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Souvenir Purchase Intention and Buying Behavior of Tourists and its Determinants in Can Tho City, Vietnam

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Abstract

This study examines the purchasing behaviour of visitors from various nations while acquiring souvenirs during their visits to Can Tho, Vietnam, in response to the expanding cultural tourism industry in Asia. This research employs a quantitative methodology and employs a logical framework to examine the factors that impact visitors' purchasing decisions. The study used a 5-point Likert scale to collect data from 351 participants who were part of the convenience sample. The cohort consists of travellers from various parts of the globe. The objective is to determine the variables that influence individuals' inclination to purchase mementos. An analysis of data obtained from Google Forms, conducted using SPSS and Amos software, found that among the variables examined (travel characteristics, shopping environment, souvenir characteristics, and salesperson interaction), the salesperson interaction had the greatest influence on travellers' intentions and purchasing behaviours. The regression analysis reveals a significant correlation between the variables Souvenir Characteristics (SC), Salespersons (SP), Shopping Environment (SE), and Souvenir Buying Intention (SCI). The Salespersons (SP) component had the highest influence on Souvenir Buying Intention (SCI), as shown by a regression score of 0.714. Furthermore, it significantly influences the purchasing behaviour of visitors when acquiring mementos. This study's conclusions may be advantageous for academics, professionals in tourism management, and souvenir enterprises. The administration of tourist sites should promote the preservation of cultural artefact from the region, guarantee the excellence and security of all merchandise, and cultivate a setting that facilitates the growth of souvenir stores. In order for souvenir companies to thrive, it is imperative that they enhance the training of their sales personnel, modernise their shops, expand their product offerings, and produce mementos of exceptional quality.

Keywords: *Purchase intention, souvenir, travel characteristics, souvenir characteristics, shopping environment, visitor, can tho*

Introduction

The rise in international tourism to Asia has been significantly influenced by the simultaneous increase in cultural variety and intercultural understanding (Huong, 2006). Currently, the local viewpoints and the growth of cultural tourism are both strengthened by memories. The study by Woodward (2014) is the cited reference. Thirumaran (2014) states that travellers to Vietnam often make purchases of souvenirs. Vietnam is a favoured location among enthusiasts of culture due to its vast assortment of museums and significant historical background (Park, 2000). Cultural tourism has a significant influence on the economic possibilities of host towns and the businesses that may establish themselves there. Additionally, it impacts individuals' social status, their attitudes towards this kind of tourism, and the consequent advancement of novel creative and professional endeavours (Qiuxia Z et al., 2023). We

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conducted a research study and implemented a survey to get a comprehensive knowledge of visitors' expenditure on souvenirs in Vietnam and the many elements that influence their purchase choices. This research aims to examine the purchasing patterns of Vietnamese visitors when it comes to souvenirs. This research aims to identify the key factors that impact consumer decision-making in the Vietnam souvenir sector, in order to provide a comprehensive evaluation of future prospects.

Swanson and Timothy (2012) define a memento as an object purchased to commemorate a visit to a certain destination. It aids in recalling the recollections of the individuals encountered and the impressions formed at that time. Souvenirs are often regarded as authentic and well produced embodiments of local workmanship due to their handcrafted characteristics (Cave & Buda, 2013; Anastasiadou & Vettese, 2021). It is essential to bring back souvenirs after a journey (Swanson & Timothy, 2012). Canavan (2016) and Graburn (1976) argue that genuine souvenirs are physical symbols of the cultural exchange and communication between local craftsmen and foreign tourists. Suhartanto (2018) states that souvenirs constitute a substantial proportion of travellers' total retail spending. A research conducted by Kim and Littrell (2001) found that tourists who actively pursue cultural artefacts are more inclined to acquire mementos during their travels. Academic articles and practical instances provided by experts who have put forward theories on keepsakes often highlight their capacity to serve as physical reminders of a trip, allowing individuals to revisit and contemplate a significant event (Qiuxia et al., 2022).

Can Tho is a renowned tourist destination, and this research seeks to shed light on the elements that impact travellers' decision to purchase souvenirs from the city. Moreover, it serves as an excellent tool for comprehending the Can Tho, Vietnam souvenir business and formulating precise marketing plans. Subsequently, devise a strategy to encourage them to acquire keepsakes.

Literature Reviewe

There have been many studies on the definition of Behavior, but there seems to be no consensus on the definition of Behavior. Typically, the study of Levitis et al (2009) based on 174 members of three scientific associations suggests that Behavior is a set of internally coordinated activities (action or inaction) of individuals or groups towards others. Stimuli caused by internal or external influences respond to ongoing events (Levitis et al., 2009). However, there is currently a struggle over the definition of behavior among researchers such as defining behavior as the set of movements of living animals (Tinbergen, 1955). Based on the definitions of researchers, we can generally understand that behavior is a set of thoughts and activities that are influenced by the environment inside the body and outside the body.

