Food souvenirs and their influence on tourist satisfaction and behavioural intentions

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Abstract

Food souvenirs are tangible reminders of a travel destination and play an important role in the hospitality and tourism industry. However, little research has been devoted to the definition, attributes, and impact of food souvenirs on tourist attitudes, and post-purchase behavioural intentions, which consists of intention to repurchase, recommend, say something positive, and repurchase even if the price increased. In a response to the identified gap, this study inspects the dimensions of food souvenirs and assesses its impact on tourist satisfaction and behavioural intentions. This study applies exploratory factor analysis to identify the dimensions of food souvenirs and uses multiple regression to assess the association between these food souvenir dimensions and tourist satisfaction and post purchase intentions. The data was collected from 252 domestic tourists in Bandung, Indonesia. The factor analysis produced five dimensions of food souvenirs, including brand and packaging, uniqueness, food quality, authenticity, and taste/value. Among these dimensions; uniqueness, authenticity, taste/value are important determinants of satisfaction with food souvenir itself, but also with behavioural intentions. Further, this study reveals that satisfaction with food souvenir is a critical driver of tourist satisfaction with visiting the destination. These results offer an opportunity for retail businesses managers and destination organisation managers to develop strategy to satisfy tourists by providing unique and locally symbolic food souvenirs.

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Keywords: food, souvenir, satisfaction, tourist satisfaction, post-purchase behavioural intentions.

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Introduction

Souvenirs play an important role for tourists and the tourism industry. First, souvenirs tend

to arouse meaningful memories of the unique experience from visiting a destination (Lin & Mao, 2015). This memory enables tourists to

re-live the experiences they collected from travelling. Second, a souvenir has the potential to build a tourist's social value (pride, prestige, and social needs) through presenting the souvenir to their family and colleagues (Suhartanto, 2016). For these reasons, tourists often feel that their travel is incomplete without some souvenir shopping (Swanson & Timothy, 2012). Further, the satisfaction associated with souvenir shopping (and eventual giving) can influence tourists' behavioural intention to re-purchase souvenirs (Suhartanto, 2016; Yuksel, 2004). Third, the billions of dollars generated from trade in souvenirs is very significant for the economy of the tourism destination (Yuksel, 2004). This importance of souvenirs has led to numerous researchers investigating various aspects and impacts of the souvenir trade from many perspectives, including cultural, tourist consumption behaviour, and tourist shopping behaviour (Tosun, Temizkan, Timothy, & Fyall, 2007; Trinh, Ryan, & Cave, 2014).

Recent studies have focused on food as an important souvenir (Bessiere & Tibere, 2013; Lin & Mao, 2015). Bryla (2015) maintains that food is often regarded as an ideal product for the portrayal of a specific culture and nature of a destination. For many tourists, the food they enjoy at a tourism destination not only satisfies their hunger, but becomes intertwined with the destination's identity (Mynttinen, Logren, Sarkka-Tirkkonen, & Rautiainen, 2015). Accordingly, while food sales contribute to the destination economy, the popularity and income from food souvenir sales may help to shape the environmental and cultural sustainability of tourism destinations (Bessiere & Tibere, 2013; Buczkowska, 2014). Food souvenirs have been found to have a positive impact on local industries including dairy, agriculture, fishery, and forestry (Bessiere & Tibere, 2013). Further, Lin and Mao (2015) suggest that food is more grounded in the history, geography, and climate of a destination, especially when compared to non-food souvenirs, such as key chains, t-shirt, and cups. Despite its important role, the linkage between food souvenirs and tourism is only beginning to be examined in detail and there are numerous research paths to be investigated (Bessiere & Tibere, 2013; Lin, 2016; Lin & Mao, 2015). Recent studies have

examined food souvenirs related to memories and culture (Lin & Mao, 2015), purchase motivation (Lin, 2016), and buying behaviour (Altintzoglou, Heide, & Borch, 2016) but no studies have assessed the impact of tourist food souvenir perceptions on their satisfaction and their future behaviour.

In response to this research opportunity, this study tries to extend our knowledge on tourist perceptions of food souvenirs and how they are related to tourist satisfaction and tourist behaviour. Specifically, this study has two objectives, (1) to identify the dimensions of food souvenirs, (2) to reveal the consequences of tourist perception of food souvenirs on their satisfaction and post-purchase behavioural intentions. It is recognised that tourist experiences with food souvenirs is not only valuable for those in the souvenir trade, but also important for destination management organisation (DMO) managers to have satisfied tourists and develop their destination's competitive advantage.

