

A Relationship Framework between Souvenir Purchase Intention, Pilgrimage Motivation and Demographics

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Abstract *Pilgrimage tourism is one of the oldest and most widely practiced forms of tourism over the world. Pilgrimage has not only been confined to religious and spiritual benefits of the pilgrims but has extended gains to other participating communities including the locals and the service providers. As a pilgrimage destination flourishes, it becomes a source of income generation for the locals and service providers, along with fulfilling the spiritual desires of the pilgrims. With the core activity of offering prayers and pilgrimage, allied activities particularly shopping at the destination is a key indulgence at a pilgrimage destination. Special products, believed to possess spiritual and religious relevance are sold at the destinations. The pilgrims buy these products to offer to their God. Such products when used for commercial purpose are known to be Souvenirs. Pilgrims buy souvenirs to take back memories of their journey and to gift to others as a memento or token of affection. The present study is an empirical research which tends to know the souvenir purchase behaviour of the pilgrims at one of the most visited pilgrimage shrine of India, Shri Mata Vaishno Devi. The research explores the Souvenir Purchase trend at the destination and tends to study how the Souvenir Purchase intention is affected by the demographics of the respondents. The difference in Souvenir Purchase Intentions of the pilgrims on the basis of their visiting Motivation will also be worked upon. It includes first hand as well as second hand data and will be analysed with the help of tools like percentage, mean, t-test and ANOVA.*

Keywords: *Souvenir, Purchase, Intention, Pilgrimage, Motivation*

INTRODUCTION

A pilgrimage is a journey to a sacred place and holds a moral or spiritual significance. Many religions give spiritual importance to certain places. One of the key distinguishing factors of pilgrimage is that it is formed out of the desire for some form of change and the belief that this can be found at the pilgrimage site. Travel for religious purposes is not a new concept. Sigaux (1966) suggests that sacred pilgrimages form the roots of the modern-day tourism industry. Travelling for religious purpose gained a significant importance in the Middle Ages. The person making pilgrimage is called a 'pilgrim'. Pilgrims visit the shrines of their faith to seek peace, emotional healing, sometimes physical healing, forgiveness of their sins, to get spiritually enlighten, understanding their own self and for many other intellectual reasons. It is also a good way

to understand a particular religion and to maintain secular harmony. Travelling for religious purpose has become a well established custom throughout the world and in most of the religions. India, being a country of various religions, is vested with numerous sacred pilgrimage centers. Places like Varanasi, Haridwar, Chardham, Thirupati Balaji, Amarnath, Mani Mahesh, Vaishno Devi, Golden temple, Ajmer Sharif, Jagannath Puri, Tirumala Venkateswara Temple etc have influenced the pilgrims over the world. Pilgrims come to fulfill their motives of spirituality and seek blessings of their deity. Since it is an important form of tourism and very largely practiced over the world, it brings benefits to the destination, host community and service providers working at the destination as well as for those working outside the destination. For instance, large footfall event calls for development of infrastructure, bring business to the shopkeepers, generates employment etc. The pilgrims come with a mindset of sacrifice. Their motivations to travel like

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gaining miraculous cures, fulfilling vows, or seeking penance for wrong doing, personal transformation etc. are entirely different from a leisure tourist and thus their behaviour at the destination in context to dimensions like service expectation, service gap tolerance, purchasing behaviour etc. is different from the leisure tourist section. Talking about tourism in general, a tourist at a destination consumes various products and services and get involved into many activities. Shopping is one of them and is considered the most pervasive and an extremely important leisure pursuit (Noga et al., 2011). Tourism provides the tourists with memories that remain with them long after they return home. They want to retain these memories and to share them with others. One of the most adopted and much appreciated way to do so is through souvenirs. Souvenirs are commercial objects usually purchased during travel that remind us of past experiences and places visited (Noga et al., 2011). They are known to be permanent in nature and possess values of the destination with hidden meaning and significance (Hitchcock & Teague, 2000; Love & Kohn, 2001). The same concept works in the case of pilgrims as well. Pilgrims also indulge in shopping souvenirs at the destination because of their inner faith of just to pay obeisance to the God. They may buy Prasad (in hindu religion, it is a vegetarian offering, offered to God and then consumed by the pilgrim and distributed among others as well, and is believed to have spiritual power), pictures and idols of the God and get indulged into the purchase of handicrafts, local products or specialties of the destination. This forms the motive of the undertaken research that is to know the souvenir purchase intentions of the pilgrims. The present study features Shri Mata Vaishno Devi Shrine, the second most visited pilgrimage place in India, located in the state of Jammu and Kashmir. The shrine is in the form of a cave situated in the lower Himalayas at an altitude of 5300 feet. The pilgrimage is basically a 13 km trek, starting from base town of Katra to the cave. Pilgrims from all over the country and various parts of the world pay visit to the shrine, contributing a major portion to the tourism of the state. In this study particular to Mata Vaishno Devi, the souvenirs available are the idols and pictures of the Goddess, Pashmina shawls, Kashmiri embroidery clothes, Kashmiri homewares like bed spreads, mats, handmade carpets, paper mache items, ornaments, baskets, wood carved items, decorative pieces with motifs of chinar leaves, dryfruits specially walnuts, anardana etc. A number of souvenir shops operate at the base town of Katra and at Jammu. The shrine board has also opened such shops for the convenience of the pilgrims and has released silver and gold coins with imprints of the worshipped goddess. The pilgrims can also visit the state government emporiums to buy ethnic products of the state. Along with the varied motivations to travel, the behaviour of a tourist at the destination is also known to be influenced by their diverse demographic background (Paul & Rana, 2012) and this could also be valid in the context of pilgrims. Thus, the present research aims to investigate