As Kuma's (2016) insights, buying behavior encompasses a sequential decision-making process, starting from identifying needs to expressing the intent to buy and finally completing the purchase. This process applies to both physical and online shopping environments, where trust in products, services, and sellers plays a pivotal role, as supported by Sheth (1973) who identified key factors influencing organizational buying behavior. Buyer behavior has been characterized as a procedure that results in the fulfillment of needs and desires through the usage of inputs and their application through processes and actions (Enis, 1974). Moreover, consumer behavior is intricately linked to their attributes and the decision-making process, as categorized into cultural, social, personal, and psychological dimensions by Yakup and Jablonsk (2012). These interconnected factors shed light on the complex nature of buying behavior, offering valuable insights for businesses seeking effective engagement with their target audiences. Regarding research on consumer buying behavior, Ramya and Ali (2016), define consumer buying behavior as a series of actions including selection, purchase, and consumption of goods and services based on their desires. There are many factors and characteristics that affect consumers in the purchasing decision process, there are many other factors that affect consumer purchases such as social, cultural,

economic, personal, psychological, and physical. From there, the purchasing decision is influenced by the above influences. Research shows that purchasing behavior is also influenced by current prices and the amount of money available after customers intend to make a purchase. In conclusion, there was also research by Solomon et al. (2012) who concluded that the definition of Buying Behavior is a synthesis of the above studies. Solomon et al. (2012) believe that consumer buying behavior includes many processes: it is the research process related to the decision-making of individuals or groups in selecting, purchasing, using, or disposing of products, service, idea, or experience to satisfy a need. This article uses the definitions of buying behavior above to conduct research on the buying behavior of souvenirs in Can Tho.

Buying intention reflects the probability that a purchaser will acquire a particular product or service in a future period. Elevating buying intention augments the chances of making a purchase (Schiffman & Kanuk, 2007). Buying intention is a form of making a decision that delves into the reasons behind a consumer's inclination to purchase a specific brand (Shah et al., 2012). Buying intention indicates the likelihood that consumers will plan or be willing to purchase a certain product or service in the future (Wu et al., 2011). In the advertising context, purchase intention refers to the process by which consumers make a plan to purchase a product/service due to advertisements delivered through advertising media (Lee et al., 2017). Buying intention is based on consumer psychology and indicates the subjective likelihood that customers are willing to engage in a particular buying behavior (Li et al., 2021; Zhou et al., 2023). It is crucial to comprehend customers' purchase intentions in order to analyze the purchasing of souvenir behavior of foreign tourists in Can Tho. Multiple academic research indicates that internal as well as external factors influence visitor intention to buy (Liu, 2021). The value of usage, the product's quality or durability, and other aspects are examples of internal considerations. According to Pappas (2016), customers will have purchase intentions for the product they are considering based on the product's available parameters. These can be considered external factors such as price or appearance. Therefore, several elements could be considered as the impact of visitor's intention to purchase souvenirs: authenticity (Lin & Wang, 2012); experience (Yu &Littrell, 2005); discount (Wang, et al., 2021) or motivation (Swanson &Horridge, 2006). To sum up, souvenir buying intention in this study will be defined as an individual's subjective factors in buying souvenirs (Li et al., 2021; Zhou et al., 2023), expanded further, the research will show more objective aspects of human or environmental factors affecting souvenir buying intention.

The results of this research will concentrate on specific important factors that influence customers' intention to buy souvenirs and these will also have a strong impact on purchasing behavior which consist of Travel Characteristics of Tourists, Background Characteristics and Souvenir Characteristics (Mawufemor et al, 2019); Shopping Environment (Marangkun &Thipjumnong, 2018); Salespersons and Demand. The results of this research will help discover the variables that have been favorably influencing tourists' shopping decisions. Consequently, the analysis and evaluation of the purchasing behavior of foreign visitors to Can Tho in relation to six factors will be the main focus of this research article.

3.Methodology

Sampling Technique

The traits or actions of the individuals chosen for the research may not accurately reflect the whole population or other demographic groups. In September and October 2023, researchers performed surveys and studies in well-visited tourist destinations. The poll mostly consists of local and foreign visitors who have already made the decision to visit Can Tho City. The research used convenience sampling as a kind of nonprobability sampling. A total of 351 valid surveys were analysed, with 231 being from local tourists and 120 from international visitors. This research employs a quantitative methodology

and a logical approach to examine the factors that impact travellers' decisions to buy Vietnamese souvenirs. The researchers used a 5-point Likert scale, offering respondents the choice to choose either "strongly disagree" or "strongly agree." The selection of this scale was based on its effectiveness in educational and social research settings, as shown by Joshi et al. (2015). This statistic may provide a more accurate assessment of the participants' behavioural choices and cognitive processes.

