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## Motivations and Purchasing Behaviors of Tourists in Selecting Bakery Souvenirs: A Study in Southern Thailand

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### Abstract

This study aimed to examine the relationship between personal factors, motivation, and purchasing behavior regarding bakery souvenirs among tourists in Southern Thailand. The sample consisted of 400 Thai tourists across five southern provinces. Data were analyzed using both descriptive and inferential statistics, including frequency, percentage, mean, standard deviation, and Chi-square tests. The findings revealed that the majority of respondents were female, aged between 26–45 years, held a bachelor's degree, and had an average monthly income of 15,001–45,000 baht. Overall motivation was rated high, particularly in terms of product-related and rational factors. Regarding purchasing behavior, 63.75% reported buying bakery souvenirs almost every time or every time they visited the region. Hypothesis testing indicated that some personal factors—such as age, income, and travel characteristics—were significantly associated with certain purchasing behaviors. In contrast, overall motivation was not significantly associated, except for specific dimensions: rational motivation was significantly related to place of purchase, and product-based motivation was significantly related to decision-making participants. The findings suggest that although tourists exhibit high motivation, their purchasing behavior is also influenced by context and personal characteristics.

**Keywords:** Motivation, Consumer Behavior, Bakery Souvenirs, Tourists, Southern Thailand

### 1. Introduction

Tourism is a key industry that plays a vital role in Thailand's economy, particularly in the southern region, which is home to world-renowned tourist destinations featuring pristine beaches, natural islands, and diverse local cultures. According to the Ministry of Tourism and Sports (2024), the southern region generated a total tourism revenue of 860,053.49 million baht, accounting for 32.82% of the national tourism income. Popular provinces such as Phuket, Surat Thani, and Krabi attract both domestic and international tourists, underscoring the region's strategic importance as a major tourism hub in Thailand.

Within this context, "souvenirs," especially bakery products, serve as an essential element in delivering memorable experiences to tourists. As conceptualized by Pine and Gilmore (1999)<sup>[11]</sup>, souvenir purchasing is considered an activity within experiential tourism, where tourists seek more than consumption—they desire products that convey the local identity and narratives of the destination. The bakery industry in southern Thailand has shown consistent growth, often utilizing regional ingredients to create innovative products such as coconut cakes, pandan chiffon, and banana cookies. These offerings satisfy tourists' preferences for both flavor and cultural impression (Marketeer, 2022; Brand Buffet, 2023). Furthermore, data from the Kasikorn Research Center (2023) project an annual growth of 3–5% in the Thai bakery market between 2023 and 2027. Consequently, studying tourist motivations and purchasing behavior regarding bakery souvenirs is essential for developing effective marketing strategies, guiding product development, and informing sustainable economic promotion at the local level.

## 2. Literature Review

In this study on the motivation and purchasing behavior of tourists regarding bakery souvenirs in southern Thailand, the researcher reviewed relevant books, articles, and academic sources to inform the research direction, theoretical underpinnings, and key conceptual elements. The review is organized as follows:

### 2.1. Concepts and Theories Related to Consumer Behavior

Consumer behavior refers to the processes individuals engage in when searching for, selecting, using, and evaluating products and services to satisfy their needs. This behavior is influenced by both internal and external stimuli that shape decision-making processes (Siriwan Serirat *et al.*, 2017; Witthawat Rungreungphon, 2020; Somchit Luanjamroen, 2017). Kotler and Keller (2016)<sup>[6]</sup> proposed that consumer behavior comprises three core components: marketing stimuli, the consumer's black box, and the buyer's response. Furthermore, the Stimulus-Organism-Response (S-O-R) theory developed by Mehrabian and Russell (1974)<sup>[10]</sup> posits that purchasing behavior is a result of emotional and cognitive reactions to environmental stimuli, which ultimately lead to consumption decisions.

In addition, external factors such as culture, social influences, and interpersonal dynamics, alongside internal factors including needs, motivations, personality, and self-concept (Schiffman & Kanuk, 2010)<sup>[13]</sup>, significantly shape consumption behavior. This is especially relevant in the context of tourism, where souvenir purchasing is considered an integral part of the travel experience (Pine & Gilmore, 1999)<sup>[11]</sup>. Understanding these theories and concepts is thus essential for effectively analyzing tourist motivations and behaviors in purchasing bakery souvenirs.

