



MARKETING MIX OF SOUVENIRS FOR TOURIST IN DUNHUANG, GANSU PROVINCE



ส่วนประสมทางการตลาดของที่ระลึกสำหรับนักท่องเที่ยวในเมืองตุนหวง มณฑลกานซู



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MARKETING MIX OF SOUVENIRS FOR TOURIST IN DUNHUANG, GANSU PROVINCE



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for the Degree of MASTER OF ARTS  
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THE MASTER'S PROJECT TITLED  
MARKETING MIX OF SOUVENIRS FOR TOURIST IN DUNHUANG, GANSU PROVINCE

BY  
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HAS BEEN APPROVED BY THE GRADUATE SCHOOL IN PARTIAL FULFILLMENT  
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This research aimed to study the following: (1) tourist souvenir purchasing behavior; and (2) the marketing mix of souvenirs for tourists in Dunhuang, Gansu Province. The study surveyed 400 Chinese tourists who traveled to Dunhuang and purchased souvenirs there using a questionnaire conducted with the Wenjuanxing tool. The data were analyzed statistically using computer programs to calculate frequency, percentage, mean, standard deviation, and perform One-Way ANOVA. The results indicated that the majority of respondents were male, aged 36-45, with a Bachelor's degree, employed in government/state enterprises, and earned 3,000-5,000 Yuan monthly. Most respondents are visiting Dunhuang for the first time for leisure, accompanied by family, traveling by train and staying 2-3 days. Souvenir purchases are memorable travel experiences, with expenditure on souvenirs ranging from 100-300 Yuan. Tourists prefer buying crafts, primarily at scenic spots like the Mogao Grottoes, mostly from kiosks. Souvenir information is mainly obtained from brochures. The marketing mix of souvenirs for tourists in Dunhuang, was ranked highly in terms of product, physical evidence, packaging, place, promotion, and price, respectively. The comparison of the marketing mix of souvenirs for tourists in Dunhuang across gender, age, and monthly income groups revealed significant differences at the 0.05 level in all aspects.

Keyword : Marketing mix, Souvenirs, Chinese tourists, Dunhuang

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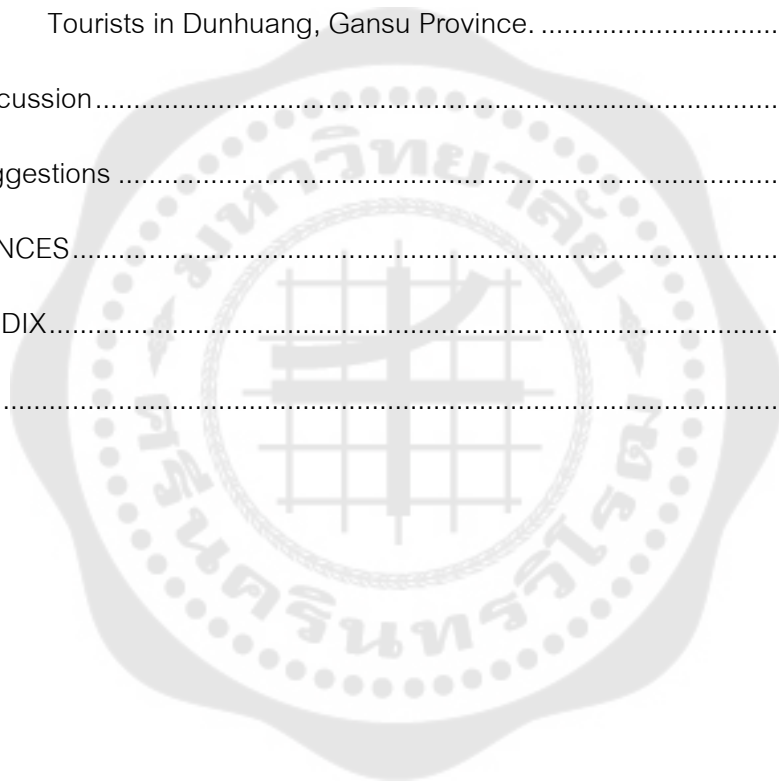
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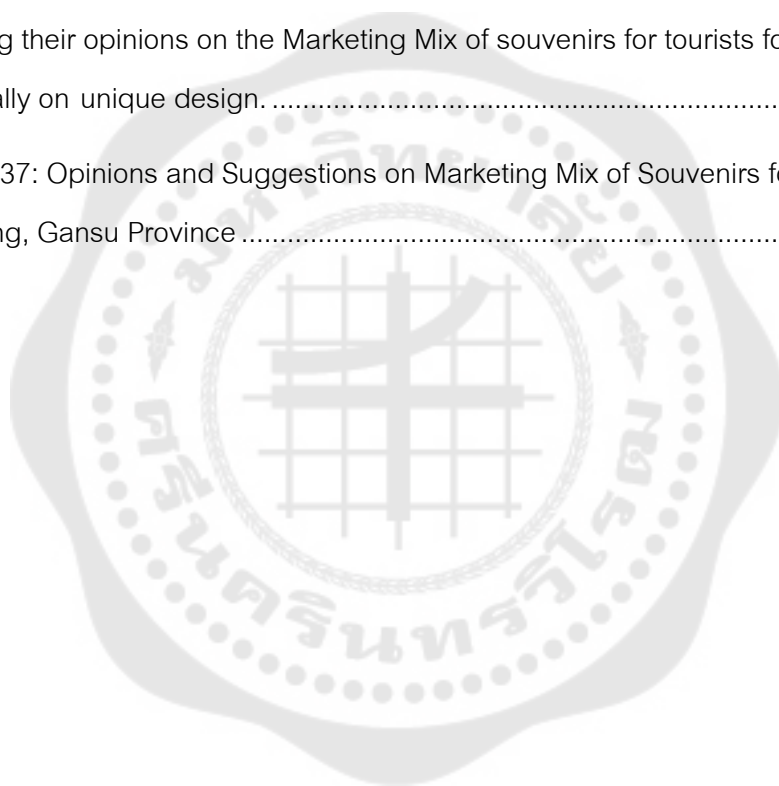
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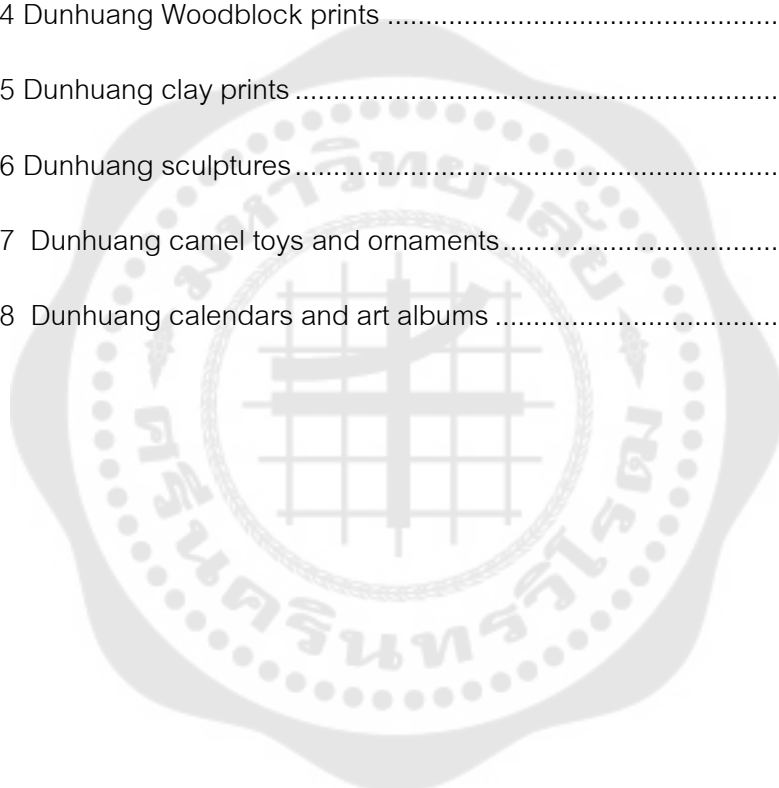
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# CHAPTER 1

## INTRODUCTION

### Background

Tourism is hailed as a promising industry. Over the past decade, it has rapidly grown, becoming a vital indicator of improved living standards and a solid pillar of the national economy. Despite the impact of COVID-19, its crucial role in the economy remains unchanged. Domestic tourism revenue has grown at an average of 10.6% annually since 2012, reaching 6.63 trillion yuan in 2019 (China Daily, 2023). In 2021, domestic tourism had 3.25 billion visitors, generating revenue of 2.92 trillion yuan. In 2022, the number of domestic tourists reached 2.53 billion and the total revenue was 2.04 trillion yuan. In 2023, domestic tourism reached 4.89 billion person-times, achieving tourism revenue of 4.9 trillion yuan, with year-on-year increases of 75% and 114%, respectively (Ministry of Culture and Tourism of the People's Republic of China, 2023).

Gansu Province, with its abundant tourism resources along the Silk Road, enjoys a favorable development environment and unique opportunities. In 2018, the province received 302 million tourists, generating total revenue of 206 billion yuan from tourism, including 1,001,250 inbound tourists contributing 27.4 million USD in foreign exchange. The cultural tourism industry accounted for 7% of the province's GDP, establishing itself as a key pillar of economic development (Xinhuanet, 2019). From 2016 to 2021, Gansu welcomed a cumulative total of 1.32 billion tourists, earning 899.5 billion yuan in tourism revenue, with tourism income reaching 66.5 billion yuan in 2022 (Gansu Daily, 2021). In 2023, Gansu Province received a total of 388 million tourists, with preliminary estimates indicating a tourism income of 274.5 billion yuan (Gansu Department of Culture and Tourism, 2023).

The Gansu Provincial Department of Culture and Tourism is elevating Dunhuang's cultural significance and establishing it as a key hub for Silk Road tourism. With prestigious events like the Silk Road International Cultural Expo and the Dunhuang Silk Road International Festival, Dunhuang's tourism is flourishing (Gansu Provincial Department of Culture and Tourism, 2021). Known as the "Pearl of the Silk Road," it has

266 cultural heritage sites, including the famous Mogao Caves, Yumen Pass, and the Hanging Spring site. Dunhuang is a cultural landmark and a major driver of tourism in Gansu Province, making it a top tourist destination in Northwest China and a leading force in the province's tourism industry (Xinhua Finance, 2023). With the implementation of the "Belt and Road" initiative, Dunhuang has seized a rare historical opportunity. The name "Dunhuang" is not only a geographical term but also a widely influential cultural emblem, known as the birthplace of flying celestial art and a treasury of Buddhist art. It is hailed as "the Dunhuang of the world" and "the Dunhuang of humanity." In 1986, it was recognized as a "Famous Historical and Cultural City of China" by the State Council" (Dunhuang Online, 2023). In 2020, it was designated as the "East Asian Capital of Culture" (China News, 2020). In 2022, it was honored as a symbol city for China's internet celebrities (China Daily, 2022). The "Great Dunhuang" tourism development pattern is taking shape. Since 2015, overseas visitors to Dunhuang have been increasing by about 50% annually (Gansu Provincial Tourism Information Data Center, 2018). In 2018, Dunhuang received 10.77 million visitors, generating 11.5 billion yuan in tourism revenue. In 2019, the number of visitors reached 13.37 million, and the tourism industry accounted for over 70% of the tertiary sector in the national economy. In the first 11 months of 2023, the tourist reception, reached 16.7078 million people, the tourism revenue is 14.605 billion. This marks a 22.6% increase compared to 2019 and a remarkable 498% increase compared to 2022, reaching a historic peak (Dunhuang Municipal Party Committee Propaganda Department, 2024).

The thriving tourism in Dunhuang has led to the growth of the souvenir market, paving the way for the introduction of Dunhuang's cultural and creative tourism souvenirs. Just as the Forbidden City represents Chinese culture, Dunhuang represents the culture of the Western Regions and its creative souvenirs have been awarded the title of "China's Brand Tourist Products. These souvenirs, with strong regional cultural elements and unique value, have gained widespread attention (Hu & Wang, 2019). In response to President Xi Jinping's call to bring cultural relics, legacies, and ancient texts to life (People.cn, 2023). Gansu Province's development plan emphasizes promoting cultural

and creative products, developing well-known tourism brands, and creating local specialty souvenirs (National Development and Reform Commission, 2021). Recognizing the importance of tourist commodities in extending the tourism industry chain and expanding consumption, the National Ministry of Culture and Tourism has issued a directive to enhance the creativity of tourist products (Ministry of Culture and Tourism of the People's Republic of China 2021). Furthermore, Gansu Province's "Belt and Road" Cultural and Tourism Development Action Plan (2021-2025) proposes the development of ten major categories of cultural and tourism products. According to the analysis by China Research Network, cultural and creative products are becoming increasingly popular among tourists in the growing Chinese tourism market (China Research Network, 2022).

The data indicates that in developed countries, tourism shopping contributes to 60%-70% of tourism revenue, whereas in China, it comprises less than 40% (Wu, 2023). In 2018, tourism shopping in China reached 13005 billion-yuan, accounting for 31.4% of the total tourism and related industries. In 2021, the national tourism-related industry's value was 476 billion yuan, with tourism shopping growing by 14.5% (National Bureau of Statistics, 2020). The Palace Museum had an annual revenue of over 1.5 billion yuan from cultural and creative products in 2020 (Huang, 2020). In 2017, Dunhuang's cultural and creative products had sales of 17.08 million yuan (China News Network, 2018). These data suggest an imbalance between the tourism souvenir market and the development of the tourism industry, highlighting the significant market potential for Dunhuang tourism souvenirs.

However, with the rapid development of Dunhuang tourism, the market for Dunhuang tourist souvenirs also faces various challenges. Limited product variety restricts choices for tourists, resulting in a lack of diversity. The slow pace of market updates leads to outdated souvenirs, failing to meet tourists' demand for novel products. Potential outdated information may undermine customer trust (Li 2024). Insufficiently attractive discount promotions, limited online promotion, underutilization of internet platforms, and inadequate integration of offline sales channels are additional issues. Lack of innovation in marketing hinders effective promotion, failing to align with festivals, social

trends, and consumer preferences. In terms of design, souvenirs lack innovation, displaying outdated styles, limited design appeal, and higher prices (Zhou, 2022). Homogeneity is prevalent, with products from different stalls or stores appearing similar or identical. Culturally, souvenirs fall short of fully representing Dunhuang's rich history and artistic essence, lacking unique features. The market lacks a clear brand concept, resulting in varying product quality that may impact customer confidence. Therefore, marketing in the souvenir market is currently an important research task. Currently, research on Dunhuang tourist souvenirs mainly focuses on innovative design of souvenirs, packaging design (Cao, 2024; Fang, 2021) and incorporating mural elements into souvenir design (Li 2024; Yao, 2019). However, research on the marketing of Dunhuang tourist souvenirs is limited.

The research on tourist souvenirs is significant due to several reasons. Firstly, tourist souvenirs play a crucial role in China's tourism economy as they contribute to the tourism revenue significantly and have high profitability. They are considered a low-cost investment with quick and high returns, thus enhancing the economic and social benefits of the tourism industry (Lu, 2011; Rismianto, 2013). Secondly, the development of tourist souvenirs can boost the exploration, preservation, and promotion of traditional Chinese culture and handicrafts. They serve as a creative source to showcase the rich historical and cultural heritage of places like Dunhuang.

Moreover, tourist souvenirs serve as powerful promoters of a destination's image by symbolizing and evoking memories of specific places. For instance, souvenirs featuring elements from Dunhuang instantly remind people of the destination, thereby boosting awareness and interest. These items convey the charm and history of a place through unique designs and cultural symbols, whether displayed at home, given as gifts, or shared online. Overall, they enhance the global visibility and appeal of the destination, naturally reminding people of the depicted destinations upon sight. According to Masset & Decrop (2021) souvenirs help preserve memories of travel experiences and completed journeys As flexible and spontaneous purchasing behavior by tourists is observed, these souvenirs become effective "image ambassadors" for the country or region, reflecting its

history, culture, and unique local features (Masset & Decrop, 2021). They preserve memories of travel experiences, creating a wide and free promotion of the destination.

Overall, studying and developing tourist souvenirs have multifaceted benefits, from increasing tourism revenue, promoting cultural heritage, to enhancing the destination's branding and attracting more visitors. In response to the current situation and issues, this study will focus on tourists' souvenir purchasing behavior and the marketing mix in Dunhuang, Gansu Province. Our aim is to comprehensively understand tourists' behaviors and the marketing mix related to souvenir purchasing. By thoroughly analyzing tourists' shopping preferences, we aim to provide recommendations for retail businesses, assisting them in optimizing marketing strategies and product supply to serve the tourist needs. This will enhance the overall tourist experience and contribute to increased sales.

#### **Research Objectives:**

- (1) A study on tourists' souvenir purchasing behavior in Dunhuang, Gansu Province.
- (2) A study on the marketing mix of souvenirs for tourists in Dunhuang, Gansu Province.

#### **Definition**

##### **1. Tourist Souvenir**

Tourist souvenirs mean products and souvenirs purchased by tourists during their travels in Dunhuang that represent the experiences of the journey and hold commemorative significance. These products combine elements such as Mogao Cave murals, musical instruments, flying figures, patterned ceilings, auspicious cloud motifs, and other creative elements from Dunhuang culture with modern life. They also possess emotional and commemorative value for tourists. Examples of such souvenirs include silk products, clothing and home decor items, sunscreens, jewelry and pendants, cartoon dolls, phone cases, bookmarks, fans, and more.

##### **2. Tourist Behavior**

Tourist behavior, also known as purchasing behavior, refers to the various actions' tourists take to acquire, purchase, consume, and dispose of Dunhuang tourist

souvenirs or services. This includes the decision-making process that precedes and determines these actions. It encompasses psychological and physiological activities, as well as tangible behaviors exhibited throughout the entire process, from the formation of motivational needs to actual purchase behavior and post-purchase reflection.

### 3. Marketing mix

Marketing mix refers to the combination of marketing tools used by businesses to promote and sell souvenirs or services in Dunhuang. The marketing mix, encompassing product, price, place, promotion, physical evidence, and packaging, all aims to create souvenirs that satisfy customers.

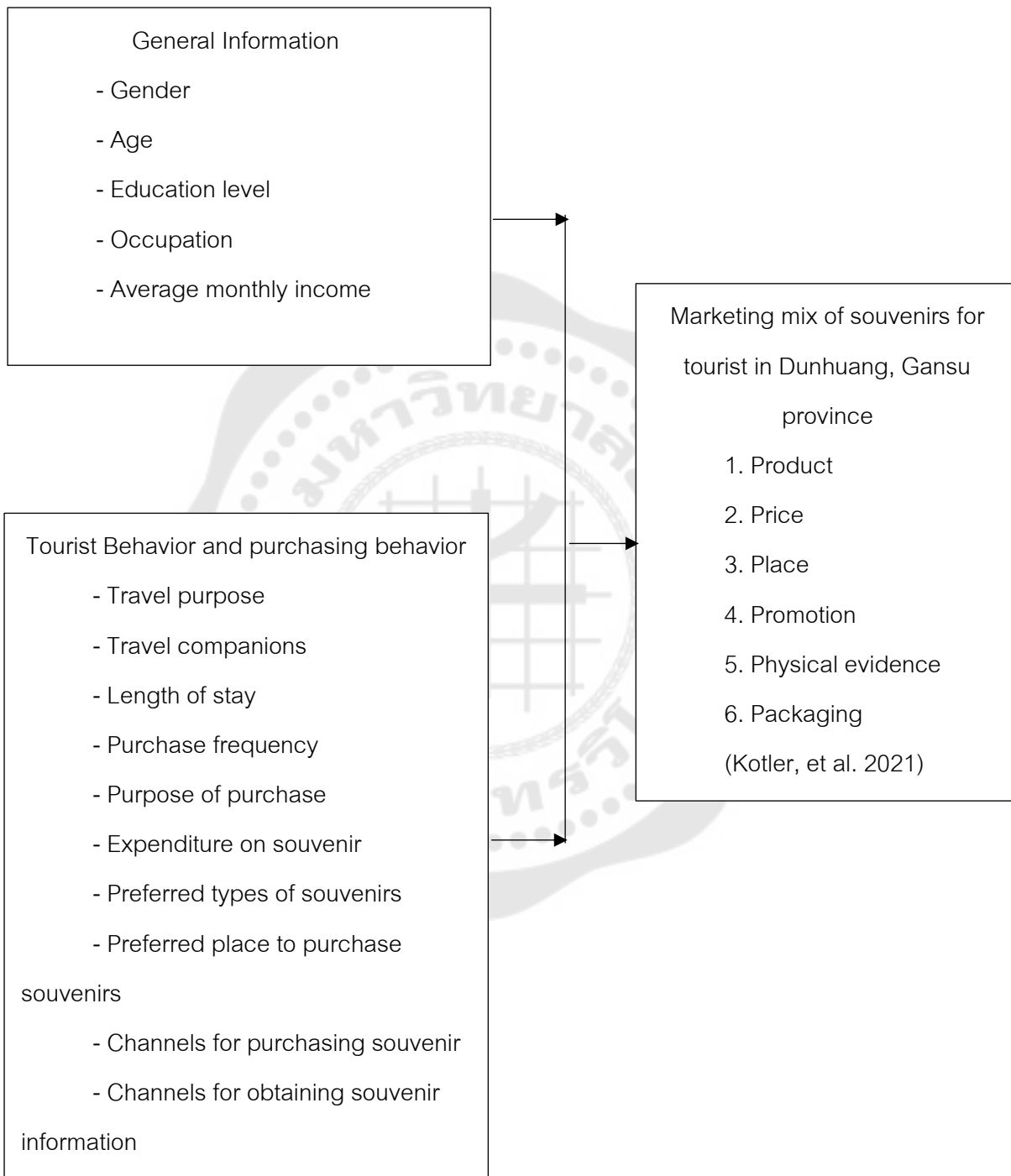
#### Scope of the Study Conceptual / Study Framework

Area: This study focuses on Dunhuang City, Gansu Province, during the period from March 6th to March 27th 2024. This study conducted an online to offline questionnaire with tourists who travel in popular tourist areas in Dunhuang, including: Mogao Caves, Mingsha Mountain, Yangguan, Yumen Pass, Yadan National Geological Park, Dunhuang Museum, and Shazhou Night Market.

Population and samples: This study focuses on tourists aged 18 years and above who travel to Dunhuang in 2023. The population of such tourists is 7,054,800 persons. Yamane's formula is employed for calculating sample sizes with a 95% confidence level. The sample size of this study is 400 persons.

Data collection: The survey questionnaires were handed out to the intended tourists who traveled to Dunhuang from March 6th to March 27th 2024 through online to offline questionnaires conducted by the researcher.

## Conceptual Framework





## CHAPTER 2

### LITERATURE REVIEW

#### 1. Marketing Mix

##### 1.1 Marketing

Marketing holds a crucial position in business operations, with its core objectives being to influence consumer behavior, meet needs, and drive the success of a business by balancing relationships between various demands. Marketing helps address fundamental issues in business development, guides the establishment of sound marketing decisions, assists in creating competitive advantages, improves production efficiency, optimizes resource allocation, meets societal development needs, and promotes international business operations. Understanding target markets is essential for successfully expanding into international markets, and adopting proactive and correct marketing strategies helps businesses achieve sustained, efficient, and stable development.

##### 1.2 Marketing Mix

Borden (1950) originally proposed the marketing mix concept, encompassing 12 key components: product planning, pricing, brand promotion, distribution channels, personal selling, advertising, promotion, packaging, display, services, physical handling, and research and analysis.

As market and consumer behaviors changed over time, attention shifted towards the applicability of the marketing mix, especially after the 1980s. The marketing mix evolved to focus on the core elements of product, price, place, and promotion, collectively known as the 4P strategy. There was further strategic development, namely: people, processes, and physical evidence, referred to as the 7P strategy (Saleh & Miah, 2019), to better suit the characteristics of the service industry. This expansion more accurately captures the comprehensiveness of service quality, customer experience, and marketing activities. It is essential for businesses to create an effective marketing mix to showcase product availability to customers (Somchan & Soonsornrot, 2016).

However, over time and with the emergence of various issues, McCarthy (1979) later integrated these elements into four main factors: product, price, place, and promotion, also known as the 4Ps, to meet the target market (McCarthy et al., 1979). Judd (1987) introduced the fifth P (people), emphasizing the importance and key role of personnel in marketing (Goi, 2009).

Sumantri and Supriyanto highlight that the marketing mix consists of a combination of variables or activities that are central to the marketing system, specifically product, price, promotion, and place. In essence, the marketing mix represents a toolkit of variables that companies employ to influence consumer decisions. (Marpaung, 2021).

Isoraite (2016) elaborates that the marketing mix serves as a tool to communicate information, stimulate purchases, and influence decision-making processes (Isoraite, 2016).

The marketing mix refers to a blend of marketing strategies aimed at satisfying the needs of the target market, encompassing product, price, promotion, and place. It is regarded as a fundamental set of tools that businesses use to develop products that meet customer demands (Kotler & Armstrong, 2015).

The success of a company in achieving its goals often hinges significantly on its marketing efforts. Therefore, companies that recognize the significance and importance of a good marketing manager give serious attention to the role of marketing. Marketing activities such as product development, pricing, distribution, and promotion must be strategically combined to achieve optimal sales outcomes, often referred to as the marketing mix. (Sunarsi, 2020)

The marketing mix is considered a control strategy integrated by companies to attract consumers in the target market and meet their needs by adjusting various marketing decisions (Sutrisno et al., 2018). From the perspectives of these scholars, the marketing mix is a comprehensive embodiment of various strategies and means adopted by companies at specific times and in specific markets, aimed at achieving marketing goals and influencing consumer behavior. Therefore, this study defines the marketing mix

as a combination of marketing tools used to meet the needs of the target market, including product, price, promotion, place, people, physical evidence and packaging.

### 1.3 Impact of Marketing Mix

The marketing mix is paramount in the marketing process (Al & Khalid, 2018). It is paramount for providing value and satisfaction to customers. An effective marketing mix not only helps improve market share and competitiveness but also establishes brand value, increases customer satisfaction, and loyalty (Malelak et al., 2021).

Researchers have increasingly focused on studying the marketing mix, adapting it to the tourism industry and other related businesses, as it can assist companies in meeting the needs of visitors, thereby enhancing visitor satisfaction (Morrison, 2022). Through carefully designed products, pricing strategies, promotional activities, and appropriate distribution channels, companies can create product uniqueness to meet the specific needs of target audiences.

