

## **Domestic tourism and the consumption of souvenirs: an exploration of domestic tourists' purchasing patterns of souvenirs in Zimbabwe**

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### **ABSTRACT**

Domestic tourists in developing countries such as Zimbabwe do not purchase souvenirs to the same levels as compared to their regional and international counterparts. Statistics indicate that less than 10% of the souvenir market in Zimbabwe comprises of domestic travellers. With growing dominance of domestic tourism as an alternative to international tourism, it is imperative that domestic tourists partake in the consumption of artefacts and souvenirs. The souvenir and artefacts sector has contributed immensely to employment creation. Continued disregard of souvenirs by domestic tourists can result in loss of revenue for the artists as well as a dearth of an important component of cultural tourism. Using a quantitative methodology, this study sought to explore domestic tourists' expenditure patterns of souvenirs in Zimbabwe.

The study specifically sought to establish domestic tourists purchasing patterns of souvenirs in Zimbabwe, determine stakeholders' attitudes towards souvenirs in Zimbabwe, explore factors determining the purchasing behaviour of souvenirs by domestic tourists in Zimbabwe, and explore strategies to enhance the purchasing of souvenirs by domestic tourists in Zimbabwe. In order to achieve these objectives, a questionnaire was administered to a sample of 384 different stakeholders. A response rate of 52.3 % was achieved from the distributed questionnaires. Data was analysed in SPSS. To support these findings, a literature review was also done.

Findings indicated that domestic tourists in Zimbabwe partake in the purchasing and consumption of souvenirs to a limited extent. Findings of this study are confirmatory of the null hypothesis of this study that domestic tourist in Zimbabwe do not partake in the purchasing and consumption of souvenirs to the same levels of their international counterparts. The study recommended that, in order for domestic tourists to participate more in the purchasing and consumption of souvenirs, suppliers should make information about the souvenirs on sale more available, increase promotion and review their pricing models.

**Key Words: Souvenirs, Domestic tourist, Expenditure**

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### **I. INTRODUCTION**

Zimbabwe's tourism industry, as is in many developing countries such as Malaysia, Thailand and Philippines and in the western countries like Mexico, is a major economic factor (Vellas & Becherel, 1995). The economic contribution of tourism is driven by tourists' consumption of accommodation, activities, food and beverages, and transportation among others. One of the most prominent habits that tourists have over the years adopted, has been souvenir purchasing; a tradition which has grown popular not only on international tourist expenditure, but even for domestic tourism. Souvenir shopping, on its own, has been a part of the many distinctive reasons why people opt to visit places (Lunyai, Cyril & Atang, 2008).

A souvenir is viewed as a token of remembrance in which a visitor collects or purchases to take home as a reminder of their visit to a destination. Souvenirs are usually associated with memories of a destination one has visited. The practice of purchasing souvenirs amongst domestic tourists in Zimbabwe is an understudied phenomenon. This study therefore explored domestic tourists' consumption patterns of souvenirs in Zimbabwe.

### **II. BACKGROUND AND LITERATURE REVIEW**

Domestic tourism has had notable economic returns, at both global and regional scale, with statistics indicating increased contributions to the National Gross Domestic Product (NGDP) for regional and international countries like South Africa, China, European Union (EU), and the United States of America (USA) (UNWTO, 2017). Reflective of such trends, generally, domestic tourism shopping activity has contributed

immensely to the economics of most countries, to an extent of becoming a large and powerful sector in countries like Mexico, the United States, Malaysia, Philippines and Thailand (Norman, 1995). Globally, the number of domestic arrivals is estimated to exceed four times the number of international arrivals (Daily News, 2018). Domestic Tourism on its own, according to Daily News (2018), aids in maintaining the sustainability of a country's tourism industry by generating a viable tourism market which is able to continue travel despite lack of interest from foreign markets.

*"Most successful tourism sectors in the world have strong domestic tourism as their backbone, like in Europe. International tourism should be just an icing on the cake,"* Acting ZTA Chief Executive, Givemore Chidzidzi, (New Zimbabwe, 2018).

