulus are considered identical, the translate and translate back method is applied when bringing the questionnaire, which could help verify the accuracy of the instrument used for the study.

Table 3.1 Measured Items for Main Variables in the Model

<i>Perceived value</i>	Functional value	Items 1	This souvenir is done well
		Items 2	The souvenir has acceptable quality
		Items 3	This souvenir has good workmanship
	Emotional value	Items 4	This souvenir is one that I would enjoy
		Items 5	This souvenir would give me pleasure
		Items 6	This souvenir makes me happy
	Social value	Items 7	Owning this souvenir allows me to impress others.
		Items 8	Owning this souvenir would improve the way others see me.
		Items 9	Owing this souvenir would give me social approval.
	Novelty value	Items 10	This souvenir satisfied my curiosity about Portugal.
		Items 11	This souvenir reminds me of Portugal.
		Items 12	This souvenir makes me want to visit Portugal.
<i>Purchase Intention</i>		Items 13	I will buy this souvenir for myself
		Items 14	I will buy this souvenir for others as a gift

### 3.4 Statistical Data Analysis

In the conjoint analysis part, utilized orthogonal design to ensure the combination of the attributes first, through the statistical program to analysis the data, then get the attribute importance and part-worth score indicate the effects of different expressive factors on customers perceived value and purchase intention. All the expressive attributes are treated as independent variables, and all the statements regarding the measured items are treated as dependent variables. To get precious result, the dataset was through the transformation regression code to goodness-of-fit the model, then get the attribute importance result in conjoint analysis. Attribute importance also known as relative attribute important, it is computed from each expressive factor' part-worth range, each range would be divided by the sum of the all ranges, then time 100 to get the final analysis result. (Wittink, Krishnamurthi, & Reibstein, 1990; Kuhfeld, 2010) Part-worth scores are parallel to regression the coefficient and confirm the tourists' relative preference for all expressive attributes' analysis. The part-worth scores measure the factors of each level under expressive attributes. The result of the part-worth score would explain how each factor (present vs. dominant, place and people vs. place/ people; domestic vs. public) correlation with tourist's perceived value and purchase intention. The higher the part-worth analysis score, the higher the preference of the expressive attribute level, and vice versa. At the final stage of the study, the part-worth score and correlation among the American tourists and Chinese tourists are compared. The similarities and differences are identified on how their preference towards souvenir expressive design factor is affected by perceived value and purchase intention.

Then, the result of the data description directly shows the American Tourists, and Chinese Tourists' preference souvenir types, and then the following report focuses on finding out the relationship between the tourist's perceived value and purchase intention. Since this research is basing on the rank-based approach, spearmen correlation is the most suitable method to analyze the monotonic trends on the ordinal scale (Zar, 1972). At the same time, an independent t-test was settled to compare the difference between two cultural groups preference on perceived value and purchase intention according to souvenir types.

The total measure items in this questionnaire are six. Four items are related to the perceived value (functional, emotional, social, and novelty). All these four items indicate the tourists' attitude towards the souvenirs' expressive design attributes. The rest of the items, "purchase for myself" and "purchase for others as a gift, "help obtain the tourist's purchase intention, but they are the

outcome of the measure of perceived value. The design of the questionnaire has been explained already. The rank order works similar to a reversed 4-point-likert scale. The smaller number indicates a higher preference, and the bigger number means a lower preference.

The data collection was utilized Qualtrics, and the data analyses were made using the Statistical Package for Social Science (SPSS), version 26.0, and Statistical Analysis System (SAS), version 9.4. The results are interpreted in the following chapter.

Table 3.2 Summary of the analysis method

<b>Hypothesis</b>	<b>Method</b>
<b>H1: The souvenir expressive attributes affect tourists' perceived values</b>	Transformation Regression/ Attribute Importance
<b>H2: The souvenir expressive attributes affect tourists' purchase intention.</b>	Transformation Regression/ Attribute Importance
<b>H3: American tourists and Chinese tourists have different preference for souvenir expressive attributes</b>	Part-worth Analysis
<b>H4: The tourists' perceived values affect purchase intentions</b>	Spearman Correlation Analysis
<b>H5: American tourists and Chinese tourists have different preference for souvenir types</b>	Independent Sample T- test



## **CHAPTER 4.     RESULT**

### **4.1    Sample Profile**

The sample profile is shown in Table 4.1. In American, 44.2% of the respondents are males, 55.8% are females.

As for the age group's distribution, the majority of respondents are under 35 years old, i.e., 57.9% and 34.9% of the respondents are aged between 21-25 years old. There are 6 respondents over the age of 66, which makes the age gap between the respondents relatively large. No respondents' educational background is lower than in high school. In fact, more than two-thirds of the respondents have a more top academic background.

In the Chinese respondents' group, female respondents are 1.5 times more than male respondents. The respondents' age is mainly under 35 years old, of which 21-25 years old accounts for 39.3%. 48.9% of the respondents are 35-36 years old, and no respondents over 66 years old have been recorded. The respondents' educational background is concentrated among the bachelor's degree, which is 77.5%, and there are no respondents that have a doctor's degree.

Comparing the American and Chinese respondents, demographic information is significantly different. In terms of age group, the American respondents are distributed more evenly, and the Chinese respondents are dominated by the Y generation. The Chinese tourism market has grown and boomed in the last 4 decades; mass tourism remains the dominant domestic tourism market (Xu, Ding, & Packer, 2008; Buckley, McDonald, Duan, Sun, & Chen, 2014). In the US, traveling is perceived as an effective method to relieve stress and recover from the monotonous routine life (Chen, Petrick, & Shahvali., 2016).

Table 4.1 The profile of respondents

<i>Variables</i>	American Tourists		Chinese Tourists	
<i>Gender</i>	Frequency (N)	Percent (%)	Frequency (N)	Percent (%)
Male	119	44.2	106	40.5
Female	150	55.8	156	59.5
Total	269	100	262	100
<i>Age</i>	Frequency (N)	Percent (%)	Frequency (N)	Percent (%)
21-25	94	34.9	103	39.3
26-35	62	23	128	48.9
36-45	53	19.7	25	9.5
46-55	37	13.8	5	1.9
56-65	17	6.3	1	0.4
≥ 66	6	2.2	0	0
Total	269	100	262	100
<i>Education</i>	Frequency (N)	Percent (%)	Frequency (N)	Percent (%)
Before high school	0	0	3	1.1
High school	36	13.4	7	2.7
Associate's Degree	39	14.5	25	9.5
Bachelor's Degree	142	52.8	203	77.5
Master's Degree	45	16.7	24	9.2
Doctor's Degree	7	2.6	0	0
Total	269	100	262	100

## 4.2 Descriptive Analysis

The general pattern of the American and Chinese tourists' perceived value and purchase intention of the four souvenir samples is presented in Table 4.2. From the results based on souvenirs preference ranks, there are some similarity and difference between American travelers and Chinese travelers. The highest preferred souvenir is the Barcelos Rooster, and the lowest preferred souvenir is the Sweater Shirt.

From the perceived value rank of those four souvenir samples, it is found that the American travelers deemed the Sour Cherry Wine to have the highest perceived social value, and the Chinese travelers deemed the Obidos Flower Puzzle to have the highest perceived novelty value. However, the Barcelos Rooster attained the highest perceived value by all, and Sweater Shirt reached the lowest perceived value.

Both American travelers and Chinese travelers supposed the Obidos Flower Puzzle had the highest perceived novelty value ( $M=2.13, 1.96$ ), and the lowest perceived social value ( $M=2.74, 2.56$ ). At the same time, they hold the attitude that the Sweater Shirt has the lowest perceived novelty value ( $M=3.01, 3.27$ ) and the highest perceived social value ( $M=2.81, 3.04$ ). The American travelers supposed that the Barcelos Rooster holds the lowest perceived social value ( $M=2.38$ ), while Chinese travelers had opposite opinions ( $M=2.02$ ). Furthermore, the American travelers believed Sour Cherry Wine had the highest perceived value ( $M=2.08$ ), but Chinese travelers thought it had the highest functional value ( $M=2.24$ ).

Table 4.2 Descriptive Statistics

		American Tourists			Chinese Tourists		
		Mean	Std. Deviation	Rank	Mean	Std. Deviation	Rank
<i>Obidos Flower Puzzle</i>	Functional Value	2.53	0.80	3	2.55	0.87	3
	Emotional Value	2.30	0.91	2	2.37	0.96	3
	Social Value	2.74	0.92	3	2.56	0.86	3
	Novelty Value	2.13	0.80	2	1.96	0.80	1
	Purchase for myself	2.41	1.02	2	2.36	1.07	2
	Purchase for others	2.47	1.06	3	2.47	1.04	3
<i>Barcelos Rooster</i>	Functional Value	2.03	0.77	1	2.10	0.90	1
	Emotional Value	2.29	0.92	1	2.18	1.01	1
	Social Value	2.38	0.78	2	2.02	0.82	1
	Novelty Value	2.02	0.77	1	2.09	0.77	2
	Purchase for myself	2.25	1.05	1	2.16	1.06	1
	Purchase for others	2.29	1.00	1	2.01	0.99	1
<i>Sweater Shirt</i>	Functional Value	3.21	0.78	4	3.10	0.81	4
	Emotional Value	2.97	0.84	4	3.14	0.87	4
	Social Value	2.81	0.93	4	3.04	0.87	4
	Novelty Value	3.01	0.79	4	3.27	0.75	4
	Purchase for myself	2.70	1.08	4	3.07	1.07	4
	Purchase for others	2.81	1.06	4	3.21	1.00	4
<i>Sour Cherry Wine</i>	Functional Value	2.23	1.01	2	2.24	0.82	2
	Emotional Value	2.44	1.17	3	2.25	0.96	2
	Social Value	2.08	1.08	1	2.36	0.92	2
	Novelty Value	2.84	0.96	3	2.65	0.81	3
	Purchase for myself	2.64	1.26	3	2.40	1.07	3
	Purchase for others	2.43	1.28	2	2.30	1.08	2

*Note. Mean levels are based on a 4-point preference scale, 1 = highest preference, 4=lowest preference. It means, a lower means level indicates respondent's higher preference. Therefore, the rank was based on a reverse interpretation of the mean value.*

### 4.3 Influence of Expressive Attributes on Perceived Value and Purchase Intention

To assess the effects of souvenir expressive design on the (a) tourists' perceived value and (b) purchase intention, the study conducted a transformation regression to make dataset goodness-of-fit analysis, then do the attribute importance analysis. This analysis measures the importance of the expressive factor and the highest value indicates that the expressive design factor is the most influential parameter on the overall tourists' preference. The following summary presents the importance of souvenir expressive design factors (Table 4.3). The table demonstrates that for American tourists, the iconofetish factor is the most dominant factor that impacts tourists perceived functional value (52.61), perceived novelty value (65.78), and purchase intentions (50.13, 44.47). Correspondingly, the makers' mark factor is the most influential factor impacting the tourists' perceived emotional value (39.49) and perceived social value (44.81). The American tourists' responses indicate their preferences are not focused on analogous expressive design factors. However, even the iconofetish factor is significantly influential as with the perceived emotional value and social value, it still placed in second place. Thus, implying that the iconofetish factor demonstrates a higher percentage impact on American tourists' perceived value produced.