Research Hypothesis

The decision to visit locations with diverse terrains also impacts the inclination to acquire souvenirs. According to a scholarly research by Ortuzar and Willumsen (2011), there are six kinds of travel that include business trips, daily travel to work, tourism, and other comparable activities. In their study, Luo and Lu (2011) discovered that business travellers attending the Canton Fair in China allocate a larger portion of their budgets towards purchasing mementos, in contrast to leisure travellers who are not on business. The stated goal, as argued by Fairhurst et al. (2007), is to encourage tourists to buy souvenirs with the intention of giving them as gifts. Tourists from Asia often buy items from Japan and South Korea as a gesture of their love and gratitude, which they then give with their loved ones back home (Park, 2018). Therefore, it may be inferred that good intentions can similarly impact the likelihood of visitors buying gifts, similar to what was seen with the previously stated tourists. Descriptive and predictive models, which include travel data like as length, mode selection, and break time, have the potential to influence individual behaviour (Buliung, 2005; McNally & Rindt, 2007). The behaviour shown in this situation may be correlated with the choices individuals make while purchasing mementos. Common mementos offered to foreign tourists in well-known tourist destinations include duty-free products, jewellery, household ornaments, and even garments embellished with motifs representing the locality (Turner et al., 2001). Yoon-Jung (2007) argues that the items purchased by foreign tourists are indicative of the extent and magnitude of their contributions. The efforts have had a good influence on visitors' inclination to buy souvenirs at the destination, so enhancing the local economy.The hypothesis was analysed based on the previously described theoretical and empirical research.

H1: *Travel characteristics has a significant and positive influence on the buying intention of visitors in Can Tho.*

Tourists often seek homemade things that possess both authenticity and aesthetic appeal (Littrell, 1996). Swanson (2004), Ming (2011), and UNWTO (2012) have emphasised that tourists often prioritise the pursuit of original and distinctive commemorative attributes. In their study, Littrell et al. (1993) discovered that travellers are more inclined to buy souvenirs that are visually attractive. This finding is logical considering the significant connection between aesthetics and the perception of keepsakes. Tourists often use the phrase "authenticity" to denote the superior calibre of locations, experiences, and products that are associated with indigenous customs, culture, or identity(Fialová & Dumbrovská, 2020). Shen (2011) asserts that the primary factor that attracts tourists to presents is their distinctiveness and authenticity. Our analysis will primarily focus on the features of mementos, including their authority and appeal. Xie et al. (2012) suggest that the reason visitors' perception of authenticity is linked to their likelihood of making a purchase could be because contemporary design enhances the perceived value of cultural symbols that are already widely recognised as "authentic." The likelihood of customers making a purchase is higher when they see the product as visually appealing, and here is where the notion of "design authenticity" becomes relevant. The degree to which something is seen as genuine or real has the most significant influence on customers' likelihood to make a purchase (Kim et al., 2017). Abreu's 2019 survey reveals that the primary determinants impacting Millennials' purchase choices are the perceptions of genuineness and confidence. Therefore, it is important to take into account the quality of the souvenir while making a purchase.

According to Elomba et al. (2018), the perceived authenticity of keepsakes has a significant influence on their demand. According to Loebnitz and Grunert (2022), marketers are more aware of the significance

of authenticity in terms of brand positioning and marketing communication. This supports prior research indicating that buyers highly appreciate businesses that possess a significant degree of perceived authenticity, along with the growing need for authentic goods and services. When selecting a gift, visitors often consider the design, superior craftsmanship, and vibrant colours of a product (Littrell et al., 1994). According to Littrell et al. (1994), visitors are more likely to buy high-quality gifts when they see local artists in action. Hence, the object's aesthetic appeal might increase demand when tourists consider purchasing souvenirs. The current investigation is focused on examining the hypothesis derived from the previously outlined theoretical and empirical study.

H2: *Souvenir characteristics have a significant and positive influence on the buying intention of visitors in Can Tho.*

Iyer (1989) posits that consumers' cognitive schemas have a substantial impact on predicting their impulsive purchasing behaviour. The store's physical architecture significantly impacts a customer's inclination to make impulsive purchases. The elements of this phenomena consist of localised, context-specific, and event-specific aspects on a small scale (Mariri & Chipunza , 2009). The retail environment comprises size, atmosphere, design, and formats, whereas the marketing environment spans a broad spectrum of advertising and sales operations. According to Wicks et al. (2004), retailers should be strategically positioned near hotels, major attractions, and transit hubs to optimise foot traffic. Especially for those visiting for the first time, this would reduce the amount of time required to authenticate their identification. The clients' intentions in purchasing souvenirs may be influenced by herd mentality. Ye et al. (2020) define herding behaviour as the phenomenon when a group of individuals behave in a synchronised manner without consciously coordinating their activities. Consumers display herd behaviour when they unquestioningly adopt the choices made by their colleagues within the group (Kaizan , 2022). Herd conduct within a group may have a direct influence on the core objectives and engagement levels of consumers, thereby affecting their whole experience (Erbao & He, 2020). The shop environment has a crucial role in influencing consumers' inclination to make spontaneous purchases. The current investigation is focused on examining the hypothesis derived from the previously discussed theoretical and empirical study.

