INVESTIGATING THE RELATIONSHIP BETWEEN FOREIGN TOURISTS' DEMOGRAPHIC FEATURES AND THEIR SPENDING ON HANDICRAFTS (THE CASE OF ISFAHAN HANDICRAFT BAZAAR)

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ABSTRACT:: *Handicrafts are popular items purchased by tourists as souvenirs during their travel. souvenir shopping serves as a tangible way of reminders of intangible travel experience. This research aims study the relationship between foreign tourist's demographic features (age, income, education) and their spending on handicrafts. The research samples are 384 foreign tourists visited Isfahan handicrafts bazaar (Naghshe Jahan bazaar) and convenience sampling style was used in order to complete data gathering stage. To test hypothesis, Kendall Tau-b Correlation test were used .Findings indicated that tourists' demographic features (age, income, education) positively influences spending on shopping. In other word as tourists age, education level and their income increase, their spending on handicrafts increases too.*

Key words: Foreign Tourists, Handicrafts Shopping, Tourism Marketing, Isfahan City, Demographic Features.

1. INTRODUCTION

Understanding the consumer behavior is One of the most important items in marketing handicrafts and selling them. This knowledge helps marketers and craftsmen to realize tourist shopping purposes and makes them to know whether tourists with special demographic features, spend on special products. So gathering information about tourists an artistic taste and their required quality of handicrafts can be helpful in recognizing tourists handicrafts shopping pattern. Such information can help the marketer to do more effective marketing and the craftsmen to reduce their production risk.

2. Literature Review

2.1.International tourist:

International tourist is the one who travel abroad(out of his or her own country)for less than 12 months, in addition his or her main purpose should not be earning money in the destination country [1].

2.2.handicrafts:

Terminologically the term "handicraft" does not have stable and unanimously accepted meaning [2].at this part we have mentioned some of those definitions anyway. According to **dehkhod** dictionary, handicraft is everything which is handmade. Also, according to UNESCO definition, handicraft is all of the crafts that are made by hand or handy tools completely and if there might be machine usage In creating handicrafts, it should not prevent artists from using their hand in creating art objects or handicrafts. In addition, UNESCO stresses that handicrafts should be made of natural material (UNESCO publication,2006: 4). Handicrafts can be called a collection of art objects and crafts that are made of native and natural material, also in every pieces of them we can see artistic creation which makes handicrafts differ from other human products [3].

2.3.Consumer behavior:

Consumer behavior study is on the basis of two main ideas: firstly, consumer behavior, not only is not unpredictable phenomena but also it is rational and reasonable process instead of happening by chance. Secondly, marketers can influence on this behavior[4].Wilkie in 1996defined Consumer Behavior as mental, emotional and physical activities that people engage in when selecting, purchasing, using, and disposing a product or service to satisfy their needs. In studying about consumer behavior all of these levels should be considered. Generally, the study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items It is concerned with what consumers buy, why they buy, when they buy it, where they buy it, how often they buy it and how often they use it [5].

2.4.factors influencing on tourists shopping behavior:

Consumers don't make a shopping decision in a neutral environments, in fact they are affected by internal and external motivating factors that can simulate them to shop. These factors are divided into individual and social factors:

Swarbrook & Horner [6] categorized factors that can influence on trip type selection by tourists and their travel demands into 2 categories :

- **Internal Factors:**

These are the factors that refer to tourists personality and contain of the following items:

- *Tourists status*: health, income, free time, occupation, family member situation.
- *Tourists knowledge about:* tourism destinations, offered prices by different companies.
- *Tourists experience about:* holiday making, discounts and sales.
- *Tourists attitude and observation:* political viewpoints, the distance he or she can go to.

- **External Factors:**

These are the factors that refer to the external environment and include of:

-friends and family recommendations, marketing activity in tourism industry, media effects, political freedom, economic, social and technological factors [6].