Literature Review

Food souvenirs

Most tourists are drawn to products that provide a tangible reminder of their memorable experiences during and after travelling (Kong & Chang, 2012). A souvenir is such a product, somehow imbued with the subtle feelings or images of a travelling experience (Yu & Littrell, 2005). A souvenir can also be linked to a momentous memory of the destination cultural values. Although souvenirs have become part of travelling, and have an important role in tourism industry, scholars as well as practitioners still do not have consensus about the specific product mix of souvenirs. Wilkins (2011) maintains that the product mix of souvenir contains clothing and hats labelled with brand and logo of the destination, specialty food, arts and crafts representing the destination, painting and pictures of the destination, and other small things representative of the destination such as key rings, mugs etc. Swanson and Timothy (2012) classify souvenir into four categories: (1) life souvenirs such as food products associated with the destination, (2) totality souvenirs that are labelled products representing tourist impression about the destination, (3) pilgrimage

souvenirs that are products representing the pilgrimage destination, and (4) linking souvenirs that are products that can connect to the destination when the tourist is back to their home. Further, Swanson and Timothy (2012) offer a taxonomy of souvenir consisting of reminders (symbolic and non-symbolic) and commodities (tourist and non-tourist). Choi and colleagues (2008) classify three types of souvenir: products marked with graphics representative of destination, local products such as food, crafts, and arts, and jewellery and apparel. All of these research streams show that local food is an important type of souvenir.

Local food and beverage vary across countries and cultures and are important souvenirs for many tourism destinations. Buczkowska (2014)'s study in Poland, found that alcohols, sweets, teas, and spices are the most popular souvenirs amongst tourists. Scholars (Bessiere & Tibere, 2013) also consider that food is not only a method to communicate the local values but also a medium to connect visiting tourists to a local distinctive way of life. Due to this important function representing local identities, many destinations produce a local specialty food that caters to tourists in need of souvenirs. Researchers (Altintzoglou *et al.*, 2016) maintain that a focus on locally sourced food souvenirs is favourable for tourists as well as the destinations as it can impact not only on tourist satisfaction with the visit but also benefits the local economy, society, and its environment (Bessiere & Tibere, 2013; Buczkowska, 2014).

Souvenir attributes have been widely discussed in the literature and many souvenir attributes have been identified. Early studies on souvenir attributes have tended to accentuate the tangible aspects of souvenirs as a trigger of tourist travelling memories. Li and Cai (2008) have built on this general attribute and identify four dimensions of souvenirs, namely: collectability, value, functionality, and display. Using a sociological approach, Paraskevaidis and Andriotis (2015) advocate four values of souvenir, namely exchange value, use value, spiritual value, and sign value. In the Indonesian domestic tourist context, Suhartanto (2016) discusses five dimensions of souvenirs: value, store, collectability, display,

and functionality. Among these dimensions, collectability and the souvenir store significantly influence tourist satisfaction with their souvenir shopping experience. While past studies have stressed the memory triggering attribute of souvenirs, recent studies have broadened the scope of souvenir attributes to include support for social and environmental philosophies and/or initiatives. Qi and Hong (2011), for instance, suggest that the development of souvenirs can incorporate environmental protection issues (e.g. low-carbon) along with indigenous traditions, local resources, while highlighting innovative production processes. Recent studies (Altintzoglou *et al.*, 2016; Lin, 2016) also highlight the potential of natural and eco-friendly packing and packaging of souvenirs. In short, while early studies on souvenir attributes underline its practical purpose, recent studies extend the attributes including its underlying meaning and environmental credentials.

Limited studies have been conducted to examine food souvenir attributes but, like the research on souvenirs, the construct has grown in complexity. Lin and Mao (2015) provide a good foundation for a conceptual understanding of successful food souvenirs with their three dimensions of: (1) sensory aspect consisting of taste, visual, and other sensory evaluations, (2) utility aspect covering souvenir convenience, health, and natural, and (3) symbolic aspect consisting of authenticity, tradition, and indigenous aspect. Lin (2016)'s study on Chinese tourists food souvenir buying motives in Taiwan proposed four dimensions: quality, symbol, innovation, and practicality, which could fit within Lin and Mao (2015)'s sensory-utility-symbolic dimensions. Lin (2016)'s study reveals the association between food souvenir and three tourist purchasing motivations; food souvenirs as a gift, to preserve memory, and as travelling evidence. The results also suggest that symbol component is the most significant attribute motivating tourists to purchase. Altintzoglou *et al.* (2016)' study on food souvenirs and tourist innovativeness in Norway identify 14 attributes of food souvenir which could fit into the sensory-utility-symbolic dimensions, although some new attributes, such as the story about the food, adds further complexity to the

symbolic dimension. Altintzoglou *et al.* (2016) report that taste, quality, authenticity and local origin are the main factors affecting tourists in choosing and purchasing food as souvenirs.

