

ส่วนประสมทางการตลาดของที่ระลึกสำหรับนักท่องเที่ยวในตุนหวง จังหวัดกานซู Marketing Mix of Souvenirs for Tourist in Dunhuang, Gansu Province

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บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษา 1) พฤติกรรมการซื้อของที่ระลึกของนักท่องเที่ยว และ 2) ส่วนประสมทางการตลาดของที่ระลึกสำหรับนักท่องเที่ยวในตุนหวง จังหวัดกานซู กลุ่มตัวอย่าง คือ นักท่องเที่ยวชาวจีนที่เดินทางท่องเที่ยวและซื้อของที่ระลึกในตุนหวง จำนวน 400 คน เครื่องมือที่ใช้ในการวิจัยเป็นแบบสอบถามที่ถูกสร้างจากเครื่องมือ Wenjuanxing โดยนำผลที่ได้มาวิเคราะห์ทางสถิติ โดยใช้โปรแกรมคอมพิวเตอร์สำเร็จรูป โดยหาค่าความถี่ ร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และการวิเคราะห์ความแปรปรวนทางเดียว ผลการวิจัยพบว่าผู้ตอบแบบสอบถามส่วนใหญ่เป็นเพศชาย อายุ 36 – 45 ปี ระดับการศึกษาปริญญาตรี ทำงานในหน่วยงานภาครัฐ/รัฐวิสาหกิจ มีรายได้เฉลี่ยต่อเดือน 3,000 – 5,000 หยวน ผู้ตอบแบบสอบถามส่วนใหญ่เดินทางมาตุนหวงเป็นครั้งแรก โดยมีวัตถุประสงค์เพื่อท่องเที่ยวหรือพักผ่อนกับครอบครัว นิยมเดินทางโดยรถไฟ และอยู่ในตุนหวง 2 – 3 วัน นักท่องเที่ยวนิยมซื้อของที่ระลึกเป็นบางโอกาส เพื่อเก็บเป็นประสบการณ์ทางการท่องเที่ยวที่น่าจดจำ มีค่าใช้จ่ายในการซื้อของที่ระลึก 100 – 300 หยวน ของที่ระลึกที่เป็นที่นิยมมากที่สุดคืองานฝีมือ โดยนิยมซื้อตามสถานที่ท่องเที่ยว เช่น ถ้าโมเกา ผ่านตู้ค้อส และได้รับข้อมูลเกี่ยวกับของที่ระลึกมาจากโบรชัวร์ ส่วนประสมทางการตลาดของที่ระลึกสำหรับนักท่องเที่ยวในตุนหวง นักท่องเที่ยวส่วนใหญ่มีความคิดเห็นอยู่ในระดับมาก ได้แก่ ด้านผลิตภัณฑ์ ด้านลักษณะทางกายภาพ ด้านบรรจุภัณฑ์ ด้านสถานที่ ด้านการส่งเสริมการตลาด และด้านราคา ตามลำดับ เมื่อเปรียบเทียบส่วนประสมทางการตลาดของที่ระลึกสำหรับนักท่องเที่ยวในตุนหวง ระหว่างเพศ อายุ และรายได้เฉลี่ยต่อเดือน พบว่าทุกประเด็นแตกต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05

คำสำคัญ: ส่วนประสมทางการตลาด, ของที่ระลึก, นักท่องเที่ยวจีน, ตุนหวง

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Abstract

This research aimed to study: 1) tourists' souvenir purchasing behavior, and 2) the marketing mix of souvenirs for tourists in Dunhuang, Gansu Province. The samples used in the study were Chinese tourists who traveled to Dunhuang and purchased souvenirs there, totaling 400 people. A survey questionnaire was conducted using the Wenjuanxing survey tool. The data were analyzed statistically using computer programs to calculate frequency, percentage, mean, standard deviation, and perform One-way ANOVA. The results indicate that the majority of respondents are male, aged between 36 - 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. 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. 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.