### 2.2. Concepts and Theories Related to Purchasing Decision-Making

Purchasing decision-making is a fundamental aspect of consumer behavior, referring to the process of choosing among alternatives based on available information and situational constraints at a given time (Schiffman & Kanuk, 2007; Chatayaporn Semojai, 2007; Natchuda Wijitjamri, 2015)<sup>[13]</sup>. Kotler and Armstrong (2016) systematically described the consumer decision-making process as consisting of five key stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Each stage plays a critical role and is interconnected. For example, in the context of purchasing bakery souvenirs, tourists may begin by encountering advertisements or social media reviews that trigger a desire to buy. They may then search for information, compare stores or brands, and ultimately purchase the product perceived to offer the best value and reliability. Post-purchase behavior, such as repeat purchases or word-of-mouth recommendations, may follow if the consumer is satisfied. Understanding these sequential steps allows business operators to plan marketing strategies more effectively.

Furthermore, Hawkins *et al.* (2013) categorized purchasing decisions into three types: routine decision-making, which pertains to familiar products with low perceived risk; limited problem-solving, associated with moderate uncertainty; and extended problem-solving, which applies to high-risk purchases such as international tour packages that require

substantial information search and comparison. Various factors influence purchasing decisions, including product characteristics, price, distribution channels, promotional efforts, personal and psychological factors, as well as situational variables (Siwarit Phongsakornsangsin, 2012). A thorough understanding of these concepts and theories enables researchers to comprehensively analyze tourist behavior in purchasing bakery souvenirs in southern Thailand. It also facilitates the integration of motivational and demographic variables with purchasing behavior, thereby providing strategic insights for developing targeted marketing approaches that meet tourists' needs and enhance the competitiveness of the local souvenir industry in a sustainable manner.

### 2.3. Concepts and Theories of Motivation

Motivation refers to an internal driving force that influences an individual's behavior toward achieving a desired goal. In the context of consumer behavior, motivation plays a crucial role in prompting individuals to engage in purchasing activities. Thongchai Santisawet (2017) and Siriwan Serirat *et al.* (2018) concur that motivation is an internal process that directs an individual's actions, indicating that consumers tend to choose products or services that fulfill their internal needs. Maslow's Hierarchy of Needs Theory offers a foundational framework for understanding human motivation, proposing five levels of needs ranging from physiological necessities to self-actualization (Maslow, 1970)<sup>[8]</sup>. This theory is particularly useful for analyzing consumer behavior, as it enables marketers to design strategies aligned with the varying levels of consumer needs. Simultaneously, the Self-Determination Theory (SDT), developed by Deci and Ryan (2000)<sup>[1]</sup>, posits that motivation is more sustainable when individuals' basic psychological needs—namely autonomy, competence, and relatedness—are adequately met.

Together, these theories provide valuable insights into consumer purchasing behavior, illustrating that buying decisions are driven not only by basic necessities but also by the pursuit of emotional and social satisfaction. Understanding these motivational dynamics allows for a more nuanced approach to market segmentation and the development of offerings that resonate with consumers' intrinsic and extrinsic aspirations.

Moreover, consumer motivation can be categorized into rational motives and emotional motives, as conceptualized by McGuire (1974)<sup>[9]</sup>. Rational motives are driven by functional benefits, quality, or perceived value, whereas emotional motives are influenced by feelings, pride, or social status. Both forms of motivation play critical roles in purchasing decisions across various contexts.

In today's digital age, consumer motivation has also evolved, reflecting growing concerns for health, sustainability, and influence from online opinion leaders (Kasikorn Research Center, (2021). In the case of souvenir purchases—such as bakery products—tourists may be motivated by a desire to express care, share experiences, or support local communities. Research conducted in Southeast Asia, such as those by Hsieh and Chang (2016), Sukma *et al.* (2019), and Kamarudin *et al.* (2013), highlights the significant influence of socio-cultural motives. These theories and empirical cases offer a comprehensive framework for analyzing the motivations of Thai tourists when purchasing bakery souvenirs in southern Thailand and for developing sustainable marketing strategies that address their genuine

needs.

Based on the reviewed concepts, theories, and related research, the researcher synthesized key constructs for this

study, dividing them into independent and dependent variables, along with clearly defined operational definitions, as shown in Table 1.

