

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 and 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 and experience more in tune with their personal needs, preferences and lifestyles. The aim of the research is to examine the factors influencing souvenir buying behavior among foreigners visiting Egypt and 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 and 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 and some significant predictors, such as previous travel experience and attitude towards souvenirs, were affected by souvenir quality, price and 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 and fulfill their customers' needs and to reassess and 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 and 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 and experience more in tune with their personal needs, preferences and lifestyles. The aim of the research is to examine the factors influencing souvenir buying behavior among foreigners visiting Egypt and 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 and 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 and some significant predictors, such as previous travel experience and attitude towards souvenirs, were affected by souvenir quality, price and 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 and fulfill their customers' needs and to reassess and to improve the offer of souvenirs . Key Words: Tourism Souvenirs, buying behavior, decision making, retailers, Egypt.