Such economic viability has been realised from the domestic expenditure on souvenirs where countries like China and Japan have gone on to promote such industries as a means to improve the domestic tourism market. Souvenir making is an activity which has become an aiding factor economically, supporting the traditional agriculture communities where farming and rearing of animals are the major occupations (Kugbonu & Gamor, 2017). Souvenirs are an important aspect in the tourism market (Griggio, 2015), at the same time selling and buying of souvenirs are tradition activities at tourism destinations (Swanson & Timothy, 2012). The production and sale of craft and art-work has become a major source of livelihood, an activity which has become viable for Ghanaians living in rural areas and most Africans at large (Arko-Achemfuor, 2012). This production and sale of souvenir handicraft is an attractive and economically viable way through which communities are able to partake in tourism (United Nations World Tourism Organization, 2012) thus souvenirs, therefore, provide a sure way of community participation in tourism through employment. Emanating from these local souvenir industries within the domestic tourism sector, South Africa has shown a year-on-year growth in tourism's contribution to the gross domestic product (GDP), with the domestic-tourism percentage-share contribution having once recorded at 54,8% and 58,8% in 2009 and 2010 respectively (SATOUR, 2010). Its domestic tourism to date, accounts for 73 percent of tourism in the country, translating to USD 5.1 billion (R63 billion), (The Zimbabwe Mail, 2018), a development which has been coupled by a uniform increase in the souvenir expenditure market.

This positive growth of the souvenir market in most countries (be it developed or developing) has been attributed to good media publicity as exemplified by the period when the British Media invested heavily on coverage of the Olympics with most local newspapers running special supplements and souvenir issues throughout the fortnight, sub-editors and headline writers running out of superlatives (UNWTO, An Opportunity to Market Zimbabwe, 2012). This paid dividend as their sales and advertising revenue drastically increased.

Sadly for Zimbabwe in the past decades, the tourism industry has been characterised by low participation of locals in leisure tourism, expensive product offering, limited knowledge and lack of affordable domestic packages (DailyNews, 2018). Zimbabwe has given limited recognition to the very important contribution of the domestic tourism market to the growth and development of the economy (Mhlanga, 2018). Much emphasis in Zimbabwe's tourism industry has been on regional and international tourism at the expense of domestic tourism (The Zimbabwe Mail, 2018).

Contrary to the above, tourism in Zimbabwe has steadily declined since the land reform program in 2000. After rising during the 1990s (2.4 million tourists in 1999, ZTA, 2000) industry figures described a 75% fall in visitors to Zimbabwe in 2000 (Mandizadza, Bhatasara & Nyamwanza, 2014). Within these periods of low international tourist visits (*a development having resulted due to the economic sanctions and travel warnings and bans as well as access problems*, (DailyNews, 2018)), Zimbabwe's domestic tourism market once sustained the tourism industry from the traditional source markets (Daily News, 2018).

The souvenir market, on the other hand, has been increasing in product diversity (due to the promotion of entrepreneurship) within Zimbabwe's cities, towns and even communal areas which have over the past years been growing in souvenir diversity. This development has failed to fully unleash its capability of boosting the domestic tourism industry for economic benefits as has been the case with other regional and international countries. This has been attributed to an un-accounted for (as previously highlighted) increase in Zimbabwe's domestic tourism market. Domestic tourism has been experiencing an increase in market distribution following the introduction of various domestic tourist packages around the country. Dominant ones including the souvenir market place in Bulawayo (City Hall Area), the souvenir market area in Victoria Falls (parking area), in Mutare (*along Vumba Road*), Kariba (*bridge entrance area*), and The Ambassador hotel, amongst others. The City Hall area in Bulawayo is one souvenir market place which has seen the value of souvenir product sale, having provided legal vending sites for souvenirs by the City Hall.



**Figure 1:** Legal Vending Site for Souvenirs in Bulawayo, Zimbabwe (City Hall Area)

**Source:** Author (2018)

Some souvenir markets have also been emerging along highways, for example that along Bulawayo-Gwanda Road. Transit stops along major highway routes have also become souvenir selling points with the likes of Rutenga along Beitbridge-Harare Highway.

These markets offer a diverse range of souvenir products which various authors have identified as constituting; produced items and figurines; arts and crafts; gem and jewellery (Turner & Reisinger, 2001); antiques (Strauss, Grado & Lord, 1997); collectibles (Michael, 2002); local products like foods and wear (Gordon, 1986). Souvenirs can be divided into five categories. The categories include pictorial image souvenir, piece-of-the-rock souvenir, symbolic shorthand souvenir, markers, and local product souvenir (Gordon, 1986).