Moreover, those most influential factors have an absolute higher value than the second place. In particular, the iconofetish factors impact the perceived functional value (52.61), and perceived novelty value (65.78). There is no doubt that the iconofetish factor has a remarkable impact on American tourists' perceived value.

For the Chinese tourists' group, the most influential factors that impact the tourists' perceived emotional value (44.99), perceived novelty value (50.46), purchase intention (43.81, 50.3) is iconofetish factor, and the Relational factor impacts the tourists' perceived functional value (39.21) and perceived social value (41.32). However, for the Chinese tourists' group, the iconofetish factor fails to show the same typical pattern as the American tourists' group that demonstrates an absolute higher numeric value than the second place. The chart (figure 4.1 and 4.2) distinct show the importance of each expressive factor on perceived value and purchase intention.

Table 4.3 Importance of Souvenir Expressive Design Factors

	Functional Value	Emotional Value	Social Value	Novelty Value	Purchase-myself	Purchase-other
<b>American Tourists</b>						
<i>Maker's mark</i>	20.48	39.49	44.81	16.87	25.47	27.42
<i>Relational</i>	26.91	26.15	24.13	17.35	24.4	28.11
<i>Iconofetish</i>	52.61	34.37	31.05	65.78	50.13	44.47
<b>Chinese Tourists</b>						
<i>Maker's mark</i>	29.82	28.26	24.62	19.06	28.12	26.93
<i>Relational</i>	36.21	26.75	41.32	30.49	28.07	22.78
<i>Iconofetish</i>	33.97	44.99	34.07	50.46	43.81	50.3

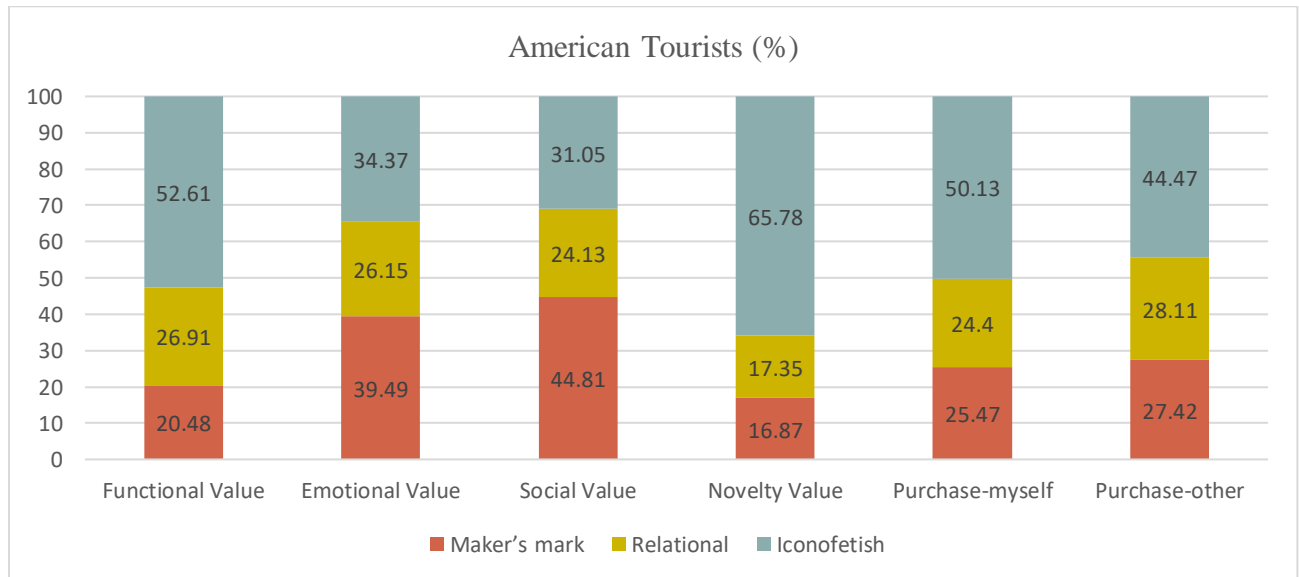


Figure 4.1 Expressive factors' importance for American Tourists

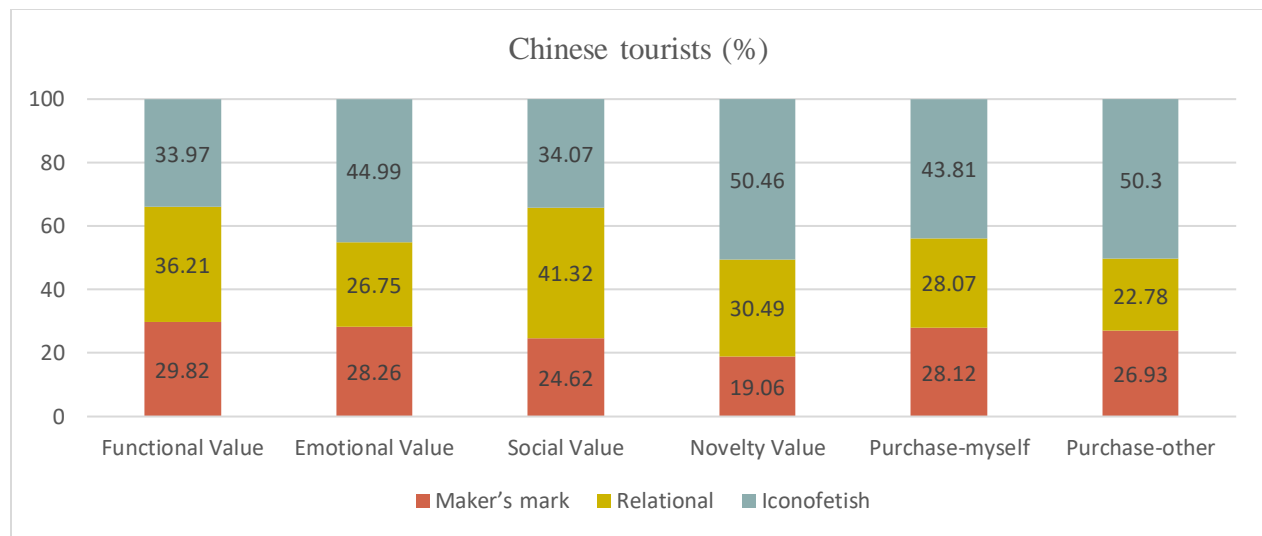


Figure 4.2 Expressive factors' importance for Chinese Tourists

There are some notable similarities and differences between these two groups. Both the Chinese tourists' group and American tourists' group, demonstrate the iconofetish factor as the most influential regarding the perceived novelty value and purchase intention. However, the dominant factor for those two groups is different for the perceived functional value, perceived emotional value, and perceived social value. For the American tourists' group, the makers' mark dominates their perceived emotional value (39.49) and perceived social value (44.81), but for the Chinese tourists' group, relational factor dominates their perceived functional value (36.21) and perceived social value (41.32). Iconofetish factor has the most reliable predictor for how the parameters of the tourists perceive novelty value and purchase intention. Maker's marker factor and relational factor have diverse effects on Chinese tourists, and American tourists perceived functional value, emotional value, and social value, respectively.

Table 4.4 Importance of Souvenir Expressive Attribute Factors (American Tourists)

		Functional Value	Emotional Value	Social Value	Novelty Value	Purchase-myself	Purchase-other
<i>Maker's mark</i>	Present	11.77	16.40	24.32	7.78	10.86	7.68
	Dominant	8.71	23.09	20.49	9.09	14.61	19.74
<i>Relational</i>	Place and people	8.01	10.82	15.82	9.74	7.98	16.55
	Place and/or people	18.90	15.33	8.31	7.61	16.42	11.56
<i>Iconofetish</i>	Domestic	24.28	12.01	9.37	20.07	18.23	16.54
	Public	28.33	22.36	21.68	45.71	31.90	27.93

To conduct an in-depth analysis of how each level works under the factor, for American tourists, the result almost the same as presented in Table 4.4, the level public under the iconofetish is the dominant factor. The numbers reveal a little difference between its impact on the tourists' perceived emotional value and perceived social value for the maker's mark. Overall, the souvenir contains the artifact's public narrative feature's impact on the American tourists' perceived functional value, perceived novelty value, and purchase intention. The souvenir having maker's mark has been studied to have the most substantial influence on tourists' perceived social value (24.32), and souvenir with conspicuous maker's mark would impact tourists perceived emotional value (23.09).

Table 4.5 Importance of Souvenir Expressive Attribute Factors (Chinese Tourists)

		Functional Value	Emotional Value	Social Value	Novelty Value	Purchase-myself	Purchase-other
<i>Maker's mark</i>	Present	11.41	14.73	9.22	11.15	14.37	7.58
	Dominant	18.41	13.53	15.40	7.91	13.75	19.35
<i>Relational</i>	Place and people	25.69	15.06	20.80	16.10	16.92	12.11
	Place and/or people	10.52	11.69	20.52	14.39	11.15	10.67
<i>Iconofetish</i>	Domestic	13.25	20.23	13.59	23.30	25.06	18.94
	Public	20.72	24.76	20.48	27.16	18.75	31.36

As per the analysis, both groups show some similarities. For instance, the public level under iconofetish impacts the Chinese tourists' perceived novelty value, and "purchase for others as a gift" has a similar influence on "purchase for self". However, the results (Table 4.5) show that the domestic level (25.06) has a higher impact on the behavior outcome. One significant difference in the Chinese tourists' group is that the souvenir expressive factors that contain both local the place and local people dominate the tourists' perceived functional value (25.69) and perceived social value (20.80).