H3: *Shopping Environment has a significant and positive influence on the buying intention of visitors in Can Tho.*

A significant determinant impacting sales, performance, and profitability are the activities of the sales personnel employed by a company or merchant. Sales personnel and the sales force play a critical role in the marketing department due to their involvement in ongoing communication with current and prospective customers, as well as their responsibility to represent the company as spokespersons (Baumann et al., 2017). To influence consumers, one of the numerous strategies employed by salesmen is to present themselves in a more favourable manner. Recent research by DeShields et al. (1996) and Reingen and Kernan (1993) indicates that physically attractive marketers outperform their less attractive but equally knowledgeable counterparts. According to Michael et al. (1999), there exists a direct correlation between the efficacy of the customer-salesperson relationship and the attractiveness of the salesman. It was found by Michael et al. (2007) that the service practises of salespeople increase client market share through the establishment of trust and the satisfaction of customers. Additionally, this relates to how international tourists acquire mementos. Significant changes have occurred in the purchasing behaviours of businesses and consumers in recent years, and marketing agencies are cognizant of this. As a consequence, their sales success metrics are being revised accordingly (Herjanto & Franklin, 2019). As stated by Mallalieu (2006), the primary purpose of retail salespeople's interactions with customers is to facilitate the acquisition of a variety of products and services. Limited information is available concerning the intricate dynamics that occur between retail sales representatives and clientele, particularly when viewed through the lens of the client and their interpretations of various forms of persuasion. Prior to determining how to sell to consumers in a retail environment, you must ascertain their opinions. A framework for persuasive techniques that retail marketers may research and implement

was established by Cialdini in 1984. Competence, social validation, affinity, and scarcity are among the strategies included in this compilation. The foundation of the expertise principle is the notion that when undertaking significant purchases, customers frequently consult with specialists. The impact of experience on consumer behaviour and selection has been the subject of more comprehensive research (Kesari & Atulkar, 2016). On the basis of the previously described theoretical and empirical research, the following hypothesis is presently being examined:

H4: *Salespersons have a significant and positive influence on the buying intention of visitors in Can Tho.*

H5: *Salespersons have a significant and positive influence on the buying behavior of visitors in Can Tho.*

The deliberate selection to partake in a specific course of action is referred to as behavioural intention. Consumers are inclined to make a purchase of a product that impresses them favourably, as stated by Meitiana et al. (2019). It is crucial to be aware of one's purchasing purpose, as it has a significant impact on one's subsequent purchasing behaviour (Bai et al., 2008). As stated by Chang and Wildt (1994), consumers' propensity to purchase is influenced by various factors such as price, quality, and value. Price promotions and low pricing appear to have the most significant influence on purchase intention, in light of the variables mentioned earlier (Huff et al., 2008; Kwok & Uncles, 2005; Luk & Yip, 2008). The fundamental importance of intention is rooted in the fact that behaviour is primarily determined by intention subsequent to being exposed to a product (Montaño and Kasprzyk, 2015). It is imperative that investigations into consumers' pre-acquisition purchase intentions incorporate the motivating factors that influence consumer behaviour (Armitage and Conner, 2001). The intention to purchase is the principal determinant impacting consumers' choices when engaging in online purchasing, as per a study published in 2008 by He Dehua et al. As a result, the desire of consumers to preserve memories has a positive impact on their actual purchasing behaviour. On the basis of the previously described theoretical and empirical research, the following hypothesis is presently being examined:

H6: *Souvenir buying intention have a significant and positive influence on the buying behavior of visitors in Can Tho.*

Data Analysis

Participants were obligated to fulfil the request by filling out an online survey in the form of a Google Form. The collected data was structured using Excel once it was anonymized. The statistical analysis was conducted using SPSS 24.0. Exploratory factor analysis (EFA), Cronbach's alpha reliability analysis, and summary statistics were used to evaluate the convergence of variables and improve the survey constructs by removing inappropriate variables. The extent to which the data aligned with the suggested model was assessed using confirmatory factor analysis (CFA). This was accomplished by using fit indices such as RMSEA, GFI, CFI, and Chi-square/df. It may be easier to determine the validity and uniqueness of the variable structures after this step. The study focused on examining and improving the relationships between hidden and measurable variables using structural equation modelling (SEM) in version 24.0 of the Amos programme. By using this strategy, the previously abstract theoretical model was made concrete, making it easier to improve and validate.

