

SOUVENIR PURCHASE PATTERNS OF DOMESTIC TOURISTS

Case Study of Takayama City, Japan

by

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ABSTRACT

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The purpose of this study is to identify souvenir purchase patterns of domestic Japanese tourists, focusing on HidaTakayama (Japan), a famous destination. The study site covers about 139.57 hectares with a population of 66,377. According to its tourist information center, in 1999, the city attracted 2,967,000 tourists. Nested among the mountains of Hida and in the past isolated during winter, Takayama has preserved much of its historic charm. It has been called a “little Kyoto” and is set deep within mountains of Gifu Prefecture. Its temples, shrines, festivals, rivers and bridges are indeed reminiscent of Kyoto on a smaller scale, but in some ways Takayama has delights that even Kyoto cannot match.

The survey findings, revealing souvenir shopping patterns of tourists visiting Takayama City, suggest that their purchases are influenced by many factors, including prices, weight, size, number, length of shopping time, forms of travel, family income level,

and reasons for purchasing. Further analyses suggest what types of souvenirs are favored by tourists and why. These findings potentially assist in improving souvenir production, methods of display at stores, tourist satisfaction, and income earnings of producers and store operators, a process which would contribute to the socioeconomic well-being and prosperity of the host community. Since purchasing souvenirs is also an indispensable tourism experience for both Japanese and foreign tourists, the study contributes to this research theme, with applications for destinations in Japan and elsewhere. Keywords: souvenirs, Takayama City, Japan.

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Chapter One

INTRODUCTION

Tourists' needs are classified roughly into lodging, transportation, meals, recreation, and shopping expenditures. Shopping, regardless of amount, is a must component of travel. "Shopping itself may be an exciting activity for some people" (Gyou Ko 1999:72). For instance, Anderson and Littrell (1995) cite information from Davidson-Peterson's study (1990) in Wisconsin. Shopping expenditure in Wisconsin is \$1.7 billion annually and is the source of 31% of total tourism expenditures, so the economic market is enormous. Plus, Keown (1989) surveyed 490 Japanese tourists who visited Hawaii in 1987. Over 70% of respondents bought liquor (78%), souvenirs (74%) and women's cosmetics (72%). Seventy-three percent of respondents spent one to six days in Hawaii, and about one-third of tourists spent five to eight hours shopping (Keown 1989). As illustrated in these cases, shopping can be an important touristic factor and motivation.

The Study Purpose

The purpose of this study is to identify souvenir purchase patterns of domestic Japanese tourists in Hida Takayama City in Gifu Prefecture, Japan. The city covers about 139.57 hectares with a population of 66,377 (Takayama City Office 2000). According to Hida Tourist Information Center, in 1999, 2,9670,00 tourists visited Takayama City. Nested among the mountains of Hida and in the past isolated during winter, Takayama has preserved much of its historic charm. It has been called a "little Kyoto" set deep within mountains of Gifu Prefecture. Its temples, shrines, festivals, rivers and bridges are indeed

reminiscent of Kyoto on a smaller scale, but in some ways Takayama has delights that even Kyoto cannot match.

In Takayama City in Gifu, there are several handicrafts having an old tradition cultivated through ages. In 1975, the government designated as traditional the handicrafts Hida *Shunkei* lacquer ware and *Ichii* (yew tree) *Itto* woodcarving. Gifu Prefecture's official old trees have been used as the raw materials for both. For example, in order to make *Ichii Itto* woodcarving, the yews are found in cold regions and only grow a few millimeters every ten years. Therefore it requires four hundred years to grow enough wood for carving. And also, *Shunkei* lacquer ware has a history of 370 years dating back to the early 16th century. The lacquer ware is produced through a partnership of the wood worker, who uses quality materials to create the basic shape, and the lacquer worker who produces the finished look. *Shunkei* lacquer ware displays rather than hides the distinctive qualities of wood. Furthermore, its beauty is enhanced with use.

Additionally, there are quite a lot of products, which are produced in and around the area. Mino paper is one of the great Japanese papers. With a 1300-year heritage, Mino paper has been made in the Mino Region since the art was introduced from China. This legacy is due to the clarity of water from the local rivers and the availability of the basic material, the *Kozo* (mulberry plant). This paper is said to be able to last more than 1000 years because it does not contain the destructive chemicals of modern paper. Now only a few artisans are capable of making genuine Mino paper. Based around the city of Mino, the Japanese paper industry produces large amounts of office and construction paper and cardboard. Its traditional hand-made paper is still in demand, too.

Several kinds of pottery are sold in Takayama, including *Shibukasa* pottery. A magistrate who was concerned about the decay of the ceramic industry in Takayama during the *Tenpo* period (1830-1844) invited a potter from *Seto* to build a kiln in *Shibukusa* that is also called Hida *Kutani* and Hida *Akane*.

Also, *Aizome* ('*Ai*' means blue, '*Zome*' means dyeing) is a kind of Japanese traditional dyeing. Each process of dyeing is very complicated and needs a refined technique. It is not too much to say *Aizome* is alive. Because *Aizome* has unique color and scent and turns into a more tasteful color after washing, it is different from other dyed goods. Another product, *Sarubobo* is a Takayama souvenir symbol that many people recognize. It is a doll grandmothers make for small children. It looks like a monkey baby ('*Saru*' means monkey, and '*bobo*' means baby in Hida dialect). People have treasured it since the *Muromachi* era (1338-1573) as children's toy, and also as a charm of easy delivery and of children's safety. Its red color indicates a healthy baby (Instant Gifu 1995). In this way, various sorts of precious products still exist in Takayama. It may be essential to keep them by improving sales.

Previous research about souvenirs in Takayama appears in a study done by the Hida Local Industry Promotion Association (Incorporated Foundation) in 1994. Its purpose was to investigate the actual condition of the souvenir market, draw up a reference document for the souvenir industry in Hida Takayama City, and to reinvigorate the local community. The researchers surveyed local producers, retailers, customers and local people, laying stress on their opinions. Not a few obvious facts and problems came out in the research. However, concrete solutions and causes were not yet found. Gaps between local producers and retailers were pointed out. In the present study, the researcher considers that

understanding consumer behavior well can support the discovery of solutions, and may lead to revitalizing the local economy. Also, the researcher believes that knowing the souvenir purchase patterns of Japanese tourists may provide ideas for improving products and/or creating new products, in terms of cost, quality, design, and so on.

In addition, the Japanese culture of gift giving needs to be studied for better understanding of souvenir purchase patterns. Gyou Ko (1999) explains this souvenir culture using ideas from Ahmed and Krohn (1992). There is the traditional souvenir culture of *senbetsu-omiyage* in Japan. The family members, relatives, friends and colleagues often give money as a *senbetsu* (travel support) to a tourist, wishing them safe travel back home. When returning, the tourist presents *omiyage* (travel souvenirs) to these people. This tradition continues so far, as Moeran (1983) describes Nichio's claim (1982) that regardless of whether the Japanese economy is going up or down, the gift industry has a ten to fifteen percent increase in turnover every year.

Therefore, the researcher will examine souvenir purchase patterns of Japanese domestic tourists in terms of consumer behavior, their national characteristics and their traditional cultures in reference to the previous research by Hida Local Industry Promotion Association.

Research Goal

The main goal of this study is to obtain information needed to develop products for souvenir producers in Takayama City, Japan.

Study Objectives

This study has three primary objectives. All are designed to enhance the data collecting from Japanese domestic tourists in Takayama City to figure out main objectives.

1. To collect data on which souvenirs tourists purchase in Takayama City.
2. To learn what influences souvenir selection by Japanese in Takayama City.
3. To find out what factors make people purchase souvenirs in Takayama City.

To accomplish these main objectives, three secondary objectives are required:

1. To study why people make purchases and their decision making process.
2. To investigate why people purchase souvenirs.
3. To focus on why Japanese purchase souvenirs.

Hypotheses

A further goal of this study is to test hypotheses on the following assumptions:

1. A tourist who is given money is more likely to purchase souvenirs to take back home.
2. A female tourist is more likely to purchase souvenirs than a male tourist.
3. A female tourist tends to be fonder of souvenir shopping than a male.
4. The person who believes "propitious" is important in selecting souvenirs is more likely to show interest in a model animal product.
5. A group tour member tends to buy more souvenirs than one who is not in a group.
6. One who has more children and/or grandchildren living with them or nearby, has an inclination to purchase more children's toys.

Chapter Two

LITERATURE REVIEW

Purchasing souvenirs is an exciting experience for many tourists. According to Ahmed and Krohn (1992), the traditional souvenir culture in Japan motivates the tourists to shop. Anderson and Littrell mention the definition from Gorden (1986), Littrell (1990) and Smith (1979) that "the souvenir is a tangible symbol and reminder of an experience that differs from the daily routine and that otherwise would remain intangible, such as memories of people, places, and events" (1995:328). The souvenir is the thing that you can bring back to symbolize memories of a tourism experience, and it may be a life-long treasure. Souvenirs may sometimes be local art, and sometimes be handicrafts. Those bring economic impacts to local people in a tourism destination. It is useful to recognize and remind them that they produce such valuable treasures. And then, the recognition may link to pride at being local resident and in the culture. So, all tourists, souvenir marketers and producers get benefits from "purchasing souvenirs" activity and the souvenir itself. Goeldner, Ritchie and McIntosh (1999) found that displaying local art and craft objects in a hotel or nearby has become a recent resort operations technique to inform guests about the art of the local people. They also point out that, to satisfy tourists, gifts and souvenirs on sale should be handcrafted or manufactured in the country or region where the purchase is made. As these points imply, souvenirs can be key to developing and/or improving the tourism industry.

For example, shopping is the top activity for tourists in Las Vegas. They spent \$290.00 on average per person per trip on gifts/souvenirs (Emmons 2000). Furthermore, in 1995, 51% of tourists to New Hampshire did some shopping while 50% took scenic drives, and

46% did sightseeing. At the same time, they spent \$600 million in retail stores, which was more than they spent in any other category (Sanders 2000). As seen in the examples of Las Vegas and New Hampshire, many tourists spend a great deal of money on shopping during their travels, and its economic impact can affect not only retailers, but the local community itself. There are more than a few studies about souvenir/local products and related ones in the past.

Concerning products as souvenirs, Littrell, a major researcher on crafts, studied "consumer profiles of fiber, clay, and wood craft", "the concept of authenticity in craft souvenirs", "crafts and tourists", and so on. Also, Cohen examined one of "the local textile industries in Mexico and its community development." Moreover, Markwick (2001) analyzed "the complex range of modern Maltese postcard imagery", Creighton (1995) discussed the "Japanese silk industry and its female weavers' vocation", and Toops (1993) studied "Xinjiang's handicraft industry."

Regarding souvenir/product-related studies, Anderson and Littrell (1995) examined souvenir-purchase behavior of women tourists, "Self-gifts" were studied by Mack and Demoss in 1993, and "Gender roles and Christmas gift shopping" by Fischer and Arnold in 1990.

On the other hand, in Japan 1999, the average amount of souvenir expenditure per tourist in Takayama City was \$50.52, compared to an average of \$39.72 spent on food and drink according to Table 1 (Hida Takayama Promotion Association 2000).

The portions of expenditures were different between stays and day trips. Besides the amount of travel-related expenditures, the study showed respondents' demographic profiles, travel purpose, days spent, times of visit, and home regions. Thus, Hida Region

Local Industry Development Center thoroughly studied souvenir producers, marketers, and consumers in the 1994 research. Takayama City Planning Regulator also researched numbers of tourists to Takayama, and total amount of tourists' expenditures. These were researched in order to know the actual conditions in Takayama City; however reasons and factors why the tourists conduct in souvenir shopping were not included.

Table 1. Summary of Tourists' Expenditures in Takayama City, 1999

Expenditure in Takayama City	Expenditure per person (US\$)	
	Stay	Day Trip
Total	283.00	97.33
Lodging	135.95	Ns
Food and Drink	39.79	26.19
Souvenirs	50.52	33.99
Transportation	36.68	19.10
Sightseeing	15.03	9.22
Others	5.03	8.33

Source: Hida Takayama Promotion Association (2000:14)

To attain success in souvenir marketing, marketers need to know and understand the consumers. How do people purchase? And why?

Consumer Behavior

Consumer behavior is importantly related to decision-making. Mowen (1990) defines consumer behavior as the study of the decision-making units and the processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas. Consumer behavior, according to Pizam and Mansfeld, involves "the study of why people buy the product or an activity, and how they make decisions" (1999:5). They point out that

consumer behavior research in tourism has focused on motivations. They also use the idea based on Middleman's opinion that product satisfaction can be a most powerful influence on the future buyer behaviors, of repeat purchase and non-purchase. Consumer behavior is a process. It begins from the gaining phase, moving to consumption, and ending with the character of the product or service (Mowen 1990). And these occur with the accompanying mental, emotional, and physical activities whenever people are selecting, purchasing, using, and disposing of products and services for the satisfaction of their needs and desires (Wilkie 1994). As Burnkrant and Cousineau (1975) found, people tend to use others' product evaluations as a source of information about the product, thus informally indicating the products' quality.

Kim and Littrell (1999) introduced Engel, Kollat, and Blackwell's (EKB) (1993) model of consumer behavior that sets relationships between two variables as a theoretical framework. The EKB model posits that the product evaluation process contains four types of components through purchase decision: belief, attitudes, evaluation criteria, and intention.

In applying the EKB model to the souvenir evaluation process, belief may include advertisement and TV commercials, which give product information to the customer. Probably the third person or one's past souvenir purchase experience can provide information about the product and its evaluation. So the information would be input to his/her mind as advance knowledge. Next, attitude might mean the receptiveness to the product or the object, which can apply in this study as a question of "the probability of purchasing Takayama souvenirs." It may also include making a plan to have time to visit and look around souvenir shops or the hotel lobby. Then, after taking a look at the

products, one would evaluate them. With criteria including design/color, cost, quality, practical use, propitious, local color, traditionalistic, and portability. The store's atmospheres or services may affect the shopper's intention. If these enhance evaluation criteria, he/she may go to the next shop, and privilege the purchase intention. Finally, intention may refer to the decision-making whether one intends to purchase souvenirs at all. In this time, one needs to certify the reasons of purchasing and receives of gifts, who may include him/herself.

Moreover, product evaluation is affected by individual characteristics, which include personality, lifestyles, motives, values, norms, and reference groups. Kim and Littrell expected that consumer's general characteristics influenced their travel-specific characteristics, and souvenir evaluation includes attitude toward souvenirs (a combination of evaluate criteria and belief) and intention to purchase souvenirs (1999:154). Thus, the reason to give and the person who receives might be in a customer's mind all through product evaluation process.

Furthermore, according to Fishbein and Ajzen (1995) explains that a person's intentions are a function of certain beliefs. And some of these beliefs influence the person's attitude toward the behavior. According to Mullen and Johnson (1990), intention refers to a plan to perform a specific behavior, whereas behavior can be defined as the actual gaining or practical use.

The study of consumer behavior can provide information for public policy, which resembles a large retail shop's policy. One objective of publicity strategy in the tourism world is to influence customers' process of selecting souvenir shops for souvenir purchase. These decisions are closely related to forms of travel, and travel companions. For instance,

when a buyer is a member of a tour group, one's information and selection of a retail shop may come from a tour guide. Needless to say, one has limited time and place to do the purchasing. If one travels with friends by a sightseeing bus, the product information might input to one's mind through an advertisement about a famous souvenir in the destination as displayed on the bus seat. Or when one walks in to the town with friends to buy souvenirs, he/she or they might choose a bright and crowded shop rather than a dark one with no customer inside.

Thus, a subculture effect in consumer behavior may be defined as a subdivision of national culture, based on some unifying characteristic, such as a social status or nationality, whose members share similar patterns of behavior that are distinct from those of the national culture (Mowen 1995:738). Mowen discriminates these subcultures by means of the demographic variables of nationality, age, religion, gender, occupation, marital status, income, race, and education. Marketers use these demographics in their decisions on product characteristics, production levels, retail site locations, assignments of sales territories, and many decisions in advertising (Wilkie 1994).

As an example of national culture in Japan, refund policy is very different from that of the United States. Each U.S. store has a return policy, and some stores will take back merchandise even when there is no receipt. Wal-Mart stores, for instance, now have a liberal 90-day limit for returns; Best Buy has 14-day limit. According to Marlow, president of Frequency Marketing Inc., “the refund policy is ‘more customer-friendly’ and reduces the attractiveness of scams while limiting risks” (Quittner and Jeremy 1997). On the other hand, in Japan, many stores have only 7 to 8-days' limit for returns. Once the product is used and/or opened, it may not be returned for any reason. And of course the

consumer must bring the receipt when returning. Because of this strict return policy, one supposes that Japanese may select and purchase products very carefully compared with Americans. Nevertheless, people purchase souvenirs at tourism destinations, away from home, where the difference of return policies should not directly influence consumer behavior.

As described above and as Kim and Litterall (1999) point out, consumer behavior may be influenced by personal values, even as travel activities include physical involvement and levels of interaction with host communities. Predicting tourists' psychological characteristics, travel activities, and souvenir purchasing behavior is important for tourism marketers who may use the information to improve the souvenir industry.

The Tradition of Gift Giving

Tourists expect to shop when they travel. Besides lodging, meals and transportation, a traveler purchases local food products for family, toys for kids and handicrafts for friends. One might buy some postcards for relatives and take photos for mementos. And then, one may buy a little expensive antique for oneself. These items could all be called souvenirs. They are obtained for many reasons and several purposes. And souvenirs can be kept, used, and of course given by the buyer and/or others.

Nisch (1998) points out that consumers seek the most unique and entertaining shopping experiences, but they insist on convenience and time efficiency. Nisch also suggests that there is an ongoing search for recreation by people who have little spare time, and "leisure-ism" is rising as a national sense of style along with a renewed interest in ancestry, ethnic identity, and heritage. In accord with this trend, the physical presence

and economic value of souvenirs often help their owners to define and to situate in time experiences they wish to remember (Anderson and Littrell 1995).

Gift giving has been discussed from theoretical perspectives focusing on the functions and effects of giving (Belk 1976). Belk, benefiting from an essay about gift giving by Mauss (1954), concludes that gift giving is a self-perpetuating system of reciprocity. His idea is based on four types of obligations: perpetual gift giving, the obligation to give, the obligation to receive, and the obligation to repay. How does this system fit into Japanese gift giving? The first, “perpetual gift giving”, is mainly traditional. *Ocyugen* (a midyear present) and *oseibo* (a year-end-present) are typical examples of perpetual gift giving. Second, “the obligation to give” may include the sense of social obligation toward superiors, seniors, co-workers, neighbors, or relatives. And, probably it is one of the methods to maintain/improve the relationship between a gift giver and a gift receiver. Third, “the obligation to receive” can be explained by norms- that ‘you give it, so I receive it’, or receiving feelings of affection, obligation, kindness, or respect, and receiving the gift as a tradition or courtesy. Last, “the obligation to repay” could indicate the norm ‘I received a gift from you, so I give this to you.’ Referring to Levi-Strauss’s idea (1959), one supposes that receiving a gift often provides the receiver with a kind of burden. In other words, the level of one's current position might change. And also, a gift might be repaid to oneself or others, as a self-reward or a reward for other’s effort or achieved goal. Or it may be a gift for receiving assistance. Thus, the “obligation to repay” factor and “perpetual gift giving” factor overlap each other.

It appears that gift-giving norms are related to demographic variables much as they influence consumer behavior. In an interesting study by Fischer and Arnold in 1990, the

researchers found gender differences in Christmas gift shopping. Women's gift giving behaviors differed from men's. Since their self-identities are based on showing love to others, women are the primary gift givers. According to the results of their survey, female informants sometimes stressed the view that Christmas shopping is a responsibility to be executed. Fischer and Arnold conclude that sex, gender-role attitudes, and gender identities all affect gift-purchasing patterns. Moreover, gift purchasing may be regarded as "women's work" for Japanese, since the traditional gift giving traditions have been performed by women in Japan (Minami 1998).

Researchers such as Belk (1976), Minami (1998) and Godelier (1996) compare several theories about gift giving. In his book "The Gift," Mauss (1924) explains that the norm of gift exchange occurred very often in the underdeveloped society before the rise of economic trade. When economic activity was still unspecialized, the gift exchange fulfilled the function of circulating the wealth in provision among people in villages. In addition, through gift giving, the elite social stratum has been established among the head of the village, his subordinate(s), and those under him. Those acts of offering gifts suggest the superiority of the one who gives the gift. Receiving the gift without an equal or greater return gift means dependence. He explains the famous Potlatch phenomenon with the hypothesis that this norm is a duty that gift giving puts others under an obligation. Thus giving creates a duty to reciprocate. It is the norm of one's own accord individually or collectively.

Levi-Strauss (1959) points out with an example of Potlatch that the norm establishes the giver's superiority, while the receiver must return an equal or greater gift. The norm of Potlatch is based on a reciprocation system, which Gouldner (1960) called a "norm of

reciprocity.” This is usually defined as the means of provision and reciprocity toward it (Ito 1984). However, Gouldner argues the definition. He believes that the norm of reciprocity is the motive to entice return for profit in what one receives. But gift giving does not create these complementarities with compulsion, violating another person’s right. Instead, reciprocity contributes to maintaining the stable society system by interdependency and the creation of stable relationships.

On the other hand, the economic anthropologist Sahlins (1972) thinks differently. He proposes three sorts of reciprocities - general reciprocity, equality reciprocity, and negative reciprocity. The first is the altruistic exchange activity; in other words, pure gift giving which does not always go with the obligation of reciprocity. The second is a giver receiving an equal value gift. The third, negative reciprocity, is a trial or attempt in hope of obtaining something without any loss.