the impact of Pilgrim motivation and demographics on their Souvenir purchase intentions, taking up the case of Shri Mata Vaishno Devi Shrine.

REVIEW OF LITERATURE

Pilgrimage can be said as a travel that involves a religious experience. Since pilgrimage journeys are a combination of religious experience and traveling, it would not be wrong to characterize all journeys to religious places as religious tourism (Davies, 1998). Many other researches (Badone & Roseman, 2004; Swatos Jr., 2006; Swatos Jr. & Tomasi, 2002) have worked in the direction of understanding pilgrimage. Pilgrimage is believed to be a part of an identity-making process. (Swatos Jr., 2006)

Motivation is a state of need or condition that drives an individual towards certain type of actions that are seen as likely to bring satisfaction (Moutinho 2000). It has also been defined as a force within an individual that causes him or her to do something to fulfill a biological need or a psychological desire (Fridgen, 1996). Travel Motivation relates to why people travel (Hsu & Huang, 2008). Motivation for travel covers a broad range of human behavior and human experiences. Pearce (1982) applied Maslows hierarchy to tourist motivation and behavior stating that tourists visit a destination to fulfill their various needs. Different tourists have different needs and different motivations to travel. Pilgrims undertake a journey of pilgrimage with strong expectations that they will have an extraordinary even a life-changing experience (Digance, 2003; Turner, 1973). The pilgrim seeks to touch the sacred by physically visiting those locations with deep religious values (Digance, 2003; Eliade, 1964; Morinis, 1992). Many pilgrims seek an encounter with the divine (Ambrosio, 2007; Digance, 2003; Turner, 1973). The religious pilgrimage is therefore often a spiritual quest and existential search for meaning (Devereux & Carnegie, 2006; Digance, 2003; Turner, 1973). However, religious pilgrims are also seen to have other motives for their journeys, for many, the pilgrimage is a culturally-prescribed social obligation, on occasions (Ambrosio, 2007; Morinis, 1992; Smith, 1992) Further, the pilgrim may also be motivated to undertake the journey to gain religious merit or penance for their sins (Cohen, 1992; Digance, 2003; Tomasi, 2002; Turner, 1973). Other pilgrims are seen to seek healing from illness or resolution of their worldly problems (Morinis, 1992; Smith, 1992; Tomasi, 2002; Turner, 1973). Finally, some scholars like Digance (2003), Smith (1992) & Tomasi (2002) hold that religious pilgrims also go for the adventure or to escape, or for a chance to experience worldly pleasures denied them at home. Despite this, there remains much to be learnt about traveler motives while on pilgrimages (Shuo, Gu & Ryan, 2009). Purchase intention can measure the possibility of a consumer to purchase a product. Higher the purchase intention, higher is the

consumer's willingness is to buy the product (Schiffman & Kanuk, 2000). Purchase intention shows the willingness of the consumers to follow their preference, experience, and external environment, to evaluate alternatives, and to make purchase decision (Zeithaml, 1988; Schiffman & Kanuk, 2000) Much relevant work has been done on the purchasing intentions of the consumers. While Chi, Yen & Tsai (2011) examine the influence of perceived value on consumers' intentions of purchasing a product or a service, while Park, Ekinici & Cobanoglu (2002) investigates the positive relation of personal involvement, accessibility and functional benefits with customers purchasing intentions of buying vacations online. Souvenirs are universally associated with tourism as a commercially produced and purchased tourism experience and contribute to the viability of the retail trade in many tourism destination areas (Jansen-Verbeke, 1998). A number of empirical studies have sought to explore souvenirs. Of these, some research programs have explored: meaning of souvenirs (Gordon, 1986; Shenhav-Keller, 1993); souvenirs purchasers (Anderson & Littrell, 1995, 1996; Combrink & Swanson, 2000; Littrell et al., 1994); authenticity and souvenirs (Blundell, 1993; Littrell, Anderson, & Brown, 1993; Asplet & Cooper, 2000); tourist and retailer perceptions (Swanson & Horridge, 2002, 2004); and purchase intentions (Kim & Littrell, 1999, 2001; Yu & Littrell, 2003).