Internal factors don't have the same value for every travelers and in every moments. In each cases for different travelers, When trip type selection, some of these factors are more influential than the others. Even for an individual traveler the importance of these factors can vary along their life cycle. In other words, as people's age, family structure, income, personal experiences and so on changes, their effects on destination and travel type selection changes too. For example: economic development in western countries caused increased demand for traveling, so the number of the travels increased. instead the time dedicated to each travel decreased. Considering these factors are crucial in describing tourism

market trends and when tourism marketing policy making and planning [7]. *2.4.1.Age:*
A lot of researches has shown that there is a relationship between age and gender of tourists with their shopping behavior[8]. Table 1. presents a summary of previous research findings regarding the links between age, gender, trip characteristics and tourists' shopping preferences and behaviors [9].

Table 1. Summary of related research findings

Study	Subject or variables studied	Main conclusions and primary findings
Jansen-Verbeke 1987	Gender and age influence on attitude toward shopping	Significant differences exist in gender and between age groups in attitudes towards shopping
Jansen-Verbeke 1990	Socio-demographic influence on attitude, frequency and pattern of shopping	Attitudes towards shopping, its frequency and patterns have been related to consumers' personal characteristics such as gender, age, family status and socio demographic status
Littrell 1990	Profile of tourism styles and preference of craft items	Craft item purchases are different across four classified tourism styles: ethnic arts and people oriented; history and parks; active outdoor; and urban entertainment tourists.
Littrell, Anderson, Brown 1993	Gender and age influence on differences in criteria for authenticity of souvenirs	For both genders, authenticity is derived from uniqueness, workmanship, aesthetics, usage, cultural integrity, craftsperson, shopping experience and genuineness of souvenirs. There were no gender differences in defining authenticity. Tourists in different stages of travel career and ages adopted different criteria for souvenirs.
Anderson and Littrell 1995	Souvenir purchase behavior of women tourists of different age groups	Differences exist in souvenir purchasing behavior and perception of authenticity between early-adulthood women (age 22–45) and middle adulthood women (age 43–60). Early-adulthood women made most unplanned purchases in malls with their children, while middle-adulthood women made planned purchases in specialty stores and tourist shops with friends or husbands. US Department of Commerce and The Taubman Company 1999 Correlation between cultural tourism and tourists' expenditure level Overseas travelers to the USA who visit cultural attractions (ie museums, national parks) tend to spend more time and money on shopping during their visit.
Reisinger and Turner 2002	Examination of shopping satisfaction from souvenir product attributes with socio demographic and trip-type segmentations	There is strong statistical evidence from structural equation modeling that tourists' satisfaction results from the importance of souvenir product attributes of value, display and uniqueness. It is not likely that different socio-demographic or trip-type segmentation is an important categorization for determining shopping satisfaction from product attributes. There is less evidence to suggest that there is a particular need to segment the tourism market demographically for shopping satisfaction research.
Lehto, Cai and O'Leary 2004	Examination of socio demographic Characteristics and trip attributes in relation to shopping expenditure and item preference	Travel purpose, travel style, age and gender were significant factors influencing the amount of money travelers spent on shopping and the items they preferred.

Jang et al in their research on Japanese tourists who traveled to USA, indicated that old tourists had spent more money during travel [10]. Another research on expenditure patterns by Anderson And Littrell in 2006 revealed that the mature travel market — people aged 50 and over — is the most important segment because they spend the most on shopping. Moreover, in terms of items preferred and purchased, there are differences by age groups and travel characteristics. In separate studies by Anderson and Littrell et al. it was observed that consumers preferred different souvenirs at different ages, and that their preferences were also associated with different tourism styles.

According to the previous literature, preferences for favorite souvenirs and objects change throughout the life cycle of individuals and through travel styles and careers as changes in consumption patterns occur due to experiences and desires. For instance, tourists' ages were closely associated with the meaning tourists attached to crafts and to the purpose crafts served for the owners. According to Littrell et al., younger tourists often valued crafts that reminded them of exciting

shopping encounters and active tourism experiences, while older tourists preferred craft items that would bring aesthetic pleasure through their contemplation at home. In addition, tourists in different stages of their travel career adopted different criteria for defining authentic crafts — for instance, tourists in early stages of their travel careers named uniqueness and originality as important criteria for their choices of souvenirs (cited by oh et al, [9]). Wang et al in 2006 found that there was a negative relationship between tourists age and their spending during travel (cited by Wang & Davidson[11]).