In summary, the literature has shown the importance and growing understanding of souvenirs as an element of a tourism destination's offering. While early studies may have treated souvenirs as a by-product of tourism, recent research has shown that souvenirs and food souvenirs specifically are playing an important role in purchasing decisions and have the potential to represent local values and societal initiatives. Much of this research has taken a multi-faceted approach to measuring the dimensionality of food souvenirs, with many of them falling under the general dimensional groupings of sensory elements, utility aspects, and symbolic meaning. There is growing empirical evidence of the predictive power of these souvenir elements, but thus far the studies have been limited to predicting their choice and purchase. Their role in the larger tourism experience is a natural direction for this research and the following sub-sections discuss the likely expansion paths, including possible effect of food souvenirs on customer satisfaction, and post-purchase behaviour.

Tourist Satisfaction

Satisfaction is a subjective evaluation of the product or service performance after consumption, often compared to prior expectations (Johann & Anastassov, 2014). When the perceived performance surpasses expectations; the customer is satisfied. This is a simplification of the satisfaction concept, but most if not all of these definitions, acknowledge that customer satisfaction is a complex phenomenon, and is influenced by cognitive, affective, and psychological, physiological, and perhaps undiscovered dynamics. Chen and Chen (2010) maintain that tourist satisfaction can be characterised as a function of tourist expectation before travelling and experience after travelling. Tourists are satisfied when the comparison of the expectation to the experience raises the emotional state of fulfilment. In contrast, a tourist is dissatisfied if he or she feels that the comparison results in feelings of unhappiness.

Literature suggests that a customer's experience with product and services affects customer satisfaction, and customer satisfaction affects his or her post-consumption behaviours (Chen & Chen, 2010; Suhartanto, 2016). Tourists satisfied with their product or service purchases and overall experience with the visit may increase their intention to revisit, endorse potential customers, and provide positive word-of-mouth about the destination. In contrast, tourists who are dissatisfied with their visit are less likely to revisit the destination or recommend the destination to others. Worse, the disappointed tourists may voice unfavourable word-of-mouth of the tourist destination that could damage the reputation of the destination (Suhartanto, Ruhadi, & Triyuni, 2016). Tourist satisfaction with food during travelling has been explored somewhat (Bessiere & Tibere, 2013; Bryla, 2015) but literature has been limited to attention on satisfaction with food consumed during travelling rather than satisfaction of food as a souvenir. In short, although tourist satisfaction is an important issue in tourism, more research is required to understand tourist satisfaction with food as a souvenir.

Post-purchase behavioural intentions

Behavioural intention is a consumer's tendency to act in particular way toward products or services (Altunel & Koçak, 2017). In consumer loyalty research, behavioural intentions are also called consumer attitudinal loyalty. Behavioural intentions signal a consumers' predictable behaviour in the short-term future related to consuming products or services. When examined after a purchased, post-purchase behavioural intentions are commonly applied to gauge consumers' possibility to repurchase as it is comparatively accurate for envisaging customer future behaviour. Further, behavioural intention is also a relatively accurate predictor of customer retention and defection (Mansour & Ariffin, 2016). Literature suggests that there are many frequently used indicators of post-purchase behavioural intentions, including: (1) intention to repurchase, (2) intention to repurchase even if the price increase, (3) intention to recommend, and (4) intention to disperse favourable word-of-mouth communication (Mansour & Ariffin, 2016; Yuksel, 2004; Zeithaml, Berry, &

Parasuraman, 1996). Already an important concept in marketing, many studies have been conducted in the tourism context, examining the concept's importance and concluding that there is a positive association between behavioural intentions with the quality of a product or service as well as with customer satisfaction. However, none of research has assessed how tourist perceptions of food souvenirs affects their post-purchase behavioural intentions.

