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Buying Behavior of local food products and food souvenir during trips: a case study of Chinese tourists in North Thailand

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Abstract:

As Chinese tourists are the largest contributors to the global outbound tourism market over the past two decades, this study aims to provide a more comprehensive picture of Chinese tourists' purchasing local food products and food souvenir when they travel overseas using the case study of Thailand. We use a dataset of 420 Chinese outbound tourists in North Thailand in 2019 to investigate which attributes associated with local food and food souvenir motivate Chinese consumers to purchase. In addition, due to generational differences may affect consumer behavior, we also focus on the purchasing and consumption habits of Chinese tourists in different generation: the "post-70s" generation (people born between 1970 and 1979), the "post-80s" (between '80 and '89), and the "post-90s" (between '90 and '99).

The results show relatively similar consumption behavior of different generation of consumers. In addition, all respondents agree that cultural experience, excitement, interpersonal relation, and sensory appeal of local food influence them to consume it. However, generation difference is evident: according to the tourists' attitude toward attributes associated with food souvenir, the findings provide that the "post-70s" and "post-80s" generation are relatively focused on products providing Chinese labels or Chinese-speaking salespeople, whereas the "post-70s" are relatively focused on the size and weight of food souvenirs.