2.4.2. Income And Education:
In the recreation and leisure/tourism fields, researchers have analyzed income as one of the most significant household characteristics that determine expenditure patterns for recreation and tourism activities [10]. There have been indications that household income, along with education level positively influences frequency of taking vacations and spending during the trips[12]. a study conducted by Dardis et al[13] revealed that family income had influence on visiting museums, going to sport events and taking other recreation by tourists at a destination [10]. Hong et al [14] in their study claimed that higher education has a positive relationship on tourists spending. Among the socio-demographic variables investigated, Lee observed that only household income was a useful determinant that positively influenced tourists' spending on shopping for souvenirs and local specialty products. However, it was observed that income did not affect other expenditure categories (cited by [12]). Lehto et al. also investigated shopping expenditure behaviors of Taiwanese tourists to Hong Kong and Singapore, the results indicated that income was not a significant factor that affected the amount of money Taiwanese tourists spent on shopping, while trip purpose, age, and gender were found to be significant [15].

2.5.Related Studies:
Spotts and Mahoney found that "heavy spenders" were more likely to be middle-income families travelling in a large travel party in which children are often present. They also stayed significantly longer and participated more heavily in recreation than "light spenders" [16]. Mok and Iverson also successfully segmented Taiwanese tourists to Guam using the expenditure criterion. Longer stay, younger age, smaller party size, and honeymooners were some of the characteristics of "heavy spenders" whilst income, marital status, gender or occupation could not be used to distinguish travelers with different levels of spending [17].
Oh [12] in his research found that the lowest income category group would spend more on shopping than higher income groups, except for the highest income group also It was found

that spending on shopping increases as age increases for those aged 18 to 45, however, spending on shopping decreases as age increases from age 50 to older, in addition it was found that education level is not associated with leisure traveler's spending on shopping.
Atrsai[18] indicated that variables like : age, income, education, trip type, gender, marital status, and season of trip are crucial items on determining European travelers spending pattern visited Isfahan.

3.Research Purposes
3.1.Investigating The Relationship Between Foreign Tourists' age And Their Spending On Handicrafts.
3.2.Investigating The Relationship Between Foreign Tourists' Education And Their Spending On Handicrafts.
3.3.Investigating The Relationship Between Foreign Tourists' Monthly income And Their Spending On Handicrafts.

4.Research Hypothesis
4.1.there is a meaningful relationship between Foreign Tourists' age And Their Spending On Handicrafts.
4.2.there is a meaningful relationship between Foreign Tourists' Education And Their Spending On Handicrafts.
4.3.there is a meaningful relationship between Foreign Tourists' Monthly income And Their Spending On Handicrafts.

5.Research Methodology
The samples of current research were 384 foreign tourists visited Isfahan handicrafts bazaar (naghshe jahan bazaar) since April to September, in 2014. This sample was selected regarding Krejcie & Morgan sampling table. convenience sampling style was used in order to complete data gathering stage. a researcher made questionnaire was used to evaluate the variables of current research. To test hypothesis, Kendall Tau-b Correlation Coefficient test was used.

6.Analysis
6.1.Descriptive Analysis
Table 2. presents a summary of foreign tourists' demographic features. As it shows most of the respondents in current research were men (51.8%), they were between 21-30 years old (30.5%), master level (34.8%), their monthly income was between 2000-3999 USD (39.6%).
Most of them were single (52.7%), and the first four nationalities were Italian, Germany, Chinese and Spanish. Most of them organized their travel individually (51%), also they cited that it was their first visit (86.9%). Also most of the respondents cited that on average they stayed 2 days in Isfahan (42.4%).their main travel purpose was leisure (86.3%), and they claimed they buy handicrafts sometimes while traveling (61.6%).

Table 2. foreign tourists' demographic features, travel features, tourists shopping participation.