#### 4.4 Difference between American and Chinese Tourists in Preferences for Specific Souvenir Expressive Design Factor

A conjoint part-worth calculation was subsequently progressed to offer a more specific test to assess the interlevel difference within each for the three souvenir expressive design factors. Higher part-worth score, greater preference on the expressive attribute, and vice versa. Moreover,



larger part-worth utility score on expressive factor, means it was deemed as the vital factor to predict the preference (Kuhfeld, 2010). The analysis result is shown in Table 4.6 and Table 4.7. The values presented in the tables indicate the respondents' preference of those levels under each factor. This analysis considered expressive attribute level as the independent variables, and the six measure items as the dependent variables aimed to find out the correlation among them. The conjoint analysis is an orthogonal fractional-factorial design, and as such, some associations are not sufficiently strong to indicate the preferential relationship of the tourists for souvenir expressive attribute and perceived value, purchase intention. Some of the part-worth utility scores are not available, since the respondent's demographic information such as age, education, etc. spans a wide range, and it does not have strong relevance between the variables. Based on the data result, the analysis can be considered a nuanced examination, and the data difference is minimal. After calculation, the data indicates a typical trend for both the American tourists and Chinese tourists.

Table 4.6 Part-Worth Utility Score: American Tourists

		Functional	Emotional	Social	Novelty	Purchase-myself	Purchase-other
<i>Maker's mark</i>	Present	-0.0256	-0.0085	-0.0385	0.0043	0.000	0.000
	Dominant	0.0256	0.0556	0.0385	0.0556	0.000	0.000
<i>Relational</i>	Place and people	0.000	-0.047	0.000	-0.0598	0.000	0.000
	Place and/or people	0.000	0.0427	0.0769	0.0299	0.000	0.000
<i>Iconofetish</i>	Domestic	0.000	-0.0598	-0.0641	0.0598	0.000	0.000
	Public	0.000	0.0171	-0.0128	0.0299	0.000	0.000

The American tourists showed a higher preference of the souvenir carrying the maker's mark, thus indicating its dominance and the souvenirs bearing relational meaning with the local place or people. From the data, these two variables were found to be positively related to perceived tourists' perceived functional value (0.0256), perceived emotional value (0.0556, 0.0427), perceived social value (0.0385, 0.0769), and perceived novelty value (0.0299). Moreover, the analysis result indicates that tourists prefer souvenirs with public iconofetish attributes, which could impact the tourists' perceived emotional value and perceived novelty value. However, those souvenirs' expressive attributes do not directly indicate an association with the tourists' purchase

intention. Simultaneously, the relational factor and iconofetish factor, also fail to demonstrate any intersect between those two factors and perceived value. If the dataset could be modified to reduce the bias, those relationships could be explored further.

Table 4.7 Part-Worth Utility Score: Chinese Tourists

		Functional	Emotional	Social	Novelty	Purchase-myself	Purchase-other
<i>Maker's mark</i>	Present	0.0256	-0.0214	0.0598	-0.0214	0.000	0.000
	Dominant	0.0256	-0.0598	-0.0684	0.0427	0.000	0.000
<i>Relational</i>	Place and people	-0.0256	0.0812	0.0085	-0.0214	0.000	0.000
	Place and/or people	-0.0385	0.0171	-0.0556	0.0427	0.000	0.000
<i>Iconofetish</i>	Domestic	0.0256	0.0427	0.047	0.0214	0.000	0.000
	Public	0.0128	-0.0598	0.0085	-0.0214	0.000	0.000

There is only one feature for the Chinese tourists' group, domestic, which under the iconofetish factor indicates a positive correlated with the tourists' perceived functional value, perceived emotional value, perceived social value, and perceived novelty value (0.0256, 0.0427, 0.047, 0.0214). Besides, analysis shows other positive correlation relationships, indicating the tourists' preference that, Chinese tourists prefer the souvenir with marker's mark (0.0598), demonstrating the connection with local place and people (0.0085), and cumulatively, these two features are deemed to impact the tourists' perceived social value. The tourists also prefer the souvenir carrying a conspicuous marker's mark, related to the local place or people, since these two features in combination could influence their perceived novelty value. However, the result hasn't shown any direct relationship between the features and purchase intentions.

As shown in Table 4.6 and Table 4.7, a comparison between the American and Chinese groups presents the apparent general patterns of respondents' preferences and differences. However, the analysis was limited in demonstrating the significant differences between cultural groups regarding their preferences for purchase features concerning the six dependent variables. The main reason may be related to the bias generated to evaluate two groups' preferences during data analysis. According to the different proportions of datasets in each variable, data necessitates replenishment, and modification before further investigation.

#### 4.5 The Relationship between Perceived Value and Purchase Intention

A Spearman correlation analysis was conducted to examine whether the traveler's perceived value would be its correlation with their purchase intention. The spearman correlation is a useful tool to measure the strength of an association between two variables, it can find out the monotonic trends, especially for those on ordinal scales (Hauke & Kossowski, 2011; Sedgwick, 2014).

The four souvenir samples are the treatments in this orthogonally designed conjoint analysis study. To figure out the correlation between the variables, this analysis was repeated eight times (four times for each respondent's group). Following that, the overall result of the spearman correlations is shown below (Table 4.8).

Table 4.8 A Summary of Spearman Correlations Between Observed Variables

<i>Chinese Travelers</i>	Functional Value	Emotional Value	Social Value	Novelty Value	Purchase for myself	Purchase for other
<i>Functional Value</i>	1					
<i>Emotional Value</i>	0.721**	1				
<i>Social Value</i>	0.610**	0.619**	1			
<i>Novelty Value</i>	0.461**	0.500**	0.557**	1		
<i>Purchase for myself</i>	0.604**	0.671**	0.585**	0.527**	1	
<i>Purchase for other</i>	0.404**	0.412**	0.459**	0.391**	0.420**	1
** Correlation is significant at the 0.01 level (2-tailed).						
<i>American Travelers</i>	Functional Value	Emotional Value	Social Value	Novelty Value	Purchase for myself	Purchase for other
<i>Functional Value</i>	1					
<i>Emotional Value</i>	0.504**	1				
<i>Social Value</i>	0.507**	0.444**	1			
<i>Novelty Value</i>	0.466**	0.611**	0.459**	1		
<i>Purchase for myself</i>	0.461**	0.773**	0.461**	0.601**	1	
<i>Purchase for other</i>	0.258**	0.340**	0.423**	0.397**	0.348**	1
** Correlation is significant at the 0.01 level (2-tailed).						

All the variables are positively correlated, this means the higher the perceived value, the higher the purchase intention. There are no significant differences between the American tourists' group and the Chinese tourists' group, the result only shows the trend that tourists' perceived value has a positive correlation with tourists' purchase intention. This result resonates with what has

already been mentioned in the literature review regarding the perceived value and purchase intention studies (Schifter & Ajzen, 1985). It is also found that perceived value has a stronger correlation with "purchase for myself" than "purchase for others". However, the focus of this study is the correlation between perceived value and purchase intention. It has no significant relevance to the difference between "purchase for myself" and "purchase for others"; this could be covered in future researches. Hence, on studying the souvenir's expressive design attributes to explore the relationship between the perceived value and purchase intention, we find, regarding hypothesis two, that tourist's perceived value has a positive correlation with purchase intention.

The spearman correlation between perceived value and the Chinese tourists' purchase intention is shown as follows (Table 4.9); any amount over 0.5 indicates that the two variables have a stronger positive relationship. The result of the values revealed that perceived value has a stronger positive relationship with the purchase intention across the souvenir types.

Table 4.9 Spearman Correlations Between Observed Variables (Chinese Tourists)

<b>Obidos Flower Puzzle</b>	<i>Functional Value</i>	<i>Emotional Value</i>	<i>Social Value</i>	<i>Novelty Value</i>	<i>Purchase for myself</i>	<i>Purchase for other</i>
<i>Functional Value</i>	1					
<i>Emotional Value</i>	0.719**	1				
<i>Social Value</i>	0.646**	0.598**	1			
<i>Novelty Value</i>	0.445**	0.503**	0.466**	1		
<i>Purchase for myself</i>	0.652**	0.678**	0.571**	0.495**	1	
<i>Purchase for other</i>	0.509**	0.468**	0.571**	0.351**	0.497**	1
<b>Barcelos Rooster</b>	<i>Functional Value</i>	<i>Emotional Value</i>	<i>Social Value</i>	<i>Novelty Value</i>	<i>Purchase for myself</i>	<i>Purchase for other</i>
<i>Functional Value</i>	1					
<i>Emotional Value</i>	0.766**	1				
<i>Social Value</i>	0.655**	0.651**	1			
<i>Novelty Value</i>	0.530**	0.525**	0.650**	1		
<i>Purchase for myself</i>	0.628**	0.721**	0.645**	0.536**	1	
<i>Purchase for other</i>	0.449**	0.479**	0.472**	0.438**	0.474**	1
<b>Sweater Shirt</b>	<i>Functional Value</i>	<i>Emotional Value</i>	<i>Social Value</i>	<i>Novelty Value</i>	<i>Purchase for myself</i>	<i>Purchase for other</i>
<i>Functional Value</i>	1					
<i>Emotional Value</i>	0.712**	1				
<i>Social Value</i>	0.608**	0.671**	1			
<i>Novelty Value</i>	0.431**	0.525**	0.527**	1		
<i>Purchase for myself</i>	0.528**	0.659**	0.568**	0.509**	1	
<i>Purchase for other</i>	0.362**	0.397**	0.370**	0.380**	0.393**	1
<b>Sour Cherry Wine</b>	<i>Functional Value</i>	<i>Emotional Value</i>	<i>Social Value</i>	<i>Novelty Value</i>	<i>Purchase for myself</i>	<i>Purchase for other</i>
<i>Functional Value</i>	1					
<i>Emotional Value</i>	0.685**	1				
<i>Social Value</i>	0.532**	0.554**	1			
<i>Novelty Value</i>	0.436**	0.446**	0.584**	1		
<i>Purchase for myself</i>	0.607**	0.625**	0.554**	0.569**	1	
<i>Purchase for other</i>	0.296**	0.303**	0.421**	0.396**	0.315**	1

\*\* Correlation is significant at the 0.01 level (2-tailed).

This spearman correlation indicates the relationship between the perceived value and purchase intention of American tourists (Table 4.10). Unlike Chinese tourists' values, the

American tourists showed perceived emotional, and novelty values have stronger relationships across the souvenir types.