Japanese people give gifts for many reasons in complex situations, so it is hard to say which theory fits most nicely to Japanese traditions of gift giving. "Reciprocity" does not always exist, and there are also non-obligation gift giving norms. Japanese often give gifts to people who are in higher positions, to show gratitude and indebtedness. Thus, a person gives a one-sided gift. For example, a woman gives a chocolate to a man on Valentine’s Day, not wholly expecting a return gift. Another example is borrowed from Belk (1976). If the giver is a 12-year-old boy and the recipient is his 35-year-old mother; the boy would not expect any gift from his mother; he just wants to show that he loves his mother purely. Minami (1998) explains that in these situations it seems to be a form of present without expecting any reciprocity; for although the giver does not expect the equal value gift, he or

she might expect feelings of respect, love, smile, thanks and/or the word “thank you” (Minami 1998:39).

Gift Giving Manner

Furthermore, the way of giving or receiving gifts by Japanese also has characteristics that may differ from those in other cultures. For example, wrapping commodities is important in the souvenir industry, because wrapping is significant for Japanese gift giving. Nukata notes an opinion from Maruta that “wrapping is a keynote of Japanese culture” (1991:89). The traditional view is that wrapping a gift beautifully and tying it delightfully are ways of communicating the gift-giver’s heart to the gift-receiver. Then, in a business world, a wrapping paper must be a light-colored, and avoid using black, gray, or white as well as fancy bows (Sabath 1999:88). Concern for wrapping paper design may motivate a customer toward to shop in the store. Additionally, Sabath (1999) suggests several points of gift-giving etiquette in Japan. When giving or receiving gifts, it’s necessary to do so with both hands as it as in case of business cards. And then, a gift receiver has to wait to open it alone. Plus, there are numbers, which are lucky and unlucky. Consequently, a gift giver has to avoid giving anything associated with the number 4 and 9, which stand for death (“4”), and suffering (“9”). For that reason, some Japanese people hesitate to have hospital rooms or apartments are numbered with the “4” or the “9”. On the other hand, the numbers “1”, “7”, and “8” are called lucky. And of course, people believe anything connected with these numbers may bring luck to gift receivers.

Souvenir Purchasing

Shopping is one of the most important factors in tourism (Goeldner, Ritchie and McIntosh 1999). Mowen (1990) points out that shopping is the main reason for traveling for many people. In the United States, shopping leads as the number one activity during traveling both domestically and internationally (Goeldner, Ritchie and McIntosh 1999). According to Gee, Makens and Choy, there is no doubt that shopping can add to travel pleasure, since tourists enjoy purchasing unusual gifts and personal items.

Tourists may be disappointed when they find little selection or nothing to buy at a destination. Gee, Makens, and Choy (1997) claim that even the most casual observation of traveler's behavior shows shopping to be the first and last thing visitors do upon reaching and leaving a destination. People make purchases for their family members, friends, business associates, or for themselves before returning home. According to Graburn (1983) the parting farewell special souvenir is one of the series of material symbols, which are essential to Japanese travel and tourism.

The research shows that the Japanese tourists to Hawaii outspend other nationalities by over three times. Investigating these expenditures reveals that they spend less for lodging and food as a percentage of total expenditures than the others and more for gifts and souvenirs (Table 2). Spending for souvenirs and gifts is high among the Japanese due to their custom of *omiyage*, of travelers returning home with gifts for friends and relatives.

The origin of the word *miyage* (souvenir) involves three theories, according to Ashiba (1994). One, *miyake* was a pail, a container to dedicate local foods to gods of shrines, a custom still very much alive. For example, *sake* is a ritual symbol in Japan; formerly, *sake* was dedicated to the gods first, then shared among earthly people. Even now, this custom

still remains in Shirakawa, Gifu Prefecture (Befu 1993). Two, *miyage* was the granaries of the Imperial Household for keeping grain and salt, products brought to the capital from each region. Three, *miyage* is a memento and gift in acknowledgment of the home during one's absence, and of family, neighbors, and other people in the same village who have responsibility to take care during one's travel. (The word, *miyake* has changed to *miyage*).

Table 2. Japanese Tourist Shopping

<i>Types of Stores Patronized</i>	Male (%)	Female (%)
Duty free (airport/plane)	78.6	72.6
Gift Shop	44.3	56.9
Department Store (including Supermarket)	43.1	57.8
Tax Free Shop (city/hotel)	38.4	62.5
Specialty Shop	39.5	42.8
Five Most Popular Items Purchased		
Whiskey	67.5	65.1
Chocolate, Candy	50.9	73.9
Tobacco	56.8	57.2
Perfume, Cosmetics	44.8	73.1
Clothing	29.1	47.2
Other Facts		
Average expenditures for shopping and <i>Omiyage</i> : \$984.61		
Most popular months of travel: January, March, June, August, December		
<i>Typical visitor profile: Age 20-29, married</i>		
Packaging of merchandise is as important, if not more, than merchandise itself		

Source: Gee, Makens and Choy 1997:426.

There is a consideration that souvenir purchase is also an indispensable tourism experience for Japanese tourists besides food, drink, and sightseeing. Inchaporia (1983) notes an idea from MacConnell, that returning with souvenirs validates and prolongs the

experience. Thus, all sorts of factors cause purchasing in travel. "In general, the Japanese do not buy products of ethnic tourism for themselves so much as to be given to others" (Moeran 1983:99).

Dunn (1977) considered a question, "what makes tourists travel?" in "Anomie, Ego-enhancement and Tourism." In his article, he used two terms, "push factors", and "pull factors." "Push factors" are those which attract one to travel, such as escape and nostalgia. And then, "pull factors" are features which pull the tourist toward a destination, such as sunshine and sea. Now then, if "what makes tourists travel?" is replaced by "what makes tourists purchase souvenirs?", what kind of answer will result?

Dunn notes what Johnston (1970) discussed:

The greatest reason for travel can be summed up in one word, "Escape": escape from the dull, daily routine; escape from the familiar, the commonplace, the ordinary; escape from the job, the boss, the customer, the commuting, the house, the lawn, the leaky faucets."

Yet, it is difficult to describe what makes tourists purchase souvenirs in one word. Purchasing souvenirs is not always the same action as purchasing products in daily life. For one thing, this mostly occurs in the limited term of travel. If a tourist spends time to decide whether to buy something, he/she may lose the chance to obtain it. "Push factors" in souvenir purchasing are conceivable as: finance (bonus, income, and received money prior to travel), sense of duty (from short term of days spent, from social obligation, and request), intention/mood/feeling (escape from stress, love, affection, sense of freedom, sense of respect, keepsake), and others (forms of travel group and travel purposes).

“Pull factors” in souvenir purchase action refer to attraction/benefits. These are the display and/or atmosphere of the place where a product is sold, the tourism destination itself (including services, and advertisement), guilt for the “unfair privilege” of traveling when tourist’s family or friends cannot travel with him/her, and the products’ cost, design, quality, portability, practical use, propitious, local color, traditionalistic, and quality.

Consequently, souvenir purchase through "push factors" and "pull factors" brings the tourist that self-reward, ego-satisfaction, self-assertiveness, recollection, stimulation to forget oneself, and sure proof of having visited the place. Even after the travel, for many years, one souvenir may remind one of memories and feelings that belong to the travel experience.

Although Japanese tourists often make souvenir purchases from the sense of social obligation, it can be considered as one of the traditional Japanese culture traits. There is no reason to say that an obligatory souvenir is not a pure souvenir. Souvenir purchase is not always as important as physiological needs in a human's life, such as food and drink, and sleep. However, it meets a human's desires, needs, culture, and even smooth one's relationship with others. It is a valuable or fascinating activity/experience during one's travel.

Purchasing souvenirs not only influences a buyer and a souvenir receiver; it also has sociocultural impacts on local people or a local community in its development of a souvenir industry. Sale of handicrafts as souvenirs can provide opportunities for minority groups or native people to be involved in the community.

Gartner (1996) says that minorities and native people have a unique sociocultural resource. They mostly make handicrafts. They can participate in local events and festivals

when the opportunities are provided. When selling handicrafts successfully in a souvenir industry, both individuals and a local community might have pride in their culture. They can see it objectively in the things they make and sell. Therefore, the community identity can be reinforced. Because there are interactions among individuals, residents and community, the whole community, and residents and tourists all the time, it has been argued that tourists are helping to keep traditional skills alive (Robinson and Boniface 1999). Thus, in several ways producing handicrafts can support, maintain, and reinforce the local culture.

Japanese Ethics

Belk considers that cultural differences affect perception of gift adequacy. Like many other countries, Japan has several religions, with Shinto and Buddhism the major ones. Although many Japanese are members of no religion, they behave following Shintoistic and Buddhistic teachings, as for instance, in visiting many Shrines on New Year's Day to wish for safety in the next year. Thus, it can be assumed that Japanese religions importantly influence souvenir purchasing and gift giving (1976:156).

For example, Japanese often buy an *omamori* (charm) in a shrine or a temple as a souvenir for others and/or themselves. This charm is a small piece of paper or wooden plate, on which the names of gods and temples and/or customs and shrines are engraved. A sanctified charm contains the divine power of god, and divine power to invite happiness, eliminate suffering, and protect the person who owns it. It can be purchased at any temple or Shrine. It may be placed on a home altar, or put in a car for safe driving. A tiny charm put in a special small pouch may be carried all the time (Kurachi 1998:196).

Also, Japanese adults give money to their friends', relatives', and their own children, calling it *otoshidama* (New Year's present). The tradition of *otoshidama* comes from Shinto, where "there is no absolute distinction between the divine, the human, and the natural" (Wargo 1990:502). It was believed that *Kami* (God) was lodged on a rock, a mountain, a man, or a phenomenon of nature. In this way, *otoshidama* in old times was a rock, which was believed to be another shape of God.

The Japanese culture of gift giving might also have unconscious relations to religious faith. For this culture is expressed in annual events, such as *otyugen* (a midyear present) and *oseibo* (a year-end present). Even on Valentine's Day, although it is not an ancient Japanese traditional event, women give "*Giri*-chocolate." *Giri* means the sense of social obligation. They also give chocolate to their boyfriends. And those two chocolates have different purposes, to be discussed later. As seen in the three gift giving traditions, *otyugen*, *oseibo*, and Valentine's Day, Japanese gift giving has two purposes. One is to indicate respect and a sense of obligation. The other is to show affection. Therefore, a hypothesis could be set up that Japanese classify gifts in terms of each purpose. When this pattern is applied to Japanese souvenir purchasing, there are different rules for decision-making, how much to spend, and how to select.

Clark (1996) asserts that *miyage* is typically practiced when Japanese executives take a major business trip. They give money or goods *miyage* to key staff, such as their secretaries or anyone else who facilitated their trip. He says that it is not only reward for their efforts, but also shows how much the givers care about these individuals.

Overall, there are two distinct kinds of gift giving in Japan. The traditional ones, such as *otyugen* and *oseibo* are group-oriented. And nontraditional gift giving, which comes

from the Western countries, is individual-to-individual. Lewis (1995) uses the idea from Befu (1993) that Western forms of individual-to-individual gift giving became desirable as “new” compared with "old" Japanese traditions. The clearest Western example, Valentine’s Day, should be discussed in detail.

Obligatory Chocolate

In addition to the traditional giving, the Mary Chocolate Company’s strategy is the new gift giving of Valentine’s Day in Japan. On February 14, women jointly give their male colleagues and bosses Valentine’s Day chocolate, known as “*giri choco* (chocolate).” This obligatory chocolate shows gratefulness toward a more powerful human. In the Shinto world, people believe that man is another form of God, alongside nature, and also, man has power and authority. “The difference between a popular and not-so-popular man becomes mercilessly evident on this day in the open office environment of most firms” (Lewis and George 1995).

There is a White Day following Valentine’s Day in Japan, when those male recipients of obliged chocolates must return a gift of at least equal if not greater value (Ebenkamp and Becky 1999).

Of course not only obligatory chocolate, but also the Valentine’s Day gift of pure love is given from a woman to a man on that day. Therefore, the current Japanese gift giving culture combines with the Western form of individual-to-individual.

In addition to this Valentine practice, the Japanese is generally strong sense of social obligations may spur in purchasing behavior, as suggested by the origin of the word *miyage*. In a few studies of Asian shoppers, Toops (1993) finds that purchase motivation

may be explained by reference to broad cultural norms of gift giving, as when people buy souvenirs for their relatives or boss to show respect, adding a fourth motive to the tradition.

The Japanese are naturally sensitive to incurring new obligations arbitrarily because there are so many things they cannot avoid and because discharging their normal obligations is seen as a heavy burden. *Giri* is the deep sense of duty, of honor, that compels them to fulfill their obligations for good or bad. “Failure to keep *giri* to one’s name results in loss of face” is like a traditional motto.

The importance of the household as a basic social institution in Japan has been reiterated by generations. In rural areas in Japan, probably the most important motivating force behind gift giving is the concept of *giri*, the moral necessity to perform one's duties toward other members of one's group. Gift giving falls directly into the meaning of *giri*. One is morally obligated to give a gift when custom demands it. This is bound up with the institution of gift giving in another way, namely, in performance. To the extent that one man’s relation to another in Japanese rural society is defined in mutual terms, the give-and-take of social relations should be fairly and rigidly balanced. The concept evokes in the traditional rural Japanese mind the obligation to reciprocate. So it is important that many rural Japanese interpret *giri* to mean strict observance of the etiquette of gift giving. Frequently, these Japanese people, too, buy souvenirs for their relatives or boss in their workplace in order to show their respect (Durlabhji and Marks 1993).

Therefore, the Japanese major religions and ethics influence the gift giving culture in Japan, and combined with Western influence, contribute to the two characters of group-oriented and individual-to-individual giving.

Current Trends

The souvenir industry is also influenced by current trends. For example in the U.S., Beanie Babies are now popular with all ages. Krall (1999) recognizes these as “soft products,” which people seek out for their unusual materials or personalities that stand on their own. One supposes that the keywords of current souvenir trends are “the cute, the soft, the natural ecological and the teddy.” Yet, these emphases can shift. Friedman, (1999) discussing sustainable gifting in the magazine, *Gifts & Decorative Accessories*, mentions that Jackson, a salesman, said that he had been working with Eco-products but was looking for a new opportunity, then later, started selling recycled products. Today's recycled looks are created with standards of beauty, function, and qualities that are just as high as those created from new materials. Also those products are matches to the current trend, "ecological." Still Japanese people have recently been spending so much money for purchasing that many are likely to feel guilty, for of economic or environmental reasons.

One may also notice that many typical Japanese souvenirs are in the shape of animals. For example, *Kaeru* (frog) is considered a good luck charm, partly because the pronunciation of *Kaeru* has another meaning of “return” so people usually wear the charm in the hope of safe return from traveling. Many kinds of *kaeru* souvenirs are displayed in Japanese souvenir shops. Also, as another belief, a frog naturally pulls in its food with a long tongue, so people say that it attracts customers. Ashida (1999) described that the belief that good matters may dwell in good words, or good letters and symbols like these are called “*kotodama* faith” (animal faith). As Beanie Babies are popular in the U.S. and also in Japan, animal model charms are sold in Japan, with some individuals especially attracted to those products. Thus, to know the trend of souvenirs for Japanese may well be

helpful to the development of commodities. However, the researcher supposes producers should keep the local color of souvenirs. People can obtain a Nintendo game or a Barbie doll anywhere, but not a local product. In other words, following fashion is of course important, but to maintain those two “local” styles on products would most surely support the souvenir business in Takayama.

Since shopping is an important tourist activity, to determine the key about souvenirs and the current situation may help producers to develop souvenirs and also create new products. Then also, learning general consumer behavior, souvenir purchasing behavior, and the tradition of gift giving could support marketers in the sale of souvenirs.

It is important to understand the implications of the research presented thus far in order to determine how Japanese souvenir culture would effectively influence the souvenir industry.

Chapter Three

METHODOLOGY

The purpose of this study was to identify souvenir purchase patterns of domestic Japanese tourists in Takayama City, Japan. This chapter is divided into four subsections including participants, materials, procedures, and analyses.

The objectives of the study were:

1. To collect data on which souvenirs tourists purchase in Takayama City.
2. To learn what influences souvenir selection by Japanese in Takayama City.
3. To find out what factors make people purchase souvenirs in Takayama City.

Participants

The participants were Japanese citizens who were domestic tourists as mentioned in Chapter One. Overall, 368 tourists participated in the survey questionnaire to help the researcher to obtain useful information for the Takayama City case study.

Twice as many females as males completed the survey. There were 113 (30.7%) male and 221 (60.1%) female respondents. It is not clear why so many females completed the surveys compared to males. However, it may be that this kind of job, like filling out a form and writing a greeting card, are “woman’s work” in Japan as with Japanese traditional customs described in the literature review.

The distribution by age was nearly equal except for the ages 33 to 38 and over 63. The largest age group was between 45 and 50 years old (17.1 %). Slightly less large were the groups of less than 20 years old (13.0%) and 21 to 26 years old (13.3%). The next smaller groups included the ages 27 to 32 (11.7%), 51 to 56 (1.1 %), and 30 to 44 (10.1%). The

group of the 57 to 62 was only 7.9%, and that of the 33 to 38 only 5.7%. Only 11 respondents (3.0%) were 63 years old or older.

The home regions of the respondents were as expected, distributed with more near and fewer far from Takayama (Figure 8 map). The majority of respondents (183, 49.7 %) came from Toukai where Hida Takayama is located. The next largest group (91, 24.7 %), were from Kanto. Forty-two (11.4%) came from Kinki, while respondents from farther Shinetsu and Hokuriku accounted for 3.0%. A few (1.6%) were distant from Shikoku, and from Okinawa, Kyushu, and Chugoku (1.4%). Only 1.1% of respondents were from Hokkaido, and only 0.8% from Tohoku.

The respondents' family income range per year was distributed according to the exchange rate US\$ to ¥ is 1=107.37 (September 2000). The largest group (140, 38.0%) had the lowest income of \$30,000 or less. The second largest (50, 13.6%) earned \$30,001 to \$50,000. Some (46, 12.5%) earned \$50,001 to \$70,000 and 34 (9.2%) had incomes of \$70,001 to \$100,000. The smallest group (2.4%) earned \$200,001 or higher, while 13 (3.5%) earned \$100,001 to \$200,000.

Materials

The test instrument used in this research was a two-page, eighteen-item questionnaire written in Japanese (Appendix B), and the questions ranged in type from open-ended question, close-ended question, and fill in the blank to short ordinal scale questions.

The first four questions were related to travel activities, including respondent's home regions (Q1), the purpose of the travel (Q2), forms of travel group (Q3) and days spent in Takayama City (Q4), which were solicited with close-ended questions.

Question 5 addressed participant's probability of purchasing thirteen Takayama popular products (a to m): Japanese sweets (a), Western-style cakes (b), vegetable pickles (c), soybean paste (d), local brew (e), handicrafts (f), dyed goods (g), lacquer ware (h), woodcarving (i), pottery (j), Japanese paper products (k), children's toys (l), and animal model products (m). A five-point scale ranging from 1 (would not purchase) to 5 (very likely), was adopted in order to indicate the degree of probability to buy each of those products.

The next four items measured souvenir-related issues, including the number of souvenirs purchased/planning to purchase (Q6), souvenir satisfaction in Takayama City (Q7), favorable availability of Takayama souvenirs (Q8), and the amount of money spent/going to spend for souvenir purchase at Takayama (Q9), which were requested with close-ended question.

Question 10 was based on the Japanese tradition of received money prior to travel. It asked whether received travel money was received (a) and if so, the name of the party's and the amount of money received. The close-ended question was used for Q10.

Question 11 of the survey addressed the most important factor in selecting souvenirs from eight items (a to h), which were cost (a), quality (b), design (c), practical use (d), propitious (e), local color (f), portability (g), and traditionalistic (h). The data was gathered from a five-point scale, which required the respondent to indicate the degree of importance, ranging from 1 (not important) to 5 (very important) with a neutral position in the middle. Parenthetically, here the specific sense of "propitious" in Japanese needs to be explained. The Japanese belief in the power of god or animal faith can be substitute for the work "propitious" in this study. As mentioned earlier, typical Japanese souvenirs are in the

shape of animals. The Japanese believe that good matters may dwell in good words, or good letters and symbols like these are called “*kotodama* faith” (animal faith). In Shinto, people believe that a sanctified charm contains the divine power of god, and divine power to invite happiness, eliminate suffering, and protect the person who owns it (Ashida 1999). Therefore, the researcher assumes that the Japanese belief in the power of god or animal faith will have a positive influence on Japanese purchasing patterns of animal shaped products.

Question 12 addressed the most important reason for purchasing souvenirs for each of six items: utility, gift, social obligation, respect, request, and for memory, within nine identified groups: yourself (1), friends (2), family members (3), relatives (4), neighbors (5), boyfriend/girlfriend (6), work colleagues (7), superiors/seniors (8), and others (9), these being close-ended questions. The participants were asked to work one or more reasons for purchasing the souvenir within 6 items based on who was the receiver of the souvenir.

The involvement scale was used in question 13 to indicate the degree of souvenir shopping activity. The respondents were asked, “during the travel, souvenir shopping is.....to me” The answers included “not important to important”, “means nothing to means a lot”, “mundane to fascinating”, “unexciting to exciting”, “worthless to valuable”, and “boring to interesting”. The positive scales and the negative scales were not uniformed to avoid biased answers. Those six items (a to f) were solicited with a five-point scale, ranging from 1 (positive/negative scale) to 5 (negative/positive scale).

