

Abstract

This study researches factors affecting product's choice of textile souvenirs on international tourists in Bangkok tourist areas. The goal of this research is to study the differences in textile souvenir's choice among international tourists in the three tourist areas in Bangkok: Silom, Sukumvit, and Kaosarn area. In addition, main suitable strategies for those in the textile souvenir business may be suggested in order to increase souvenir marketing effectiveness.

The international tourist characteristics may influence textile souvenir's choice. Five international tourist characteristics of the study are gender, age, occupation, area of origin, and travel experience. Choice is expressed in term of reason for choice of textile souvenir purchases: something useful, remind them of the region, a memento for friends and family, memento of regional culture, and or decorative object. Also as criteria used to judge authenticity: craftsmanship, made by local people, usefulness, link with local culture or history, handmade, unique, and decorative.

Non-probability sampling is selected for gathering data. The target population of this study is both male and female international tourists who are visiting one of three tourist areas in the study and would like to buy textile souvenirs. Hypotheses testing is conducted to determine factors affecting international tourist's product's choice of textile souvenirs in three tourist areas. Independent sample test and an analysis of variance (ANOVA) are used to determine the differences among elements and analyze the data collected from the respondents.

The result of study shows: Among gender; there are differences in reason for choice of textile souvenir purchases by international tourists and there is a difference in criteria

used to judge authenticity by international tourists. For example, textile souvenirs that are useful, purchase for their friends and family, can be a memento for friends and family are significantly more likely to be reason for choice of textile souvenir purchases for women rather than men. Among age group; there are differences in reason for choice of textile souvenir purchases by international tourists and there are differences in criteria used to judge authenticity by international tourists. The older international tourists are significantly more likely to regard reason for choice of textile souvenir as important to be choice of textile souvenir to purchases and the role of authenticity as a criterion for souvenir purchase varied with age. Older international tourists are tending to emphasize a craftsmanship, made by local people, unique, and made from natural material more strongly than younger tourists. Among area of origin; there are differences in reason for choice of textile souvenirs purchases by international tourists and there are difference in criteria used to judge authenticity by international tourists. One example, reason for choice of textile souvenirs purchases will remind them of the region is significantly more likely to be important by international tourist who is from America rather than Europe, America rather than Asia, and Australia rather than Europe. Among travel experience; there are no differences in choice of textile souvenir by international tourists.

The result is applicable to those who relate with souvenir products in general and textile souvenirs in particular. The studies results are also applicable in order to meet the needs required to compete and exist souvenir business in the Bangkok tourism market. Textile souvenirs can be targeted into something useful for a woman group such as a bag, blouse or skirt. The souvenir can be manufactured to regard reason for choice of textile souvenir purchase as decorative and to regard authenticity as important. Additionally the

souvenir can be crafted to judge authenticity and be made from natural material by local craftsmanship people on the basis of uniqueness in order to meet the older international tourists target group needs. Furthermore, because of the differences of international tourist's cultures and area of origin, textile souvenirs can be made and emphasized on the product's choice that could be determined from the target international tourists who buy textile souvenirs.