Table 4.10 Spearman Correlations Between Observed Variables (American Tourists)

<b>Obidos Flower Puzzle</b>	Functional Value	Emotional Value	Social Value	Novelty Value	Purchase for myself	Purchase for other
Functional Value	1					
Emotional Value	0.616**	1				
Social Value	0.649**	0.494**	1			
Novelty Value	0.509**	0.621**	0.516**	1		
Purchase for myself	0.498**	0.779**	0.457**	0.591**	1	
Purchase for other	0.040**	0.431**	0.515**	0.456**	0.419**	1
<b>Barcelos Rooster</b>	Functional Value	Emotional Value	Social Value	Novelty Value	Purchase for myself	Purchase for other
Functional Value	1					
Emotional Value	0.438**	1				
Social Value	0.404**	0.388**	1			
Novelty Value	0.364**	0.540**	0.412**	1		
Purchase for myself	0.399**	0.813**	0.364**	0.569**	1	
Purchase for other	0.180**	0.224**	0.307**	0.244**	0.213**	1
<b>Sweater Shirt</b>	Functional Value	Emotional Value	Social Value	Novelty Value	Purchase for myself	Purchase for other
Functional Value	1					
Emotional Value	0.425**	1				
Social Value	0.342**	0.456**	1			
Novelty Value	0.384**	0.603**	0.425**	1		
Purchase for myself	0.420**	0.703**	0.535**	0.571**	1	
Purchase for other	0.353**	0.343**	0.355**	0.415**	0.402**	1
<b>Sour Cherry Wine</b>	Functional Value	Emotional Value	Social Value	Novelty Value	Purchase for myself	Purchase for other
Functional Value	1					
Emotional Value	0.537**	1				
Social Value	0.634**	0.438**	1			
Novelty Value	0.608**	0.678**	0.483**	1		
Purchase for myself	0.526**	0.797**	0.486**	0.671**	1	
Purchase for other	0.459**	0.363**	0.513**	0.471**	0.357**	1

\*\* Correlation is significant at the 0.01 level (2-tailed).

#### 4.6 The Tourists' Preference on Souvenir Types

Combining with Gordon's (1986) five souvenir categories, from Table 4.2, both American and Chinese tourists demonstrated the highest preference for souvenir type, symbolic shorthand, and lowest preference for souvenir type, markers. This implies the purchase of a souvenir as a memory. They showed preference to use a landmark sign instead of directly engraved or evident marks on the product. Correspondingly, detailed observation of the souvenir types, through symbolic shorthand, attained the first place in the ranking, and thus, the American and Chinese tourists obtain different perceived value in comparison. American tourists supposed that these souvenirs gave them the highest perceived novelty value ( $M=2.02$ ), but lowest perceived social value ( $M=2.38$ ). While the Chinese tourists' group felt that the symbolic shorthand gave them the highest perceived social value ( $M=2.02$ ), but the lowest perceived emotional value ( $M=2.38$ ). Thus, based on the results, it is easy to infer that the groups raised differential perceived values for the same preference souvenir. For example, the sweatshirt, which belongs to the marks type in souvenir, attained consistent perceived value between American and Chinese tourists, the highest perceived social value ( $M=2.81, 3.04$ ), but the lowest perceived novelty value ( $M=3.01, 3.27$ ).

The Obidos flower puzzle and the Ginja de Obidos/sour cherry wine were categorized as the souvenir category pictorial image and local product. These artifacts did not demonstrate distinctive results in the overall ranking. However, for the souvenir type, pictorial image, both the American and Chinese tourist groups gave similar results in generating the perceived value, the highest perceived novelty value ( $M=2.13, 19.96$ ), and lowest perceived social value ( $M=2.74, 2.56$ ). For the souvenir Ginja de Obidos, which represents the local product in the souvenir category, the American and Chinese tourist groups generated different perceived values. That is, that highest perceived social value ( $M=2.08$ ) and the lowest perceived novelty value ( $M=2.84$ ) for American tourists; and highest perceived functional value ( $M=2.24$ ), and the lowest perceived novelty value ( $M=2.65$ ) for Chinese tourists' group.

As seen in Table 4.11, the study used a t-test (called independent sample t-test) to study different cultural groups. The results show that 11 items failed to show any significant value ( $p>0.05$ ), which means that all these 11 items are consistent for both the groups with no difference. Besides, the cultural group is significant ( $p<0.05$ ) for 13 items, thus implying that different cultures might impact the two groups differently. Moreover, the high value is also indicative of significant

differences among these 13 items. From the perspective of souvenir types, the specific analysis is shown below:

For the pictorial image, Obidos flower puzzle, the different cultural groups for perceived social value ( $t=-2.309$ ,  $p=0.021$ ), and perceived novelty value ( $t=-2.447$ ,  $p=0.015$ ) are significant at the 0.05 level, wherein, the comparison difference indicates that for Chinese tourists (2.56, 1.96) the value is significantly lower as compared to the American tourists (2.74, 2.13).

For symbolic shorthand, Barcelos Rooster, the different cultural groups for perceived social value ( $t=-5.066$ ,  $p=0.000$ ), and purchase for others as gift ( $t=-3.264$ ,  $p=0.001$ ) are significant at the 0.01 level. Wherein, the comparison difference indicates that for Chinese tourists (2.02, 2.01), the value is significantly lower compared to the American tourists (2.38, 2.29).

For markers, sweatshirt, the different cultural groups for perceived emotional value ( $t=2.289$ ,  $p=0.023$ ), perceived social value ( $t=2.933$ ,  $p=0.004$ ), perceived novelty value ( $t=3.855$ ,  $p=0.000$ ), purchase for myself ( $t=3.976$ ,  $p=0.000$ ), and purchase for others as gift ( $t=4.438$ ,  $p=0.000$ ) are significant at the 0.05 level. Here, the comparison difference indicates that for Chinese tourists (3.14, 3.04, 3.27, 3.07, 3.21) the values are significantly higher than the American tourists (2.97, 2.81, 3.01, 2.70, 2.81).

For local product, sour cherry wine, the different cultural groups for perceived emotional value ( $t=-2.046$ ,  $p=0.041$ ), perceived social value ( $t=3.183$ ,  $p=0.002$ ), perceived novelty value ( $t=-2.488$ ,  $p=0.013$ ), and purchase for myself as gift ( $t=-2.349$ ,  $p=0.019$ ) are significant at the 0.05 level. Here, the comparison difference indicates (except the perceived social value) that for the Chinese group (2.35), the value is significantly lower than the American tourist group (2.08). Moreover, the comparison in other items shows that for the Chinese tourists' group (2.25, 2.65, 2.40), the values are significantly lower than the American tourists' group (2.44, 2.84, 2.64).

This cross-comparison shows that the Chinese tourists' response distribution is more concentrated with a different pattern from the American tourists' response distribution, which is dispersed.



Table 4.11 Independent Sample t test on American and Chinese tourists

		American Tourists (Mean)	Chinese Tourists (Mean)	T value	sig. (2-tailed)
<i>Obidos Flower Puzzle</i>	Functional value	2.53	2.55	0.284	0.776
	Emotional value	2.30	2.37	0.855	0.393
	Social value	2.74	2.56	-2.309	0.021*
	Novelty value	2.13	1.96	-2.447	0.015*
	Purchase to myself	2.41	2.36	-0.47	0.639
	Purchase to others	2.47	2.47	0.054	0.957
<i>Barcelos Rooster</i>	Functional value	2.03	2.10	0.915	0.361
	Emotional value	2.29	2.18	-1.306	0.192
	Social value	2.38	2.02	-5.066	0.000**
	Novelty value	2.02	2.09	1.018	0.309
	Purchase to myself	2.25	2.16	-0.97	0.333
	Purchase to others	2.29	2.01	-3.264	0.001**
<i>Sweater Shirt</i>	Functional value	3.21	3.10	-1.601	0.11
	Emotional value	2.97	3.14	2.289	0.023*
	Social value	2.81	3.04	2.933	0.004**
	Novelty value	3.01	3.27	3.885	0.000**
	Purchase to myself	2.70	3.07	3.976	0.000**
	Purchase to others	2.81	3.21	4.438	0.000**
<i>Sour Cherry Wine</i>	Functional value	2.23	2.24	0.125	0.9
	Emotional value	2.44	2.25	-2.046	0.041*
	Social value	2.08	2.36	3.183	0.002**
	Novelty value	2.84	2.65	-2.488	0.013*
	Purchase to myself	2.64	2.40	-2.349	0.019*
	Purchase to others	2.43	2.30	-1.262	0.208

\* $p < 0.05$  \*\* $p < 0.01$  (2 tailed)

Table 4.12 below shows a summary of the hypothesis.

Table 4.12 Hypothesis Summary

<b>Hypothesis</b>	<b>Result</b>
<i><b>H1: The souvenir expressive attributes affect tourists' perceived values</b></i>	
<b>H1a: The Maker's Mark of the souvenir affect the tourists' perceived value.</b>	Accepted
<b>H1b: The Relational of the souvenir affect the tourists' perceived value.</b>	Accepted
<b>H1c: The Iconofetish of the souvenir affect the tourists' perceived value.</b>	Accepted
<i><b>H2: The souvenir expressive attributes affect tourists' purchase intention.</b></i>	
<b>H2a: The Maker's Mark of the souvenir affect the tourists' purchase intention.</b>	Accepted
<b>H2b: The Relational of the souvenir affect the tourists' purchase intention.</b>	Accepted
<b>H2c: The Iconofetish of the souvenir affect the tourists' purchase intention.</b>	Accepted
<i><b>H3: American tourists and Chinese tourists have different preference for souvenir expressive attributes</b></i>	
<b>H3a: American tourists and Chinese tourists differ in their preferences for souvenirs' Makers' mark attribute</b>	Accepted
<b>H3b: American tourists and Chinese tourists differ in their preferences for souvenirs' Relational attribute</b>	Partially Accepted
<b>H3c: American tourists and Chinese tourists differ in their preferences for souvenirs' Iconofetish attribute</b>	Accepted
<b>H4: The tourists' perceived values affect purchase intentions</b>	Accepted
<b>H5: American tourists and Chinese tourists have different preference for souvenir types</b>	Partially Accepted

## **CHAPTER 5. CONCLUSION, DISCUSSION AND IMPLICATIONS**

The final chapter traverses over general discussions of the study's key findings. Both theoretical and managerial implications are highlighted. The limitation of this study is stated and discussed. Some suggestions are also mentioned for further studies in the future.