Hypothesis development

Literature has consistently reported the importance of customers emotion and conation of their experience with goods or services on their subsequent behaviour (Deshwal, 2016). Past researchers suggest that tourist experience with consuming goods or services has a direct impact on tourist revisit intentions. For instance, Chang *et al.* (2014)' study reveals that if a customer experiences are favourable and is satisfied with the service, he or she tends to repurchase the services. Several recent studies support the link between tourist experience with the product or services and subsequent behaviour such as satisfaction with the product, satisfaction with the visit, intention to revisit, intention to recommend, and also willingness to repurchase even if the price increases (Mansour & Ariffin, 2016; Suhartanto, 2016; Tosun *et al.*, 2007). Thus, it is expected that tourist evaluation of food souvenirs will affect their satisfaction and post purchase behaviour.

H₁: Tourist perception of food souvenir has a positive and significant effect on tourist satisfaction with food souvenir

H₂: Tourist perception of food souvenir has a positive and significant effect on tourist satisfaction with the visit.

H₃: Tourist perception of food souvenir has a positive and significant effect on tourist intention to repurchase (H_{3a}), repurchase even if the price increased (H_{3b}), recommend (H_{3c}), and say something positive (H_{3d})

The Theory of Tourism Consumption System (Woodside & Dubelaar, 2002) proposes "the set of related travel thoughts, decisions, and behaviours by a discretionary traveller prior to,

during, and following a trip" (p. 120). This theory considers a leisure activity as a multi-faced system consisting of many elements. According to Woodside and Dubelaar (2002), travellers' opinions, choices, and their behaviour regarding the traveling elements is dependent on each other. Based on these assumptions, they suggest a sequence of relationships between these elements, both directly and indirectly. Based on the theory, tourist experience with food souvenir could impact on tourist satisfaction with the visit and their future behavioural intention. The linkage is also consistent with Loyalty Formation Theory (Gursoy, Chen, & Chi, 2014) which postulates that the experience with the destination component will affect tourist satisfaction and tourist loyalty.

H₄: Tourist satisfaction with food souvenir has a positive and significant effect on tourist satisfaction with the visit

H₅: Tourist satisfaction with food souvenir has a positive and significant effect on tourist intention to repurchase (H_{5a}), repurchase even if the price increased (H_{5b}), recommend (H_{5c}), and say something positive (H_{5d})

Based on the reviewed literature, the model of the relationship between the examined constructs and their hypothesized relationships are illustrated in Figure 1.

Research Method

The literature review has discussed the many studies examining the souvenir attributes, but highlighted the lack of research on food souvenirs attributes. This study attempts to address this gap, developing measurement food souvenir scales based on existing food souvenir research and the more general souvenir research in the literature (see Table 1). These items were selected due to their validity and their suitability for measuring tourist perceptions towards food souvenirs.

The 16 items (see Table 3) reflecting the identified food souvenir attributes were constructed using a 5-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree). The tourist satisfaction with the food souvenir and the visit used a 5-point semantic differential

Figure 1. The relationship between perception of food souvenir and satisfaction and behaviour intention model

Table 1. Food Souvenir Measurement Scale

Attributes	Sources
Sensuous	Altintzoglou <i>et al.</i> (2016), Kim & Littrell (1999), Lin & Mao (2015)
Display	Lin & Mao (2015), Swanson & Timothy (2012), Wilkins (2011)
Convenient*	Lin & Mao (2015), Mansour & Ariffin (2016), Swanson & Horridge (2004)
Understandable	Li & Cai (2008), Lin & Mao (2015), Suhartanto (2016), Wilkins (2011)
Price	Altintzoglou <i>et al.</i> (2016), Paraskevaidis & Andriotis (2015), Wilkins (2011)
Value	Altintzoglou <i>et al.</i> (2016), Wilkins (2011)
Quality*	Lin (2016), Lin & Mao (2015), Suhartanto (2016), Wilkins (2011)
Eco-friendly	Lin (2016), Lin & Mao (2015), Qi & Hong (2011)
Cultural linkage*	Kim & Littrell (1999), Li & Cai (2008), Lin & Mao (2015)
Authentic	Lin & Mao (2015), Swanson & Horridge (2004), Trinh <i>et al.</i> (2014)
Memory	Lin & Mao (2015), Suhartanto (2016), Wilkins (2011)
Craftsmanship	Lin (2016), Suhartanto (2016), Swanson & Timothy (2012)
Uniqueness	Kim & Littrell (1999), Lin & Mao (2015), Trinh <i>et al.</i> (2014)

Note: * 2 items

scale, from “dissatisfied” to “satisfied” and from “terrible” to “pleased” (Suhartanto, 2016). The behavioural intention was measured with four items, namely intention to repurchase, repurchase even if the price increased, recommend, and say something positive (Mansour & Ariffin, 2016; Zeithaml *et al.*, 1996). All items of food souvenir and behavioural intention employed 5-point Likert scales anchored by 1 (strongly disagree) and 5 (strongly agree).