Results and Discussion

Statisticians use Cronbach's Alpha to assess the consistency and reliability of a scale or collection of questions. An increase from 0 to 1 on the dependability index signifies a greater degree of reliability. According to Nunnally (1978), a scale or set of questions is regarded to have enough reliability when its Cronbach's Alpha score is 0.7 or above. The study assessed many aspects, including salespeople (SP), shop environment (SE), trip characteristics (TC), intention to purchase (SBI), and souvenir buying behaviour (SBB), using a 5-point Likert scale. The study revealed that all variables had Cronbach's Alpha values over 0.7, except for SP, which had a value of 0.666. However, it falls within the permissible range

established by Hair et al. (2009). The findings indicate that the measures or questionnaires used in this research have high levels of reliability and appropriateness.

Table 1. Factor loading and the Cronbach's α estimates (Cronbach's Alpha)

Travel characteristics_TC (Cronbach's Alpha)		**0.853**
TC1	The most type of your trip (go to school, go to work, social gatherings, going to the store (mainly for shopping, attend the fare), traveling with family, others)	0.889
TC2	My trips often have very long length	0.712
TC3	My trips often have time for me to rest	0.769
Shopping environment_SE (Cronbach's Alpha)		**0.700**
SE1	The place where I approached souvenirs was crowded.	0.617
SE2	The place where I approached eye-catching souvenirs.	0.538
SE3	The place where I approached souvenirs had a bustling shopping atmosphere.	0.674
Souvenir characteristics_SC (Cronbach's Alpha)		**0.747**
SC1	The souvenirs I approached have high-quality.	0.675
SC2	The souvenirs I approached have high- authenticity.	0.683
SC3	The souvenirs I approached are highly aesthetic.	0.721
SC4	The souvenirs I approached have a clear origin.	0.672
Salespersons_SP (Cronbach's Alpha)		**0.666**
SP1	I buy souvenirs if the seller gives enthusiastic advice.	0.593
SP2	I buy souvenirs if the seller gives enthusiastic advice.	0.582
SP3	I am willing to buy souvenirs if I feel trustworthy with the seller.	0.614
SP4	I buy souvenirs if the private seller is friendly.	0.606
Souvenir buying intention_SBI (Cronbach's Alpha)		**0.736**
SBI1	I plan to buy travel souvenirs after my travel experience.	0.629
SBI2	The possibility of me buying souvenirs in Can Tho is high.	0.684
SBI3	I will buy souvenirs as a gift for others.	0.639
Souvenir Buying Behavior_SBB (Cronbach's Alpha)		**0.758**
SBB1	I buy many souvenirs when I travel.	0.799
SBB2	I am willing to encourage others to buy Vietnamese	0.594
SBB3	I buy souvenirs for my own use.	0.630

Source: Field Survey Data, 2023

All factor loading levels above the 0.5 threshold, as shown in Table 1. Based on the studies conducted by Al-Lozi et al. (2018) and Sung et al. (2019), this range is deemed appropriate. Rimkeviciene et al. (2017) proposed using a comparison technique to assess discriminant validity in structural equation modelling (SEM) that relies on covariance. The suitability of the relationship performance measures in the scale's factor analysis was assessed by conducting the Kaiser-Meyer-Olkin (KMO) test. The gathered data frequently above the acceptable limit of 0.5. In order to be deemed statistically significant, the research needed to have a Kaiser-Meyer-Olkin (KMO) score of 0.787 or higher.

Table 2. Scale of factors and test parameters in confirmatory factor analysis (CFA)

Items	**Factors**					
	1	**2**	**3**	**4**	**5**	**6**
Travel characteristics (TC)						
TC2	0.930					
TC3	0.903					
TC1	0.787					
Shopping environment (SE)						

SE2	0.820				
SE1	0.780				
SE3	0.730				
Souvenir characteristics (SC)					
SC1		0.784			
SC2		0.767			
SC4		0.747			
SC3		0.667			
Salespersons (SP)					
SP4			0.728		
SP3			0.721		
SP1			0.677		
SP3			0.589		
Souvenir buying intention (SBI)					
SBI1				0.803	
SBI2				0.757	
SBI3				0.737	
Souvenir buying behavior (SBB)					
SBB1					0.787
SBB2					0.765
SBB3					0.728
Parameters of test					**Result**
Kaiser-Meyer-Olkin (KMO)					0.724
Cumulative % (Initial Eigenvalues)					64.36
Bartlett's Test of Sphericity (Sig.)					0.000
Initial Eigenvalue					1.173

