



## **SOUVENIRS IN TAMPERE**

### **Factors Behind International Tourists' Decision Making**

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Bachelor's thesis  
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Degree Programme in Tourism

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## **ABSTRACT**

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This thesis aims to explain what are the factors that affect to the tourist decision making when buying souvenirs. The primary data is collected via questionnaire designed for this study. Target group was selected to be the international tourists who have visited Tampere. Responses were collected from December 2011 to February 2012 at the Tampere-Pirkkala airport, in Hostel Sofia and Dream Hostel as well as from international students in Tampere University of Applied Sciences and University of Tampere.

The forming of the questionnaire and the research process is explained using reference material. Basic facts of the tourism in Tampere are introduced. The analysis of the questionnaire is based on consumer decision making model and grounded theory.

This study of souvenirs is first conducted in Tampere and introduces some basic information on the tourists in Tampere and their opinions on the souvenirs offered at the time of the study. The thesis covers the basic factors which affect the consumer decision making.

According to this thesis the young adults visiting Tampere are interested in souvenirs which are locally made and designed but the price level is also an important factor for them. The tourists are buying souvenirs also for their friends and family which affects the decision making and buying behavior. All in all the tourists are satisfied with what souvenirs are offered in Tampere, but also consider it somewhat difficult to find souvenirs in Tampere.

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Key words: souvenirs, Tampere, consumer decision making

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## 1 INTRODUCTION

This thesis will aim to explain which are the factors that affect the decision making process of the international tourists coming to Tampere, Finland when they are buying souvenirs. The thesis will also show the opinions of tourists considering the souvenirs and souvenir selling shops in Tampere.

Tourism is growing in the Tampere area and the city is trying to interest ever more tourist to visit the area. Tourism is an ever changing area of specialization, but bringing home souvenirs is still one of the most important features of travelling abroad. This thesis tries to find out also what type of souvenirs the current tourists buy from Tampere at the moment and what kind of souvenirs are they interested in.

The primary data was collected through questionnaire conducted by the author and implemented during December 2011 to February 2012 at the Tampere-Pirkkala airport Terminal 2 as well as in the Dream Hostel and Hostel Sofia in Tampere. Also part of the answers was collected from the international students from University of Tampere and Tampere University of Applied Sciences.

In the chapter 2 the research process as well as the forming of the questionnaire will be introduced. Chapter 3 introduces the figures behind tourism in Tampere and chapter 4 presents the results of the questionnaire and the analysis of the results. In chapter 5 the conclusions of the study will be discussed and chapter 6 will summarize the thesis project.

## 2 RESEARCH PLAN

### 2.1 Research topic

The topic was chosen because of the author's interest towards souvenirs in general and based on own experiences of buying souvenirs in Tampere during which the author noticed the lack of specialized souvenir shops. Souvenirs are not a necessity for a successful tourism experience but they will help people keep the experience in mind in a more concrete way. Having attracting souvenirs displayed in places where they are reached by the tourists without trouble will also boost the economy of Tampere.

As there has not been any research in Tampere area about the souvenirs and tourists' opinions on them before, this is an interesting subject of study. During the summer and autumn of 2011 Tredea, the tourism board of Tampere region, announced a competition for a new Tampere souvenir, but no actual research of the subject has been done. In the end of the summer 2011, a souvenir selling shop Joulupuu which was located in the center of Tampere was closed and at the time of the study conducted there was not any shop specializing in selling souvenirs in Tampere.

### 2.2 Concepts and theories

The clear majority of studies on souvenirs that was to be found were carried out in the United States of America. One thesis has been made in the Tampere region where the researchers were studying how familiar the international tourists were with Finnish brands (Keskinen, K & Pitkänen, E. 2008). Nevertheless, it is known that souvenirs have been brought back home from travels since centuries, such as Marco Polo did already in the 13<sup>th</sup> century (Swanson, 2004). The word souvenir is defined by Collins Concise Dictionary and Thesaurus (2003, 924) as "an object that reminds one of a certain place, occasion or person; memento". The souvenirs, or tourist memorabilia, can sometimes also be items that are not produced for sale but come as part of the trip, such as ticket stubs (Ferdinand, N & Williams, N, 2010, 202). It is clear from these definitions that souvenir itself is a complex topic which is defined not only by the

tourism experience but the tourist themselves, thus the same object can have different meanings to different persons. Kristen K. Swanson (2004) noted in her article that purchasing souvenirs is “a tangible way of capturing or suspending in time an otherwise intangible experience”. She also noted in the same article that this is done also to prove that person has been travelling in that certain place (Swanson. 2004).

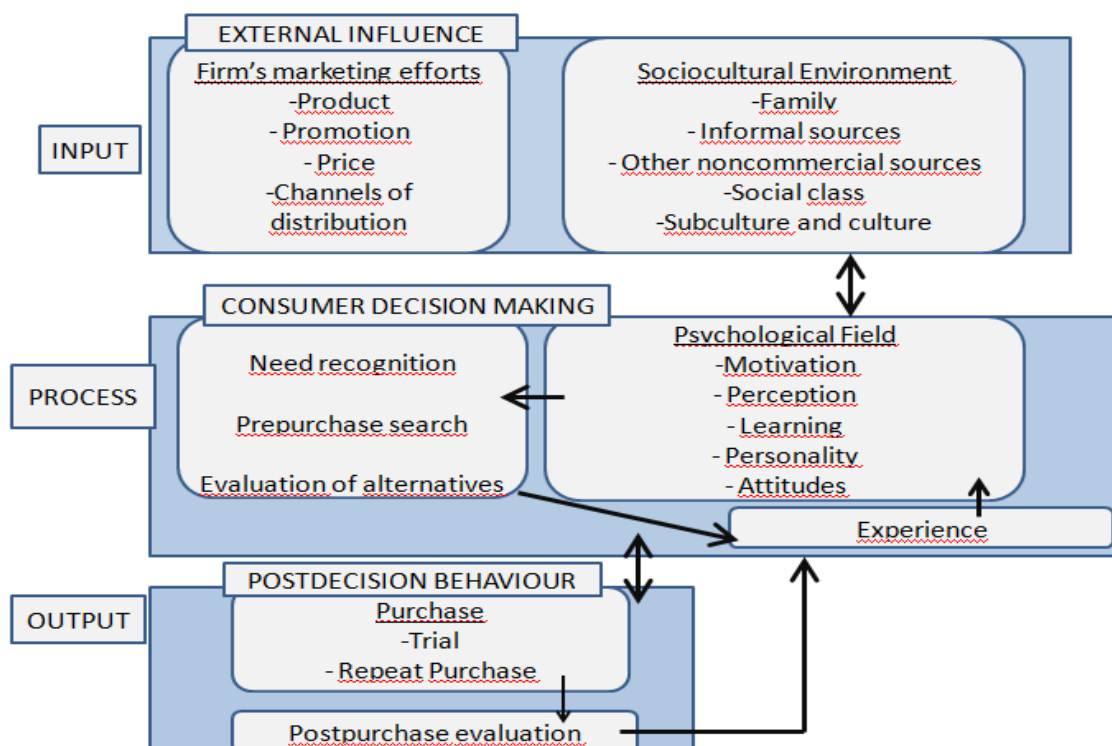
This thesis discusses the topic using the grounded theory as well as the model of consumer decision making. These will be explained in detail in the following subchapters.