Depending on location, products within these markets range from sculptures, pottery and beads. Muzarabani area (Growth Point), because of the popular 'Mavhuradonha' mountains, has been a local attraction producing the native 'masawu' fruit (one other form of souvenir). The area has created an economic base for its locals, where most local travellers usually make stops to buy wild fruits. However, in spite of such development, still domestic expenditure on these artefacts has not been good enough to provide a viable return on investment for the souvenir traders. This has been attributed from the fact that such markets are mainly located in tourist resort areas which are out of reach of most, due to the limited visits to these resort sites.



**Figure 2:** Curio sales in Victoria Falls

**Source:** Trip Advisor (2018)

Because of lack of recognition of such diverse souvenir products, the local domestic tourism industry has been failing to extract this value into economic benefit, an issue which has generated into a loss of cultural and historical preservation.

Currently, because of the poor economic performance, a limited number of the locals venture into domestic tourism, with those that do, making minimal spending on souvenirs. Amongst these varied reasons for the decline in expenditure on souvenirs by domestic tourists in Zimbabwe, has been its economic downfall over the past years. This economic downturn has caused a great reduction in impulse buying (one of the spending attitudes contributing immensely to expenditure on souvenirs). The fact that the larger population within the country has been surviving on a monthly income figure which is below the poverty datum line, has caused a reduction on souvenir expenditure and even on travelling in general. Complementing to the economic failure has been the highly un-affordable rates of tourism products and services, which needs boosting (Mhlanga, 2018).

On the other hand, because of a comparatively better economy in South Africa, National domestic tourism statistics recorded that within the year 2011, South Africa saw its domestic business tourist expenditure per individual averaging at about R2 500 per trip (a high value), with a figure of about R1 500 per holiday trip (Van Schalkwyk, 2011). South Africa's National Conventions Bureau (NCB) has been established to attract and leverage on amongst other local events as a source of domestic tourism.

Also contributing to the bundle of reasons for the low domestic tourist expenditure in Zimbabwe (as literature outlines) has been the lack of good local media and publicity in relation to tourism boost, as highlighted prior to the hosting of the 2013 UNWTO conference in Victoria Falls.

*"Tourism can be vibrant but we need to instil the culture of going out and inform Zimbabweans of the available products and promotions..."* Acting ZTA Chief Executive, Givemore Chidzidzi, (New Zimbabwe, 2018).

Some authors such as (Mutenga, 2018) have articulated the drop as having been notable ever since the post-independence era (land reform Period in 2000), a period from which there has been a steady decline in Zimbabwean tourism. Preliminary data from the survey conducted on domestic tourism has indicated that villagers have had little disposable income to allow them to travel for leisure purposes. It also emerged in the survey that on the few occasions that villagers have gone beyond their 40-kilometre radius, they were only going for funerals and not for leisure related visits (The Herald, 2018). This on its own reflects on the low consumption of souvenir products as the consumption rate is directly proportional to the frequency of leisure-related travels.

Just as Newton alluded scientifically that *'no system exists in isolation'*, the same has been for the souvenir expenditure decline factors where, the *'inaccessibility to all'* of these souvenir markets due to location, has also been coupled with a negative mind-set of the locals. The tourism culture seems to have not been embedded within the locals as most perceive the act as a foreigners' culture, particularly for the white-skinned race. One would therefore relate such mind-set to a colonial effect where one local once highlighted in relation to domestic tourism destinations (Mushawevato, 2016).

Also for the few that manage to partake in domestic tourism, as has emerged, the advent of digital camera technology and widespread use of digital camera devices (smart phones and tablets), has (due to cheapness) greatly substituted monetary spending on souvenir products.

According to ZTA, Domestic tourism is one of the segments of tourism which plays a vital role in any country's tourism development (DailyNews, 2018). Such, however, has been unlikely of Zimbabwe's domestic tourism and expenditure on souvenir products (Van Schalkwyk, 2011). Thus, Zimbabwe's domestic tourism industry, because it holds great potential locked in the consumption of artefacts and souvenirs, is in dire need of strategic boosting as a means to enhance the purchasing behaviour of domestic tourist of souvenirs, improve on their purchasing patterns and develop positive attitudes to domestic tourist expenditure on souvenirs. The industry is able to create both tourism awareness and a tourism culture within a country, thereby providing its local citizens with a greater understanding and appreciation of what their country has to offer (DailyNews, 2018).