Demographic profile of the respondents has been a key characteristic of empirical research. Endless number of researches have included demographics like gender, age, nationality, marital status, education level, income level etc to get more appropriate and reliable results. People with different characters or demographics have different personalities and thus they differ in their opinion as well. Furthermore, demographic factors of consumers are known to be the most readily available and easy to measure on individual consumers (Wang et al. 2001). More important is that demographic factors of consumers may provide information that will help them predict consumer behavior in terms of consumers' segmentation with psychographic variables (Wang et al. 2001). Therefore, the study utilized demographic factors of consumers to explore the correlation of their intention to purchase souvenirs, because demographic factors can describe in more detail what individual consumers need and want. Demographic factors of consumers can be separated into gender, age, income, educational background, race, and marital states (Kotler & Keller, 2006) In case of consumers, studies like Bashar et al. (2013); Sheth (1974) etc. have considered demographic profile of the respondents as an important character to study consumer behavior. Another study related to clothes buying behavior (Aloomal & Lawan, 2013) concludes that Demographic factors made up of gender, age, education, occupation, marital status, and income are key factors affecting consumer buying behavior. It is therefore,

concluded that these factors, either acting independently or in conjunction with each other have significant degree of influences at each stage (need for recognition, information, and evaluation of alternatives, patronage intentions, and post purchase behavior). Another demographic factor that has been researched to explore its influence on the purchase Intention of consumers as it pertains to product categories is gender. For example, research by Ahmad & Juhdi (2010) on the purchase of organic foods and gender found that women were likely to pay more than men if the organic foods were not too expensive and more available in Malaysia. The research also explained that "the intention to purchase organic products were heavily influenced by the perception of organic product worth purchase and the belief on the safety and health aspect of the product" (Ahmad & Juhdi, 2010). Nomura (2002) worked on souvenir purchasing pattern of domestic tourists and concluded that there was a difference in souvenir purchase intentions of consumers with respect to age and gender, females were more participating in the shopping of the souvenirs and cost, quality and design were the most important factors in selecting the souvenirs.

Though much work has been done on purchasing intentions of customers, motivations to purchase, souvenir purchasing intentions and pilgrimage separately, not enough studies have taken up the role of pilgrimage motivation on souvenir purchase intentions. Pilgrimage holds a significant share in tourism worldwide and it contributes to the overall growth of the destination in terms of infrastructure, employment generation, business to the locals etc. Thus, at a destination, which fetches millions of pilgrims and has a wide range of unique and world famous products like saffron, pashmina, kashmiri carpets etc, taking up a study investigating what, why and how the pilgrims purchase becomes important.

OBJECTIVES

The present study is aimed to have the following objectives:

1. To understand the Souvenir Purchase Intentions of pilgrims vis-a-vis their Visiting Motivations.
2. To find out the impact of demographics of the pilgrims on their Souvenir Purchase Intentions.
3. To suggest ways and means to influence the Souvenir Purchase Intentions of pilgrims.

HYPOTHESIS DEVELOPMENT

A person's belief in his religion plays a considerable role in shaping his thoughts and values. When on a religious journey, his spirituality may alter his otherwise behavior. For Instance, Fleischer & Pizam (2002) discovered the tourist's religious affiliation as a constraint affecting the participation of seniors in vacation activities. Jackson and Hudman (1995) studied visitation patterns of cathedrals in England and

found religion to be a motivation to visit cathedrals during the travel. Mansfeld (1995), in his research concerning the north-west London Jewish community, suggests that a tourist's religion is associated with belonging to a certain social reference group which may influence the behavior of the tourist. Fleischer (2000), in her study about pilgrims to the Holy Land, suggested that pilgrims behave differently from the leisure tourists in context with the activity of purchasing and shopping of the souvenirs. Pandey & Srivastava (2013) identified certain factors like Perception, Values, Excitement and Pleasure, Trip memories etc as to lead to Indian tourists' purchase intentions. Littrell & Kim (1999) endorsed that tourists' attitude towards souvenirs affect their intention to purchase them. Swanson & Horridge (2005) studied travel motivation as a key factor to influence the purchase of the souvenirs by tourists. Thus with this backdrop,

H1: *The Souvenir Purchase Intentions of the pilgrims differ with their Visiting Motivations.*