### 2.2.1 Model of consumer decision making

In this thesis the model of consumer decision making will be used as the basis of the theory. This model includes what are the external factors (or input) of the decision, what is the process of the decision making and describes the post-decision behavior as well (Schiffman and Kanuk.2000, p. 443). This model is used to discuss the factors which affect the decision making during the act of purchasing souvenirs. The picture 1 will show the entire model.

Even though part of the input stage of the Consumer Decision making model is firm’s marketing efforts, this thesis does concentrate on any single firm’s way of marketing its products, but sees the product being all the souvenirs found from Tampere and the price being the general price level of the souvenirs.

The demographic section of the questionnaire will shed light on the social class and culture of the tourists. This thesis considers the evaluation of alternatives as seeing how many different stores the tourists have visited. As there is rarely an opportunity of repeat trial in tourism, the questionnaire included a question where the respondents were asked whether they had visited the city of Tampere before. The questionnaire also includes questions about the tourists’ preferences and which shops have they visited during their process and what kind of items have they finally purchased.



Picture 1. Consumer Decision making model. Modeled after Schiffman&Kanuk 2000.

### 2.2.2 Grounded theory

The theory used in this thesis is the grounded theory, originally formed by Barney Glaser and Anselm Strauss in 1967. Altinay and Paraskevas describe grounded theory as “type of research that generates theory from observation” (2008, p. 78). Grounded theory is most commonly used in qualitative research but can be applied to quantitative analysis also, especially when there are no previous studies of the subject (Koskenniemi-Sivonen, 2004). In this thesis the grounded theory will be used to form hypotheses based on the analysis made from the questionnaire answers once they were made into descriptive statistics which summarized the data that was collected (Brotherton, 2008, 182).

### 2.3 Research questions

The research questions are related to finding out the factors which are affecting the international tourists' decision making when they are purchasing souvenirs from Tampere.

Also additional information on their purchases such as spending amount and opinions of the shops are gathered in order to understand the tourists' and their buying preferences better.

### 2.4 Data and methods

This chapter will talk about the target group in detail as well as the data gathered and used in the research. As there is not any previous data gathered of the subject of souvenirs in Tampere, the primary data was gathered via questionnaire designed by the author. Subchapter 2.4.1 Designing the questionnaire will explain the forming of the questionnaire.

This thesis uses survey method, which is very popular method in the hospitality and tourism field when collecting data of tourists' opinions and experiences (Brotherton 2008, 112). Quantitative method was selected as with that method it is possible to reach large numbers of participants and collect larger data (Finn, M, Elliott-White, M and Walton, M. 2000, 8). This was an important aspect as at the moment there is no information of the tourists in Tampere area regarding their opinions of the souvenirs. The questionnaire was established in English only as Tampere as a destination is trying to interest tourists from abroad due to the closeness of the Tampere-Pirkkala airport from which for example Ryanair is operating from and also because the author is studying in English.

The target group was selected to be any international tourist visiting Tampere, no other requirements was set regarding their demographic features. Thus the only consideration set was that the tourist had spent some time in Tampere, not just in Finland. The questionnaire was planned to be conducted only at the Tampere-Pirkkala airport



collecting responses from tourists leaving Finland and at the railway station but participants were collected also from Dream Hostel and among the exchange students in Tampere. The exchange students were reached via email through Tampere University of Applied Sciences international department and by personally visiting a Tampere University class for exchange students. The sampling used in this research is convenience or availability sampling, which means that only those visitors that were available at the time of the study was conducted could be included into it (Finn et al. 2000, 118). The participants were collected randomly by asking whether they have been staying in Tampere and if they are willing to participate in the study or by leaving questionnaires to the accommodation facilities of Dream Hostel and Hostel Sofia in Tampere.

When the survey was finished, the questionnaires obtained were read through to make sure they qualify as primary data. Two of the responses were deleted as the participants had misunderstood the goal of the study. The 34 qualifying questionnaires were numbered and then the responses were enter into Excel spreadsheet and turned into graphics. The answers for open-ended questions were collected to separate files and then similar responses were grouped together manually.

#### 2.4.1 Designing the questionnaire

As there is not any previous data gathered of this subject, primary data sources were needed to gather first. A questionnaire directed towards the tourists visiting Tampere was designed by the author. The questionnaire was formed using reference books and a test run was conducted. The test was carried out during one of the marketing classes in the Degree Programme in Tourism in the Tampere University of Applied Sciences in the beginning of December 2011. Changes were made where needed and the final version was read by the supervisor of the thesis.

The forming of the questionnaire was made carefully as to avoid any misunderstandings during the survey. Foddy (2001, 17) noted that the questions need to be formed in a way that both the researchers and the respondent understand it in a similar way. The careful planning was also due to the fact that the questionnaire was in English even though the

author is not a native English speaker and it was to be expected that the possible respondents have a varying skills in English language. The forming of the questions and the possible alternatives was simplified as much as possible, as to avoid any misunderstandings from the target group. There were altogether 17 questions in the questionnaire. The questions were selected so that they would provide needed information without the questionnaire becoming too lengthy for the respondents (Finn, Elliott-White and Walton, 2000). The questionnaire included some basic demographic questions as well as more detailed questions of the souvenirs and souvenir selling shops in Tampere and the respondents' experiences of them. Most of the questions were closed questions or with multiple choices because of the advantages they pose, such as easiness of answering as well as analyzing the answers (Finn et al, 2000). Four of the 17 questions were open ended. These open ended questions were used when inquiring information where a closed question would have been too complicated.

The closed questions varied in consideration of their answering method. In the question about the types of souvenirs purchased as well as the preferred types of souvenirs the model for the grouping was partly based on Kristen K. Swanson's research of tourists' and retailers' perceptions on souvenirs, where she collected data through questionnaires (Swanson, 2004). The list of souvenir selling shops was based on author's own experiences of souvenir selling shops as well as on the list of souvenir shops mentioned in the Tampere guide which is a free booklet for the tourists (Tredea, 2012). Four of the 17 questions were inquiring the respondents' opinion about the souvenirs and souvenir selling shops in Tampere. These kinds of attitude questions require a rating scale by which the answers can be analyzed (Finn et al, 2000). As Likert scale of five points is commonly used and one of the easiest scales to understand (Finn et al, 2000), it was chosen to be used in the questionnaire.

All in all 36 responses was received, of which 34 qualified as the primary data of this thesis. The questionnaire can be found in its original form in the end of the thesis (Appendix 1).

## 2.5 Research process

The research process was started in autumn 2011 when the idea for the thesis topic formed. Background facts and theory was collected and the compiling of the questionnaire was started in November 2011 when the topic was accepted for the thesis. The questionnaire was finalized in December 2011 and the first questionnaires were filled before Christmas 2011. More answers were collected in January and February 2012.

Chapter 3 will explain Tampere as destination as well as the most recent tourism numbers. The analysis and the results of the questionnaire will be discussed in the chapter 4 and the conclusions of the research are investigated in the chapter 5. Chapter 6 will summarize the study and discuss the future research made of the topic.

## 3 TOURISM IN TAMPERE

### 3.1 City of Tampere

Tampere is the third largest city in Finland with its over 215 000 inhabitants. The city's area is 689,6 square kilometers of which 164, 6 square kilometers consist of water. Tampere is located in the southern Finland, approximately 176 kilometers from Helsinki and 157 kilometers from Turku. Tampere belongs to the Pirkanmaa region and has seven neighbouring cities or municipalities. (<http://www.tampere.fi/tampereinfo/sanoinjakuvin.html>).