For a long time the tourism sector had been characterized by low participation of locals as tourism was viewed as being very expensive thus a preserve for foreigners (New Zimbabwe, 2018). The need for this research, thus, emanates at a time when the ZTA has put in place plans in conjunction with the parent Ministry of Tourism and Hospitality, in a bid to develop DT Campaigns as a way to sustain the sector as major contributor to the country's economy in the event of declining foreign arrivals (New Zimbabwe, 2018). However, within the research has put particular attention to the souvenir markets as one of the viable markets within the domestic tourism industry which needs revitalisation and recognition in order to foster economic returns from the industry.

## **STATEMENT OF THE PROBLEM**

Domestic tourists in developing countries such as Zimbabwe do not purchase souvenirs to the same levels as compared to their regional and international counterparts (*see* Manwa, 2013). Statistics indicate that

less than 10 % of the souvenir market in Zimbabwe comprises of domestic travellers (Mkono, 2015). With growing dominance of domestic tourism as an alternative to international tourism, it is imperative that domestic tourists partake in the consumption of artefacts and souvenirs. The souvenir and artefacts sector has contributed immensely to employment creation (Kugbonu & Gamor, 2017). Continued disregard of souvenirs by domestic tourists can result in loss of revenue for the artists as well as a dearth of an important component of cultural tourism. Using both qualitative and quantitative methodology, this study sought to explore domestic tourists ‘consumption patterns of souvenirs in Zimbabwe. Findings of the study enhance a deeper understanding of domestic tourist attitudes towards the souvenirs, have a finer understanding as to why domestic tourists seemingly do not buy the souvenirs as well as align the needs of the domestic tourist and the products from the sector. Findings also assist in positioning Zimbabwe as a vibrant cultural tourist destination and help in coming up with strategies that may enhance the purchasing of souvenirs by domestic tourists.

**RESEARCH OBJECTIVES**

This study sought to explore domestic tourists ‘consumption patterns of souvenirs in Zimbabwe. Specifically, the study sought to establish domestic tourists purchasing patterns of souvenirs in Zimbabwe; determine stakeholders’ attitudes towards souvenirs in Zimbabwe; explore factors determining the purchasing behaviour of souvenirs by domestic tourists in Zimbabwe; and to explore strategies to enhance the purchasing of souvenirs by domestic tourists in Zimbabwe.

**III. MATERIALS AND METHODS**

The research largely adopted the quantitative method. The study assumed a population of 1 108 490 domestic tourists after considering that domestic tourists’ arrivals in Zimbabwe constitute 45.75% of total arrivals (ZTA, 2018). Using Kraecjie and Morgan’s (1970) table for determining sample size from a given population, a sample size of 384 was determined for this study. Convenience sampling was used to select respondents for this study. Three hundred and eighty four copies of the questionnaire were printed and distributed to a convenience sample of domestic tourists, souvenir vending stalls/markets, visitor attractions, National Arts Galleries in Harare and Bulawayo, and curio shops. A response rate of 52.3% was achieved for this study.

**IV. FINDINGS AND DISCUSSION**

Findings of the study are presented and discussed below:

**Domestic tourists purchasing patterns of souvenirs in Zimbabwe**

Table 1 below presents the overall souvenir purchasing patterns by domestic tourists in Zimbabwe.

**Table 1: Domestic tourists purchasing patterns of souvenirs in Zimbabwe**

	Descriptive Statistics									
	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Domestic tourists do not buy souvenirs	201	1	5	738	3.67	1.188	-.605	.172	-.441	.341
Domestic tourists have a predetermined budget for souvenirs	201	1	5	715	3.56	1.113	-.178	.172	-.753	.341
Domestic tourists buy souvenirs as impulsive buying	200	1	5	731	3.66	1.184	-.458	.172	-.767	.342
Domestic tourists buy souvenirs which depicts their totems	201	1	5	874	4.35	.876	-1.643	.172	2.896	.341
Domestic tourists buy souvenirs which can be used for other purposes eg toys, key holders, kitchen utensils etc	201	1	5	881	4.38	.792	-1.347	.172	1.864	.341
Domestic tourists buy souvenirs which triggers positive memories	201	1	5	879	4.37	.803	-1.246	.172	1.364	.341
Domestic tourists buy souvenirs as an appreciation of good artistic skills	201	2	5	866	4.31	.839	-1.044	.172	.325	.341
Domestic tourists buy souvenirs to give as gifts during special occasions	201	1	5	872	4.34	.897	-1.435	.172	1.920	.341
Woman purchases more souvenirs than men	201	1	5	905	4.50	.795	-1.821	.172	3.631	.341
Valid N (listwise)	200									