The demographic data included three questions to record the respondents’ general demographic information such as gender (Q14), age (Q15), children/grandchildren (Q16),

and annual family income (Q17). Question 16, instead of requesting marital status asked about children/grandchildren for the researcher thought that was more significant for the study. Therefore, the question 16 solicited a (whether he/she lived with children/grandchildren or nearby), b (if so, the number of children/grandchildren), and c (age group of children/grandchildren).

Procedures

In its process, this study focused on souvenirs in one destination “HidaTakayama”, located in Gifu prefecture, Japan, a famous tourism destination. This study was mostly quantitative research. Data gathering techniques included document collection and a survey by questionnaire to Japanese domestic travelers distributed by hotel managers, souvenir shop owners, and some random individuals near the train station. The questionnaire had been translated into Japanese with a series of back-translations to English to ensure correct wording and nuance. This survey was distributed between August 7th and September 10th 2000 to a systematic random sample of 368 Japanese visitors to HidaTakayama. The researcher visited Takayama on two occasions. In early August 2000, two days were spent visiting two hotels, one souvenir shop, and four museums represented in the survey. And also, she approached visitors walking in the train station in the area and systematically asked persons to complete and return the questionnaire to her. In late August a visit was conducted one day to collect all questionnaires that the researcher asked for from two hotels, one souvenir shop, and four museums. On this occasion, each hotel manager and each souvenir shop owner or (if the manager/the owner was unavailable) a staff member was contacted. The importance and

usefulness of valid survey information was expressed, their cooperation in urging customers to fill out questionnaires was encouraged, and the significance of their enthusiasm and involvement in the survey was stressed. A survey collection box was placed at the front desk in each hotel and at the cashier in each souvenir shop adjacent to questionnaire forms.

The population of this study was defined as Japanese visitors or tourists that came to HidaTakayama City with the intention of touring. The sample was comprised of those persons touring Takayama who completed a questionnaire. All individuals of this sample were later categorized according to gender, age, geographic area of residence, and income, based on their survey questions.

To learn about the souvenir industry is important to the tourism destination and the local residents for economic and social reasons. Also, this study could provide guidelines for methodical development of souvenir commodities.

The pilot test was performed on August 1st, 2000, and then the researcher asked seven of her Japanese friends, and eight Japanese tourists who were currently traveling in Takayama City to participate to see whether they could understand each term used in the question. In this pilot test, she asked the seven friends to imagine they were in Takayama City, and were asked each of the questions. After the comments were given, some minor changes were made to make the questionnaire more understandable. Notably in Question 10 b, the original was unclear for some respondents; therefore, an additional example was created to show how to answer it according to the researcher's intention.

Analysis

The data was analyzed using SPSS (Statistical Program for the Social Sciences) software.

The frequency distributions and descriptive statistics were applied for computing counts, percentages, means, standard deviations, a one-way ANOVA (Analysis of Variance), Tukey post-hoc tests, Pearson correlation analysis, and chi-square analysis, and assessments of descriptive statistics were tabulated and analyzed. After analyzing the survey results, certain interpretations of the data helped to draw conclusions about the findings of the study. These conclusions were related to the objectives of the study and were formulated based upon the statistical applications that were employed.

Next, Chapter Four addresses the significance and relevance of the research findings.

Chapter Four

RESULTS AND DISCUSSION

Results

The purpose of the study was to identify and describe souvenir purchase patterns of domestic Japanese tourists visiting Takayama, Japan. Again, the respondents were approached during the periods of August 7th to September 10th, 2000 in hotels, museums, a cafeteria, and a Japan Railroad station in Takayama, in a convenience sampling process. Also, the researcher interviewed a person who managed both the Lion's mask exhibitions hall and a souvenir shop.

The Computer User Support Services at the University of Wisconsin-Stout used the Statistical Package for Social Sciences (SPSS) to compute frequency counts, percentages, means, chi-squares, one-way ANOVA, and Tukey post-hoc test. The main parts of the analysis are demographic profile, the probability of purchasing Takayama souvenirs, gift recipient market, souvenir purchasing, and descriptive data.

The objectives of the study were:

1. To collect data on which souvenirs tourists purchase in Takayama City.
2. To learn what influences souvenir selection by Japanese in Takayama City.
3. To find out what factors make people purchase souvenirs in Takayama City.

Demographic Profile of the Respondents

The purpose of this section is to designate basic demographic data and new information, which probably are not found in earlier studies. The gender, age, income, and

region of the respondents were shown in Chapter Two. In addition, travel purpose, travel companions, days spent in Takayama City, souvenir satisfaction, total amount of received money, money donor sources, and children/grandchildren living with or nearby respondents were designated in this section.

Travel Purpose

Table 3 shows survey data on what were the respondents' purposes in traveling to Hida Takayama. Most (86.1%) came for pleasure. Twenty-two respondents (6.0%) combined pleasure and business. Just 1.1% of respondents visited Takayama for pure business. Eighteen (4.9%) came for other reasons.

Table 3. Summary of Travel Purpose

Travel Purpose	Frequency (N)	Percentage (%)
Pleasure	317	86.1
Combined Pleasure and Business	22	6.0
Business	4	1.1
Others	18	4.9
N/A	7	1.9
TOTAL	368	100.0

Travel Companions

The respondents were asked about travel companions among a list of seven options (Table 4). The majority (204 respondents, 55.4%) answered that they were with family and/or relatives. The distantly next most checked form of travel (64, 17.4%) involved friends. About 10% of respondents were members of groups. The smallest group of respondents (1.9%) visited Takayama with work colleagues, while 7.3% were with

boyfriend or girlfriend and 4.6% were alone. Three participants had other travel companions.

Table 4. Summary of Travel Companions

The Travel Companions	Frequency (N)	Percentage (%)
Alone	17	4.6
Group	38	10.3
Family/Relatives	204	55.4
Boyfriend/Girlfriend	27	7.3
Work Colleagues	7	1.9
Friends	64	17.4
Others	3	.8
N/A	8	2.2
TOTAL	368	100.0

Days Spent in Takayama City

Table 5 shows how many days respondents spent in Hida Takayama City. The largest portion spent only 1 day (150 respondents, 40.8%) or 2 days (144, 39.1%). Fewer (32, 8.7%) checked length of stay as 3 days, and even fewer (8, 2.2%) checked 4 days and 5 days. One respondent (0.3%) spent 10 days and 4 (1.1%) stayed for 7 days.

Table 5. Summary of Days Spent in Takayama City

Days Spent (days)	Frequency (N)	Percentage (%)
1	150	40.8
2	144	39.1
3	32	8.7
4	8	2.2
5	8	2.2
7	4	1.1
10	1	.3
N/A	21	5.7
TOTAL	368	100.0

Souvenir Satisfaction

Respondents were asked if the selection of souvenirs met their needs. Table 6 shows that 332 (90.2%) respondents replied “yes.” Only 14 % did not think so.

Table 6. Summary of Souvenir Selection

Satisfied Souvenir Selection	Frequency (N)	Percentage (%)
Yes	332	90.2
No	14	3.8
N/A	22	6.0
TOTAL	368	100.0

Total Amount of Received Money

The amount of money purchasers received varied widely as shown in Table 7. The most frequently received amount of money was \$50.00 (14, 26.4%). The next most frequent amount was \$100.00 (11, 20.1%). Several (5, 9.4%) received \$30.00 or \$300.00, and 4 (7.5%) were given \$200.00. Two (3.8%) received \$20.00, \$40.00, \$500.00, \$600.00, or \$1000.00. Only 1 respondent (1.9%) received \$10.00, \$60.00, \$150.00, or \$400.00.

Table 7. Frequency Distribution by Total Amount of Received Money

Total Received Money (US\$)	Frequency (N)	Percentage (%)
10.00	1	1.9
20.00	2	3.8
30.00	5	9.4
40.00	2	3.8
50.00	14	26.4
60.00	1	1.9
100.00	11	20.1
150.00	1	1.9
200.00	4	7.5
300.00	5	9.4
400.00	1	1.9
500.00	2	3.8
600.00	2	3.8
1000.00	2	3.8

Note: Conversion ¥ 1= \$0.01 (September 2000)

Money Donors' Sources

As in Table 8, 15 (26.3%) received money from the father; that was the largest group. The second largest group (11, 19.3%) received money from a grandmother. And then next was from mother (10, 17.5%). Five respondents (8.8%) received money from spouse, daughter, or parents (both mother and father). In all, 30 respondents (52.6%) received purchasing money from parents. Three (5.26%) received from grandfather, and 2 (3.5%) were from aunt. Only 1 respondent (1.8%) received money from a friend.

Table 8. Frequency Distribution by Money Donors prior to the Travel

Money Donors	Frequency (N)	Percentage (%)
Father	15	26.3
Grandmother	11	19.3
Mother	10	17.5
Spouse	5	8.8
Daughter	5	8.8
Parents	5	8.8
Grandfather	3	5.3
Aunt	2	3.5
Friend	1	1.8

Children/Grandchildren Living with or near Respondents

Respondents were grouped according to the number of children living with them or nearby, who are potential gift recipients. As shown in Table 9, more than half the respondents (51.1%) had nearby children and/or grandchildren, while 146 respondents (39.7%) did not.

Table 9. Respondents with Children/Grandchildren living with or nearby them

Have Children/Grandchildren	Frequency (N)	Percentage (%)
Yes	188	51.1
No	146	39.7
N/A	34	9.2
TOTAL	368	100.0

Products

The purpose of this section is to describe the study's summaries and product market in terms of respondents' stated probable purchasing behavior. The analysis includes souvenirs/products, gender, ages of respondents, and related probabilities.

A one-way ANOVA was used to test for differences in the mean ratings of respondents as classed by age ranges (Table 11) and probability of purchasing animal model products by the most important factor, "propitious" (Table 12).

Then, a Tukey post-hoc test was conducted to determine which means differed significantly from one another. The means which differ at the $p < .05$ level. Therefore all means were categorized into three probability groups based on the mean scores of each item as:

^a The lowest mean and mean which is close to the lowest

^{ab} The moderate mean

^b The highest mean and mean which is close to the highest

Probability of Purchasing Takayama Souvenirs

As to purchases in general, as in Table 10, the mean score (276 respondents, $x = 4.12$) illustrates that vegetable pickles were the most popular product to purchase overall. The handicrafts (257, $x = 3.91$), soybean paste (220, $x = 3.85$), and Japanese sweets (228, $x = 3.83$) also showed high mean scores. Then, 224 respondents selected local brew ($x = 3.75$), 192 did so for lacquer ware ($x = 3.72$), and 206 did so for dyed goods ($x = 3.64$). After that, three sorts of products were closely ranked: Japanese paper products (187, $x = 3.58$), woodcarving (193, $x = 3.57$), and pottery (174, $x = 3.48$). The three kinds of products ranked lowest were Western-style cakes (152, $x = 3.11$), animal model products (159, $x = 3.11$), and children's toys (152, $x = 3.05$).

Table 10. Probability of Purchasing Takayama Souvenirs

Products	N	Mean	S.D.
Japanese sweets	228	3.83	1.07
Western-style cakes	152	3.11	1.08
Vegetable pickles	276	4.12	1.11
Soybean paste	220	3.85	1.15
Local brew	224	3.75	1.29
Handicrafts	257	3.91	1.10
Dyed goods	206	3.64	1.15
Lacquer ware	192	3.72	1.25
Wood carving	193	3.57	1.23
Pottery	174	3.48	1.12
Japanese paper products	187	3.58	1.11
Children's toys	152	3.05	1.18
Animal model products	159	3.11	1.17

By Gender

If the thirteen variables are divided into three main categories depending on mean scores, the highest group for males includes vegetable pickles ($x = 4.12$), woodcarving ($x = 3.90$), local brew ($x = 3.87$), Japanese sweets ($x = 3.80$), and soybean paste ($x = 3.80$). The middle group includes lacquer ware ($x = 3.76$), handicrafts ($x = 3.71$), dyed goods ($x = 3.52$), Japanese paper products ($x = 3.51$), and pottery ($x = 3.49$). And, the lowest group includes animal model products ($x = 3.14$), children's toys ($x = 3.14$), and Western-style cakes ($x = 3.00$).

For females, the highest group includes vegetable pickles ($x = 4.13$), handicrafts ($x = 4.07$), soybean paste ($x = 3.91$), Japanese sweets ($x = 3.90$), and lacquer ware ($x = 3.81$). The middle group includes local brew ($x = 3.76$), dyed goods ($x = 3.72$), Japanese paper products ($x = 3.70$), pottery ($x = 3.49$), and woodcarving ($x = 3.43$). Moreover, the lowest group includes Western-style cakes ($x = 3.16$), animal model products ($x = 3.15$), and

children's toys ($x = 3.03$). There was no significant correlation in the probability of purchasing Takayama souvenirs by gender.

By Age

In Table 11, respondents were grouped by ages in their indicated probability of purchasing Takayama souvenirs. A few mean differences were found for vegetable pickles, soybean paste, and local brew variances.

A one-way ANOVA revealed three significant main effects of age on the probability of purchasing Takayama products: vegetable pickles ($f = 3.34, p = .001$) and soybean paste ($f = 3.53, p = .001$), and local brew ($f = 4.41, p = .000$). In addition, a Tukey post-hoc procedure revealed that the 20 or less age group was significantly less likely than those over 39 to buy vegetable pickles, the 20 or less age group was significantly less likely than those the 33 to 44 and over 57 age group to buy soybean paste, and the 20 or less age group was significantly less likely than those the 33 to 44 and the over 57 age group to purchase local brew.

Vegetable Pickles

The over 63 ($x = 4.67$) and 51 to 56 ($x = 4.54$) age groups showed pretty high mean scores when compared to the 20 or less ($x = 3.49$). The mean rating of the 39 to 44 age group was 4.47, of 57 to 62 age group was 4.36. The 33 to 38 age group demonstrated mean of 4.27. The respondents who were 27 to 32 and 45 to 50 age group had mean level of 4.07 whereas the 21 to 26 age group had 3.84.

Soybean Paste

The thirty-three to 38 ($x = 4.50$) and over 63 years old ($x = 4.40$) age groups had the two high means when compared to 20 or less ($x = 3.26$) on *soybean paste* likelihood. The mean of 39 to 44 ($x = 4.26$) and 57 to 62 ($x = 4.24$) were close each other. Age group of 45 to 50 ($x = 3.50$) was set in the middle between neutral ($x = 3.00$) and probability to buy ($x = 4.00$) while mean ratings of other three age groups were close to 4.00: 21 to 26 was 4.06, 27 to 32 and 51 to 56 were the same 3.89.

Local Brew

The 33 to 38 age group ($x = 4.53$) was the highest mean group on local brews probability, and the 39 to 44 age group ($x = 4.32$) came next. Three older age groups of 51 to 56 ($x = 4.17$), over 63 ($x = 4.00$), and 57 to 62 ($x = 3.93$) were all near 4.00. The mean rating of age group 27 to 32 was 3.73, 45 to 50 was 3.61 and 21 to 26 was 3.56. And then, the 20 or less ($x = 2.93$) age group showed the lowest mean.

Table 11. Probability of Purchasing Takayama Souvenirs by Age

Age	Vegetable Pickles			Soybean Paste			Local Brew		
	N	Mean	S.D.	N	Mean	S.D.	N	Mean	S.D.
20-	37	3.49 ^a	1.37	34	3.26 ^a	1.33	29	2.93 ^a	1.53
21-26	38	3.84 ^{ab}	1.24	35	4.06 ^{ab}	1.19	32	3.56 ^{ab}	1.22
27-32	44	4.07 ^{ab}	.96	27	3.89 ^{ab}	1.01	26	3.73 ^{ab}	1.19
33-38	29	4.11 ^{ab}	1.10	10	4.50 ^b	.71	15	4.53 ^b	.52
39-44	11	4.47 ^b	.66	27	4.26 ^b	.71	25	4.32 ^b	.85
45-50	25	4.27 ^{ab}	1.21	32	3.50 ^{ab}	1.16	36	3.61 ^{ab}	1.46
51-56	34	4.54 ^b	.65	18	3.89 ^{ab}	1.13	24	4.17 ^b	1.13
57+	34	4.44 ^b	1.02	22	4.27 ^b	1.03	18	3.94 ^{ab}	1.16
Sig. (<i>p</i>)		.001			.001			.000	
<i>f</i> -values		3.34			3.53			4.14	

Note: The mean differences with subscripts differ at the $p < .05$ level of significance

Purchasing Animal Model Products by "Propitious"

In Table 12, the probability of purchasing animal model products with "propitious" as the most important factor in purchasing souvenirs was shown to test hypothesis 4: the person who believes "propitious" is important in selecting souvenirs is more likely to show interest in a animal model products.

A one-way ANOVA revealed that "propitious" significantly affected the probability of purchasing animal model products ($f = 1.64, p < .005$). Then, a Tukey post-hoc test revealed that those regarding "propitious" as very unimportant in selecting souvenirs were significantly less likely to buy animal model products than those regarding it as very important. The respondents who considered propitious as “very unimportant (1)” (14 respondents, $x = 2.38$) had the lowest mean rating, while the measure “very important (5)” (20, $x = 3.98$) had the highest mean. The “very unimportant (2)” measure (18, $x = 2.94$), ranked as the second lowest mean score, and “neutral (3)” (69, $x = 2.96$). The measure “important (4)” (34, $x = 3.45$) ranked the second highest.

Table 12. Probability of Purchasing “Animal Model Products” by the Most ImportantFactor "Propitious"

Very Unimportant (1) to Very Important (5)	Frequency (N)	Mean	S.D.
1	14	2.38 ^a	1.32
2	18	2.94 ^{ab}	.86
3	69	2.96 ^{ab}	.91
4	34	3.45 ^{ab}	1.01
5	20	3.98 ^b	1.20
TOTAL	155	3.27	1.02
Sig. (<i>p</i>)		.029	
<i>f</i> -values		1.64	

Note: The mean differences with subscripts differ at the $p < .05$ level of significance

Gift Recipient Market

The purpose of this section is to indicate one of the tourists' potential reasons/motives for purchasing souvenirs. First, the most important factor in selecting souvenirs, then the most important reason in purchasing souvenirs is given.

Thus, the number of children/grandchildren is given, then whether respondents have children/grandchildren, and their children/grandchildren' age groups. This procedure maps the primary target market of potential gift recipients.

A one-way ANOVA was used to test for differences in the mean ratings of respondents. Then, a Tukey post-hoc test was conducted to determine which means differed significantly from one another as classed by age ranges (Table 14) and the most important factor (cost) in selecting souvenirs by annual family income (Table 15). These means with differing subscripts differ at the $p < .05$ level.

Therefore, all means were categorized into three importance groups based on the mean scores of each item as:

- ^a The lowest mean and mean which is close to the lowest
- ^{ab} The moderate mean
- ^b The highest mean and mean which is close to the highest

a. The Most Important Factor in Selecting Souvenirs

Objective Three was to find out what factors make Japanese select souvenirs in Takayama City. The most important factor identified by respondents in selecting souvenirs was distributed overall, by gender, by age, and by annual family income for this objective.

In Table 13, quality had the highest mean score ($x = 4.31$), whereas "propitious" was placed lowest ($x = 3.11$). Local color ($x = 4.28$) was second in the most important factors, and cost ($x = 4.15$) was next. Traditionalistic ($x = 4.04$), design and practical use ($x = 3.77$) had the mean ratings close to 4.00, as compared to the mean score of portability at 3.22.

Table 13. The Most Important Factor in Selecting Souvenirs

The Most Important Factor	Mean	S.D.
Cost	4.15	.80
Quality	4.31	.69
Design	3.77	.93
Practical Use	3.77	.89
Propitious	3.11	1.07
Local Color	4.28	.69
Portability	3.22	1.01
Traditionalistic	4.04	.86

By Age

Comparatively the over 57 age groups had high means on factors such as quality ($x = 4.49$), practical use ($x = 4.44$), local color ($x = 4.64$), and traditionalistic ($x = 4.50$). On the whole, quality and local color were key points for all ages since all the mean scores were over 4.00 (important) on both items.

As shown in Table 14, a one-way ANOVA revealed two significant main effects of age on the most important factors design ($f = 3.09, p < .005$) and portability ($f = 2.21, p < .05$). A Tukey post-hoc procedure revealed that the over 57 age group found design to be significantly less important than the 21 to 26 age group, and the 27 to 38 age group found portability to be significantly less important than the over 57 age group.

Design

The 21 to 26 (45 respondents, $x = 4.09$) were the highest group. The 51 or more age groups showed low scores (51 to 56: 33, $x = 3.33$. 57 or more: 26, $x = 3.42$), and the 20 or less age group had high mean scores (47, $x = 4.02$). The second highest mean level was 4.02 on the 20 or less age group (47). Next, the mean rating of middle-age respondents on 33 to 38 (3) was 3.85, and 39 to 44 (31) was 3.84. Age groups of 45 to 50 (51, $x = 3.67$) and 27 to 32 (37, $x = 3.65$) were close each other.

Portability

The over 57 age group (27 respondents, $x = 3.74$) had the highest mean score, while the low scores showed $x = 2.79$ on 33 to 38 (14), $x = 2.89$ on 27 to 32 (37). The mean level of the 21 to 26 was 3.14 (44), and of 20 or less was 3.17 (47). The mean levels of 45 to 50 were 3.41 (46), of 51 to 56 were 3.36 (33), and of 39 to 44 were 3.26 (31).