**Table 1:** Summary of Observable Variables and Operational Definitions

Variable	Components	Indicators	References
1. Personal Factors	Gender, Age, Education Level, Occupation, Income, Marital Status, Type of Travel, Mode of Transportation, Experience Traveling to the South	Demographic information and travel behavior	Siriwan Serirat <i>et al.</i> (2017), Nitcha Manomathuraphot (2015) [7]
2. Motivation	Product-related, Rational-related, Emotional-related, Patronage/Image-related	Perceived product quality, perceived value, emotional impression, pride in purchasing	Maslow (1970) [8], McGuire (1974) [9], Wichian Witayudom (2019)
3. Purchasing Behavior of Bakery Souvenirs	Purchase frequency, Spending amount, Place of purchase, Occasion of purchase, Type of product, Purchase purpose, Decision-maker involvement	Number of purchases, spending value, purchasing channels, purchasing situation, involved decision-makers, product attributes	Kotler & Keller (2016) [6], Nitcha Manomathuraphot (2015) [7]

## 2.4. Hypotheses Development and Related Research

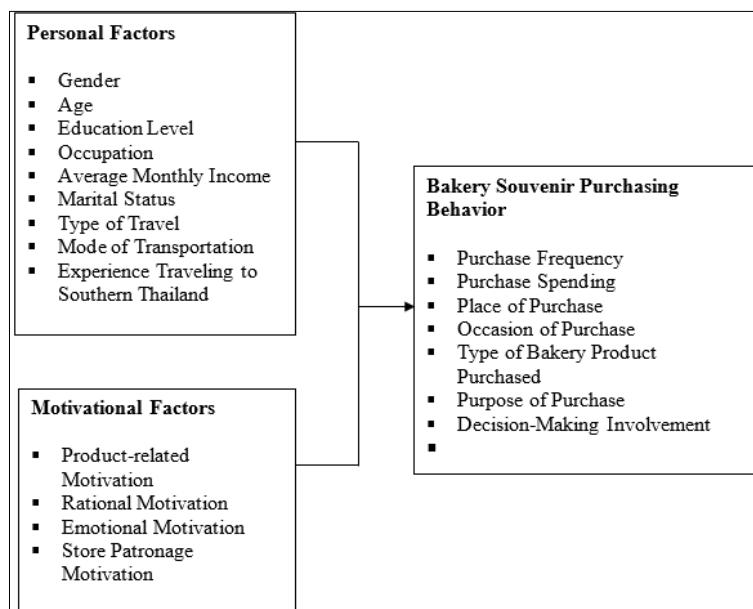
2.4.1 A review of prior studies reveals that personal factors play a significant role in influencing consumer purchasing behavior, particularly in the context of food and souvenir products. The study by Sunisa Kawichai and Priya Rinrattanakorn (2022) [4] demonstrated that gender, age, education, occupation, and income significantly affected consumer behavior in salon service usage. Similarly, Aemthikan Thawongma (2016) [15] found that income and occupation clearly influenced the purchasing behavior of bakery products in the Bangsaen area. Moreover, Nitcha Manomathuraphot (2015) [7] found that demographic variables were significantly associated with the source of product information, purchase purposes, and purchase value per visit, especially in the context of food and snack souvenirs. These findings reinforce the consistent pattern that demographic differences significantly affect consumer decisions in choosing products and services. Therefore, the first hypothesis is proposed as follows:

H1: Personal factors are associated with the behavior of purchasing bakery souvenirs among tourists in Southern Thailand.

2.4.2 Regarding consumer motivation, numerous studies have provided evidence that both rational and emotional

motives significantly influence purchasing behavior. For instance, the study by Netiporn Charoensuk and Wasan Sakulgijkarn (2023) found that both dimensions of motivation positively correlated with consumers' decision-making in bakery purchases. Similarly, the work of Dowduen Intech and Chonticha Rodhiran (2022) showed that emotional and rational motives significantly influenced the decision to purchase ceramic products. Another study by Watcharapol Ritruengnam (2018) also demonstrated that product-related, rational, emotional, and patronage motives impacted purchasing behaviors among Laotian consumers in Nong Khai Province. These findings underscore the influence of internal needs in driving souvenir purchases, particularly those connected to culture, travel, and gifting. Therefore, the second hypothesis is proposed as follows: H2: Motivation to purchase bakery souvenirs is associated with the purchasing behavior of bakery souvenirs among tourists in Southern Thailand.