The questionnaires were distributed to domestic tourists immediately after they purchased food souvenirs (called *oleh-oleh* in the Indonesian language). These were from specialty bakeries and food stores or stalls selling specialty food in markets or near tourist locations. Bandung has more than its share of famous delicacies to tempt visitors. One example is a local variety of Batagor, a fried dumpling with a spicy peanut sauce has become so popular that fully-booked restaurants have built shops to sell it in packs

to be taken away and fried at home. Other specialties include delicate sweet and savoury pies, breads, spicy cassava chips, smoked banana strips, ginger bonbons, and spiced teas. The data collection was conducted in souvenir retail stores in Bandung, Indonesia during the period March-April 2017. As this study focuses on tourist purchasing food souvenir, the sampling method applied in this study was purposive sample method. In collecting the data, the selected tourists were asked to respond to a self-administered questionnaire. Only tourists who purchased food souvenir were approached. Of 282 distributed, 252 returned questionnaires were suitable to be analysed. With this sample size, the minimum sample requirements for using multiple regression analysis (5 to 10 times the number of independent variables in the survey instrument) as suggested by Hair and colleagues (2010) is satisfied.

The study used SPSS version 23 to analyse the data. To explore the food souvenir dimension, this study used exploratory factor analysis as recommended by Hair *et al.* (2010). To test the hypotheses, three multiple regressions were conducted. Multiple regression was selected as it can effectively estimate the path coefficients and has been extensively applied in various similar studies.

Data Analysis

All of the 252 respondents are domestic tourists. The description of respondent's characteristic is depicted in Table 2.

Table 2. Demographic Characteristics of the Respondents

Variable		Frequency	%
Gender	Male	101	40%
	Female	151	60%
Age	17 – 25 years	88	35%
	26 – 35 years	113	45%
	36 – 45 years	38	15%
	Over 45 years	13	5%
	Less than high school	25	10%
Education	High school	149	59%
	Bachelor	78	31%

Table 2 shows that the respondents are dominated by the young (below 35 years) and relatively well educated (at least high school). This composition is consistent with the Indonesian domestic tourist profile (BPS, 2017). Thus, the data used in this study is representative of the population.

The dimension of food souvenirs

To examine the dimensions of food souvenirs, an exploratory factor analysis was conducted with the 16 items to measure tourist perception of a food souvenir. This study utilizes Principal Component Analysis as a method of extraction and a Varimax rotation with Kaiser Normalization as recommended by (Hair *et al.*, 2010) for a parsimonious description of the dimensions. The result (Table 3) exposes the 16 items can be grouped into five factors covering 62.53% of the variance. All of the five dimensions identified have Cronbach's Alphas above 0.70, specifying the reliability of the identified dimensions (Hair *et al.*, 2010), 1978). The result of Kaiser–Meyer–Olkin test (0.772) and Bartlett's test of sphericity ($p < 0.01$) indicate support for the sampling adequacy and convergent validity of the instruments. Further, the results suggest that the variance of the original values is relatively supported by the common factors as indicated by their communalities; ranging from 0.516 to 0.860. Construct discriminant validity is satisfied with factor loadings exceeding the cut-off value of 0.5 (Hair *et al.*, 2010).

As shown in Table 3, the exploratory factor analysis extracts five underlying factors of the food souvenir. The first factor contains 5 items (with eigenvalue value 4.144 and alpha 0.724) explains 25.898% of the variance. The five items connected with this factor consist of practical, eco-friendly, brand, interesting packaging, and trusted producer so this factor is labelled Brand and Packaging. The second factor consists of three items (with eigenvalue 1.842 and alpha 0.818) which explains 11.513% of the variance of the data. This factor is loaded with the item of creative, innovative, and uniqueness. Consistent with past studies (Kim & Littrell, 1999; Li & Cai, 2008; Lin & Mao, 2015), this factor is labelled as Uniqueness. The third factor consists of two items (eigenvalue 1.460 and alpha 0.718) and