Source: Field Survey Data, 2023

Element eigenvalues over one (1.173) were also excluded. Utilising Bartlett's test of sphericity enables the determination of the correlations among the observed variables inside the factor. The results of the Bartlett's test reveal a statistically significant correlation ($p < 0.05$, $\chi^2 = 0.00$) among the measured variables inside the factor. The factor loading coefficient is a statistical metric that properly quantifies the amount of relationship between two components. A factor loading value of 0.7 implies statistical significance for the relevant variable. All seven variables had cumulative loadings over 0.50.Previous study (Yu et al., 2013) has shown that loadings equal to or more than 0.50 are deemed valid. The measurement procedure concluded with the calculation of the average values for each multivariate component. The items must be accurately placed according to the specified dimensions determined by the exploratory factor analysis (EFA) to satisfy the requirements of the Structural Equation Modelling (SEM) framework.

Table 3. Discriminant validity

	CR	**AVE**	**MSV**	**MaxR(H)**	**SBI**	**TC**	**SC**	**SP**	**SBB**	**SE**
SBI	0.742	0.490	0.298	0.748	**0.700**					
TC	0.863	0.682	0.017	0.919	-0.037	**0.826**				
SC	0.748	0.427	0.074	0.753	0.257	0.130	**0.653**			

SP	0.667	0.334	0.315	0.669	0.468	0.025	0.034	**0.578**		
SBB	0.776	0.544	0.315	0.818	0.546	0.050	0.205	0.561	**0.738**	
SE	0.710	0.451	0.074	0.721	0.251	0.005	0.272	0.125	0.220	**0.672**

Source: Field Survey Data, 2023

The level of interconnectedness between the components that constitute the concept affects the degree of convergent validity. Convergent validity may be measured by three methods: factor loading, composite reliability, and average variance extracted (AVE). Hsieh and Hiang (2004) and Hashmi et al. (2021) have shown that a factor loading of 0.40 indicates a robust association between an item and its corresponding concept. Composite dependability refers to the extent to which the items used to assess a certain concept exhibit consistency. The recommended threshold for the composite dependability value is more than 0.70, as proposed by Khan et al. (2022a) and Hashmi et al. (2021). The average variance extracted (AVE) is the proportion of variance in a construct that can be attributed to its component elements. According to Khan et al. (2022b) and Fornell and Larcker (1981), the AVE should exceed 0.50. Table 3 has a concurrent validity over 0.5. The table contains values ranging from 0.551 to 0.682. The AVE exceeds 0.50 when it surpasses the threshold value of 0.5. Moreover, the magnitudes of CR (composite reliability) exceed the recommended threshold of 0.70. Table 3 presents a succinct overview of the findings.All of the variablesTC, SC, SP, SE, SBI, and SBB are present, as shown by the results. The constructs of the model demonstrate accurate convergent validity.