There is limited research on the marketing mix in the souvenir business, and the failure to effectively apply such research to the company may have adverse effects on the business (Khemchotigoon, 2014). For instance, using pricing strategies to attract the attention of tourists, especially their shopping behavior, may be influenced by price controls. Companies need to ensure that prices align with the quality of the product (Soonsan & Makka, 2017). Therefore, to gain a competitive advantage, companies must create and apply the appropriate elements of the marketing mix.

Marketing mix elements also influence consumer behavior. Part of the marketing strategy involves determining how consumers acquire knowledge from external sources. The perceptual process is the acceptance, categorization, and interpretation of information to give an individual a specific meaning. Marketers are interested in consumers' perceptions of brands, packaging, product prescriptions, labels, and prices (Lyu, 2021).

Furthermore, factors like service quality and marketing strategy can influence visitor behavior and loyalty. Multiple studies support the positive impact of service quality and the marketing mix on customer loyalty (Arthantri, 2022).

The marketing mix is one of the most crucial aspects of marketing activities, playing a vital role in creating value and satisfying customer expectations. Thoughtful planning and analysis of the marketing mix contribute to convincing customers to purchase and repurchase products. Mixed-methods research, by deeply understanding customer behavior, can provide businesses with additional revenue opportunities. The marketing mix is not only a practical tool but also reveals the decisions marketing managers need to make in resource allocation and competitive positioning. Creating and applying the appropriate elements of the marketing mix is key to gaining a competitive advantage (Mubarak, 2019).

In conclusion, the role of the marketing mix in marketing is exceptionally significant. It not only creates product uniqueness and meets consumer needs but also has a significant impact on the development of market theory and practice. Through thoughtful planning and integration of different marketing elements, businesses can gain an edge in a competitive market, enhance customer loyalty, meet consumer expectations, and achieve sustainable market success.

## **1.4 Products**

### **1.4.1 Definition**

The product serves as the fundamental and central element of the marketing mix, acting as its cornerstone. It encompasses any combination of goods and services designed to satisfy consumer needs and desires. This includes decisions concerning product design, innovation, style, quality, categorization, branding, durability, features, and customer support. (Dang 2015) emphasizes the product as a crucial element in marketing, something that can be offered to the market, drawing attention and satisfying all that can meet needs and expectations(Doan et al., 2015).

Based on Kotler and Armstrong (2012), a product is a commodity or service provided by business owners to their target market, designed to meet consumer needs and desires. Products encompass tangible items and intangible services, with characteristics, quality, design, features, and packaging influencing consumer perceptions and purchase decisions (Kotler et al., 2012).

A product refers to a tangible item or service that consumers are willing to purchase. This encompasses physical goods such as furniture, clothing, and groceries, as well as intangible offerings like purchased services. (Singh, 2016).

A product is any tangible item or service that consumers are willing to acquire, encompassing physical goods such as furniture, clothing, and groceries, as well as intangible offerings like services that are purchased. The product mix covers aspects such as product types, quality, design, size, services, warranties, and more (Išoraite, 2016). A product is a crucial element in any marketing strategy, allowing marketing experts to understand and meet customer needs, thereby enhancing satisfaction (Attih, 2013). Characteristics of a product, including whether it is locally manufactured, are crucial for travelers when choosing souvenirs. The portability, perfection, and uniqueness of a product are also essential factors in purchase decisions.

Additionally, Verma & Singh (2017) define a product as "a tangible product or service for which consumers are willing to pay," encompassing both material products and various services purchased by users. This definition highlights consumer attention to the value of the product (Verma & Singh, 2017).

Verma & Singh (2017) in defining a product as "a tangible product or service for which consumers are willing to pay" (Verma & Singh, 2017). Therefore, in this context, a product refers to the tangible products and services that tourists pay for during their visit to Dunhuang, including tangible products and intangible services. A tangible product is something consumers can touch, such as silk products and pendants. Intangible products are services that cannot be touched, such as experiences, sensations, or after-sales services. Other examples of products include locations and ideas.

In a fiercely competitive market, product positioning refers to the unique position and characteristics a product holds in the market. This helps businesses clarify their market position to meet the needs of their target customers. Understanding consumer demands is crucial for accurately positioning products and services in relation to those of competitors. To stand out in such a market environment, businesses need to

create significant value for their products and cultivate an attractive shopping atmosphere to positively influence consumer purchasing decisions. When developing tourism products, it is essential to consider aspects such as product quality, diversity, authenticity, brand, and added value. Businesses must also research the market and competitors to effectively identify market gaps they can leverage.

#### 1.4.2 Aspects of Products

In a fiercely competitive market, the positioning of a product refers to its unique position and characteristics in the market. This helps businesses clarify their market position to meet the needs of target customers. To stand out in such a market environment, merchants need to create significant value for their products and cultivate an attractive shopping atmosphere to positively influence consumer purchasing decisions. The product mix comprises product types, quality, design, range, brand name, packaging, size, product services, warranties, and replacements. When developing tourist products, factors such as product quality, diversity, authenticity, branding, and added value should be thoroughly considered.

Quality, as a critical factor, significantly influences customer evaluations post-consumption. Maharani's (2019) study highlights the critical role of product quality in shaping purchase decisions (Maharani, 2019).

According to Kotler & Keller (2009), product diversity is the collection of all products and commodities offered by a specific seller. Product diversity and different service approaches can attract and retain consumers. If a company innovates in creating new products or innovates existing products, product diversity can play a role. Companies utilize product diversity to increase consumer purchases as consumers opt for various products (Kotler & Keller, 2009).

In this context, the authenticity of a product refers to genuine souvenirs. Authentic souvenirs hold varied meanings for each customer as they embody both the essence of the destination and the personal experience of the tourist, thus linked with experiential consumption (Horodyski & Gandara, 2016). Soukhathamavong and Park (2019) believe that the value of authentic souvenirs primarily includes economic value and

symbolic value. Specifically, they argue that authentic souvenirs possess a complete cultural, historical, and locational identity, specific product origins, handmade or handcrafted composition, as well as authentic patterns and displays (Soukhathammavong & Park, 2019). The act of purchasing authentic local products is recognized as a key consumer behavior, a crucial aspect of the travel experience, representing a significant factor in customer consumption (Li et al., 2021). As a result, purchasing authentic souvenirs or products can contribute to increasing income for residents and creating employment opportunities, and play a key role in providing income sources for many tourist destinations.

In conclusion, tourism souvenirs play a crucial role as products in the market. Businesses need to grasp consumer needs and preferences to strategically position their products and services in relation to competitors' offerings. They must also study the market and competitors to effectively identify market gaps they can leverage. By considering factors such as product quality, diversity, authenticity, and market positioning, businesses can effectively attract customers, drive sales, and achieve a competitive advantage in the market.

## **1.5 Price**

### **1.5.1 Definition**

The second factor is the price, which triggers marketing competition. Price denotes the monetary value or amount customers must pay for a product (Kotler & Armstrong, 2015), including discounts, payment terms, payment methods, etc.

Isoraite (2016) suggests that the price can be described as the exchange value of the product (Isoraite, 2016). Price encompasses the cost incurred by consumers when purchasing a product and the revenue generated by businesses when selling it. This includes factors such as discounts, promotional activities, deferred payments, and extends to the intrinsic value of the product, value-added services, and after-sales support. Different products have different impacts on consumer demand, and the strategy of using low prices to capture the market and stimulate purchases does not apply to all goods (Y. Zhang, 2023).

There are three main factors influencing prices: demand, cost, and competition, and discounts, value for money, and price levels are also important aspects of pricing (Park, 2020)).

In conclusion, in this context, the price refers to the cost incurred by tourists when purchasing souvenirs in Dunhuang, including the value of the product itself and additional value.

### 1.5.2 The Significance of Price in Marketing

Within the marketing mix, price is widely acknowledged as one of the most critical elements, with numerous scholars unanimously affirming its paramount importance in the market. The impact of price extends beyond directly affecting a company's profits; it holds the potential to significantly expand market share. Price plays a pivotal role in marketing strategies.

Išoraite (2016) underscores that price is considered a fundamental element in the marketing mix, as it not only generates revenue but also influences crucial factors such as customer satisfaction and loyalty (Išoraite, 2016).

Price triggers intense competition in the field of marketing. It is more than the monetary value customers pay for a product; it is a central factor in purchase decisions. Particularly in the tourism and hotel industry, price wields substantial influence. The pricing strategy directly shapes customer purchasing behavior, leading marketing experts to regard price as a vital component of their strategies, enabling them to achieve business success through effective competition with other companies (Attih, 2013). Moreover, price serves as a metric to gauge customer repurchase trends, holding significant importance in fiercely competitive business sectors.

In summary, the formulation of reasonable prices holds substantial significance in effectively attracting consumers and, consequently, promoting the achievement of marketing objectives. Establishing prices for tourism products necessitates in-depth research and analysis of the tourist market, including market segmentation, to develop pricing strategies tailored to diverse consumer groups, ultimately aiming to attract a broader range of tourists.



### 1.5.3 Factors Influencing Pricing

Product pricing, as a marketing tool, encompasses various strategies, including basic pricing, discounts, subsidies, payment methods, etc. Determining the price of a product is a challenging task that requires consideration of multiple influencing factors. These factors include product demand, associated costs, consumer purchasing power, government restrictions, and pricing practices adopted by competitors. Pricing is a crucial decision area, impacting both product demand and organizational profitability, as emphasized by (Singh, 2017). An important factor in determining prices is the influence of product costs, marketing strategies, distribution-related costs, advertising costs, or changes in market nature (Garg et al., 2016).

The determined price must align with the organization's vision, mission, and goals. Additionally, pricing decisions must consider adjustments based on demand and competition (Darmawan & Grenier, 2021).

In the service marketing mix, pricing directly contributes to revenue generation, whereas the other elements involve costs in delivering and enhancing the service offering. Therefore, incorrect pricing decisions may have severe consequences, affecting the financial condition of the business (Ingenbleek & Van der Lans, 2013). Improved pricing can confer a competitive advantage by achieving lower costs (Hofer et al., 2019).

For souvenir pricing, a comprehensive consideration involves the characteristics of the souvenirs, target customer groups, seasonal factors, and the seller's quality (Peng, 2004).

Additional factors influencing souvenir pricing include:

- 1) Cost of Goods: Souvenir pricing involves considering costs, divided into general labor costs and production material costs. It also includes costs for labor inputting unique skills, technical services, creativity, or other costs that lack market reference prices or are not directly calculable.

2) Profit Goals: Establishing clear pricing objectives, such as profit goals, competitive goals, and product goals, is crucial before souvenir pricing. Commonly used pricing objectives include profit goals, competitive goals, and product goals.

3) Market Competition: Market conditions determine the transaction price of goods. Understanding competitors' pricing strategies is essential. Ensuring competitive pricing that meets target market demands is vital (Zhang, 2018).

Considerations also include: Supply and Demand: Analyzing how market demand and supply interact to determine the optimal pricing point. Adjusting supply based on customer demand. Brand Value: If souvenirs are associated with a specific brand, brand recognition and value become factors to consider in pricing. Some tourists may be willing to pay higher prices for souvenirs associated with a well-known brand. Cultural and Social Factors: Acceptance of prices varies across different cultures and societies. Understanding the cultural background of the target market helps avoid potential cultural conflicts that pricing strategies may cause. Sales Channels: Considering the impact of sales channels on costs, such as retailer profits and distributor fees. Different sales channels may require different pricing strategies.

In summary, establishing a reasonable price requires a comprehensive consideration of multiple factors to ensure alignment with market demand while achieving the organization's profitability objectives.

## 1.6 Place

### 1.6.1 Definition

Place, as one of the crucial elements in marketing, is also referred to as distribution, playing a pivotal role. In the process of product sales, businesses often need to transfer products to consumers through distribution channels, and this transfer is not always achieved through direct contact with consumers. As distinctive products, tourist souvenirs also require diverse channels such as tour operators, retailers, and online platforms for distribution to facilitate product sales.

Distribution and location are among the fundamental concepts in marketing, yet they play intricate and vital roles throughout the entire marketing process. In marketing activities, distribution or location is not merely the process of delivering

products to consumers; it is a strategic consideration of how to make products easily accessible or locatable to consumers. Companies must adeptly manage strategic locations to ensure that consumers can easily find and obtain the desired products (Paniandi et al., 2018).

According to Martin's (2014) definition, distribution pertains to how products or services are made available to customers through various processes and methods. In-depth analysis of scientific literature reveals that companies can choose from various methods to provide products and services to customers (Scott et al., 2014). This typically involves two main types of distribution channels: direct and indirect marketing channels (Doan et al., 2015).

With the diversification of urban retail businesses, the geographical location of retail stores has become more complex than in the past. Additionally, due to rapid urbanization and improved accessibility in different regions, transportation has become a crucial factor influencing the selection of retail store locations. Therefore, the impact of transportation on retail outlets has become a focal point for academics and decision-makers (Lin et al., 2018).

In summary, the term "place" in this study encompasses the direct or indirect channel distribution of tourist souvenir purchases by visitors, including considerations of convenience and accessibility. These aspects will be thoroughly analyzed in subsequent research to comprehensively understand the impact of location on the souvenir market.

### **1.6.2 Role of place**

Place, referred to as distribution in marketing, plays a pivotal role in shaping consumer shopping experiences and influencing purchasing decisions. In the sales process of tourism souvenirs, diverse distribution channels such as tourism operators, retailers, and online platforms are essential to ensure the smooth transfer of products to a broad consumer base.

The layout, product display, and presentation methods of stores directly impact consumers' perceptions and decision-making during the shopping process. A

well-designed store layout and effective product display accelerate consumers' ability to locate desired items, thereby enhancing shopping convenience and pleasure. Singh (2017) emphasizes that even with excellent product quality and reasonable prices, an inconvenient store location may lead consumers to abandon purchases due to difficulties in accessing the products, underscoring the critical role of location in purchase decisions (Singh, 2017).

The selection of a place should be based on the needs and shopping behavior of target consumers. Choosing a location that aligns with the target market allows for better fulfillment of consumers' shopping needs, increasing the likelihood of purchases. An optimal store location should be close to tourist attractions, boast an effective store layout, and facilitate consumers in quickly finding desired products. Similar products should be grouped together, and the storage environment should align with the types of products (luo et al., 2022).

Sorensen (2016) further emphasizes, in his study, the significance of store layout in shaping shopping experiences and purchase decisions. A well-designed store layout assists consumers in effortlessly and swiftly locating their desired products, contributing to a pleasurable shopping experience. This sense of enjoyment directly influences consumers' perceptions of products and their decisions to make purchases (Sorensen, 2016).

In conclusion, place stands as an indispensable factor in the tourism souvenir market. Thoughtful selection and management of locations, coupled with the optimization of store layout and product display, can significantly enhance consumers' shopping experiences and, consequently, drive product sales. This holds crucial practical significance for professionals and decision-makers in the tourism souvenir industry.

### **1.6.3 Distribution Channels**

Tourism souvenirs, serving as carriers of travelers' memories and reflections on local culture, play a crucial role in the tourism industry. The selection and optimization of distribution channels directly impact product exposure, sales volume, and consumer experience.

The term "place" is commonly referred to as a distribution channel (Landry et al., 2008). This place can be any physical store or a virtual shop. The process of transferring products from producers to consumers is known as physical distribution. Decisions related to this place include:

1) Traditional Retail Channels: Traditional retail channels represent one of the primary methods for selling tourism souvenirs. By establishing physical retail stores or collaborating with local retailers, businesses can directly engage with tourists. Well-designed store layouts and product displays are crucial for stimulating shoppers' desires and enhancing shopping convenience and enjoyment.

2) Tourism Operators: Establishing partnerships with tourism operators is another effective distribution method. Tourism operators, as guides for tourists, can recommend and sell tourism souvenirs during the travel itinerary. Proper distribution agreements can integrate products more seamlessly into the overall tourist experience, boosting product exposure and sales.

3) Multi-Channel: Useful for capturing different market shares with various products and services, manufacturers or suppliers may use different distribution channels.

With the development of the digital economy and the rise of personalized tourism, modern tourism distribution venues should also cover the following crucial aspects:

1) Online Sales Platforms: The growth of the e-commerce industry and the mature application of channel strategies make establishing online sales platforms indispensable. By creating virtual stores on major e-commerce platforms, businesses can reach a broader consumer base. This includes using mobile applications, where customers can purchase products online via platforms like smartphones, Taobao, Douyin, Alibaba, and other social media channels, providing a more convenient shopping experience (Wang, 2020).

2) Customized Services: By offering customized services, businesses can directly connect with customers, understand their needs, and provide corresponding

tourism souvenirs. This direct communication helps build closer relationships and enhance customer loyalty.

3) Cultural Venue Collaboration: Collaborating with local cultural venues to integrate tourism souvenirs into cultural experiences is a unique distribution method. Visitors, while exploring cultural venues, can naturally encounter related souvenirs, increasing the desire to purchase (Cui, 2019).

4) Tourism Exhibitions: Participating in tourism exhibitions is an effective means of promoting tourism souvenirs. By showcasing products and engaging with potential customers face-to-face, businesses can expand their distribution network and attract more partners.

In summary, the distribution channels for the marketing mix of tourism souvenirs should be diversified, making full use of traditional retail, online platforms, and partnerships related to the tourism industry. By tapping into the potential of various distribution methods, businesses can better meet the diverse needs of consumers, increase market share, and achieve sustainable development. In the future, companies can continue to innovate, combining emerging technologies and market trends to promote the distribution of tourism souvenirs in a more intelligent and convenient manner.

## **1.7 Promotion**

### **1.7.1 Definition**

Promotion is an activity aimed at offering, selling, and identifying products to consumers. Promotion activities must be attractive and capable of encouraging consumers to continue purchasing and consuming these products. Companies use various techniques to persuade customers to buy their products and demonstrate the value of their products. In the tourism and hotel industry, promotion is a primary channel for conveying product information to customers (Rozian Sanib et al., 2013).

Promotion is the effort made by a company to influence and attract potential buyers through the integration of all elements of the marketing mix. The success and effectiveness of promotion policies are inseparable from the overall marketing strategy and depend on the synergies with other elements of the marketing mix (Berthon et al., 2012)

Promotional activities and tools are essential in communicating the benefits of products and services, influencing consumer perceptions, beliefs, and attitudes (Armstrong et al., 2014). Promotion activities include advertising, personal selling, promotions, publicity, direct sales, advertising sponsorship, and personal selling.

1) Advertising remains the most widely utilized marketing tool today, primarily focused on communicating useful and significant social information through advertising imagery. It focuses on direct attention or charmingly hiding practical information while communicating directly with the audience. Advertising helps customers understand new products and reduces barriers between customers and organizations (Rahnama & Beiki, 2013).

2) Personal selling involves direct interaction with individual customers, providing a customized sales experience. This direct sales approach helps better understand customer needs, establish intimate relationships, and thereby promote sales.

3) Promotions include strategies to stimulate sales by providing discounts, special offers, and other shopping incentives. This can be implemented during specific time periods or special events to attract more customers.

4) Publicity is a way of disseminating information through non-paid means to attract public attention. Through news coverage, social media, and other channels, businesses can increase product awareness.

5) Direct sales refer to companies selling products directly to end consumers, bypassing intermediate channels. This model can be achieved through online sales platforms, telephone sales, and other methods.

6) Advertising sponsorship involves collaboration between companies and specific events or media to enhance brand awareness. By associating with specific events or content, businesses can leverage the attention generated by these events to promote products.

In summary, promotion activities in this study refer to the comprehensive use of various strategies, including advertising, discounts, and promotional buying behavior, to promote, persuade, and influence consumers. This aims to comprehensively

showcase the value of the product and stimulate and influence consumer purchasing behavior.

### 1.7.2 Promotion Functions

Promotion, as a crucial component of the marketing mix, plays a vital role in enhancing consumer awareness, boosting sales, and fostering brand loyalty. Its functions extend beyond creating economic benefits and informing customers to immediately purchase products. Promotion also includes elevating awareness of specific products or services, capturing customer attention, especially in purchase environments, and providing customers with a variety of incentives for choosing specific products, services, brands, or retailers.

Promotional activities assist businesses and salespersons in effectively showcasing products to customers, encouraging them to make purchases. The success of promotion relies on a blend of various components aimed at achieving the organization's marketing objectives (Singh, 2017).

Furthermore, promotion contributes to businesses offering a range of benefits to customers, encompassing not only core benefits but also various services related to the activities they engage in and supplementary services for purchased specific goods. In the context of promoting Dunhuang tourism souvenirs, attention must be directed towards those products that develop and publicize the unique characteristics of Dunhuang. This approach conveys diverse emotional values, aiding in the establishment of a positive national image and attracting more potential tourists.

Promotion aims to communicate and promote organizational offerings, influencing customer preferences and purchase decisions positively. McDaniel (2010) explains how marketing professionals use communication to inform, persuade, and remind customers about their products and services, shaping opinions and eliciting responses. Communication serves to highlight information, persuasion, or reinforcement across different themes (Lamb et al., 2010).

In Min 's (2020) analysis of the relationship between in-store advertising, product prices, and purchase intentions, it was found that higher levels of sensory



experience during advertising lead to a higher perceived value of advertised products. The higher the perceived value of the product, the greater the willingness to purchase (Min, 2020).

Additionally, promotion aids businesses in offering a range of benefits to customers, including core benefits and various services related to the activities they engage in. For the promotion of Dunhuang tourism souvenirs, a focused approach on products publicizing the unique characteristics of Dunhuang is crucial. This not only conveys diverse emotional values but also helps in creating a positive national image, thereby attracting more potential tourists.

In conclusion, the promotional marketing mix proves to be an effective tool in disseminating information, stimulating purchases, and exerting significant influence in the purchase decision-making process.

## **1.8 Physical evidence**

### **1.8.1 Definition**

According to Rafiq & Ahmed (1995), physical evidence pertains to the environment where services are provided and all tangible items that facilitate the delivery and communication of those services. (Rafiq & Ahmed, 1995).

Muala & Qurneh (2012) found that this factor refers to the tangible items that facilitate the performance and communication of services, as well as the services themselves (Al Muala, 2012).

Physical evidence refers to the physical environment of a service company where service providers and consumers interact, and tangible elements are used to create, present, and communicate the service (Wiadri & Evanita, 2023).

In this study, physical Evidence can be defined as the actual environment, product displays, and other tangible elements associated with shopping in the sale of Dunhuang tourist souvenirs. This aspect constitutes a critical component of the environment and service quality perceived by customers in their shopping experience.

### **1.8.2 The Impact of the Physical evidence**

In marketing mix of souvenirs, physical Evidence plays a key role and has a significant impact on brand building and sales effectiveness. Physical Evidence

contributes to brand awareness by creating an attractive physical environment and product displays. Customers form their perception of the brand by observing the physical environment and product displays during the shopping experience, deepening their impression. A pleasant and attractive physical evidence environment can boost the attractiveness of products. Clever product displays and overall environmental design make products stand out, capturing customers' attention and increasing their interest and desire to make a purchase.

Physical Evidence is crucial for enhancing the shopping experience. A well-designed physical environment, comfortable layout, and pleasant atmosphere help customers enjoy the shopping process, increasing satisfaction and encouraging more positive purchasing behavior. Effective management of Physical Evidence can shape a positive brand image. Customers are more likely to establish trust in a brand within a pleasant shopping environment, leading to positive word-of-mouth and brand image, which is beneficial for long-term brand development.

Physical evidence is crucial for customers assessing service quality, relying on tangible clues such as buildings, decor, layout, etc. It significantly impacts their expectations and satisfaction, especially in industries like restaurants and hotels (Bungatang & Reynel, 2021). The physical environment is integral to the product, influencing how customers judge service quality. Known as the "Service-cape," it encompasses ambiance, music, seating, layout, and staff appearance. These factors collectively shape the customer experience and expectations. Despite services being intangible, creating a suitable environment is vital for businesses to emphasize this aspect to customers. Furthermore, the physical environment significantly shapes the product experience (Gajjar, 2013).

In the marketing mix of Dunhuang tourist souvenirs, physical evidence significantly influences brand recognition and enhances product attractiveness. By creating an attractive and pleasant physical environment, the shopping experience for customers can be elevated, strengthening the brand image and prompting them to make purchasing decisions. Therefore, effective management and optimization of physical

evidence are essential when formulating and implementing sales strategies for Dunhuang tourist souvenirs.

In conclusion, in the mixed marketing of souvenirs, emphasizing the role and impact of Physical Evidence, and enhancing brand awareness, product attractiveness, and overall shopping experience by creating an appealing physical environment and product displays is crucial.

## **1.9 Packaging**

### **1.9.1 Definition**

With the development of the tourism industry, customer demands are constantly evolving, and the importance of packaging in the commodity economy is increasingly prominent. Packaging refers to a container that protects products from damage during transportation, storage, and sales processes (Li, 2018).

Like the understanding of packaging in many countries around the world, the initial concept of packaging was primarily for protecting goods during transportation, facilitating storage, and sales. The main function of packaging was to maintain the taste and quality of products. As the commodity economy developed and foreign trade expanded, the crucial role of packaging in product sales became more apparent. In the field of commercial circulation, unique packaging is required to showcase the essence and characteristics of products, attracting the gaze of target consumers and achieving successful transactions. Souvenirs are no exception, as their intrinsic artistic value can be showcased through appropriate packaging design (Yao, 2018).

The packaging of souvenirs refers to the outer items used to protect and beautify the souvenirs, including boxes, bags, and cards. Souvenir packaging not only protects souvenirs from damage but also enhances their attractiveness and value through design and elements.

The design of packaging for tourist souvenirs should actively emphasize the cultural connotations of packaging design and incorporate cultural concepts, customs, and other ideas to enhance the value of tourist souvenir packaging. Moreover, when designing packaging for souvenirs, it should align with contemporary aesthetic

standards, connect with fashionable elements, and also emphasize eco-friendliness, inheriting and developing characteristics of the times and culture (Liu, 2021).

When choosing souvenir packaging, the nature, characteristics, and target audience of the souvenirs should be considered to select appropriate packaging methods and materials. The price of packaging will also vary based on materials, design, and complexity.

In summary, souvenir packaging is a crucial component, and exquisite packaging can enhance the attractiveness and value of souvenirs, thereby strengthening the purchasing intention of tourists.

The packaging referred to in this paper is specifically designed to have Dunhuang regional and cultural characteristics. It aims to reflect the features and connotations of Dunhuang tourist souvenirs and includes outer items such as boxes, bags, and cards, used for the protection and beautification of Dunhuang tourist souvenirs.