The location of Tampere is rather unique as it is situated on an isthmus between two lakes; the lake Näsijärvi in the north and the lake Pyhäjärvi in the south. In the 1820s Tampere started to develop as Finland's first industrial city and this development has had a significant effect on Tampere. Later on in the 1960s the industrialism was replaced by education when the University of Tampere and the Technical University of Tampere were founded. Nowadays also Tampere University of Applied Sciences gives its contribution to the academic life in Tampere. (<http://www.tampere.fi/tampereinfo/sanoinjakuvin.html>).

Tampere has excellent connections to other cities in Finland via railway or bus routes. There is also Tampere-Pirkkala airport some 20 kilometres from the city centre. This is the 3<sup>rd</sup> busiest airport in Finland. At least Ryanair, Finnair, Blue1 and Air Baltic are operating on the Tampere-Pirkkala airport.

### 3.2 Tourism in Tampere

According to Tampereen matkailun tunnuslukuja from April 2011, Tampere was on the second place in domestic overnight stays after Helsinki. When looking at the international overnight stays, Tampere was on the sixth place after Helsinki, Rovaniemi, Vantaa, Kuusamo and Imatra. Approximately half of the tourists staying overnight in Tampere are on leisure trip and the other half are here for business. In 2010 there were altogether 943 093 tourists staying in the accommodation places in Tampere. Approximately 17, 8 % of these tourists (167 370) were international tourists and the rest 775 723 were from Finland.

Besides these figures comprised from the accommodation sector, it is to be remembered that there are also visitors who are living in Tampere for longer times for various reasons. The three big universities in Tampere attract noticeable amount of exchange students and international students each year. The exchange students stay in Tampere usually between 4 to 9 months whereas the international students stay in Tampere up to 3 years. Every year there is approximately 550 exchange students in University of Tampere (Lehikoinen, 2012), 400 exchange students in Tampere University of Technology (Vartiala, 2012) and 250 exchange students in Tampere University of Applied Sciences (Kyllönen, 2012).

## 4 RESULTS AND ANALYSIS OF THE QUESTIONNAIRE

The questionnaire was created by the author in November – December 2011 and first participants were interviewed in December 2011. All in all 36 responses were gathered, of which 34 were eligible to be considered in this research. Based on the responses of two participants it was clear that they had misunderstood the purpose of the questionnaire and thus their answers could not be included. It is to be noted that in some of the questions the respondents were able to choose more than one answer, thus the total number of answers varies during the questionnaire. The questionnaire can be found in its original form in the end of the thesis (Appendix 1).

### 4.1 Demographic information

The questions 1-3 were designed to gather demographic information of the participants. These questions were about the gender, age and country of origin of the respondents. Of the 34 respondents 9 were male (26.5%) and 25 were female (75.5%). 24 of the respondents said they were aged under 25 (70.6%) and 10 were between 25-34 years (29.4%).

Respondents were of similar age but the country of origin varied more. Most participants were from Germany (23.5%), France (11.8%), Spain (8.8%), Hong Kong (5.9%) and Latvia (5.9%). Other countries (China, Czech Republic, Greece, Japan, Iran, Pakistan, Poland, Republic of Korea, Taiwan, Ukraine and United States of America) were represented by one participant each (2.9%). One participant did not state their nationality and three answers could not be categorized by individual countries and these answers are grouped together as uncategorized (11.8%).

According to the Tampereen matkailun tunnuslukuja from April 2011, during the first four months of 2011 Germans were on the second place in overnight stays in accommodations in Tampere. During the same time period French tourists were on the seventh place and Spanish tourists on the ninth place. During January-April 2011 the clear majority of tourists had come from Russia, but in this study there are no participants from Russia. The Figure 1 displays the division of answers.

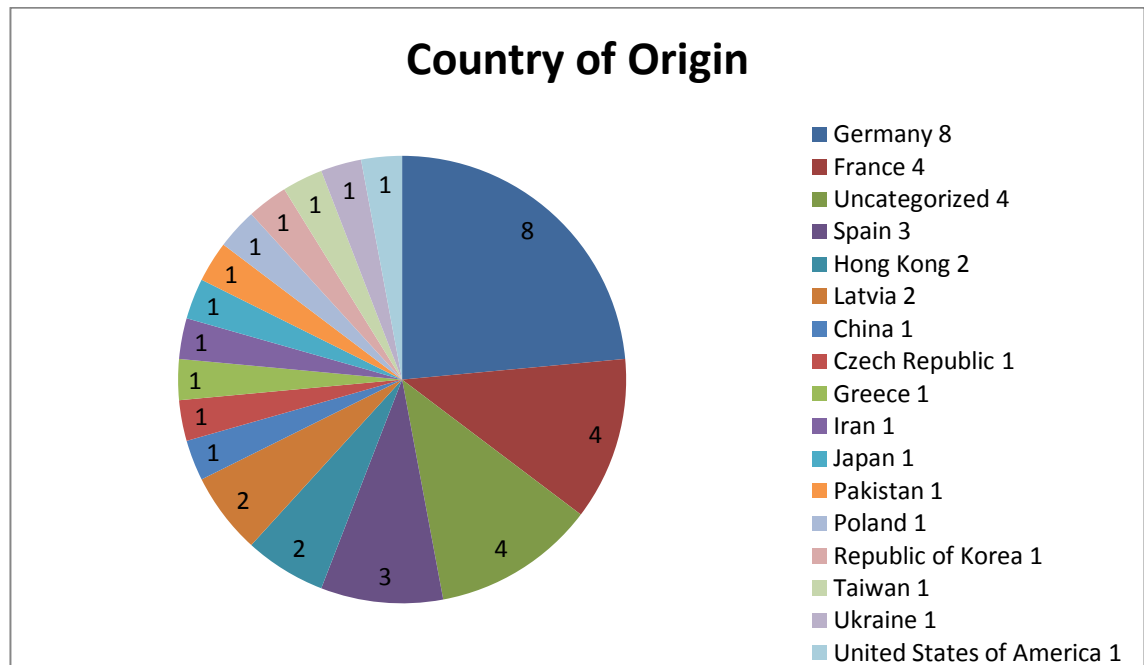


Figure 1. Country of origin of the participants.

#### 4.2 Travel information

The questions 4–6 were of the respondents' purpose of visit and duration of visit to Tampere and whether they had visited Tampere before.

The majority of respondents had come to Tampere because of studies (87.9%). One had come to visit friends or relatives and four respondents marked their reason to travel as leisure. None of the participants were business travelers. One participant had marked their reason to travel being both leisure and studies. When compared to the information on overnight stays in Tampere in January-April 2011, the majority of tourists had visited the city for leisure purposes (49,6%) or business purposes (46,3%) and only 4,2% of tourists had stayed in Tampere for other purposes. As these numbers are collected from the accommodation facilities, they are not directly comparable to the results of this study as majority of the respondents were students and thus not mainly using the conventional accommodation such as hotels but living in rented apartments.

When asking about the length of stay in Tampere more than third of the respondents had been here over 2 weeks (39.4%). 5 of the respondents had stayed in Tampere 1–3 nights

(15.2%). 9.1% had spent 4–6 nights in Tampere and 6.1% had stayed here for 1–2 weeks. More than three quarters of the respondents had not visited Tampere before their current visit (76.5%). 5 participants had been to Tampere 1–2 times before their current visit, 2 participants had visited 3–4 times earlier and 1 participant had visited the city 5 times or more.