Table 3. Result of Exploratory Factor Analysis

Item	Component				
	Brand and Packaging	Uniqueness	Food Quality	Authenticity	Taste and Value
Good packaging design	0.598	0.053	0.348	-0.038	0.210
Eco-friendly packaging	0.516	0.076	0.366	0.105	0.158
Brand memorize able	0.596	0.152	-0.060	0.173	0.202
Interesting packaging	0.810	0.138	-0.037	0.124	0.072
Trusted producer	0.634	0.114	0.379	-0.074	-0.110
Creative	0.100	0.815	0.061	0.114	0.086
Innovative	0.099	0.860	0.091	0.125	0.094
Unique	0.196	0.804	0.049	0.128	0.001
Natural ingredient	0.081	0.096	0.795	0.077	-0.003
Healthy food	0.261	0.021	0.776	0.112	0.070
Related to culture	-0.002	0.101	0.019	0.820	-0.038
Authentic local food	0.146	0.039	0.071	0.763	0.060
Traditional	0.067	0.248	0.110	0.636	0.174
High value product	0.217	0.022	0.099	0.047	0.799
Reasonable price	0.242	0.055	-0.111	0.111	0.814
Taste	-0.213	0.217	0.394	0.032	0.526

Table 4. Regression Analysis Result on Satisfaction

	Satisfaction with the food souvenir		Satisfaction with the visit	
	β	t-value	β	t-value
(Constant)	2.064	5.717**	1.281	4.319**
Brand and Packaging	0.077	1.052	-0.045	-0.790
Uniqueness	0.016	0.232	0.064	1.191
Food quality	0.042	0.719	0.037	0.805
Authenticity	0.198	2.870**	0.012	0.220
Taste and Value	0.247	4.044**	0.019	0.385
Food satisfaction			0.641	13.031**
R^2	0.155		0.486	
F	9.026**		35.499**	

*significant at $p < 0.05$ **significant at $p < 0.01$

accounts for 9.127% of the variance. These two items are natural ingredients and healthy food, which are the cue of food quality (Mynttinen *et al.*, 2015). Thus, this factor is labelled as food quality. The fourth dimension consists of item traditional, culture, and authenticity and explains 8.308% of the variance. This factor has alpha value of 0.750 and is labelled as Authenticity. The last factor is loaded with items of value product, reasonable price, and taste; thus it is labelled as Value and

Taste. This last factor has alpha value of 0.705 and eigenvalue of 1.231 and explains 7.692% of the variance in the data.

Multiple Regression analysis

Hypothesis testing was performed through three multiple regression analyses. A common test of the suitability of data for a regression analysis is the absence of detrimental collinearity (Hair *et al.*, 2010). To check the level of collinearity, this study applied the

Watson statistic resulting a value of 1.989. This value places the data into a “no serial correlation zone” (dU , D , $4-dU$, where $dU = 1.746$, $p < 0.01$). To further check for collinearity between the independent variables, this study employed the tolerance statistic (reciprocal of VIF) method. Hair *et al.* (2010) suggest that if any individual variables has value of the tolerance statistic under 0.1, collinearity is present and the variable should be eliminated from the regression analysis. This data had values of the tolerance statistic between 0.2 and 0.8, so the issue of collinearity was not a problem.

Table 4 exhibits that among the food souvenir dimensions, only dimension of authenticity ($\beta = 0.198$) and taste and value ($\beta = 0.247$) are significant at $p < 0.01$. These results show that the hypothesised relationship between tourist perceptions of food souvenirs and their satisfaction with the food souvenir (H_1) is partially supported. Hypothesis H_2 postulates a relationship between the food souvenir dimensions and satisfaction with the visit. The result shows none of the dimensions of food souvenir significant predictors of tourist satisfaction with the visit so hypothesis H_2 is not supported.

The effect of food souvenir on behavioural intentions (H_3), depicted in Table 5, shows that dimension of uniqueness ($\beta = 0.185$) significantly ($p < 0.01$) affects intention to

repurchase, while dimension of authenticity ($\beta = 0.232$) and dimension of taste and value ($\beta = 0.231$) significantly ($p < 0.01$) impact on intention to repurchase even if the price increase. Related to intention to recommend, Table 5 shows that dimension of uniqueness ($\beta = 0.168$) and taste and value (0.147) have a significant effect at $p < 0.05$. Further, toward intention to say something positive, dimension of food quality ($\beta = 0.164$) and taste and value ($\beta = 1.58$) have significant effect (at $p < 0.05$). Thus hypotheses H_{3a} , H_{3b} , H_{3c} , and H_{3d} are partially supported.