### **1.9.2 Role of Packaging**

Packaging is a fundamental element of a product, playing a crucial role in attracting consumers and conveying brand information. The functions of packaging can be divided into several aspects (Zheng, 2020).

**Protecting the Commodity:** Packaging serves to protect goods from damage or deterioration during transportation, storage, and use. For instance, food packaging prevents contamination, oxidation, moisture, ensuring the quality and taste of the food.

**Convenience of Use:** Packaging provides convenient features. For example, packaging with handles allows consumers to carry and use the product more conveniently. Additionally, labels and instructions on the packaging help consumers understand how to use the product and any precautions.

**Promoting Sales:** Packaging is a significant component of a product, promoting sales by attracting consumer attention and enhancing the product's aesthetics. Unique packaging designs can capture consumers' attention, increasing the product's appeal and competitiveness. Pramana (2023) found in a study on packaging design as

part of the marketing and brand strategy for Ganpa pineapple slices that updating the packaging design can increase sales volume and improve product marketing (Pramana et al., 2023).

**Enhancing Product Value:** Good packaging can enhance the perceived value of a product, contributing to shaping the product's brand. Brand building is a strategic component of marketing aimed at defining a product and imbuing it with distinctive qualities or an image. The birth of a brand is to instill consumer confidence in the product's quality. Packaging materials and design greatly influence consumer purchase decisions, with considerations like color, font style, and printed information being crucial. (Waheed et al., 2018).

**Environmental Protection and Sustainable Development:** Modern society is increasingly focusing on environmental protection and sustainability. Therefore, packaging design is also beginning to emphasize environmental friendliness and sustainability. For example, using recyclable materials for packaging can reduce environmental pollution and enhance the product's eco-friendly image.

In conclusion, packaging plays a vital role in the process of tourists purchasing souvenirs. Visually appealing packaging designs can enhance tourists' awareness and interest in the product. Considering factors such as product protection, information conveyance, sustainability, and environmental friendliness can increase tourists' willingness to purchase the product. Therefore, when designing and selecting packaging, it is essential to take these factors into account to enhance the product's attractiveness and sales effectiveness.

## **2. Consumer Purchasing Behavior**

### **2.1 Definition**

Consumer behavior refers to the process consumers go through when selecting, purchasing, and consuming goods and services to satisfy their wants. These processes encompass various stages and factors that influence consumer decision-making (Gajjar, 2013).

Consumer behavior covers a series of activities related to acquiring everyday goods. Consumer purchasing behavior involves activities, and behaviors during pre-post transaction, product usage, and product evaluation (Yu, 2021). Understanding consumer purchasing behavior is essential for stakeholders and marketers as it enables them to tailor products, services, and marketing strategies to meet the expectations of their target customers.

Consumer purchasing behavior refers to the action's consumers take before buying a product or service (both online and offline) (Team, 2020).

In this study, consumer purchasing behavior refers to the activities, decisions, and responses of individuals or groups during the process of purchasing, using, and disposing of Dunhuang tourist souvenirs. This includes choices made in the market, shopping behaviors shared with travel companions, decisions regarding stay duration and purchase frequency, motives for souvenir purchases, expenditure levels, and the selection of purchase channels.

## **2.2 Factors Influencing Consumer Purchasing Behavior**

Consumer purchasing behavior is influenced by a combination of various factors, mainly including the following points. Mawufemor (2019) divides the factors influencing souvenir selection into tourists' personal characteristics, travel features, and destination environment (Mawufemor et al., 2019).

Visitor behavior intentions (returning and recommending) are often influenced by various variables, from the perceived attractiveness of the destination to the actual attributes of the destination. Additionally, destination image, perceived quality, motivation, and tourist satisfaction are potential predictive factors for future tourist behavior (Bayih & Singh, 2020).

Consumers' travel purposes directly shape their choices and purchasing behavior regarding souvenirs. Different travel purposes may lead to significant variations in consumers' demands and preferences for souvenirs. For instance, tourists visiting cultural landmarks may be more inclined to purchase souvenirs with cultural significance, while business travelers may prioritize practical and functional souvenirs (Chon et al.,

2012). Therefore, understanding consumers' travel purposes is crucial for developing targeted strategies in the souvenir market.

When customers journey from a need to a purchase decision and beyond, they rarely do so alone, so travel companions play a crucial role in shopping decisions by providing suggestions and jointly planning, directly influencing consumer choices (Hamilton et al., 2021). In shared behaviors and emotional support, travel companions have a significant impact on shopping decisions. A thorough understanding of their role in the shopping process is essential for a deeper insight into consumer behavior and shopping motivations.

The duration of a tourist's stay significantly also influences souvenir purchasing decisions. In short stays, limited time prompts a preference for practical and portable souvenirs, such as compact items or everyday goods. Conversely, longer stays may lead to a preference for culturally rich, artistically valuable, or unique souvenirs. With more time for cultural exploration, tourists can better appreciate distinctive souvenirs. Understanding the impact of stay duration on shopping decisions aids in crafting targeted souvenir market strategies (Collins-Kreiner & Zins, 2011).

The purchase frequency significantly influences shopping behavior. Repeat tourists often exhibit a higher purchase frequency, emphasizing diversity and personalized choices. This suggests that retailers should adjust their product mix to provide a more varied selection. In contrast, consumers with lower purchase frequency may prioritize quality and uniqueness. Retailers can enhance the shopping experience by emphasizing product features. A profound understanding of the impact of purchase frequency on shopping behavior helps retailers more flexibly meet the diverse needs of consumers. Xi Li et al (2021) found in their study that an increase in shopping duration within a period enhances the likelihood of subsequent purchases and the amount spent (Li et al., 2021).

The expenditure level on souvenirs and the channels through which souvenirs are purchased are two key factors influencing consumer behavior.

Firstly, the expenditure level on souvenirs reflects the economic investment consumers make in these items. Individual budgets and economic conditions directly impact the amount they are willing to spend on souvenirs. This expenditure level not only mirrors individuals' perception of the value of souvenirs but also plays a crucial role in shaping the direction and extent of their shopping behavior. Tourists' expenditures, particularly on items like souvenir purchases and shopping, are seen as having a positive impact on local economic development. Numerous studies have explored various aspects of tourist spending behavior, establishing the fact that tourists are more willing to spend more when they stay longer at the destination (Baruah & Sarma, 2016).

Secondly, the channels through which souvenirs are purchased involve market factors, environmental characteristics, and technological elements. Different purchasing channels can directly impact consumers' shopping experiences and behavior. Souvenir purchases through dual channels positively influence tourists' purchase intentions through perceived convenience and usefulness, mediated by various factors. Single-channel offline purchases positively influence tourists' purchase intentions through perceived scarcity and value, also mediated by various factors (Su et al., 2023).

In summary, tourists' consumption behavior is influenced by various factors, including travel purpose, travel companions, length of stay, purchase frequency, purpose of purchase, expenditure of souvenir, souvenir information, and souvenir purchase channels. Understanding these factors is crucial for devising effective marketing strategies, enabling the tourism and souvenir industry to better cater to the needs of tourists. For consumers, comprehending these factors helps in making informed and rational choices, ensuring the purchase of suitable products and a comfortable overall experience. For sellers, gaining insights into the buyer's decision-making process facilitates targeted marketing promotions and a better understanding of market needs.



### 3. Souvenirs

#### 3.1 Definition

Souvenirs, as a significant source of revenue in the tourism industry, play a crucial role in enhancing the tourism experience. When visiting landmarks, tourists often desire to acquire items as souvenirs to evoke memories of the place.

Souvenir, originating from French, meaning something that brings back memories of a place, event, journey, or experience a tangible item with commemorative significance (Xi & Shen, 2008)

Swanson & Timothy (2018) define souvenirs as items that evoke memories and emotions related to places and people visited, enduring over time (Timothy, 2012).

Chen and Li (2008) consider tourism souvenirs to be exquisite and portable items purchased by tourists during their travels. These items are rich in regional characteristics, serving as memorable keepsakes engraved in the heart (Chen & Li, 2008).

Anastasiadou & Vettese(2021) assert that tourism souvenirs are intentionally purchased or collected items that bear marks of experiences (Anastasiadou, 2021). Souvenirs are renowned for their symbolic and memory-inducing meanings as they constitute tangible evidence of the travel experience Hitchcock (2000) believes that souvenirs represent the material culture and identity of tourist destinations, allowing the reinterpretation and reassessment of visitors' experiences. Souvenirs become part of tourists' memories, subject to reinterpretation and reassessment(Hitchcock, 2000).

Swanson and Horridge (2015) and others argue that souvenirs are commodities used to commemorate travels or tourism-related activities, possessing the function of evoking memories and conveying emotions (Swanson & Horridge, 2015).

Souvenirs are integral to the tourism industry, and their commercial attributes are emphasized. Souvenirs meet the spiritual needs of individuals during and after their travel activities, possessing regional characteristics and commemorative value. They become commodities connecting tourists' emotions with regional culture (Yang & Yao, 2004; Zhu & Wan, 2012).

The definitions and understandings of souvenirs in academia are diverse, but the main viewpoints emphasize the importance of souvenirs as commodities, elements of

regional culture, and commemorative value. Souvenirs not only serve practical functions but also encompass aesthetic, commemorative, and collectible meanings. They can evoke memories, convey emotions, and reinterpret and evaluate the experiences of visitors at the visited locations.

In summary, souvenirs are pivotal in the tourism industry, satisfying consumers' needs and promoting cultural inheritance and economic development through connecting emotions, culture, and regional characteristics. Scholars' different perspectives highlight the multiple attributes and functions of souvenirs, further enriching the understanding of souvenirs in the tourism experience.

Therefore, in this article, the term "tourism souvenirs" refers to distinctive tourism products purchased by tourists during their visit to Dunhuang. Besides representing the tourism experience and commemorative significance, these products integrate elements of Dunhuang and its history, conveying Dunhuang culture to tourists. Such souvenirs include silk products, clothing and home decor, sunscreen, jewelry and pendants, cartoon dolls, phone cases, bookmarks, sun umbrellas, and more.

### **3.2 Classification of Souvenirs**

According to different scholars, souvenirs can be categorized into several main types:

Gordon was among the first to categorize souvenirs into four main types:

1) Integral Souvenirs: Representing items that embody the destination and the overall feeling of the journey, such as commercial symbols or items with strong imagery.

2) Relational Souvenirs: Items that establish a connection between the visited place and one's hometown, such as functional household items.

3) Lifestyle Souvenirs: Products that trigger memories of the past, like food products or childhood toys.

4) Pilgrimage Souvenirs: Representing specific locations, landmarks, or artifacts, such as famous symbolic items Keller (1993) classified souvenirs into tangible and intangible categories. Tangible souvenirs are touchable products, including artifacts,

photos, brochures, T-shirts, beads, or shawls, purchased by tourists during their journeys, representing personal achievements and tangible reminders. Intangible souvenirs are a collection of memories and experiences, such as academic and event souvenirs, contributing to shaping people's lives and perspectives (Shenhav-Keller, 1993) These can take various forms, diversifying activities and deepening people's understanding and memories of their travels(Owusu-Mintah, 2020).

The classification of souvenir products involves the inventory scope of retailers, encompassing the breadth, depth, and quality of the classification. The correct types of souvenir products may impact whether tourists will purchase souvenirs, shape tourists' souvenir preferences, and ultimately satisfy the desire of tourists to bring something home. The feasibility of retail trade in tourist destination areas is also crucial.

In summary, the classification of souvenirs is a complex and multidimensional subject, involving not only the attributes of the items themselves, such as symbolic meaning, representational content, type, and origin, but also consumer needs, emotions, and purchasing decisions. Through in-depth research into different classification methods, we can better understand the role and value of souvenirs in the tourism experience. This understanding can assist retailers in more effectively meeting consumer needs, shaping their shopping experiences, and influencing their purchasing behaviors. These comprehensive perspectives help reveal the importance of souvenirs in the tourism industry and how their potential economic and emotional value can be maximized through classification and presentation.

### **3.3 Value of Souvenirs**

As a vital component of the tourism industry, souvenirs hold multiple values across economic, emotional, and cultural dimensions. Scholars have extensively researched and discussed the value of souvenirs from different perspectives.

Firstly, from an economic standpoint, souvenirs play a significant role in tourism consumption, generating billions of dollars in revenue globally each year (Evans, 2019). Gift shops and souvenir markets create crucial economic sources for tourist attractions, contributing to the economic development of destinations (Jin et al., 2017).

Secondly, as part of the tourist experience, souvenirs serve to record travel memories, evoke emotions, and encapsulate experiences. Through purchasing souvenirs, tourists can re-experience and reminisce about their journeys, transforming intangible encounters into tangible memories. Souvenirs may also act as substitutes for tourist attractions, influencing tourists' behavioral patterns, directing them to invest more in purchasing souvenirs than merely touring the sights themselves.

Furthermore, souvenirs carry symbolic significance, conveying the culture and history of the destination. They are not just commercial products but also mediums for cultural heritage. Through souvenirs, tourists can understand and propagate the cultural background of the destination.

Souvenirs also bear individual and collective emotions, identity recognition, and expressions of uniqueness. They can trigger memories, serve as bridges across time, and even help those unable to travel to re-experience past journeys. In the tourist experience, souvenirs play a crucial role in converting intangible encounters into tangible memories, expanding the connection between tourists and visited locations (Fangxuan & Ryan, 2018; Haldrup & Michael, 2017). Souvenirs have personalized value, providing a way for tourists to express themselves and construct a positive self-image.

Souvenirs also play a role in cultural dissemination and social interaction, serving not only to convey the essence of tourism but also as tools for self-expression and interaction in the social environment. They can spark discussions on culture, self-identity, and travel experiences. Souvenirs play a crucial role in promoting tourism destinations and experiences and are used as tools for reconstructing the image of a destination (Enoch, 2017). The interest of tourists in the host culture is closely related to souvenir purchases, influencing tourist loyalty to the destination (Schilar & Keskitalo, 2018). The souvenir business provides economic supplements to local communities and offers a pathway for cultural preservation and development. Simultaneously, souvenirs hold significant meaning for artisans; they are not just commodities but results of cultural exchange, impacting tourists' beliefs, social values, aesthetics, and attitudes (Sutrsino et al., 2018).

In conclusion, as a crucial component of the tourism industry, souvenirs have garnered extensive attention and research from scholars. They possess multiple values across economic, emotional, cultural, personalized, promotional, and social dimensions. From economic income to emotional experiences, from cultural heritage to promotional roles, souvenirs play crucial roles between tourist destinations and visitors, providing rich experiences and connections for tourists and building bridges between tourist destinations and visitors.

#### 4. Souvenir in Dunhuang

##### Introduction to Dunhuang and Souvenirs in Dunhuang

Dunhuang, positioned as a crucial town along the ancient Silk Road, is hailed as the "Pearl of the Silk Road" and stands as one of the four major intersections of world civilizations. Within its borders, Dunhuang boasts 266 cultural heritage sites, including the renowned Mogao Caves, Yumen Pass Ruins, and the Hanging Spring Site, with three of them designated as UNESCO World Cultural Heritage sites. Serving as a cultural landmark in Gansu and the core of the Greater Dunhuang Cultural Tourism Economic Zone, Dunhuang has emerged as one of the most popular tourist cities in Northwestern China and a leading force in the development of Gansu's tourism industry (Xinhua Finance, 2023).

With the implementation of the "Belt and Road Initiative," Dunhuang has seized a historic opportunity, ushering in a new chapter of prosperity. Particularly since the discovery of the Mogao Caves in 1900, Dunhuang studies, a globally renowned academic treasure, have gained worldwide acclaim, solidifying its status as a hub of Flying Apsara art and a treasure trove of Buddhist art along the Silk Road (China Economic Daily, 2023).

Dunhuang has been lauded as the "Dunhuang of the World" and the "Dunhuang of Humanity." In 1986, it was designated by the State Council as a "Famous Historical and Cultural City of China." The city has also been honored with titles such as "Excellent Tourism City in China," "China Brand City," "China's Top Ten Tourist Destinations," "Charming Small and Medium-Sized City in 2008," "Favorite Tourist Area for Visitors," and one of the "50 Most Worth-Visiting Places for Foreigners" (Dunhuang Tourism Website,

2023). In 2020, Dunhuang, as the cultural and tourism leader in Gansu, was selected as the "East Asian Cultural Capital" for 2021. In 2022, it was recognized as a symbol city for China's internet celebrities, a distinction awarded to only 10 cities nationwide (China Daily, 2022).

Souvenirs in Dunhuang refer to travel-related products purchased by tourists during their visits to Dunhuang, mainly encompassing the city's cultural and creative products. These items are designed to represent the unique culture, history, and landscapes of Dunhuang, carrying both commemorative and symbolic significance. Additionally, they possess emotional and memorial value for tourists.



FIGURE 1 Souvenirs for Tourist in Dunhuang, Gansu province

Given Dunhuang's rich history and cultural significance, its souvenirs typically include items related to the Mogao Caves murals, Dunhuang's history, traditional crafts, and more. These products incorporate creative elements inspired by Dunhuang culture, such as patterns from the Mogao Caves murals, musical instruments, flying figures, ceiling

patterns, auspicious symbols, and other Dunhuang cultural elements merged with modern lifestyle concepts. The range of these souvenirs may cover various aspects, including but not limited to:

1) Cultural and creative items related to the Mogao Caves murals, such as pattern replicas, bookmarks, postcards, etc.



FIGURE 2 Dunhuang cups



FIGURE 3 Dunhuang bookmarks

2) Dunhuang-themed handicrafts, possibly including traditional silk products, ceramic crafts, Woodblock prints, clay prints, paper cutting and more.



FIGURE 4 Dunhuang Woodblock prints



FIGURE 5 Dunhuang clay prints

3)Souvenirs featuring Dunhuang landmarks or scenic spots, like small sculptures or models, toys and so on.



FIGURE 6 Dunhuang sculptures





FIGURE 7 Dunhuang camel toys and ornaments

4) Products related to Dunhuang's historical stories and legends, such as commemorative books, calendars, etc.



FIGURE 8 Dunhuang calendars and art albums

These souvenirs not only serve as mementos for tourists but also act as a means of preserving and inheriting Dunhuang's cultural heritage. Tourists who purchase these souvenirs can continue to experience memories of Dunhuang after returning home, showcasing their fondness and attention to this unique tourist destination.

#### 5. Related Literature reviews

Anjani et al. (2018) examined the "Relationship of 7P marketing mix and consumers' loyalty in traditional markets." They found that the marketing mix elements are

implemented to a high degree, with People, Process, and Physical Evidence ranking the highest, emphasizing traits like friendliness, agility, and honesty among traders. Conversely, Promotion scored the lowest due to inadequate implementation of promotional strategies.

Consumer loyalty in traditional markets was found to be relatively high, despite a weak correlation with the Product aspect of the 7P marketing mix. Overall, there is a positive association between the 7P marketing mix and consumer loyalty, indicating that consumers are likely to repurchase goods from traditional markets and recommend them to others.

Anggriani et al. (2022) studied how product quality, price, and location affect purchase decisions and the purpose of buying souvenir products in Sikka Regency, NTT found that consumer satisfaction with a product plays a crucial role in forming purchase decisions. This study analyzed how product quality, price, and location influence consumers' purchase decisions and satisfaction when buying traditional products at the Aku Sikka store, highlighting that perceived satisfaction consistently contributes to company profits and guides the direction of company objectives. The analysis underscored that product quality, price, and location indeed impact purchase decisions and consumer satisfaction. In conclusion, these factors—product quality, price, and location—play significant roles in influencing both purchase decisions and consumer satisfaction.

Benjapol (2020) Conducted a study titled "Behavior of Chinese Tourists Towards Purchasing Souvenirs in Mueang Chiang Mai District". The findings revealed that the majority of respondents were aged 21-30 years old, had graduated with a bachelor's degree, were visiting Thailand for the first time with friends, and were traveling by themselves for recreation. Marketing mix factors affecting souvenir purchasing in Mueang Chiang Mai district revealed that the product influenced decisions for purchasing souvenirs at high levels, while place, price, and promotion influenced their decisions at medium levels. Tourists from different age groups have significant differences in opinions on product and price within the marketing mix at the 0.05 level.

Chen (2016) Conducted a study titled "The research on factors influencing hotel selection by Chinese tourists in Phuket, Thailand" revealed that the majority of respondents were male, with 157 males accounting for 52.3% of the total sample. Visitors with at least a college degree accounted for 75.3% of the sample. The largest number of tourists fell within the age range of 20-50 years, comprising 79.7% of the total. Tourists' monthly income was primarily concentrated between 3000–6000yuan, accounting for 53.7% of the total. Through questionnaire surveys, we learned that the main purpose of Chinese tourists staying in Phuket hotels is for vacation, with 245 people, accounting for 81.67% of the total sample.

Chen (2022) Study on Tourist Behavior and Influencing Factors in Rural Tourism. The study revealed that different demographic characteristics of tourists result in various decision-making behaviors. Different genders, ages, occupations, monthly incomes, and education levels among rural tourists lead to different decision-making behaviors. It was observed that personal consumption among rural tourists varies significantly based on age and occupation. Additionally, significant differences were found in the personal consumption of rural tourists based on gender, age, occupation, education level, monthly income, and family structure. The settlement methods of rural tourists exhibit significant differences based on age, occupation, and education level. Furthermore, significant differences were noted in tourists' purchasing behavior of tourism commodities based on gender, age, monthly income, and family structure.

Eshete et al. (2020) Conducted a study titled "Influences of Marketing Mix Elements on Ecotourism Clientele - Jimma Zone, Southwest Ethiopia," assessing the impact of marketing mix elements (7Ps, namely product, price, place, promotion, people, process, and physical evidence) on ecotourism clientele in the Jimma Zone of Southwest Ethiopia. The research findings indicated that physical evidence contributes the most to ecotourism clientele, followed by product development, promotion, processes, personnel, and the location for ecotourism clientele. This suggests that marketing mix elements facilitate the development of ecotourism, and key stakeholders should consider appropriately implementing these elements to promote sustainable development.

Guo et al. (2018) Study on the current characteristics and optimization strategies of souvenir development and marketing at the Shenyang Imperial Palace. The study revealed challenges such as a lack of creative design, high prices, poor quality, low collectible value, insufficient practical value, inconsistent service quality from sales personnel, and disorderly market operations. Drawing on successful experiences in souvenir development and marketing at the Beijing Imperial Palace, the researchers proposed optimization strategies for the Shenyang Imperial Palace. They emphasized cultural and ethnic characteristics to enhance the collectible and commemorative value of souvenirs. The researchers advocated combining practicality with artistic elements, ensuring contemporary design and marketing approaches, strengthening collaboration between the government and enterprises, as well as academic-industry partnerships, regulating market order, and developing experiential souvenir products.

Hongsombud and Hongsombud (2023) Conducted a study titled "Product Management of Local Souvenirs for Tourism in Suphanburi Province". The findings revealed that marketing mix factors influencing the purchase of local souvenir products in Suphanburi province are generally high ( $\bar{x} = 4.15$ , S.D. = 0.63). When considered individually, it is found that they are high in all aspects, ranked in descending order of mean values as follows: product aspect ( $\bar{x} = 4.21$ , S.D. = 0.56), distribution channel aspect ( $\bar{x} = 4.19$ , S.D. = 0.65), process aspect ( $\bar{x} = 4.15$ , S.D. = 0.63), price aspect ( $\bar{x} = 4.14$ , S.D. = 0.60), and sales promotion aspect ( $\bar{x} = 4.03$ , S.D. = 0.68).

Jiang and Xiao (2020) Conducted research on tourists' consumption behavior under gender differences. The study revealed that with social development, male and female tourists exhibit different consumption tendencies, and gender differences in the tourism market are becoming increasingly apparent, with a significant level of difference at the 0.05 level. This is particularly evident in product, promotion, and physical evidence. To address the consumption characteristics of different gender groups, tourism providers should actively adjust tourism products, sales methods, promotional methods, etc., to meet the consumption needs of tourists and achieve sustainable development.

Jin and Dong (2020) Conducted a study titled " Research on Rural Tourists' Behavior Based on Text Analysis: A Case Study of Chongdugou Scenic Area". The results showed that the characteristics of the surveyed tourists mainly involved traveling by train and often accompanied by relatives and friends. Their consumption patterns indicated lower average spending and shorter stays. Overall satisfaction and willingness to revisit were relatively high. The factors influencing satisfaction primarily included the core attractiveness of the scenic area, tourism environment, quality of tourism services, and management level.

Liu (2019) Study on 'The marketing strategy of a tourism souvenir company'. The study findings are as follows: 1. Tourism souvenirs should aim to continually satisfy consumers' shopping needs, innovate, and maximize meeting tourists' shopping demands to increase souvenir sales. 2. The development and design of tourism souvenirs should consider tourists' preferences and buying motivations, with targeted souvenir design being crucial. Packaging is a vital element in product presentation, as it is the first thing consumers notice, and effective packaging significantly promotes product sales. 3. The price of tourism souvenirs is closely related to purchasing desires, influencing product sales. Adjusting product prices based on comprehensive analyses of market conditions and consumer demands is crucial for economic benefits and maintaining the interests of both tourism operators and consumers. 4. Various channels, such as exclusive souvenir stores, major scenic area shops, hotel malls, airport shops, and commercial districts, are essential sales outlets. Innovations in distribution channels are integral to the marketing strategy. 5. Online and advertising promotions significantly impact tourism souvenir sales. 6. Implementing a brand development strategy is essential for enhancing product structure, expanding production, and improving overall market competitiveness. Branding initiatives, such as brand partnerships, cultural and creative competitions, and exhibitions, effectively integrate company culture with product characteristics and instill brand images in consumers' awareness.

Pranee et al. (2022) Conducted a study on Marketing Mix Factors Influencing Consumer Buying Behavior on Local Fishery Products of Ranong Province. The study

revealed that the majority of respondents aged between 21-30 years and 31-40 years have a bachelor's degree and are government officials or state enterprise employees, with a monthly income between 20,001-30,000 Baht. The average of the marketing mix factors influencing consumer buying behavior on local fishery products of Ranong Province ranged between 3.98-4.09, indicating an overall high level, in terms of product, price, place, and promotion.

Prasittachai et al. (2022) Conducted a study titled "Marketing Mix Factors Affecting Product Purchasing Decisions on Tourism-Related Souvenirs in Nan Province". The findings revealed that marketing mix factors influence the purchasing decisions of tourism-related souvenir products in Nan Province at a high level. Tourists of different ages assign varying levels of importance to souvenir marketing factors and exhibit different purchasing behaviors regarding the products they buy, reasons for buying, and the timing of purchases. Additionally, tourists with different incomes tend to purchase different products. The research findings indicate that income level does show significant differences both overall and in specific segments at a statistical significance level of 0.05.