**Table 14. The Most Important Factor in Selecting Souvenirs
“Design”, “Portability” by Age**

Age	N	Design		Portability		
		Mean	S.D.	N	Mean	S.D.
20-	47	4.02 ^{ab}	.68	47	3.17 ^{ab}	.87
21-26	45	4.09 ^b	.82	44	3.14 ^{ab}	1.03
27-32	32	3.65 ^{ab}	.95	37	2.89 ^a	.88
33-38	14	3.85 ^{ab}	.55	14	2.79 ^a	1.25
39-44	31	3.84 ^{ab}	.69	31	3.26 ^{ab}	1.09
45-50	45	3.67 ^{ab}	.91	46	3.41 ^{ab}	1.02
51-56	33	3.33 ^a	1.19	33	3.36 ^{ab}	1.06
57+	26	3.42 ^a	1.30	27	3.74 ^b	.98
TOTAL	283	3.76	.93	279	3.24	1.02
Sig. (<i>p</i>)		.002			.021	
<i>f</i> -values		3.09			2.21	

Note: The means with differing subscripts differ at the $p < .05$ level of significance

By Annual Family Income

Among the eight most important factors in selecting souvenirs, three - cost, practical use, and quality - were considered by the researcher to have direct potential relation with income. The one main effect that was found is shown in Table 15.

A one-way ANOVA revealed that there was a significant effect of annual family income on the importance of cost ($f = 4.17, p = .001$). A Tukey post-hoc test revealed that those with a family income of \$30,000 or less found cost to be significantly less important than those earning between \$70,001 and \$100,000.

The lowest family income of \$30,000 or less (133 respondents, $x = 4.30$) showed the highest mean and the highest range of income, \$200,001 or more (8, $x = 3.25$), showed the lowest. The second and the third mean were gathered in lower family incomes of \$50,001 to \$70,000 (30, $x = 3.80$), \$100,001 to \$200,001 (10, $x = 4.10$), and \$30,001 to \$50,000 (40, $x = 4.07$). The 3.80 on \$70,001 to \$100,000 and 3.25 on \$200,001 or more were the only two mean levels less than 4.00.

**Table 15. The Most Important Factor in Selecting Souvenirs “Cost”
by Annual Family Income**

Annual Family Income (US\$)	Frequency (N)	Mean	S.D.
Cost:			
30,000-	133	4.30 ^b	.72
30,001-50,000	45	4.07 ^{ab}	.91
50,000-70,000	40	4.10 ^{ab}	.81
70,001-100,000	30	3.80 ^a	.92
100,001-200,000	10	4.10 ^{ab}	.74
200,001+	8	3.25 ^a	1.16
TOTAL	266	4.14	.83
Sig. (<i>p</i>)		.001	
<i>f</i> -values		4.17	

Note: The mean differences with subscripts differ at the $p < .05$ level of significance

b. The Most Important Reason in Purchasing Souvenirs

The purpose of this section is to specify the most important reasons in purchasing souvenirs: the options affected were utility, gift, social obligation, respect, request, and for memory; in addition, potential souvenir recipients included yourself, friends, family members, relatives, neighbors, boyfriend/girlfriend, work colleagues, and superiors/seniors. The question was for Objective Two: to learn what influences souvenir purchase by Japanese tourists in Takayama City. Therefore, the most important reasons in purchasing souvenirs are given overall, thus by gender, then by age.

Figure 1, shows the most important reasons for purchasing souvenirs as they are influenced by the choice of recipients; “others” and “no response” were omitted.

Utility

Family members (142, 33.5%) were the main recipients of such souvenir chosen for utility, and yourself (108, 25.5%) was the second. Forty-four respondents (10.4%), included souvenirs for friends and 34 (8.0%) would buy for relatives. Some 28 (7.1%) would buy them for neighbors, and 26 (6.1%) would buy for superiors in workplace or seniors at school. Ten (2.4%) were for boyfriend or girlfriend.

Gift

Over 40% of respondents would buy souvenirs as gifts to friends (129, 44.5%). Slightly more than 10% would make a purchase for their family members (33, 11.4%), relatives (32, 11.0%), or neighbors (30, 10.3%). Twenty-six (9.0%) would buy for

boyfriend/girlfriend, and 24 (8.3%) would buy for "work colleagues." More than 5% of would buy for "superiors/seniors" (12, 4.1%) or for themselves (4, 1.4%).

Social Obligation

A little less than 30% of respondents selected social obligation as the most important reason in purchasing souvenirs when they buy for their neighbors (38, 24.2%), and 36 (22.9%) when buying for "work colleagues." This obligation was less prominent in buying for superiors/seniors (29, 18.5%), and relatives (22, 14.0%). Only fifteen (9.5%) would shop out of obligation for "friends" or "family members," Only 2 (1.3%) would buy for boyfriend/girlfriend.

Respect

A few respondents would buy souvenirs from respect. However, 15 (60.0%) would do so for superiors/seniors, four (16.0%) for work colleagues, and 3 (12.0%) for friends. Only 1 respondent (4.0%) would purchase out of respect for themselves, relatives, or boyfriend/girlfriend.

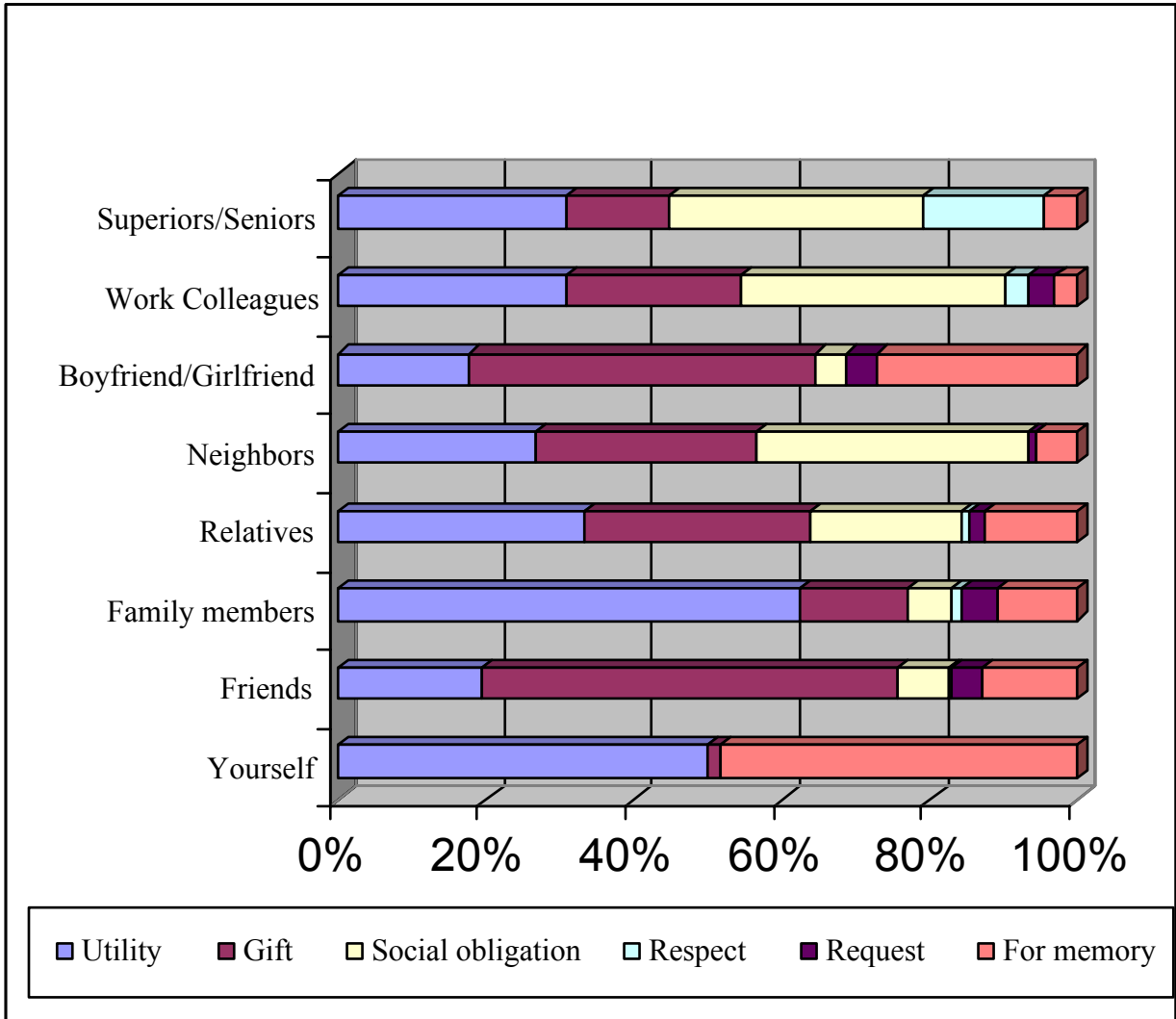
Request

Forty percent of respondents (12) would purchase for family members because of a request, and 9 (30.0%) would do so for friends. Four (16.0%) would so for work colleagues, and 3 (12.0%) for family members. Only, 2 (6.7%) would purchase request souvenirs for relatives or boyfriend/girlfriend, and only 1 respondent (3.3%) for their neighbors.

For Memory

The majority of respondents (106, 56.4%) would spend for themselves for memory. Twenty-three (12.2%) would buy mementos for family members, 21 (11.2%) would do so for "friends", and fourteen (7.5%) for boyfriend/girlfriend. Only 6 (3.2%) respondents would purchase "for memory" for neighbors, and only 4 (2.1%) for work colleagues or superiors/seniors.

Figure 1. The Most Important Reason in Purchasing Souvenirs



By Gender

The chi-square test of the significance differences in the importance rating of the various reasons across gender groups showed highly significant for both males ($\chi^2 = 6.41$, $p < .05$) and females ($\chi^2 = 11.40$, $p < .05$) on buying for "yourself" and for "superiors/seniors", as in Table 16.

Male respondents buying for "yourself" chose either utility (42, 59.2%) or for memory (29, 40.8%) as the most important reason in purchasing souvenirs, and so did females 77 (for memory 52.5%) and by 66 (utility 44.8%). Only 4 females (12.5%) selected gift. In buying for superiors/seniors the males' strongest motto was social obligation (13, 40.6%), followed by gift (8, 25.0%). For females, the strongest motto was utility (22, 40.7%), followed by social obligation (16, 29.6%). Few males chose utility (4, 8.0%). Few males (5, 15.6%) and few females (10, 18.5%) chose respect. Few of either gender selected memory (male 2, 6.3%, female 2, 3.7%) or gift (female 4, 7.4%).

Table 16. The Most Important Reason in Purchasing Souvenirs by Gender

Reasons	Yourself				Superiors/Seniors			
	Male		Female		Male		Female	
	N	%	N	%	N	%	N	%
Utility	42	59.2	66	44.8	4	12.5	22	40.7
Gift			4	2.7	8	25.0	4	7.4
Social Obligation					13	40.6	16	29.6
Respect					5	15.6	10	18.5
For Memory	29	40.8	77	52.5	2	6.3	2	3.7
chi-square (χ^2)	6.41*				11.40*			

Note: * $p < .05$

By Age

Table 17 demonstrates the most important reason in purchasing souvenirs by age for each kind of recipient. A chi-squares test of the significant differences in the importance ratings of the various reasons across age groups was highly significant for both work colleagues ($\chi^2 = 61.35, p < .05$) and superiors/seniors ($\chi^2 = 56.31, p < .01$).

20 or Younger

– Work Colleagues

For work colleagues, social obligation was chosen by 6 (60.0%). The other options were end chosen by 1 (10.0%), would make purchase for utility, gift, from respect, or for memory.

– Superiors/Seniors

And for superiors/seniors as recipients, 7 (35.0%) reported utility as main reason, and 5 (25.0%) said respect or request. Two (10.0%) answered social obligation, and 1 (5.0%) said gift.

21 to 32

– Work Colleagues

Twenty-one respondents (52.5%) reported social obligation, and 10 (25.0%) answered utility. Gift was chosen by 7 (17.5%), and request or for memory was selected by 1 (2.5%).

– Superiors/Seniors

Fifteen (53.6%) answered social obligation, and 10 (35.6%) said "utility." Then, 2 (7.1%) reported respect, and only 1 (3.6%) said "for memory."

33 to 44

– Work Colleagues

Gift was chosen by 7 (41.2%) respondents, and utility was selected by 4 (23.5%). Three (17.6%) reported social obligation, and 2 (11.8%) answered request. Only 1 (5.9%) considered respect.

– Superiors/Seniors

Five (31.3%) chose gift or social obligation, and 3 (18.7%) selected utility or respect.

45 to 56

– Work Colleagues

Eleven (37.9%) reported utility, and 9 (31.0%) said gift. Six (20.7%) chose social obligation, 2 (6.9%) selected respect, and only 1 (3.5%) said for memory.

– Superiors/Seniors

Gift was selected by 6 (26.1%), and utility or social obligation was selected by 5 (21.7%). Four (17.4%) answered respect, and 3 (13.1%) did so for memory.

57 or Older

– Work Colleagues

Utility was chosen by 5 (71.4%), and gift or social obligation was selected by 1 (14.3%) respondent.

– Superiors/Seniors

Two (40.0%) selected gift or social obligation, and only 1 (20.0%) answered respect

Table 17. The Most Important Reason in Purchasing Souvenirs by Age

	Work Colleagues		Superiors/Seniors	
	N	%	N	%
20-				
Utility	1	10.0	7	35.0
Gift	1	10.0	1	5.0
Social Obligation	6	60.0	2	10.0
Respect	1	10.0	5	25.0
Request	1	10.0	5	25.0
21-32				
Utility	10	25.0	10	35.7
Gift	7	17.5		
Social Obligation	21	52.5	15	53.6
Respect			2	7.1
Request	1	2.5		
For Memory	1	2.5	2	3.6
33-44				
Utility	4	23.5	3	18.7
Gift	7	41.2	5	31.3
Social Obligation	3	17.6	5	31.3
Respect	1	5.9	3	18.7
Request	2	11.8		
45-56				
Utility	11	37.9	5	21.7
Gift	9	31.0	6	26.1
Social Obligation	6	20.7	5	21.7
Respect	2	6.9	3	17.4
For Memory	3	3.4	3	13.1
57+				
Utility	5	71.4	2	40.0
Gift	1	14.3		
Social Obligation	1	14.3	2	40.0
Respect			1	20.0
chi-squares (χ^2)		61.35*		56.31**

Note: * p < .05, **p < .01

c. Children/Grandchildren

Whether having Children/Grandchildren

By Amount of Money Spent for Souvenir Purchase

In Table 18, the respondents who had children/grandchildren living with or nearby them (185, $x = 4.91$) spent about \$70.00 to \$90.00, while those who did not have (141, $x = 3.70$) spent around \$50.00 to \$70.00. A one-way ANOVA revealed a significant main effect of the amount of money spent for souvenir purchase on whether having children/grandchildren or not ($f = 6.89, p < .001$).

By Number of Souvenirs Purchased

Even as 174 with children/grandchildren ($x = 5.70$) bought nearly 6 souvenirs, those who did not have (140, $x = 4.60$) purchased less than that. A one-way ANOVA found that there was a significant difference of the number of souvenirs purchased on whether having children/grandchildren or not ($f = 16.4, p < .01$).

Table 18. Whether having Children/Grandchildren Influence Amount of Money Spent on Souvenirs and Number of Souvenirs purchased

Having Children/Grandchildren	^a Amount of Money Spent			Number of Souvenirs Purchased		
	N	Mean	S.D.	N	Mean	S.D.
Yes	185	4.91	2.79	174	5.70	3.95
No	141	3.70	2.52	140	4.60	3.32
TOTAL	326	4.38	2.74	314	5.21	3.72
Sig. (<i>p</i>)	.000			.009		
<i>f</i> -values	6.89			16.4		

Note: The mean differences with subscripts differ at the $p < .05$ level of significance

^a 1-\$10.00 or less, 2-\$10.01 to \$30.00, 3-\$30.01 to \$50.00, 4-\$50.01 to \$70.00, 5-\$70.01 to \$90.00, 6-\$90.01 to \$110.00, 7-\$110.01 to \$130.00, 8-\$130.01 to \$150.00, 9-\$150.01 to \$170.00, 10-\$170.01 to \$190.00, 11-\$190.01 to \$210.00, 12-more than \$210.01

Number of Children/Grandchildren

By Amount of Money Spent for Souvenir Purchase and by Number of Souvenirs

Purchased

The respondents who had children/grandchildren living with or nearby them spent about \$20.00 to \$40.00 more money than those who did not. In Table 19, a Pearson correlation test was designed to determine whether there was correlation among the amount of money spent, the number of souvenirs purchased and the number of children and/or grandchildren. In the result, the amount of money spent and the number of souvenirs purchased were not correlated with number of children. However, the number of grandchildren was significantly correlated with the number of souvenirs purchased ($r = .32, p < .05$). The number of grandchildren was not correlated with amount of money spent for souvenir purchase.

Table 19. Number of Children/Grandchildren by Amount of Money Spent on Souvenirs and Number of Souvenirs purchased

Number of Children/Grandchildren	Amount of Money Spent			Number of Souvenirs Purchased		
	N	Sig.	P (two-tailed)	N	Sig.	P (two-tailed)
Number of Children	179	.749	-.024	168	.351	.072
Number of Grandchildren	58	.540	.082	52	.023	.315*

Note: * Correlation is significant at the 0.05 level (2-tailed)

By Probability of Purchasing Children's Toys

The number of children/grandchildren in relation to the probability of purchasing children's toys is specially designated to test hypotheses 6: one who has more children

and/or grandchildren living them or nearby, has an inclination to purchase more children's toys. The mean score is a probability from 1 (positive) to 5 (negative).

The number of children was not correlated with the probability of purchasing children's toys. However, the number of grandchildren was significantly correlated with probability of purchasing children's toys ($f = 5.73, p < .01$).

Souvenir Purchasing

The purpose of this section is to relate the amount of money respondents spent and the number of souvenirs purchased to several other factors. These factors include gender, age, home places, travel purposes, travel companions groups, whether money was received, days spent in Takayama, annual family income, and measures of involvement in souvenir shopping.

A one-way ANOVA was used to test for differences in the mean ratings of respondents as classed by age ranges (Table 23), by home region (Table 24), by travel group (Table 25), and by annual family income (Table 27).

And then, a Tukey post-hoc test was conducted to determine which means differed significantly from one another, and the means with differing subscripts differ at the $p < .05$ level. As a result, all mean scores were categorized into three probability groups based on the mean scores of each item as:

^a The lowest mean and mean which is close to the lowest

^{ab} The moderate mean

^b The highest mean and mean which is close to the highest

Amount of Money Spent for Souvenir Purchase

In Table 20, according to amount of money spent, the largest group of respondents, 105 (28.5%), spent approximately \$30.01 to \$50.00 for souvenir purchasing in Takayama city. In general, the majority of respondents spent \$10.01 to \$70.00, the amount of \$10.01 to \$30.00 was 17.9%, and \$50.01 to \$70.00 was 14.1%. The next largest group (44, 12.0%) spent \$90.01 to \$110. Other groups were less than 5.0% of respondents: 17 (4.6%) spent \$10.00 or less: 16 (4.3%) spent \$130.01 to \$150.00, and 16 (4.3%) spent more than \$210.01. Eleven (3.0%) spent \$70.01 to \$90.00: 7 (1.9%) spent \$150.01 to \$170.00, 6 (1.6%) spent \$190.01 to \$210. Only 1 (0.3%) spent \$110.01 for souvenir shopping.

Table 20. Frequency Distribution of Amount of Money Spent on Souvenirs

Amount of Money Spent (US\$)	Frequency (N)	Percentage (%)
10.00 -	17	4.6
10.01-30.00	66	17.9
30.01-50.00	105	28.5
50.01-70.00	52	14.1
70.01-90.00	11	3.0
90.01-110.00	44	12.0
110.01-130.00	15	4.1
130.01-150.00	16	4.3
150.01-170.00	7	1.9
170.01-190.00	1	.3
190.01-210.00	6	1.6
210.01+	16	4.3
N/A	12	3.4
TOTAL	368	100.0

Note: Conversion ¥ 1= \$0.01 (September 2000)

Number of Souvenirs Purchased

Table 21 shows number of souvenirs that the respondents purchased. The biggest groups were those who purchased 3 or 5 (81, 22.0%). The second was those who bought 10 (45, 12.0%) and next was 2 (43, 11.7%). Sixteen respondents (4.3%) spent for 1, 4, or 7 souvenirs, and 13 (3.5%) bought 6 souvenirs. Then, 8 (2.2%) purchased 8 or 20, 3 (0.8%) spent for 15 souvenirs. Moreover, 2 (0.5%) bought 9 or 12, and only 1 respondent spent for 16, 21 or 25 souvenirs. Twenty-five was the maximum number whereas the minimum was 0 (9, 2.4%).

Table 21. Frequency Distribution of Number of Souvenirs Purchased

Number of Souvenirs	Frequency (N)	Percentage (%)
0	9	2.4
1	16	4.3
2	43	11.7
3	81	22.0
4	16	4.3
5	81	22.0
6	13	3.5
7	16	4.3
8	8	2.2
9	2	.5
10	45	12.2
12	2	.5
15	3	.8
16	1	.3
20	8	2.2
21	1	.3
25	1	.3
N/A	22	6.0
TOTAL	368	100.0

By Gender

The amount of money spent and the numbers of souvenirs purchased were distributed by gender, however, there was no significant difference between the amount of money spent on souvenirs purchase and gender (Table 22).