Keywords: Marketing mix, Souvenirs, Chinese tourists, Dunhuang

Introduction

Tourism has experienced exponential growth in China over the past decade, emerging as a key driver of economic development and a crucial contributor to the nation's GDP (China Daily, 2023). Gansu Province, located along the historic Silk Road, has been particularly well-positioned to capitalize on this trend, leveraging its abundant cultural resources to attract millions of tourists annually (Xinhuanet, 2019). At the heart of Gansu's tourism landscape lies Dunhuang City, renowned for its rich cultural heritage and historical significance. Through strategic initiatives such as the Silk Road International Cultural Expo and the Dunhuang Silk Road International Tourism Festival, the Gansu Provincial Department of Culture and Tourism has elevated Dunhuang's profile as a premier tourist destination (Gansu Daily, 2021)

Dunhuang's status as the "Pearl of the Silk Road" is underscored by its numerous cultural landmarks, including the iconic Mogao Caves, Yumen Pass, and the Hanging Spring site (Xinhua Finance 2023). This cultural richness, combined with its strategic location as a hub for the "Belt and Road" initiative, has propelled

Dunhuang into the global spotlight, earning it accolades such as the designation as the "East Asian Capital of Culture" (China News 2020) and recognition as a symbol city for China's internet celebrities (China Daily, 2022). Amidst this burgeoning tourism landscape, the souvenir market in Dunhuang has witnessed significant growth, driven by a burgeoning demand for cultural and creative tourism souvenirs. These souvenirs, emblematic of Dunhuang's cultural legacy, have garnered attention both domestically and internationally, reflecting the city's unique identity as a cultural hub of the Western Regions. However, challenges such as limited product variety, outdated marketing strategies, and homogeneity persist, posing obstacles to the sector's continued growth and development (Zhou, 2022; Li, 2024).

Despite these challenges, the significance of tourist souvenirs cannot be understated. Beyond their economic contribution, souvenirs serve as powerful promoters of destination branding, preserving memories of travel experiences and acting as "image ambassadors" for the region (Masset and Decrop, 2021). Therefore, understanding tourists' souvenir purchasing behavior and optimizing the marketing mix in Dunhuang is crucial not only for enhancing the overall tourist experience but also for strengthening the city's cultural heritage and attracting more visitors. In response to these imperatives, this study aims to explore tourists' souvenir purchasing behavior and the marketing mix of souvenirs for tourists in Dunhuang, Gansu Province. The goal is to provide actionable insights to retail businesses and stakeholders to drive and promote Dunhuang's unique souvenir and cultural identity on the global stage, thereby increasing tourism revenue, enhancing the destination's branding, and attracting more visitors.

Literature Review

1. Marketing Mix plays a pivotal role in influencing consumer behavior, meeting market demands, and driving business success by balancing various aspects of business operations (Sunarsi, 2020). Originally introduced by Borden, the marketing mix comprised elements that evolved over time to focus on product, price, place, and promotion, known as the 4Ps. The addition of the fifth P (physical evidence) encompasses the actual environment and tangible elements associated with the place. Moreover, P (packaging) is essential to protect and enhance products during transportation, storage, and sales processes. The marketing mix is essential for providing value to customers, improving market competitiveness, and enhancing brand value and customer loyalty. It influences consumer behavior and perceptions, impacting visitor satisfaction and loyalty. Thoughtful planning and integration of marketing elements contribute to sustainable market success (Kotler, et al. 2021).

1.1 The product encompasses goods and services offered to meet consumer needs and desires, including aspects such as design, quality, branding, and customer service (Naini, et al., 2022). It represents a tangible or intangible item for which consumers are willing to pay (Sultana 2022). Understanding consumer demands is crucial for accurately positioning products and services in the market to meet the

needs of target customers (Kukanja, et al., 2017). Product positioning helps clarify a product's unique characteristics and market position, positively influencing consumer purchasing decisions. Quality significantly influences consumer evaluations post-consumption. Product diversity attracts and retains consumers, with companies utilizing it to increase purchases (Tanjung, 2021). Authentic souvenirs hold cultural and historical significance, representing a key aspect of the travel experience and providing income sources for tourist destinations. In conclusion, understanding consumer needs and effectively positioning products in the market based on factors such as quality, diversity, and authenticity is crucial for businesses to attract customers, drive sales, and gain a competitive edge.