The socio-demographic characteristics of the participants have been a key characteristic to influence their overall perception and behavior in social science researches. These may include gender, education level, marital status, nationality, religion, region, income level etc. Market practitioners use these demographics to make decisions regarding production levels, product characteristics, assignments of sales territories, retail site locations, and advertising etc. (Wilkie, 1994). Hasty (1997) studying the demographics of the consumers, endorsed that consumers with high income spend more at the destination. The impact of gender on purchase intentions has also been studied by many like Kollat (1967) and Granbois (1968) in context of unplanned purchase intentions. Women have most of the time shown more inclination towards shopping in comparison to men and this has been supported by Ndubisi (2006), Solomon (1999), Plabdaeng (2010) etc. Kim & Littrell (1999) used only female respondents in predicting the Souvenir purchase intentions so as to reduce the gender difference effect, as women are frequent shoppers. Kreiner et al. (2011) used gender, marital status, academic education, income and age as key demographics in studying the changing meanings of tourism souvenirs with changing times and space. Thus with this backdrop,

H2: *Demographics of the pilgrims have a significant impact on their Souvenir purchase Intentions.*

H2(a): *Gender has a significant impact on the Souvenir purchase Intentions of the pilgrims.*

H2(b): *The souvenir purchase intention of the pilgrims is influenced by their age.*

H2(c): *Occupation of the pilgrims affects their Souvenir purchase Intention.*

H2(d): *Marital status has an impact on the Souvenir purchase intention of the pilgrims.*

RESEARCH METHODOLOGY

The undertaken research is empirical in nature. The study area is Shri Mata Vaishno Devi shrine, which is visited by approximately 1 crore pilgrims every year and according to the Krejice and Morgan (1970), the sample size comes out to be 784. Thus a total of 800 pilgrims were taken under study, who were asked to fill a structured questionnaire. Out of 800 questionnaires only 399 turned to be useful leading to a response rate of 50 %. The questionnaire has been taken from Swanson & Horridge (2006) and was further amended according to the characteristics of the destination, journey and the products under research. 22 classes of souvenir items of J&K were identified including Pashmina Shawls, Kashmiri carpets, Saffron, Pherans, Silver work items etc. The questionnaire consisted of 3 sections, where section A, B and C comprised of the Demographic profile of the respondents, their Souvenir Purchase Intentions and Suggestions about Souvenirs in Jammu & Kashmir respectively. In case of Souvenir Purchase intentions, a 5 point likert scale ranging from "1= Would not purchase", "2= not likely", "3 = somewhat likely", "4= likely" and "5= very likely" was used to record the responses. The questionnaire also consisted of some open end questions like "How many souvenirs did you (are you planning to) buy?" and dichotomous questions like "Did the selection of Souvenirs meet your needs? Yes or No". The pilgrims were approached at Katra, the base town of Mata Vaishno Devi Shrine. The town consist of numerous shops selling souvenirs and prashad to the tourists.

ANALYSIS AND INTERPRETATION

Table 1. Demographic Profile of the Respondents

N = 399

S.No	Demographic	Number	Percentage
1.	Gender		
	a. Male	178	44.611
	b. Female	221	55.389
2.	Age		
	a. Below 20	55	13.784
	b. 21 – 30	131	32.832
	c. 31 – 40	130	32.581
	d. 41– 50	49	12.281
	e. 51 – 60	19	4.762
	f. Above 60	15	3.760
3.	Occupation		
	a. Service	124	31.078
	b. Business	57	14.286
	c. Student	129	32.331
	d. Others	89	22.305

S.No	Demographic	Number	Percentage
4.	Marital Status		
	a. Married	225	56.39
	b. Single	170	42.60
	c. Divorced/Separated/ Widow	4	1.01

Table 1 shows the demographic profile of the respondents. Approximately 178 (44.61%) of respondents were male and 221 (55.39%) were female. The maximum number of respondents were between the age group of 21 - 30 years (N=131), followed by 31 - 40 age group (N=130). The least number of respondents were above 60 years (N=15). According to the demographic profile maximum number of tourists visiting Shri Mata Vaishno Devi Shrine were students, (32.33%) while those in service followed the trend with 31.07%, those in business were 14.286 % and other occupations were 22. 3%. About 225 respondents were married and 170 were single.

Table 2. Souvenir Purchase Intention of Tourists Visiting Shri Mata Vaishno Devi

S.No	Souvenir Items	Mean ←
1.	Pashmina Shawls	2.3784
2.	Kashmiri Carpets	1.3433
3.	Papier Machie Products	2.388
4.	Crewel Embroidery Items	2.463
5.	Cushion Covers	2.518
6.	Basketry	2.558
7.	Wood Carving	2.308
8.	Copper Work	1.456
9.	Silver Work	1.463
10.	Kashmiri Almonds	3.927
11.	Kashmiri Walnuts	3.892
12.	Saffron	2.859
13.	Silk and Tweeks	1.696
14.	Pherans	1.694
15.	Basholi Paintings	1.912
16.	Phool Kari Products	1.932
17.	Clay Moulding	1.909
18.	Bamboo Products	2.087
19.	Chain Stitch Work Items	1.885
20.	Namda	1.326
21.	Calico Printing	1.784
22.	Thanka and Fresko Painting	1.822