The respondents represent a very homogenous group when looking at their age, purpose of visit and the length of stay. Majority of the respondents are most likely either exchange students or international students studying in Tampere. For most this is also the first time visiting Tampere. Even though the respondents do not have any previous experiences of Tampere the majority of them have had a significant amount of time to explore the city as well as the souvenir buying options.

#### 4.3 Souvenirs and their places of sale

When looking for information of the souvenirs that tourists had purchased from Tampere and where had they purchased them, the respondents were able to choose multiple options from a list in the questionnaire as well as include their own option.

The question number 7 included a list of eleven souvenir types as well option for “other”. Respondents chose from one till up to six different options. The total number of answers in question number 7 is 116. Figure 2 shows the division of the purchases. The most favored item/group was postcards, of which 20.7% of respondents had bought. Food and small souvenirs were equally interesting, 14.7% of the participants had purchased something from either group. 12.1% of respondents had purchased clothing and 11.2% had opted for buying drinks. 6.9% had purchased items from Finnish design category. Toys, jewellery, household items, CDs and books were clearly less bought items. 7 respondents had chosen the “other” option and clarified that their purchases had also included: flag of Finland (2 respondents), perfume, chocolate, scarf and stamps. One of the respondents did not specify what they had bought.

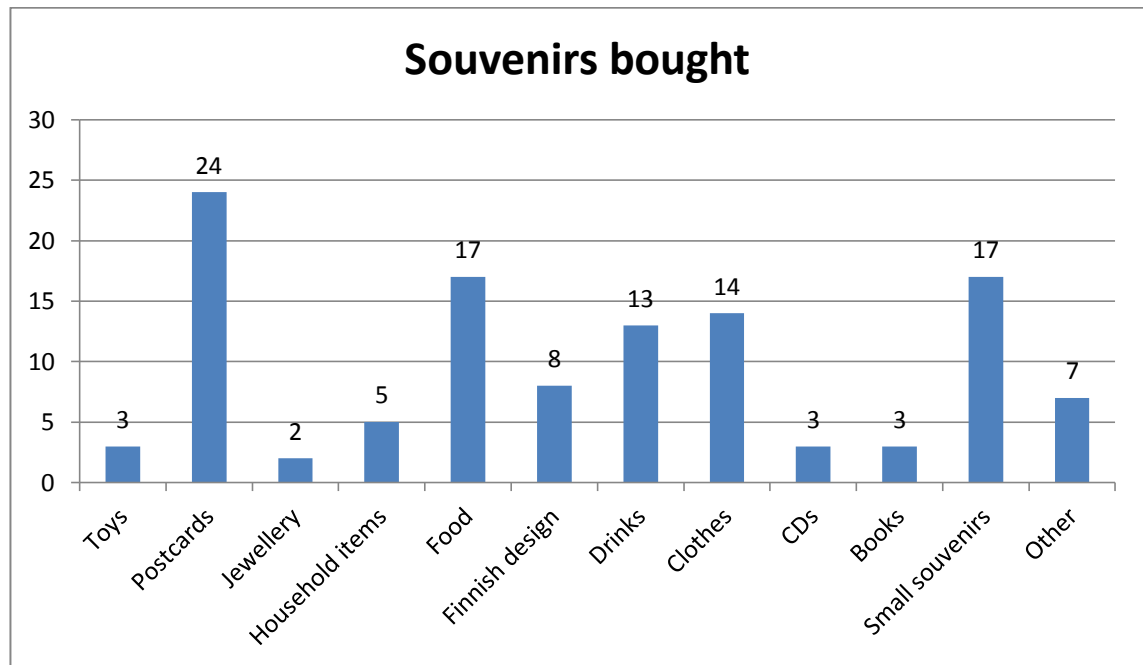


Figure 2. Souvenirs bought from Tampere.

In the question 8 the respondents were asked to name from which shops had they bought the souvenirs. The options presented six choices as well the open choice. If the respondents opted for the last choice, they were asked to specify this other place. Respondents were able to mark as many options as they felt necessary. Most respondents (20) had visited either 2 or 3 places. For many of those who had marked only one option, it was the open one and they had mentioned several stores. Altogether 75 answers were given to this question. Figure 3 represents the given answers.

Out of the six shops mentioned, the most popular ones were Sokos (25.33%) and Stockmann (22.66%). Market hall was mentioned 9 times (12%) and Museum shop 7 times (9.33%). Two participants had bought souvenirs from the bus station (2.66%) and only one from the Visit Tampere Info on railway station (1.33%). The most popular option was the open option, which was chosen by 20 respondents (26.66%). Everyone did not specify from which shop they had purchased souvenirs and some admitted that they had forgotten the name of the place. Most respondents had written some description. Those other places mentioned included Alko, Seppälä, Vapaa Valinta, railway station, little shops close to Finlayson area (Tallipiha), shops near the harbor, a bookstore in Tullintori, supermarket, Swamp Music, airport, Keskustori, Indiska, Vintage Garden, Ovelia, Academic Bookstore and Ideapark.



It can be seen from the responses that almost every shop mentioned is located within the city centre of Tampere. Most of the respondents had purchased their souvenirs from the two big department stores Stockmann and Sokos or from the Market Hall, but there was also a variety of other shops and stores mentioned. This shows that the concept of souvenir is not a term that can be easily defined. It is to be noted that only one of the respondents had purchased souvenirs from the Visit Tampere Info, which at the time could be seen as closest to a typical souvenir shop. Visiting shops and evaluating alternatives is important as mentioned in the consumer decision making model.

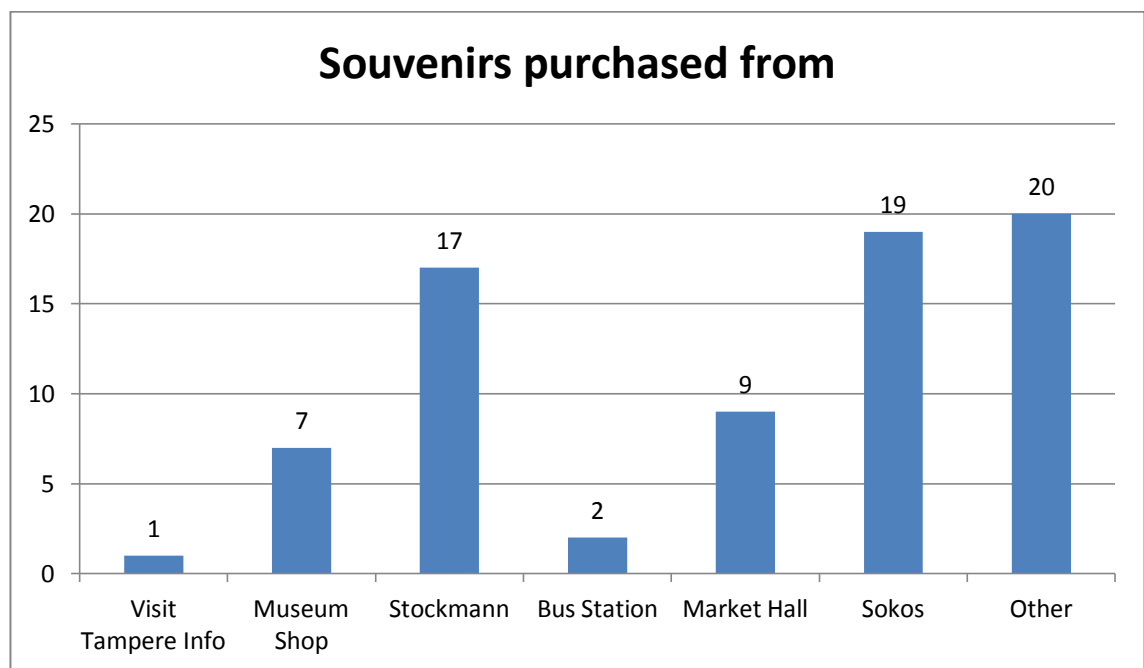


Figure 3. Shops where respondents had bought souvenirs from.