Findings of the study indicate that women tourists purchase more souvenirs than man with a mean of 4.50. Findings also indicate that domestic tourists do not have a predetermined budget for souvenirs. This variable had the least mean score of 3.56. This is largely because of the economic challenges facing the country. In order to effectively test relationship between variables in this objective the following hypothesis was tested. The hypothesis is as follows:

**H<sub>0</sub>:** There are no significant differences between type of souvenir choice and purchasing patterns by domestic tourists.

**H<sub>1</sub>:** There are significant differences between type of souvenir choice and purchasing patterns by domestic tourists.

**Test statistic:** Chi square test at 95% significance level (See Table 4.5)

		overall purchase patterns			Total	
		Strongly Disagree and agree	Neutral	Strongly agree and Agree		
Type Of souvenir choice	Strongly Disagree and agree	Count	4	6	9	19
		Expected Count	.8	1.3	16.9	19.0
	Neutral	Count	2	3	11	16
		Expected Count	.6	1.1	14.2	16.0
	Strongly agree and Agree	Count	2	5	159	166
		Expected Count	6.6	11.6	147.8	166.0
<b>Total</b>		<b>Count</b>	<b>8</b>	<b>14</b>	<b>179</b>	<b>201</b>
		<b>Expected Count</b>	<b>8.0</b>	<b>14.0</b>	<b>179.0</b>	<b>201.0</b>

	Value	Df	Monte Carlo Sig. (2-sided)		
			P-values.	95% Confidence Interval	
				Lower Bound	Upper Bound
Pearson Chi-Square	48.778 <sup>a</sup>	4	.004	.001	.004
Likelihood Ratio	34.926	4	.001	.0001	.0120
Fisher's Exact Test	37.693		.000	.000	.000
Linear-by-Linear Association	45.112 <sup>c</sup>	1	.001	.000	.002
N of Valid Cases	201				

**Rejection criteria:** Reject H<sub>0</sub> if p(cal) < p (alpha) = 0.05

**Conclusion:** Since p(Cal) = 0.01 < P(alpha) = 0.05 with (CI of 0.01 -0.04) the study rejected the null hypothesis H<sub>0</sub> and accepted the alternative Hypothesis H<sub>1</sub>. There are significant differences between type of souvenir choice and purchasing patterns by domestic tourists. This was further validated by the v creamer test which also showed a v creamers statistic of 0.348 with p value 0.001 suggesting an existence of a weak but positive relationship between type of souvenir and purchasing patterns. This meant that a greater percentage of domestic tourists' purchasing patterns of souvenirs were strongly determined by the variability of souvenir on offer. For example, domestic tourists have a predetermined budget for souvenirs; which determined what type of souvenirs they would buy, be it traditional bracelets or traditional hand bags.

**Domestic tourists' attitudes towards souvenirs in Zimbabwe**

The study also investigated domestic tourists' attitudes towards souvenirs. The purpose of this investigation was to explore the possibility of tourist attitude being an influential factor in purchasing of souvenirs as the two have a direct variation as has been noted in literature review. In order to achieve this objective, the study carried out a statistical test and the following hypothesis was generated:

**H<sub>0</sub>:** There are no significant differences between attitudes towards souvenirs and purchasing patterns by domestic tourists.

**H<sub>1</sub>:** There are significant differences between attitudes towards souvenirs and purchasing patterns by domestic tourists.