As shown in Table 4, hypothesis H_4 is verified as the influence of satisfaction with souvenir food significantly affects satisfaction with the visit ($\beta = 0.641$, $p < 0.01$). Finally, Table 5 appears that satisfaction with food souvenir affects significantly on intention to repurchase ($\beta = 0.244$, $p < 0.01$) and intention to say something positive ($\beta = 0.178$, $p < 0.01$). Thus, hypotheses H_{5a} and H_{5d} are confirmed, while hypotheses H_{5b} and H_{5c} are not supported.

Discussion

Souvenirs are an important aspect of the tourism industry, but not enough attention has been devoted to the characteristics and influence of food souvenirs. Some work has been done on food souvenirs but it has been focused on its dimensions (Lin, 2016; Lin & Mao, 2015) and consumption behaviour (Altintzoglou *et al.*, 2016; Buczkowska, 2014;

Table 5. Regression Analysis Result on Behavioural Intention

	Repurchase		Repurchase if the price increased		Recommend		Say something positive	
	β	t-Value	β	t-Value	β	t-Value	β	t-Value
(Constant)	1.866	5.209**	1.189	2.524*	1.363	3.327**	1.532	3.508**
Brand and Packaging	-0.022	-0.319	0.136	1.507	0.125	1.593	0.052	0.622
Uniqueness	0.185	2.860**	0.057	0.671	0.168	2.281*	0.075	0.953
Food quality	0.021	0.377	-0.047	-0.646	0.117	1.872	0.164	2.448*
Authenticity	0.040	0.614	0.232	2.707**	0.043	0.572	-0.016	-0.198
Taste and Value	0.083	1.412	0.231	2.985**	0.147	2.183*	0.158	2.198*
Food satisfaction	0.244	4.104**	0.041	0.527	0.093	1.375	0.178	2.461*
R^2	0.158		0.132		0.161		0.131	
F	7.683**		6.224**		7.819**		6.170**	

*significant at $p < 0.05$ **significant at $p < 0.01$

Mynttinen *et al.*, 2015). This study extends the existing research by further expanding the number of food souvenir dimensions and examining their effect on important tourist satisfaction concepts both specific to the purchased souvenir and the destination visit, as well as on tourist's future behaviour.

First, this study uncovers five dimensions of food souvenirs, namely brand and packaging, uniqueness, food quality, authenticity, and taste and value. These dimensions are different from that of past study results, such as Lin (2016) who reports four dimensions (quality, symbol, innovation, and practical) and Lin and Mao (2015) who identify three dimensions: utility appraisal, sensory appraisal, and cultural linkage. Although the number of the dimensions differ, the finding of this study are consistent with Lin (2016) in terms of the food quality dimension. When the identified dimensions across these studies (current and previous) are compared, the food souvenir dimensions are different even though the studies share a large number of individual items. Perhaps the differences in the food souvenir dimensional structure could be explained by cultural differences within the research setting (Chinese and Indonesian). Studies certainly show that culture can influence how consumers perceive service quality and behavioural intentions (Liu, Furrer, & Sudharshan, 2001) so it is possible that this influence could extend to dimensional structural as well.

Second, among the identified souvenir dimensions, this study reports that the dimensions of authenticity (related to culture, local food, and traditional) and taste and value are significant factors in determining tourist satisfaction with food souvenirs. These findings highlight that food souvenirs are bought by tourists not as a commodity, but more as a symbolic reminder of the destination (Kong & Chang, 2012; Swanson & Timothy, 2012). The important aspects of locality and traditional reflects that the food souvenirs can become important cultural symbols of the tourist destination. Further, this finding is consistent with Bryla (2015)'s conclusions that local and traditional taste is the most important characteristic of food for tourists. Related to the

importance of value and taste, this finding advocates that tourists tend to value tangibles when purchasing product (Chen & Chen, 2010) as they consider the food value and taste as important factors in influencing their satisfaction.

Third, this study reveals that tourist satisfaction with their visit is influenced by tourist satisfaction with the food rather than specific dimensions of food souvenirs. This finding suggests that satisfaction with food souvenirs is a critical driver of tourist satisfaction with their experience in visiting the destination. In other words, the tourists that are satisfied with their food souvenirs are also satisfied with their visit. This new finding provides further support for the Theory of Tourism Consumption System (Woodside & Dubelaar, 2002). In the tourism context, each of the tourism destination components interact and influence each other. Souvenirs sold in tourism destination are a component of the destination. Thus, a tourist's experience with food souvenirs impacts the other components of tourism, which in this case, is the tourist's overall experience with the destination visit. From a theoretical perspective, this study not only extends our understanding of food souvenirs, it provides evidence to suggest that the Theory of Tourism Consumption System is at least partially applicable to tourist food souvenir consumption.