The question 9 asked the participants to evaluate the certain features of souvenirs in Tampere. The features were selection of the souvenirs, the quality of the souvenirs and whether it was easy to find souvenirs. It is to be noted that one participant did not specify how satisfied they were with the quality of souvenirs and two participants did not specify how easy to find they thought the souvenirs were. The five-point Likert scale was used in the answering options, ranging from Very good to Very poor.

It is clear that the selection and quality of the souvenirs are of good standard based on the results, as the majority of the respondents have marked the level of these features to

be satisfactory or higher. The participants' opinion on whether the souvenirs are easy to find varies significantly more, as 31% of the respondents evaluate this feature to be either poor or very poor. There is need for improvement so that the tourists can find the souvenirs without trouble.

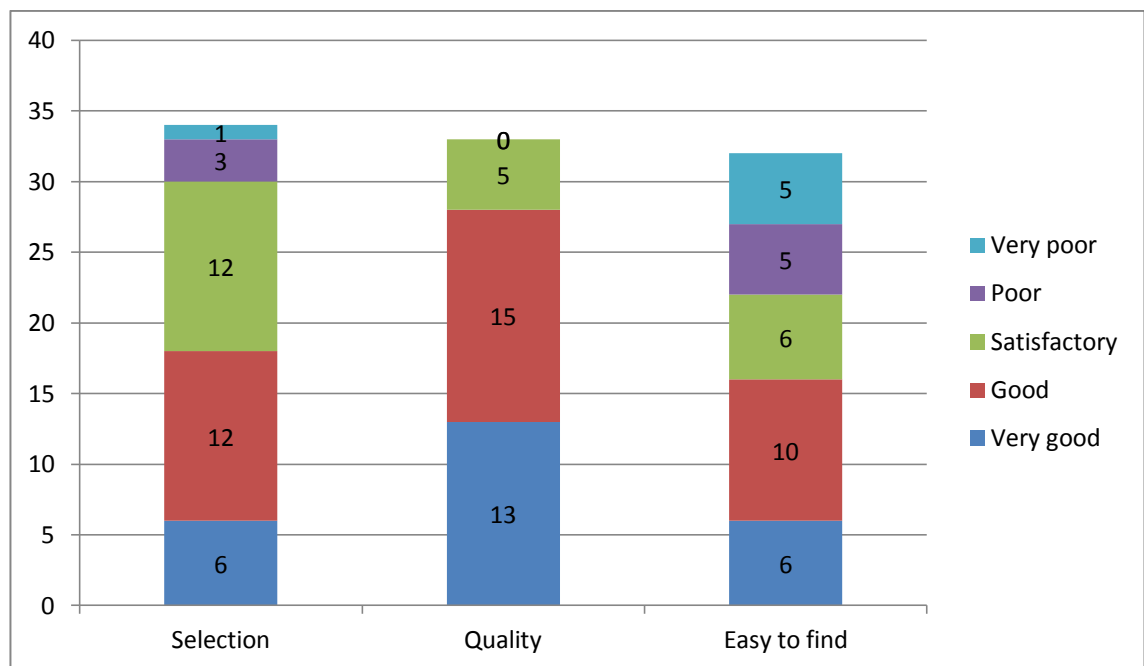


Figure 4. How the tourists evaluated these features of souvenirs in Tampere.

Question 10 explored the tourists' opinions on the price level of souvenirs in Tampere. Likert scale was used again, this time range was from Very expensive to Very cheap. Please note that one of the participants had marked their answer in between of expensive and moderate and thus the total number of answers is 33.

Almost 64% of the respondents evaluated the price level to be expensive. It is known that the general price level in Finland is higher than in many other countries. When looking at the comparative price levels of consumer goods and services in Europe, Finland is on the fourth place after Switzerland, Norway, Denmark and Sweden (Eurostat, 2012).

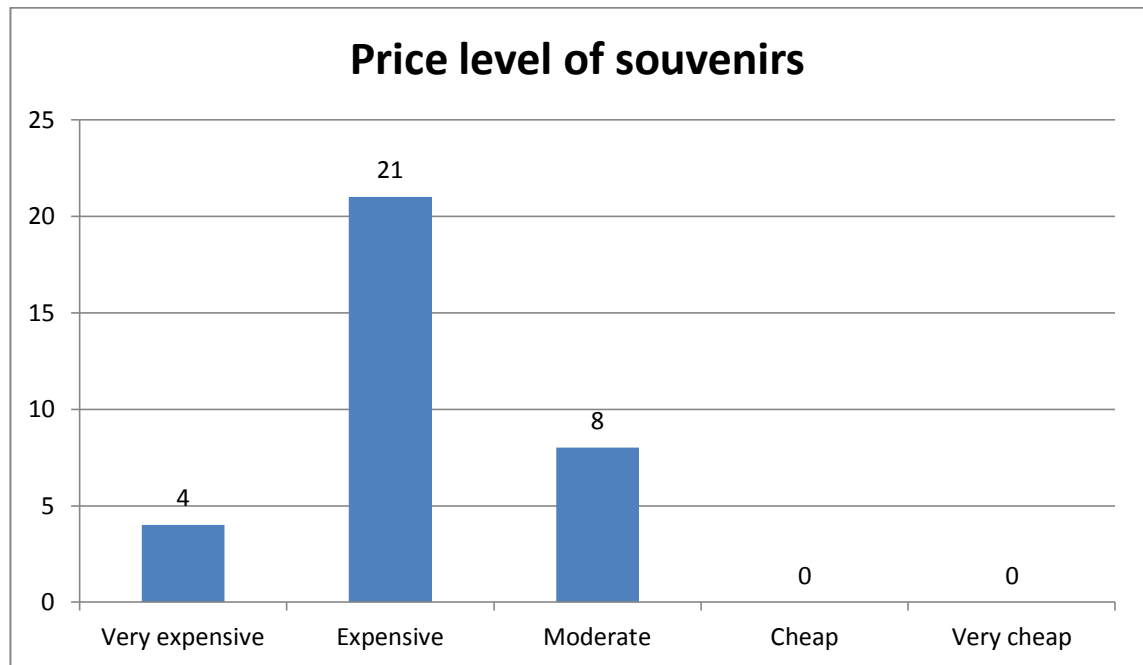


Figure 5. Tourists' evaluation of the price level of souvenirs in Tampere.

In the question 11 the respondents' opinions of the level of certain features of the visited souvenir selling shops. The features included in the question were the location, the selection, the service and the overall look of the shop. Five point Likert scale ranging from Very good to Very poor was used as measurement. Two participants did not state their opinion about the selection or the overall look the shops visited. One participant did not answer how satisfactory the service had been and one had marked it to be both very good and good. Due to these answers the total number of answers in the last three sections of the question is counted to be 32 instead of 34.

All in all the respondents are mostly satisfied to very satisfied with the current shops they visited. They are well located, their selection is pleasing to the tourists and the level of service is good. The shops are looking representable also. Swanson (2004) states that store attributes contribute partly to the shopping behavior as consumers are influenced by them and mentions twelve attributes defined by Berry (1969). These attributes include price, quality, assortment, sales personnel, location and convenience. According to the responses the current shops are on good level on these four attributes selected.