### **5.1 Summary of the Study**

This study aimed to explore tourists' preference for the souvenir expressive attribute and conducted a comparative analysis of the American tourists' and Chinese tourists' perceived value and purchase intention to determine the similarities and differences between these two groups. Four souvenir samples were selected as the study subject, and subsequently, orthogonal design conjoint analysis applied to facilitate ranking the souvenir under each perceived value and purchase intention by respondents. The perceived value was cited from Sheth, Newman, and Gross., (1991), Sweeney and Soutar (2001), Williams & Soutar, (2009), and combined with this study case to modify the perceived value to follow four dimensions, and three scale items for each. The purchase intention measurement was borrowed from Kim & Littrell, (1999), and two statements were correspondingly identified to examine the tourists' attitude towards the souvenir expressive attribute.

The Spearman correlation was then used to analyze the relationship between the four perceived values and measure the outcome, i.e., purchase intention. The analysis produced a remarkable result that each perceived value strongly correlates with the purchase intention, indicating the relationship between the tourists' cognition, evaluation and their behavioral trend. Subsequently, through conjoint analysis and the transformation analysis regression, the study explored the relationship among each souvenir expressive design attributes on the tourists' preference. Maker's mark and the Iconofetish factors were found to have a higher influence on the American tourists, while, the relational, iconofetish factors influence the Chinese tourists. The two part-worth utility calculations demonstrated a correlation between the features and tourists' perceived value and purchase intention, based on the respondents' ranking order. Thus, the American tourists' group and Chinese tourists group showed dissimilarities regarding their preference for the souvenir expressive attributes.

In this scenario-based study, Obidos, Portugal, was selected as the study destination, and all the four souvenir samples were chosen from the local tourist market. Correspondingly, sixteen hypotheses were examined in data analysis, and seven of them were supported by the results.

## **5.2 Discussion**

The study focused on souvenir selection to identify the relationship between tourists' perceived value and purchase intention underpinned by the tourists' preference of the souvenir expressive design attribute. The study conducts a comparative analysis to assess the expressive feature that has a higher impact on the tourists' perceived value and purchase intention and explores the preference of different tourists' groups regarding the expressive design features. This section presents the general analysis of intersect between souvenir expressive design factors, tourists' perceived value, and purchase intention. The section also puts forth the patterns identified for the preference of souvenir design. This is followed by conducting an analysis of the cultural similarities and differences between the American and Chinese tourists.

### **5.2.1 General tendencies of tourists' preference on souvenir expressive design factor**

The inferences obtained from the conjoint analysis, as per the regression and part-worth utility score demonstrate:

- The differential impact of the expressive feature on the four perceived values
- Outcome intention
- The tourists' preference of those expressive features (present vs dominant, place and people vs place or people, domestic vs public)

The analysis shows that souvenir's maker's mark and relational factors primarily influence the American tourists while the souvenirs' iconofetish factor fundamentally influence the Chinses tourists' group. Besides, maker's mark indicates American tourists prefer the souvenir has the mark or label to means the destinations' information (maker's mark factor), and they also prefer the souvenir expression shows the connection with local place and local people (Relational factor). Thus, through the part-worth scores, American tourists prefer souvenir to express local places or local people relations, such as the landmark image, local language, or other symbolic signs on the souvenir appearance. Chinese tourists prefer souvenirs' iconofeitsh that has the expression with

symbolic sign. This means they prefer the souvenir contain the expressive elements that only have domestic meaning in this specific site. As such, market segmentation underpins the preferences of souvenir design and hence can help the souvenir designer leverage different degrees of expressive features. The following table shows the market segmentation-based tourist preferences.

Table 5.1 Conclusion of the difference between American and Chinese tourists

	<i>American Tourists</i>	<i>Chinese Tourists</i>
<i>Preference</i>	Maker's mark & Iconofetish	Relational & Iconofetish
<i>Transformation Regression</i>	<ul style="list-style-type: none"> <li>- Destinations name, Artist name, or label</li> <li>- The local ethnic feature's express on souvenir</li> </ul>	<ul style="list-style-type: none"> <li>- Show the souvenirs' origin</li> <li>- The local ethnic feature's express on souvenir</li> </ul>
<i>Preference</i>	Makers' Mark (present) & Relational (local place or local people)	Iconofetish (domestic)
<i>Part-worth utility scores</i>	<ul style="list-style-type: none"> <li>- Present destinations name, Artist name, or label</li> <li>- Show the souvenirs' origin</li> </ul>	<ul style="list-style-type: none"> <li>- Express local ethnic feature's with domestic meaning or iconic sign express on souvenir</li> </ul>

The analysis conducted on the two study groups showed that based on Hume's parameters (2014) with his three discrete souvenir groups, the American tourists prefer the representative group attributed to their inclination towards souvenir with the dominant maker's mark, local place, or local people. Correspondingly, it is impossible to classify the Chinese tourists' group within any discrete group due to their inclination towards souvenir with the domestic iconofetish feature.

Moreover, the dependent variable is the purchase intention. This is a scenario-based experiment and as such, the souvenir expressive attribute fails to show any association with tourists' purchase intention. Notably, the current study only took into account the souvenir expressive design factors. However, according to scholars (Chang & Wildt, 1994), the monetary factor also influences the product selection, as well as purchase decision for customers besides the product information. Specific to the current study, probably the absence of statistics related to souvenir prices can explain the lack of inference regarding the association in both the two tourists' groups between the souvenir expressive design factors and tourists' purchase intention.

### 5.2.2 The similarity of the groups souvenir selection

According to the data analysis results, there are some similarities between the two groups of tourists: Firstly, both American and Chinese tourists have highest preference on souvenir types

that symbolic shorthand and lowest preference on souvenir type that marks. Secondly, all perceived value and purchase intention were positively correlated with souvenir expressive factors. Then, the iconofetish features are the most influential expressive factors that impact tourists' perceived novelty value and purchase intention for both groups.

There might be many reasons for this result. Since souvenirs are an expression of the culture, tourists' cognition of souvenirs might be influenced by their host culture. This might be applied to the cultural convergence theory (Barnett & Kincaid, 1983). However, this theory has two opposite viewpoints: one insists that culture is stable in a social community and is hardly influenced by other factors (Barkema & Vermeulen, 1997); another supposes that one culture can be modified through the process of interaction and communication with another culture group (Axelrod, 1997). According to Bergiel, Bergiel, and Upson (2012), culture is dynamic and convergent, and it is also impacted by the environment and other external factors such as politics, economy, and technology. Though a souvenir is related to the culture it represents, tourists do not merely react to it based on the cultural aspect. A souvenir will also be identified as a product in the local tourism market, then retailers should also consider market and consumer behavior factors.

Tourists who are from different countries but have a number of common requests demonstrate that these are the trends of the souvenir market demands. The tourists from different countries but prefer the same souvenir types also indicate the market demand that, compared with the souvenir type mark, symbolic shorthand are the types that customers prefer, more symbolic sign or cultural connection with the destination can raise the emotional resonance with the tourists. Souvenir designers and manufacturers can base their products on these findings and this information to upgrade their souvenir product. Moreover, apart from the culture being a factor that impacts tourists' souvenir selection, tourists' consumer behavior and destination market maturity and market segmentation may also impact the same. All these issues can be further explored in the future.

### **5.2.3 Differences between American tourists and Chinese tourists**

From the data analysis result, referring to the same types of souvenirs, the tourists would generate different perceived value, basing on the result data. For souvenir-type symbolic shorthand, American tourists have the highest perceived novelty but lowest perceived social value. In contrast, Chinese tourists have the highest perceived social value, but the lowest perceived emotional value.

And for souvenir type, local product, American tourists have the highest perceived social value, but lowest perceived novelty value, while Chinese tourists consider the souvenir have the highest functional value, but lowest novelty value. Perceived social value and perceived emotional value are the two opposite evaluation systems, one is judging the owners' feelings, but another was based on other's attitudes and reactions. There is a fascinating phenomenon that refers to the symbolic shorthand, Chinese tourists rank the highest perceived social value, but the lowest emotional value. It shows the contradiction of Chinese tourists, and which matches the high-context culture feature in Asia. Besides, the local product is a sour cherry wine, American tourist deems it has the highest perceived social value, but Chinese tourists supposed it has highest functional value. Which also express the different group customer have different cognition on the same product.

Some findings indicate that American and Chinese tourists have different preferences regarding the expressive attributes of souvenirs. American tourists prefer souvenirs with a dominant maker's mark; this requirement suggests that tourists wish the typical sign to be seen on the souvenir concerning expressive prospects, while Chinese tourists prefer souvenirs with domestic iconofetish features. Hofstede's model (1984) has six dimensions (power distance index, collectivism vs. individualism, uncertainty avoidance index, femininity vs. masculinity, short-term vs. long-term orientation, and restraint vs. indulgence) to measure cultural differences. While American tourists prefer a low context to express their preference, the maker's mark is a word or sign that indicates the destination. However, Chinese tourists prefer a domestic iconofeitsh feature that clearly shows the souvenir's context, the ethnic features, which are also a marked feature of Asian high-context culture, using less message to express more meaning.

Also, American tourists indicate their preference for souvenirs that connect with the local place or local people, which means they wish to find out the relevant elements of the destination on the souvenir appearance. This requirement reveals the tourists' demand for exploring the authenticity of souvenirs. As Chinese tourists prefer souvenirs with a domestic iconofetish feature, they seek the souvenir to be more authentic, and the souvenir could contain the domestic meaning only for this specific destination. All those tips could remind souvenir designers to ensure more innovation or authenticity elements goes into making souvenirs.

The respondents' demographic information shows that the Chinese respondents were mostly 25–35 years old, but the American tourists were distributed evenly among all age groups. From the market perspective, they prefer to group the customers in the same segment, depending on the

same features (Kivela & Crotts, 2005). In this case, the age or the nationality dimension would be used to group the respondents, and those different preferences might be initial for various reasons. In 2018, there were 93.04 million American outbound tourists (Statista.com, 2020) and 149 million Chinese outbound tourists (China Tourism Academy, 2020). Both USA and China have large outbound tourism markets, and this study could contribute to the tourist demands being met and improve souvenir sale in the destination.