Quantity	The First Ten Nationalities	Quantity	Marital Status	Quantity	Monthly Income	Quantity	Education	Quantity	Age	Quantity	Gender
70	Italy	155	Married	73	Less than 1999	2	Primary	14	20 or below	170	Male
23	Germany	173	Single	130	2000-3999	23	Secondary	100	21 -30	158	Female
20	China	328	Total	64	4000-7999	49	Diploma	59	3 - 40	328	Total
17	Spain			18	8000-	88	Bachelor	34	41 - 50		
16	Japan			43	13999	114	Master	50	51 - 60		
14	Czech			328	14000 or more	52	Level	51	61 - 70		
14	Switzerland				total	328	Above Master Level	18	71 - 80		
13	Australia						Total				
13	France										
12	Hong Kong										
12	Holland										

		Quantity	Shopping Participation	Quantity	Purpose Of Travel	Quantity	Length Of Stay	Quantity	Times Of Visit	Quantity	Trip Type
		86	Always	20	Visiting Friends Or Family	13	1day or less	285	Once	122	Package Tour
		202	Sometimes	283	Leisure	139	2 days	29	Twice	166	Individually
		40	Never	12	Business/	120	3days	8	3times	29	Mixed Company
		328	Total	9	In Route To Somewhere Else	27	4 days	1	4times	11	Subsidized
				3	Shopping	29	5 or more	5	5or Above		
				1	Other	328	total	328	Total		
				328	Total						

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.2. Testing Hypothesis

6.2.1. There is a meaningful relationship between Foreign Tourists' age And Their Spending On Handicrafts.

Table 3 presents the results of correlation test. As it is clear there is a between Foreign Tourists' age And Their Spending On Handicrafts. So the first hypothesis of the current research was confirmed in other words as tourists age increases, their spending on handicrafts increases.

Table 3. The results of correlation test between Foreign Tourists' age And Their Spending On Handicrafts.

Spending On Handicrafts		
0.162	Correlation coefficient	**Age**
0.00	Significance level	

6.2.2. here is a meaningful relationship between Foreign Tourists' Education And Their Spending On Handicrafts.

Table 4 presents the results of correlation test. As it is clear there is a between Foreign Tourists' education And Their Spending On Handicrafts. So the second hypothesis of the current research was confirmed in other words as tourists education level increases, their spending on handicrafts increases.

Table 4. The results of correlation test between Foreign Tourists' education level And Their Spending On Handicrafts.

Spending On Handicrafts		
0.124	Correlation coefficient	**Education**
0.007	Significance level	

6.2.3. There is a meaningful relationship between Foreign Tourists' Monthly income And Their Spending On Handicrafts.

Table 5 presents the results of correlation test. As it is clear there is a between Foreign Tourists' monthly income And Their Spending On Handicrafts. So the third hypothesis of the current research was confirmed in other words as tourists monthly income increases, their spending on handicrafts increases.

Table 5. The results of correlation test between Foreign Tourists' education level And Their Spending On Handicrafts.

Spending On Handicrafts		
0.145	Correlation coefficient	**Monthly Income**
0.002	Significance level	

7. RESULTS

The interrelation between handicrafts and tourism industry is not unclear among researchers because handicrafts can be one of the main factors to attract tourists to a destination, and on the other hand tourism industry can contribute to handicrafts development, conserving its authenticity and improving its quality. Destinations present themselves through a variety of components such as Souvenirs, Recreational Programs, Architecture, History, Art, Life Styles and so on. These Cultural attractions are part of the third world and developing country's attractions.

As it has been proved in previous researches tourism industry influences on external environments and is affected by it. Considering dynamism of external environment and rapid changes in the tourism industry and travelers needs, planning and policy making in the tourism industry should be a dynamic and continues subject in order to fulfill tourists variety seeking and their new needs and desires. Tourism industry and its related industries like handicrafts, should

know the tourists needs and be ready to respond their desires, to get successful.

As it was concluded in this research, there is a meaningful relationship between tourists demographic features (age, education level, monthly income) and their spending on handicrafts. In other words as tourists age, education level and their monthly income rises, their spending on handicrafts increases too. While Its still necessary to emphasis further tourism and handicrafts marketing studies are recommended because of the rapid changes occurs in demographic features, trends and so on.

8. SUGGESTION

It would be a good idea for handicrafts bazaar ask tour operators to choose older, higher educated tourists with more than the average monthly income, as their desired market. This aim can be facilitated by holding study opportunities in Isfahan city for foreigner in different field of study, like: history, architecture, art, culture in order to attract educated tourists interested in those majors.

Also in order to attract older tourists, tour operators can invite the head of old people clubs to visit Isfahan so that they could share their travel experiences with the rest of old people club members and motivate them to visit Isfahan.

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