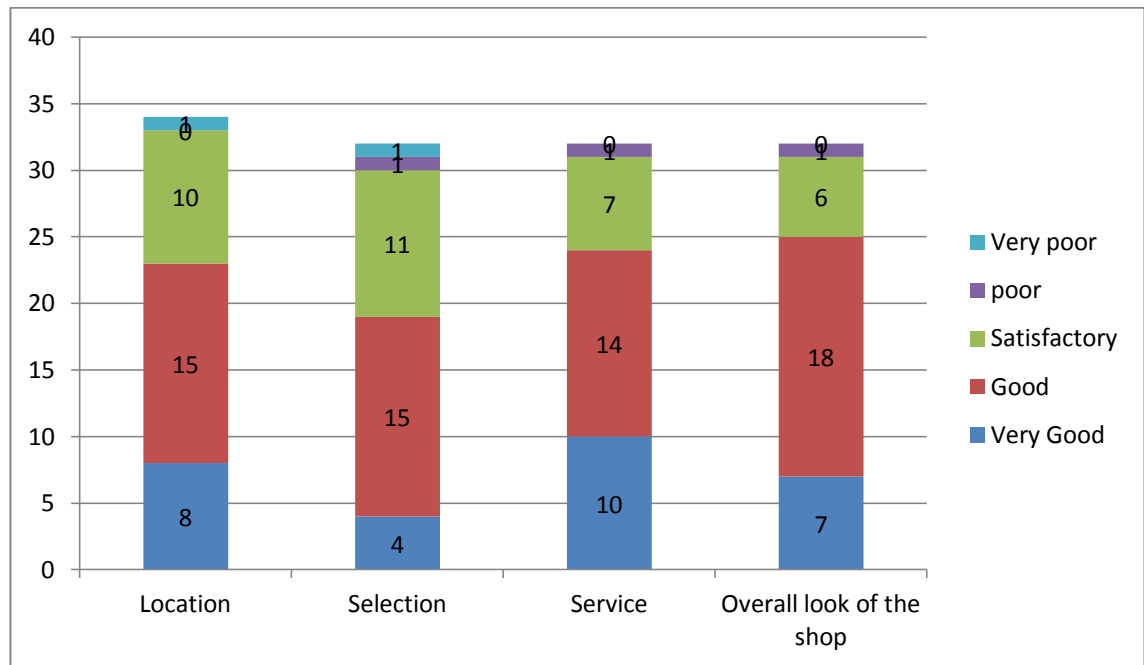


Figure 6. The tourists' satisfaction of the souvenir selling shops.

#### 4.4 Tourists' preferences

The question 12 dealing with the tourists' opinions on what are important features of the souvenir selling shop. Likert scale was used to measure their opinions on the importance of central location, wide selection, price level and the specialization on souvenirs. These attributes were chosen partly based on the previously mentioned study by Kristen K. Swanson (2004) and to see how important this external influence really is for tourists. The consumer decision making model's first input stage mentions firm's marketing efforts including price, promotion, product and channels of distribution.

The central location is from somewhat important to extremely important for the clear majority of the respondents. Price level is mentioned to be either very important or extremely important to almost 80% of the tourists. Wide selection is also appreciated but is not so extremely important feature as the two previous attributes. Last attribute is specialization in souvenirs, which has been added to the list as at the time of the study was conducted there was no shop that was concentrating on selling souvenirs. The opinions of tourists vary significantly more on this question, but for almost 70% it is somewhat or very important to find a shop which is specialized in selling souvenirs. Figure 7 represents the responses.

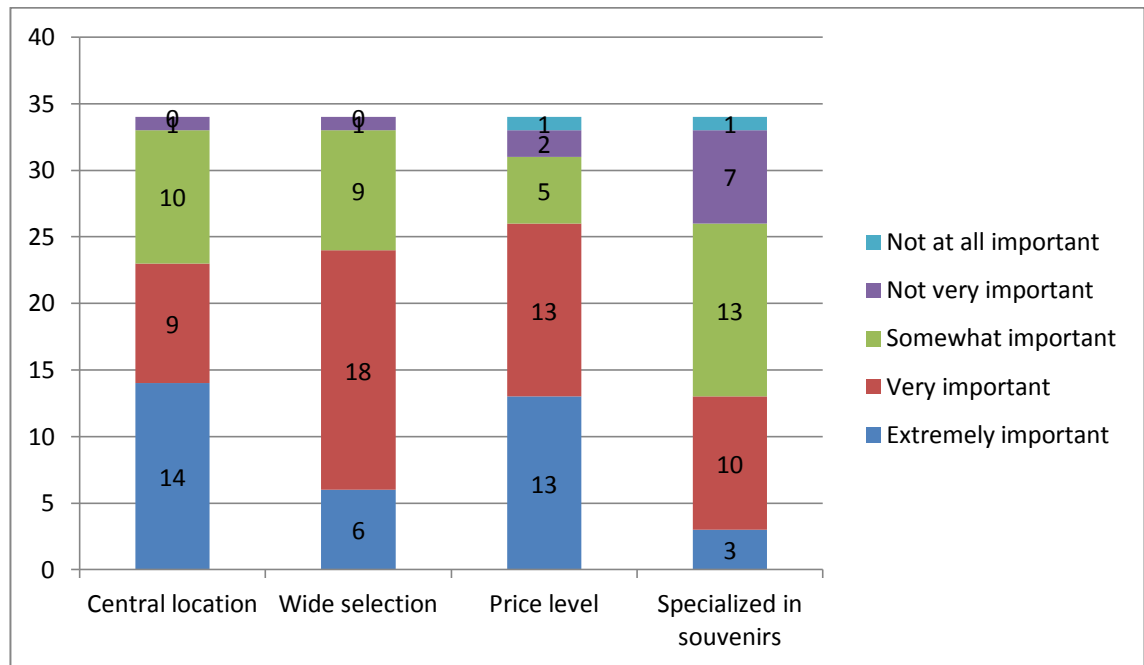


Figure 7. Tourists' opinion on the important features of a souvenir selling shop.

The question 13 explored the participants' preferences on the types of souvenirs. 12 different types were presented, and the respondents' were able to choose as many as they found to be to their preference. The total number of answers in this question was 141, some respondents marking up to six options.

Based on the results of this question it can be seen that even though the respondents value unique, local products and handmade items, the factor of eco-friendliness is not notable for them. This is in contrast of the rising trend of ecotourism and sustainable tourism (Hannam, K and Knox, D. 2010). Only few participants wanted souvenirs that are durable, and none of the respondents wanted souvenirs that are high priced. Even though the local souvenirs were preferred, only 5% of the tourists would like to see the name of the destination as part of the souvenir. This is in accordance with the respondents preferring handmade and unique souvenirs. Hugh Wilkins (2011, 245) found in his study of tourist shopping behavior that the respondents valued authenticity and locality in the souvenirs rather than items that did not reflect the region.