#### **5.2.4 Relationship between souvenir expressive design factor, tourists perceived value and purchase intention**

On conducting an analysis of the intersect between the souvenir expressive design attribute, tourists perceived value, and purchase intention, the results demonstrate some exciting findings. The first inference shows that a higher positive perceived value leads to higher souvenir purchase intention in the tourists. Thus, supporting Hypothesis Two, the analysis results evidence a directly proportional relationship between the factors of tourists' perceived value and purchase intention. The underpinning principle for the analysis has been the regulation that the variables demonstrate a stronger relationship with a higher positive numeric result. In both American and Chinese tourists' groups, purchase intentions were found to be correlated with all four perceived value, including perceived functional value, perceived emotional value, perceived social value, and perceived novelty. As such, this significant inference can inform the design of future souvenirs. It has been observed that perceived value and purchase intention are interdependent based on tourists' perspectives, thus informing several implications of the souvenir market. Firstly, to drive the tourists' purchase intentions, the market should take into account the tourists' perceived value and ways to increase the same. According to scholars, the process of making a purchase decision entails the impact of souvenir on consumer attitude and underscores the development of perceived value by the consumer (Solomon, Russell-Bennett, & Previte, 2012).

As per the literature review, there are four perceived values. In particular, the souvenir quality is emphasized by the perceived functional value and is measured with statements, like "This souvenir has good workmanship". This influence can be leveraged by the designer and manufacturers to garner an insight into the customer judgment and criteria on souvenir selection. Correspondingly, statements similar to "Owing this souvenir allows me to impress others" are used for measuring the perceived social value. On the same lines, the tourists' perspective can be



ascertained through statements such as, "This souvenir reminds me of Portugal", thus highlighting more relevant information on the tourists' preference regarding souvenirs for the use of designers. For example, to meet the tourists' demands, deciding the shape, color, or symbols used regarding the souvenir expressive design factor. The designers may find it challenging to explore the perceived emotional value on the same lines, as this is a much more personal attribute. As such, a detailed market survey can be used to understand customer behavior for specific market segmentation for improved interpretation of the tourists' perceived emotional value towards enhancing the souvenir design.

Focusing on the souvenir expressive design factor as regards the maker's mark, relational, and iconofetish influences the perceived value and purchase intention of the study respondents. The analysis inferred that the tourists' expressive aspect-based selection of souvenirs also impacts the value and purchase intention. Several previous studies have focused on souvenir attributes, including workmanship, aesthetics, cultural and historical factor (Littrell, Anderson, & Brown, 1995), souvenir relevant attribute (easy to care, the pattern on the artifacts) (Graburn, 1984). These studied failed to touch upon the topic of tourists' psychology, and as such, the author of this study deemed it necessary to bridge this gap and connect the designer with the customers. Clearly, establishing an intersect between the customers' reactions and souvenir expressive design factor would greatly benefit the development of the souvenirs' factors.

### **5.3 Theoretical Implications**

Theoretically, the present study contributes to the souvenir literature study in several ways. With the rapid development of society, the souvenir's role is changing, and correspondingly, the study of souvenirs also needs to be enriched. To the best of the author's knowledge, currently, no other study focuses on souvenir design attributes based on expressive factors. As such, this study topic could help deeply explore souvenir design factor in general, including the tourists' reaction on different souvenir products and the perceived value that customer generates from the expressive perspective. This study helps to extend the perceived value application in the tourist context. The tourists' perceived value and purchase intention serve as a tool to examine the tourists' preference, especially in the cross-cultural group. The five perceived values (Sheth, Newman, & Gross, 1991; Sweeney, Sweeney & Soutar, 2001) were adjusted into four, including perceived functional value, perceived emotional value, perceived social, and perceived novelty value. Furthermore, perceived

value functions as a tool to enrich the theoretical knowledge base to measure the tourists' reaction to the tourism product.

This study focusses on the souvenir design factor, explicating on how expressive attributes are related to different cultural groups tourists' perceived value and purchase intention. The study conducted a conjoint analysis, a popular market tool widely used to examine the customers' preference for various product attributes. For example, hotels, flight companies have used this market technique to study their tourism product. Moreover, it also acts as an excellent academic tool that helps researchers in conducting the study. An adequately defined study design could support the simultaneous study of multiple objects, which can reduce the response time on completing the questionnaire, thereby allowing respondents to focus on the questions and provide more accurate answers while reducing their mental fatigue. Moreover, compared with the rated-based approach, and the choice-based approach, the rank-based approach demonstrates a better alignment with the cross-cultural aspect of this study. As such, it helps to resolve the imperfect methodological influence of scalar equivalences in cross-culture study.

The souvenir is the object of this study, but related knowledge extends to product design and expression, product semantics, consumer psychology, consumer behavior, and other relevant aspects. A cross-disciplinary approach has been applied in this study and can be posited as an inspiration for future research in inter-disciplinary verticals. Through interdisciplinary learning and communication, researchers can find suitable research methods for comprehensive research to achieve the study's purpose.

#### **5.4 Managerial Implications**

In 2018, there were 93.04 million American outbound tourists (Statista.com, 2020) and 149 million Chinese outbound tourists (China Tourism Academy, 2020). The annual average expenditure of per Chinese tourists for outbound travel increasing from \$6,026 (RMB 40,900) to \$6,706 (RMB 45,515) in 2018 (Chinese luxury daily, 2019), and yearly outbound American tourism expenditure \$156.3billion in 2018 (Statista.com, 2020). The number of outbound tourists and expenditure is very large for both the American and Chinese tourism market, the most intuitive reflection of all data is the economic contribution of outbound travel to the destination. Souvenir purchasing might be a small part of the journey, but it can impact tourists' traveling experience (Swanson & Horridge, 2006). Understanding what tourists truly wanted will help the retailer and

improves tourists' satisfaction, thereby increasing their likelihood of becoming repeat tourists and increasing the related income.

Steve Jobs (2011) says, "people don't know what they want until they've seen it" This is particularly true in this study because tourists do not have a clear pattern of souvenir preference. Different from other conventional markets, the souvenir market is blurred to know the target groups, such as the age group, educational background, etc. In tourism market, clarifying destination tourism resources and tourists' travel motives, traveling style can contribute a little on understanding tourists' consumption behaviors, then predict their preference and purchase intention. However, through this study, the designer could have an explicit idea on the expressive factors that tourists prefer and how to attract customers through those expressive design factors.

#### 5.4.1 General implication on souvenir design

There are currently many types of souvenirs in the market, but most of them directly convert local iconic figures into patterns and then print them on the products. Sometimes, the landmark building's shape will be borrowed and manufactured in cheap, mass-produced household type souvenirs. Printing the name or abbreviation of the destination directly on the wearable product is another common method of making souvenirs. The two pictures below (figure 5.1, 5.2) show how it has mentioned that manufacture the souvenirs at any destinations. They lack the kind of design that shows relations with the destination and authenticity. Another major problem is the repeated use of the traditional iconic sign with the public meaning, making tourists' aesthetic fatigue.



Figure 5.1 The souvenir in New York (America)



Figure 5.2 The souvenir shirt in Shanghai (China)

This study is a reminder for the designer that they should dig out local cultural uniqueness and integrate those factors into product design through expressive factors. Adding more innovative elements to the souvenir design will make it easier to attract the attention of tourists. Moreover, tourism planners can construct new cultural symbols base on those domestic or new iconic factors at the destination, and then combining with tourist preference to strengthen the domestic iconic signs or shape new iconic signs. Souvenir with new iconic can enrich the combinations of the expressive elements and improve product innovations. It also contributes to the destination tourism product upgrades and increases competitive advantage, thereby attracting tourists to re-visit to the destination or re-purchase souvenirs.

Souvenirs are regarded as cultural symbols representing the uniqueness of the destination. The well-designed souvenirs can express the image of the destination and make tourists have associated with the destination. This indicates the marketing function of souvenir products, that is, destination brands reflect local symbol attributes. The rigid design does not arouse the buyer's emotional resonance or even the consumer's attention on the display rack. Based on the results of this research, the souvenir design can be updated that creating new combinations of expressive attributes. This is also a way to make the best use of marketing function to promote the destination better. Consider the souvenir as the destination's brand would benefit the destination management company in promoting the destination.

Souvenirs also serve as personal souvenirs that satisfy personal emotional and social needs. The souvenir as an object to prove the personal experience and trace the feelings changes. As the description of perceived value, the perceived emotional value makes them feel good about the place and the people; perceived social value helps them attain social approval; perceived novelty value reminds them of the destination. All those personal thoughts and feelings are reflected from the souvenir, similar to a personal museum to cover all those experiences and satisfy individuals' multiple needs. Upgraded souvenir design could help meet the tourists' needs from various perspectives.

#### **5.4.2 The implication for the specific cultural group**

The tourists prefer to bring the souvenir back home with the destinations' symbolic meaning (Oh, Cheng, Lehto, & O'Leary, 2004). That is, all the tourists who wish to the souvenirs they purchase could genuinely note the destinations. Then, it concludes that the different preferences

on souvenir expressive factors only reflect how cultural factors impact the tourists' cognition on souvenir authenticity. Combining with the analysis result, American tourists have a higher preference for souvenirs with the present maker's mark and those related to both the local place and people. In comparison, Chinese tourists have a higher preference for souvenirs that souvenir with the domestic iconofetish feature. Making the souvenir expressive attribute apparent, so it is symbolic of the destination, is an issue that designers need to work at. This study provides the idea to show tourists' preferences and how they consider souvenir authenticity through the souvenirs' expressive design factor, for instance, emphasis on the makers' mark, relations with the local place or people, or iconic domestic features on the appearance of the souvenirs. This result can contribute to the international destinations that consist of the American and Chinese tourists and suggest for the US and Chinese domestic tourists' market.

The analysis result shows that the iconofetish factor is the essential factor that influences both American and Chinese tourists perceived novelty value, purchase to myself, and purchase to others. However, for the perceived functional, emotional, and social values, the American tourists and Chinese tourists express different preferences. The iconofetish factor significantly impacts the American tourists' perceived functional value, and for perceived emotional and social value, the makers' mark is the most critical factor contributing to the expressive factors. American tourists prefer to learn about the souvenirs' authenticity through the makers' mark and iconofetish factors, suggesting future souvenirs design, inviting more independent artists or regional family business owners from the destination to participate in the souvenir design. The souvenir appearance with their signatures or the trademarks can present the connections between the souvenir and the destination.

While Chinese tourists indicate, the relational and iconofetish factors impact their perceived functional and social value. The market that faces Chinese tourists was suggested to provide more souvenir products containing the elements reflecting the local place or local people in the souvenir design. In the destinations, the legends, the cuisines, and the customs, all those elements can transfer to be the idea that contributes to the souvenir design improvement. Moreover, the destination management company provides tourists with more cultural activities or activities to deeply interact with local communities. This can help tourists to attain an authenticity experience and interpret the souvenirs from the indigene perspective. Knowing more about the local culture

and establishing more personal connections with the destination can also help tourists understand the relational factors through souvenir design.