Rahman et al. (2019) Conducted a study on the effective factors of the service marketing mix on tourist satisfaction: A case study. The study revealed a positive linear relationship of all variables with tourist satisfaction, except for promotional activities. The novelty of the paper lies in its demonstration of the consequences of tourists' satisfaction and dissatisfaction to guide decision-makers and maintain a specific focus on promotional activities. Tourist Satisfaction and the equation disseminate that Tourist Satisfaction is a function of Product, Price, Place, Promotion, People, Process, and Physical Evidence. The mean of the marketing mix of souvenirs was ranked at a high level, especially in terms of process, product, price, place, physical evidence, and promotion.

Saynaratchai (2017) Saynaratchai (2017) conducted a study on the marketing mix development guidelines for souvenirs targeting European and Asian tourists in Bangkok Metropolis. The majority of respondents were male, aged between 20-35 years, and held a Bachelor's degree. European respondents were primarily students, while Asian respondents were employees of private companies earning less than USD 1,000 per

month. They visited Bangkok for the first time, mainly for travel or leisure during the rainy season. Souvenir purchases were made in the Pathumwan shopping area, often with their families. European tourists spent less than 100 US Dollars on souvenirs, whereas Asian tourists spent between 100 to 150 US Dollars. They used the internet to research souvenirs and planned to return for future purchases. Fabrics were their preferred souvenir for gifting friends. The study found that opinions on the marketing mix development guidelines differed between European and Asian tourists, particularly regarding promotion, which was rated at a moderate level overall. Price, place, people, and product received high ratings from both groups. These differences were statistically significant at a significance level of 0.05.

Soonsan and Makka (2017) Study on 'Marketing Mix Approaches in Behavioral Intention to Souvenir-Purchase: A Comparative Study between Thai and Chinese. Tourists found that souvenir purchases are influenced by product, price, location, and promotion. The results indicate that neither product nor price significantly impacts the purchasing behavior of Thai and Chinese tourists, as they can equally obtain information about the products, making it easier for them to decide whether to make a purchase. However, souvenirs need to uniquely showcase local culture, and the packaging should capture tourists' interest and be easy to carry, aligning with the price. Location has an impact on Thai tourists' souvenir purchases, with accessibility being a crucial factor. Promotional activities influence the behavioral intention of Chinese tourists to purchase souvenirs. This study underscores the importance of advertising for Chinese tourists, as it positively influences their behavioral intention to purchase souvenirs.

Sakkarin and Wanlapa (2020) Conducted a study titled "The Effect of the Marketing Mix on the Demand of Thai and Foreign Tourists". The findings revealed that the majority of tourists had graduated with an undergraduate degree, and more than half were employed as government officials or state enterprise officials. The mean income of the tourists was THB 10,000 per month. The results showed that the marketing mix, comprising product, price, promotion, and process, affected the demand of tourists. The

related stakeholders should become aware of providing services to tourists as means to respond to the demand of Thai and foreign tourists.

Wilkins (2014) Conducted a study titled "Souvenirs: What and Why We Buy". The study revealed that both genders strongly support and recognize the role of souvenirs as gifts, especially evident among females. It's particularly noteworthy that vacation souvenirs serve as substitutes for Christmas and birthday presents for males. The analysis emphasizes the importance of souvenirs as evidence, both for the tourists themselves and for sharing their experiences with others. Recognizing souvenirs not only as memory aids but also as a means of validating experiences is an important insight.

Wongborwornluk (2016) Conducted a study titled "Factors Affecting the Buying Decision of Souvenirs by Chinese Tourists Traveling to Pattaya, Chonburi Province". The findings revealed that the average of marketing mix factors was generally 3.9486, with a standard deviation value of 1.717. This indicates that the marketing mix was perceived at a high level. Additionally, it was found that marketing mix factors related to products, price, and place were correlated with the buying decisions of souvenirs by Chinese tourists traveling to Pattaya, Chonburi Province.

Yang (2017) Conducted a study titled "Research on Domestic Tourism Flow in Dunhuang Based on Market Survey of Tourist Source". The findings revealed that domestic tourists in Dunhuang are predominantly male, and young and middle-aged tourists are the main consumers of Dunhuang tourism. The majority of respondents are undergraduates, with monthly income mainly concentrated below 5000 yuan. Sightseeing and vacation are the main purposes of travel. Train is the most important transportation mode for tourists visiting Dunhuang. The most popular attractions among tourists are the Mogao Grottoes and the Mingsha Mountain Crescent Spring.

Yuwadeeniwet et al. (2020) Conducted a study on Marketing Mix Strategy Development for Souvenir Shops emphasizing identity in Chi Thuan, Chi Thuan Sub-district, Khueang Nai District, Ubon Ratchathani Province. The study revealed that the majority of respondents were male and held bachelor's degrees. It also showed significant gender differences among respondents that influenced the marketing mix factors of



souvenir shops focusing on identity in all aspects, with statistical significance at the 0.01 level. Additionally, different monthly incomes were found to influence the marketing mix factors of souvenir shops focusing on identity, with statistical significance at the 0.01 level in terms of price, distribution channel, and marketing promotion.

Zhou and Maneepun (2019) Conducted a study titled "Factors Affecting Buying Decision on Souvenirs of Fit Chinese Tourists in Muang District." showed that most of the respondents were 21-30 years old, bachelor's degree holders, and an average monthly income was 4,001-7,000 CNY (around 20,000-35,000 baht). The marketing mix factors (7P's) about the level of importance showed that most of the respondents out the importance on it at a high level. The top three average score of an importance level of marketing mix factors was physical evidence and presentation, process, and people respectively. In the case of the buying decision factors about the level of importance, it showed that most of the respondents were given the importance at a high level.

Zhang (2023) Conducted a study titled "A Study of Relationship between Personal Factors and Souvenir Shopping Behavior of Chinese Tourists." The results revealed that most Chinese tourists known the souvenirs from family members or recommended by friends, and purchase to souvenirs 1-2 times a year, cost of purchase was more than 300 Yuan. The results of the hypothesis test revealed that the personal factors were gender, age, marital status, education, residential, occupation, and monthly income affecting souvenir shopping behavior, with statistically significant at the 0.05 level.

## CHAPTER 3

### METHODOLOGY

The research methodology is quantitative research includes population and samples, instrument, data collection and analysis.

#### 1. Population and samples:

##### 1.1 Population

The study focuses on tourists traveling to Dunhuang. The total number of tourists who visited Dunhuang in 2023 was 7,054,800 individuals (Dunhuang Municipal Party Committee Propaganda Department, 2024)

##### 1.2 samples

The sample for this study consists of Chinese tourists who traveled to Dunhuang. The total number of Chinese tourists who visited Dunhuang in 2023 was 7,054,800 individuals (Dunhuang Tourism Website, 2023). Researcher determined the sample from the population using YAMANE's method at a 95% confidence level, resulting in a sample size of 400 individuals. The sample size was determined using Taro Yamane's Formula method as follows:

$$n = \frac{N}{1+Ne^2}$$

n = Sample size

e = At a 95% confidence level, with a margin of error of 0.05

N = The number of tourists in Dunhuang in 2023 (Dunhuang Municipal Party Committee Propaganda Department, 2024).

Therefore, sample size is:

$$n = \frac{7,054,800}{1 + (7,054,800) (0.05)^2}$$

$$n = 399.99$$

The sample for this study comprises tourists who have traveled to Dunhuang. Researcher determined the sample from the population using Yamane's method at a 95%

confidence level, resulting in a sample size of 400 individuals. Researcher employed accidental sampling, which allows individuals who travel to Dunhuang the opportunity to become survey respondents through accidental selection, based on their willingness to answer a questionnaire. This study focuses on tourists aged 18 years and above who visited Dunhuang between March 6th – 27th 2024.

## 2. Instrument

The study involves quantitative research conducted through a semi-structured questionnaire survey. A survey questionnaire was conducted using the Wenjuanxing survey tool, combining online and face-to-face methods. The questionnaire consists of four diamonds:

Part 1 gathers respondents' demographic information, including gender, age, education, occupation, and monthly income.

Part 2 focuses on tourist's behavior and tourists' souvenir purchasing behavior covering aspects such as travel frequency, purpose, companions, mode of transportation, length of stay, frequency of purchases, reasons for purchasing souvenirs, expenditure, preferred types and places of purchase, channels for obtaining information, and recommendations.

Part 3 explores opinions on the Marketing Mix of souvenirs for tourists in Dunhuang, encompassing six dimensions: Product (quality, variety, innovation, appearance, functionality, and uniqueness), Price (reasonableness, value, marked price, price range, and negotiation), Place (sales channels, convenience, locations, parking, and opening hours), Promotion (sales promotions, advertisements, online information, warranties, payment methods, and salesperson hospitality), Physical evidence (experience, environment, service, in-store decoration, features, and cleanliness), and Packaging (attractiveness, size, functionality, design, and added value).

This section uses a five-point Likert scale to analyze tourists' opinions. The researcher has criteria for determining the scores for questions in this section. The scale estimates the level of opinion at five levels by assigning scores and dividing the level of opinion as follows:

Points	Mean	Opinions
5 points	Mean 4.21 - 5.00	Opinions for highest
4 points	Mean 3.41 - 4.20	Opinions for high
3 points	Mean 2.61 - 3.40	Opinions for medium
2 points	Mean 1.81 - 2.60	Opinions for low
1 point	Mean 1.00 - 1.80	Opinions for lowest

Part 4 dedicated to Opinions and Suggestions regarding Dunhuang Souvenir Development. This section provides tourists with an open-ended opportunity to express their views and offer suggestions concerning the evolution of Dunhuang's souvenir industry.

To ensure validity, the questionnaire underwent a validity test analysis conducted by five tourism experts using the Index of Item Objective Congruence (IOC) method. The criteria set required a minimum IOC value of 0.5; this questionnaire obtained an IOC value of 0.92. After that, the researcher conducted a try-out with 30 tourists who qualified as a sample. This was done through an online survey to ensure reliability, with a Cronbach's Alpha value of at least 0.6. The questionnaire obtained a Cronbach's Alpha value of 0.98.

### 3. Data collection

Data were collected from 400 tourists who had traveled to popular tourist areas in Dunhuang, including Mogao Caves, Mingsha Mountain, Yangguan, Yumen Pass, Yadan National Geological Park, Dunhuang Museum, and Shazhou Night Marke. The survey took place from March 6th to 27th, 2024, in Dunhuang, during which questionnaires (both online and offline) were randomly distributed to participants. For the offline questionnaire collection, before proceeding with the survey, the researcher would ask tourists the following questions: "Have you visited and purchased souvenirs in Dunhuang already? Are you willing to answer the questionnaire?" If they answered yes, the researcher invited them to complete the questionnaire. For the online questionnaire collection, before proceeding with the survey, the online questionnaire included a screening question: "Have you visited and purchased souvenirs in Dunhuang before? Are you willing to answer the

questionnaire?" If they answered yes, they would proceed to complete the online questionnaire

#### 4. Data Analysis

The study utilizes the SPSS program for data analysis, which is divided into four parts:

Part 1 focuses on general information, employing statistic software to analyze frequencies and percentages for variables and presenting the data with explanations.

Part 2 examines tourists' behavior and tourists' souvenir purchasing behavior. Statistic software is used to analyze frequencies and percentages for variables, and the results are presented with explanations.

Part 3 explores the marketing mix of souvenirs for tourists in Dunhuang, Gansu province. Statistic software is utilized to analyze means and standard deviations for variables, and the findings are presented in tables with explanations. For genders, ages and monthly income groups, One-way ANOVA is employed with a significance value set at 0.05. If the results indicate group differences, pairwise comparisons are conducted using the LSD method. The findings from this analysis are also presented in tables with explanations.

Part 4 provides a summary of opinions and suggestions offered by respondents concerning the marketing mix of souvenirs for tourists in Dunhuang, Gansu province, utilizing content analysis.

## CHAPTER 4

### RESULTS AND DATA ANALYSIS

The research results and analysis of the study are as follows:

4.1 Results and data analysis of respondents' general information.

4.2 Results and data analysis of tourists' behaviors and tourists' souvenir purchasing behavior of Dunhuang.

4.3 Results and data analysis of the marketing mix of souvenirs for tourists in Dunhuang, Gansu Province, including the average and standard deviations of variables related to the marketing mix of souvenirs for tourists in Dunhuang, Gansu Province, and conducting One - Way ANOVA variance analysis of marketing mix of souvenirs for tourists through gender, age, and monthly income variables.

4.4 Results and data analysis of tourists' opinions and suggestions on marketing mix of souvenirs for Tourists in Dunhuang, Gansu Province.

#### 4.1 Results and data analysis of Respondents' General Information.

This section presents data on 400 participants, encompassing gender, age, education, occupation, and monthly income. The details are as follows:

TABLE 1: Frequency and percentage of general information: Classify by gender

Gender	Frequency	Percentage
Male	187	46.75
Female	172	43.00
Not specify	38	9.50
LGBTQ	3	0.75
Total	400	100.00

As shown in Table 1, from a gender perspective, the majority of respondents are male, totaling 187 (46.75%). Female respondents comprise 172 (43.00%), while those

who did not specify their gender amount to 38 (9.50%). The number of LGBTQ individuals is the smallest, with only 3 (0.75%).

TABLE 2: Frequency and percentage of general information: Classify by age

Age	Frequency	Percentage
18-25 years old	108	27.00
26-35 years old	93	23.25
36-45 years old	128	32.00
46-55 years old	44	11.00
56 years old and above	27	6.75
Total	400	100.00

As shown in Table 2, from an age perspective, the majority of respondents are between the ages of 36 - 45, totaling 128 (32.00%). The respondents aged 18 - 25, numbering 108 (27.00%). Following that, there are 93 respondents (23.25%) in the 26 - 35 age range, and 44 (11.00%) in the 46 - 55 age range. The smallest group comprises respondents aged 56 and above, with only 27 individuals (6.75%).

TABLE 3: Frequency and percentage of general information: Classify by education.

Educational	Frequency	Percentage
Middle school and below	12	3.00
High school/Vocational school	41	10.25
College Degree	90	22.50
Bachelor's degree	205	51.25
Master's degree and above	52	13.00
Total	400	100.00

As shown in Table 3, most respondents have a bachelor's degree, totaling 205 individuals, accounting for 51.25%. The next common educational level is a college degree, with 90 respondents (22.50%), followed by 52 respondents (13.00%) with

education at or above a master's degree. Respondents with a high school diploma, totaling 41 individuals, accounting for 10.25%. The fewest respondents have education at or below the middle school, with only 12 individuals, representing 3.00% of the total.

TABLE 4: Frequency and percentage of general information: Classify by occupation

Occupation	Frequency	Percentage
Employee	71	17.75
Student	67	16.75
Business owner	76	19.00
Government/state enterprise officer	146	36.50
Retired	14	3.50
Others	26	6.50
Total	400	100.00

As shown in Table 4, most respondents are government employees or state-owned enterprises, accounting for 36.50% with 146 individuals. The next common occupations are business owners, with 76 respondents (19.00%), followed by 71 respondents (17.75%) who are employees, and 67 respondents (16.75%) are students. Other occupations are represented by 26 respondents (6.50%), including freelancers, farmers, and drivers. The smallest group is retirees, with only 14 respondents (3.50%).

TABLE 5: Frequency and percentage of general information: Classify by monthly income

Monthly Income	Frequency	Percentage
Below 3000 Yuan	63	15.75
3000-5000 Yuan	131	32.75
5001-8000 Yuan	120	30.00
8001-15000 Yuan	62	15.50
Total	400	100.00



As shown in Table, 131 respondents (32.75%) have a monthly income between 3,000 - 5,000 Yuan, 120 respondents (30.00%) have a monthly income between 5,001 - 8,000 Yuan, and 63 respondents (15.75%) have a monthly income below 3,000 Yuan. Additionally, there are 62 respondents (15.50%) with a monthly income between 8,001 - 15,000 Yuan, while 24 respondents (6.00%), have a monthly income above 15,000 Yuan.

#### 4.2 Results and data analysis of Tourists' Behaviors and Tourists' Souvenir Purchasing Behavior of Dunhuang.

TABLE 6: Frequency and Percentage of tourists' behavior and tourists' souvenir purchasing behavior of Dunhuang: Classify by times

Times	Frequency	Percentage
First time	179	44.75
2-3 times	122	30.50
More than 3 times	99	24.75
Total	400	100.00

As shown in Table, most respondents, totaling 179 individuals (44.75%), visited Dunhuang for the first time. Those who have visited Dunhuang 2-3 times amount to 122 individuals (30.5%), while 99 individuals (24.75%) have visited over 3 times.

TABLE 7: Frequency and Percentage of tourists' behavior and tourists' souvenir purchasing behavior of Dunhuang: Classify by travel purpose

Travel Purpose	Frequency	Percentage
Travel / Leisure	197	49.25
Cultural experience	141	35.25
Adventure exploration	7	1.75
Business trip	44	11.00
Other	11	2.75
Total	400	100.00

As indicated in Table 7, most respondents traveled for leisure (197 respondents, 49.25%). The next was cultural experience (141 respondents, 35.25%), followed by business trips (44 respondents, 11.00%). Other purposes accounted for 11 individuals (2.75%), and the least common was adventure exploration (7 individuals, 1.75%).

TABLE 8 Frequency and Percentage of tourists' behavior and tourists' souvenir purchasing behavior of Dunhuang: Classify by travel companions

Travel Companions	Frequency	Percentage
Traveling alone	50	12.50
With family	178	44.50
With friends/partner	101	25.25
With a tour group	61	15.25
Other	10	2.50
Total	400	100.00

As shown in Table 8, that 178 respondents (44.50%) traveled with family, while 101 (25.25%) traveled with friends. Those traveling with a tour group numbered 61 (15.25%), and 50 (12.50%) traveled alone. The smallest group consisted of 10 respondents (2.50%) who traveled with other companions.

TABLE 9: Frequency and Percentage of tourists' behavior and tourists' souvenir purchasing behavior of Dunhuang: Classify by mode of transportation

Mode of Transportation	Frequency	Percentage
Airplane	66	16.50
Train	134	33.50
Car	86	21.50
Self-driving	112	28.00
Other	2	0.50
Total	400	100.00

As indicated in Table 9, most respondents travelling by train, with 134 individuals (33.5%), followed by self-driving with 112 individuals (28%). The next most common choices were cars, with 86 individuals (21.5%), and airplanes, with 66 individuals (16.5%). Only two individuals (0.5%) chose other modes of transportation.

TABLE 10: Frequency and Percentage of tourists' behavior and tourists' souvenir purchasing behavior of Dunhuang: Classify by length of stay

Length of Stay	Frequency	Percentage
1 day	37	9.25
2-3 days	254	63.50
4 days	52	13.00
5 days and above	57	14.25
Total	400	100.00

As indicated in Table 10, most tourists stayed in Dunhuang for 2-3 days, totaling 254 individuals (63.5%), followed by those who stayed for 4 days, totaling 52 individuals (13%), and those who stayed for 5 days and above, totaling 57 individuals (14.25%). The fewest respondents, only 37 individuals (9.25%), stayed for just one day.

TABLE 11: Frequency and Percentage of tourists' behavior and tourists' souvenir purchasing behavior of Dunhuang: Classify by purchase frequency

Purchase Frequency	Frequency	Percentage
Every Time	77	19.25
Frequently	55	13.75
Occasionally	244	61.00
Never	24	6.00
Total	400	100.00

As indicated in Table 11, most tourists purchase souvenirs occasionally, with 244 individuals (61%), followed by those who purchase souvenirs every time, with 77

individuals (19.25%), and those who purchase souvenirs frequently, with 55 individuals (13.75%). The fewest, only 24 individuals (6%), never purchase souvenirs.

TABLE 12: Frequency and Percentage of tourists' behavior and tourists' souvenir purchasing behavior of Dunhuang: Classify by purpose of purchasing souvenirs

Purpose of purchasing souvenirs	Frequency	Percentage
Memorable travel experience	208	52.00
Own usage	37	9.25
Gift-giving	88	22.00
Collection	62	15.50
Other	5	1.25
Total	400	100.00

As indicated in Table 12, most tourists purchase souvenirs to commemorate their travel experiences, with 208 individuals (52%), followed by those purchasing souvenirs for gift-giving, with 88 individuals (22%), and for collecting, with 62 individuals (15.5%). The purpose for personal use accounts for only 37 individuals (9.25%), and other purposes account for only 5 individuals (1.25%).

TABLE 13: Frequency and Percentage of tourists' behavior and tourists' souvenir purchasing behavior of Dunhuang: Classify by expenditure

Expenditure	Frequency	Percentage
Below 100 yuan	73	18.25
100-300 yuan	183	45.75
301-500 yuan	85	21.25
501-800 yuan	28	7.00
Above 800 yuan	31	7.75
Total	400	100.00

As indicated in Table 13, most respondents spent between 100 and 300 yuan on souvenirs, with 183 individuals (45.75%), followed by those who spent between 301 and 500 yuan, with 85 individuals (21.25%), and those who spent below 100 yuan, with 73 individuals (18.25%). The number of individuals spending above 800 yuan was 31 (7.75%), and those spending between 501 and 800 yuan totaled 28 individuals (7.00%).

TABLE 14: Frequency and Percentage of tourists' behavior and tourists' souvenir purchasing behavior of Dunhuang: Classify by preferred types of souvenirs.

Preferred types of souvenirs	Frequency	Percentage
Silk products	74	18.50
Crafts	94	23.50
Replicas of Murals and Artworks	90	22.50
Books and audio-visual products	16	4.00
Food products	44	11.00
Cultural and creative products	34	8.50
Home and Living Goods	17	4.25
Jewelry and accessories	28	7.00
Other	3	0.75
Total	400	100.00

As indicated in Table 14, most respondents preferred handicrafts, with 94 individuals (23.5%), and murals and artwork, with 90 individuals (22.5%). Silk products are the next most popular, with 74 individuals (18.5%), followed by food products, with 44 individuals (11%). The number of respondents who like cultural and creative products is 34 (8.5%), and those who prefer jewelry and accessories total 28 individuals (7%). The number of respondents who like household items is relatively small, with 17 individuals (4.25%), and those who prefer books and audio-visual products total 16 individuals (4%). Only 3 individuals (0.75%) like other types of souvenirs.

TABLE 15: Frequency and Percentage of tourists' behavior and tourists' souvenir purchasing behavior of Dunhuang: Classify by preferred place to purchase souvenirs

Preferred place to purchase souvenirs	Frequency	Percentage
Mingsha Mountain	222	22.40
Mogao Caves	240	24.30
Yang guan	60	6.10
Yumen Pass	88	8.90
ShaZhou Night Market	172	17.40
Dunhuang Museum	145	14.70
Yadan National Geological Park	52	5.30
Other (please specify)	10	1.00
Total	989	100.00

As indicated in Table 15, most respondents preferred purchasing souvenirs at Mogao Grottoes, with 240 individuals (24.30%), followed by Mingsha Mountain, with 222 individuals (22.40%), Shazhou Night Market, with 172 individuals (17.40%), Dunhuang Museum, with 145 individuals (14.70%), and Yumen Pass, with 88 individuals (8.90%), followed by Yangguan, with 60 individuals (6.10%), and Yadan National Geological Park, with 52 individuals (5.30%), 10 individuals (1.00%) purchased souvenirs at other places.

TABLE 16: Frequency and Percentage of tourists' behavior and tourists' souvenir purchasing behavior of Dunhuang: Classify by channels for purchasing souvenirs

Channels for purchasing souvenirs	Frequency	Percentage
Kiosk	246	32.89
Souvenir shop	244	32.62
Online	55	7.35
Tourist area shops	201	26.87
Other	2	0.35
Total	748	100.00

As shown in Table 16, most respondents preferred purchasing souvenirs at kiosks or small shops, with 246 individuals (32.89%), followed by souvenir shops, with 244 individuals (32.62%), and tourist area shops, totaling 201 individuals (26.87%). Only 55 individuals (7.35%) preferred online shops. The fewest respondents, only 2 individuals (0.35%), bought souvenirs from other places.

TABLE 17: Frequency and Percentage of tourists' behavior and tourists' souvenir purchasing behavior of Dunhuang: Classify by channels for obtaining souvenir information.

Channels for obtaining souvenir information	Frequency	Percentage
Brochure	194	19.36
Tour Guide	122	12.18
Internet	177	17.66
Friends/Relatives	150	14.97
Own experiences	148	14.77
Newspaper/Magazine	73	7.29
Tourist Information Centre	130	12.97
Other	8	0.80
Total	1002	100.00

As shown in Table 17, most respondents obtained souvenir information from brochures, with 94 individuals (19.36%), followed by internet searches, with 177 individuals (17.66%), friends/relatives, with 150 individuals (14.97%), personal experiences, with 148 individuals (14.77%), tourist information centers, with 130 individuals (13.00%), and tour guides, with 122 individuals (12.18%). Fewer respondents learned from newspapers/magazines, with 73 individuals (7.29%). Only 8 individuals (0.80%) learned through other sources.

TABLE 18: Frequency and Percentage of tourists' behavior and tourists' souvenir purchasing behavior of Dunhuang: Classify by recommendation

Recommendation	Frequency	Percentage
Yes	338	84.50
No	62	15.50

As shown in Table, most respondents would recommend others to purchase Dunhuang tourist souvenirs, totaling 338 individuals (84.50%), while 62 individuals (15.50%) would not recommend them to others.

#### 4.3 Results and data analysis of opinions on marketing mix of Souvenirs for Tourists in Dunhuang, Gansu Province

TABLE 19: Mean and Standard Deviation of Opinions on Marketing Mix of Souvenirs for Tourists in Dunhuang, Gansu Province

Marketing mix of Souvenirs for Tourists in Dunhuang, Gansu Province	$\bar{X}$	S.D.	Opinions
Product	3.84	0.686	High
Price	3.56	0.633	High
Place	3.72	0.681	High
Promotion	3.70	0.652	High
Physical evidence	3.80	0.668	High
Packaging	3.76	0.664	High
Total	3.74	0.587	High

As shown in Table, the analysis of the marketing mix of souvenirs for tourists in Dunhuang, Gansu province data reveals that the marketing mix of souvenirs for tourists in Dunhuang, Gansu province was ranked at high level in terms of product, physical evidence, packaging, place, promotion, and price.