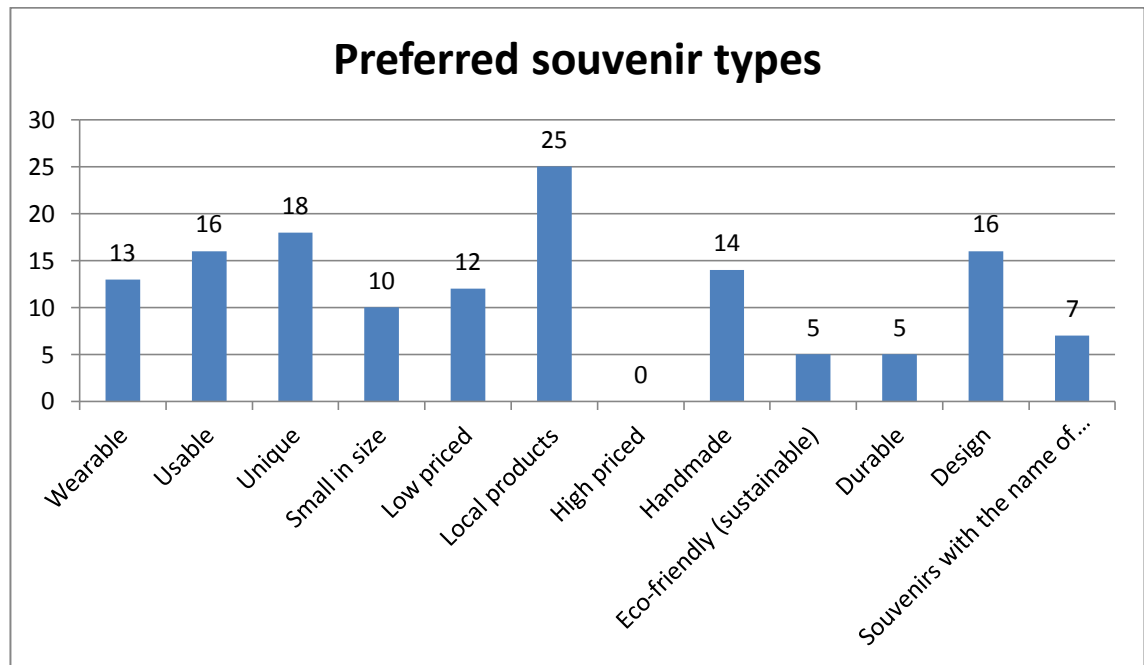


Figure 8. Tourists' preferences regarding the souvenir types.

#### 4.5 Expenditure and buying behavior

In the question 14 the amount of money spent on the souvenirs in Tampere was asked from the tourists. As this was open question, the answers varied greatly.

This figure shows only the answers which mentioned the amount in numerically. One of the respondents did not specify any amount, one stated the amount to be 0 Euros and one participant said they had “only taken a look and will buy souvenirs later”..

The question 15 then inquired what is the maximum amount the respondents' are ready to spend on souvenirs. This was an open question, which means that the answers ranged greatly. Two participants did not mention any maximum amount and one mentioned that the maximum amount would be “less than 10 Euros per item”. The responses for the questions 14 and 15 can be seen grouped together in the Figure 9.

When comparing the answers in the questions 14 and 15, it is interesting that almost third of the respondents (32%) had used 20 Euros or less on souvenirs in Tampere but only 13% said that this would be their maximum expenditure amount. It is notable that the majority of participants had spent less than their maximum expenditure amount in Tampere. These answers are in accordance with the results of question 10, in which the

majority of tourists said the price level in Tampere to be rather expensive as well as the question 12, where the participants stated that the price level is very or extremely important to them. Even though the tourists are satisfied with the quality of the souvenirs on offer and they are willing to spend more money, but as the price level is higher they are not able to buy the amount of souvenirs they would like to buy.

There seems to be a significant confrontation between the type and quality that the respondents prefer in souvenirs and the price they are willing to pay. The respondents see the current prices expensive, but majority would like to purchase locally designed and produced products. Based on the demographic results this can possibly be because the students do not have as strong financial situation as adults in working life do.

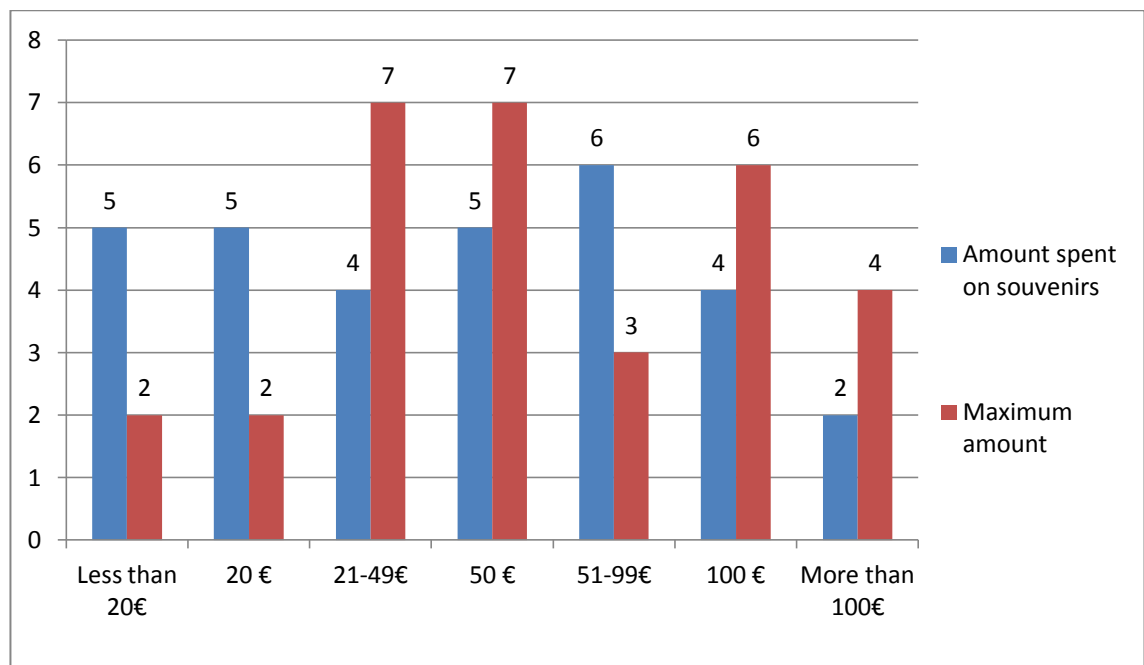


Figure 9. Amount spent of souvenirs in Tampere and the maximum expenditure.

Question number 16 discussed to whom the respondents usually buy souvenirs to. The question was an open question to which the respondents were able to write as many answers as they liked. There were altogether 79 answers. Majority of the respondents (41%) usually bought souvenirs to family, parents or relatives, whereas 30% of the visitor bought the souvenirs for their friends. Almost every fourth respondent (24%)

marked that they were shopping for themselves. Boyfriend was mentioned twice and colleagues and special occasion were each mentioned once.

As mentioned in the consumer buying behavior model by Schiffman and Kanuk (2000), explained in the chapter 2.2., the sociocultural environment affects the buying behavior. Majority of the respondents said they are purchasing souvenirs for family members or friends. This means that besides the opinions and interests of the actual visitors, it is important to consider the interests of the people to whom the souvenirs are purchased to. Their social class, personality and attitudes can vary significantly from those actually purchasing the items.

#### 4.6 Preferred souvenirs

The last question, number 17, inquired what kinds of souvenirs the participants' would like to find and buy from Tampere. As this was a completely open question, the answers varied greatly.

Postcards were mentioned altogether 9 times, as well as typical food. Food that was mentioned by name included salmon, reindeer and chocolate. Some respondents were interested in buying "typical Finnish/Tampere things" without specifying the answer more, but two Finnish design companies, Iittala and Aarikka, were mentioned by name. Six of the respondents were hoping to find locally produced and designed things. One respondent said that he prefers to buy Finland-souvenirs as "that's already pretty special for me" but then other wanted to buy "something original that will be done only in Tampere". Moomin trolls or items related to Moomins were mentioned four times. Three of the participants wanted to buy "special drinks".