1.2 The Price, as the amount customers pay for a product, encompasses various elements such as discounts and payment terms (Işoraite, 2016). It reflects the exchange value of the product and influences consumer demand (Zhang, 2023). Price is pivotal in marketing strategies, impacting revenue, customer satisfaction, and loyalty (Ali, et al., 2021). It triggers competition and shapes consumer purchasing behavior (Zhao, et al., 2021). Pricing decisions consider factors like product costs, demand, competition, and profit goals (Singh, 2017). Souvenir pricing factors include cost of goods, profit goals, market competition, supply and demand, brand value, cultural and social factors, and sales channels (Czinkota, et al., 2021).

1.3 The Place, or distribution, is vital in marketing, involving the strategic transfer of products to consumers through channels such as tour operators and retailers (Yusuf and Matiin, 2022). Location plays a key role in accessibility and convenience for consumers (Paniandi, et al., 2018). Optimal store locations and layouts enhance shopping experiences and influence purchase decisions (Hanaysya, et al., 2021). Considerations include proximity to tourist attractions and effective product display. Various distribution channels for tourism souvenirs include traditional retail, tourism operators, online platforms, customized services, cultural venue collaborations, and tourism exhibitions (Wang, 2020; Cui, 2019). Diversified channels meet consumer needs and drive sustainable development.

1.4 The Promotion encompasses activities aimed at offering, selling, and identifying products to consumers (Rivaldo, et al., 2022). It integrates various elements of the marketing mix and includes advertising, personal selling, promotions, publicity, direct sales, advertising sponsorship, and word of mouth (Tarasova, et al., 2020). Promotion plays a vital role in enhancing consumer awareness, boosting sales, and fostering brand loyalty (Singh, 2017). It informs, persuades, and reminds customers about products and services, contributing to positive purchase intentions. Additionally, it provides various benefits to customers and helps in establishing a positive brand image (Kim and Lee, 2020).

1.5 The physical Evidence refers to the environment in which services are delivered and any tangible goods that facilitate service performance and communication (Darmawan and Grenier, 2021). It includes the physical environment of service companies, tangible elements used for communication, and product displays (Wiadri and Evanita, 2023). In the context of selling Dunhuang tourist souvenirs, physical evidence

encompasses the actual environment and tangible elements associated with the shopping experience. In the marketing mix of souvenirs, physical evidence significantly influences brand building and sales effectiveness. It enhances brand awareness by creating an attractive environment and product displays, shaping customers' perception of the brand. A well-designed physical environment and product displays capture customers' attention, increasing their interest and desire to make purchases. Moreover, physical evidence enhances the shopping experience by providing a pleasant environment, increasing satisfaction, and encouraging positive purchasing behavior. Effective management of physical evidence contributes to a positive brand image, fostering trust and positive word-of-mouth.

1.6 Packaging refers to the container used to protect and enhance products during transportation, storage, and sales processes. In the context of tourist souvenirs, packaging includes items such as boxes, bags, and cards, which serve to protect and beautify the souvenirs, while also reflecting their cultural significance and enhancing their value. When designing souvenir packaging, it is essential to incorporate cultural elements and contemporary aesthetics to appeal to the target audience and align with eco-friendly practices. Factors such as material, design, and cost should be considered when selecting packaging methods. Packaging serves multiple functions, including protecting the product, enhancing convenience, promoting sales, and conveying brand value (Zheng, 2020). Well-designed packaging can attract consumers' attention, increase product appeal, and contribute to brand recognition and sales volume. Moreover, packaging plays a crucial role in environmental protection and sustainable development by emphasizing recyclable materials and eco-friendly practices (Waheed, et al., 2018). Overall, thoughtful packaging design is essential for enhancing the attractiveness and sales effectiveness of tourist souvenirs.

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, place, promotion, physical evidence, and packaging.