			Overall Attitudes			Total
			Strongly Disagree and Agree	Neutral	Strongly Agree and Agree	
Overall Purchase Patterns	Strongly Disagree and agree	Count	6	2	0	8
		Expected Count	1.5	2.3	4.2	8.0
	Neutral	Count	8	6	0	14
		Expected Count	2.6	4.0	7.4	14.0
	Strongly agree and Agree	Count	23	50	106	179
		Expected Count	33.0	51.7	94.4	179.0
<b>Total</b>		<b>Count</b>	<b>37</b>	<b>58</b>	<b>106</b>	<b>201</b>
		<b>Expected Count</b>	<b>37.0</b>	<b>58.0</b>	<b>106.0</b>	<b>201.0</b>

A cross tabulation for overall souvenir purchasing patterns versus overall attitudes was established for the two factors to determine the contingency which showed very significant differences between expected values and actual observations in purchasing patterns and overall domestic attitude towards souvenirs by local tourists.

	Value	Df	Monte Carlo Sig. (2-sided)		
			P-Values	95% Confidence Interval	
				Lower Bound	Upper Bound
Pearson Chi-Square	42.408 <sup>a</sup>	4	.002 <sup>b</sup>	.00156	.001987
Likelihood Ratio	43.941	4	.001 <sup>b</sup>	.000	.0234
Fisher's Exact Test	39.470		.0011 <sup>b</sup>	.00021	.003128
Linear-by-Linear Association	37.060 <sup>c</sup>	1	.0012 <sup>b</sup>	.000	0.10
N of Valid Cases	201				

Rejection criteria: Reject  $H_0$  if  $p(cal) < p(\alpha) = 0.05$

Conclusion: Since  $p(Cal) = 0.02 < P(\alpha) = 0.05$  with (CI of 0.04 -0.06), the study rejected the null hypothesis  $H_0$  and accepted the alternative Hypothesis  $H_1$ . There are indeed significant differences between attitudes towards souvenirs and purchasing patterns by domestic tourists.

		Value	P-values	Monte Carlo Sig.	
				95% Confidence Interval	
				Lower Bound	Upper Bound
Nominal by Nominal	Phi	.459	.001	.004	.006
	Cramer's V	.325	.012	.001	.155
N of Valid Cases		201			

This was further validated by the v creamer test which also showed a v creamers statistic of 0.325 with p value 0.012 suggesting an existence of a weak but positive relationship between attitudes towards souvenirs and purchasing patterns. Findings of the study indicate that attitudes of domestic tourists determine their purchasing patterns. For example, domestic tourists feel that souvenirs are meant for foreign tourists and also that souvenirs are unnecessarily expensive. This negative attitudetranslated into domestic tourists not buying

souvenirs or buying to a less extent as compared to their international counterparts. Domestic tourists buy souvenirs to give as gifts during special occasions and if there are no known events, this will alter the purchasing pattern. Findings concur with Kim and Littrell (1999)'s assessment that the expenditure behaviour of souvenirs by domestic tourists is determined by personal values.

**Factors determining purchasing patterns of souvenirs by domestic tourists**

The hypothesis of the objective is as follows:

**H<sub>0</sub>:** There are no significant differences between overall determining factors influencing purchasing behaviour of souvenirs and purchasing patterns by domestic tourists.

**H<sub>1</sub>:** There are significant differences between overall determining factors influencing purchasing behaviour of souvenirs and purchasing patterns by domestic tourists.

Table 7: Overall purchase patterns versus Overall determining factors influencing purchasing behaviour (Cross Tabulation)

			overall determining factors influencing purchasing behaviour			Total
			Strongly Disagree and agree	Neutral	Strongly agree and Agree	
overall purchase patterns	Strongly Disagree and agree	Count Expected Count	1 .7	3 1.0	4 6.3	8 8.0
	Neutral	Count Expected Count	6 1.3	5 1.7	3 11.0	14 14.0
	Strongly agree and Agree	Count Expected Count	11 16.0	17 22.3	151 140.7	179 179.0
<b>Total</b>		<b>Count Expected Count</b>	<b>18 18.0</b>	<b>25 25.0</b>	<b>158 158.0</b>	<b>201 201.0</b>

**Conclusion:** Since  $p(\text{Cal}) = 0.01 < P(\alpha) = 0.05$  with (CI of 0.01 -0.01246) (Table 8 below), the study rejected the null hypothesis H<sub>0</sub> and accepted the alternative Hypothesis H<sub>1</sub>, that there were significant differences between overall determining factors influencing purchasing behaviour of souvenirs and purchasing patterns by domestic tourists.