TABLE 20: Mean and Standard Deviation of Opinions on Marketing Mix Factors Souvenirs for Tourists in Dunhuang, Gansu Province: Product.

	Marketing mix	$\bar{X}$	S.D.	Opinions
Product	High quality	3.82	0.785	High
	Rich Variety of Types	3.90	0.790	High
	Innovative Design	3.86	0.824	High
	Attractive Appearance	3.89	0.811	High
	Practicality and Functionality	3.65	0.865	High
	Uniqueness	3.91	0.836	High
	Total	3.84	0.686	High

As indicated in Table 20, the analysis of the marketing mix of souvenirs for tourists regarding products reveals that the product was ranked at a high level in terms of uniqueness ( $\bar{x} = 3.91$ , S.D. = 0.836), a rich variety of types ( $\bar{x} = 3.90$ , S.D. = 0.790), attractive appearance ( $\bar{x} = 3.89$ , S.D. = 0.811), innovative design ( $\bar{x} = 3.86$ , S.D. = 0.824), high quality ( $\bar{x} = 3.82$ , S.D. = 0.785), practicality, and functionality ( $\bar{x} = 3.65$ , S.D. = 0.865)

TABLE 21: Mean and Standard Deviation of Opinions on Marketing Mix Factors Souvenirs for Tourists in Dunhuang, Gansu Province: Price

	Marketing mix	$\bar{X}$	S.D.	Opinions
Price	Reasonable pricing	3.53	0.728	High
	Value for money	3.62	0.754	High
	Clearly marked price	3.61	0.809	High
	Different price ranges available	3.59	0.783	High
	Negotiation opportunities	3.48	0.878	High

As shown in Table 21, the analysis of the marketing mix of souvenirs for tourists regarding prices reveals that the price was ranked at a high level in terms of value for money ( $\bar{X} = 3.62$ , S.D. = 0.754), clearly marked price ( $\bar{X} = 3.61$ , S.D. = 0.809), different

price ranges available ( $\bar{X} = 3.59$ , S.D. = 0.783), reasonable pricing ( $\bar{X} = 3.53$ , S.D. = 0.728) and negotiation opportunities ( $\bar{X} = 3.48$ , S.D. = 0.878).

TABLE 22: Mean and Standard Deviation of Opinions on Marketing Mix Factors Souvenirs for Tourists in Dunhuang, Gansu Province: Place

	Marketing mix	$\bar{X}$	S.D.	Opinions
Place	Multiple sales channels	3.74	0.733	High
	Convenience of stores	3.76	0.788	High
	Safe Selling locations	3.75	0.782	High
	Adequate parking availability	3.55	0.908	High
	Opening hour is suitable	3.80	0.778	High

As shown in Table 22, the analysis of the marketing mix of souvenirs for tourists regarding places reveals that the place was ranked at a high level in terms of opening hour is suitable ( $\bar{X} = 3.80$ , S.D. = 0.778), convenience of stores ( $\bar{X} = 3.76$ , S.D. = 0.788), safe selling locations ( $\bar{X} = 3.75$ , S.D. = 0.782), multiple sales channels ( $\bar{X} = 3.74$ , S.D. = 0.733) and adequate parking availability ( $\bar{X} = 3.55$ , S.D. = 0.908).

TABLE 23: Mean and Standard Deviation of Opinions on Marketing Mix Factors Souvenirs for Tourists in Dunhuang, Gansu Province: Promotion

	Marketing mix	$\bar{X}$	S.D.	Opinions
Promotion	Attractive sales promotions	3.63	0.790	High
	Attractive advertisements	3.72	0.782	High
	Online information and services	3.63	0.788	High
	Warranties, change, return or refund policy	3.53	0.901	High
	Flexible payment methods	3.92	0.764	High
	Hospitality and knowledge of sales person	3.80	0.761	High
	Total		3.70	0.652

As shown in Table 23, the analysis of the marketing mix of souvenirs for tourists regarding promotions reveals that the promotion was ranked at a high level in terms of flexible payment methods ( $\bar{X}$  = 3.92, S.D. = 0.764), hospitality and knowledge of sales person ( $\bar{X}$  = 3.80, S.D. = 0.761), attractive advertisements ( $\bar{X}$  = 3.72, S.D. = 0.782), attractive sales promotions ( $\bar{X}$  = 3.63, S.D. = 0.790), online information and services ( $\bar{X}$  = 3.63, S.D. = 0.788) and warranties, change, and return or refund policy ( $\bar{X}$  = 3.53, S.D. = 0.901).

TABLE 24: Mean and Standard Deviation of Opinions on Marketing Mix Factors Souvenirs for Tourists in Dunhuang, Gansu Province: Physical evidence

Marketing mix		$\bar{X}$	S.D.	Opinions
Physical evidence	Pleasant shopping experience	3.76	0.753	High
	Comfortable shopping environment	3.81	0.743	High
	Satisfactory shopping service	3.77	0.765	High
	Cultural and attractive in - store decoration	3.83	0.769	High
	Shop's feature	3.79	0.794	High
	Neat and clean stores	3.86	0.743	High
	Total	3.80	0.668	High

As shown in Table, the analysis of the marketing mix for tourist souvenirs, focusing on physical evidence, indicates that the physical evidence was ranked at a high level in terms of neat and clean stores ( $\bar{x}$  = 3.86, S.D. = 0.743), cultural and attractive in - store decoration ( $\bar{x}$  = 3.83, S.D. = 0.765), comfortable shopping environment ( $\bar{x}$  = 3.81, S.D. = 0.743), shop's feature ( $\bar{x}$  = 3.79, S.D. = 0.974), satisfactory shopping service ( $\bar{x}$  = 3.77, S.D. = 0.765) and pleasant shopping experience ( $\bar{x}$  = 3.76, S.D. = 0.753).

TABLE 25: Mean and Standard Deviation of Opinions on Marketing Mix Factors Souvenirs for Tourists in Dunhuang, Gansu Province: Packaging

Marketing mix		S.D.	Opinions
Packaging	Attractive packaging	3.82 0.743	High
	Appropriate size	3.74 0.765	High
	Packaging functionality	3.70 0.769	High
	Unique design	3.78 0.766	High
	Packaging helps in adding value to the product	3.75 0.794	High
	Total	3.76 0.664	High

As indicated in Table 25, the packaging was ranked at a high level in terms of attractive packaging ( $\bar{x}=3.82$ , S.D. = 0.743), unique design ( $\bar{x} = 3.78$ , S.D. = 0.766), packaging helps in adding value to the product ( $\bar{x} = 3.75$ , S.D. = 0.794), appropriate size ( $\bar{x} = 3.74$ , S.D. = 0.765) and packaging functionality ( $\bar{x} = 3.70$ , S.D. = 0.769).

4.3.1 The comparison of the Marketing Mix of souvenirs for tourists across gender variables is presented in tables.

TABLE 26: Mean, Standard Deviation and the comparison of the Marketing Mix of souvenirs for tourists across gender.

Marketing Mix of souvenirs for tourists across gender	Male		Female		Not specify		LGBTQ		F	P-value
	$\bar{x}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Product	3.77	0.66	3.97	0.76	3.97	0.49	4.06	0.75	2.924	0.034*
Price	3.45	0.56	3.66	0.71	3.67	0.56	3.80	0.72	4.026	0.008*
Place	3.60	0.61	3.83	0.76	3.74	0.54	4.13	0.42	3.994	0.008*
Promotion	3.56	0.60	3.85	0.71	3.79	0.49	3.67	0.33	6.442	0.000*
Physical evidence	3.65	0.63	3.96	0.71	3.86	0.49	3.72	0.48	6.771	0.000*
Packaging	3.61	0.63	3.91	0.70	3.75	0.55	4.00	0.60	6.131	0.000*
Total score	3.60	0.53	3.86	0.65	3.80	0.44	3.87	0.51	6.216	0.000

As indicated in Table 26, with gender groups, there are differences between male and female, with a significant level at 0.05 in all aspects.

TABLE 27: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different genders specifically focuses on the product.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.201*	-0.217	-0.214
Female	3.97	-	-	-0.016	-0.013
Not specify	3.97	-	-	-	0.030
LGBTQ	4.06	-	-	-	-

As shown in Table 27, within the gender groups, there are differences between male and female opinions on the product, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 28: The comparison of the Marketing Mix of souvenirs for tourists across genders: product.

Marketing Mix of souvenirs for tourists across gender: product	Male		Female		Not specify		LGBTQ		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
High quality	3.74	0.76	3.86	0.85	3.97	0.55	4.00	1.00	1.28	0.278
Rich Variety of Types	3.75	0.79	4.06	0.78	3.95	0.70	4.00	1.00	4.77	0.003*
Innovative Design	3.75	0.79	3.94	0.87	4.03	0.64	3.67	1.53	2.10	0.099
Attractive Appearance	3.78	0.79	3.99	0.87	3.95	0.57	4.33	0.58	2.46	0.062
Practicality and Functionality	3.55	0.83	3.74	0.93	3.79	0.74	3.67	0.58	1.84	0.138
Uniqueness	3.81	0.79	4.00	0.90	4.00	0.90	4.00	0.90	1.77	0.152
Total	3.77	0.66	3.97	0.76	3.97	0.49	4.06	0.75	2.92	0.034

As shown in Table 28, the analysis of Marketing Mix of souvenirs for tourists across gender groups, revealing a significant level at 0.05 in the aspects of rich variety of types.

TABLE 29: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on the rich variety of types.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.309*	-0.199	-0.251
Female	3.97	-	-	0.111	0.058
Not specify	3.97	-	-	-	0.053
LGBTQ	4.06	-	-	-	-

As depicted in Table 29, there are discernible differences between male and female perspectives regarding the diversity of product types available, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 30: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different genders specifically focuses on the price.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.45	-	-0.212*	-0.226*	0.352
Female	3.66	-	-	-0.013	-0.139
Not specify	3.67	-	-	-	-0.126
LGBTQ	3.80	-	-	-	-

As shown in Table 30, within the gender groups, the differences in opinions between male and female respondents regarding the diverse range of product types are statistically significant at a significance level of 0.05, indicating that those who did not specify scored higher than males and females.

TABLE 31: The comparison of the Marketing Mix of souvenirs for tourists across gender: price

Marketing Mix of souvenirs for tourists across gender: price	Male		Female		Not specify		LGBTQ		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Reasonable pricing	3.81	0.79	4.00	0.90	4.00	0.77	4.00	0.00	3.58	0.014*
Value for money	3.41	0.69	3.64	0.76	3.55	0.69	4.00	1.00	4.97	0.002*
Clearly marked price	3.51	0.73	3.69	0.89	3.71	0.73	3.67	1.53	1.69	0.170
Different price ranges available	3.47	0.75	3.72	0.82	3.58	0.72	3.67	0.58	3.11	0.026*
Negotiation opportunities	3.36	0.84	3.58	0.92	3.55	0.83	4.00	0.00	2.42	0.065
Total	3.66	0.71	3.66	0.71	3.67	0.56	3.80	0.72	4.03	0.008

As shown in Table 31, the comparison of the marketing mix of souvenirs for tourists across gender groups focused on the price, revealing a significant difference at the 0.05 level in the aspect of reasonable pricing, value for money and different price ranges available.

TABLE 32: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on the reasonable pricing.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.233*	-0.146	-0.594
Female	3.97	-	-	0.087	-0.360
Not specify	3.97	-	-	-	-0.447
LGBTQ	4.06	-	-	-	-

As shown in Table 32, within the gender groups, there are differences between male and female opinions on the reasonable pricing, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 33: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on the value for money.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.177*	-0.482*	-0.175
Female	3.97	-	-	-0.305*	0.002
Not specify	3.97	-	-	-	0.307
LGBTQ	4.06	-	-	-	-

As shown in Table 33 within the gender groups, differences in opinions on the value for money exist among males, females, and those who did not specify their gender, with a significant level at 0.05.

TABLE 34: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on the different price ranges available.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.250*	-0.108	-0.196
Female	3.97	-	-	0.142	0.054
Not specify	3.97	-	-	-	-0.088
LGBTQ	4.06	-	-	-	-

As shown in Table 34, within the gender groups, there are differences between male and female opinions on the different price ranges available, with a significant level at 0.05, indicating that males scored lower than females.



TABLE 35: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different genders specifically focuses on the place.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.60	-	-0.234*	0.136	-0.532
Female	3.83	-	-	0.098	-0.298
Not specify	3.74	-	-	-	-0.396
LGBTQ	4.13	-	-	-	-

As shown in Table 35, within the gender groups, there are differences between male and female opinions on the place, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 36: The comparison of the Marketing Mix of souvenirs for tourists across gender: place

Marketing Mix of souvenirs for tourists across gender: place	Male		Female		Not specify		LGBTQ		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Multiple sales channels	3.66	0.68	3.86	0.78	3.63	0.71	3.67	0.58	2.65	0.050
Convenience of stores	3.64	0.73	3.86	0.86	3.82	0.65	4.33	0.58	2.96	0.032*
Safe Selling locations	3.64	0.72	3.84	0.86	3.79	0.66	4.33	0.58	2.75	0.043*
Adequate parking availability	3.40	0.86	3.67	0.94	3.61	0.89	4.33	0.58	3.61	0.014*
Opening hour is suitable	3.94	0.81	3.84	0.71	4.00	0.00	3.80	0.79	3.71	0.052
Total	3.60	0.61	3.83	0.76	3.74	0.54	4.13	0.42	3.99	0.008*

As indicated in Table 36, the comparison of the marketing mix of souvenirs for tourists across gender groups showed a significant level at 0.05 in the aspect of convenience of stores, safe selling locations, and adequate parking availability.

TABLE 37: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on the convenience of stores.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.219*	-0.174	-0.692
Female	3.97	-	-	0.045	-0.473
Not specify	3.97	-	-	-	-0.518
LGBTQ	4.06	-	-	-	-

As shown in Table 37, within the gender groups, there are significant differences between male and female opinions on the convenience of stores, with a significance level of 0.05, indicating that males rated convenience lower than females.

TABLE 38: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on the safe selling locations.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.207*	-0.153	-0.697
Female	3.97	-	-	0.054	-0.490
Not specify	3.97	-	-	-	-0.544
LGBTQ	4.06	-	-	-	-

As shown in Table 38, within the gender groups, there are differences between male and female opinions on the safe selling locations, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 39: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on the adequate parking availability.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.273*	-0.204	-0.932
Female	3.97	-	-	0.069	-0.659
Not specify	3.97	-	-	-	-0.728
LGBTQ	4.06	-	-	-	-

As shown in Table 39, within the gender groups, there are differences between male and female opinions on the adequate parking availability, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 40: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different genders specifically focuses on the promotion.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.56	-	-0.292*	-0.229*	-0.111
Female	3.85	-	-	0.061	-0.180
Not specify	3.79	-	-	-	0.118
LGBTQ	3.67	-	-	-	-

As shown in Table 40, within the gender groups, differences in opinions on the promotion exist among males, females, and those who did not specify their gender, with a significant level at 0.05, indicating that females scored higher than males and those who did not specify.

TABLE 41: The comparison of the Marketing Mix of souvenirs for tourists across gender: promotion.

Marketing Mix of souvenirs for tourists across gender: promotion	Male		Female		Not specify		LGBTQ		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Attractive sales promotions	3.45	0.77	3.80	0.78	3.76	0.79	3.67	0.58	6.62	0.000*
Attractive advertisements	3.56	0.76	3.87	0.81	3.87	0.58	3.87	0.58	5.61	0.001*
Online information and services	3.45	0.70	3.79	0.89	3.71	0.61	4.00	0.00	6.25	0.000*
Warranties, change, and return or refund policy	3.39	0.84	3.67	0.99	3.58	0.64	3.67	0.58	2.96	0.051*
Flexible payment methods	3.79	0.79	4.03	0.75	4.00	0.66	3.67	0.58	3.36	0.019*
Hospitality and knowledge of sales person	3.69	0.70	3.91	0.84	3.79	0.66	3.67	0.58	2.62	0.050
Total	3.56	0.60	3.85	0.71	3.79	0.49	3.67	0.33	6.44	0.000*

As shown in Table 41, the comparison of the marketing mix of souvenirs for tourists across gender groups focused on the promotion, revealing a significant difference in aspects such as attractive sales promotions, attractive advertisements, online information and services, warranties, change, return or refund policy and flexible payment methods.

TABLE 42: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on sales promotions.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.353*	-0.314*	-0.217
Female	3.97	-	-	0.039	0.136
Not specify	3.97	-	-	-	-0.096
LGBTQ	4.06	-	-	-	-

As shown in Table 42, within the gender groups, differences in opinions on the on sales promotions exist among males, females, and those who did not specify their gender, with a significant level at 0.05.

TABLE 43: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on attractive advertisements.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.311*	-0.226	-0.228
Female	3.97	-	-	0.004	0.539
Not specify	3.97	-	-	-	0.535
LGBTQ	4.06	-	-	-	-

As shown in Table 43, within the gender groups, there are differences between male and female opinions on the attractive advertisements, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 44: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on online information and services.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.65	-	-0.308*	-0.209	-0.072
Female	3.96	-	-	0.099	0.237
Not specify	3.86	-	-	-	0.137
LGBTQ	3.72	-	-	-	-

As shown in Table 44, within the gender groups, there are differences between male and female opinions on the online information and services, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 45: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on warranties, change, and return or refund policy.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.243*	-0.209	0.125
Female	3.97	-	-	0.035	0.368
Not specify	3.97	-	-	-	0.333
LGBTQ	4.06	-	-	-	-

As shown in Table 45, within the gender groups, there are differences between male and female opinions on the warranties, change, and return or refund policy, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 46: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on flexible payment methods.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.278*	-0.189	-0.276
Female	3.97	-	-	0.090	0.002
Not specify	3.97	-	-	-	-0.088
LGBTQ	4.06	-	-	-	-

As shown in Table 46, within the gender groups, there are differences between male and female opinions on the flexible payment methods, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 47: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different genders specifically focuses on the physical evidence.

As shown in Table 47, within the gender groups, there are differences between male and female opinions on the physical evidence, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 48: The comparison of the Marketing Mix of souvenirs for tourists across gender: physical evidence.

Marketing Mix of souvenirs for tourists across gender: physical evidence	Male		Female		Not specify		LGBTQ		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Pleasant shopping experience	3.60	0.73	3.92	0.75	3.87	0.70	3.67	0.58	5.88	0.001*
Comfortable shopping environment	3.65	0.73	3.98	0.75	3.79	0.66	4.00	0.00	5.98	0.001*
Satisfactory shopping service	3.60	0.72	3.91	0.80	3.97	0.59	3.33	1.16	6.22	0.000*
Cultural and attractive in - store decoration	3.71	0.73	3.98	0.82	3.79	0.67	3.67	0.58	3.73	0.011*
Shop's feature	3.61	0.77	3.98	0.82	3.82	0.61	3.67	0.58	6.71	0.051
Neat and clean stores	3.72	0.73	3.99	0.76	3.92	0.63	4.00	0.00	4.25	0.050
Total	3.56	0.60	3.85	0.71	3.79	0.49	3.67	0.33	6.77	0.000*

As shown in Table 48, the comparison of the marketing mix of souvenirs for tourists across gender groups focused on the physical evidence, revealing a significant difference level in terms of pleasant shopping experience, comfortable shopping environment, satisfactory shopping service, and cultural and attractive in-store decoration.

TABLE 49: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on pleasant shopping experience.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.320*	-0.269*	-0.068
Female	3.97	-	-	0.050	0.252
Not specify	3.97	-	-	-	0.202
LGBTQ	4.06	-	-	-	-

As shown in Table 49, within the gender groups, differences in opinions on the on pleasant shopping experience exist among males, females, and those who did not specify their gender, with a significant level at 0.05.

TABLE 50: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on comfortable shopping environment.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.324*	-0.137	-0.348
Female	3.97	-	-	0.187	-0.023
Not specify	3.97	-	-	-	-0.211
LGBTQ	4.06	-	-	-	-

As shown in Table 50, within the gender groups, there are differences between male and female opinions on the comfortable shopping environment, with a significant level at 0.05, indicating that males scored lower than females.



TABLE 51: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on satisfactory shopping service

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.303*	-0.369*	0.271
Female	3.97	-	-	-0.067	0.574
Not specify	3.97	-	-	-	0.640
LGBTQ	4.06	-	-	-	-

As shown in Table 51, within the gender groups, differences in opinions on the on satisfactory shopping service exist among males, females, and those who did not specify their gender, with a significant level at 0.05.

TABLE 52: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on cultural and attractive in - store decoration.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.266*	-0.078	0.045
Female	3.97	-	-	0.187	0.310
Not specify	3.97	-	-	-	0.123
LGBTQ	4.06	-	-	-	-

As shown in Table 4.52, within the gender groups, there are differences between male and female opinions on the cultural and attractive in - store decoration, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 53: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different genders specifically focuses on the packaging.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.61	-	-0.292*	-0.138	-0.385
Female	3.91	-	-	0.154	-0.093
Not specify	3.75	-	-	-	-0.247
LGBTQ	4.00	-	-	-	-

As shown in Table 53, within the gender groups, there are differences between male and female opinions on the packaging, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 54: The comparison of the Marketing Mix of souvenirs for tourists across gender: packaging.

Marketing Mix of souvenirs for tourists across gender: packaging	Male		Female		Not specify		LGBTQ		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Attractive packaging	3.67	0.71	3.97	0.75	3.79	0.78	4.00	0.00	4.99	0.002*
Appropriate size	3.58	0.73	3.92	0.78	3.68	0.66	4.00	1.00	6.37	0.000*
Packaging functionality	3.56	0.76	3.84	0.78	3.74	0.69	4.33	0.58	4.85	0.003*
Unique design	3.64	0.75	3.91	0.79	3.92	0.59	4.00	1.00	4.39	0.005*
Packaging helps in adding value to the product	3.63	0.75	3.90	0.84	3.63	0.68	3.67	0.58	3.85	0.010*
Total	3.61	0.63	3.91	0.70	3.75	0.55	4.00	0.60	6.27	0.000*

As shown in Table 54, the comparison of the marketing mix of souvenirs for tourists across gender groups focused on the packaging, revealing a significant difference level with a p-value less than 0.05 in all aspects.

TABLE 55: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on attractive packaging.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.297*	-0.116	-0.326
Female	3.97	-	-	0.181	-0.029
Not specify	3.97	-	-	-	-0.211
LGBTQ	4.06	-	-	-	-

As shown in Table 4.55, within the gender groups, there are differences between male and female opinions on the attractive packaging, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 56: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on appropriate size.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.341*	-0.107	-0.422
Female	3.97	-	-	0.234	-0.081
Not specify	3.97	-	-	-	-0.316
LGBTQ	4.06	-	-	-	-

As shown in Table 56, within the gender groups, there are differences between male and female opinions on the appropriate size, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 57: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on packaging functionality.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.281*	-0.181	-0.777
Female	3.97	-	-	0.100	-0.496
Not specify	3.97	-	-	-	-0.596
LGBTQ	4.06	-	-	-	-

As shown in Table 57, within the gender groups, there are differences between male and female opinions on packaging functionality, with a significant level at 0.05, indicating that males scored lower than females.

TABLE 58: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on unique design.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.271*	-0.285*	-0.364
Female	3.97	-	-	-0.014	-0.093
Not specify	3.97	-	-	-	-0.079
LGBTQ	4.06	-	-	-	-

As shown in Table 58, within the gender groups, there are differences between male and female opinions on the unique design, with a significance level of 0.05, indicating that males scored lower than females.

TABLE 59: The pairwise comparison analysis between the genders of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on packaging helps in adding value to the product.

Gender	$\bar{X}$	Male	Female	Not specify	LGBTQ
Male	3.77	-	-0.270*	-0.001	-0.036
Female	3.97	-	-	0.270	0.234
Not specify	3.97	-	-	-	-0.035
LGBTQ	4.06	-	-	-	-

As shown in Table 4.59, within the gender groups, there are differences between male and female opinions on the packaging helps in adding value to the product, with a significant level at 0.05, indicating that males scored lower than females.

4.3.2 The comparison of the Marketing Mix of souvenirs for tourists across age variables is presented in tables.

TABLE 60: Mean, Standard Deviation and the comparison of the Marketing Mix of souvenirs for tourists across age.

Marketing Mix of souvenirs for tourists across age	18-25 years old		26-35 years old		36-45 years old		46-55 years old		56 years old and above		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Product	4.02	0.64	3.94	0.73	3.76	0.66	3.94	0.71	3.60	0.86	3.32	0.011*
Price	3.68	0.65	3.67	0.65	3.39	0.50	3.67	0.73	3.37	0.70	5.12	0.000*
Place	3.78	0.70	3.82	0.68	3.59	0.61	3.88	0.70	3.47	0.77	3.62	0.006*
Promotion	3.85	0.62	3.79	0.68	3.55	0.55	3.75	0.71	3.44	0.82	4.89	0.001*
Physical evidence	3.85	0.65	3.94	0.71	3.67	0.59	3.87	0.70	3.64	0.79	2.95	0.020*
Packaging	3.84	0.65	3.89	0.71	3.59	0.58	3.87	0.66	3.56	0.79	4.36	0.002*
Total score	3.84	0.57	3.84	0.61	3.59	0.48	3.83	0.66	3.51	0.73	4.79	0.001*

As shown in Table 4.60, the comparison of the marketing mix of souvenirs for tourists across age groups revealed a significant difference at the 0.05 level in all aspects.

TABLE 61: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different ages specifically focuses on the product.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25years old	4.02	-	0.084	0.244*	0.073	0.390*
26-35 years old	3.94	-	-	0.160	-0.010	0.107
36-45years old	3.76	-	-	-	-0.171	0.146
46-55 years old	3.94	-	-	-	-	0.317
56 years old and above	3.60	-	-	-	-	-

As shown in Table 61, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the product, reveals that respondents aged 18 to 25 years hold a different opinion compared to those aged 36 to 45 years old, respondents aged 26 to 35 years have a different opinion compared to those aged 56 years old and above, indicating a significant difference at the 0.05 level.

