



Impact of Social Media on Souvenir Purchase Behaviour of Indian Tourists

May 20, 2024

We aim to analyse Indian tourists' preferences and impact of social media on the purchase of souvenir through demographics, attributes importance, and choice-based scenarios.

* Required

Demographic Information

1. Name *

2. Age *

- ☐ Under 18
- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ Over 65

3. Marital Status *

- ☐ Single
- ☐ Married
- ☐ Divorced
- ☐ Widowed

4. Education Level *

- ☐ High School (till 10th)
- ☐ Senior Secondary School (till 12th)
- ☐ Bachelor's
- ☐ Master's
- ☐ Doctorate or Higher

5. Employment Status *

- ☐ Employed
 - ☐ Unemployed
 - ☐ Student
 - ☐ Retired
 - ☐ Other
-

6. Monthly Income *

- ☐ NA
- ☐ Below 10,000 INR
- ☐ 10,000-25,000 INR
- ☐ 25,001-50,000 INR
- ☐ 50,000-75,000 INR
- ☐ Above 75,000 INR

7. Do you use social media platform *

- ☐ Yes
- ☐ No

8. Which social media platform(s) do you use? *

☐ WhatsApp

☐ Instagram

☐ Facebook

☐ Snapchat

☐ Twitter

☐ YouTube

☐ Pinterest

☐ Hike

☐ Reddit

☐ Other

9. Profession *

☐ Businessman/Businesswoman/Self-Employed

☐ Service/Job

☐ NA

Travel Information

10. How often do you travel for leisure in a year? *

- ☐ Never
- ☐ Less than once a year
- ☐ 1-3 times a year
- ☐ 4-6 times a year
- ☐ 7 or more times a year

11. What factors influence your choice of travel destination? (Select all that apply) *

Please select 4 options.

- ☐ Cultural attractions
- ☐ Natural landscapes
- ☐ Food & Cuisine
- ☐ Historical Sites
- ☐ Recommendations from family/friends
- ☐ Social Media Influence
- ☐ Other

12. Have you ever visited a destination primarily because you saw it on social media? *

☐ Yes

☐ No

13. How do you typically plan your trips? *

☐ Travel Agencies

☐ Online travel platforms (e.g., MakeMyTrip, TripAdvisor)

☐ Suggestions from friends/family

☐ Through social media research

☐ Self

☐ Other

Souvenir Purchase Behaviour

14. Do you usually buy souvenirs when you travel? *

☐ Yes

☐ No

15. What motivates you to purchase souvenirs? (Select all that apply) *

Please select 4 options.

☐ You personally loved the item

☐ Traditional & display of culture/To decorate

☐ Reminds you about the place

☐ Gift for others

☐ Collection

☐ Social Media Influence

☐ Other

16. How do you decide what souvenirs to purchase? *

Please select 2 options.

- ☐ Availability of the item
- ☐ Uniqueness of the item
- ☐ Appearance, design & packaging (aesthetics)
- ☐ Price of the item
- ☐ Durability of the item
- ☐ Authenticity of the item
- ☐ Other

17. How important is the price of souvenirs to you when making a purchase decision? *

- ☐ Very important
- ☐ Important
- ☐ Somewhat important
- ☐ Not important

18. Do you prefer souvenirs that are unique and not commonly found elsewhere? *

- ☐ Strongly prefer
- ☐ Slightly prefer
- ☐ Neutral
- ☐ Do not prefer

19. How important is the availability of souvenirs in your decision to purchase them? *

- ☐ Very important
- ☐ Important
- ☐ Somewhat important
- ☐ Not important

20. Are aesthetics (appearance, design) of souvenirs important to you when making a purchase? *

- ☐ Very Important
- ☐ Important
- ☐ Somewhat Important
- ☐ Not Important

21. How important is the durability of souvenirs in your decision to purchase them? *

- ☐ Very Important
- ☐ Important
- ☐ Somewhat important
- ☐ Not important

22. How important is the authenticity of souvenirs in your decision to purchase them? *

- ☐ Very important
- ☐ Important
- ☐ Somewhat important
- ☐ Not important

Souvenir Purchase Experience

23. Do you feel that your souvenir purchasing behavior is influenced by social media? *

- ☐ Yes
- ☐ No
- ☐ Somewhat

24. How do you usually find out about souvenir shops or markets while traveling? *

- ☐ Through online research
- ☐ Recommendations from locals
- ☐ Wander and explore
- ☐ Other

Willingness To Pay

25. How much would you be willing to pay for a souvenir that perfectly matches your preferences (considering all attributes)? *

- ☐ Less Than or Equal to Rs. 500
- ☐ Rs. 501-Rs. 1,000
- ☐ Rs. 1,001-Rs. 2,000
- ☐ More Than or Equal to Rs. 2000

Choice-Based Conjoint Analysis

In this section, you will be presented with hypothetical souvenir options. Please choose the option you would be most likely to purchase based on the provided attributes.