Number of Souvenirs Purchased

A one-way ANOVA revealed that there was a significant main effect of gender on the number of souvenirs purchased ($f = 5.1, p < .05$). There was about 1 souvenir difference between genders. Females (206, $x = 5.56$) bought approximately 6 as compared to males (109, $x = 4.57$) purchased 5 souvenirs.

Table 22. Number of Souvenirs Purchased by Gender

Gender	Number of Souvenirs Purchased		
	N	Mean	S.D.
Male	109	4.57	3.26
Female	206	5.56	3.94
TOTAL	315	5.22	3.74
Sig. (p)		.025	
f -values		5.1	

By Age

Amount of money spent and number of souvenirs purchased by age is designated in Table 23.

Amount of Money Spent

In Table 23, a one-way ANOVA found a significant main effect of age on the total amount of money spent ($f = 2.9, p < .005$). The respondents who were 57 to 62 years old

(28, $x = 5.46$) ranked first, and those who were 39 to 44 (36, $x = 5.19$) came next. The oldest age group have 63 or older ranked third (11, $x = 5.09$). The middle-age group of the 45 to 50 showed the mean score of 4.82, and the 51 to 62 age group spent about \$50.00 to 90.00 (41, $x = 4.59$). The nearly 30 years old group of respondents (27 to 32 years old) gave a 4.14 mean score, while the mean ratings of the age of 33 to 38 (21, $x = 3.86$), 21 to 26 (49, $x = 3.39$), and 20 or younger (45, $x = 3.56$) were less than 4.00.

Then, the 21 to 26 age group was significantly less likely to spend for souvenir purchase than those were the 39 to 44 and the 57 to 62 age group.

Number of Souvenirs Purchased

There was no significant correlation between the number of souvenirs purchased and respondents' ages.

Table 23. Amount of Money Spent on Souvenirs by Age

Age	Amount of Money Spent		
	Frequency (N)	Mean	S.D.
20-	45	3.56 ^{ab}	2.66
21-26	49	3.39 ^a	2.14
27-32	43	4.14 ^{ab}	2.48
33-38	21	3.86 ^{ab}	2.54
39-44	36	5.19 ^b	3.10
45-50	60	4.82 ^{ab}	2.68
51-56	41	4.59 ^{ab}	2.36
57-62	28	5.46 ^b	3.31
63+	11	5.09 ^{ab}	3.14
TOTAL	334	4.37	2.92
Sig. (p)		.004	
f -values		2.88	

Note: The mean differences with subscripts differ at the $p < .05$ level of significance

By Home Regions

The amount of money spent for souvenir purchase and the number of souvenirs purchased in the trip to Takayama according to places where respondents were from were tested. The home regions were divided into three categories. One: Toukai, Kanto, Kinki, and Hokuriku; which are the regions close to Takayama. Two: Shinetsu, Chugoku, and Shikoku; are the regions which not closer than 1 and not further than 3. And Three: Tohoku, Hokkaido, Kyusyu, and Okinawa; are regions which are far from Takayama. Concerning the number of souvenirs purchased, the respondents who came from medium-distance Chugoku made an average purchase of 12 souvenirs, as compared to the lowest three region groups from more distant Kyushu, Shinetsu, and nearby Hokuriku. Nearly 6 souvenirs were bought by those who came from middle distant Shikoku, Kanto, and Kinki. The respondents from nearby Toukai, very distant Okinawa, Tohoku, and Hokkaido bought about 5 souvenirs on average.

Thus, the distance traveled to the tourism destination influences their souvenir purchasing behaviors.

In Table 24, the furthest region group spent the highest amount of money for souvenir purchase (22 respondents, $x = 6.05$). The second highest mean score was given by 15 who came from the second furthest ($x = 5.33$). Then, the closest regions group spent the lowest amount of money on souvenirs ($x = 4.16$). A one-way ANOVA found a main effect of amount of money spent on the difference of home regions ($f = 6.59, p < .005$). A Tukey post-hoc test revealed that those from more close places spent significantly less than those from further places from Takayama City.

Table 24. Amount of Money Spent on Souvenirs by Home Regions

Home Regions	Amount of Money Spent		
	N	Mean	S.D.
1	317	4.16 ^a	2.44
2	15	5.33 ^{ab}	3.54
3	22	6.05 ^b	3.88
TOTAL	354	4.32	2.64
Sig. (<i>p</i>)		.002	
<i>f</i> -values		6.59	

Note: The mean differences with subscripts differ at the $p < .05$ level of significance

By Travel Companions

The amount of money spent and the number of souvenirs purchased were tested by travel companions. There was no significant difference between the numbers of souvenirs purchased and travel group. Therefore, only the amount of money spent was shown in Table 25.

A one-way ANOVA revealed a significant main effect of travel group on money spent ($f = 3.56, p < .005$). A Tukey post-hoc test found that those who traveled with work colleagues or boyfriend/girlfriend spent significantly less than those in any other travel group.

Table 25. Amount of Money Spent on Souvenirs by Travel Group

Travel Group	Amount of Money Spent		
	N	Mean	S.D.
Alone	16	5.75 ^b	3.92
Group	62	4.08 ^{ab}	2.43
Family/Relatives	198	4.55 ^b	2.67
Boyfriend/Girlfriend	38	2.77 ^a	1.50
Work Colleagues	7	2.43 ^a	.79
Friends	26	4.68 ^b	2.83
TOTAL	350	4.38	2.71
Sig. (<i>p</i>)		.002	
<i>f</i> -values		3.56	

Note: The means differences with subscripts differ at the $p < .05$ level of significance

By Received Money

The respondents who received travel money spent considerably less than those who did not. Apparently receiving money prior to travel did not cause people to spend much more than those who did not. There were no significant differences between the amount of money spent and the number of souvenirs purchased, and those who received money.

By Days Spent

The amount of money spent and the number of souvenirs purchased were tested. And then, a one-way ANOVA found a significant main effect of days spent in Takayama City on the money spent on souvenirs ($f = 9.0, p < .001$), as shown in Table 26. The respondents who stayed only 1 day showed the mean rating of 3.73 (147 respondents), and those who stayed 2 days had the mean score of 4.77 (142). The largest mean score was given by 48 respondents who spent 3 days or more ($x = 5.25$).

Table 26. Amount of Money Spent on Souvenirs by Days Spent in Takayama

Days Spent in Takayama City	Amount of Money Spent		
		Mean	S.D.
1	147	3.73	2.29
2	142	4.77	2.50
3 or more	48	5.25	3.50
TOTAL	337	4.39	2.64
Sig. (p)		.000	
f -values		9.0	

By Annual Family Income

The amount of money spent and the numbers of souvenirs purchased by annual family income were tested, and only one significant difference was found, which is shown in Table 27.

A one-way ANOVA revealed a significant main effect of annual family income on money spent ($f = 3.45, p < .005$). A Tukey post-hoc test found that those who earned \$30,000 or less were significantly less than those earning \$70,000 or more to spend for souvenir purchase.

The most money was spent by the 32 respondents in the highest group in family income ($x = 6.03$ on \$70,001 or more). Those who earned \$50,001 to \$70,000 had a 4.72 mean score (46), and then 4.59 was revealed by 46 respondents who earned \$50,001 to \$70,000. The lowest income group had the mean rating of 4.04 (138, \$30,000 or less).

Table 27 Amount of Money Spent on Souvenirs by Annual Family Income

Annual Family Income (US\$)	Amount of Money Spent		
	N	Mean	S.D.
30,000 -	138	4.04 ^a	2.47
30,001-50,000	50	4.72 ^{ab}	2.70
50,001-70,000	46	4.59 ^{ab}	3.08
70,001+	53	5.57 ^b	2.99
TOTAL	287	4.53	2.79
Sig. (p)		.002	
f -values		3.50	

Note: The mean differences with subscripts differ at the $p < .05$ level of significance

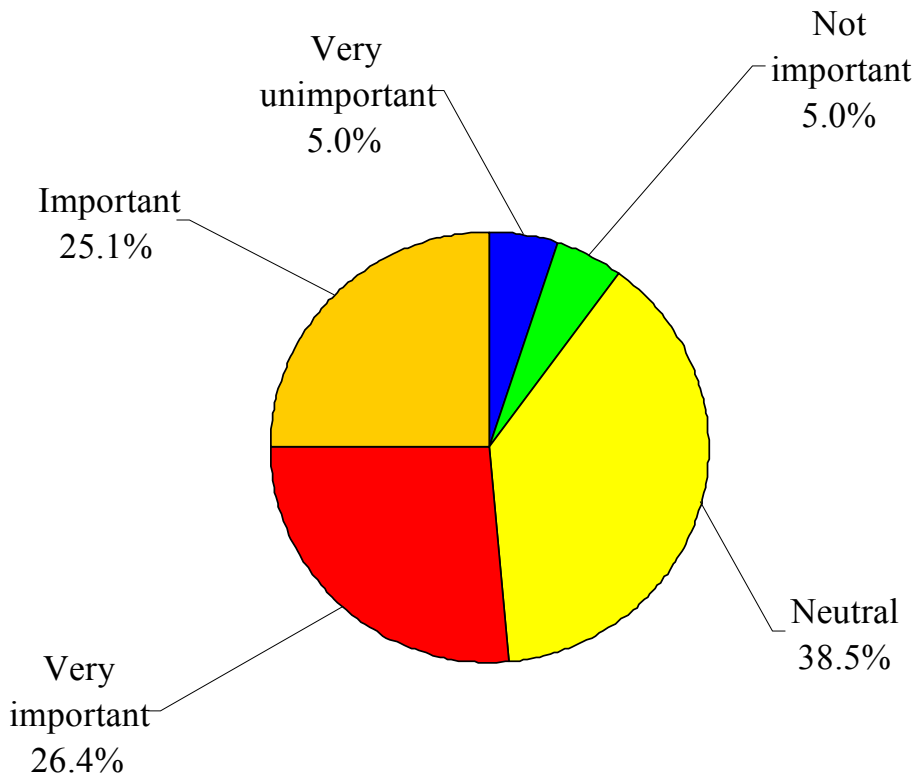
Measures of Involvement in Souvenir Shopping

The respondents were asked their attitude toward souvenir shopping during in travel. The question was distinguished to six items: “very unimportant to very important”, “means nothing to means a lot”, “mundane to fascinating”, “unexciting to exciting”, “worthless to valuable”, and “boring to interesting” on a five-point scale to identify their measures of involvement in souvenir shopping. The analysis include measures of involvement overall, thus by gender, age, the amount of money spent, and number of souvenirs purchased,

Very Unimportant to Very Important

In Figure 2, the majority of respondents (115 respondents, 38.5%) chose the neutral scale, and the next largest group (79, 26.4%) selected the highest scale. And then, next were those who chose scale 4 (75, 25.1%). Scale 1 and 2 (15, 5.0%) showed lowest frequency.

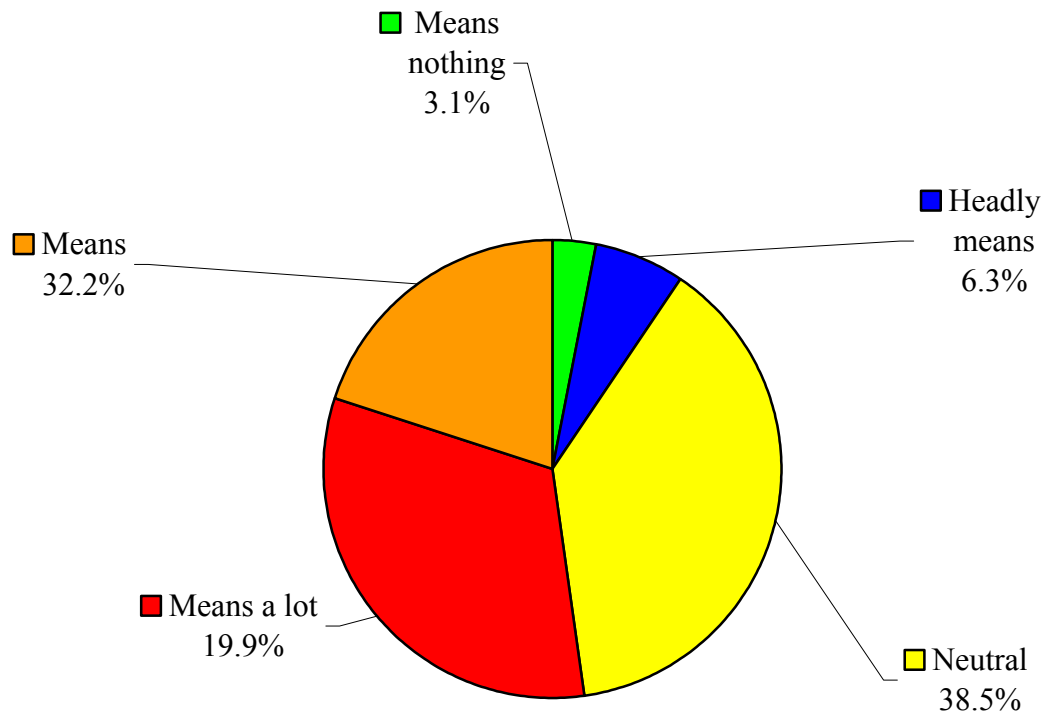
**Figure 2. Measures of Involvement
"Very unimportant to Very important"**



Means Nothing to Means a Lot

The largest group chose scale 3 (110 respondents, 38.5%), which means neutral, and over 50% of respondents regarded souvenir shopping as means (a lot) for them (scale 4; 32.2%, scale 5; 57, 19.9%). A bit less than 10% selected scale 2 (18, 6.3%) and scale 1 (9, 3.1%).

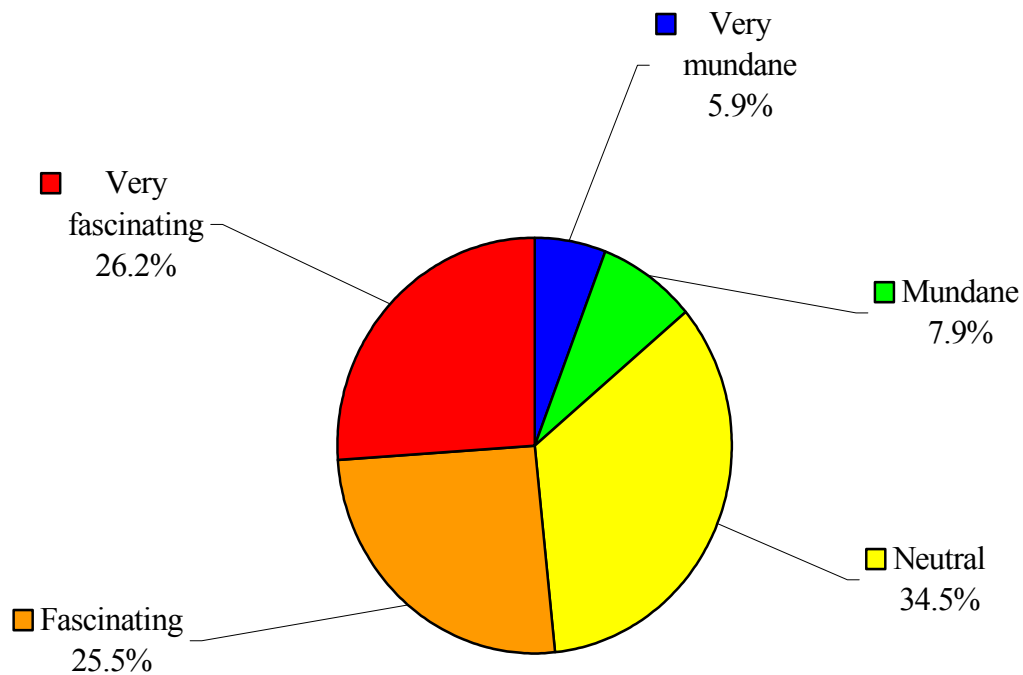
**Figure 3. Measures of Involvement
"Means nothing to Means a lot"**



Mundane to Fascinating

The majority of respondents (100, 34.5%) selected the neutral scale again. Over 70 chose either scale 5 (76, 26.2%) or scale 4 (74, 25.5%). In two negative scales, 23 (7.9%) chose scale 2, and 17 (5.9%) selected scale 1.

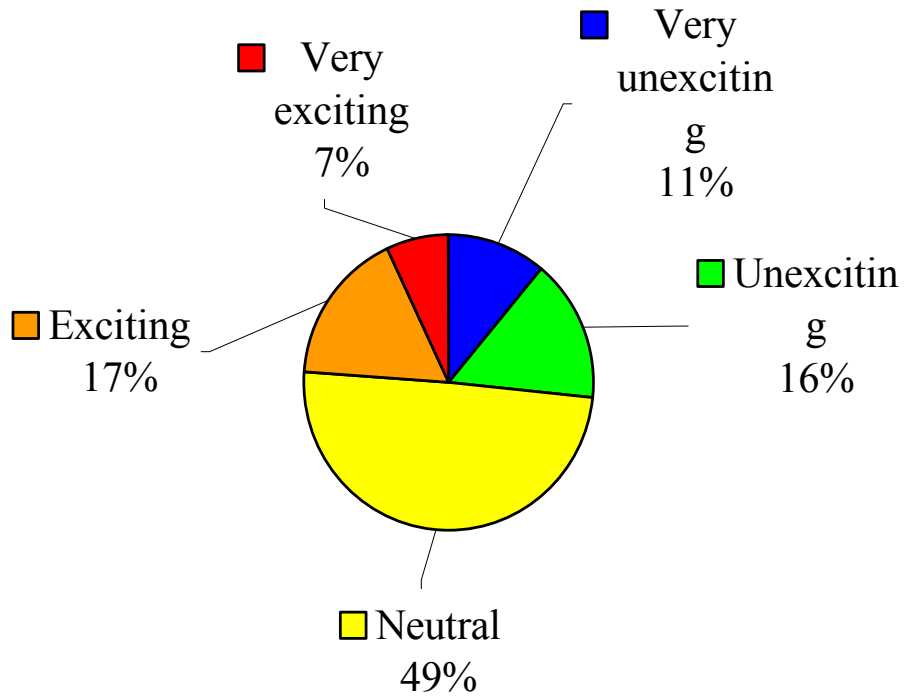
**Figure 4. Measures of Involvement
"Very mundane to Very fascinating"**



Unexciting to Exciting

Nearly half of respondents selected scale 3 (134, 49.4%). The second largest group was those who selected scale 2 (46, 17.0%), and then scale 4 (42, 15.5%). The lowest scale was chosen by 30 (11.1%), and the highest by 19 (7.0%).

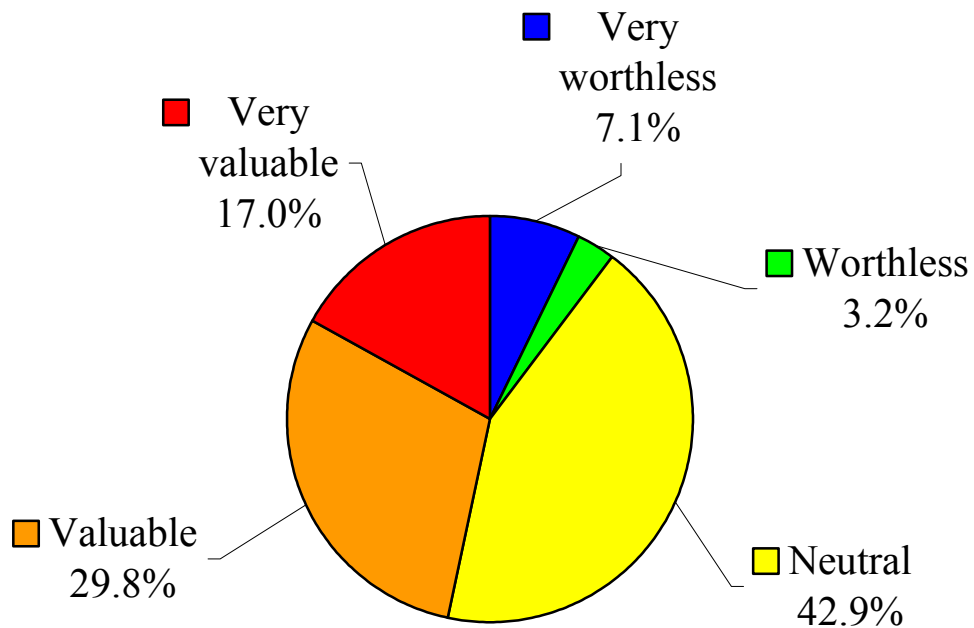
**Figure 5. Measures of Involvement
"Very unexciting to Very exciting"**



Worthless to Valuable

Slightly over 40% chose the neutral scales (121, 42.9%), and about 30% of respondents selected “valuable” (4, 29.8%). Forty-eight (17.0%) considered souvenir shopping as very valuable, while 9 (3.2%) thought it as worthless activity, and 20 (7.1%) chose the most negative scale.