TABLE 62: The comparison of the Marketing Mix of souvenirs for tourists across age: product

Marketing Mix of souvenirs for tourists across age	18-25 years old		26-35 years old		36-45 years old		46-55 years old		56 years old and above		F	P- value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
High quality	3.92	0.75	3.89	0.76	3.72	0.76	3.77	0.77	3.70	1.07	1.33	0.257
Rich Variety of Types	4.02	0.70	3.90	0.89	3.84	0.77	3.95	0.83	3.67	0.78	1.47	0.212
Innovative Design	3.98	0.76	3.88	0.78	3.77	0.85	3.93	0.76	3.56	1.09	1.98	0.097
Attractive Appearance	4.07	0.72	3.99	0.87	3.72	0.79	3.95	0.75	3.56	0.93	4.54	0.001*
Practicality and Functionality	3.80	0.82	3.70	0.93	3.52	0.84	3.73	0.82	3.41	0.93	2.17	0.071
Uniqueness	4.04	0.75	3.96	0.86	3.79	0.83	4.05	0.86	3.59	0.97	2.67	0.032*
Total score	4.02	0.64	3.94	0.73	3.76	0.66	3.94	0.71	3.60	0.86	3.32	0.011*

As shown in Table 62, the comparison of the marketing mix of souvenirs for tourists across age groups focused on the product, revealing a significance level of 0.05 in the aspect of attractive appearance and uniqueness.

TABLE 63: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on attractive appearance.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	0.085	0.355*	0.120	0.519*
26-35 years old	3.89	-	-	0.270*	0.035	0.434*
36-45 years old	3.59	-	-	-	-0.236	0.163
46-55 years old	3.87	-	-	-	-	0.399*
56 years old and above	3.56	-	-	-	-	-

As shown in Table 63, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the attractive appearance, reveals that respondents aged 18 to 25 years hold a different opinion on attractive appearance compared to those aged 36 to 45 years and those aged 56 years old and above. Respondents aged 26 to 35 years hold a different opinion on attractive appearance compared to those aged 36 to 45 years and 56 years old and above. Additionally, respondents aged 46 to 55 years have a different opinion on attractive appearance compared to respondents aged 56 years old and above, indicating a significance level of 0.05.

TABLE 64: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on uniqueness.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	0.080	0.248*	-0.008	0.444*
26-35 years old	3.89	-	-	0.168	-0.088	0.364*
36-45 years old	3.59	-	-	-	-0.256	0.196
46-55 years old	3.87	-	-	-	-	0.453*
56 years old and above	3.56	-	-	-	-	-

As shown in Table 4.64, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the uniqueness, reveals that respondents aged 18 to 25 years hold a different opinion on uniqueness compared to those aged 36 to 45 years and those aged 56 years old and above, respondents aged 26 to 35 years hold a different opinion on uniqueness compared to those aged 56 years old and above. Additionally, respondents aged 46 to 55 years have a different opinion on uniqueness compared to respondents aged 56 years old and above, indicating a significant difference at the 0.05 level.

TABLE 65: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different ages specifically focuses on the price.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.68	-	0.014	0.292*	0.015	0.312*
26-35 years old	3.67	-	-	0.278*	0.000	0.298*
36-45 years old	3.39	-	-	-	-0.277*	0.020
46-55 years old	3.67	-	-	-	-	0.297
56 years old and above	3.37	-	-	-	-	-



As shown in Table 65, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the price, reveals that respondents aged 18 to 25 years hold a different opinion on the price compared to those aged 36 to 45 years and those aged 56 years old and above, respondents aged 26 to 35 years have a different opinion on the price compared to respondents aged 46 to 55 years and 56 years old and above. Additionally, respondents aged 36 to 45 years have a different opinion on the price compared to respondents aged 46 to 55 years old and above, indicating a significant difference at the 0.05 level.

TABLE 66: The comparison of the Marketing Mix of souvenirs for tourists across age: price

Marketing Mix of souvenirs for tourists across age	18-25 years old		26-35 years old		36-45 years old		46-55 years old		56 years old and above		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Reasonable pricing	3.58	0.78	3.55	0.75	3.41	0.62	3.70	0.77	3.44	0.85	1.70	0.149
Value for money	3.77	0.72	3.73	0.72	3.40	0.73	3.66	0.81	3.56	0.85	4.55	0.001*
Clearly marked price	3.76	0.75	3.73	0.86	3.42	0.77	3.75	0.78	3.26	0.86	4.96	0.001*
Different price ranges available	3.74	0.80	3.69	0.81	3.43	0.66	3.66	0.83	3.30	0.91	3.85	0.004*
Negotiation opportunities	3.56	0.88	3.65	0.83	3.29	0.88	3.57	0.99	3.30	0.70	3.05	0.052
Total score	3.68	0.65	3.67	0.65	3.39	0.50	3.67	0.73	3.37	0.70	5.13	0.000*

As shown in Table 66, the comparison of the marketing mix of souvenirs for tourists across age groups focused on the price, revealing a significant difference at the 0.05 level in the terms of value for money, clearly marked price and different price ranges available.

TABLE 67: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on value for money.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	0.037	-0.370*	0.109	0.219
26-35 years old	3.89	-	-	0.333*	0.072	0.176
36-45 years old	3.59	-	-	-	0.261	0.157
46-55 years old	3.87	-	-	-	-	0.104
56 years old and above	3.56	-	-	-	-	-

As shown in Table 67, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the value for money, reveals that respondents aged 18 to 25 years hold a different opinion on value for money compared to those aged 36 to 45 years. Additionally, respondents aged 26 to 35 years have a different opinion on value for money compared to respondents aged 36 to 45 years, indicating a significant difference at the 0.05 level.

TABLE 68: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on clearly marked price.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	0.028	0.337*	0.009	0.500*
26-35 years old	3.89	-	-	0.309*	0.019	0.472*
36-45 years old	3.59	-	-	-	-0.328*	0.163
46-55 years old	3.87	-	-	-	-	0.491*
56 years old and above	3.56	-	-	-	-	-

As shown in Table 68, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the clearly marked price, reveals that respondents aged 18 to 25 years hold a different opinion on clearly marked price compared to those aged 36 to 45 years and 56 years old and above, reveals that respondents aged 36 to 45 years hold a different opinion on clearly marked price compared to those aged 46 to 55 years. Additionally, respondents aged 46 to 55 years have a different opinion compared to respondents aged 56 years and above, indicating a significant difference at the 0.05 level.

TABLE 69: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on different price ranges available.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	0.053	0.311*	0.082	0.444*
26-35 years old	3.89	-	-	0.258*	0.029	0.392*
36-45 years old	3.59	-	-	-	-0.229	0.133
46-55 years old	3.87	-	-	-	-	0.363
56 years old and above	3.56	-	-	-	-	-

As shown in Table 69, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the different price ranges available, reveals that respondents aged 18 to 25 years hold a different opinion on different price ranges available compared to those aged 36 to 45 years and 56 years old and above. Additionally, respondents aged 26 to 35 years hold a different opinion on different price ranges available compared to those aged 36 to 45 years and 56 years old and above, indicating a significant difference at the 0.05 level.

TABLE 70: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different ages specifically focuses on the place.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.78	-	-0.040	0.197*	-0.093	0.316*
26-35 years old	3.82	-	-	0.237*	-0.053	0.113
36-45 years old	3.59	-	-	-	0.291	0.119
46-55 years old	3.88	-	-	-	-	-0.410
56 years old and above	3.47	-	-	-	-	-

As shown in Table 70, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the place, reveals that respondents aged 18 to 25 years hold a different opinion on the place compared to those aged 36 to 45 years and 56 years old and above. Respondents aged 26 to 35 years have a different opinion on the place compared to those aged 36 to 45 years, indicating a significant difference at the 0.05 level

TABLE 71: The comparison of the Marketing Mix of souvenirs for tourists across age: place

Marketing Mix of souvenirs for tourists across age	18-25 years old		26-35 years old		36-45 years old		46-55 years old		56 years old and above		F	P- value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Multiple sales channels	3.81	0.76	3.81	0.73	3.63	0.67	3.95	0.72	3.41	0.79	3.58	0.007*
Convenience of stores	3.81	0.80	3.94	0.79	3.58	0.86	0.85	3.59	0.84	0.85	3.58	0.007*
Safe Selling locations	3.79	0.79	3.81	0.77	3.66	0.78	3.91	3.52	0.85	0.86	1.70	0.150
Adequate parking availability	3.58	0.93	3.68	0.90	3.40	0.87	3.75	0.89	3.30	0.95	2.48	0.044*
Opening hour is suitable	3.92	0.75	3.89	0.76	3.66	0.76	3.91	0.80	3.52	0.89	3.08	0.016*
Total	3.78	0.70	3.82	0.68	3.59	0.61	3.88	0.70	3.47	0.77	3.62	0.006*

As shown in Table 71, the comparison of the marketing mix of souvenirs for tourists across age groups focused on the place, revealing a significant difference at the 0.05 level in aspects such as multiple sales channels, convenience of stores, adequate parking availability, and opening hour is suitable.

TABLE 72: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on multiple sales channels.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	0.008	0.182	-0.140	0.407*
26-35 years old	3.89	-	-	0.174	-0.148	0.399*
36-45 years old	3.59	-	-	-	-0.322*	0.225
46-55 years old	3.87	-	-	-	-	0.547*
56 years old and above	3.56	-	-	-	-	-

As shown in Table 72, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the multiple sales channels, reveals that respondents aged 18 to 25 years hold a different opinion on multiple sales channels compared to those aged 56 years old and above. Respondents aged 26 to 35 years have a different opinion on multiple sales channels compared to those aged 56 years old and above. Respondents aged 36 to 45 years have a different opinion on multiple sales channels compared to those aged 46 to 55 years. Additionally, respondents aged 46 to 55 years have a different opinion on multiple sales channels compared to those aged 56 years old and above, indicating a significant difference at the 0.05 level.

TABLE 73: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on convenience of stores.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	-0.121	0.237*	-0.049	0.222
26-35 years old	3.89	-	-	0.357*	0.072	0.343
36-45 years old	3.59	-	-	-	-0.286*	-0.014
46-55 years old	3.87	-	-	-	-	0.271
56 years old and above	3.56	-	-	-	-	-

In Table 73, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the convenience of stores, reveals that respondents aged 18 to 25 years hold a different opinion compared to those aged 36 to 45 years. Respondents aged 26 to 35 years have a different opinion compared to those aged 36 to 45 years. Additionally, respondents aged 36 to 45 years have a different opinion compared to those aged 46 to 55 years. indicating a significant difference at the 0.05 level.

TABLE 74: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on adequate parking availability.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	-0.094	0.185	-0.167	0.287
26-35 years old	3.89	-	-	0.279*	-0.073	0.381
36-45 years old	3.59	-	-	-	-0.352*	0.102
46-55 years old	3.87	-	-	-	-	0.454*
56 years old and above	3.56	-	-	-	-	-

As shown in Table 74, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the adequate parking availability, respondents aged 26 to 35 years have a different opinion on the adequate parking availability compared to those aged 36 to 45 years. Respondents aged 36 to 45 years have a different opinion on the adequate parking availability compared to those aged 46 to 55 years. Additionally, respondents aged 46 to 55 years have a different opinion on the adequate parking availability compared to those aged 56 years old and above, indicating a significant difference at the 0.05 level.

TABLE 75: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on opening hour is suitable.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	0.024	0.253*	0.008	0.398*
26-35 years old	3.89	-	-	0.228*	-0.017	0.374*
36-45 years old	3.59	-	-	-	-0.245	0.146
46-55 years old	3.87	-	-	-	-	0.391*
56 years old and above	3.56	-	-	-	-	-

As shown in Table 75, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the opening hour is suitable, respondents aged 18 to 25 years have a different opinion on the opening hour is suitable compared to those aged 36 to 45 years and 56 years old and above. Respondents aged 26 to 35 years have a different opinion on the opening hour is suitable compared to those aged 36 to 45 years and 56 years old and above. Additionally, respondents aged 46 to 55 years have a different opinion on the opening hour is suitable compared to those aged 56 years old and above, indicating a significant difference at the 0.05 level.

TABLE 76: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different ages specifically focuses on the promotion.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.85	-	0.059*	0.301*	0.098	0.407*
26-35 years old	3.79	-	-	0.241*	0.038	0.347*
36-45 years old	3.55	-	-	-	-0.203	0.106*
46-55 years old	3.75	-	-	-	-	0.309*
56 years old and above	3.44	-	-	-	-	-

As shown in Table 76, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the promotion, reveals that respondents aged 18 to 25 years hold a different opinion on the promotion compared to those aged 26 to 35 years, 36 to 45 years and 56 years old and above. Respondents aged 26 to 35 years have a different opinion on the promotion compared to those aged 36 to 45 years and 56 years old and above. Additionally, respondents aged 46 to 55 years have a different opinion on the promotion compared to those aged 56 years old and above, indicating a significant difference at the 0.05 level.



TABLE 77: The comparison of the Marketing Mix of souvenirs for tourists across age: promotion

Marketing Mix of souvenirs for tourists across age	18-25 years old		26-35 years old		36-45 years old		46-55 years old		56 years old and above		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Attractive sales promotions	3.80	0.77	3.69	0.82	3.46	0.76	3.66	0.78	3.56	0.80	2.92	0.021*
Attractive advertisements	3.92	0.70	3.78	0.82	3.55	0.74	3.77	0.71	3.48	1.05	4.24	0.002*
Online information and services	3.81	0.74	3.71	0.82	3.43	0.76	3.64	0.78	3.48	0.85	4.16	0.003*
Warranties, change, and return or refund policy	3.73	0.76	3.58	0.94	3.36	0.90	3.61	0.90	3.22	1.12	3.55	0.007*
Flexible payment methods	3.98	0.67	4.03	0.77	3.84	0.74	3.98	0.85	3.52	0.96	3.04	0.017*
Hospitality and knowledge of sales person	3.87	0.79	3.96	0.75	3.67	0.67	3.86	0.82	3.41	0.80	4.12	0.003*
Total	3.85	0.62	3.79	0.68	3.55	0.55	3.75	0.71	3.44	0.82	4.89	0.001*

As shown in Table 77, the comparison of the marketing mix of souvenirs for tourists across age groups focused on the promotion, indicating a significant difference at the 0.05 level in all aspects.

TABLE 78: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on attractive sales promotions.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	0.108	0.335*	0.137	0.241
26-35 years old	3.89	-	-	0.227*	0.029	0.133
36-45 years old	3.59	-	-	-	-0.198	-0.095
46-55 years old	3.87	-	-	-	-	0.104
56 years old and above	3.56	-	-	-	-	-

As shown in Table 78, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the attractive sales promotions, reveals that respondents aged 18 to 25 years hold a different opinion compared to those aged 36 to 45 years. Additionally, respondents aged 26 to 35 years have a different opinion on the price compared to those aged 36 to 45 years, indicating a significant difference at the 0.05 level.

TABLE 79: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on attractive advertisements.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	0.132	0.370*	0.144	0.435*
26-35 years old	3.89	-	-	0.238*	0.012	0.303
36-45 years old	3.59	-	-	-	-0.226	0.065
46-55 years old	3.87	-	-	-	-	0.291
56 years old and above	3.56	-	-	-	-	-

As shown in Table 79, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the attractive advertisements, reveals that respondents aged 18 to 25 years hold a different opinion on attractive advertisements compared to those aged 36 to 45 years and 56 years old and above. Additionally, respondents aged 26 to 35 years have a different opinion on attractive advertisements compared to those aged 36 to 45 years, indicating a significant difference at the 0.05 level.

TABLE 80: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on online information and services.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	0.105	0.385*	0.178	0.333*
26-35 years old	3.89	-	-	0.280*	0.073	0.228
36-45 years old	3.59	-	-	-	-0.207	-0.052
46-55 years old	3.87	-	-	-	-	0.155
56 years old and above	3.56	-	-	-	-	-

As shown in Table 80, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the online information and services, reveals that respondents aged 18 to 25 years hold a different opinion on online information and services compared to those aged 36 to 45 years and 56 years old and above. Additionally, respondents aged 26 to 35 years have a different opinion on online information and services compared to those aged 36 to 45 years, indicating a significant difference at the 0.05 level.

TABLE 81: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on warranties, change, and return or refund policy.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	0.151	0.372*	0.118	0.509*
26-35 years old	3.89	-	-	0.221	-0.033	0.358
36-45 years old	3.59	-	-	-	-0.254	0.137
46-55 years old	3.87	-	-	-	-	0.391
56 years old and above	3.56	-	-	-	-	-

As shown in Table 81, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the warranties, change, and refund policy, reveals that respondents aged 18 to 25 years hold a different opinion compared to those aged 36 to 45 years and 56 years old and above, indicating a significant difference at the 0.05 level.

TABLE 82: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on flexible payment methods.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	-0.051	0.146	0.004	0.463*
26-35 years old	3.89	-	-	0.196	0.055	0.514*
36-45 years old	3.59	-	-	-	0.141	0.317*
46-55 years old	3.87	-	-	-	-	0.459*
56 years old and above	3.56	-	-	-	-	-

As shown in Table 82, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the online information and services, reveals that

respondents aged 56 years old and above hold a different opinion on the online information and services compared to those aged 18 to 25 years, 26 to 35 years, 36 to 45 years and 46 to 55 years, indicating a significant difference at the 0.05 level..

TABLE 83: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on hospitality and knowledge of sales person.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	-0.087	0.198*	0.007	0.463*
26-35 years old	3.89	-	-	0.285*	0.093	0.550*
36-45 years old	3.59	-	-	-	-0.192	0.264
46-55 years old	3.87	-	-	-	-	-0.456*
56 years old and above	3.56	-	-	-	-	-

As shown in Table 83, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the hospitality and knowledge of sales person, reveals that respondents aged 18 to 25 years hold a different opinion on the hospitality and knowledge of sales person compared to those aged 36 to 45 years and 56 years old and above. Respondents aged 26 to 35 years have a different opinion on the hospitality and knowledge of sales person compared to those aged 36 to 45 years and 56 years old and above. Respondents aged 36 to 45 years have a different opinion on the hospitality and knowledge of sales person compared to those aged 56 years old and above. Additionally, respondents aged 46 to 55 years have a different opinion on the hospitality and knowledge of sales person compared to those aged 56 years old and above, indicating a significant difference at the 0.05 level.

TABLE 84: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different ages specifically focuses on the physical evidence.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.85	-	-0.086	0.181*	-0.016	0.219
26-35 years old	3.94	-	-	0.267*	0.069	-0.305
36-45 years old	3.67	-	-	-	-0.198	0.037
46-55 years old	3.87	-	-	-	-	0.235
56 years old and above	3.64	-	-	-	-	-

As shown in Table 84, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the physical evidence, reveals that respondents aged 36 to 45 years hold a different opinion compared to those aged 18 to 25 years old, and 26 to 35 years old, indicating a significant difference at the 0.05 level.

TABLE 85: The comparison of the Marketing Mix of souvenirs for tourists across age: physical evidence

Marketing Mix of souvenirs for tourists across age	18-25 years old		26-35 years old		36-45 years old		46-55 years old		56 years old and above		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Pleasant shopping experience	3.90	0.71	3.96	0.81	3.65	0.66	3.91	0.71	3.63	0.93	1.39	0.238
Comfortable shopping environment	3.81	0.74	3.89	0.76	3.58	0.71	3.77	0.77	3.63	1.01	3.26	0.012*
Satisfactory shopping service	3.75	0.75	3.84	0.85	3.54	0.69	3.82	0.72	3.59	0.89	2.85	0.024*
Cultural and attractive in - store decoration	3.82	0.77	3.89	0.83	3.69	0.68	3.91	0.74	3.48	0.85	2.65	0.053
Shop's feature	3.90	0.72	3.88	0.81	3.52	0.80	3.95	0.68	3.44	0.85	1.42	0.227
Neat and clean stores	3.89	0.69	4.03	0.76	3.73	0.69	4.00	0.75	3.52	0.94	4.15	0.003*
Total	3.85	0.65	3.94	0.71	3.67	0.59	3.87	0.70	3.64	0.79	2.96	0.020*

As shown in Table 85, the comparison of the marketing mix of souvenirs for tourists across age groups focused on the physical evidence, revealing a significant difference at the 0.05 level in the aspect of comfortable shopping environment, satisfactory shopping service and neat and clean stores.

TABLE 86: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on comfortable shopping environment.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	-0.147	0.202*	-0.021	0.102
26-35 years old	3.89	-	-	0.349*	0.126	0.249
36-45 years old	3.59	-	-	-	-0.223	-0.100
46-55 years old	3.87	-	-	-	-	0.123
56 years old and above	3.56	-	-	-	-	-

As shown in Table 86, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the comfortable shopping environment, reveals that respondents aged 18 to 25 years hold a different opinion on the comfortable shopping environment compared to those aged 36 to 45 years. Additionally, respondents aged 26 to 35 years have a different opinion on the comfortable shopping environment compared to those aged 36 to 45 years, indicating a significant difference at the 0.05 level.

TABLE 87: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on satisfactory shopping service.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	-0.088	0.198*	-0.094	0.222
26-35 years old	3.89	-	-	0.286*	0.006	0.311
36-45 years old	3.59	-	-	-	-0.292*	0.025
46-55 years old	3.87	-	-	-	-	-0.316
56 years old and above	3.56	-	-	-	-	-

As shown in Table 87, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the satisfactory shopping service, reveals that respondents aged 18 to 25 years hold a different opinion compared to those aged 36 to 45 years. Respondents aged 26 to 35 years have a different opinion compared to those aged 36 to 45 years. Additionally, respondents aged 36 to 45 years have a different opinion compared to those aged 46 to 55 years, indicating a significant difference at the 0.05 level.

TABLE 88: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on neat and clean stores.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	0.059	0.218*	0.057	0.231
26-35 years old	3.89	-	-	0.159	-0.002	0.172
36-45 years old	3.59	-	-	-	0.161	0.013
46-55 years old	3.87	-	-	-	-	0.174
56 years old and above	3.56	-	-	-	-	-



As shown in Table 4.88 the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the neat and clean stores, reveals that respondents aged 18 to 25 years hold a different opinion compared to those aged 36 to 45 years, indicating a significant difference at the 0.05 level.

TABLE 89: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different ages specifically focuses on the packaging.

Age	$\bar{X}$	18-25 years old	26-35 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	-0.057	0.241*	-0.037	0.279*
26-35 years old	3.89	-	-	0.298*	0.019	0.336*
36-45 years old	3.59	-	-	-	-0.279*	0.038
46-55 years old	3.87	-	-	-	-	0.317*
56 years old and above	3.56	-	-	-	-	-

As shown in Table 4.89, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the packaging, reveals that respondents aged 18 to 25 years hold a different opinion on the packaging compared to those aged 36 to 45 years and 56 years old and above. Respondents aged 26 to 35 years have a different opinion on the packaging compared to those aged 56 years old and above. Respondents aged 36 to 45 years have a different opinion on the packaging compared to those aged 46 to 55 years. Additionally, respondents aged 46 to 55 years have a different opinion on the packaging compared to those aged 56 years old and above, indicating a significant difference at the 0.05 level.

TABLE 90: The comparison of the Marketing Mix of souvenirs for tourists across age:  
Packaging

Marketing Mix of souvenirs for tourists across age	18-25 years old		18-25 years old		36-45 years old		46-55 years old		56 years old and above		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Attractive packaging	3.90	0.71	3.96	0.81	3.65	0.66	3.91	0.71	3.63	0.93	3.48	0.008*
Appropriate size	3.81	0.74	3.89	0.76	3.58	0.71	3.77	0.77	3.63	1.01	2.76	0.127
Packaging functionality	3.75	0.75	3.84	0.85	3.54	0.69	3.82	0.72	3.59	0.89	2.71	0.030*
Unique design	3.82	0.77	3.89	0.83	3.69	0.69	3.91	0.74	3.48	0.85	2.43	0.057
Packaging helps in adding value to the product	3.90	0.72	3.88	0.81	3.52	0.80	3.95	0.68	3.44	0.85	6.43	0.000*
Total	3.84	0.65	3.89	0.71	3.59	0.58	3.87	0.66	3.56	0.79	4.34	0.002*

As shown in Table 90, the comparison of the marketing mix of souvenirs for tourists across age groups focused on the packaging, revealing a significant difference at the 0.05 level in the aspect of attractive packaging, packaging functionality and packaging helps in adding value to the product.

TABLE 91: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on attractive packaging.

Age	$\bar{X}$	18-25 years old	18-25 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	-0.059	0.250*	-0.011	0.269
26-35 years old	3.89	-	-	0.309*	0.048	0.327*
36-45 years old	3.59	-	-	-	-0.261*	0.019
46-55 years old	3.87	-	-	-	-	0.279
56 years old and above	3.56	-	-	-	-	-

As shown in Table 91, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the attractive packaging, reveals that respondents aged 18 to 25 years hold a different opinion on attractive packaging compared to those aged 36 to 45 years. Respondents aged 26 to 35 years have a different opinion on attractive packaging compared to those aged 36-45 years and aged 56 years old and above. Additionally, respondents aged 36 to 45 years have a different opinion on attractive packaging compared to those aged 46 to 55 years, indicating a significant difference at the 0.05 level.

TABLE 92: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on packaging functionality.

Age	$\bar{X}$	18-25 years old	18-25 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	-0.089	0.211*	-0.068	0.157
26-35 years old	3.89	-	-	0.300*	0.021	0.246
36-45 years old	3.59	-	-	-	-0.279*	-0.054
46-55 years old	3.87	-	-	-	-	0.226
56 years old and above	3.56	-	-	-	-	-

As shown in Table 92, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the packaging functionality, reveals that respondents aged 18 to 25 years hold a different opinion on packaging functionality compared to those aged 36 to 45 years. Respondents aged 26 to 35 years have a different opinion on packaging functionality compared to those aged 36 to 45 years. Additionally, respondents aged 36 to 45 years have a different opinion on packaging functionality compared to those aged 46 to 55 years, indicating a significant difference at the 0.05 level.

TABLE 93: The pairwise comparison analysis between the ages of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on packaging helps in adding value to the product.

Age	$\bar{X}$	18-25 years old	18-25 years old	36-45 years old	46-55 years old	56 years old and above
18-25 years old	3.84	-	0.016	0.383*	-0.056	0.454*
26-35 years old	3.89	-	-	0.366*	-0.073	0.437*
36-45 years old	3.59	-	-	-	-0.439*	0.071
46-55 years old	3.87	-	-	-	-	0.510*
56 years old and above	3.56	-	-	-	-	-

As shown in Table 93, the comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the packaging helps in adding value to the product, reveals that respondents aged 18 to 25 years hold a different opinion on packaging helps in adding value to the product compared to those aged 36 to 45 years and 56 years old and above. Respondents aged 26 to 35 years have a different opinion on packaging helps in adding value to the product compared to those aged 36 to 45 years and 56 years old and above. Respondents aged 36 to 45 years have a different opinion on packaging helps in adding value to the product compared to those aged 46 to 55 years old. Additionally, respondents aged 46 to 55 years have a different opinion on packaging helps in adding value to the product compared to those aged and 56 years old and above, indicating a significant difference at the 0.05 level.