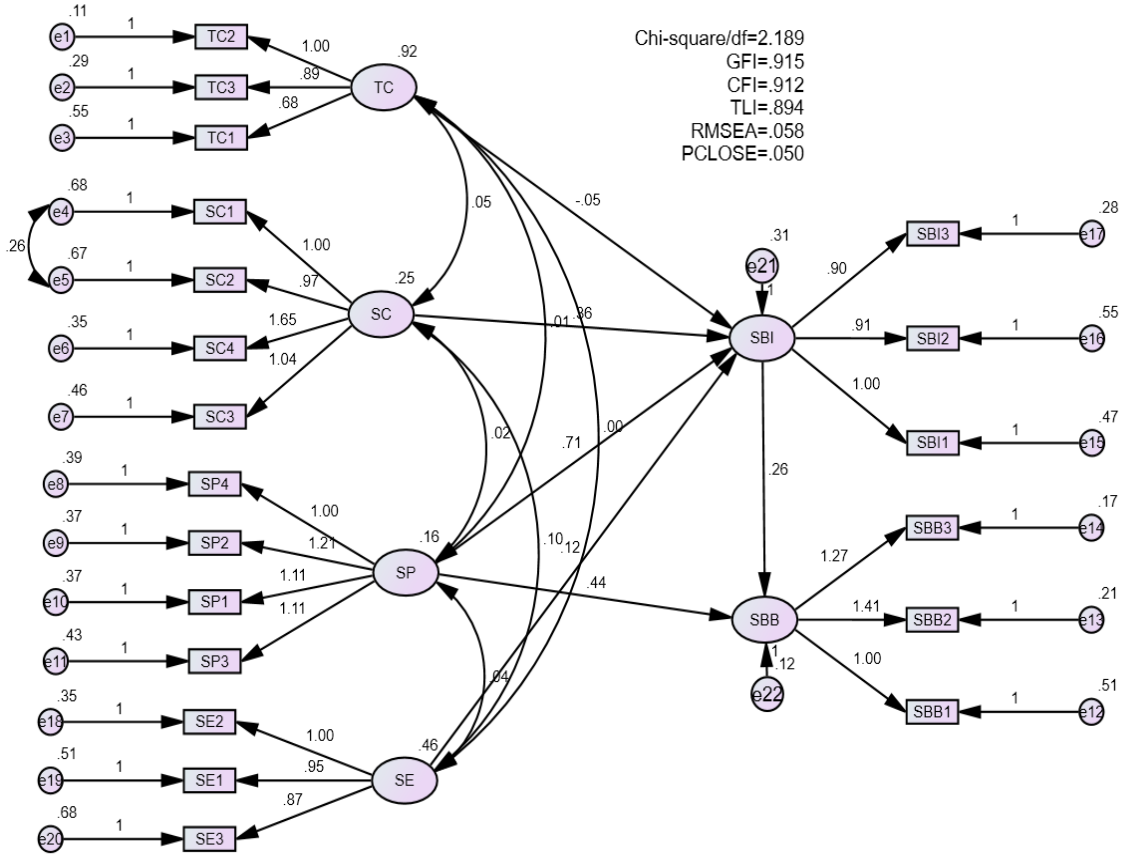

Figure 3. SEM Model

Examine the model by using correlation indices such as RMSEA, TLI, Chi-square/df, CFI, and GFI.

The following criteria are used to ascertain the suitability of a model: A Tucker-Lewis Index (TLI) with a value of 0.8 or more, a Chi-square value divided by the degrees of freedom that is less than 3, an RMSEA value of 0.08 or lower, and both the Comparative Fit Index (CFI) and the Goodness of Fit Index (GFI) with values of 0.9 or higher. The model generated the following indices, which were obtained from the study. The chi-square distribution in question has 2.189 degrees of freedom. The metrics tested are as follows: 0.894 for the Tucker-Lewis index, 0.915 for the goodness-of-fit index, and 0.058 for the root-mean-square error of approximation. Based on the findings, the model exhibits a robust correlation with the data, perhaps resulting in its acceptance. The model facilitated the evaluation of research hypotheses and elucidated the connections between variables.

Table 4. Model fit indicators in SEM

Indicators	Cut-off values	Calculated values	Conclusion
Chi-square/df	≤ 3.000	2.189	Fit
CFI	≥ 0.900	0.912	Fit
GFI	≥ 0.900	0.915	Fit
TLI	≥ 0.800	0.894	Fit
RMSEA	≤ 0.080	0.058	Fit

Source: Field Survey Data, 2023

Note: Cut-off values adopted from Yu *et al.* (2013)

The primary objective of our research is to establish correlations between tourists' intentions to purchase souvenirs (SBI) and the variables of trip characteristics (TC), souvenir characteristics (SC), shopping environment (SE), and salesperson (SP). Linear regression is used to analyse survey data collected from a total of 351 individuals, including both local residents and visitors, who have visited Can Tho, Vietnam. The analysis shows that there is no statistically significant relationship between TC and SBI ($\beta = -0.052$, $p > 0.1$). Therefore, we cannot provide evidence to support hypothesis H1. The variables SC, SE, and SP show a positive and statistically significant impact on SBI, with β coefficients of 0.356, 0.120, and 0.714 ($p < 0.1$), respectively. Hence, we agree with hypothesis 2, 3, and 4. The findings indicate that many factors influence consumers' purchasing decisions for souvenirs, including the ambiance of the shop, the assortment and calibre of merchandise, and the conduct of sales personnel. Curiously, tourist attractions do not have a significant impact on judgements about the purchase of souvenirs. We have offered suggestions (1) to assist tourist managers in enhancing the operational effectiveness of souvenir outlets.

Table 5. Final estimates of factors influence on souvenir buying intention

Relationship	Estimateβ	S.E	C.R	P – value	Hypothesis Result
SBI ß TC	-0.052	0.042	-1.230	0.219	Reject
SBI ß SC	0.356	0.103	3.450	***	Accepted
SBI ß SP	0.714	0.146	4.882	***	Accepted
SBI ß SE	0.120	0.072	1.665	0.096	Accepted
R^2 SBI = 0.319					

Source: Field Survey Data, 2023

Note: *, **, and *** are levels of significance at $P < 0.05$, $P < 0.01$, and $P < 0.001$, respectively.