Updated souvenir design or conduct a re-design on souvenir are not responsible for any single-interest group, it needs cooperation with all the different parties. Especially for the iconofetish factor, one of the strategies is to create more immersive activities that help tourists know more about the destination. The marketer can then work together with the tourists to establish new iconic or develop the domestic iconic to be public gradually. For the manufacture, this study also reminds them that mass-produced souvenirs can reduce the tourists' cost for and satisfaction. However, with the destination development and the repeat tourists increasing, the tourists might have higher demands when it comes to souvenirs. The price would not be the only criteria for tourists to make a purchase decision, if the souvenir could satisfy their social needs, emotional needs or etc., which will drive them generate perceived value or raise the purchase intention.

Furthermore, shopping becomes to be one of the motives for tourists to have a trip, the destination management company should catch up with this opportunity to invite the designers or artists to develop a well-designed, high-quality souvenir. Switching those destinations' elements to be the design factor on souvenir can indicate the destination authenticity. With new combinations of expressive factors in souvenir designing, can attract the tourists and make them willing to purchase the product. What's more, for tourists, the sustainable development of the destination could encourage them to become repeat guests that explore the destinations deeply, and the improvement of the shopping experience on souvenirs might also increase their satisfaction and recognition of the destination. This also drive them raise high requirements on the souvenir design in the future. This forms a virtuous circle among the tourists, destination management company, and retailers.

## **5.5 Limitations and Suggestions**

Several studies have focused on tourists' purchase intention, tourists' shopping behavior, and souvenir development with vital theoretical and managerial implications. Similar to other research, this study demonstrates several limitations presenting the deficiencies in this study. First, the data was collected from two data platforms—the respondents' demographic information—for comparing Chinese and American travelers' groups, and as such, there might be some bias. Second,

Obidos, Portugal was selected as the destination, and as is a heritage site, the tourist market does not have the availability of all types of souvenirs.

According to Gordon (1986), the five general types of souvenirs include Pictorial image, Piece-of-the-rock, Symbolic shorthand, Markers, and Local product. Piece-of-rock is a typical souvenir directly collected from the raw material from nature, in Obidos, and hard to obtain. Third, the conjoint analysis was selected to use in this study, the ideal situation is that enough souvenirs product could be found so that the full-factorial test would reduce the bias. Since this scenario-based test collected all souvenir information for the websites, irrespective of the number of souvenirs or souvenirs information, the data cannot be considered the first-hand experience. This study mainly focusses on how groups of tourists from different cultural backgrounds differential preferences on souvenir have purchased. Perceived value and purchasing intention were selected as the tool to measure result, marketing tool – conjoint analysis was chosen as the analysis method to help assess the specific item that impacts customers purchasing options. The study offers some suggestions on various perspectives for future research in combination with the limitations mentioned previously.

Firstly, as mentioned in the literature review, the tourism types and travel motivation demonstrate multiple facets, impacting destination selection, perceived value, and even the resultant purchase intention. This research is a scenario-based case that selected a heritage site as a destination and searched the local market to identify the study sample's souvenirs. The objective was to further explore how those factors impact the souvenir selection or souvenir preference. A subsequent study can further extend destination and souvenir types selection. Multiple types of destinations can enrich the research and reduce the bias, figure out how travelers' motivations and tourism types drive tourists produced perceived value and purchase intention, and how those factors impact souvenir preference. What's more, this study only focused on the singular aspect of souvenir's attribute to evaluate the tourists' preference among tourists from different countries.

Future studies can invite more experts in the souvenir design or marketing field to deepen explore the souvenir design details and adjust or make innovation on souvenir design to attract tourists to purchase. Mass-produced souvenirs flood the tourists' market. However, this factor cannot be deemed to impact traveler purchase behavior singularly. The researchers and markets should provide more suggestions to upgrade the souvenir design and improve the traveler's experience. Besides, one-time visitors and repeat visitors might have different recognition on the

destination, and if they will have different preference on souvenir selection, should also further explore to enrich the souvenir study.



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## APPENDIX SURVEY QUESTIONNAIRE

### Tourists Preferences of Souvenir Design on Expressive Attributes: A Cross-National Perspective

We are currently conducting a study on Tourists Preferences of Souvenir Design on Expressive Attributes: A Cross-Cultural Perspective. *Will you be willing to participate?* **For you to participate you must be 21 years or older and has the experience to purchase the souvenir at the destinations.**

The survey will take approximately **10 minutes** to complete. Your name is not required. Also, your responses will be confidential and carefully stored. To the best of our knowledge, there are **no risks** to your participation in this study than what would have occurred in normal life.

The findings of this study are important as they could assist researchers in effectively measuring tourists' preference of the souvenir design on expressive attributes.

If you have any questions about this project please do not hesitate to contact the principal investigator, Ying Li from the School of Hospitality and Tourism Management at Purdue University in West Lafayette Indiana USA. Her email address is li3220@purdue.edu.

Thank you!

Dr. Xinran Lehto, Professor

Ying Li, Graduate Student

### Survey Begins Now!

Basic information for the participant:

Have you purchased souvenirs at the tourism destination?

- ☐ Yes ☐ No

Have you been to Obidos, Portuguese:

- ☐ Yes ☐ No





Your age (in years):

- ☐ 21-25yrs
- ☐ 26-35yrs
- ☐ 36-45yrs
- ☐ 46-55yrs
- ☐ 56-65yrs
- ☐ 66 yrs or over

How often do you have a leisure travel in past 3 years?

Please write down \_\_\_\_\_

### Section 1 Basic Information of the Product

Types of souvenir	Pictorial image	Symbolic shorthand	Markers	Local product
Souvenir	 Obidos flower puzzle	 Galo de Barcelos/ Barcelos Rooster	 Sweatshirt	 Ginja de Obidos/ Sour Cherry Wine
Description	The obidos as a mediaeval town is well-preserved, many religious and civil architectire still remained. The grand castles, the maze of the streets, and Manueline porticoes constitute picturesque scenery. This puzzle, as a souvenir, is a good represetation of this town (Turismo de Portual, 2013).	The Galo de Barcelos (Portugal rooster) has become the national symbol of Portugal - it signifies progueses charateritic honesty, integrity, trust, and honor. This souvenir is in the shape of a black rooster with colourfully painted, and commonly displayed as a clay art piece, the name of Galo de barcelos would be also appeared at the clay cover (Maria, 2015; Tiago, 2011)	The typical commercial souvenir, which is inscribed with words "Obidos", "Portugal", and the Portuguese national flag to indicate the location of the tourism destination.	Ginja de Óbidos is a natural handmade sour cherry liqueur of unique quality. It combines the wisdom and ancient traditions of Monks with the exceptional quality of the fruits from the Obidos region. It is a richly flavoured smoothe cherry liqueur with a complex structure and a long bouquet. (Obdos Criativa EEM Municipio de Obidos, n.d.)





## Section 2 the preference of tourists

### Part 1: Tourists perceived value

#### 1.1 Functional Value

Please rank the four souvenirs from 1 to 4 with 1 indicating most favorite and 4 indicating least favorite. You may drag the souvenirs to the right positions.

##### 1.1. 1 This souvenir is well made





Souvenir	rank
 Obidos flower puzzle	
 Galo de barcelos/ Barcelos Rooster	
 Sweatshirt	
 Ginja de Obidos/ Sour Cherry Wine	

### 1.1.2 The souvenir has acceptable quality

Souvenir	rank
 <p>Obidos flower puzzle</p>	
 <p>Galo de barcelos/ Barcelos Rooster</p>	
 <p>Sweatshirt</p>	
 <p>Ginja de Obidos/ Sour Cherry Wine</p>	







### 1.1.3 This souvenir has good workmanship

Souvenir	rank
 <p>Obidos flower puzzle</p>	
 <p>Galo de barcelos/ Barcelos Rooster</p>	
 <p>Sweatshirt</p>	
 <p>Ginja de Obidos/ Sour Cherry Wine</p>	





## 1.2 Emotional value

Please rank the four souvenirs from 1 to 4 with 1 indicating most favorite and 4 indicating least favorite. You may drag the souvenirs to the right positions.




### 1.2.1 This souvenir is the one that I would enjoy.

Souvenir	rank
 <p>Obidos flower puzzle</p>	
 <p>Galo de barcelos/ Barcelos Rooster</p>	
 <p>Sweatshirt</p>	
 <p>Ginja de Obidos/ Sour Cherry Wine</p>	

### 1.2.2 This souvenir makes me feel happy

Souvenir	rank
 <p>Obidos flower puzzle</p>	
 <p>Galo de barcelos/ Barcelos Rooster</p>	
 <p>Sweatshirt</p>	
 <p>Ginja de Obidos/ Sour Cherry Wine</p>	





1.2.3 This souvenir would give me pleasure.

Souvenir	rank
 <p>Obidos flower puzzle</p>	
 <p>Galo de barcelos/ Barcelos Rooster</p>	
 <p>Sweatshirt</p>	
 <p>Ginja de Obidos/ Sour Cherry Wine</p>	

### 1.3 Social value

Please rank the four souvenirs from 1 to 4 with 1 indicating most favorite and 4 indicating least favorite. You may drag the souvenirs to the right positions.





#### 1.3.1 Owing this souvenir allows me to impress others.

Souvenir	rank
 <p>Obidos flower puzzle</p>	
 <p>Galo de Barcelos/ Barcelos Rooster</p>	
 <p>Sweatshirt</p>	
 <p>Ginja de Obidos/ Sour Cherry Wine</p>	

### 1.3.2 Owing this souvenir would give me social approval

Souvenir	rank
 <p>Obidos flower puzzle</p>	
 <p>Galo de barcelos/ Barcelos Rooster</p>	
 <p>Sweatshirt</p>	
 <p>Ginja de Obidos/ Sour Cherry Wine</p>	





### 1.3.3 This souvenir improves the way others see me

Souvenir	rank
 <p>Obidos flower puzzle</p>	
 <p>Galo de barcelos/ Barcelos Rooster</p>	
 <p>Sweatshirt</p>	
 <p>Ginja de Obidos/ Sour Cherry Wine</p>	

#### 1.4 Novelty value





Please rank the four souvenirs from 1 to 4 with 1 indicating most favorite and 4 indicating least favorite. You may drag the souvenirs to the right positions.