In Table 2, Souvenir Purchase Intention of Tourists Visiting Shri Mata Vaishno Devi is evaluated and it is found that

according to the Purchase Intention, the tourists would like to purchase Kashmiri Almonds the most ($\bar{X} = 3.927$) followed by Kashmiri Walnuts ($\bar{X} = 3.892$) and the third most favorite product which tourist like to purchase while visiting the Jammu and Kashmir state is Saffron($\bar{X} = 2.859$). Products like basketry, cushion covers, Crewel Embroidery Items, papier machie, pashmina shawls and bamboo items held mediocre place with means 2.558, 2.518, 2.463, 2.388, 2.3784 and 2.087 respectively. The products which obtained the lowest mean values are Namda ($\bar{X} = 1.326$), Kashmiri Carpets($\bar{X} = 1.3433$) and Copper Work products ($x = 1.456$).

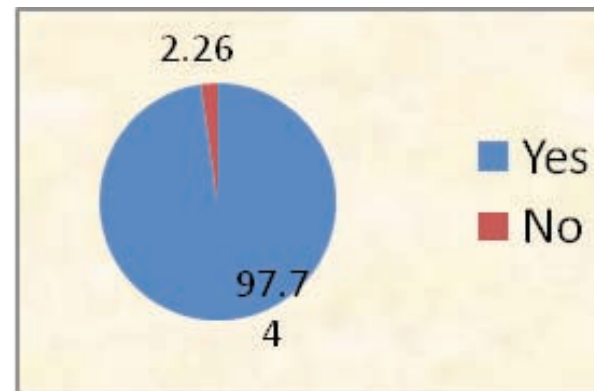
Table 3. Motivation of Tourists Visiting Shri Mata Vaishno Devi Shrine

S.No	Motivation	Number	Percentage
1.	Study	0	0
2.	Business	8	2.01
3.	Vacation	112	28.07
4.	Pilgrimage	261	65.41
5.	Other Motives	18	4.51

Table 3 indicates the tourist’s motivation to visit Jammu and Kashmir state. The maximum percentage of tourist’s motivation to visit the state is for Pilgrimage (65.41%) with the least number for study purpose followed by business and then by spending vacations (28.07%).

Table 4. Whether Selection of Souvenirs Meet Tourist Needs

Yes		No	
Number	%age	Number	%age
390	97.74	9	2.26



As per research, 97.74 % tourists felt that their needs were met while selecting the souvenirs, where as only 2.26 % tourists did not feel so.

Table 5. Money Spent by tourists on Souvenirs

Amount	Number	Percentage
Below Rs. 1000	31	7.77
Rs.1001 - 2000	142	35.59
Rs. 2001 - 3000	114	28.57
Rs. 3001 – 4000	46	11.53
Above Rs.4000	66	16.54

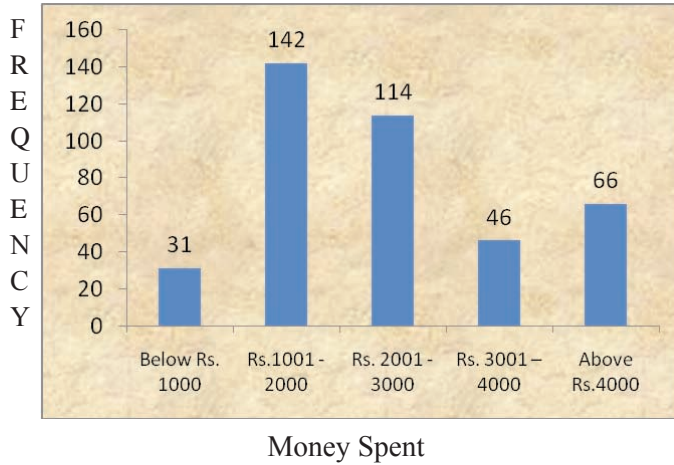


Table 5. shows money spent on Souvenirs by the pilgrims. Least number of tourists (about 8%) spend less than Rs 1000 in purchasing souvenirs and maximum number of tourists (35.59%) spend between Rs 1001 – 2000 in purchasing souvenirs.