SBI = -0.052 TC + 0.356 SC + 0.714 SP + 0.120 SE (1)

The study's findings, as shown in Table 6, indicate that salespeople (SP) have a considerable and beneficial impact on the inclination to purchase souvenirs. The statement is supported by the estimated coefficient of 0.442 and the p-value of 0.00, both of which are below the significance level of 0.1. This study indicates a favourable correlation between the presence of educated salesmen and the purchasing capacity of visitors to buy souvenirs. Hypothesis H5 has been confirmed and approved. The analysis reveals a strong and statistically significant correlation between the intention to purchase souvenirs (SBI)

and the actual buying behaviour of souvenirs (SBB). This is supported by the estimated β coefficient of 0.246 and the p-value of 0.00, which is below the threshold of 0.1. This indicates a positive association between visitors' intentions and their actual behaviour in terms of buying souvenirs. Empirical evidence has shown the validity of hypothesis H6. The R-squared value of 0.428 indicates that the research model has the ability to account for 42.8% of the variability in souvenir buying behaviour (SBB). Therefore, it is logical to infer that the intentions of both the salesperson (SP) and the visitors (SBI) have a substantial impact on the purchasing behaviour of tourists when it comes to SBB (2)..

Table 6. Final estimates of factors influence on souvenir buying behavior

Relationship	Estimate β	S.E	C.R	P – value	Hypothesis Result
SBB ß SBI	0.264	0.057	4.624	***	Accepted
SBB ß SP	0.442	0.106	4.153	***	Accepted
R^2 SBB = 0.428					

Source: Field Survey Data, 2023

Note: *, **, and *** are levels of significance at $P < 0.05$, $P < 0.01$, and $P < 0.001$, respectively.

SBB = 0.264 SBI + 0.442 SP (2)

The objective of this research is to examine the impact of several characteristics associated with souvenirs on the intents and behaviours of tourists in Can Tho, Vietnam when they visit curio shops. The regression analysis reveals a significant correlation between the variables Souvenir Buying Intention (SCI), Salespersons (SP), Shopping Environment (SE), and Souvenir Characteristics (SC). Abreu (2019), Erbao and He Li (2020), Kaizan Zhu (2022), Ye Hu et al. (2020), and Littrell et al. (1994) have conducted comparable studies. The Salespersons (SP) component had the highest influence on Souvenir Buying Intention (SCI) with a regression score of 0.714. The purchasing behaviour of visitors' souvenirs is greatly influenced by it. This finding is corroborated by a recent investigation carried out by Wu and Zhang (2022), Meitiana et al. (2019), and Kesari and Atulkar (2016). Furthermore, the research revealed a substantial correlation ($r = 0.24$) between the habit of buying souvenirs (SBB) and the intention to purchase souvenirs (SCI). Montaño and Kasprzyk (2015), Behera et al. (2022), and Meitiana et al. (2019) have all shown this via their empirical investigations. Nevertheless, the research revealed no statistically significant correlation between Souvenir Buying Intention (SCI) and Travel Characteristics (TC). This finding contradicts the findings of Yoon-Jung (2007) and Buliung (2005).

Conclusion

The objective of this study was to ascertain the primary elements that influenced the purchasing decisions of international and domestic visitors when it came to buying souvenirs during their vacation to Vietnam. The following factors were taken into account: "Shopping environment," "Tourism features," "Souvenir qualities," and "Salesperson." Based on surveys, three significant aspects significantly influence consumer behaviour: product quality, personnel performance, and the purchasing environment. Mementos are associated with a multitude of traits, including cost, beauty, originality, significance, quality, and representation. All these factors synergistically enhance the attractiveness and desirability of the products to clients. The retail atmosphere fosters distinctive and innovative interactions that mirror the local culture, while ensuring consumers' tranquilly and comfort. The salesman has a responsibility to directly interact with consumers, providing guidance, exerting influence on their choices, and selling them keepsakes. The actions, words, and nonverbal cues of salespeople may influence the beliefs, attitudes, and conduct of consumers.

This research has significant practical implications for those involved in tourism management, souvenir enterprises, and academia at large. The tourist administration is accountable for creating an environment

that fosters the growth of souvenir enterprises, guarantees the excellence and safety of their products, and safeguards the cultural legacy of the local population. Memorabilia enterprises have to enhance the effectiveness of their suppliers, broaden their assortment of products, upgrade their shop environment, and create recollections of exceptional quality. Factors such as the amount of sustainability awareness, travel objectives, and travel experiences may have an impact on travellers' choices to purchase mementos. Further study should broaden its focus to include these additional variables. Tourists may demonstrate cultural sensitivity by purchasing meaningful gifts that reflect their own interests and preferences. In order to enhance appeal and maximise revenue from souvenir sales, the tourism board of Can Tho should highlight the following aspects.

Limitations

Research on souvenir buying behavior in Can Tho is still limited, requiring further studies for comprehensive understanding. Tourist preferences and spending patterns can change over time, necessitating continuous monitoring and adaptation. Understanding the diverse cultural backgrounds of international visitors is crucial for tailoring marketing and product offerings effectively.

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Conflicts of interest

The authors declare no conflicts of interest.

Availability of data and materials

Availability

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