Based on the review of relevant theories and prior research, the researcher developed a conceptual framework illustrating the relationships among personal factors, motivation, and the purchasing behavior of bakery souvenirs among tourists in Southern Thailand, as presented in Figure 1.



**Fig 1:** Conceptual Framework of the Study

### 3. Research Methodology

#### 3.1. Research Design

This study employed a quantitative research design aimed at examining the relationships between personal factors, motivation, and purchasing behavior of bakery souvenirs among tourists in Southern Thailand. Data were collected using a questionnaire administered to Thai tourists who had previously purchased bakery souvenirs in five target provinces: Surat Thani, Nakhon Si Thammarat, Phuket, Songkhla, and Krabi. These provinces were selected due to their status as major tourist destinations with a high volume of visitors.

The sample size was determined using Cochran's formula (1977), with a 95% confidence level and a margin of error of 0.05, resulting in a sample of 385 participants. To account for potential incomplete responses, an additional 5% was added, bringing the total to 400 respondents.

A multi-stage sampling technique was used. In the first stage, stratified sampling was applied to define the five provinces in Southern Thailand as strata. In the second stage, the number of respondents per province was determined based on feasibility and accessibility. The third stage involved purposive sampling, targeting key tourist areas with a wide variety of bakery souvenir shops, such as airports, souvenir markets, and major tourist attractions. The study investigated three primary variables:

1. Personal factors, including gender, age, education level, occupation, income, and marital status.
2. Motivational factors, comprising rational motives, emotional motives, and patronage motives.
3. Purchasing behavior, including purchase frequency, purchase location, purpose of purchase, and influencers.

The research instrument was a Likert-scale questionnaire, which was developed based on relevant literature and theories. The questionnaire was validated for content validity by expert reviewers and underwent a reliability test prior to data collection.

#### 3.2. Research Instrument

The primary instrument used in this study was a questionnaire, developed systematically by the researcher based on relevant theories, concepts, and prior research to effectively measure the core variables: personal factors, motivation, and purchasing behavior of bakery souvenirs among tourists in Southern Thailand. The questionnaire was divided into three main sections:

Section 1: Measured personal factors of the respondents through 10 closed-ended (checklist) items, covering variables such as province visited, gender, age, education level, occupation, average monthly income, marital status, travel type, travel method, and previous travel experience in Southern Thailand.

Section 2: Assessed motivational factors influencing the decision to purchase bakery souvenirs. This section consisted of 12 items across four dimensions: product-related motives, rational motives, emotional motives, and patronage motives. A 5-point rating scale was used, and interpretation of the results was based on mean score ranges.

Section 3: Measured purchasing behavior, comprising 7 items addressing frequency of purchase, expenditure, place of purchase, purchase occasion, purchase purpose, and

involvement in the purchase decision.

Following the construction of the questionnaire, content validity was assessed by three experts using the Index of Item-Objective Congruence (IOC), with all items meeting the acceptance threshold of  $IOC \geq 0.67$ . The questionnaire was then piloted with a sample of 30 individuals sharing characteristics with the target population. Reliability analysis was conducted using Cronbach's Alpha Coefficient, with all dimensions achieving values exceeding 0.70, indicating that the instrument was sufficiently valid and reliable for data collection in the actual study.

#### 3.3. Data Analysis Methods

The data analysis for this research was conducted after the complete collection of valid questionnaires. The data were processed using the Statistical Package for the Social Sciences (SPSS) to address the study objectives. The analysis was divided into two main components: descriptive statistics and inferential statistics.

Descriptive statistics were employed to describe the characteristics of the sample and the variables under study. Frequency distributions and percentages were used to analyze personal demographic data, while means and standard deviations were calculated to examine tourist motivations and purchasing behavior regarding bakery souvenirs. The interpretation of mean scores was classified into five levels, ranging from "very low" to "very high," based on predetermined score intervals.

Inferential statistics were used to test the research hypotheses. Specifically, the Chi-square test was applied at a significance level of 0.05 to examine the relationships between variables. The analysis addressed: (1) the relationship between personal demographic factors and bakery souvenir purchasing behavior, and (2) the relationship between motivational factors and bakery souvenir purchasing behavior among tourists in Southern Thailand. This approach ensured a systematic and statistically reliable testing of the proposed hypotheses.