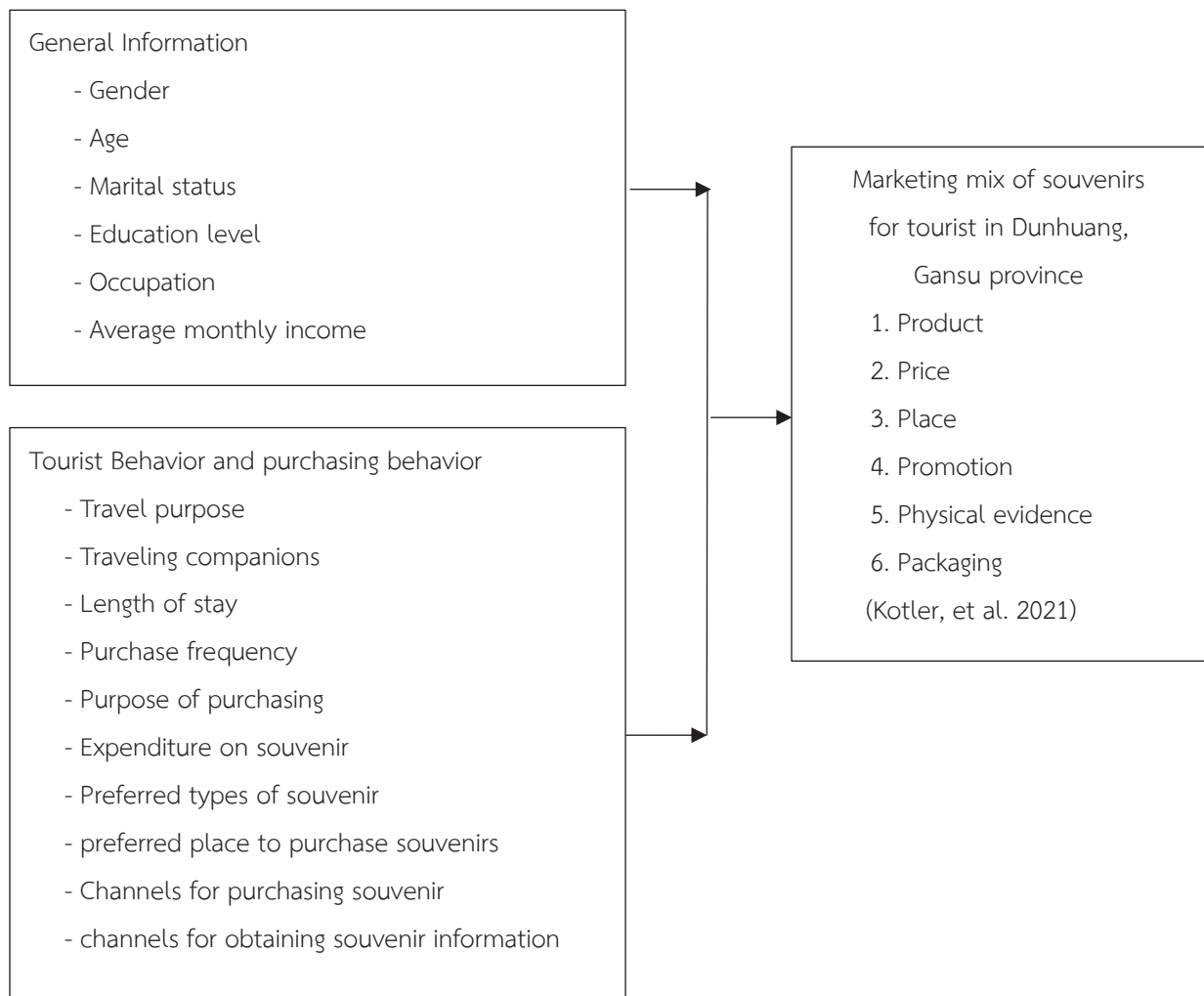
2. Consumer behavior encompasses the processes of selecting, purchasing, and consuming goods and services to fulfill their needs and desires. It involves various activities and decisions made by individuals or groups before, during, and after transactions (Yu, 2021). Understanding consumer behavior is essential for businesses and marketers to tailor their products, services, and marketing strategies to meet the expectations and preferences of their target audience. In the context of this study, consumer behavior specifically refers to the actions, decisions, and responses of individuals or groups during the process of purchasing, and using of Dunhuang tourist souvenirs. This includes travel purpose, traveling companions, length of stay, purchase frequency, purpose of purchasing, expenditure, preferred types of souvenir, preferred place to purchase souvenirs, channels for purchasing souvenirs, and channels for obtaining souvenir information (Kotler, et al. 2021).

