



FACTORS INFLUENCING KOREAN TOURISTS' SOUVENIR PURCHASE INTENTION IN BALI: IMPLICATIONS FOR SOUVENIR MARKETING STRATEGY

Chaeun Kim¹, Nyoman Diah Utari Dewi², Nyoman Dwika Ayu Amrita³
^{1,2,3} Universitas Ngurah Rai, Bali, Indonesia
cheni9035@gmail.com¹, diah.utari@unr.ac.id², dwika.ayu@unr.ac.id³

Abstract: Bali is one of the most prominent international tourism destinations in Southeast Asia, and tourism plays a vital role in supporting the regional economy. Tourist expenditures contribute not only to accommodation, transportation, and food services but also generate significant economic value through souvenir purchases. However, many local souvenir sellers tend to offer similar products to all visitors without sufficiently considering the consumption characteristics of tourists from different national backgrounds. Moreover, limited studies have specifically examined nationality-based souvenir consumption behavior in Bali. Therefore, this study aims to identify the factors influencing Korean tourists' souvenir purchase intention and to propose practical strategies for enhancing souvenir sales in Bali. This study adopts a qualitative literature review approach by examining previous studies related to tourist consumption behavior, souvenir purchase intention, cultural authenticity, and digital marketing. The findings indicate that Korean tourists' souvenir purchase intention is primarily influenced by cultural authenticity, visual design differentiation, gift-friendly packaging, digital media engagement, and perceived value. These results provide practical implications for souvenir sellers and tourism marketers in developing more effective marketing strategies targeting Korean tourists.

Keywords: *Tourist consumption behavior, Souvenir marketing, Souvenir purchase intention, Korean tourists, Bali tourism*

INTRODUCTION

Bali is one of the leading international tourism destinations in Southeast Asia, offering distinctive tourism experiences through its natural landscapes as well as cultural elements such as Hindu traditions, religious ceremonies, and traditional crafts. Tourism serves as a key pillar of Bali's regional economy. Tourist expenditures generate significant economic value for local small businesses and cultural industries through accommodation, transportation, food services, shopping activities, and souvenir purchases (Putri et al., 2023).

According to official statistics from BPS Bali, Bali welcomed approximately 6.94 million international tourists in 2025 and continues to maintain its status as an international tourism destination attracting visitors from various countries, including Australia, India, China, and South Korea (BPS Bali, 2026). This diversity of tourists highlights the need for

nationality-based market segmentation, as their perceptions and behavioral intentions vary according to socio-demographic characteristics such as nationality, age, gender, and education (Pizam & Sussmann, 1995; De Cicco et al., 2023). Building on this, market segmentation enables tourism destinations to develop more effective marketing strategies by better understanding diverse tourist groups (Dolnicar, 2008). In particular, Korean tourists represent one of the major visitor groups to Bali, and understanding their consumption characteristics is important for developing effective tourism marketing strategies.

Tourists spend approximately one-third of their total travel expenditure on shopping, with souvenir purchases accounting for a significant portion (Wilkins, 2011). However, such purchasing behavior cannot be fully explained by functional attributes alone, as tourists tend to buy souvenirs to preserve memories and meanings associated with their travel experiences. Morgan and Pritchard (2005) explain that souvenirs materialize and represent travel experiences, mediate memory, and contribute to the construction and expression of social identity.

Given that souvenirs carry cultural and symbolic meanings, tourists' socio-cultural backgrounds may influence souvenir purchasing behavior. For example, Korean tourists often purchase souvenirs not only for personal remembrance but also as gifts for family members, friends, and colleagues, reflecting the strong cultural significance of gift-giving practices in their consumption behavior (Park, 2000). Consequently, product attributes such as portability and packaging suitability are likely to play a critical role in shaping their purchasing decisions.

Although there is a growing body of research on souvenir consumption, several limitations remain. First, existing studies have largely focused on general tourist populations. These studies have emphasized concepts such as authenticity, satisfaction, memory, and perceived value (Lin & Wang, 2012; Sthapit et al., 2018), but have given relatively limited attention to nationality-specific consumption characteristics. Second, research on how the consumption characteristics of specific tourist groups, such as Korean tourists, influence the souvenir market within particular destination contexts remains limited. Third, although recent studies have highlighted the negative effects of souvenir market homogenization on purchase intention (Wu et al., 2022), limited research has explored how destinations with strong cultural resources, such as Bali, can develop differentiated and practical souvenir marketing strategies.

In response to these research gaps, this study proposes an integrated analytical framework that simultaneously considers Bali as a cultural tourism destination and Korean tourists as a specific market segment. Specifically, this study identifies cultural authenticity, visual design differentiation, gift-friendly packaging, digital media engagement, and perceived value as key factors shaping Korean tourists' souvenir purchase

intention, and links these factors to practical strategies for enhancing souvenir sales.