### 4. Research Results

#### 4.1. General Information of the Respondents

From the survey of 400 tourists, the majority of respondents were from Surat Thani Province (28.50%), followed by Nakhon Si Thammarat (24.50%) and Phuket (18.00%). Female respondents outnumbered males, accounting for 55.00% and 45.00%, respectively. Regarding age, most respondents were aged 36–45 years (27.25%), followed by those aged 26–35 years (26.50%) and 18–25 years (23.50%). The majority held a bachelor's degree or equivalent (68.25%). The two most common occupations were private company employees (32.00%) and government officials or state enterprise employees (26.75%). In terms of monthly income, the largest groups earned 30,001–45,000 baht (33.50%) and 15,001–30,000 baht (29.75%). Regarding marital status, most were single (54.25%) or married (38.50%). Most traveled individually (59.00%), with the primary mode of transport being private cars or rental vehicles (52.50%). As for travel experience in Southern Thailand, the majority had visited 2–5 times (44.25%), followed by first-time visitors (31.50%) and 6–10 times (17.75%), as shown in Table 2.

**Table 2:** Demographic Characteristics of the Respondents

Item	Category	Frequency	(%)
1. Province	Surat Thani	114	28.50
	Nakhon Si Thammarat	98	24.50
	Phuket	72	18.00
	Songkhla	64	16.00
	Krabi	52	13.00
	Total	400	100.00
2. Gender	Female	220	55.00
	Male	180	45.00
	Total	400	100.00
3. Age	18–25 years	94	23.50
	26–35 years	106	26.50
	36–45 years	109	27.25
	46–55 years	65	16.25
	56–65 years	22	5.50
	Over 65 years	4	1.00
	Total	400	100.00
4. Education Level	Lower than Bachelor's degree	102	25.50
	Bachelor's degree or equivalent	273	68.25
	Higher than Bachelor's degree	25	6.25
	Total	400	100.00
5. Occupation	Student	58	14.50
	Government/State Enterprise Employee	107	26.75
	Private Company Employee	128	32.00
	Business Owner/Freelancer	86	21.50
	Retired	21	5.25
	Total	400	100.00
6. Monthly Income (Baht)	Less than 15,000	87	21.75
	15,001–30,000	119	29.75
	30,001–45,000	134	33.50
	45,001–60,000	46	11.50
	More than 60,000	14	3.50
	Total	400	100.00
7. Marital Status	Single	217	54.25
	Married	154	38.50
	Divorced/Separated/Widowed	19	4.75
	Others	10	2.50
	Total	400	100.00
8. Type of Travel	Private	236	59.00
	Group Tour	82	20.50
	Semi-independent	68	17.00
	Others	14	3.50
	Total	400	100.00
9. Mode of Transportation	Private car/Rental car	210	52.50
	Public bus	82	20.50
	Airplane	55	13.75
	Local transportation	35	8.75
	Boat/Ferry	18	4.50
	Total	400	100.00
10. Travel Experience in the South	First time	126	31.50
	2–5 times	177	44.25
	6–10 times	71	17.75
	More than 10 times	26	6.50
	Total	400	100.00

#### 4.2. Levels of Motivation for Purchasing Bakery Souvenirs

The study revealed that overall, the respondents' motivation to purchase bakery souvenirs was at a high level (Mean = 4.082, S.D. = 0.302). Specifically, product-related motivation (Mean = 4.218, S.D. = 0.552) and rational motivation (Mean = 4.213, S.D. = 0.614) were rated as "very high," indicating that tourists held strong positive attitudes and reasoning toward product quality and characteristics. Meanwhile,

emotional motivation (Mean = 4.044) and patronage motivation (Mean = 3.853) were rated at a "high" level. However, subsequent statistical analysis revealed that none of these motivation dimensions showed a statistically significant relationship with purchasing behavior. This may suggest that, despite high levels of motivation, actual purchasing behavior may be influenced by other factors, such as accessibility or situational constraints, as shown in Table 3.