3. Souvenirs are tangible items with commemorative significance that evoke memories and emotions related to places visited. They represent the material culture and identity of tourist destinations, enriching

visitors' experiences and connecting them with regional culture (Anastasiadou and Vettese, 2021). Souvenirs hold economic, emotional, and cultural values. They generate significant revenue in tourism consumption and serve as mementos, conveying the culture and history of destinations. Souvenirs also trigger memories, provide identity recognition, and facilitate cultural dissemination and social interaction (Fangxuan and Ryan 2018; Schilar and Keskitalo 2018; Evans 2019)

Souvenir in Dunhuang are travel-related products representing the city's culture, history, and landscapes. They include items inspired by the Mogao Caves murals, traditional crafts, landmarks, and historical stories. These souvenirs preserve Dunhuang's cultural heritage and provide emotional and memorial value for tourists, enhancing their connection with the unique tourist destination (Dunhuang Tourism Website, 2023)

Conceptual Framework



Methodology

1. Population and samples:

The population of this study consists of tourists who travel to Dunhuang. The total number of tourists who visited Dunhuang in 2023 was 7,054,800 individuals (Dunhuang Municipal Party Committee Propaganda Department, 2024).

The sample for this study comprises tourists who have traveled to Dunhuang. I determined the sample from the population using Yamane's method at a 95% confidence level, resulting in a sample size of 400 individuals. I 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 and April 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 is divided into four parts:

The first part gathers respondents' demographic information, including gender, age, education, occupation, and monthly income.

The second part 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.

The third part 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).

To ensure reliability, the questionnaire underwent a reliability Test analysis conducted by five tourism experts, using the Index of Item Objective Congruence (IOC) method. The criteria set were a minimum IIOC value of 0.5 and a Cronbach's Alpha value of at least 0.6. this questionnaire obtained an IIOC value of 0.92, and Cronbach's Alpha value of 0.98.

3. Data collection

Data were collected from 400 tourists who had travel in popular tourist areas in Dunhuang, including: Mogao Caves, Mingsha Mountain, Crescent Lake, Yangguan, Yumen Pass, Yadan National Geological Park, Dunhuang Museum, Shazhou Night Market, Crescent Lake Town, and Silk Road Cultural Heritage Expo City. The survey took place from March 6th – 27th 2024 in Dunhuang, during which questionnaires (both online and offline) were randomly distributed to participants.

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.

Results and Discussion

1. Results

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

Table 1: Mean and standard deviation of opinions on marketing mix of souvenirs for tourists in Dunhuang, Gansu Province

The Marketing mix of souvenirs for tourists in Dunhuang, Gansu province		\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
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
Total		3.56	0.633	High
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
Total		3.72	0.681	High
Promotion	Attractive sales promotions	3.63	0.790	High
	Attractive advertisements	3.72	0.782	High

The Marketing mix of souvenirs for tourists in Dunhuang, Gansu province		\bar{x}	S.D.	Opinions
	Online information and services	3.63	0.788	High
	Warranties, change, and 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	High
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
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 shown in Table 1, 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.

Regarding products, items with uniqueness ($\bar{x} = 3.91$) is highly valued. In terms of physical evidence, a neat and clean store ($\bar{x} = 3.86$) is highly valued. Regarding packaging, attractive packaging ($\bar{x} = 3.82$) is highly value. In terms of place, operating hours is suitable ($\bar{x} = 3.80$) is highly valued. Regarding promotion, flexible payment methods ($\bar{x} = 3.92$) is highly valued. In terms of price, price value for money ($\bar{x} = 3.62$) is highly valued.

1.4 The marketing mix of souvenirs for tourists across gender

Table 2: Mean, standard deviation and the comparison of the marketing mix of souvenirs for tourists across gender

The 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 shown in Table 2, 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.