##### 1.4.1 This souvenir satisfied my curiosity about Portugal





Souvenir	rank
 <p>Obidos flower puzzle</p>	
 <p>Galo de barcelos/ Barcelos Rooster</p>	
 <p>Sweatshirt</p>	
 <p>Ginja de Obidos/ Sour Cherry Wine</p>	



### 1.4.2 This souvenir reminds me of Portugal

Souvenir	rank
 <p>Obidos flower puzzle</p>	
 <p>Galo de barcelos/ Barcelos Rooster</p>	
 <p>Sweatshirt</p>	
 <p>Ginja de Obidos/ Sour Cherry Wine</p>	




### 1.4.3 This souvenir makes me want to visit Portugal

Souvenir	rank
 <p>Obidos flower puzzle</p>	
 <p>Galo de barcelos/ Barcelos Rooster</p>	
 <p>Sweatshirt</p>	
 <p>Ginja de Obidos/ Sour Cherry Wine</p>	





### Section 3 Purchase intention

Please rank the four souvenirs from 1 to 4 with 1 indicating most favorite and 4 indicating least favorite. You may drag the souvenirs to the right positions.

I will buy this souvenir for myself

Souvenir	rank
 <p>Obidos flower puzzle</p>	
 <p>Galo de barcelos/ Barcelos Rooster</p>	
 <p>Sweatshirt</p>	
 <p>Ginja de Obidos/ Sour Cherry Wine</p>	

I will buy this souvenir for others as a gift

Souvenir	rank
 <p>Obidos flower puzzle</p>	
 <p>Galo de barcelos/ Barcelos Rooster</p>	
 <p>Sweatshirt</p>	
 <p>Ginja de Obidos/ Sour Cherry Wine</p>	

Which of the following souvenirs are the objects studied in this questionnaire?



#### Section 4 Demographic Information

Your gender:

- ☐ Male
- ☐ Female

What is your education background?

- ☐ Before High School
- ☐ High School
- ☐ Associate's Degree
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Doctoral Degree
- ☐ Other, state

Your nationality:

Thank you for the participation!

## 旅游者对纪念品表达性设计的偏好调查

我们目前正在进行一项有关游客对于纪念品表达性设计的偏好研究，您愿意参加吗？要参加此项研究，您必须已经年满 21 岁并具有在旅游目的地购买纪念品的经验。调查大约需要 **10 分钟** 完成。您不需要提供名字等个人信息。此外，您的所有的回复将会被妥善保存，据我们评估您参加本项研究没有任何风险。

这项研究的发现很重要，因为它们可以帮助研究人员有效地评估游客对纪念品表达性设计的偏好，并会帮助提高您将来的购物体验。

如果您对此项目有任何疑问，请立即与主要研究员美国印第安那拉法叶普渡大学酒店与旅游管理学院的李颖同学联系。她的电子邮件地址是 [li3220@purdue.edu](mailto:li3220@purdue.edu)。

谢谢！

Xinran Lehto 博士，教授  
李颖，研究生

### 调查问卷将从现在开始！

您去过葡萄牙么？

- ☐ 去过
- ☐ 没去过

您在旅游目的地购买过纪念品么？

- ☐ 有
- ☐ 没有

您会为谁购买纪念品？


- ☐ 自己
- ☐ 他人

在过去的三年中，您进行过几次以休闲为目的的旅行？

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## 第一节：产品基本信息

请仔细阅读所有文字及图片。

纪念品	描述
 <p>奥比都斯景观拼图</p>	<p>奥比都斯（ Obidos ）作为中世纪小镇，保存完好。它至今仍然保留着许多宗教的土木性建筑。宏伟的城堡，迷宫式街道和曼努埃尔式的门廊，这些元素构成了如画的风光。此拼图作为一个纪念品，能够很好地再现了这个小镇的特色风光（ Turismo de Portual , 2013 ）。</p>
 <p>巴塞洛斯公鸡</p>	<p>葡萄牙公鸡已成为葡萄牙的国家象征-它象征着人们善良，诚实，正直，信任等美好品质。这种纪念品是一只黑色公鸡形状的摆设，色彩鲜艳，通常作为陶器艺术展示品,而它的名字也会出现在纪念品表面。(Maria, 2015; Tiago, 2011)</p>
 <p>运动衫</p>	<p>典型的商业纪念品，此运动衫上面印有“ Obidos ”，“ Portugal ”的字样以及葡萄牙国旗，能够明显的表达出旅游目的地的位置。</p>
 <p>酸樱桃酒</p>	<p>酸樱桃酒是具有独特品质的天然手工制作的酸樱桃利口酒。它融合了僧侣的智慧和古老传统，并使用奥比都斯地区的高品质的水果作为原材料。它是一种口味浓郁的冰沙樱桃甜酒，具有复杂的口感和绵长的香味。（ Obdos Criativa EEM Municipio de Obidos , n.d. ）</p>

第 1 部分：游客的感知价值

1.5 功能性价值

请对四种纪念品从 1 到 4 进行排序，其中“1”表示“最符合”以上描述，“2”表示“符合”以上描述，“3”表示“不符合”以上描述，“4”表示“最不符合”以上描述。

1.1.1 这个纪念品做得很好 (well done)

纪念品	排名
<div></div> <div>奥比都斯景观拼图</div>	
<div></div> <div>巴塞洛斯公鸡</div>	
<div></div> <div>运动衫</div>	
<div></div> <div>酸樱桃酒</div>	



### 1.1.2 这个纪念品的质量合格 (acceptable quality)

纪念品	排名
 <p>奥比都斯景观拼图</p>	
 <p>巴塞洛斯公鸡</p>	
 <p>运动衫</p>	
 <p>酸樱桃酒</p>	

### 1.1.3 这个纪念品做工很好 (good workmanship)

纪念品	排名
 <p>奥比都斯景观拼图</p>	
 <p>巴塞洛斯公鸡</p>	
 <p>运动衫</p>	
 <p>酸樱桃酒</p>	

1.6 情感价值

请对四种纪念品从 1 到 4 进行排序，其中“1”表示“最符合”以上描述，“2”表示“符合”以上描述，“3”表示“不符合”以上描述，“4”表示“最不符合”以上描述。

1.2.1 我喜欢这个纪念品 (enjoy)

纪念品	排名
<div></div> <div>奥比都斯景观拼图</div>	
<div></div> <div>巴塞洛斯公鸡</div>	
<div></div> <div>运动衫</div>	
<div></div> <div>酸樱桃酒</div>	

### 1.2.2 这个纪念品会让我感到高兴 ( pleasure )

纪念品	排名
 <p>奥比都斯景观拼图</p>	
 <p>巴塞洛斯公鸡</p>	
 <p>运动衫</p>	
 <p>酸樱桃酒</p>	

### 1.2.3 这个纪念品使我开心 ( happy )

纪念品	排名
 <p>奥比都斯景观拼图</p>	
 <p>巴塞洛斯公鸡</p>	
 <p>运动衫</p>	
 <p>酸樱桃酒</p>	

1.7 社会价值

请对四种纪念品从 1 到 4 进行排序，其中“1”表示“最符合”以上描述，“2”表示“符合”以上描述，“3”表示“不符合”以上描述，“4”表示“最不符合”以上描述。

1.3.1 拥有这个纪念品可以使我令别人印象深刻（impress others）

纪念品	排名
<div></div> <div>奥比都斯景观拼图</div>	
<div></div> <div>巴塞洛斯公鸡</div>	
<div></div> <div>运动衫</div>	
<div></div> <div>酸樱桃酒</div>	

### 1.3.2 有了这个纪念品，会帮助我得到社会认可（social approval）

纪念品	排名
 <p>奥比都斯景观拼图</p>	
 <p>巴塞洛斯公鸡</p>	
 <p>运动衫</p>	
 <p>酸樱桃酒</p>	

1.3.3 拥有此纪念品将改善其他人看待我的方式（improve the way others see me）

纪念品	排名
<div></div> <div>奥比都斯景观拼图</div>	
<div></div> <div>巴塞洛斯公鸡</div>	
<div></div> <div>运动衫</div>	
<div></div> <div>酸樱桃酒</div>	



1.8 创新价值

请对四种纪念品从 1 到 4 进行排序，其中“1”表示“最符合”以上描述，“2”表示“符合”以上描述，“3”表示“不符合”以上描述，“4”表示“最不符合”以上描述。

1.4.1 这份纪念品满足了我对葡萄牙的好奇心（ satisfied my curiosity ）

纪念品	排名
<div></div> <div>奥比都斯景观拼图</div>	
<div></div> <div>巴塞洛斯公鸡</div>	
<div></div> <div>运动衫</div>	
<div></div> <div>酸樱桃酒</div>	

#### 1.4.2 这个纪念品会令我想起葡萄牙 ( reminds me of Portugal )

纪念品	排名
 <p>奥比都斯景观拼图</p>	
 <p>巴塞洛斯公鸡</p>	
 <p>运动衫</p>	
 <p>酸樱桃酒</p>	

1.4.3 这个纪念品让我想参观葡萄牙（ visit Portugal ）

纪念品	排名
<div></div> <div>奥比都斯景观拼图</div>	
<div></div> <div>巴塞洛斯公鸡</div>	
<div></div> <div>运动衫</div>	
<div></div> <div>酸樱桃酒</div>	

第 2 部分：购买意向

请对四种纪念品从 1 到 4 进行排序，其中“1”表示“最符合”以上描述，“2”表示“符合”以上描述，“3”表示“不符合”以上描述，“4”表示“最不符合”以上描述。

我会为自己购买这个纪念品

纪念品	排名
<div></div> <div>奥比都斯景观拼图</div>	
<div></div> <div>巴塞洛斯公鸡</div>	
<div></div> <div>运动衫</div>	
<div></div> <div>酸樱桃酒</div>	

我会购买这个纪念品作为礼物送给别人

纪念品	排名
<div></div> <div>奥比都斯景观拼图</div>	
<div></div> <div>巴塞洛斯公鸡</div>	
<div></div> <div>运动衫</div>	
<div></div> <div>酸樱桃酒</div>	

请问下列哪些纪念品是本次调查问卷所研究的对象



#### 第四节：个人信息

您的年龄：

- ☐ 21-30 岁
- ☐ 31-40 岁
- ☐ 41-50 岁
- ☐ 51-60 岁
- ☐ 60 岁及以上

您的性别：

- ☐ 男性
- ☐ 女性

你的最高学历：

- ☐ 高中以下
- ☐ 高中
- ☐ 副学士学位
- ☐ 学士学位
- ☐ 研究生
- ☐ 博士
- ☐ 其他，请说明

您的国籍：

感谢您的参与！