

Abstract

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Tourists' Souvenir Buying Behaviour and Retailers' Consciousness of Egypt Visitors Souvenir Buying Profile

The global trend highlighted the importance of tourism shopping that is widely recognized as a niche market of tourism; considered one of the primary sources of tourism income. Tourism destinations are refocusing their marketing strategies to attract a huge number of visitors seeking holidays; experience more in tune with their personal needs, preferences; lifestyles. The aim of the research is to examine the factors influencing souvenir buying behavior among foreigners visiting Egypt; to explore weakness of souvenir retailers' marketing strategies in Egypt. A field survey based on quantitative approach using questionnaires as a tool to investigate Egypt visitors' souvenir buying behavior, their opinions; level of satisfaction as well as, a qualitative approach, conducting semi-structured interviews to assess marketing strategies implemented by souvenirs retailers in Egypt. The relationship between tourist buying intentions; some significant predictors, such as previous travel experience; attitude towards souvenirs, were affected by souvenir quality, price; selling atmosphere. Most of souvenir providers in Egypt never study the market before starting their business. The key to their survival depends on their ability to analyze; fulfill their customers' needs; to reassess; to improve the offer of souvenirs. Key Words: Tourism Souvenirs, buying behavior, decision making, retailers, Egypt. The global trend highlighted the importance of tourism shopping that is widely recognized as a niche market of tourism; considered one of the primary sources of tourism income. Tourism destinations are refocusing their marketing strategies to attract a huge number of visitors seeking holidays; experience more in tune with their personal needs, preferences; lifestyles. The aim of the research is to examine the factors influencing souvenir buying behavior among foreigners visiting Egypt; to explore weakness of souvenir retailers' marketing strategies in Egypt. A field survey based on quantitative approach using questionnaires as a tool to investigate Egypt visitors' souvenir buying behavior, their opinions; level of satisfaction as well as, a qualitative approach, conducting semi-structured interviews to assess marketing strategies implemented by souvenirs retailers in Egypt. The relationship between tourist buying intentions; some significant predictors, such as previous travel experience; attitude towards souvenirs, were affected by souvenir quality, price; selling atmosphere. Most of souvenir providers in Egypt never study the market before starting their business. The key to their survival depends on their ability to analyze; fulfill their customers' needs; to reassess; to improve the offer of souvenirs. Key Words: Tourism Souvenirs, buying behavior, decision making, retailers, Egypt.