LITERATURE REVIEW

Tourist Consumption Behavior and Souvenir Purchase Intention

Tourism consumption behavior refers to a comprehensive process in which tourists develop needs before travel, make decisions, consume products and services during travel, and evaluate their experiences after the trip (Li & Cao, 2022). Within this process, shopping activities are considered an important component. While tourism shopping was traditionally regarded as a secondary activity, recent studies have recognized it as one of the core elements of the tourism experience (Choi et al., 2015). During travel, tourists interact directly with the destination through the exploration and purchase of various products. Such consumption goes beyond functional purposes and includes symbolic and experiential dimensions that shape the meaning of travel experiences (Chen et al., 2016).

Souvenirs can be understood as a key outcome of tourist consumption behavior. Tourists use souvenirs to preserve their travel experiences, share them with others, and symbolically represent their visit to a specific destination (Morgan & Pritchard, 2005; Wilkins, 2011). In addition, Paraskevaidis and Andriotis (2015) explain that souvenirs are not merely physical products but complex consumption objects that embody not only use value and exchange value but also symbolic and spiritual meanings.

A number of previous studies have examined souvenir purchase intention and behavior. Littrell et al. (1994) explain that souvenirs reflecting the distinctive characteristics of a destination are more likely to be preferred by tourists. Kim and Littrell (2001) suggest that tourists tend to show higher purchase intention for visually appealing products, and that uniqueness also serves as an important factor in promoting purchases. Additionally, Swanson and Horridge (2006) explain that psychological factors such as travel motivation influence tourists' souvenir choices and evaluations of product attributes.

These findings provide a theoretical foundation for understanding the key factors influencing souvenir purchase intention in the following sections.

The Influence of Cultural Authenticity on Souvenir Purchase Intention

Authenticity has been widely recognized as a central concept in tourism studies, and was introduced by MacCannell (1973) as a key motivation for tourists seeking "real" experiences. It was later developed

by Cohen (1988) and Wang (1999), who conceptualized authenticity in relation to cultural representations and tourist perceptions.

In the context of souvenir purchasing, tourists perceive authenticity through cues such as the product's connection to local culture, cultural and historical consistency, and local production or craftsmanship. These perceptions of authenticity enhance purchase intention by influencing tourists' value evaluations and attitudes toward the product (Kim & Littrell, 1999; Xie et al., 2012).

However, "cultural authenticity" is not a fixed concept but rather one that can be interpreted in various ways depending on the research context. In this study, cultural authenticity is defined as the extent to which souvenirs reflect local culture, traditional production methods, and meaningful connections to the destination. This conceptualization is supported by Torabian and Arai (2013), who suggest that tourists perceive souvenirs as authentic when they are associated with local culture and traditional production processes. In addition, Trinh et al. (2014) explain from the perspective of souvenir sellers that authenticity is shaped by contextual factors such as the connection between the product and the destination, as well as the cultural meanings embedded in the product. Based on these findings, the following proposition is proposed:

Proposition 1. Cultural authenticity is expected to positively influence Korean tourists' souvenir purchase intention in Bali.

The Influence of Visual Design Differentiation on Souvenir Purchase Intention

Previous studies indicate that tourists place greater emphasis on aesthetic appearance, motif design, and visual representation when evaluating the value of souvenirs, rather than on functional attributes such as utility or craftsmanship (Xie et al., 2012). Liu et al. (2022) also argue that souvenir design significantly influences tourists' aesthetic pleasure, which serves as a key psychological mechanism in shaping their responses to souvenirs. In addition, Wu et al. (2022) found that the homogenization of souvenir products negatively affects tourists' purchase intention, highlighting the importance of differentiation, particularly in visual design elements. Based on these findings, the following proposition is proposed:

Proposition 2. Visual design differentiation is expected to positively influence Korean tourists' souvenir purchase intention in Bali.

The Influence of Gift-Friendly Packaging on Souvenir Purchase Intention

Souvenirs serve not only as personal mementos of travel experiences but also as gifts for others. This tendency suggests that souvenir purchasing goes beyond personal remembrance and reflects the maintenance of social

relationships as well as the expression of consideration for others (Park, 2000). As a result, tourists often consider factors such as purchase quantity, portability, and packaging suitability when selecting souvenirs. Therefore, even when the product itself is identical, tourists are more likely to choose souvenirs with well-designed packaging that offers appropriate set composition, reasonable size, and protection during transportation. In this regard, packaging can be understood not merely as external wrapping but as an important touchpoint that influences purchase decisions (Silayoi & Speece, 2004). Furthermore, Kim and Littrell (2001) suggest that when souvenirs are intended as gifts, portability and ease of handling are considered more important. Based on these findings, the following proposition is proposed:

Proposition 3. Gift-friendly packaging is expected to positively influence Korean tourists' souvenir purchase intention in Bali.