1.5 The marketing mix of souvenirs for tourists across age

Table 3: Mean, standard deviation and the comparison of the marketing mix of souvenirs for tourists across age

The 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	3.321	0.011*
Price	3.68	0.65	3.67	0.65	3.39	0.50	3.67	0.73	3.37	0.70	5.127	0.000*
Place	3.78	0.70	3.82	0.68	3.59	0.61	3.88	0.70	3.47	0.77	3.624	0.006*
Promotion	3.85	0.62	3.79	0.68	3.55	0.55	3.75	0.71	3.44	0.82	4.891	0.001*
Physical evidence	3.85	0.65	3.94	0.71	3.67	0.59	3.87	0.70	3.64	0.79	2.957	0.020*
Packaging	3.84	0.65	3.89	0.71	3.59	0.58	3.87	0.66	3.56	0.79	4.369	0.002*
Total score	3.84	0.57	3.84	0.61	3.59	0.48	3.83	0.66	3.51	0.73	4.797	0.001*

As shown in Table 5, 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.

1.6 The marketing mix of souvenirs for tourists across monthly income

Table 4: Mean, standard deviation and the comparison of the marketing mix of souvenirs for tourists across monthly income

The 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		
Price	3.21	0.53	3.61	0.62	3.63	0.64	3.63	0.53	3.75	0.87	6.421	0.000*
Place	3.30	0.70	3.79	0.67	3.84	0.64	3.75	0.53	3.76	0.86	7.725	0.000*
Promotion	3.31	0.60	3.82	0.66	3.76	0.60	3.72	0.56	3.74	0.86	7.465	0.000*
Physical evidence	3.31	0.59	3.96	0.63	3.88	0.63	3.81	0.59	3.82	0.86	11.949	0.000*
Packaging	3.37	0.61	3.86	0.65	3.81	0.65	3.80	0.58	3.84	0.79	6.870	0.000*
Total score	3.33	0.53	3.83	0.56	3.82	0.56	3.76	0.48	3.81	0.81	9.973	0.000*

As shown in Table 6, 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.

2. Discussion

The majority of respondents are male, aged between 36 - 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 (Zhou, 2019; Zhang, 2023). 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 (Nonthapot and Thomya 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.

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 (Boriruklert, 2020; Zhang, 2023) with family. They are consistent with Jin and Dong (2020), who reveal that the travel characteristics primarily involve train travel, often accompanied by family and friends. Additionally, they align with Wilkins (2011), 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. 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 and 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. 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 mix across gender groups revealed significant differences at the 0.05 level 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. They are also consistent with Wang (2020), which indicates gender differences in the marketing of tourism souvenirs, with significance levels of 0.05 in aspects such as product, price, place, and promotion. Moreover, the findings are consistent with Chen (2023) that there are gender differences in the marketing of tourism souvenirs, specifically in packaging, with a significance level of 0.05.

The comparison of the marketing mix across age groups revealed significant differences at the 0.05 level 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. 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. Additionally, Chen (2023) found age differences in the marketing of tourism souvenirs, specifically in packaging, with a significance level of 0.05.

The comparison of the marketing mix across monthly income groups revealed significant differences at the 0.05 level in all aspects, including product, price, place, promotion, physical evidence, and packaging. These findings are consistent with Dechkham, khumsri, and Sawangsak. (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 .01 level in terms of price, distribution channel, and marketing promotion.

Conclusions and Suggestion

Conclusions

The majority of respondents are male, aged between 36 - 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. 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. 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, respectively. The comparison of the marketing mix across gender groups, age groups, and monthly income groups revealed significant differences at the 0.05 level in all aspects, including product, price, place, promotion, physical evidence, and packaging.

Suggestions

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's essential to develop pricing strategies to meet tourists' needs and align with the other elements of the marketing mix.

2. Retail businesses and stakeholders need to drive and promote Dunhuang's unique souvenirs and cultural heritage. Increasing promotions, warranties, and online information are essential to enhance and promote souvenirs on the global stage.

3. 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.

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