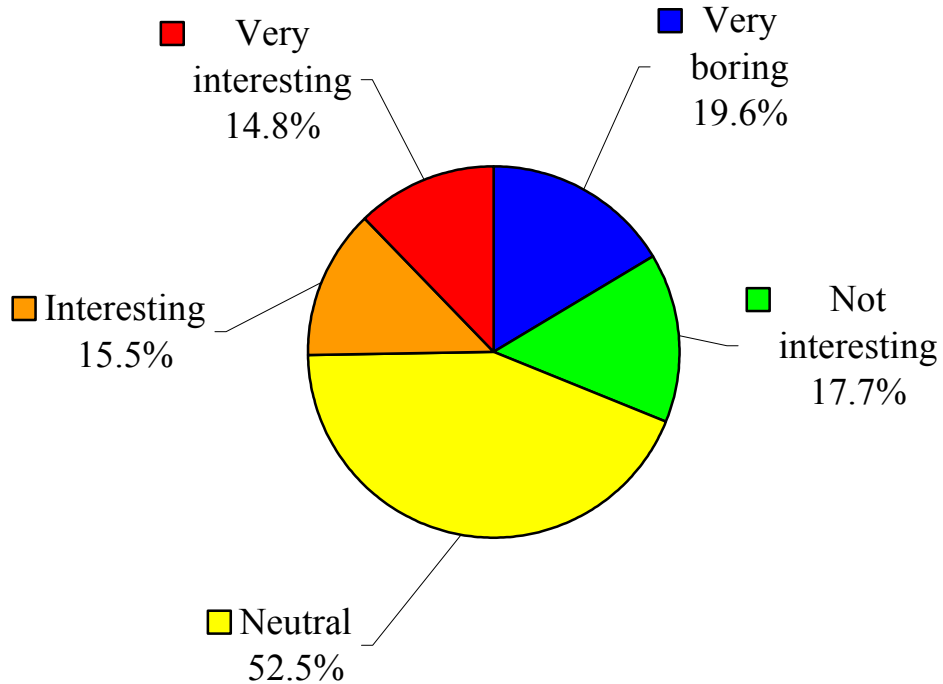
**Figure 6. Measures of Involvement
"Very worthless to Very valuable"**



Boring to Interesting

Eighty-eight (32.5%) respondents selected neutral. Then, the second largest group who chose scale 5 (53, 19.6%), and scale 4 (48, 17.7%). Forty-two (15.5%) selected scale 2, while 40 (14.8%) chose scale 1, which is the most negative scale.

**Figure 7. Measures of Involvement
"Very boring to Very interesting"**



By Gender

Female respondents selected positive scales more than males overall. The top three female responses characterized souvenir shopping as “fascinating”, “important”, or “means a lot”, making the mean ratings close to 4.00.

Table 28 illustrated that three significant differences were found in six items. A one-way ANOVA found a significant main effect of gender on measures of involvement in souvenir shopping “very unimportant to very important” ($f = 10.39, p = .001$), “means nothing to means a lot” ($f = 7.37, p < .01$), and “mundane to fascinating” ($f = 8.23, p = .005$).

Table 28. Measures of Involvement in Souvenir Shopping by Gender

Measures of Involvement in Souvenir Shopping	Mean (S.D.)		Sig. (<i>p</i>)	<i>f</i> -values
	Male	Female		
Very Unimportant – Very Important	3.39 (1.09)	3.81 (1.02)	.001	10.4
Means Nothing – Means a Lot	3.40 (1.02)	3.75 (.95)	.007	7.37
Mundane – Fascinating	3.41 (1.19)	3.86 (1.07)	.005	8.23

By Age

The 20 or less age group tended to feel that souvenir shopping was “valuable” action during travel more than other age groups, whereas over 57 years old respondents were less likely to think so.

The respondents who were 33 to 38 years old were remarkable compared to all age groups, because only “very unimportant to very important” scaled above 4.00. Of the whole, the 20s to 30s respondents selected positive for every scale, which older

respondents scored below 4.00. Yet, it appears that souvenir shopping was not a “very exciting” experience for all ages, particularly for the 57 to 62 age group.

Different age groups of respondents did not disagree significantly about the values of souvenir shopping activity.

By Amount of Money Spent and Number of Souvenir Purchased

The respondents who selected the most positive scale spent the largest amount of money. Because souvenir shopping was “important”, “means a lot”, “fascinating”, “exciting”, “valuable” or “interesting”, they were apt to purchase. Table 29 reveals the amount of money spent and number of souvenirs purchased by measures of involvement in souvenir shopping.

Three significant correlations were found in the number of souvenirs purchased, three were found in the amount of money spent on souvenirs, and the measures of involvement scales.

Table 29. Measures of Involvement in Souvenir Shopping by Amount of Money Spent on Souvenirs and Number of Souvenirs Purchased

Measures of Involvement in Souvenir Shopping	Amount of Money Spent			Number of Souvenirs Purchased		
	N	r-value	Sig.	N	r-value	Sig.
Not important-Very Important	294	.136*	.020	283	.211**	.000
Means Nothing-Means a Lot	281	.123*	.039	273	.146*	.016
Mundane-Fascinating		Ns	Ns	275	.175**	.004
Worthless-Valuable	277	.132*	.028		Ns	Ns

Note: * Correlation is significant at the .05 level (2-tailed)

**Correlation is significant at the .01 level (2-tailed)

Descriptive Data

a. Respondents' Opinion, Evaluation, and Suggestions

Eighty-three respondents had noted their opinion, evaluation and/or suggestions toward souvenirs, souvenir shops, or Takayama City itself. These main points are noted here.

- Takayama is a well-balanced city with the time-honored tradition and new culture.
- There is hope that the long-standing tradition will be held valuable hereafter.
- It was fun to buy souvenirs and communicate with local people in a morning fair.
- Many Takayama souvenirs are rich in local color. And then, this trip will stay with us as a happy memory because of those souvenirs.
- A folk product costs much because of time and effort spent on making it by hand.
- It is not the proper to sell a product with mixed features of popular character and handicrafts.
- Every Takayama handicraft is of high level and measures up to those in other tourism destinations.
- It would be great if a souvenir catalog could be published every time a new product came out, especially about lacquer ware or woodcarving.
- There is not much to choose between products in Takayama and other areas.
- Products concerning Shinto shrines and Buddhist temples are necessary as souvenirs.
- Shoppers avoid shops where the owner is over aggressive in selling his goods.
- One person would be pleased to have likable souvenirs for youngsters nowadays.
- There are only a few kinds of post cards.

- How about selling Takayama traditional souvenirs at special prices sometimes?
Consequently travel repeaters may increase.

b. Interviewee's Consideration

The researcher interviewed a manager in Lion's mask exhibitions hall and a souvenir shop in Hida Takayama on August 8th, 2000. This manager talked about foods as a souvenir.

- In case any English alphabet letter is found after trader's name, the manufacturer is unknown. For example, even if a trade name put down as "Hida's special beef," the manufacturer uses imported beef such as from Canada and Australia. Not a few "special products" use the same imported materials as Japan, but are sold as the area's special product.
- Mostly Japanese sweets and Western-style cakes can keep the taste for one to two months. Such product's as jelly can maintain the quality for one year. Large manufactures ask each souvenir shop to put out a settled number of products. Some often exchange the old labels to new ones. It tells the truth that too much preservatives are included in the products to keep last long.
- Specially, elderly women 'the date of best before end' and are likely to choose a product, which may keep for a long time. However, they are the ones who most care about quality. Therefore, there is a gap between customer's buying behavior and their needs.

Discussion

The study objectives supported with data collected from responses to the questionnaire, which were:

1. To collect data on which souvenirs tourists purchase in Takayama City.
2. To learn what influences souvenir selection by Japanese in Takayama City.
3. To find out what factors make people purchase souvenirs in Takayama City.

As explained in the literature review, demographic variables of nationality, age, religion, gender, occupation, marital status, income, race, and education all influence consumer behaviors. The surveys responses help fulfill the first objective. In this research, the demographic data covered gender, age, income, and region of the respondents. In addition, travel purpose, travel group, days spent, money received prior to travel, and children statuses also contribute to souvenir-purchasing behavior.

Demographic Data

Since a tourist may evaluate a product from every aspect, "evaluation criteria" were included in the survey: "the most important factors in selecting souvenirs", such as design, quality, and cost. The customer's purpose, intention, income, or even characteristics also affect purchasing. And then, the total evaluation links to decision-making. There were significant differences in the probability of purchasing Takayama souvenirs by age, the criteria used for selecting souvenirs across many different sectors by age, by income, the reason in purchasing souvenirs by age, and measures of involvement in souvenir shopping by gender and age. And then, the number of souvenirs purchased and the amount of

money spent on souvenir were affected by a lot of factors. Tourists purchase souvenir or do not for different reasons.

Gender

Twice as many females as male tourists participated in the survey. This is probably because such incidental tasks tend to be done by women as explained in the literature review.

Age

The largest age group of respondents was between 45 to 50 years old. They were generally married and had both the time and money to travel, as their children were grown. The next respondents were in the 21 to 26 and younger than 21 age groups. These were mostly employed single individuals, living with parents, and married couples without children or college students. A major reason for this finding is that single individuals and married couples without children, have more money and time to spend on travel, compared to those who have children.

It is safe to conclude that it is easier for adults without children to travel than those with children.

Home Region

The division of the country into regions is shown in the sketch map following in Figure 8. A few remote areas were judged to be difficult of access compared to other areas.

Figure 8. Japanese Map (drawn by the author)



The most represented region was Toukai, where Gifu (which includes Takayama City) is located. Kinki, Kanto, Shinetsu, and Hokuriku, all less represented, are situated next to the Toukai region. Less than 2% of respondents were from Okinawa, Kyushu, or Hokkaido, all located outside the mainland. This means that for them it takes time and costs a lot to come to Takayama city.

Family Annual Income

The participants came more from the lower income categories than from the higher. About 40% were of the lowest income level of \$30,000 or less (conversion 1 Japanese Yen equal to \$0.01 in September 2000). This result could be explained by the situation of Japanese economy. According to World Travel Guide, the rapid expansion started to create a classic “bubble” of bad debts. The 1997 banking crisis caused by excessive bad lending by over-optimistic private sector banks, affected almost every country in the region detrimentally, when Japan suffered an unprecedented economic contraction (1999:397).

Travel Purpose

Pleasure is far more significant than business as a travel purpose (Table 3). Return home or visiting a grave was among others travel purposes. These travel reasons were especially significant from August 13th to 15th (July 13th to 15th in some areas) which is the dates of the Bon Festival in Japan. This survey term included this festival. This is not an official holiday, but is traditionally considered second only to New Year’s Day. This

Buddhist festival honors deceased family, and emphasizes visits to the ancestral home, tending family graves, and prayer services as part of the ceremony (Minami 1998:331).

Travel Companions

Traveling with family or relatives was the most common travel style. The respondents were less likely to travel alone or with professional colleagues (Table 4). In general, Japanese are fond of traveling in group rather than going alone, which could be the reason for this result.

Days Spent in Takayama City

A large percentage of respondents spent only 1 day (20.8%) or 2 days (39.1%) in Takayama (Table 5). The maximum was 10 days, but those who stayed for over 4 days were even less than 6%. As explained in the literature review, the EKB model (product evaluation process) was applied to this study. It contains four components, "belief," "attitude," "evaluation criteria," and "intention." While the process moves from "belief" to "attitude", the schedule during the travel might greatly be affected by available time in souvenir shops because many Japanese spent only 1 to 2 days for a trip in Takayama. It remains necessary to ascertain the reasons for purchasing or not purchasing. In Japan, it is hard to take more than a few days off from work. However, as mentioned earlier, this survey period included the Buddhist festival, which meant many respondents had opportunity for more days during this important event for Japanese. Also, from the middle of July to the end of August is generally summer vacation for students. The Japanese common travel style is “moving”, whereas some other nationalities, like Americans, tend

to “stay” in one place. The small size of Takayama city also could be one of the reasons. Nevertheless, it is hard to discern the actual reason of their length of stay.

Souvenir Satisfaction

The great portions of respondents were satisfied with the selection of Takayama souvenirs. Only 3.8% were dissatisfied. This result might be caused by the variety of goods, their taste, or the amount of free time to look for souvenirs (Table 6).

Money Received prior to Travel

Slightly over 80% of respondents did not receive any money prior to the travel to Takayama, but about 15% did (Table 7). Still, *osenbetsu-bunka* (the Japanese custom of given money for travel) can suggest that this tradition still remains. Earlier studies argued that there was *osenbetsu-bunka* in Japan, and it had influences on souvenir purchasing behavior (Ahmed and Krohn 1992, Gyou Ko 1999, Keown 1989). On the other hand, they did not mention how popular this practice was. This subject deserves research attention.

Recipient's Money Sources

According to Table 8, a little over 50% of respondents received money from mother or father, or from both. Grandmother was also a frequent source. Spouse and daughter accounted for about 9%, and there were some respondents who received travel money from aunt, grandfather, and friends. As the author has mentioned money sources research was not found in the previous studies.

Children/Grandchildren

One half of respondents reported that they had children or grandchildren living with or nearby them (Table 9). About 60% of participants were over 30 years old, these had higher proportion of children, grandchildren, nephews, and nieces than younger respondents. Especially, with age the percentages with children/grandchildren became larger. Children status was inquired instead of marital status because numbers of children or grandchildren might affect souvenir purchase behavior, as with the probability of purchasing children's toys.

Products

Probability of Purchasing Takayama Souvenirs

Objective one of this study was to collect data on which souvenirs tourists purchase in Takayama City. The questionnaire asked for the probability of purchasing particular Takayama souvenirs.

Takayama Popular Souvenirs

Souvenirs are material objects, which serve as reminders of people, places, events or experiences of significance in a person's life (Jafari 2000:547). Souvenirs in this case were objects the district produces. Sometimes it was *sake* (Japanese brew) to dedicate to a god, and sometimes it was a charm obtained in a Shrine. However, many are on sale as Hida Takayama products even though produced in other areas from imported materials. As seen in Table 10, the research intended to survey all local products (vegetable pickles, handicrafts, local brew, Japanese sweets, soybean paste, lacquer ware, dyed goods,

Japanese paper products, pottery), another typical souvenir (Western-style cakes), and two products, animal model products and children's toys, which are necessary to check hypotheses 4: the person who believes propitious is important in selecting souvenirs is more likely to show interest in an animal model products, and hypotheses 6: one who has more children and/or grandchildren living with or nearby, have an inclination to purchase more children's toys. Especially useful information about local foods was provided from previous research (Hida Region Local Industry Development Center 1994).

By Age

The 20 or less age group did not have special interests about dyed goods, lacquer ware, wood carving goods, and local brew. Apparent reasons are that the first three are relatively expensive and high-class goods, while local brew is an alcohol unsuited to under age people. However, Western-style cakes were their favorite foodstuffs unlike other age groups. On the other hand, the age group of 20s to 30s had especially high interests in Japanese sweets.

The respondents over 63 years old reported that all 13 items were important or very important to them, which was shown by the mean ratings over 4.00. This means that the older people had generous criteria, or if they had Japanese traditional characteristics, that they found it hard to show negative opinions. Also, the more elderly respondents tended to be fond of soybean paste and woodcarving.

The mean ratings of the 45 to 50 age group were never above 4.00, indicating that they set low valuations on all items. These people might be stimulated by getting a good deal.

In Table 10, the 20 or less age group was significantly less likely than those over 39 to buy vegetable pickles.

Purchasing Animal Model Products by "Propitious"

As the most important factor "propitious" gets higher, the mean rating gets higher as well. This suggests that the respondents who selected the positive scale for the "propitious" factor were more likely to purchase animal model products. People might have images of animals for "propitious" things, since animal faith is involved in Japanese souvenir intention.

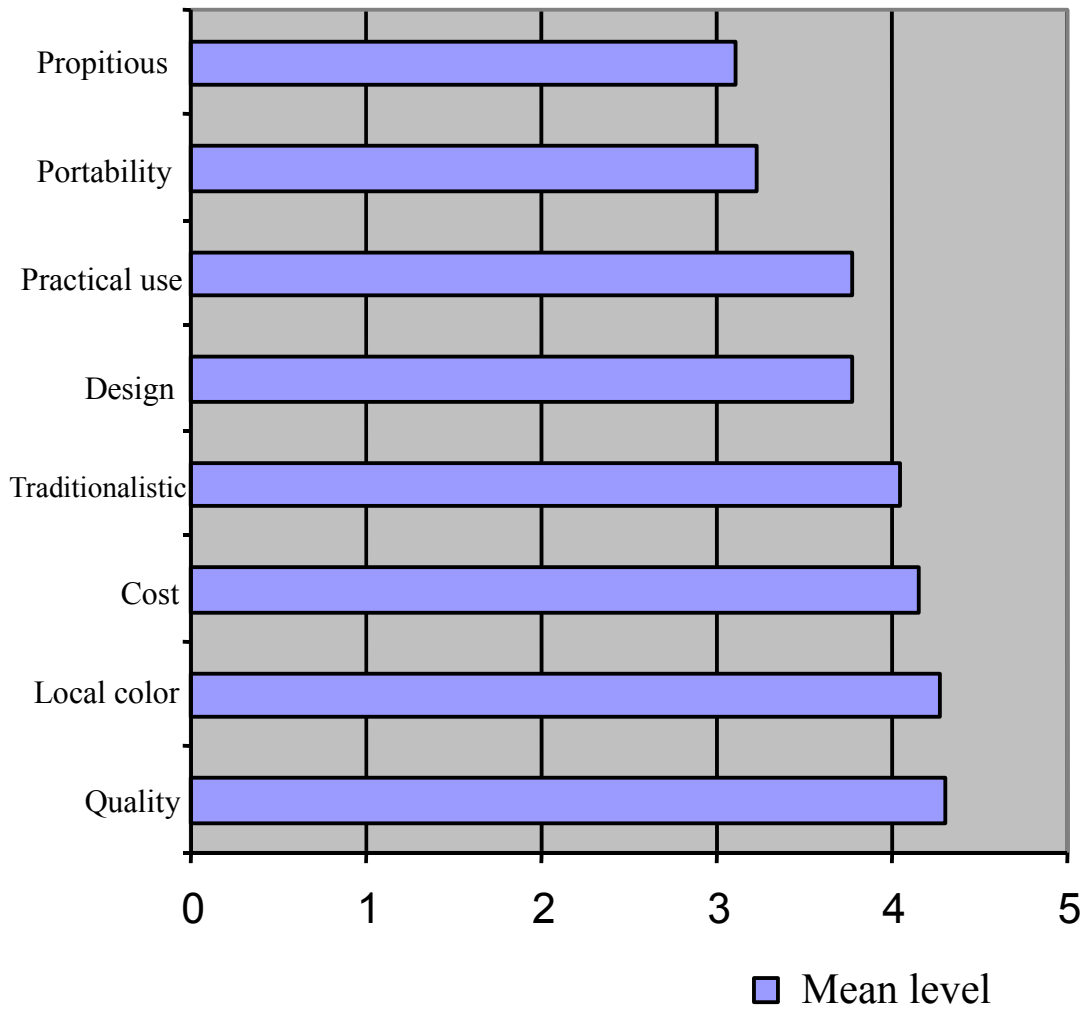
Gift Recipient Market

a. The Most Important Factor in Selecting Souvenirs

As seen in Figure 9, Hida Region Local Industry Development Center (1994) categorized nine items in questions consistent with the present research. Six were the same as in the study in 2000 (Figure 10). The respondents considered that souvenirs should be "products" made in or around Takayama city. "Local products" was also regarded as an important factor. Practical use was ranked in the third place. In this 2000 study, the survey utilized a five-point scale ("very unimportant: 1 to very important: 5"). Because different items and research methods were used in the studies in 1994 and in 2000, it is unworkable to compare those two studies in the same way.

Figure 9. The Criteria of Souvenir Selection (1994:77)

Figure 10. The Criteria of Souvenir Selection (2000)



By Gender

Among the 8 variables, local color was the most important factor when male respondents selected souvenirs, while females considered quality as the most important. The second rankings exchanged places, which meant quality for male, and local color for female. There were no significant differences between genders in the five factors of

traditionalistic, practical use, design, portability, and "propitious". However there were minor differences of souvenir selecting criteria between male and female respondents.

By Age

According to Table 14, the respondents in 20s to the first half of the 30s age categories considered that cost is (very) important when they buy souvenirs. On the other hand, elderly people did not think so. This result indicates that older people could afford to spend more than younger ones. Second, the respondents in the 20s or less age group tended to think the design of the product was an important factor. Third, the mean ratings of the 45 to 62 age groups were close to 5.00. That is, elderly people assumed that quality was a very important factor to choose souvenirs. Still, quality was important to younger to middle-aged people as well.

In addition, practical use was obviously a very important factor in souvenir purchase for older respondents compared to younger ones. And especially the over 63 age group believed local color was significant. Other age groups were spread out over the 4.00 mean, though the 20 or less group was a little lower than 4.00.

Then, portability was not an important matter for the respondents in 20s to 30s age categories despite the fact that over 50 age groups cared about it. This variable might be due to the elders' declining strength. There was no striking difference about the "propitious" variable by age, with all mean ratings around 3.00. The respondents did not have much concern about "propitious".

Even for young people, traditionalistic was important. Apparently, as people get older, they feel that traditionalistic holds the same key position in selecting souvenirs.

By Annual Family Income

Cost

As shown in Table 15, though no smooth tendency was found, the respondents who earned the lowest income regarded *cost* as the important factor, while those who earned the highest income showed the lowest concern.

Practical Use

The top three highest mean scores in all six groups were shown in the three lowest income groups. The respondents who earned lower income were more likely to buy useful products than those who earned higher income.

Quality

Comparatively higher mean scores gathered on the lower income groups. This implies that the respondents who earned lower income were more likely to be concerned about quality in souvenir purchase than those who earned more.

b. The Most Important Reason in Purchasing Souvenirs

The respondents were asked the most important reason to buy souvenirs for each of the identified groups: yourself, friends, family members, relatives, neighbors, boyfriend/girlfriend, colleagues, superiors or seniors and others. In figure 1, "others" and "no responses" were omitted. The same percentages of respondents reported that they purchase souvenirs for themselves for utility and/or for memory. For friends, people were

more likely to buy for gift. The majority of respondents paid for utility when they purchased. Sometimes foods or daily goods were selected to bring to family members. The categories of relatives, neighbors and work colleagues showed similar results at the first three rankings. The portions of those three ranks were close to each other, with social obligation slightly higher for neighbors and work colleagues, whereas gift was a bit higher in relatives. When one would give a souvenir to boyfriend/girlfriend, he or she tended to consume it for gift. Utility and social obligation for superiors/seniors was about same percentages as for work colleagues. However, people often buy from the feeling of respect to superiors or seniors.