Table 6. Mean score of Important Factors while Selecting Souvenirs

S.No	Factors	Mean
1.	Cost	4.3884
2.	Quality	4.531
3.	Design	4.406
4.	Practical Use	4.381
5.	Traditionalistic	3.6002

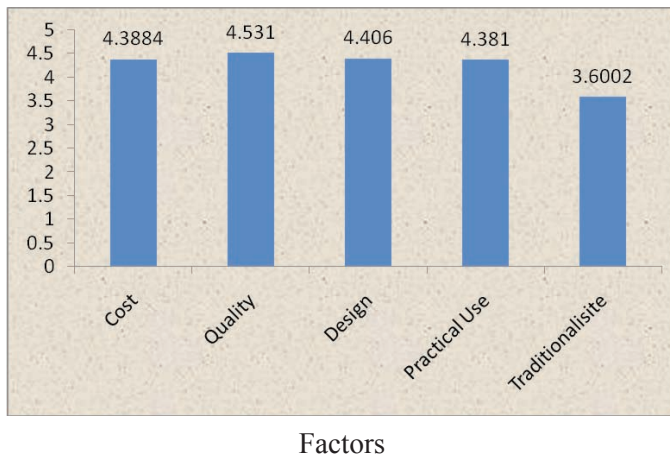


Table 6. represents various factors which are taken into consideration by the tourists pilgrims while selecting the Souvenirs. Quality comes out to be the most influencing factor possessing a mean score of 4.531, followed by the design (mean=4.406). Cost and Practical utility share almost an equal position having mean 4.3884 and 4.381 respectively. Traditionalistic characteristics of the souvenir hold least importance with a mean score of 3.6002.

Table 7. Tourists Agreement of Souvenir Shopping as Mean Score

S. No.	Statements	Mean
1.	Importance	2.781
2.	Meaningful	2.783
3.	Valuable	2.787

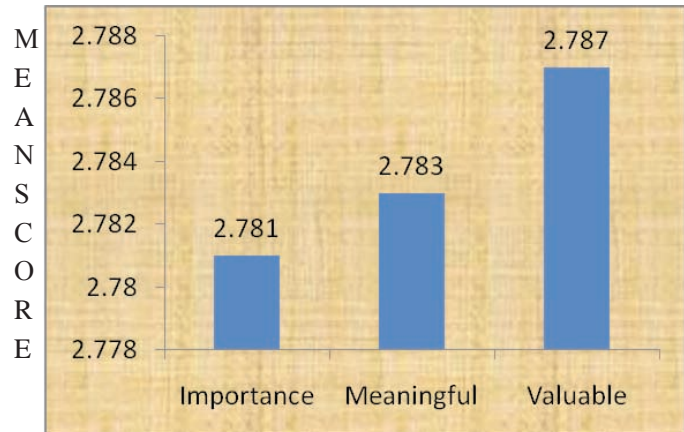


Table 7 shows how important souvenir shopping is for the tourists. They consider souvenirs averagely important as the souvenirs are the means to memorize the trip. Tourists are out for their journeys and they like buying stuff which connects them with their experiences of the journey. They consider souvenirs averagely meaningful as most of the times they buy them to gift to their friends and relatives. Souvenirs serve as good means to present the glimpses of the tourists’s trip to others. Souvenirs are considered averagely valuable as well. The reason that in case of pilgrimage, souvenirs are usually some items (like pictures, idols etc) related to religion or one or other kind of prashad, which is not too expensive and also holds religious significance as well, may hold true in this case.

Table 8 shows an Analysis of variance for Visiting Motivations to know if the Souvenir Purchase intentions vary with Visiting Motivations of the pilgrims. Here, the calculated value of F i.e 1.168 for $v_1 = 3$ and $v_2 = 395$ at 5 %

significance is less than the table value which is 2.627. Thus, the hypothesis that the Souvenir Purchase Intentions of the pilgrims differ with their Visiting Motivations is accepted.

It was also found that the average number of Souvenirs Purchased by Tourists with Pilgrimage Motive was 2 whereas the average no of souvenirs purchased by tourists with other motives was 4. Also the Average Money spent on Souvenirs by Tourists with Pilgrimage Motive was observed

Table 8. ANOVA for Visiting Motivations

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.163327	3	0.387776	1.168825	0.321357	2.627498
Within Groups	131.0473	395	0.331765			
Total	132.2106	398				

Table 9. Significance Difference between Pilgrims and Tourists on the basis of Various Souvenir Items

S.No	Souvenir Items	Tourists' Mean	Pilgrims Mean	t-test
1.	Pashmina Shawls	2.666	2.226	2.9447*
2.	Kashmiri Carpets	1.471	1.276	2.7806*
3.	Paper Machie Products	2.442	2.3601	0.5438
4.	Crewel Embroidery Items	2.413	2.4904	-0.524
5.	Cushion Covers	2.579	2.486	0.622
6.	Basketry	2.644	2.513	0.8525
7.	Wood Carving	2.666	2.1187	3.8654*
8.	Copper Work	1.717	1.318	4.684*
9.	Silver Work	1.7028	1.337	3.976*
10.	Kashmiri Almonds	3.7246	3.976	-1.722
11.	Kashmiri Walnuts	3.739	3.973	-1.6405
12.	Saffron	3.123	2.7203	2.312*
13.	Silk and Tweeks	1.992	1.5402	3.8866*
14.	Pherans	1.891	1.59003	2.5803*
15.	Basholi Paintings	2.173	1.835	2.477*
16.	Phool Kari Products	2.116	1.835	2.1305*
17.	Clay Moulding	2.145	1.785	2.794*
18.	Bamboo Products	2.3405	1.954	2.718*
19.	Chain Stitch Work Items	2.021	1.812	1.607
20.	Namda	1.427	1.272	2.1501*
21.	Calico Printing	2.007	1.666	2.771
22.	Thank and Fresko Painting	2.159	1.643	3.876*