Imagine you are choosing between three souvenirs: Souvenir A, Souvenir B and Souvenir C

26. *

Attribute	Souvenir A	Souvenir B	Souvenir C
Price (in Rs.)	1500	800	2100
Uniqueness	Medium (limited edition)	Low (mass produced)	High (one of a kind)
Durability	High (strong materials)	Medium (clothing, stationery items etc)	Low (fragile material)

- ☐ Souvenir A
- ☐ Souvenir B
- ☐ Souvenir C

27. *

Attribute	Souvenir A	Souvenir B	Souvenir C
Price (in Rs.)	400	600	1300
Uniqueness	Low (mass produced)	High (one of a kind)	Low (mass produced)
Durability	Medium (clothing, stationery items)	Low (fragile item)	High (strong durable items)

- ☐ Souvenir A
- ☐ Souvenir B
- ☐ Souvenir C

28. *

Attribute	Souvenir A	Souvenir B	Souvenir C
Price	700	1600	2500
Availability	Low (limited)	Medium (found in some places)	High (found almost everywhere)
Aesthetics	High (Vibrant colors, intricate & unique design)	Low (Bold colors, Simple design, modern appeal)	High (Vibrant colors, intricate & unique design)

- ☐ Souvenir A
- ☐ Souvenir B
- ☐ Souvenir C

29. *

Attribute	Souvenir A	Souvenir B	Souvenir C
Price	500	1500	2200
Availability	Medium (found in some places)	High	Medium
Aesthetics	Medium (neutral colors, fancy detailing with historical significance)	High (Vibrant colors, intricate & unique design)	Low (Bold colors, Simple design, modern appeal)

- ☐ Souvenir A
- ☐ Souvenir B
- ☐ Souvenir C

30. *

Attribute	Souvenir A	Souvenir B	Souvenir C
Price (in Rs.)	500	1500	2200
Uniqueness	Medium (found in some places)	High	Medium
Aesthetics	Medium (neutral colors, fancy detailing with historical significance)	High (Vibrant colors, intricate & unique design)	Low (Bold colors, Simple design, modern appeal)

- ☐ Souvenir A
- ☐ Souvenir B
- ☐ Souvenir C

31. *

Attribute	Souvenir A	Souvenir B	Souvenir C
Price (in Rs.)	300	700	1000
Uniqueness	Low (Common Design)	Medium (limited edition design)	High (one of a kind)
Aesthetics	High (Vibrant colors, intricate & unique design)	Low (Bold colors, Simple design, modern appeal)	High (Vibrant colors, intricate & unique design)

- ☐ Souvenir A
- ☐ Souvenir B
- ☐ Souvenir C

32. Question *

Attribute	Souvenir A	Souvenir B	Souvenir C
Price	500	1200	1900
Authenticity	Low	High	High
Aesthetics	High (Vibrant colors, intricate & unique design)	Medium (neutral colors, fancy detailing with historical significance)	High (Vibrant colors, intricate & unique design)

- ☐ Souvenir A
- ☐ Souvenir B
- ☐ Souvenir C

33. *

Attribute	Souvenir A	Souvenir B	Souvenir C
Price	1100	1700	2600
Authenticity	Medium (Sourced directly from historical sites)	Low (Mass produced)	High (Handcrafted by local artisans)
Aesthetics	Low (bold colors, Simple design, modern appeal)	Low (bold colors, Simple design, modern appeal)	Medium (neutral colors, fancy detailing with historical significance)

- ☐ Souvenir A
- ☐ Souvenir B
- ☐ Souvenir C

34. *

Attribute	Souvenir A	Souvenir B	Souvenir C
Price (in Rs.)	1500	800	300
Durability	Major durables (items made from strong materials)	Non-durables (food, glass items)	Semi-durables (clothing, stationery items etc)
Authenticity	Low (mass produced)	High (Handcrafted by local artisans)	Medium (Sourced directly from historical sites/approved from local cultural authorities)

- ☐ Souvenir A
- ☐ Souvenir B
- ☐ Souvenir C

35. Question *

Attribute	Souvenir A	Souvenir B	Souvenir C
Price (in Rs.)	500	1400	1000
Durability	Non-durables (food, glass items)	Semi-durables (clothing, stationery items etc)	Major durables (items made from strong materials)
Authenticity	High (Handcrafted by local artisans)	Low (mass produced)	Medium (Sourced directly from historical sites/approved from local cultural authorities)

- ☐ Souvenir A
- ☐ Souvenir B
- ☐ Souvenir C

36. *

Attribute	Souvenir A	Souvenir B	Souvenir C
Price (in Rs.)	500	800	1500
Availability	Medium (found in some places)	High (found almost everywhere)	Low (Limited edition)
Durability	Major durables (items made from strong materials)	Semi-durables (clothing, stationery items etc)	Non-durables (food, glass items)

- ☐ Souvenir A
- ☐ Souvenir B
- ☐ Souvenir C

37. Question *

Attribute	Souvenir A	Souvenir B	Souvenir C
Price (in Rs.)	300	700	1000
Availability	High (found almost everywhere)	Low (Limited edition)	Medium (found in some places)
Durability	Non-durables (food, glass items)	Major durables (items made from strong materials)	Semi-durables (clothing, stationery items etc)

- ☐ Souvenir A
- ☐ Souvenir B
- ☐ Souvenir C

Overall Preferences

38. Rank the following attributes in order of importance to you when purchasing souvenirs: *

	Price	Uniqueness	Availability	Aesthetics	Authenticity	Durability
Rank 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rank 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rank 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rank 4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rank 5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rank 6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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