By Age

As shown in Table 17, the 20 years old or less respondents often purchase souvenirs for gift, utility, or memory within age groups. The twenty-ones to 32 age group buys for utility or respect typically. Further, the 33 to 44 age group pays for the purpose of utility or respect, while the 45 to 56 age group usually purchases for utility, and often for gift. And then, the respondents who were 57 years old or over usually buy souvenirs for utility, and also for gift on occasion.

As a result, it is possible to state that the second and the third origin of *miyage* (souvenir) are still survived at this point even though the first origin, a pail, was not discovered in this study at all. The second one, the granaries of the Imperial Household that products brought to the capital from each region, was discovered in souvenirs that are “local products.” Regarding the third origin, “memento” and gift are essential in purchasing souvenirs found in the current study.

c. Children/Grandchildren

Objective Two of this study was to find out what factors make people purchase souvenirs in Takayama City. In order to focus on this objective, broadly two questions were asked. One was the question of what is the most important factor when selecting souvenirs. And the other was the most important reason in purchasing souvenirs for each of the identified groups.

Whether having children/grandchildren

By Amount of Money Spent for Souvenir Purchase

The respondents who were close to children/grandchildren spent approximately \$20.00 to \$40.00 more than those who did not (Table 18). Living with or nearby children/grandchildren made them spend much more than those who did not.

By Number of Souvenirs Purchased

The respondents with children/grandchildren nearby purchased about 2 more souvenirs than those without. As seen in both results, the respondents who were living with children/grandchildren or nearby them were more likely to spend and purchase souvenirs when compared to those without.

Number of Children/Grandchildren

By Amount of Money Spent for Souvenir Purchase

As seen in Table 19, the number of grandchildren was significantly correlated with the number of souvenirs purchased. The difference between the lowest and the highest amounts is about \$150.00.

By Number of Souvenirs Purchased

The respondents who lived with only 1 child/grandchild nearby purchased the lowest number of souvenirs, as compared to those who had 9 children/grandchildren, who bought the highest number of souvenirs. The difference was about 10 souvenirs between those two categories. Therefore, the number of grandchildren influences number of souvenirs purchased.

By Probability of Purchasing Children's Toys

The probability of purchasing children's toys, from 1 (negative) to 5 (positive), increased according to the number of grandchildren. Thus, a significant correlation was found between those two variables. It means that the more grandchildren respondents had, the greater the likelihood of purchasing children's toys.

Souvenir Purchasing

By Gender

In Table 22, there was a significant difference between the amount of money spent on souvenirs by gender. Female respondents spent more than males.

By Age

In Table 23, the 21 to 26 age group was significantly less likely to spend for souvenir purchase than those were 57 to 62 age group. The respondents who were 20 to 32 years old tended to spend \$10.00 to \$50.00, while the over 32 age groups tended to range from \$90.00 to \$110.00. Moreover, approximately 5 to 7 souvenirs were purchased by age groups 33 or more. The younger respondents generally bought less than 4 souvenirs.

By Home Regions

In Table 24, interesting results appeared in averaging the amount of money spent according to regions. The respondents who came furthest spent higher amounts of money for souvenir purchase. The author considers that the further distance made people feel more like full-scale travelers no matter the number of days stayed. Such travel might tend to become a serious matter for these tourists. Therefore, they might feel more pressure to bring something back home for this families, relatives, neighbors, and friends. And also, the travel would be a more special and unusual experience for them (Table 25).

Concerning the number of souvenirs purchased, the relationship is less clear. The respondents who came from Chugoku made an average purchase of 12 souvenirs, as compared to the lowest of the three region groups from more distant Kyushu and Shinetsu,

and from nearby Hokuriku. Those who came from middle distant Shikoku, Kanto, and Kinki bought nearly 6 souvenirs. The respondents from nearby Toukai, very distant Okinawa, Tohoku, and Hokkaido bought about 5 souvenirs.

By Travel Purpose

The respondents who visited Takayama for both pleasure and business were the greatest consumers among the three purposes of travel. Probably such a tourist had to notify people in the workplace and in private relations that he or she would be traveling, thus increasing the number of souvenirs that should be obtained.

The travelers who came to Takayama for “pleasure” were the second highest purchasers. When compared to the “pleasure and business” travelers, the number of people notified of travel could be lower, but perhaps higher than those who only came for “business.”

The respondents who traveled for “business” spent on average between \$30.00 and \$50.00 for souvenir purchase. They apparently did not need to buy so many souvenirs, needing them only for co-workers, superiors, and family members.

The respondents who came for “pleasure” bought more souvenirs than those traveling for “pleasure and business.” This is because people usually purchased food for co-workers, such as Western-style cakes or Japanese sweets. Those come in a 10, 15, or 20-pack carton so that the traveler could buy one box for many people. Therefore, there was no big difference in souvenir numbers, which were between 5 and 6. “Business” travelers bought only 2 souvenirs on average.

By Travel Companions

As shown in Table 25, those who visited Takayama alone spent on average \$80.00 to \$90.00, which was the highest amount within six travel groups. Having no company during the travel might have helped loners to have much more free time, because they could make their own plans without another person's opinion. And also, probably a loner would prefer to stay in a business hotel, motel, or youth hostel, which are inexpensive accommodations, thus saving money for souvenir shopping.

The respondents who came with friends or family/relatives spent between \$50.00 and \$70.00. Such companions would be good-natured for the traveler generally, inviting one to become emboldened and loosen his/her purse strings. So this could be a reason for spending that much money for souvenirs.

In addition, the person who traveled with boyfriend or girlfriend did not spend a lot of money. In Japan, staying with opposite sex over night before marriage was taboo in old times, and this custom still remains in most areas. Yet, even if they buy things for each other, the number of persons they purchase for is lower, so the amount of money spent is also lower compared to other travel groups. Consequently, since it would be hard to tell one's travel plan to the family, relatives or work colleagues, this low purchase amount seems a natural outcome.

Much as businesspersons spent little for souvenir purchase, the respondents who traveled with professional colleagues also placed in the lowest rank. If the main purpose of the travel was "business", there would be no time or no chance to consider souvenir purchasing.

By Received Money

The respondents who received travel money spent considerably less than those who did not. Graburn (1983) assumed that the total of *senbetsu* might be a huge amount of the total trip cost. For a tourist receiving money was expected to buy a gift costing double the contribution to bring back home (1983:45). This traditional custom might be fading away. The form that Graburn explains has not been seen in the result that returning gift is supposed to cost twice the received money.

Apparently receiving money prior to travel did not cause people to spend much more than those who did not. The researcher supposes the reason is as follows. Some people receiving travel money, may think to buy as many souvenirs as possible, but some may spend the money for transportation, food and drink, accommodation, and for only some gifts, and keep the left over unless the money giver asks the traveler to buy souvenirs for some other people. Especially, people in the young generation might be annoyed by this old tradition of receiving money. And similarly, non-travelers may not give money so as to avoid forcing the tourist to bring souvenirs out of obligation.

As seen, the mean scores of number of the souvenirs purchased according to money received versus not received were almost the same (only 0.1 difference). As a result, there was no significant correlation between those two variables.

By Days Spent

As Table 26 illustrates there was a correlation between the number of souvenirs that were purchased, the amount of money spent and days spent in Takayama City. Also,

another scheme might fit here concerning other cultures and gift giving compared with that of Japanese.

By Annual Family Income

According to Table 27, the respondents who spent the largest amount of money had comparatively higher annual family income, which ranked 4th (\$70,001 to \$100,000), and the consumers spending the least ranked 5th (\$100,000 to \$200,001) within all 6 categories. This illustrates that the level of income does not always explain high spending for souvenirs.

Measures of Involvement in Souvenir Shopping

In the frequency distribution of six measures of involvement “Important to unimportant”, “means a lot to means nothing”, “fascinating to mundane”, “exciting to unexciting”, “valuable to worthless”, and “interesting to boring”, the largest group of respondents was scaled, at neutral, which occupied over one-third of each total numbers. Second highest was mostly scale 2 or 1, slightly less than positive. Only the “exciting to unexciting” and “interesting to boring” measures show different results. Except for the neutral scale, the percentages of respondents were divided comparatively evenly. The cause may be that the respondents were confused in answering those questions because the author exchanged the positive and the negative scale purposefully in order to avoid a mannerism in answering them.

By Amount of Money Spent for Souvenir Purchase and Numbers of Souvenirs Purchased

In Figure 2 to 7, the measures of involvement include “very unimportant to very important”, “means nothing to means a lot”, “mundane to fascinating”, “unexciting to exciting”, “worthless to valuable” and “boring to interesting.” The respondents who selected the most positive scale spent the largest amount of money. Because souvenir shopping was “important”, “means a lot”, “fascinating”, “exciting”, “valuable” or “interesting”, they were apt to purchase.

Next, the respondents who selected “neither” within 5 scales spent the smallest amount of money for souvenir purchase. This suggests that the “neither” scale could be replaced with the words “no interest.”

By Gender

As shown in Table 28, female respondents selected positive scales more than males overall. The top three female responses characterized souvenir shopping as “fascinating”, “important”, or “means a lot”, making the mean ratings close to 4.00.

By Age

The 20 or less age group tended to feel that souvenir shopping was “valuable” action during travel more than other age groups, whereas over the 57 years old respondents were less likely to think so.

The respondents who were 33 to 38 years old were remarkable within all age groups, because only “very unimportant to very important” scaled above 4.00. Of the whole, the

20s to 30s respondents selected positive for every scale, while older respondents scored than below 4.00. Yet, it appears that souvenir shopping was not a “very exciting” experience for all ages, particularly for 57 to 62 age group.

Chapter Five

RECOMMENDATION AND CONCLUSION

This case study of Takayama City is intended to assist the souvenir industry and tourism managers in their decision-making, and to provide marketing researchers with a theoretical base from which to analyze. Therefore, the purpose of this study was to identify souvenir purchase patterns of domestic Japanese tourists in HidaTakayama City. This chapter represents implications, applications, directions and for future research.

Implications

The number of tourists in Takayama City was 2,697,000 (Takayama City Planning Regulator 2000:97). The tourists spent \$30.00 to \$50.00 for souvenir shopping on average in the 2000 survey. If it simply is calculated, the City earns \$8,091,000 to \$13,485,000 by tourists only for souvenir shopping. Even if the 20 or less age group (with little income and less likelihood to spend) were omitted, Takayama still might obtain \$7,508,480 to \$12,902,480. The economic impact of souvenir business on Takayama City is enormous. However, there is no "souvenir industry" on the list of its industries, as no Takayama City staff and researchers recognized the souvenir business as one of the industries when interviewed on the phone. But the four industries of "forestry", and "electricity, gas, and water work bureau", earned less income than tourists' souvenir purchases in 1999 (99). The "souvenir industry" could be on the list in the near future.

According to this 2000 survey, female tourists were more likely to show strong concerns about souvenir shopping activity during travel. Therefore females have more potential to visit and look around in souvenir shops than males. Since a tourist may

evaluate a product from every aspect, "evaluation criteria" were included in the survey: "the most important factors in selecting souvenirs", such as design, quality, and cost. The customer's purpose, intention, income, or even characteristics also affect purchasing. And then, the total evaluation links to decision-making. There were significant differences in the probability of purchasing Takayama souvenirs by age, the criteria used for selecting souvenirs across many different sectors by age, by income, the reason in purchasing souvenirs by age, and measures of involvement in souvenir shopping by gender and age. And then, the number of souvenirs purchased and the amount of money spent on souvenir were affected by a lot of factors. Tourists purchase souvenir or do not for different reasons. Needless to say, studying and understanding customers' behavior helps in determining their needs so that the souvenir business would not only stay in the industry of tourism but also effectively contribute commercial value.

Applications

The tourism business has the potential to stimulate the economy as well as having a social and environmental impact in the world. The growth of tourism is controlled and influenced by the tourist market. In brief, tourism is a combination of small-related businesses.

The findings are basically for Takayama City. However, there are general issues that must be faced by the whole Japanese souvenir business before specific strategies can be implemented. This must begin with the leaders' awareness. The information gathered in this survey could be used in other locations. However, care should be given in doing this as consumer purchasing patterns differs from area to area. For example, large cities may

attract different tourists than small cities. Different parts of the world could attract consumers with different customs, interests, and behaviors.

Again, the souvenir business has a huge economic impact in Takayama City. On the basis of considering it in its own right, souvenir retailers marketing their own products or services to the customers must recognize the individual characteristics of the consumer segment, and gather current information. This information must be shared with souvenir producers. Then, souvenir producers should own the knowledge of products jointly with retailers. This process will enhance retailers' pride of their products and help increase their confidence in selling them. As pointed out by the interviewee, there are times when it is customary for retailers to change packaging or expiration dates on the packages in order to sell the merchandise. Sometimes the packaging indicates that the merchandise was manufactured in a different location than what is stated on the package. This deceptive behavior is unfair to the consumer.

Still more, this 2000 survey discovered many differences aligned with demographic variables, which could be useful data for souvenir business leaders.

From a list of thirteen Takayama popular products, males were more likely to buy expensive goods than female respondents, such as local brew and woodcarving. On the other hand, female respondents tended to purchase everyday products, such as handicrafts and soybean paste.

Concerning the most important reason, even though only a few male respondents buy souvenirs for “girlfriend” from sense of social obligation, the number 1 reason for females was purchase for boyfriend, much as for neighbors. Also, while family members most

often requested males to buy souvenirs, females were mostly asked by friends and family members.

Among ages, people in the 20s to 30s had especially high interests in Japanese sweets. The over 63-age travel companions selected “very unimportant to very important” for all 13 items; however, the 45 to 50 age travel companions did not select products over the 4.00 mean score. And then, the much elder respondents were fond of soybean paste and woodcarving. About the most important factor in selecting souvenirs, the younger respondents identified cost, while elderly people did not. The respondents in the 20 or less age travel companions tended to think design of the product was “important”, whereas elderly people assumed quality was so. The respondents over 50 years old cared about portability, while the 20 to 30 age travel companions did not. Regardless of ages, traditionalistic was important in selecting souvenirs. As to the most important reason in purchasing souvenirs, the oldest and youngest age travel companions differed from other travel companions: for memory was higher in 20 or less age travel companions compared with others; the 57 or older respondents valued utility, gift, or social obligation. In amount of money spent for souvenir purchase and number of souvenirs purchased, age travel companions of 39 to 44 and 57 to 62 were the top two souvenir purchasers in both variables. The respondents who were over 39 years old spent \$60.00 to \$80.00, while those who were younger than that spent \$40.00 to \$50.00. And also, the over 33 age travel companions purchased 5 to 7 souvenirs, when compared to younger travel companions who bought 4 to 5.

Besides these measures gender, age, home regions, travel purposes, travel companions, and received money were illustrated with amount of money spent and number of souvenirs purchased.

The respondents from Chugoku were the largest travel companions in both amount spent and souvenirs purchased variables. Except for Chugoku region, those came from further areas spent more money for souvenirs, and those from closer regions purchased more numbers of souvenirs. Also, the respondents who visited Takayama for pleasure and business spent more than those who came only for “pleasure”; and, those who came for “business” spent less.

The respondents who came with no companionship spent more than \$70.00, which was the highest amount of money. Tourists with family/relatives bought the highest number of souvenirs. Consequently, amount of money spent and number of souvenirs purchased by received money has no correlation.

Finally, the measures of involvement in souvenir purchasing was displayed by amount of money spent for souvenir purchase, number of souvenirs purchased, gender, and age travel companions.

The respondents who considered souvenir shopping “important”, “means a lot”, “fascinating”, “exciting”, “valuable”, or “interesting” spent the most money for souvenir purchase. Many respondents who marked souvenir shopping as a “means a lot”, “fascinating”, or “exciting” activity were more likely to buy a larger number of souvenirs. On average, souvenir shopping is “valuable” to male, and “fascinating” to female respondents. Therefore, the researcher supposes that males might purchase visible things, to keep for memory. Moreover, females might enjoy the shopping activity itself, including

window-shopping. From this study, local color and traditionalistic were established as key words in the souvenir industry. These attract and keep customers.

Moreover, the activity was “fascinating”, “important”, or “means a lot” for a lot of females who had optimistic images about souvenir shopping in comparison with males. Then, female respondents were likely to spend more money and purchase a larger number of souvenirs than males. Also, they were more likely to show strong concerns about souvenir shopping activity during travel. Therefore females have been potential to visit and look around in souvenir shops than males.

To improve current products

Producers could target buyers by age or gender in developing products, for example, by creating inexpensive but good-looking products for younger people. And it would be convenient for older people to provide high quality and expensive, but not heavy and handy sized ones.

In addition, since the study result found those having children/grandchildren were more likely to spend money on souvenirs, and also half of the respondents had children or grandchildren, it would be a good idea to supply reasonable small toys for children.

To increase and develop convenient, reasonable daily products that are of good quality:

In order to let more people know the quality of Takayama 's valuable products, there should be a small amount of inexpensive souvenirs. Young people could be repeat purchasers someday since the majority of young people cannot afford to spend so much

money for souvenir purchase; yet as they become older, their expense limits would change.

Thus, according to the study result, 39 to 45 were the largest age group of travel companions in the respondents and many of them might prefer to use daily products rather than nice and expensive ones. Furthermore, it may be good to sell post cards as a new product, as was suggested by several respondents. A post card is a cheap and convenient product. It can be a suitable souvenir for both oneself and others.

To have wide range of prices in lacquer ware (Hida Syunkeinuri), woodcarving (Ichii Ittobori), and pottery products:

These products are superior in quality, and the prices are high for many people. But the limited expenses per souvenir differ with customers. Some, because of their limits, would not make a purchase in spite of wanting to obtain it. It is possible that some tourists may hesitate purchasing it and would not know the quality values because they have never tried it. Again, the producers may create mini size product with a cheaper price without downgrade the quality. The wide range of prices would finally increase sales.

To know tourists and obtain information from them:

It is important to listen to tourists. They can evaluate the services and products (cost, design, quality, etc.) to see if they most likely will purchase again. For instance, marketers and producers need to know how much customers can afford to spend for souvenir purchase. The study found that tourists spent approximately \$30.00 to \$50.00 on souvenirs in Takayama City. This may help producers in arranging a price line of products. Tourists'

opinions also show their satisfactions. In addition, the information may help to identify customers' needs, supply and demand of each product, hints about new services and new commodities. It might be helpful to grasp the present situation. Is there any gap between the points of view of consumers and of producers? And, is there any change from former information?

To consider complaints from the customer's point of view is also significant. If it were a graceful product, the consumer would purchase it again. And also, the information would go mouth to mouth.

Consequently, sales targets could be focused depending on data of souvenir purchase behavior and tourist profiles referring to some differences/characteristics found in this study. Products should be made for a typical tourist in Takayama, who is a female between 45 and 50 years old living in Toukai region with children and/or grandchildren. Those who had children/grandchildren tended to spend more on souvenirs than those who did not. Also, the study discovered that tourists who came from a longer distance spent more money for souvenir shopping.

To make a Takayama souvenir catalog:

A catalog would be a convenient way to purchase products for a tourist who lives in farther places. Some have purchased products before, or some have heard about or been given the product from somebody. A catalog might help them to order the product to enjoy without visiting Takayama. Also, if marketers create a home delivery, mail order, and online order-system, the size and the weight of product would not stop customers' purchase intentions. It would inform customers about new products and new works. They

might order products from all over Japan, especially collectors or fans. Then, the catalog could be placed anywhere, for example, in train stations, tourist information centers, souvenir shops, and accommodations.

To consider tourists purchase motivations:

Because the large purchasers of souvenirs were those who selected the most positive scale of measures of involvement, the marketers have chances to use tourists' motivation toward souvenir purchase. These include: to improve display, explanations of products' origin (historical background), serve food/drink taste samples, give opportunity to have one-day experience of making products, to make a souvenir shop guide and distribute it widely for free, to improve shoppers' attitude toward customers and design of wrapping papers, to plan events like "win one-night free stay by gathering receipts in souvenir shops", to create a "mystery package" containing a variety of Takayama products supposedly worth more in total than the purchase price, and a questionnaire to let customers try several products and collect useful information for future involvement. Moreover, there are a lot of repeat customers so that the retailers should offer some stock that changes regularly over time in order to attract the interest.

It should help to adapt the souvenirs to their locations, such as for different accommodation styles. For instance, elderly people might prefer to stay in a Japanese style hotel. They would prefer souvenirs, which are high quality, traditionalistic and portable. They might easily see products in the hotel lobby or souvenir shops next to it.

Additionally, many handicraft shops with uninviting atmospheres may make customers hesitate to go in. Needless to say it is important to keep them clear and quiet, but people cannot relax if they are too organized. They have to make the mood more welcoming.

To plan strategies to promote souvenirs:

Marketers should make clear how local products differ from those in other similar tourism destinations. It would be nice to appeal to tourists by describing strong points with key words such as "traditionalistic" and "local color." Therefore, the traditional products should be stressed in terms of qualities such as design and uniqueness to increase sales. Also, marketers may develop cooperative displays within souvenir shops so that tourists may be attracted.