*significant at 5% level

t-test has been applied as a test of significance in Table 9, which points out that out of 22 souvenir items ; in items like Pashmina Shawl, Kashmiri Carpets, Wood Carving, Silver work, Copper work, Saffron, Silk and Tweeks, Namda, Calico paintings and Thanka and Fresko Paintings, there exists a significant difference between pilgrims and others on the basis of souvenir purchase intention at 5 % significance level with the t- test values of 2.9447, 2.7806, 3.8654, 3.976, 4.684, 2.312,3.8866, 2.1501, 2.771 and 3.876 respectively. A very little difference between pilgrims and others was observed in case of items like Paper Machie Products (t-test value = 0.5438), Cushion Covers (t-test value = 0.622) and Basketry (t-test value = 0.8525).

Table 10. Average no. of Souvenir Purchased and Money Spent

Motive	Average number of Souvenirs Purchased by each Tourist	Average Money spent on Souvenirs by each Tourist
Pilgrimage Motive	2	Approx. Rs 2001 – Rs 3000
Other Motive	4	Approx. Rs 3001 – Rs 4000

Table 11. Significant Difference in the Level of Importance of Factors for Souvenir Purchase Intention by Tourists with Pilgrimage Motivation and Other Motivations

S. No	Factors	Tourists with Other Motivation	Tourists with Pilgrim Motivation	t-test
1.	Cost	4.094	4.229	-1.807
2.	Quality	4.587	4.598	-0.1796
3.	Design	4.3405	4.536	-3.007*
4.	Practical Use	4.282	4.375	-1.109
5.	Traditionalism	4.376	4.4406	-0.7689

*Significant at 5% level

t- test has been applied as a test of significance in Table 11, which means that out of 5 factors for souvenir purchase intention only one factor i.e. design has difference in the level of importance by tourists with pilgrimage motivation and those with other motivation.

to be approximately Between Rs 2001 – 3000 while that of tourists with other motive was approximately Between Rs 3001 – 4000.

Table 12. Significant Difference in the Perception of Tourist on Souvenir Purchase Intention on the Basis of Gender

Male	Female	t-test
4.359	4.435	-1.498

Table 12. represents the t-test for gender of the respondents, since the calculated value (1.498) is less than the table value at 5% level (1.96) so the hypothesis that there exists a significant difference on the basis of gender, is accepted.

Table 13. is the ANOVA for the age. The calculated value of F i.e 2.25B for $V_1=5$ and $V_2=242$ at 5% level of significance is greater than table value i.e 2.214 thus hypothesis that, there is a significant difference on the basis of age, is rejected.

Table 14. is the ANOVA for the occupation. The calculated value of F i.e 2.6274 for $V_1=3$ and $V_2=395$ at 5% level of significance is greater than table value i.e 2.604 thus hypothesis that there is difference on the basis of occupation, is rejected.

Table 15. is the ANOVA for the marital status. The calculated value of F = 3.018 at 5% level of significance is greater than the table value i.e 2.995 thus, hypothesis that there is a significant difference according to marital status, is rejected.

Conclusion & Future Relevance and suggestions

In the present study, it has been found that the tourist souvenir object itself carries a reminder of its mass-produced origins. This is of course true, but as discussed; it does have a role as a partial object that stands in for personal experiences. The purpose of choosing this topic was initially sparked because shopping and collecting souvenirs has always been a very enjoyable and memorable experience for many, as it helps

Table 13. Significant Difference in the Perception of Tourist on Souvenir Purchase Intention on the Basis of Age

ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	1.409727	5	0.281945	0.583904	0.712322	2.251336
Within Groups	116.8527	242	0.482863			
Total	118.2625	247				

Table 14. Significant Difference in the Perception of Tourist on Souvenir Purchase Intention on the Basis of Occupation

ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	0.713008	3	0.237669	0.778433	0.506539	2.627498
Within Groups	120.6004	395	0.305317			
Total	121.3134	398				

Table 15. Significant Difference in the Perception of Tourist on Souvenir Purchase Intention on the Basis of Marital Status

ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	0.391874	2	0.195937	0.551093	0.576761	3.01851
Within Groups	140.7947	396	0.355542			
Total	141.1865	398				

one to connect directly to the destination visited. Thus, it was exciting task and a challenge to understand and to know the pilgrimage motivation and purchase intention of the tourists.