**Table 3:** Levels of Motivation for Purchasing Bakery Souvenirs

Dimension	Mean	S.D.	Interpretation
Product-related Motivation	4.218	0.552	Very High
Reason-based Motivation	4.213	0.614	Very High
Emotional Motivation	4.044	0.572	High
Patronage Motivation	3.853	0.656	High
Overall	4.082	0.302	High

#### 4.3. Purchasing Behavior of Tourists Regarding Bakery Souvenirs in Southern Thailand

The study on tourists' purchasing behavior of bakery souvenirs in Southern Thailand revealed that most tourists tend to purchase bakery souvenirs on nearly every trip to the region. Specifically, 39.50% of respondents reported purchasing "almost every time," and 24.25% purchased "every time," totaling 63.75%, indicating a relatively high level of repeat purchasing behavior.

Regarding expenditure levels, the majority (43.00%) reported spending between 501–1,000 THB, followed by 25.25% who spent not more than 500 THB, reflecting a moderate spending behavior per purchase. In terms of places of purchase, most tourists preferred to buy from locally renowned bakeries (39.75%) and multi-product souvenir shops (28.75%).

Regarding the timing of purchase, purchases most frequently occurred during the trip upon encountering an appealing shop (39.25%), or on the last day before returning home (28.50%),

suggesting flexible and situational decision-making. As for the types of bakery products purchased, the most common were locally flavored cakes or chiffon cakes (39.50%), followed by long-lasting cookies or biscuits (26.25%), indicating a preference for unique and portable products. Concerning the purpose of purchase, the majority bought souvenirs for family, relatives, or friends (more than 54.75%), while a notable portion purchased for personal consumption (21.25%). Finally, in terms of decision-making participants, most tourists made the purchase decision independently (49.50%), while others were influenced by companions, intended gift recipients, or recommendations from online media to some extent.

These findings highlight consumer behavior that emphasizes convenience, product uniqueness, and socially driven motivations as primary considerations in the purchase of bakery souvenirs within the tourism context of Southern Thailand, as shown in Table 4.

**Table 4:** Purchasing Behavior of Tourists Regarding Bakery Souvenirs in Southern Thailand

Demographic Characteristics		Frequency	(%)
Purchase Frequency	First time buying	20	5.00
	Occasionally (<30%)	24	6.00
	Sometimes (30–60%)	101	25.25
	Almost every visit (70–90%)	158	39.50
	Every visit	97	24.25
	Total	400	100.00
Purchase Spending	Less than 500 THB	101	25.25
	501–1,000 THB	172	43.00
	1,001–2,000 THB	85	21.25
	2,001–3,000 THB	20	5.00
	More than 3,000 THB	22	5.50
	Total	400	100.00
Purchase Location	Famous local bakery shops	159	39.75
	Souvenir shops with mixed goods	115	28.75
	Shops in malls/shopping centers	61	15.25
	Shops near attractions/accommodations	48	12.00
	Others	17	4.25
	Total	400	100.00
Purchase Timing	First day of trip	41	10.25
	During travel when discovering interesting shop	157	39.25
	Last day before returning	114	28.50
	As part of pre-planned tour program	47	11.75
	Unplanned, convenience-based	41	10.25
	Total	400	100.00
Type of Product	Cake/Chiffon with local flavor	158	39.50
	Cookies/Long-shelf-life bakery	105	26.25
	Fruit tarts/pies	77	19.25
	Stuffed bread with unique fillings	41	10.25
	Semi-baked items (to bake later)	19	4.75
	Total	400	100.00
Purchase Purpose	Gift for family/relatives	117	29.25
	Gift for colleagues/friends	102	25.50
	Gift for supervisors/important persons	85	21.25
	For own consumption during travel	85	21.25
	For collection/souvenir	11	2.75
	Total	400	100.00

Demographic Characteristics		Frequency	(%)
Decision Maker	Self	198	49.50
	Family/friends traveling together	83	20.75
	Gift recipient (pre-consulted)	74	18.50
	Local guides	23	5.75
	Social media/reviews	22	5.50
	Total	400	100.00

#### 4.4. Hypothesis Testing

The results of the hypothesis testing are summarized as follows:

**Hypothesis 1:** Personal factors are associated with the purchasing behavior of tourists regarding bakery souvenirs in Southern Thailand.