4.3.3 The comparison of the Marketing Mix of souvenirs for tourists across income variables is presented in tables.

TABLE 94: The comparison of the Marketing Mix of souvenirs for tourists across monthly income

Marketing Mix of souvenirs for tourists across monthly income	Below 3000 Yuan		3000-5000 Yuan		5001-8000 Yuan		8001-15000 Yuan		Above 15000 Yuan		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Product	3.48	0.68	3.93	0.68	4.00	0.67	3.90	0.66	3.99	0.79	6.57	0.000*
Price	3.21	0.53	3.61	0.62	3.63	0.64	3.63	0.53	3.75	0.87	6.42	0.000*
Place	3.30	0.70	3.79	0.67	3.84	0.64	3.75	0.53	3.76	0.86	7.72	0.000*
Promotion	3.31	0.60	3.82	0.66	3.76	0.60	3.72	0.56	3.74	0.86	7.46	0.000*
Physical evidence	3.31	0.59	3.96	0.63	3.88	0.63	3.81	0.59	3.82	0.86	11.94	0.000*
Packaging	3.37	0.61	3.86	0.65	3.81	0.65	3.80	0.58	3.84	0.79	6.87	0.000*
Total score	3.33	0.53	3.83	0.56	3.82	0.56	3.76	0.48	3.81	0.81	9.97	0.000*

As shown in Table 94, the comparison of the marketing mix of souvenirs for tourists across monthly income groups revealed a significant difference at the 0.05 level in all aspects.

TABLE 95: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different monthly income specifically focuses on the product.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.452*	-0.504*	-0.405*	-0.490*
3000-5000 Yuan	3.93	-	-	-0.052	0.047	-0.038
5001-8000 Yuan	4.00	-	-	-	0.099	0.013
8001-15000 Yuan	3.90	-	-	-	-	-0.085
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 95, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the product, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the product compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 96: The comparison of the Marketing Mix of souvenirs for tourists across income: product

Marketing Mix of souvenirs for tourists across monthly income	Below 3000 Yuan		3000-5000 Yuan		5001-8000 Yuan		8001-15000 Yuan		Above 15000 Yuan		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
High quality	3.49	0.82	3.89	0.76	3.88	0.79	3.85	0.70	3.88	0.85	3.31	0.011*
Rich Variety of Types	3.49	0.74	3.99	0.76	4.04	0.78	3.87	0.76	3.88	0.90	5.91	0.000*
Innovative Design	3.41	0.82	3.88	0.80	3.98	0.82	3.97	0.75	4.04	0.86	6.10	0.000*
Attractive Appearance	3.54	0.80	3.92	0.84	4.03	0.75	3.87	0.80	4.08	0.78	4.29	0.002*
Practicality and Functionality	3.32	0.80	3.74	0.82	3.74	0.87	3.60	0.84	3.75	1.11	3.23	0.013*
Uniqueness	3.43	0.84	3.98	0.80	4.04	0.80	3.95	0.80	4.00	0.89	6.70	0.000*
Total score	3.48	0.68	3.93	0.68	4.00	0.67	3.90	0.66	3.99	0.79	6.57	0.000*

As shown in Table 96, the comparison of the marketing mix of souvenirs for tourists across monthly income groups focused on the product, indicating a significant difference at the 0.05 level.

TABLE 97: The pairwise comparison analysis between the monthly incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on high quality.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000- 5000 Yuan	5001- 8000 Yuan	8001- 15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.393*	-0.391*	-0.363*	-0.383*
3000-5000 Yuan	3.93	-	-	0.002	0.031	0.010
5001-8000 Yuan	4.00	-	-	-	0.028	0.008
8001-15000 Yuan	3.90	-	-	-	-	-0.020
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 97, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the high quality, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on high quality compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 98: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on rich variety of types.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000- 5000 Yuan	5001- 8000 Yuan	8001- 15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.500*	-0.550*	-0.379*	-0.383*
3000-5000 Yuan	3.93	-	-	-0.049	0.121	0.117
5001-8000 Yuan	4.00	-	-	-	0.171	0.167
8001-15000 Yuan	3.90	-	-	-	-	-0.004
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 98, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the rich variety of types, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the rich variety of types compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 99: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on innovative design.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000- 5000 Yuan	5001- 8000 Yuan	8001- 15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.465*	-0.562*	-0.555*	-0.629*
3000-5000 Yuan	3.93	-	-	-0.097	-0.090	-0.164
5001-8000 Yuan	4.00	-	-	-	0.007	-0.067
8001-15000 Yuan	3.90	-	-	-	-	-0.074
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 99, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the innovative design, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on innovative design compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.



TABLE 100: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on attractive appearance.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.376*	-0.485*	-0.331*	-0.544*
3000-5000 Yuan	3.93	-	-	-0.109	0.045	-0.167
5001-8000 Yuan	4.00	-	-	-	0.154	-0.058
8001-15000 Yuan	3.90	-	-	-	-	-0.212
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table100, comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the attractive appearance, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on attractive appearance compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 101: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on practicality and functionality.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.423*	-0.424*	-0.279	-0.433*
3000-5000 Yuan	3.93	-	-	-0.001	0.144	-0.010
5001-8000 Yuan	4.00	-	-	-	0.145	-0.008
8001-15000 Yuan	3.90	-	-	-	-	-0.153
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 101 The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the practicality and functionality, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on practicality and functionality compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 102: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on uniqueness.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000- 5000 Yuan	5001- 8000 Yuan	8001- 15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.556*	-0.613*	-0.523*	-0.571*
3000-5000 Yuan	3.93	-	-	-0.057	0.033	-0.015
5001-8000 Yuan	4.00	-	-	-	0.090	-0.042
8001-15000 Yuan	3.90	-	-	-	-	-0.048
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 102 The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the uniqueness, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on uniqueness compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 103: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different monthly income specifically focuses on the price.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.21	-	-0.401*	-0.415*	-0.422*	-0.540*
3000-5000 Yuan	3.61	-	-	-0.014	-0.021	-0.139
5001-8000 Yuan	3.63	-	-	-	-0.007	-0.125
8001-15000 Yuan	3.63	-	-	-	-	0.117
Above 15000 Yuan	3.75	-	-	-	-	-

As shown in Table 103 The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the price, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the price compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 104: The comparison of the Marketing Mix of souvenirs for tourists across income: price

Marketing Mix of souvenirs for tourists across monthly income	Below 3000 Yuan		3000-5000 Yuan		5001-8000 Yuan		8001-15000 Yuan		Above 15000 Yuan		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Reasonable pricing	3.24	0.64	3.51	0.76	3.58	0.72	3.63	0.63	3.79	0.88	3.87	0.004*
Value for money	3.25	0.72	3.60	0.72	3.73	0.73	3.71	0.69	3.79	1.02	5.14	0.000*
Clearly marked price	3.32	0.69	3.72	0.81	3.58	0.81	3.69	0.78	3.71	1.04	2.98	0.119
Different price ranges available	3.27	0.79	3.62	0.78	3.67	0.76	3.60	0.71	3.88	0.90	3.87	0.064
Negotiation opportunities	2.97	0.86	3.60	0.82	3.56	0.92	3.53	0.74	3.58	0.97	6.73	0.000*
Total score	3.21	0.53	3.61	0.62	3.63	0.64	3.63	0.53	3.75	0.87	6.42	0.000*

As shown in Table 104 the comparison of the marketing mix of souvenirs for tourists across monthly income groups focused on the price, revealing a statistically significant difference in the aspect of reasonable pricing, value for money, and negotiation opportunities.

TABLE 105: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on reasonable pricing.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.273*	-0.345*	-0.391*	-0.554*
3000-5000 Yuan	3.93	-	-	-0.072	-0.118	-0.280
5001-8000 Yuan	4.00	-	-	-	-0.046	-0.208
8001-15000 Yuan	3.90	-	-	-	-	-0.163
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 105 The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the reasonable pricing, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on reasonable pricing compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 106: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on value for money.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.349*	-0.479*	-0.456*	-0.538*
3000-5000 Yuan	3.93	-	-	-0.130	-0.107	-0.189
5001-8000 Yuan	4.00	-	-	-	0.024	-0.058
8001-15000 Yuan	3.90	-	-	-	-	0.082
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 106 The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the value for money, reveals that respondents with a monthly income below 3000 Yuan have differing opinions compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level..

TABLE 107: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on negotiation opportunities.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.635*	-0.590*	-0.564*	-0.615*
3000-5000 Yuan	3.93	-	-	0.045	0.071	0.020
5001-8000 Yuan	4.00	-	-	-	0.026	-0.051
8001-15000 Yuan	3.90	-	-	-	-	0.025
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 107 The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the negotiation opportunities, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on negotiation opportunities compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 108: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different monthly income specifically focuses on the place.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000- 5000 Yuan	5001- 8000 Yuan	8001- 15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.30	-	-0.486*	-0.0538*	-0.443*	-0.456*
3000-5000 Yuan	3.79	-	-	-0.0521	0.042	0.029
5001-8000 Yuan	3.84	-	-	-	0.094	0.081
8001-15000 Yuan	3.75	-	-	-	-	-0.013
Above 15000 Yuan	3.76	-	-	-	-	-

As shown in Table 108 The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the place, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the place compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 109: The comparison of the Marketing Mix of souvenirs for tourists across income: place

Marketing Mix of souvenirs for tourists across monthly income	Below 3000 Yuan		3000-5000 Yuan		5001-8000 Yuan		8001-15000 Yuan		Above 15000 Yuan		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Multiple sales channels	3.37	0.75	3.82	0.75	3.77	0.71	3.85	0.57	3.88	0.85	5.40	0.000*
Convenience of stores	3.35	0.83	3.85	0.82	3.83	0.73	3.81	0.62	3.83	0.92	5.29	0.000*
Safe Selling locations	3.27	0.79	3.80	0.77	3.94	0.74	3.77	0.64	3.63	0.92	8.67	0.000*
Adequate parking availability	3.13	0.91	3.59	0.95	3.73	0.83	3.53	0.80	3.54	1.02	4.76	0.001*
Opening hour is suitable	3.40	0.71	3.87	0.75	3.94	0.82	3.76	0.65	3.92	0.88	5.96	0.000*
Total score	3.30	0.70	3.79	0.67	3.84	0.64	3.75	0.53	3.76	0.86	7.73	0.000*

As shown in Table 109 the comparison of the marketing mix of souvenirs for tourists across monthly income groups focused on the place, indicating a significant difference at the 0.05 level in all aspects.

TABLE 110: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on multiple sales channels.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.459*	-0.402*	-0.490*	-0.510*
3000-5000 Yuan	3.93	-	-	0.058	-0.030	-0.051
5001-8000 Yuan	4.00	-	-	-	0.088	-0.020
8001-15000 Yuan	3.90	-	-	-	-	0.108
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 110, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the multiple sales channels, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on multiple sales channels compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level..

TABLE 111: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on convenience of stores.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000- 5000 Yuan	5001- 8000 Yuan	8001- 15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.506*	-0.476*	-0.457*	-0.484*
3000-5000 Yuan	3.93	-	-	0.030	0.049	0.022
5001-8000 Yuan	4.00	-	-	-	-0.019	-0.027
8001-15000 Yuan	3.90	-	-	-	-	0.008
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 111, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the convenience of stores, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the convenience of stores compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.



TABLE 112: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on safe selling locations.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.461*	-0.598*	-0.405*	-0.415
3000-5000 Yuan	3.93	-	-	-0.137	0.056	0.046
5001-8000 Yuan	4.00	-	-	-	0.193	0.183
8001-15000 Yuan	3.90	-	-	-	-	0.009
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 112, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the safe selling locations, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the safe selling locations compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, and 8001 to 15000 Yuan, indicating a statistically significant difference.

TABLE 113: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on adequate parking availability.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.461*	-0.598*	-0.405*	-0.415
3000-5000 Yuan	3.93	-	-	-0.137	0.056	0.046
5001-8000 Yuan	4.00	-	-	-	0.193	0.183
8001-15000 Yuan	3.90	-	-	-	-	0.009
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 113, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the adequate parking availability, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on adequate parking availability to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, and 8001 to 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 114: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on opening hour is suitable.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000- 5000 Yuan	5001- 8000 Yuan	8001- 15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.473*	-0.545*	-0.361*	-0.520*
3000-5000 Yuan	3.93	-	-	-0.071	0.112	-0.046
5001-8000 Yuan	4.00	-	-	-	0.184	0.025
8001-15000 Yuan	3.90	-	-	-	-	-0.159
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 114, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the opening hour is suitable, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the opening hour is suitable compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 115: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different monthly income specifically focuses on the promotion.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000- 5000 Yuan	5001- 8000 Yuan	8001- 15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.31	-	-0.508*	-0.451*	-0.408*	-0.430*
3000-5000 Yuan	3.82	-	-	0.056	0.100	0.077
5001-8000 Yuan	3.76	-	-	-	0.043	0.020
8001-15000 Yuan	3.72	-	-	-	-	0.022
Above 15000 Yuan	3.74	-	-	-	-	-

As shown in Table 115, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the promotion, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the promotion compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 116: The comparison of the Marketing Mix of souvenirs for tourists across income: promotion

Marketing Mix of souvenirs for tourists across monthly income	Below 3000 Yuan		3000-5000 Yuan		5001-8000 Yuan		8001-15000 Yuan		Above 15000 Yuan		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Attractive sales promotions	3.24	0.76	3.72	0.75	3.77	0.78	3.60	0.74	3.63	1.01	5.46	0.000*
Attractive advertisements	3.38	0.79	3.82	0.81	3.76	0.77	3.81	0.57	3.67	0.96	3.94	0.004*
Online information and services	3.25	0.72	3.78	0.78	3.69	0.75	3.60	0.74	3.50	1.02	5.35	0.000*
Warranties, change, and return or refund policy	3.10	0.82	3.67	0.92	3.52	0.86	3.66	0.81	3.63	1.10	5.08	0.001*
Flexible payment methods	3.59	0.75	3.97	0.76	4.00	0.72	3.90	0.74	4.08	0.88	3.83	0.005*
Hospitality and knowledge of sales person	3.32	.668	3.96	.748	3.85	.718	3.76	.717	3.96	.908	8.89	0.000*
Total score	3.31	0.60	3.82	0.66	3.76	0.60	3.72	0.56	3.74	0.86	7.47	0.000*

As shown in Table 116, the comparison of the Marketing Mix of souvenirs for tourists across monthly income groups focused on the promotion, indicating a significant difference at the 0.05 level.

TABLE 117: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on attractive sales promotions.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.479*	-0.529*	-0.359*	-0.387*
3000-5000 Yuan	3.93	-	-	-0.049	0.121	0.093
5001-8000 Yuan	4.00	-	-	-	-0.170	-0.028
8001-15000 Yuan	3.90	-	-	-	-	-0.142
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 117, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the attractive sales promotions, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the attractive sales promotions compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 118: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on attractive advertisements.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.443*	-0.377*	-0.425*	-0.286
3000-5000 Yuan	3.93	-	-	0.066	0.018	0.158
5001-8000 Yuan	4.00	-	-	-	-0.048	0.092
8001-15000 Yuan	3.90	-	-	-	-	0.140
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 118, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the attractive advertisements, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the attractive advertisements compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 119: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on online information and services.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.525*	-0.438*	-0.343*	-0.246
3000-5000 Yuan	3.93	-	-	0.087	0.182	0.279
5001-8000 Yuan	4.00	-	-	-	0.095	0.192
8001-15000 Yuan	3.90	-	-	-	-	0.097
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 119, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the online information and services, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on online information and services compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, and 8001 to 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 120: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on warranties, change, and return or refund policy.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.577*	-0.421*	-0.566*	-0.530*
3000-5000 Yuan	3.93	-	-	0.155	0.010	0.047
5001-8000 Yuan	4.00	-	-	-	-0.145	-0.108
8001-15000 Yuan	3.90	-	-	-	-	0.036
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 120, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the warranties, change, and return or refund policy, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the warranties, change, and return or refund policy compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 121: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on flexible payment methods.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.382*	-0.413*	-0.316*	-0.496*
3000-5000 Yuan	3.93	-	-	-0.031	0.066	-0.114
5001-8000 Yuan	4.00	-	-	-	-0.097	-0.083
8001-15000 Yuan	3.90	-	-	-	-	-0.180
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 121, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the flexible payment methods, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the flexible payment methods compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 122: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on hospitality and knowledge of sales person.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000- 5000 Yuan	5001- 8000 Yuan	8001- 15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.644*	-0.533*	-0.441*	-0.641*
3000-5000 Yuan	3.93	-	-	0.112	0.204	0.003
5001-8000 Yuan	4.00	-	-	-	0.092	-0.108
8001-15000 Yuan	3.90	-	-	-	-	-0.200
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 122, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the hospitality and knowledge of sales person, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the hospitality and knowledge of sales person compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.



TABLE 123: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different monthly income specifically focuses on the physical evidence.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.31	-	-0.648*	-0.571*	-0.499*	-0.507*
3000-5000 Yuan	3.96	-	-	0.077	0.148	0.141
5001-8000 Yuan	3.88	-	-	-	0.071	0.063
8001-15000 Yuan	3.81	-	-	-	-	-0.007
Above 15000 Yuan	3.82	-	-	-	-	-

As shown in Table 123, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the physical evidence, reveals that respondents with a monthly income below 3000 Yuan have differing opinions compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 124: The comparison of the Marketing Mix of souvenirs for tourists across income: physical evidence.

Marketing Mix of souvenirs for tourists across monthly income	Below 3000 Yuan		3000-5000 Yuan		5001-8000 Yuan		8001-15000 Yuan		Above 15000 Yuan		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Pleasant shopping experience	3.24	0.67	3.95	0.72	3.83	0.73	3.77	0.71	3.79	0.83	10.770	0.000*
Comfortable shopping environment	3.38	0.63	3.93	0.72	3.89	0.74	3.79	0.68	3.88	0.90	6.94	0.000*
Satisfactory shopping service	3.27	0.68	3.95	0.75	3.80	0.73	3.79	0.70	3.88	0.90	9.38	0.000*
Cultural and attractive in - store decoration	3.37	0.66	3.98	0.723	3.93	0.77	3.82	0.69	3.79	0.93	8.05	0.000*
Shop's feature	3.24	0.76	3.96	0.76	3.89	0.74	3.82	0.69	3.75	0.99	10.600	0.000*
Neat and clean stores	3.38	0.66	4.00	0.71	3.96	0.70	3.87	0.71	3.83	0.92	8.90	0.000*
Total score	3.85	0.65	3.94	0.71	3.67	0.59	3.87	0.70	3.64	0.79	2.96	0.020*

As shown in Table 124, the comparison of the marketing mix of souvenirs for tourists across monthly income groups focused on the physical evidence, indicating a significant difference at the 0.05 level in all aspects.

TABLE 125: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on pleasant shopping experience.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000- 5000 Yuan	5001- 8000 Yuan	8001- 15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.708*	-0.587*	-0.536*	-0.554*
3000-5000 Yuan	3.93	-	-	0.122	0.172	0.155
5001-8000 Yuan	4.00	-	-	-	0.051	0.033
8001-15000 Yuan	3.90	-	-	-	-	-0.017
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 125, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the pleasant shopping experience, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the pleasant shopping experience compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 126: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on comfortable shopping environment.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.550*	-0.511*	-0.409*	-0.554*
3000-5000 Yuan	3.93	-	-	0.040	0.141	0.056
5001-8000 Yuan	4.00	-	-	-	0.101	0.017
8001-15000 Yuan	3.90	-	-	-	-	0.085
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 126, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the comfortable shopping environment, reveals that respondents with a monthly income below 3000 Yuan have differing opinions compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 127: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on satisfactory shopping service.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.677*	-0.530*	-0.520*	-0.605*
3000-5000 Yuan	3.93	-	-	0.147	0.156	0.072
5001-8000 Yuan	4.00	-	-	-	0.101	-0.075
8001-15000 Yuan	3.90	-	-	-	-	0.085
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 127, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the satisfactory shopping service, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the satisfactory shopping service compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 128: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on cultural and attractive in - store decoration.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000- 5000 Yuan	5001- 8000 Yuan	8001- 15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.612*	-0.568*	-0.458*	-0.427*
3000-5000 Yuan	3.93	-	-	0.044	0.155	0.185
5001-8000 Yuan	4.00	-	-	-	0.111	0.142
8001-15000 Yuan	3.90	-	-	-	-	-0.031
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 128, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the cultural and attractive in - store decoration, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the cultural and attractive in - store decoration compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 129: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on shop's feature.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.724*	-0.654*	-0.584*	-0.512*
3000-5000 Yuan	3.93	-	-	0.070	0.139	0.212
5001-8000 Yuan	4.00	-	-	-	0.069	0.142
8001-15000 Yuan	3.90	-	-	-	-	0.073
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 129, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the shop's feature, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the shop's feature compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 130: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on neat and clean stores.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.619*	-0.577*	-0.490*	-0.452*
3000-5000 Yuan	3.93	-	-	0.042	0.129	0.167
5001-8000 Yuan	4.00	-	-	-	0.087	0.125
8001-15000 Yuan	3.90	-	-	-	-	-0.038
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 130, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the neat and clean stores, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on neat and clean stores compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 131: The pairwise comparison analysis of the Marketing Mix of souvenirs for tourists across different monthly income specifically focuses specifically on the packaging.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000- 5000 Yuan	5001- 8000 Yuan	8001- 15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.37	-	-0.488*	-0.441*	-0.434*	-0.473*
3000-5000 Yuan	3.86	-	-	0.046	0.053	0.016
5001-8000 Yuan	3.81	-	-	-	0.006	-0.031
8001-15000 Yuan	3.80	-	-	-	-	-0.038
Above 15000 Yuan	3.84	-	-	-	-	-

As shown in Table 131, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the packaging, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the packaging compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 132: The comparison of the Marketing Mix of souvenirs for tourists across income: packaging

Marketing Mix of souvenirs for tourists across monthly income	Below 3000 Yuan		3000-5000 Yuan		5001-8000 Yuan		8001-15000 Yuan		Above 15000 Yuan		F	P-value
	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Attractive packaging	3.44	0.76	3.91	0.73	3.87	0.73	3.82	0.64	4.00	0.83	5.16	0.000*
Appropriate size	3.35	0.70	3.82	0.80	3.84	0.75	3.76	0.69	3.75	0.74	5.19	0.000*
Packaging functionality	3.27	0.67	3.81	0.77	3.77	0.80	3.76	0.62	3.75	0.89	6.24	0.000*
Unique design	3.37	0.68	3.92	0.75	3.79	0.77	3.87	0.71	3.83	0.87	5.35	0.000*
Packaging helps in adding value to the product	3.41	0.78	3.82	0.79	3.78	0.78	3.81	0.74	3.88	0.90	2.50	0.071
Total score	3.84	0.65	3.89	0.71	3.59	0.58	3.87	0.66	3.56	0.79	4.37	0.004*

As indicated in Table 132, the comparison of the marketing mix of souvenirs for tourists across monthly income groups focused on the physical evidence, revealing a significant difference at the 0.05 level in aspects such as attractive packaging, appropriate size, packaging functionality and unique design.

TABLE 133: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on attractive packaging.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.464*	-0.422*	-0.378*	-0.556*
3000-5000 Yuan	3.93	-	-	0.042	0.086	-0.092
5001-8000 Yuan	4.00	-	-	-	0.044	-0.133
8001-15000 Yuan	3.90	-	-	-	-	-0.177
Above 15000 Yuan	3.99	-	-	-	-	-

As indicated in Table 133, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the attractive packaging, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the attractive packaging compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 134: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on appropriate size.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.468*	-0.492*	-0.409*	-0.401*
3000-5000 Yuan	3.93	-	-	-0.025	0.059	-0.067
5001-8000 Yuan	4.00	-	-	-	0.084	0.092
8001-15000 Yuan	3.90	-	-	-	-	-0.008
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 134, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the appropriate size, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the appropriate size compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.



TABLE 135: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on packaging functionality.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.539*	-0.497*	-0.488*	-0.480*
3000-5000 Yuan	3.93	-	-	0.042	0.051	0.059
5001-8000 Yuan	4.00	-	-	-	0.009	0.017
8001-15000 Yuan	3.90	-	-	-	-	0.008
Above 15000 Yuan	3.99	-	-	-	-	-

As shown in Table 135, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the packaging functionality, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the packaging functionality compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

TABLE 136: The pairwise comparison analysis between the incomes of respondents regarding their opinions on the Marketing Mix of souvenirs for tourists focuses specifically on unique design.

Monthly Income	$\bar{X}$	Below 3000 Yuan	3000-5000 Yuan	5001-8000 Yuan	8001-15000 Yuan	Above 15000 Yuan
Below 3000 Yuan	3.48	-	-0.559*	-0.427*	-0.506*	-0.468*
3000-5000 Yuan	3.93	-	-	0.132	0.053	0.090
5001-8000 Yuan	4.00	-	-	-	-0.079	-0.042
8001-15000 Yuan	3.90	-	-	-	-	0.038
Above 15000 Yuan	3.99	-	-	-	-	-

As indicated in Table 136, The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the unique design, reveals that respondents with a monthly income below 3000 Yuan have differing opinions compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

#### 4.4 Results and data analysis of tourists' opinions and suggestions on marketing mix of souvenirs for tourists in Dunhuang, Gansu Province.