Directions for Future Research

There were several limitations on this study. One of the limitations was that this was a case study, so the study sample was limited to the Japanese domestic tourists in Takayama City. The conclusion based on their response could not be generalized to those in other tourism destinations in Japan. Thus, additional research on this topic could benefit from a design of less ambitious scope. Since this study found the relationship between "propitious" and animal faith, it would be important to research those in detail. To research "push" and "pull" factors about souvenirs also might be attractive in future because the researcher did not investigate them in detail in the current study. Moreover, as the applications suggest, the marketers have to plan strategies to promote souvenirs. If

future study focused on display, the way and where a tourist gets information about souvenirs, souvenir marketers or producers could know what changes in souvenir offerings should be made to make shops more attractive to the majority of travel companions.

The accuracy of the findings from this study could have been improved by changing the survey time and its length. Increasing the number of respondents and employing a simplified purpose could also improve subsequent studies on the topic.

Especially Takayama festivals in Spring: April 14th to 15th and Fall: October 9th to 10th are famous throughout the country and are attended each year by large crowds. And then, Hida, where Takayama is located, enchants visitors with stunning views of the Northern Japan Alps. People are attracted here in all seasons: for winter skiing, summer hiking, and colorful scenes and festivals in autumn and spring. *Shirakawa* Village also attracts a lot of tourists in winter and was designated a UNESCO world heritage site in 1995; it is located not far from Takayama. Therefore, the future study should expand the survey term so that it may provide more interesting data, such as the average amount of money each tourist spends on souvenirs a whole year rather than per visit, and the time of visits per year. Thus, an additional question could ask what souvenirs are going to be chosen for a certain kind of recipient, and what people are going to be attracted by a particular sort of souvenir. The answers to these questions might help determine more specific souvenir purchase patterns of Japanese tourists.

Since, the previous research studied marketers and customers, and this study focused on the customers, further studies should concentrate on the perceptions and opinions of

souvenir producers. Finally, further studies could be completed not just for the souvenir industry, but also concerning the impact of souvenir business toward the residents' lives.

Conclusion

Souvenir shopping is an essential tourism experience for many people. As Gyou Ko explained (1999), Japan has a *senbetsu-omiyage* culture (traditional souvenir custom). This involves the money received prior to travel that is given by family members, relatives, superiors/seniors, friends, neighbors in order to wish the traveler's safe return home. According to Graburn, *senbetsu-omiyage* is one of a series of material symbols, which are crucial to Japanese travel and tourism (1983:46).

Souvenir purchasing action by Japanese is famous as one of the interesting customs in the world. They spend a lot for souvenir shopping both in Japan and abroad. As seen in some studies, this is one of the important tourism activities for them. The origin of *miyage* (souvenir) involves three theories. One, a *miyage* referred to a pail, a container to carry dedicated local foods to the gods of shrines. Two, it referred to the granaries of the Imperial Household for keeping grain and salt, products brought to the capital from each region. Three, it is a memento and gift acknowledging care for the home during one's absence, for family, neighbors, and other people in the same village.

Gift giving is considered as a self-perpetuating system of reciprocity by Mauss (1954), mentioned by Belk (1976). The norm of gift exchange occurred very often in the underdeveloped society, with an elite social class established among the head of the village, his subordinate(s) and those under them through this action when economic activity was still unspecialized. As a consequence, Fischer and Arnold (1990) assume that gift giving for all sex, gender-role attitudes, and gender identities affect gift-purchasing patterns. Gift giving norms are also related to demographic variables. This sort of gift purchasing may be regarded as "women's work" in Japan (Minami 1998:81) like the norm

of Christmas gift giving in the U.S. (Fischer 1990:334). But there is another type of gift giving, which is one-sided. This approach differs from what Mauss considers. It happens when a giver offers a present without expecting any reciprocity, such as Belk (1976) discussed. Minami (1998) adds to this consideration that a giver may not expect any return gift, but might look forward to feelings of respect and love, or a smile and thanks.

Gift giving norms in Japan might also have unconscious relations to religious faith. They behave following those two religions' teachings in daily life: Shinto and Buddhism, in spite of many Japanese are members of no religion. *Otyugen* (a midyear present) and *oseibo* (a year-end present) are major traditional customs. These include the system of reciprocity as Mauss describes, and basically have two purposes, to indicate respect and the sense of obligation. Nontraditional gift giving of Valentine's Day and Christmas Day include both a reciprocity system and a one-sided gift system. The former traditions are traveling companions-oriented, and the latter ones are individual-to-individual.

In addition, consumer behavior is highly related to decision-making. Mowen (1990) considers that there are processes of consuming, and disposing of goods, services, experiences, and ideas between consumer behaviors and decision-making. Hence, not only the basic five processes through five senses and human needs affect consumer behavior, but also by subcultures. Mowen (1995) distinguishes the subcultures by means of the demographic variables of nationality, age, religion, gender, occupation, marital status, income, race, and education. One supposes even differences of refund policies in retail stores may also influence consumer behavior and decision-making.

Furthermore, there is a current trend in Japan, which the researcher assumes to relate to Japanese animal faith like the Beanie Babies currently popular in the United States.

Various luck charms are sold in Shrines, temples, and tourism destinations as souvenirs, with many animal model products. Consequently, products animal model products could be strategic in the souvenir industry.

The main goal of this study was to obtain useful information to develop products for souvenir producers in Takayama City in Gifu Prefecture. It called “little Kyoto,” is one of the popular tourism destinations in Japan. Its numbers of tourists are increasing - 2,9670,00 in 1999 (Takayama City Office 2000). Considerable varieties of souvenir goods are on sale. In 1975, more than ever, Hida *Shunkei* lacquer ware and *Ichii* (yew tree) *Itto* wood carvings were designated as traditional handicrafts by the government (Instant Gifu 1995).

In the process of this study, the previous research, by Hida Local Industry Promotion Association in 1994, provided useful information about Takayama and is thankfully acknowledged. A survey was performed in order to support this goal and objectives. A souvenir shop owner was interviewed and a questionnaire was distributed to Japanese domestic travelers found in accommodations, souvenir shops, museums and in front of Japan Railroad Takayama Station for about one month between August 10th and September 7th, 2000. About 600 questionnaires were handed out and 368 were returned, which means the response rate was 61.3%. The questionnaire included demographic data, travel purpose, travel companions, probability of purchasing Takayama souvenirs, the numbers of souvenirs purchased, souvenir selection, the amount of money spent for souvenir purchase, money received prior to travel, the most important factor in selecting

souvenirs, the most important reason in purchasing souvenirs, measures of involvement in souvenir shopping, children status, and comments about souvenirs in Takayama.

The typical respondent:

- was female
- was between 45 and 50 years old
- came from Toukai area
- had children or grandchildren living with or nearby them
- had an income level of \$30,000 or less
- visited Takayama for pleasure
- traveled with family or relatives
- stayed 1 to 2 days
- was satisfied with the selection of Takayama souvenirs
- did not receive any money prior to the trip
- spent \$30.00 to \$50.00 for souvenir purchase
- purchased 3 to 5 souvenirs

In addition to the above, this study mainly found the following information:

- The 20 or less age group was significantly less likely than those over 39 to buy vegetable pickles, the 20 or less age group was significantly less likely than those in the 33 to 44 and over 57 age group to buy soybean paste and local brew.

- Those regarding "propitious" as very unimportant in selecting souvenirs were significantly less likely to buy animal model products than those regarding it as very important.
- The over 57 age group found "design" to be significantly less important than the 21 to 26 age group, and the 27 to 28 age group found "portability" to be significantly less important than the over 57 age group.
- Those with a family income of \$30,000 or less found "cost" to be significantly less important than those earning between \$70,001 and \$100,000.
- Whether a consumer had children/grandchildren had a significant effect on the amount of money spent for souvenir purchase and the number of souvenirs purchased.
- The number of grandchildren was significantly correlated with the number of souvenirs purchased and probability of purchasing "children's toys".
- Gender was a significant factor as to the number of souvenirs purchased
- The 21 to 26 age group was significantly less likely to spend money on souvenirs than those were 37 to 44 and 57 to 62 age groups.
- Those who lived a short distance from Takayama City spent significantly less money than those who were from further away.
- Those who traveled with "work colleagues" or their "boyfriend/girlfriend" spent significantly less than those in any other travel group.
- Those who stayed only one day in Takayama were significantly less likely to spend money on souvenirs than those who stayed three or more days.

- Those who earned \$30,000 or less were significantly less likely to spend money on souvenirs than those earning \$70,000 or more.
- While traveling, the majority of female respondents regarded souvenir shopping as "important", "means a lot", or "fascinating" but was much less significant with males.
- A significant correlation exists between a higher amount spent on souvenirs and those who indicated that souvenir shopping was "important", "means a lot", and "valuable".
- A significant correlation exists between a larger number of souvenirs purchased and those who indicated that souvenir shopping was "important", "means a lot", and "fascinating".

There were six hypotheses to resolve each objective. One, a tourist who is given money is more likely to spend on souvenirs back home. No relationship was found between received money and the quantity of money spent for souvenir purchase. Two, a female tourist is more likely to purchase more souvenirs than a male tourist is. A relationship between the number of souvenir purchased and gender was explained. Three, a female tourist tends to be fonder of souvenir shopping than a male. This study suggests that female respondents selected positive scales in measures of involvement more than males overall. Female respondents considered souvenir shopping as a “fascinating”, “important”, or “means a lot” activity. Four, the person who believes "propitious" is important in selecting souvenirs is more likely to show interest in animal model products. There was a

correlation between the "propitious" measures of involvement and probability of purchasing "animal model products". The participants who regard "propitious" as the important factor in selecting souvenirs were more likely to choose positive scales than those who did not were.

The next two hypotheses were, five, a group tour member tends to buy more souvenirs than one who is not with travel groups. Based on the study results, a member of a travel group did not purchase necessarily many souvenirs. Finally, one who has more children/grandchildren living with them or nearby has an inclination to purchase more children's toys than those without children/grandchildren. A relationship was found between the probability of buying children's toys and the number of grandchildren. However, on the other hand, there was no relationship between number of children and probability of purchasing children's toys.

The findings suggest that there are strong relationships between the souvenir purchasing patterns and respondents' demographic variables. In addition, the findings reinforced how essential it is to know the consumer purchase patterns. It is important that souvenir producers are aware of consumer buying trends and it is important that the retailer provides the producer with trend information. Just as important is retailer education as to the significance of the souvenir history or tradition. Some Takayama souvenirs are expensive but if the seller can explain the souvenirs' historic importance, it would influence the consumer's purchase.

It seems that the existence of souvenir industry in tourism business and the value of studying it as a research object are far from an ideal approach, in spite of the fact that the

Japanese population has had an intimate involvement in the souvenir culture. The importance of increasing marketers' and producers' awareness of souvenir industry's potential should not be disregarded. This would be an essential stage in the economic planning of any souvenir business. Regardless of its size, if a souvenir business is aware of the impact of diverse change, the business will encounter steady growth.

This study explored important areas of tourism and presented a sample of souvenir business. The researcher hopes that it will provide useful information about Takayama tourism, and become key components to understand Japanese souvenir purchase patterns. Thus, the researcher and many respondents to the survey hope that old traditions and time-honored souvenirs will be recognized by future generations. If it is possible to borrow McKean's words, "tourism in Takayama may strengthen the process of conferring, reforming, and recreating certain traditions. Then, presentation of culture may be one of the primary factors in continued existing as a unique culture entity" (McKean 1989:120, 128).

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APPENDIX A

Consent Form

Consent Form

This research will be study souvenir purchase patterns of domestic Japanese tourists. As it will be a case study, the research will focuses on Hida Takayama City in Gifu Prefecture in Japan. The questionnaire will evaluate what souvenirs are purchased as part of this study. The results will be used by vendors to stock more of the products people want. Before completing the questionnaire, we would like you to read the consent form to understand your rights as a participant.

I understand that by returning the questionnaire, I am giving my informed consent as a participating volunteer in this study. I understand the basic nature of the study and agree that any potential risks are exceedingly small. I also understand the potential benefits that might be realized from the successful completion of this study. I am aware that the information is being sought in a specific manner so that no identifiers are needed and so that confidentiality is guaranteed. I realize that I have the right to refuse to participate and that my right to withdraw from participation at any time during the study will be respected with no coercion or prejudice.

NOTE: Questions or concerns about participation in the research or subsequent complaints should be addressed first to the researcher (phone: 715-235-4105) or research adviser and second to Dr. Ted Knous, Chair, UW-Stout Institutional Review Board for the Protection of Human Subjects in Research, 11 HH, UW-Stout, Menomonie, WI 54751, phone (715) 232-1126.

APPENDIX B

Questionnaire in Japanese

アンケート調査

私はウィスコンシン大学スタウト校観光学部に通っている大学院生です。このたび、卒業論文の研究に飛驒高山を取り上げることとなりました。

このアンケート調査の目的は、日本人のみやげもの購入者の動態行動を研究し、飛驒高山の土産物産業の発展に貢献することです。

お忙しいとは存じますが、アンケートにご協力頂ければ幸いです。

野村美紀

1) どちらからおいでですか。 沖縄 九州 中国 四国 近畿 東海
 関東 信越 北陸 東北 北海道 その他

2) この旅の目的は何ですか。 観光、知人訪問など 観光と商用 商用 その他

3) どなたと一緒ですか。(あてはまるもの全部)

ひとりで グループで 家族、親戚の人と
 恋人と 会社の同僚と 友人と その他

4) 高山市にはどのくらい滞在予定ですか。 _____ 日間

5) 次の高山のみやげのうち、あなたの好きなものは何ですか。いくつでも結構ですのでaからhに丸をつけ、その好感度(1~5)を選んでください。

非常に好感が持てる(1) ←—————→ 全く好感が持てない(5)

a 和菓子	1	2	3	4	5
b 洋菓子	1	2	3	4	5
c 漬け物	1	2	3	4	5
d 味噌	1	2	3	4	5
e 地酒	1	2	3	4	5
f さるぼぼ、さしこなどの手芸品	1	2	3	4	5
g 藍染めなど染め物	1	2	3	4	5
h 飛騨春慶塗りなど漆器類	1	2	3	4	5
i 一位一等彫りなど木工品	1	2	3	4	5
j 磁器、陶器など	1	2	3	4	5
k 和紙製品	1	2	3	4	5
l おもちゃ	1	2	3	4	5
m 動物を形どったもの	1	2	3	4	5

6) おみやげをいくつ購入されましたか。あるいは購入予定ですか。 _____ 個

7) 高山のみやげの選択肢の幅は満足のものでしたか。 はい いいえ

8) (「いいえ」と答えた人)どのような種類のみやげものをご要望ですか。

9) 高山のみやげ物購入にいくらかかりましたか、あるいは使う予定ですか。

- 1,000円未満 1,000~3,000円 3,000~5,000円 5,000~7,000円
7,000~9,000円 9,000~10,000円 10,000~13,000円 13,000~15,000円
15,000~17,000円 17,000~19,000円 19,000~20,000円 21,000円以上

10) a. 今回の旅行にあたってお饞別 (おこづかい) を受け取りましたか。 はい いいえ

b. (「はい」と答えた人) 誰からいくらもらいましたか。 [例 祖母から3,000円]

(誰) _____ から _____ 円 (誰) _____ から _____ 円

(誰) _____ から _____ 円 (誰) _____ から _____ 円

11) おみやげを選択する際、基準にするものは何ですか。1~5の中で重要性の度合いを選んでください。

	たいへん 重要	重要で ある	どちらでも ない	重要でない	全く 重要でない
a 価格	1	2	3	4	5
b 品質	1	2	3	4	5
c 見栄え	1	2	3	4	5
d 実用性	1	2	3	4	5
e ごりやくのあるもの	1	2	3	4	5
f 郷土色のあるもの	1	2	3	4	5
g 携帯に便利なもの	1	2	3	4	5
h 伝統的なもの	1	2	3	4	5

12) みやげ物の購入の理由について、縦の1~9のうち適切な項目に (v) を入れ、その理由を横の項目からひとつだけ選んでください。

v		使う・食べるためなど	贈り物として	義理・義務感から	尊敬・敬意を示すため	買うように頼まれたから	記念に
	自分自身						
	友人						
	家族						
	親戚						
	隣人						
	恋人						
	同僚						
	上司または先輩						
	その他						

13) あなたにとって (実際に購入するかに関わらず) みやげを目的とした買い物とは何ですか。あてはまるものを 1~5 の中からひとつずつ選んでください。

旅行中のみやげの買い物とはわたしにとって.....である

a	大事なこと	1	2	3	4	5	どちらでもいいこと
b	意味のあること	1	2	3	4	5	意味のないこと
c	魅力のあること	1	2	3	4	5	新鮮味のないこと
d	刺激のないこと	1	2	3	4	5	刺激的なこと
e	価値のあること	1	2	3	4	5	無駄なこと
f	つまらないこと	1	2	3	4	5	おもしろいこと

14) あなたの性別は？ 男性 女性
15) おいくつですか。 20歳未満 21~26歳 27~32歳 33~38歳
39~44歳 45~50歳 51~56歳 57~62歳 63歳以上

16) a. お子さんかお孫さんがいらっしゃいますか。 はい いいえ
b. (「はい」と答えた人) 何人ですか。 子供__人 孫__人
c. それぞれ何歳ですか。 5歳未満が__人 6~10歳が__人 11~16歳が__人
17~21歳が__人 17~21歳が__人 22歳以上が__人

17) 年収はおいくらですか。 300万未満 300~500万 500~700万
700~1,000万 1,000~2,000万 2,000万以上

18) 高山のみやげものに対してご意見があればお書き下さい。どんなことでも結構です。

アンケートへのご協力ありがとうございました。
お帰りの際は、気をつけてお帰りください。

APPENDIX C

Questionnaire in English

Questionnaire

The purpose of this survey is to study the souvenir buyer behavior of Japanese tourists in HidaTakayama city. Your information is valuable input for further improving better Takayama souvenirs, and may help developing their souvenir industry. Your participation in this study is voluntary and all information is confidential.

1) Where do you come from?

- Okinawa Kyushu Chugoku Shikoku Kinki Toukai Kanto
Shinetsu Hokuriku Tohoku Hokkaido Others _____

2) What is the purpose of this travel? Pleasure (sightseeing, visiting friends, etc.)
Combined pleasure and business
Business Others _____

3) What is your travel group? alone group family/relatives boyfriend / girlfriend
work colleagues friends others _____

4) How many days did you (are you planning to) stay in Takayama? _____ day (s)

5) How likely are you to buy each of the following products?

1. would not purchase 2. not likely 3. somewhat likely 4. likely 5. very likely

<input type="checkbox"/> a. Japanese sweets	1	2	3	4	5
<input type="checkbox"/> b. Western-style cakes	1	2	3	4	5
<input type="checkbox"/> c. Vegetable pickles	1	2	3	4	5
<input type="checkbox"/> d. Soy-bean paste	1	2	3	4	5
<input type="checkbox"/> e. Local brew	1	2	3	4	5
<input type="checkbox"/> f. Handiworks (<i>Sarubobo, Sashiko</i>)	1	2	3	4	5
<input type="checkbox"/> g. Dyed goods (<i>Aizome</i>)	1	2	3	4	5
<input type="checkbox"/> h. Lacquer ware (<i>Hida SyunkeiNuri</i>)	1	2	3	4	5
<input type="checkbox"/> i. Carved goods in wood (<i>Ichii Itto Bori</i>)	1	2	3	4	5
<input type="checkbox"/> j. Porcelain chinaware, Earthenware	1	2	3	4	5
<input type="checkbox"/> k. Porcelain chinaware, Earthenware	1	2	3	4	5
<input type="checkbox"/> l. Children's toys	1	2	3	4	5
<input type="checkbox"/> m. Animal model product	1	2	3	4	5

6) How many souvenirs did you (are you planning to) buy? _____

7) Did the selection of souvenirs meet your needs? Yes No

8) If no, what types of souvenir you like to see available in Takayama City?

13) Please indicate your agreement with each of the following statements using the following scale (includes window shopping):

During the travel, souvenir shopping is.....to me.

- | | | | | | | | |
|----|-------------|---|---|---|---|---|---------------|
| a. | important | 1 | 2 | 3 | 4 | 5 | unimportant |
| b. | means a lot | 1 | 2 | 3 | 4 | 5 | means nothing |
| c. | fascinating | 1 | 2 | 3 | 4 | 5 | mundane |
| d. | unexciting | 1 | 2 | 3 | 4 | 5 | exciting |
| e. | valuable | 1 | 2 | 3 | 4 | 5 | worthless |
| f. | boring | 1 | 2 | 3 | 4 | 5 | interesting |

14) You are: male female

15) Your age is: 20 or less 21~26 27~ 32 33~38 39~44
45~50 51~56 57~62 63 or more

16) a. Do you have any children or grandchildren who live with or nearby you?

Yes No

b. If yes, how many? _____ children _____ grandchildren

c. Please fill the numbers of children / grandchildren in each age group.

____ 5 or younger ____ 6~10 ____ 11~16 ____ 17~21 ____ over 21 years old

17) Your annual family income is:

- | | |
|--|---|
| <input type="checkbox"/> 3,000,000 yen or less | <input type="checkbox"/> 3,000,001~5,000,000 yen |
| <input type="checkbox"/> 5,000,001~7,000,000 yen | <input type="checkbox"/> 7,000,001~10,000,000 yen |
| <input type="checkbox"/> 10,000,001~20,000,000 yen | <input type="checkbox"/> 20,000,000 yen or more |

18) Do you have any comment about souvenirs in Takayama?

**Thank you for your cooperation
Hope you to have a safety trip!**