

## **Candidate's Declaration**

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event that my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Candidate : Farah Izzati Binti Basri

Candidate's ID No : 2011386963

Program : Master in Tourism Management (HM771)

Faculty : Faculty of Hotel and Tourism Management

Thesis Title : Craft Souvenirs: Perceived Authenticity and Tourists

Purchase Behaviour

Signature of Candidate :

Date : 17<sup>th</sup> June 2013

## ABSTRACT

The craft industry contributes in giving such a huge benefit towards Malaysia's economic and increasing in sales of the local Small Medium Enterprise (SME). Therefore it is really important to sustain the originality and quality of the local craft souvenirs that represent our country in order to gain interests from the tourists. The worrying parts are the growing demand for craft souvenirs and other merchandise has resulted in imitation of craft product elsewhere, or even imported from other countries. This has caused tourists misleading the product originality as they may think that it is locally made. Moreover, these products have been sold together with the local products in the market. This study empirically investigates on how tourists determine the authenticity of the local craft souvenirs and how tourists perceived authenticity of craft souvenirs has influenced their purchase behavior. By using a self-administered questionnaire, findings revealed that majority of the respondents agreed on the uniqueness and originality, material, cultural and historic integrity as well as the price attributes portray the authenticity of the craft souvenirs. The result indicates that most of the respondents agreed on the price and cultural and historic integrity attributes were the most influenced attributes to their buying behavior. The result also revealed that majority of the respondents also wants to repurchase the local craft souvenirs on their next visit. Therefore, craft's local SME should produce more authentic product in order to cater the demand from the tourists.

*Keywords : Craft Souvenirs, Authenticity, Tourists Purchasing Behavior*

## ACKNOWLEDGEMENT

*In the name of Allah, Most Gracious, Most Merciful*

Alhamdulillah, all praises to Allah SWT for the courage, strengths and His blessing in completing this thesis. Peace and blessing of Allah SWT be upon last Prophet Muhammad (Peace Be upon Him).

I would not have been able to finish my dissertation without the guidance of my advisor, lecturers, panels, friends and support from my family. First and foremost, I would like to express my deepest gratitude to my advisor, En Mohd Faez bin Saiful Bakhtiar for his excellent guidance, dedication, patience and providing me with an outstanding atmosphere until the successful completion of this thesis. Without his constant trust and advice, this thesis would not have been completed.

My special gratitude goes to Associate Professor Dr. Mohd Salehuddin bin Mohd Zahari and En Mohd Hafiz bin Mohd Hanafiah for constant guiding on thesis writing and SPSS analysis. I would also like to thank my family members. I am really grateful to my parents, brothers and sisters for their continuous love, support, wishes and prayers. They were always supporting me and encouraging me with their best wishes.

Finally, I would like to extend my acknowledgement and heartfelt love to my classmates and friends for their kindness and continuous encouragement. Without them, I would not have been able to complete my thesis on time.

Last but not least, my special thanks go to all the respondents who took the initiative and time to provide me sincere feedback for my survey questions and also friends who helped me in collecting the data. I am grateful for their constant support and help to finish my thesis dissertation.

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