TABLE 137: Opinions and Suggestions on Marketing Mix of Souvenirs for Tourists in Dunhuang, Gansu Province

Opinions and Suggestions on Marketing Mix of Souvenirs for Tourists in Dunhuang, Gansu Province.	Frequency	Percentage
Controlling prices and standardizing the market, adjusting prices to improve cost-effectiveness, ensuring price rationality.	68	31.92
Enhancing promotional activities, increasing advertising efforts, adding online promotion, utilizing short video platforms for promotion, increasing joint promotion	30	14.08
Improving the shopping experience, enhancing the quality of shopping services	18	8.45
Deepening the exploration of Dunhuang culture, reflecting the local characteristics of Dunhuang in products, developing unique cultural and creative products.	17	7.98
Improving product quality, creating more attractive products, emphasizing practicality and value	15	7.04
Increasing product diversity and updating styles, strengthening innovation, emphasizing the commemorative significance of products, launching more commemorative gifts	15	7.04
Expanding sales locations, increasing parking spaces	15	7.04
Improving after-sales service	12	5.64
Strengthening store management and supervision	10	4.70
Product packaging needs improvement	9	4.23
Collaborate with well-known IP to make products stand out	2	0.94
Pay attention to brand protection, resist counterfeiting	2	0.94

Table 137 showed that most respondents have opinions and suggestions about controlling prices and standardizing the market, adjusting prices to improve cost-effectiveness, and ensuring price rationality, totaling 68 individuals (31.92%). This is followed by enhancing promotional activities, increasing advertising efforts, adding online promotions, utilizing short video platforms for promotion, and increasing joint promotions, totaling 30 individuals (14.08%). Improving the shopping experience and enhancing the quality of shopping services were suggested by 18 individuals (8.45%). Deepening the exploration of Dunhuang culture, reflecting the local characteristics of Dunhuang in products, and developing unique cultural and creative products were mentioned by 17 individuals (7.98%). Other suggestions included improving product quality, creating more attractive products, and emphasizing practicality and value, from 15 individuals (7.04%); increasing product diversity and updating styles, strengthening innovation, and emphasizing the commemorative significance of products, launching more commemorative gifts, from 15 individuals (7.04%); and expanding sales locations, increasing parking spaces, from 15 individuals (7.04%). Additionally, improving after-sales service was suggested by 12 individuals (5.64%), strengthening store management and supervision by 10 individuals (4.70%), and improving product packaging by 9 individuals (4.23%). Collaborating with well-known IP to make products stand out was suggested by 2 individuals (0.94%), as well as paying attention to brand protection and resisting counterfeiting by 2 individuals (0.94%).

## CHAPTER 5

### CONCLUSION AND DISCUSSION

#### 1. Conclusion

##### 1.1 General information

The analysis of general information data reveals that, the majority of respondents are male, totaling 187 (46.75%), aged between of 36 – 45 years old, totaling 128 (32.00%), have a Bachelor's degree, totaling 205 (51.25%), are government/state enterprises officer, totaling 146 (36.50%), and have an average monthly income level between 3,000 – 5,000 Yuan. totaling 131 (32.75%).

##### 1.2 Tourists' behavior and souvenir purchasing behavior

The analysis of tourists' behavior and souvenir purchasing behavior data reveals that the majority of respondents are visiting Dunhuang for the first time, totaling 179 (44.75%) for travel/leisure purposes, totaling 197 (49.25%) traveling with family, totaling 178 (44.50%), and traveling by train, totaling 134 (33.50%). The majority of visitors stay in Dunhuang for 2 - 3 days, totaling 254 (63.50%). Regarding souvenir purchases, most tourists buy occasionally, totaling 244 (61.00%), mainly for memorable travel experiences, totaling 208 (52.00%), with expenditure on souvenirs ranging from 100 to 300 Yuan, totaling 183 (45.75%). The most popular types of souvenirs are crafts, totaling 94 (23.5%), and replicas of murals and artworks, totaling 90 (22.5%). Tourists primarily purchase souvenirs at scenic spots such as Mogao Grottoes, totaling 240 (24.27%), and Mingsha Mountain, totaling 222 (22.45%), with most opting to buy at kiosks, totaling 246 (32.89%), and souvenir shops, totaling 244 (32.62%). Tourists mainly obtain souvenir information from brochures, totaling 194 (19.36%), and internet searches, totaling 177 (17.66%). The majority believe that Dunhuang tourist souvenirs have commemorative significance and cultural symbolism, worthy of collection and recommendation, totaling 338 (84.50%).

### 1.3 Marketing mix of souvenirs for tourists in Dunhuang, Gansu Province

The analysis of the marketing mix of souvenirs for tourists in Dunhuang, Gansu province data reveals that the marketing mix of souvenirs for tourists in Dunhuang, Gansu province was ranked at high level in terms of product, price, place, promotion, physical evidence, and packaging.

The analysis of the marketing mix of souvenirs for tourists regarding products reveals that the product was ranked at a high level in terms of uniqueness ( $\bar{X} = 3.91$ , S.D. = 0.836), a rich variety of types ( $\bar{X} = 3.90$ , S.D. = 0.790), attractive appearance ( $\bar{X} = 3.89$ , S.D. = 0.811), innovative design ( $\bar{X} = 3.86$ , S.D. = 0.824), high quality ( $\bar{X} = 3.82$ , S.D. = 0.785), practicality, and functionality ( $\bar{X} = 3.65$ , S.D. = 0.865).

The analysis of the marketing mix of souvenirs for tourists regarding prices reveals that the price was ranked at a high level in terms of value for money ( $\bar{X} = 3.62$ , S.D. = 0.754), clearly marked price ( $\bar{X} = 3.61$ , S.D. = 0.809), different price ranges available ( $\bar{X} = 3.59$ , S.D. = 0.783), reasonable pricing ( $\bar{X} = 3.53$ , S.D. = 0.728) and negotiation opportunities ( $\bar{X} = 3.48$ , S.D. = 0.878).

The analysis of the marketing mix of souvenirs for tourists regarding places reveals that the place was ranked at a high level in terms of opening hour is suitable ( $\bar{X} = 3.80$ , S.D. = 0.778), convenience of stores ( $\bar{X} = 3.76$ , S.D. = 0.788), safe selling locations ( $\bar{X} = 3.75$ , S.D. = 0.782), multiple sales channels ( $\bar{X} = 3.74$ , S.D. = 0.733) and adequate parking availability ( $\bar{X} = 3.55$ , S.D. = 0.908).

The analysis of the marketing mix of souvenirs for tourists regarding promotions reveals that the promotion was ranked at a high level in terms of flexible payment methods ( $\bar{X} = 3.92$ , S.D. = 0.764), hospitality and knowledge of sales person ( $\bar{X} = 3.80$ , S.D. = 0.761), attractive advertisements ( $\bar{X} = 3.72$ , S.D. = 0.782), attractive sales promotions ( $\bar{X} = 3.63$ , S.D. = 0.790), online information and services ( $\bar{X} = 3.63$ , S.D. = 0.788) and warranties, change, and return or refund policy ( $\bar{X} = 3.53$ , S.D. = 0.901).

The analysis of the marketing mix of souvenirs for tourists regarding physical evidences reveals that the physical evidence was ranked at a high level in terms of neat and clean stores ( $\bar{X} = 3.86$ , S.D. = 0.743), cultural and attractive in - store decoration ( $\bar{X}$

= 3.83, S.D. = 0.765), comfortable shopping environment ( $\bar{X}$  = 3.81, S.D. = 0.743), shop's feature ( $\bar{X}$  = 3.79, S.D. = 0.974), satisfactory shopping service ( $\bar{X}$  = 3.77, S.D. = 0.765) and pleasant shopping experience ( $\bar{X}$  = 3.76, S.D. = 0.753).

The analysis of the marketing mix of souvenirs for tourists regarding packaging reveals that the packaging was ranked at a high level in terms of attractive packaging ( $\bar{X}$  = 3.82, S.D. = 0.743), unique design ( $\bar{X}$  = 3.78, S.D. = 0.766), packaging helps in adding value to the product ( $\bar{X}$  = 3.75, S.D. = 0.794), appropriate size ( $\bar{X}$  = 3.74, S.D. = 0.765) and packaging functionality ( $\bar{X}$  = 3.70, S.D. = 0.769).

#### 1.4 The marketing mix of souvenirs for tourists across gender

The comparison of the marketing mix of souvenirs for tourists across gender groups revealed a significant difference at the 0.05 level in all aspects.

The comparison of the marketing mix of souvenirs for tourists across gender groups focused on the product, revealing a significant difference at the 0.05 level in the aspect of rich variety of types.

The comparison of the marketing mix of souvenirs for tourists across gender groups focused on the price, revealing a significant difference at the 0.05 level in the aspect of reasonable pricing, value for money and different price ranges available.

The comparison of the marketing mix of souvenirs for tourists across gender groups focused on the place, revealing a significant difference at the 0.05 level in the aspect of convenience of stores, safe selling locations and adequate parking availability.

The comparison of the marketing mix of souvenirs for tourists across gender groups focused on the promotion, revealing a significant difference at the 0.05 level in the aspect of attractive sales promotions, attractive advertisements, online information and services, warranties, change, return or refund policy and flexible payment methods.

The comparison of the marketing mix of souvenirs for tourists across gender groups focused on the physical evidence, revealing a significant difference at the 0.05 level in the aspect of pleasant shopping experience, comfortable shopping environment, satisfactory shopping service, and cultural and attractive in-store decoration.

The comparison of the marketing mix of souvenirs for tourists across gender groups focused on the packaging, revealing a significant difference at the 0.05 level in all aspects.

### **1.5 The marketing mix of souvenirs for tourists across age**

The comparison of the marketing mix of souvenirs for tourists across age groups revealed a significant difference at the 0.05 significance level in all aspects.

The comparison of the marketing mix of souvenirs for tourists across ages groups, focusing on the product, reveals that respondents aged 18 to 25 years hold differing opinions on the product compared to those aged 36 to 45 years and those aged 56 years old and above. Additionally, respondents aged 26 to 35 years hold differing opinions on the product compared to respondents aged 56 years old and above, indicating a significant difference at the 0.05 level.

The comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the price, reveals that respondents aged 18 to 25 years hold differing opinions on the price compared to those aged 36 to 45 years and those aged 56 years old and above, respondents aged 26 to 35 years have a different opinion on the price compared to respondents aged 46 to 55 years and 56 years old and above. Additionally, respondents aged 36 to 45 years have a different opinion on the price compared to respondents aged 46 to 55 years old and above, indicating a significant difference at the 0.05 level.

The comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the place, reveals that respondents aged 18 to 25 years hold differing opinions on the place compared to those aged 36 to 45 years and 56 years old and above. Respondents aged 26 to 35 years have a different opinion on the place compared to those aged 36 to 45 years and 56 years old and above. Respondents aged 36 to 45 years have a different opinion on the place compared to those aged 46-55 years. Additionally, respondents aged 46 to 55 years have a different opinion on the place compared to those aged 56 years old and above, indicating a significant difference at the 0.05 level.

The comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the promotion, reveals that respondents aged 18 to 25 years hold differing opinions on the promotion compared to those aged 26 to 35 years, 36 to 45 years and 56 years old and above. Respondents aged 26 to 35 years hold differing opinions on the promotion compared to those aged 36 to 45 years and 56 years old and above. Additionally, respondents aged 46 to 55 years hold differing opinions on the promotion compared to those aged 56 years old and above, indicating a significant difference at the 0.05 level.

The comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the physical evidence, reveals that respondents aged 18 to 25 years hold a different opinion on the physical evidence compared to those aged 36 to 45 years. Additionally, respondents aged 26 to 35 years have a different opinion on the physical evidence compared to those aged 36 to 45 years and 56 years old and above, indicating a significant difference at the 0.05 level.

The comparison of the marketing mix of souvenirs for tourists across age groups, focusing on the packaging, reveals that respondents aged 18 to 25 years hold a different opinion on the packaging compared to those aged 36 to 45 years and 56 years old and above. Respondents aged 26 to 35 years have a different opinion on the packaging compared to those aged 56 years old and above. Respondents aged 36 to 45 years have a different opinion on the packaging compared to those aged 46 to 55 years. Additionally, respondents aged 46 to 55 years have a different opinion on the packaging compared to those aged 56 years old and above, indicating a significant difference at the 0.05 level.

#### **1.6 The marketing mix of souvenirs for tourists across monthly income**

The comparison of the marketing mix of souvenirs for tourists across monthly income groups indicating a significant difference at the 0.05 level in all aspects.

The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the product, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the product compared to those with monthly



incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, and 8001 to 15000 Yuan, indicating a significant difference at the 0.05 level.

The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the price, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the price compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the place, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the place compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the promotion, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the promotion compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the physical evidence, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the physical evidence compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

The comparison of the marketing mix of souvenirs for tourists across monthly income levels, focusing on the packaging, reveals that respondents with a monthly income below 3000 Yuan have differing opinions on the packaging compared to those with monthly incomes of 3000 to 5000 Yuan, 5001 to 8000 Yuan, 8001 to 15000 Yuan, and above 15000 Yuan, indicating a significant difference at the 0.05 level.

### 1.7 Respondents' opinions and suggestions on Marketing Mix of Souvenirs for Tourists in Dunhuang, Gansu Province.

The majority of respondents have opinions and suggestions about controlling prices and standardizing the market, adjusting prices to improve cost-effectiveness, and ensuring price rationality, totaling 68 individuals (31.92%). This is followed by enhancing promotional activities, increasing advertising efforts, adding online promotions, utilizing short video platforms for promotion, and increasing joint promotions, totaling 30 individuals (14.08%). Improving the shopping experience and enhancing the quality of shopping services were suggested by 18 individuals (8.45%). Deepening the exploration of Dunhuang culture, reflecting the local characteristics of Dunhuang in products, and developing unique cultural and creative products were mentioned by 17 individuals (7.98%). Other suggestions included improving product quality, creating more attractive products, and emphasizing practicality and value, from 15 individuals (7.04%); increasing product diversity and updating styles, strengthening innovation, and emphasizing the commemorative significance of products, launching more commemorative gifts, from 15 individuals (7.04%); and expanding sales locations, increasing parking spaces, from 15 individuals (7.04%). Additionally, improving after-sales service was suggested by 12 individuals (5.64%), strengthening store management and supervision by 10 individuals (4.70%), and improving product packaging by 9 individuals (4.23%). Collaborating with well-known IP to make products stand out was suggested by 2 individuals (0.94%), as well as paying attention to brand protection and resisting counterfeiting by 2 individuals (0.94%).

## 2. Discussion

The majority of respondents are male, aged between 36 to 45 years old, holding a Bachelor's degree, employed in government/state enterprises, and have an average monthly income level between 3,000 - 5,000 Yuan. This is consistent with Saynaratchai (2017), which reveals that the majority of respondents are male, holding a Bachelor's degree (Zhang, 2023; Zhou & Maneepun, 2019). It is also consistent with Yang (2017), who found that male tourists in Dunhuang outnumber female tourists, hold a Bachelor's

degree, mainly work for state-owned enterprises or the government (Sakkarin & Wanlapa, 2020). This finding aligns with Chen (2016), who indicates that there are more male tourists with monthly incomes mainly ranging from 3000 to 6000 Yuan, and educational attainment at the level of college or above (Liu et al., 2022).

Most respondents are visiting Dunhuang for the first time for travel or leisure purposes, accompanied by family, and traveling by train. The majority of visitors stay in Dunhuang for 2-3 days. Concerning souvenir purchases, most tourists buy occasionally, primarily for memorable travel experiences, with expenditure on souvenirs ranging from 100 - 300 Yuan. The most popular types of souvenirs are crafts. Tourists primarily purchase souvenirs at scenic spots such as Mogao Grottoes, with the majority opting to buy at kiosks. Souvenir information is mainly obtained from brochures and recommendations. These findings are consistent with Saynaratchai (2017), which reveals that the majority of respondents travel for leisure for the first time with family (Benjapol, 2020; Zhang, 2023). They are consistent with Jin (2020), who reveal that the travel characteristics primarily involve train travel, often accompanied by family and friends. Additionally, they align with Wilkins (2014), who identifies that most tourists buy souvenirs occasionally, emphasizing the core importance of souvenirs as evidence of the experience and their roles in memory and as gifts (Guo et al., 2018). These findings are also consistent with Wang (2020), who reveals that tourists prefer to purchase handicraft souvenirs at scenic spots or from roadside stalls, with information about souvenirs primarily coming from recommendations from friends and family.

The marketing mix of souvenirs for tourists in Dunhuang, Gansu province, was ranked highly in terms of product, physical evidence, packaging, place, promotion, and price. These findings are consistent with Hongsombud (2022), which reveal that the marketing mix factors affecting the purchase of local souvenir products was ranked at a high level, particularly in terms of product, price, place, promotion and process (Anjani et al., 2018). Moreover, it is consistent with Wongborwornluk (2016), which reveals that the marketing mix of souvenirs for tourists was ranked at a high level, particularly in terms of product, price, place, and promotion. These findings are also consistent with Rahman, et

al.'s (2019) study, which reveals that the marketing mix factors affecting the premium payment for souvenir products were ranked at a high level, especially product, price, place, physical evidence, and promotion. Finally, these findings align with Pranee, et al.'s (2022) findings, indicating that the influence of marketing mix factors on consumer purchasing behavior is at a high level, in terms of product, price, place, and promotion.

The comparison of the marketing mixes across gender groups revealed a significant difference with a confidence level of 95% in all aspects, including product, price, place, promotion, physical evidence, and packaging. These findings are consistent with Zhou (2019), which reveals that tourists from different gender groups have significant differences in opinions on price and place within the marketing mix at the 0.05 level. Similarly, Chen (2022) reveals significant gender differences among respondents in rural tourism purchasing behavior, regarding marketing mix elements such as price and product, with a significance level less than 0.05. The findings align with Jiang (2020), indicating that male and female tourists' exhibit different consumption tendencies, with significance levels of 0.05 in aspects such as product, promotion, and physical evidence.

The comparison of the marketing mixes across age groups revealed a significant difference with a confidence level of 95% in all aspects, including product, price, place, promotion, physical evidence, and packaging. These findings are consistent with Boriruklert (2020), which reveals that tourists from different age groups have significant differences in opinions on product, and price within the marketing mix at the 0.05 level (Zhang, 2023). Similarly, Chen (2022), which reveal significant age differences among respondents in rural tourism purchasing behavior, regarding marketing mix elements such as price and product, with a value less than 0.05.

The comparison of the marketing mixes across monthly income groups revealed a significant difference with a confidence level of 95% in all aspects, including product, price, place, promotion, physical evidence, and packaging. These findings are consistent with Dechkham (2022), which reveals that tourists from different monthly income groups have significant differences in opinions on the marketing mix at the 0.05 level. Moreover, consistent with Zhou (2019), which reveals that tourists from different monthly income

groups have significant differences in opinions on price and promotion within the marketing mix at the 0.05 level. Similarly, the findings are consistent with Chen (2022), which reveals significant monthly income differences among respondents in rural tourism purchasing behavior, regarding marketing mix elements such as price and product, with a value less than 0.05. Additionally, they align with Yuwadeeniwet et al. (2020), which reveal that different monthly incomes will affect the marketing mix, with statistical significance at the 0.05 level in terms of price, distribution channel, and marketing promotion.

### 3. Suggestions

3.1 Retail businesses and stakeholders need to pay attention to the price of souvenirs, as respondents' opinions on this aspect are lower compared to others. It is essential to develop pricing strategies that meet tourists' needs and align with the other elements of the marketing mix. Retail businesses and stakeholders must understand their target consumers' purchasing power and price expectations to adjust pricing strategies effectively. Balancing price sensitivity is crucial—setting prices too high may deter tourists, while overly low prices can compromise souvenir quality and value. Therefore, pricing should ensure product quality and fairness. Clear communication of prices, materials, and craftsmanship helps build consumer trust and satisfaction. When pricing Dunhuang souvenirs, emphasizing their cultural and collectible value through thoughtful design and craftsmanship is essential for meeting consumer expectations.

3.2 Retail businesses and stakeholders need to drive and promote Dunhuang's unique souvenirs and cultural heritage effectively by enhancing promotions, warranties, and online presence. Offering guaranteed after-sales services like return and exchange policies is crucial. Strengthening partnerships with local shops and expanding online sales channels will increase souvenir exposure within the scenic area. Boosting brand awareness through tourism websites and social media, emphasizing unique features and value, will enhance tourist interest and purchase intent. Enhanced promotional materials and personalized recommendations will further drive souvenir sales.

3.3 Retail businesses and stakeholders should enhance packaging by focusing on innovation, quality, design, and functionality, aiming to provide packaging that is both attractive and functional. This approach increases product appeal, adds value, and enhances the product overall.

3.4 Retail businesses and stakeholders need to improve service quality and enhance the atmosphere and shopping environment of their stores to provide tourists with excellent shopping experiences and increase their satisfaction. A high-quality shopping experience enhances consumer satisfaction.

3.5 Retail businesses and stakeholders should enhance product innovation and quality, focusing on commemorative significance and cultural connotations to meet the diverse needs of consumers. This includes increasing the development of handicrafts and artistic reproductions that fully embody Dunhuang's unique cultural elements, as respondents rated innovative design and product quality lower than other aspects. In the souvenir market, businesses need to improve product design by introducing new concepts, materials, and craftsmanship. Maintaining strict quality control is crucial for ensuring consumer satisfaction with souvenirs. By meeting consumer expectations and enhancing their symbolic value, such as through personalized engravings of visitors' names and dates, souvenirs can better resonate as meaningful keepsakes.

3.6 The next research should involve interviewing retail businesses and stakeholders in the souvenir industry in Dunhuang to gather in-depth information. This will support the data collected from tourists and help develop souvenirs that enhance the business and meet tourists' needs. The next research should also include consumer behavior, market positioning and brand building, product innovation and design, online marketing and e-commerce development, as well as tourist experience and service quality. These studies will contribute to enhancing the competitiveness and influence of Dunhuang's tourism souvenir industry, promoting regional economic prosperity.

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APPDENDIX

## APPDENDIX

**Marketing Mix of Souvenirs for Tourist in Dunhuang, Gansu Province**  
**Survey Questionnaire**

**Part I: Basic Information**

Description: Please tick  in the appropriate one.

1. What is your gender?

Male       Female       LGBTQ       Not specify

2. Which age group are you in?

18-25       26-35       36-45       46-55       56 and above

3. What is your educational background?

Middle school and below       High school/Vocational school

College Degree       Bachelor's degree

Master's degree and above

4. What is your occupation?

Employee       Student       Business owner

Government/state enterprise officer       Retired

Others (please specify) .....

5. How much is your monthly income?

Below 3000 Yuan       3000-5000 Yuan       5001-8000 Yuan

8001-15000 Yuan       Above 15000 Yuan

**Part II: Tourist Behavior and Purchasing Behavior**

Description: Please tick  in the appropriate one.

1. How many times have you ever been to Dunhuang?

First time       2 - 3 times       Over 3 times

2. What is your main objective in visiting Dunhuang?

Travel / Leisure       Cultural experience

Adventure exploration       Business trip

Other (please specify)

3. Who did you travel to Dunhuang with?

Alone

With family

With friends/partner

With a tour group

Other (please specify) .....

4. How did you travel in Dunhuang?

Airplane

Train

Car

Self-driving

Other (please specify).....

5. How long were you stay at Dunhuang?

1 day

2-3 days

4-5 days

6 days and above

6. From your past traveling experiences, how often did you buy souvenirs?

Every time

Frequently

Occasionally

Never

7. What is your reason for buying souvenirs?

Commemorate the travel experience

My own usage

Gift-giving

Collection

Other (please specify) .....

8. How much do you plan to spend on purchasing souvenirs in Dunhuang?

Below100 RMB

100-300 RMB

301-500 RMB

501-800 RMB

Above 800 RMB

9. Which types of souvenirs in Dunhuang do you like the most ?

Silk Products: Scarves, shawls, ties, silk paintings, etc.

Crafts: Dunhuang paper cutting, wooden carvings, ceramic products, figurines, dolls, etc.

Replicas of Murals and Artworks: Reproductions of Mogao Caves murals, art books, postcards, figurines, wall hangings, etc.

Books and Audiovisual Products: Books, Dunhuang music and other audiovisual products.

- Food Products: Raisins, Li Guang Apricots, etc.
- Cultural and Creative Products: Phone cases, stationery sets, key chains, fridge magnets, T-shirts, hats, eyeshadow palettes, etc.
- Home and Living Goods: Sun umbrellas, coffee mugs, tea sets, tableware, Dunhuang-style pillows, carpets, etc.
- Jewelry and Accessories: Pendants, earrings, bracelets, etc.
- Other (please specify) .....
10. Which place do you prefer to purchase souvenir in Dunhuang?
- Mingsha Mountain       Mogao Caves       Yangguan
- YumenPass       ShaZhou Night Market       Dunhuang Museum
- Yadan National Geological Park       Other (please specify) .....
11. Through which channels did you purchase Dunhuang tourism souvenirs?
- Kiosk       Souvenir shop       Online
- Tourist area shops       Other (please specify).....
12. How did you hear about Dunhuang tourism souvenirs before visiting?
- Brochure       Tour Guide       Internet
- Friends/Relatives       Own experiences       Newspaper/Magazine
- Tourist Information Centre       Other (please specify) .....
13. Will you recommend others to buy souvenirs in Dunhuang?
- Yes, (please specify) .....  No, (please specify) .....

### Part III: Opinion on the Marketing Mix of Souvenirs in Dunhuang.

Description: Please rate your opinion on a scale of 1 to 5 by ticking in appropriate box with 5 being highest and 1 being the lowest in the level of opinion on marketing mix of souvenirs in Dunhuang

Marketing Mix of Souvenirs in Dunhuang.	Levels of opinion				
	Highest	High	Medium	Low	Lowest
<b>1. Product</b>					
1.1 High quality					

1.2 Rich Variety of Types					
1.3 Innovative Design					
1.4 Attractive Appearance					
1.5 Practicality and Functionality					
1.6 Uniqueness					
<b>2. Price</b>					
2.1 Reasonable pricing					
2.2 Value for money					
2.3 Clearly marked price					
2.4 Different price ranges available					
2.5 Negotiation opportunities					
<b>3. Place</b>					
3.1 Multiple sales channels (such as souvenir shops, online, etc.)					
3.2 Convenience of stores					
3.3 Safe Selling locations					
3.4 Adequate parking availability					
3.5 Opening hour is suitable					
<b>4. Promotion</b>					
4.1 Attractive sales promotions (such as discount, etc.)					
4.2 Attractive advertisements (such as brochure, TV, internet, etc.)					
4.3 Online information and services					
4.4 Warranties, change, and return or refund policy					
4.5 Flexible payment methods (such as cash, card, Ali pay, We Chat)					
4.6 Hospitality and knowledge of					



sales person					
<b>5. Physical evidence</b>					
5.1 Pleasant shopping experience					
5.2 Comfortable shopping environment					
5.3 Satisfactory shopping service					
5.4 Cultural and attractive in - store decoration					
5.5 Shop's feature					
5.6 Neat and clean stores					
<b>6. Packaging</b>					
6.1 Attractive packaging					
6.2 Appropriate size					
6.3 Packaging functionality					
6.4 Unique design					
6.5 Packaging helps in adding value to the product					

Further suggestions and recommendations for future improvements in the marketing mix for souvenirs in Dunhuang.

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Thank you so much for your kindness

VITA