The findings indicate that certain personal factors are significantly associated with specific aspects of purchasing behavior. For example, age was significantly related to expenditure, place of purchase, and timing of purchase. Monthly income was associated with purchase frequency, expenditure, and timing of purchase, while occupation and mode of travel showed correlations with particular aspects of expenditure. However, several factors—especially educational level, marital status, and travel experience—did not show significant relationships with most dimensions of purchasing behavior. Therefore, this hypothesis can be

partially accepted, and it is recommended that future studies explore these variables in greater depth on a case-by-case basis.

**Hypothesis 2:** Motivations for purchasing bakery souvenirs are associated with purchasing behavior.

The results reveal that some dimensions of motivation—particularly product-based motivation and rational motivation—were significantly associated with specific behaviors, such as place of purchase and individuals involved in decision-making. However, most motivational factors did not demonstrate statistically significant associations with key aspects of consumer behavior. Hence, this hypothesis cannot be fully confirmed at the overall level, despite the fact that the overall average level of motivation was high, ranging from high to very high. These findings are summarized in Table 5.

**Table 5:** Summary of Hypothesis Testing Results

Hypothesis		Hypothesis Result
Hypothesis 1: Personal factors are associated with the purchasing behavior of bakery souvenirs among tourists in Southern Thailand.		
Gender	Frequency of purchase	Rejected
	Expenditure	Rejected
	Place of purchase	Rejected
	Occasion of purchase	Rejected
	Type of product	Accepted
	Purchase purpose	Rejected
	Purchase decision participants	Rejected
Age	Frequency of purchase	Rejected
	Expenditure	Accepted
	Place of purchase	Accepted
	Occasion of purchase	Accepted
	Type of product	Rejected
	Purchase purpose	Rejected
	Purchase decision participants	Rejected
Education Level	Frequency of purchase	Rejected
	Expenditure	Rejected
	Place of purchase	Rejected
	Occasion of purchase	Rejected
	Type of product	Rejected
	Purchase purpose	Rejected
	Purchase decision participants	Rejected
Occupation	Frequency of purchase	Rejected
	Expenditure	Accepted
	Place of purchase	Rejected
	Occasion of purchase	Rejected
	Type of product	Rejected
	Purchase purpose	Rejected
	Purchase decision participants	Rejected
Monthly Income	Frequency of purchase	Accepted
	Expenditure	Accepted
	Place of purchase	Rejected
	Occasion of purchase	Accepted
	Type of product	Rejected
	Purchase purpose	Rejected
	Purchase decision participants	Rejected
Marital Status	Frequency of purchase	Rejected

	Expenditure	Rejected
	Place of purchase	Rejected
	Occasion of purchase	Rejected
	Type of product	Rejected
	Purchase purpose	Rejected
	Purchase decision participants	Rejected
Travel Type	Frequency of purchase	Rejected
	Expenditure	Accepted
	Place of purchase	Accepted
	Occasion of purchase	Rejected
	Type of product	Rejected
	Purchase purpose	Rejected
	Purchase decision participants	Rejected
	Frequency of purchase	Rejected
Mode of Transportation	Expenditure	Rejected
	Place of purchase	Accepted
	Occasion of purchase	Accepted
	Type of product	Rejected
	Purchase purpose	Rejected
	Purchase decision participants	Rejected
	Frequency of purchase	Rejected
	Expenditure	Rejected
Southern Travel Experience	Place of purchase	Rejected
	Occasion of purchase	Rejected
	Type of product	Accepted
	Purchase purpose	Rejected
	Purchase decision participants	Rejected
	Frequency of purchase	Rejected
	Expenditure	Rejected
	Place of purchase	Rejected
Product-Based	Occasion of purchase	Rejected
	Type of product	Rejected
	Purchase purpose	Rejected
	Purchase decision participants	Accepted
	Frequency of purchase	Rejected
	Expenditure	Rejected
	Place of purchase	Accepted
	Occasion of purchase	Rejected
Rational	Type of product	Rejected
	Purchase purpose	Rejected
	Purchase decision participants	Rejected
	Frequency of purchase	Rejected
	Expenditure	Rejected
	Place of purchase	Accepted
	Occasion of purchase	Rejected
	Purchase decision participants	Rejected
Emotional	Type of product	Rejected
	Purchase purpose	Rejected
	Purchase decision participants	Rejected
	Frequency of purchase	Rejected
	Expenditure	Rejected
	Place of purchase	Accepted
	Occasion of purchase	Rejected
	Purchase decision participants	Rejected
Patronage-Based	Type of product	Rejected
	Purchase purpose	Rejected
	Purchase decision participants	Rejected
	Frequency of purchase	Rejected
	Expenditure	Rejected
	Place of purchase	Rejected
	Occasion of purchase	Rejected
	Purchase decision participants	Rejected