Four participants wanted to find jumper or T-shirt from university. One respondent said that she had been an exchange student in the previous semester and said that "we wanted to buy T-shirts and we had to design and print them in Poland because it was much cheaper". The three universities could offer some merchandise, like jumpers and T-shirts for the students, or possibly consider co-operating with a T-shirt printing company to ensure more affordable prices for the students. The co-operation could also be formed by Visit Tampere thus being able to provide this service for all tourists.



Four respondents also wished to buy Finnish flags. According to authors experiences from living abroad, southern Europeans, especially Spanish, are interested in buying flags of the countries they visit. Perhaps in Finland the attitude towards flags is more serious and they are not seen that much as possible souvenirs even.

There was not any special feature that would have stand out from the answers. It seems that most of the souvenir types can already be found from Tampere.

## 5 CONCLUSIONS

As there the primary data that was collected for this study was very small, no efficient bivariate analysis could be made. If the data would have been larger, correlations between variants could have been counted. Based on the results of the data collected, a raw version of typical tourist (in this study) can still be drawn.

The average tourist is a female, aged under 25 but over 18 who is from central Europe. She has come to Finland as an exchange student and this is her first trip to Tampere. She is interested in local products which are preferably unique and handmade or are consumable. She is not so much interested in the eco-friendliness of the products but is price-conscious. She is satisfied with the quality of the souvenirs in Tampere but considers them to be somewhat difficult to be found. The shops she has visited are good to her standards; she values central location, and wide selection. She buys souvenirs to herself as well as to family or friends. At the moment she is spending less on the souvenirs than what would be the maximum amount she would be ready to spend.

Even though the respondents were mostly satisfied with the souvenirs offered and the shops, there is definitely need for improvement, as almost a third of the tourists stated that the souvenirs are not very easy to find. Based on the results a shop specialized in selling souvenirs which are locally designed and made would be a solution by which to increase the interest of the tourists. If the promotion would be designed to reach the younger tourists and the prices would be kept at reasonable level, the external influence would be fortified. As the family and friends of the consumers do affect to the decision

making, this should be studied further. Also the experiences and post purchase evaluation should be investigated as that affects to the overall experience.

There are some limitations to this study. Validity of the research means the degree of which it is reliable. This degree can be measured fully by setting another research similar to the original one, and comparing the results of these two researches. If the results are supporting each other, validity has been reached (Finn et al, 2000). This research in question is the first done on this subject in the Tampere area, thus lacking the necessary material to fully prove the validity of it.

Reliability of research means the degree to which the results can be relied on. This can mean for example the understandability of the questionnaire (Finn et al, 2000). The lack of validity of this research is the small amount of returned questionnaires, as well as the demographic similarity of the participants. If the questionnaire had been conducted during the summer, when the main tourism season is, it could have been more successful. On the other hand, now there is some data how the exchange students feel about the current situation of souvenirs in Tampere. After all, there is a significant amount of exchange students every year in Tampere and thus they can be counted as an important touristic group and their decision making processes should be taken into account.

## 6 SUMMARY

Souvenirs are an interesting topic and an important part of the tourist industry. A large part of tourism experience is the memory of the trip and souvenirs are the mean of remembering the time spent on holiday. As in many other aspects of tourism, there is rarely a chance of repeated buy thus making the first impressions and experiences so valuable.

It was interesting for the author to do this thesis and see how is it to plan and carry out a scientific study. The topic was interesting but collecting the primary data proved to be more difficult than expected. A larger amount of responses could have given a far better understanding on the international tourists' views of buying souvenirs in Tampere.

If Tampere wants to offer an improved tourism experience to the visitors it would be important to conduct a larger research of the subject, preferably during summer time. It would be very interesting to find out for example the opinions that the tourists have on specific items which are offered already. In the possible further studies the domestic tourists should not be forgotten either as they make up the majority of visitors in Tampere and their opinions or preferences can vary significantly from international tourists' view.

Hopefully this research can act as a spark towards lighting the interest of this side of tourism. By offering the tourists a wonderful experience and ensuring they can remember it even when the holiday is over, will definitely have a positive effect on the tourism in Tampere.

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## Questionnaire: Souvenirs in Tampere and their places of sale

“Souvenir: (noun) an object that reminds one of a certain place, occasion, or person; memento.”  
Souvenirs are one essential aspect of tourism. Finding out what kind of souvenirs tourists buy or would like buy from Tampere to remember their visit will help shops to improve their selection to match the tourists desires and thus increasing the enjoyability of a trip to Tampere.

This questionnaire is conducted as part of final thesis for Tampere University of Applied Sciences, in the Degree Programme in Tourism.

1. Gender: Male  Female

2. Age: under 25  25-34  35-44  45-54  55-64  over 65

3. Country of origin: \_\_\_\_\_

4. Purpose of visit: Leisure  Business  Studies  Visiting friends or relatives

5. How long did you stay in Tampere during this visit?

1-3 nights  4-6 nights  1-2 weeks  More than 2 weeks

6. Have you travelled to Tampere before?

No  Yes, 1-2 times  Yes, 3-4 times  Yes, 5 times or more

7. What kinds of souvenirs did you buy from Tampere?

Please mark all the possible alternatives.

Toys  Postcards  Jewellery  Household items  Food   
Finnish design  Drinks  Clothes  CDs  Books   
Small souvenirs (e.g. magnets, key chains, pens)   
Other  what? \_\_\_\_\_

8. Where did you buy these souvenirs from? Please mark all the possible alternatives.

Visit Tampere Info  Stockmann  Sokos   
Museum shop  Bus station  Market Hall   
Other boutique/shop  which? \_\_\_\_\_

9. How would you evaluate the general level of these features of souvenirs in Tampere?

	Very Good	Good	Satisfactory	Poor	Very Poor
Selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy to find	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. How would you evaluate the price level of souvenirs in Tampere in general?

Very expensive  Expensive  Moderate  Cheap  Very cheap

11. How would you evaluate the general level of the souvenir selling shop(s) you visited?

	Very Good	Good	Satisfactory	Poor	Very Poor
Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall look of the shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. How important to you are these features of a shop selling souvenirs?

	Extremely important	Very important	Somewhat important	Not very important	Not at all important
Central location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wide selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specialized in souvenirs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. What types of souvenirs do you prefer? Please mark all that apply.

Wearable <input type="checkbox"/>	Usable <input type="checkbox"/>	Unique <input type="checkbox"/>	Small in size <input type="checkbox"/>
Low priced <input type="checkbox"/>	Local products <input type="checkbox"/>		High priced <input type="checkbox"/>
Handmade <input type="checkbox"/>	Eco-friendly (sustainable) <input type="checkbox"/>		Durable <input type="checkbox"/>
Design <input type="checkbox"/>	Souvenirs with the name of the destination <input type="checkbox"/>		

14. How much have you spent on souvenirs in Tampere? (In Euros) \_\_\_\_\_

15. What is the maximum amount you would spend on souvenirs? (In Euros) \_\_\_\_\_

16. To whom do you usually buy souvenirs? (For yourself, family, co-workers etc.)

\_\_\_\_\_

17. What kinds of souvenirs would you like to buy from Tampere?

\_\_\_\_\_

\_\_\_\_\_

Thank you for your time!