Table 8: Chi square testing

	Value	Df	Monte Carlo Sig. (2-sided)		
			P-value	95% Confidence Interval	
				Lower Bound	Upper Bound
Pearson Chi-Square	38.450 <sup>a</sup>	4	.001	.001	.001246
Likelihood Ratio	29.073	4	.0012	.00119	.009235
Fisher's Exact Test	31.155		.0002	.000	.008
Linear-by-Linear Association	19.653 <sup>c</sup>	1	.000111	.000	.020
N of Valid Cases	201				

**Rejection criteria:** Reject H<sub>0</sub> if  $p(\text{cal}) < p(\alpha) = 0.05$

This was further validated by the v-creamer test which also showed a v creamers statistic of 0.309 with p value 0.001 suggesting an existence of a weak but positive relationship between type of souvenir and external factors influencing purchasing behaviour of souvenirs like price, time, income level and mode of payment. The study noted that other factors such as income, time, budget and price of souvenirs determined domestic tourists' purchasing patterns of souvenirs. Most respondents opined that price of the souvenir, aesthetic value (size,

colour, quality, and design), income level of the domestic tourist (58.3%) and time (68.3%) determined the purchasing patterns. The higher the price of the souvenir, the fewer the domestic tourists who tended to buy the souvenirs. This concurs with Nomura (2002) who suggested that the purchasing patterns of souvenirs by domestic tourists are influenced by many factors which include value, size, quality and design.

		Value	Monte Carlo Sig.		
			P-value	95% Confidence Interval	
				Lower Bound	Upper Bound
Nominal by Nominal	<b>Phi</b>	.437	.0031	.001	.008991
	<b>Cramer's V</b>	.309	.001 <sup>a</sup>	.01340	.01890
N of Valid Cases		201			

**Strategies to enhance the purchasing of souvenirs by domestic tourists in Zimbabwe**

In order to optimise the purchase of souvenirs by domestic tourists in Zimbabwe, the study came up with strategies that may enhance the purchasing behaviour of domestic tourists. Table 10 below indicates that the availability of information about the souvenir meaning, value and history was the most preferred strategy with a mean of 4.64. Respondents indicated that the information about the souvenir should be made available so that buyers may appreciate the piece of art. MengandXu (2012) state that souvenir shops with well-planned marketing strategy can steer impulsive buying behaviour of tourists. The souvenir seller should include the souvenir information so that the tourist may find meaning in the souvenir before purchasing. Information can be packaged in the form of a brochure or audio visual presentation.

	N	Min	Max.	Mean	Std. Deviation
Appropriate Pricing	199	1	5	4.54	0.744
Proper Distribution Channels	200	1	5	4.42	0.876
Involve Domestic Tourists in Production of the Souvenirs? E.g. stone carving lessons	201	2	5	4.47	0.831
Increased Advertising to domestic tourists	201	1	5	4.57	0.712
Availability of Information about Souvenirs? Meaning, value, history	201	2	5	4.64	0.594
Producing Souvenirs that Suit the tastes of Domestic Tourists? E.g. totem based Souvenirs, romantic souvenirs, etc.	80	2	5	4.50	0.656
Valid N (listwise)	79				

The second most preferred strategy was increased advertising to domestic tourists with a mean of 4.57. For consumers to be aware of a product, there is need of constant reminders. This concurs with AIDA Model which emphasises the staged approach to promotion, starting with creating awareness, creating interest, creating desire and lastly induce the required action from the market (Sahar; Seyed & Kambiz, 2012). In this case the required action is more participation of domestic tourists in purchasing of souvenirs. Advertising was noted as one of the strategies that may enhance the purchasing patterns of domestic tourist. Suppliers of the souvenirs should make sure that they market their products to the target market so that they raise awareness of their product and the importance of buying them. Xie and Bao (2006) notice that females buy souvenirs more than males and in this case the souvenir sellers should increase their advertising to women as they are willing to purchase the souvenirs.

Appropriate pricing was also stated as a strategy that may enhance the purchasing patterns of souvenirs by domestic tourists in Zimbabwe. Hugh (2009) observes that males are likely to buy discounted, low priced souvenirs than females who are less sensitive to prices. The souvenir seller should make sure they review their pricing strategies in order for consumers to purchase their products.

The study came up with the following hypothesis in order to achieve the objective:

**H<sub>0</sub>:** There are no significant differences between proposed strategies to enhance purchasing behaviour of souvenirs and purchasing patterns by domestic tourists.

