

Consumption Behavior of Thai and Vietnamese Tourists on Souvenir Products along the East-West Corridor

Tassanee Buarapha ¹

Abstract

This study investigates the cross-border shopping behavior along the East-West Corridor to investigate: 1) souvenir products consumption behavior and 2) the factors related to souvenir products consumption behavior along the East-West Corridor. These factors and shopping expenditure were examined in relation to the respondents' sex, age, income, educational level, factors concerning marketing stimulus. Data were collected, using questionnaires, from 400 sampled of Thai tourists and 400 sampled of Vietnamese tourists onboard. The data analysis comprised of percentages, means, standard deviation and chi-squared contingency tests was used in this study with a 0.05 level of significance for all of the statistical assessments. The research has found that; Factors concerning marketing stimulus showed that all aspects were rather very persuasive both Thai and Vietnamese tourists statistics show (\bar{X} =3. 55) for Thai tourists and (\bar{X} =3. 91) for Vietnamese tourists. Consumer behavior study is found that Thai tourists are most likely want to buy local arts form Vietnam (23.00%) while Vietnamese tourists most likely want to buy electronic products (48.75%) from Thailand. The reason for their shopping souvenir products are for themselves is rep; (56.50%) for Thai tourists and 63.75%) for Vietnamese tourists. The person who participates in the buying is themselves (38.25% for Thai tourists and (41.25%) for Vietnamese tourists. The place where the consumers buy is in souvenir shop while the Vietnamese tourists is in the market. The Purchase Time for Thai tourists is on the way they traveling while the Vietnamese tourists purchase times is when the leisure. The budget to buy the souvenir products is around 301-500 US both Thai and Vietnamese tourists.

The association between personal factors and factors concerning marketing stimulus was found to be statistically significant at the 0.05 level and the association between personal factors and souvenir products consumption behavior was statistically significant at the 0.05 level.

Keywords: consumption behavior, souvenir products, Thai tourists, Vietnamese tourists.