Fourth, the impact of the food souvenir dimensions on behavioural intentions does not seem to be uniform. Taste and value has the broadest overall impact on behavioural intentions as it was found to influence intention to repurchasing at a higher price, recommend to others, and say something positive. The next broadest impact came from food satisfaction and uniqueness (measured by creative, uniqueness, and innovative) dimensions that influence two intention indicators each. Specifically, food satisfaction was found to influence repurchase and say something positive, and uniqueness was found to influence repurchase and recommend to others. Two more dimensions only influenced one intention indicator; authenticity (related to culture, local, and traditional) influencing repurchase with an increased price, and food

quality influenced say something positive. Together, the food dimensions influence each of the behavioural intention indicators but individually, the food dimensions are somewhat selective in their influence. This suggests that the effect of food souvenirs on tourist behavioural intention is complex, where each food dimension plays a different role in the influence of post-purchase behavioural intentions. The complexity of tourist behavioural intention driver is also reported by other researchers (Ali, Ryu, & Hussain, 2015; Chen & Chen, 2010; Kim & Littrell, 1999) and the current findings confirm some of the complexity proposed by the tourist purchasing behaviour model (Altunel & Koçak, 2017; Chen & Chen, 2010).

Fifth, this study exhibits that satisfaction with food souvenirs is an important driver of tourist intention to repurchase and say something positive about the food. This finding implies that increased tourist satisfaction with food souvenirs will result in a higher likelihood of repurchasing the souvenirs and offering positive word-of-mouth about the food souvenirs. The positive effect of tourist satisfaction toward food souvenirs on these behavioural intentions corroborates with the existing knowledge on the relationship between these two constructs, as reported by past research in other contexts (Ali *et al.*, 2015; Kim & Littrell, 1999; Suhartanto, 2016). This finding also supports the contention that purchasing souvenir food or drink while on holiday is an important part of the holiday experience (Swanson & Horridge, 2004). These findings also are consistent with research in customer loyalty, especially the relationship between customer product or service experience and future intention behaviour as necessary components in customer loyalty formation (Gursoy *et al.*, 2014).

Managerial Implication

Retailers of food souvenirs could use this study's identification of food souvenir dimensions to understand the specific attributes consumers identify with food souvenirs and specifically which are linked to favourable outcomes like tourist satisfaction and behavioural intention. By incorporating the results of this research, they could potentially

improve their business performance by emphasizing the uniqueness, food quality, authenticity, taste and value of their food souvenirs. The products appeal could also be enhanced an interesting appearance, attractive packaging, and if they exhibit an authentic local taste. Further, they should understand that souvenirs are bought as tangible evidence of a travelling experience, making it even more important that their souvenirs reflect the culture and uniqueness of the destination. Food souvenirs are well suited to be both attractive products for tourists and authentic cultural symbols of the destination.

This study highlights the notion that the satisfaction a tourist derives from food souvenirs could enhance their satisfaction with the rest of their visit to the tourism destination. Thus, this study is important for destination management organisation (DMO) managers. Perhaps if they want to increase tourist visit satisfaction, they may want to encourage retailers in the destination to provide quality local food souvenirs. Specifically, the DMO managers should coordinate with retailers and local food producers to provide unique and locally symbolic food souvenirs. If successful, perhaps the DMO and retailers could engage in joint programmes to help to promote the special local food as a meaningful souvenir.

Future Research

This study provides empirical evidence for an expanded food souvenir dimensional structure and examines its impact on tourist satisfaction and their behavioural intention in Bandung, Indonesia. Due to differences across tourism destinations as well as their mix of tourists, this study does not guarantee to result a similar finding when tested in other destinations. Further testing of the food souvenir dimension and its effect of tourist post purchase behaviour should be conducted in other tourist destination.

This study focuses on tourist perception of food souvenirs and tourist post purchase behaviour but tourist behaviour can be influenced by numerous other factors. Other factors could include constructs like prior experience, demographics, and motivation for travel. Thus, future study should further examine the

identified dimensions of food souvenir alongside other satisfaction determinants. Similarly, there are many satisfaction consequences such as trust, benefits of visiting, and loyalty (Li & Cai, 2008; Suhartanto, 2016; Tosun *et al.*, 2007). An expanded model of tourist experience with food souvenirs could include other drivers and consequences that were beyond the scope of this research. This expanded model would be beneficial in the development of a more comprehensive theory as well as more beneficial to DMO and food souvenir retailers alike.

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