**H<sub>1</sub>:** There are significant differences between proposed strategies to enhance purchasing behaviour of souvenirs and purchasing patterns by domestic tourists.

Table 11: Overall Purchase Patterns versus Overall Strategies Enhancing Purchasing Behaviour (Cross Tabulation)

			Overall Strategies Enhancing Purchasing Behaviour			Total
			Strongly Disagree and Agree	Neutral	Strongly Agree and Agree	
overall purchase patterns	Strongly Disagree and agree	Count	7	1	0	8
		Expected Count	2.6	1.1	4.3	8.0
	Neutral	Count	8	2	4	14
		Expected Count	4.5	1.9	7.6	14.0
	Strongly agree and Agree	Count	50	24	105	179
		Expected Count	57.9	24.0	97.1	179.0
<b>Total</b>	<b>Count</b>	<b>65</b>	<b>27</b>	<b>109</b>	<b>201</b>	
	<b>Expected Count</b>	<b>65.0</b>	<b>27.0</b>	<b>109.0</b>	<b>201.0</b>	

**Conclusion:** Since  $p(\text{Cal}) = 0.01 < P(\alpha) = 0.05$  with (CI of 0.01 -0.04) the study rejected the null hypothesis ( $H_0$ ) and accepted the alternative Hypothesis ( $H_1$ ); that there were indeed significant differences between proposed strategies to enhance purchasing behaviour of souvenirs and purchasing patterns by domestic tourists.

Table 12: Chi square testing

	Value	Df	Monte Carlo Sig. (2-sided)		
			P-values	95% Confidence Interval	
				Lower Bound	Upper Bound
Pearson Chi-Square	17.964 <sup>a</sup>	4	.002 <sup>b</sup>	.001	.003
Likelihood Ratio	19.778	4	.0001	.001	.0078
Fisher's Exact Test	17.616		.00012	.000	.080
Linear-by-Linear Association	17.686 <sup>c</sup>	1	.000 <sup>b</sup>	.000	.000
N of Valid Cases	201				

**Rejection criteria:** Reject  $H_0$  if  $p(\text{cal}) < p(\alpha) = 0.05$

This was further validated by the v creamer test which also showed a v creamers statistic of 0.348 with p value 0.001 suggesting an existence of a weak but positive relationship between proposed strategies to enhance purchasing behaviour of souvenirs and purchasing patterns by domestic tourists. This means that most respondents agreed that the proposed strategies could enhance the purchasing of souvenirs by domestic tourists in Zimbabwe.

Table 13: Chi Square Test

		Value	Monte Carlo Sig.		
			Sig.	95% Confidence Interval	
				Lower Bound	Upper Bound
Nominal by Nominal	Phi	.299	.002 <sup>a</sup>	.001	.003
	Cramer's V	.211	.002 <sup>a</sup>	.001	.003
N of Valid Cases		201			

## V. CONCLUSIONS

This study sought to explore domestic tourists' consumption patterns of souvenirs in Zimbabwe. Based on the findings of the study, it is safe to conclude that domestic tourists in Zimbabwe partake in the purchasing and consumption of souvenirs to a limited extent. Findings of this study are confirmatory of the null hypothesis of this study that domestic tourist in Zimbabwe do not partake in the purchasing and consumption of souvenirs to the same levels of their international counterparts. The study also concludes that domestic tourists generally have a negative attitude towards souvenirs, hence the low levels of purchasing and consumption of souvenirs by this market. However, with effective promotion of souvenirs to domestic tourists, price cuts and more information/explanations of the pieces of art, domestic tourists in Zimbabwe can purchase more souvenirs.

## LIMITATIONS OF THE STUDY

One of the major limitations of this study was the inability to accurately determine the size of domestic tourism in Zimbabwe. This is so because domestic tourism performance in Zimbabwe is poorly documented. This hampered effort to accurately determine the population and sample size of the study. In mitigation, the researchers resorted to statistics provided by the Zimbabwe National Parks and Wildlife Authority to, by means inference, the size of domestic tourism in Zimbabwe. The study also covered a huge geographical space as it covered the rest of Zimbabwe. In order to administer the questionnaire countrywide, some questionnaires had to be sent via email to places that the researchers could not reach physically.

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