While Vaishno Devi was taken up as a case study here, it was found that most of the tourists were derived from pilgrimage motivation and found their needs met during purchase of the souvenirs. The tourists bought local specialities like Kashmiri Almonds, Kashmiri Walnuts, Saffron etc. the maximum. These products are authentic and are available only at the destination under study. These items are also easy to carry. The study also reveals that the maximum number of tourists spent Rs 1000 to Rs 2000 in buying souvenirs and considers quality as the most effective factor while shopping for the souvenirs. The study also concludes that out of all the purchase intention variables that comprised of Cost, Quality, Design, Practical Use and Traditionalism, Design of souvenirs remained most important. The Souvenir Purchase Intentions of the pilgrims has shown a variation with their Visiting Motivations including Pilgrimage, Study, Business, vacation, and other motivations. Also the souvenirs bought by the pilgrims at pilgrimage destination are considered valuable as they hold religious significance and are in one or another way related to the destination and experience of the journey, as most of these products hold religious significance and are considered as means of communicating themselves with others.

Studying tourist motivation has always been an important factor for tourism management. The ways of expressing and the changes that develop in time in tourist motivations directly influence tourism demand and supply. In order

to survive in a market in constant evolution and change, characterized by fierce competition, in an economy in crisis, suppliers and manufactures of products need to know and anticipate changes in the motivations that determine tourists to buy. The study on tourist motivation is a powerful instrument in the hands of tourism practitioners. In response to changes in time, people who sell travel products can make decisions regarding the products in the coming years, they also may decide to introduce new, innovative products, and they may withdraw or reduce the number of those products for which there is a declined demand. The concept holds true for pilgrimage destinations because now pilgrimage destinations are not visited by pilgrims only. Tourist with other motivations like leisure, adventure, research etc also visits pilgrimage destinations, which leads to increase in footfall at the destination. More and more tourists coming in means more and more business at the destination. In such circumstances, studying the motivations and purchasing intentions of the tourist becomes important, especially souvenir purchasing intentions as souvenirs are the only tangibles, the tourist take back home from the destination. Almost every tourist buy one or other kind of souvenir from the visited destination. By knowing the motives local management can take measures to encourage certain forms of tourism and to increase the number of tourists in their area. Also, by knowing tourists wishes and needs, they can prepare themselves to provide additional services that will increase revenue from tourism and help the local economy as a whole.

The undertaken survey provides some suggestions in terms of practices which need to be carried out at the studied destination so as to improve the experience of the tourists

and increase the demand and sale of souvenirs at a pilgrimage destination. Firstly, as hiking up the prices for the tourists is a common practice at all tourist destinations, there is a need for the government's interference to regulate the prices and provide a price list for the souvenirs. Since the tourist like to buy what stands different among the available products, the availability of unique, local and authentic items should be enhanced (Swanson & Horridge, 2006). Also to keep the pilgrims from being deceived by local transport providers protect them from unorganized frauds (compelled by some locals to shop at a particular market or shop, or sometimes driven by long distances instead of short to charge more fare etc), proper signage and proper marking about markets and places should be done. Quality is one such thing which every consumer wants, and should thus be given priority while selling the souvenirs. In order to effectively promote and sell the product, the seller should know his customers (Nomura, 2002). This holds true with pilgrims and souvenirs as well. The shop keepers should understand the needs of the customers and should have polite and friendly attitude towards the tourists. Monitoring the activities of the tourists during their journey can provide sufficient information regarding their needs and desires for souvenirs (Swanson & Horridge, 2012). Also providing guidance to the tourists regarding the right place to shop, acceptance of plastic money at souvenir shops etc will encourage the pilgrims to buy souvenirs.

Limitations of the Study and Future Research Scope

Though it was tried to conduct the study with the best of the efforts, it has certain limitations. The data has been collected from Mata Vaishno Devi pilgrims at the base town, Katra where the souvenir shops exist, and at Jammu railway station where the pilgrims leaving for their homes were approached, but not sufficient percentage of the approached pilgrims responded. Out of approx 800 pilgrims approached, only 399 pilgrims provided usable responses. The reason observed for this was the peak season at the shrine. Due to rush, pilgrims were much in hurry and were not much interested to spare their time to fill up the questionnaires. The sudden rains and uncertain weather also added to the inconvenience of the pilgrims, which in turn acted as an obstruction in getting their responses. The limited sample chosen is another limitation as it comprised of mainly the respondents from India only. Thus, in future the survey could be extended to international tourists as well at different pilgrimage destinations to give the survey a universal approach.

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