Hypothesis testing revealed that certain personal factors—such as age, income, occupation, and mode of travel—were significantly associated with specific dimensions of purchasing behavior. While the average level of motivation was generally high, most motivational factors did not show a statistically significant relationship with purchasing behavior, except for certain dimensions, such as place of purchase and individuals involved in the decision-making process.

## 5. Discussion

The findings of this study reveal that tourists in Southern Thailand exhibit a high level of motivation in purchasing bakery souvenirs, particularly with regard to product-related and rational aspects. This aligns with Maslow's (1970)<sup>[8]</sup> hierarchy of needs, which suggests that motivation stems from both basic and higher-level needs, such as security and self-esteem. It also corresponds to McGuire's (1974)<sup>[9]</sup> classification of motivations into rational and emotional

categories.

However, the hypothesis testing indicated that motivation did not have a statistically significant relationship with purchasing behavior in several dimensions. This may reflect the influence of situational or external factors, such as reference groups, retail environments, and purchasing occasions, which supports the Stimulus-Organism-Response (S-O-R) model proposed by Mehrabian and Russell (1974)<sup>[10]</sup>. According to this model, consumer behavior results from the interaction between external stimuli and internal states. In terms of personal factors, variables such as age, income, and travel characteristics were found to be significantly associated with specific purchasing behaviors, including expenditure level, frequency, and place of purchase. These results are consistent with previous studies by Sunisa Kawichai and Priya Rinrattanakorn (2022)<sup>[4]</sup> and Thida Trakoolkaencharoenchai (2022), which found that demographic factors significantly influence consumer behavior.

Thus, while motivation plays an important role in shaping perceptions of product value, actual purchasing behavior appears to be more strongly influenced by contextual and demographic factors. These findings underscore the importance of incorporating both internal and external elements into strategic marketing efforts to better align with the preferences and behaviors of tourists in specific regional contexts.

### 5.1. Recommendations from the Study

Although the study revealed that tourists demonstrated a high level of motivation, particularly with regard to product and rational aspects, no statistically significant relationship was found between these motivational factors and actual purchasing behavior of bakery souvenirs. Therefore, it is recommended that business operators focus on enhancing positive consumer experiences at key touchpoints related to the purchasing process. This includes ensuring easy access to products, attractive product placement, and the provision of clear and engaging product information.

Given the findings that demographic factors such as age, income, travel characteristics, and mode of transportation were significantly related to certain purchasing behaviors, marketers should integrate demographic insights into the design of targeted campaigns. For instance, middle-to-high income groups may place greater emphasis on product quality and brand image, whereas individuals aged 26–45—identified as frequent buyers with strong purchasing power—may be particularly responsive to promotions and digital marketing efforts.

Moreover, fostering emotional and patronage-based motivations—such as emphasizing local authenticity, storytelling through packaging, or participating in community-based initiatives—could enhance emotional value and encourage purchase behavior. Although the statistical relationship between these factors and purchasing behavior was not found to be significant, these dimensions may still serve strategic functions in brand communication and in cultivating customer loyalty.

### 5.2. Recommendations for Future Research

Future research should consider adopting mixed-methods approaches, integrating both quantitative surveys and qualitative interviews, in order to gain a more comprehensive understanding of tourists' attitudes, motivations, and

decision-making contexts. Expanding the sample to include data collection across different seasons or travel periods would allow for the comparison of behaviors under varying conditions.

Additionally, future studies may benefit from a comparative analysis between Thai and international tourists, as these groups may differ in terms of motivation and purchasing behavior. Such insights could contribute to the development of more precise and effective marketing strategies that are tailored to distinct target segments.

## 6. Conclusion

In conclusion, the purchasing behavior of bakery souvenirs among tourists in Southern Thailand is influenced by multiple interacting factors, with personal characteristics playing a more prominent role than motivation alone. The findings of this study offer valuable insights for developing targeted marketing strategies that align with the purchasing patterns and preferences of tourists in the region.

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