The Influence of Digital Media Engagement on Souvenir Purchase Intention

The rapid expansion of digital media has significantly transformed the tourism consumption environment. Tourists rely on digital platforms such as social media, blogs, and review websites to search for information, evaluate products, and make purchase decisions before, during, and after their travel. In addition, these platforms enable tourists to actively engage with content by sharing their experiences and interacting with others.

Prior research indicates that digital media engagement plays an important role in shaping tourists' consumption behavior. Boley et al. (2013) found that tourists who actively share travel experiences on social media demonstrate stronger tendencies toward symbolic and socially oriented souvenir consumption. Armutcu et al. (2023) further explain that digital information and interaction enhance tourists' satisfaction and influence their behavioral intentions. Although these studies do not directly examine souvenir purchasing behavior, they suggest that digital media engagement, encompassing both content consumption and content creation, significantly influences tourists' decision-making processes. Based on these findings, the following proposition is proposed:

Proposition 4. Digital media engagement is expected to positively influence Korean tourists' souvenir purchase intention in Bali.

The Influence of Perceived Value on Souvenir Purchase Intention

Perceived value has been widely recognized as a key concept in consumer behavior and marketing research. It is commonly defined as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml, 1988, p. 14). This definition highlights that value is not determined solely by price, but rather by a trade-off between perceived benefits and sacrifices.

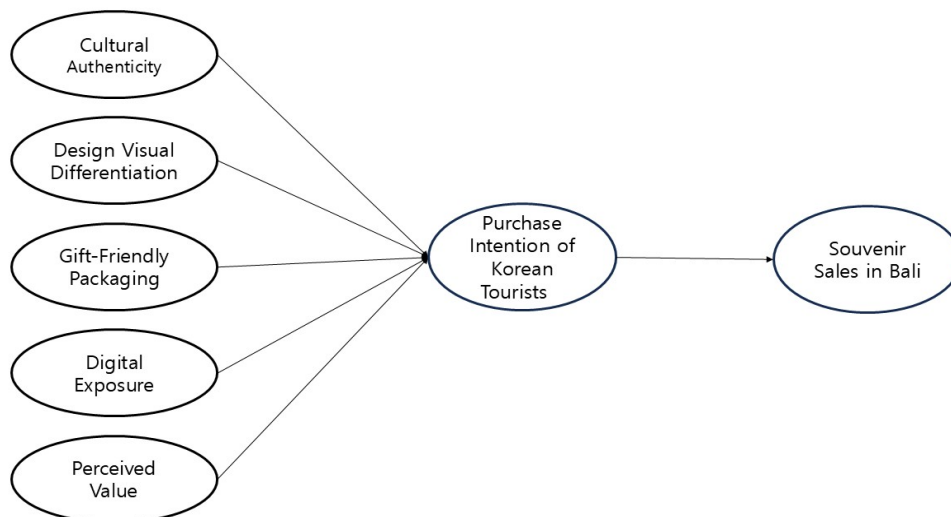
Tourists tend to evaluate products based on perceived value rather than absolute price levels. When tourists perceive that a product provides sufficient meaning, quality, authenticity, and uniqueness, they are likely to purchase it even at a relatively high price (Wu et al., 2022). Conversely, if the meaning or quality of a product is not clearly communicated, tourists may hesitate to purchase it even when the price is low.

Suttikun and Meeprom (2021) demonstrate that the perceived quality and value of souvenirs can influence tourist satisfaction and loyalty, including repurchase behavior. This finding suggests that perceived value plays an important role in shaping souvenir purchasing behavior. In other words, the higher the value tourists perceive in a product, the more likely they are to evaluate it positively and justify its price, which leads to higher purchase intention. Based on these findings, the following proposition is proposed:

Proposition 5. Perceived value is expected to positively influence Korean tourists' souvenir purchase intention in Bali.

Based on the literature review, this study proposes a conceptual framework to explain the key factors influencing Korean tourists' souvenir purchase intention in Bali.

Figure 1. Conceptual Framework



Source: Author's synthesis, 2026

METHODS

This study employed a qualitative literature review. Given that the purpose of this study was to understand the souvenir purchasing behavior of Korean tourists visiting Bali and to derive practical marketing strategies,

it was considered more appropriate to comprehensively analyze existing academic literature and relevant statistical data rather than to conduct a survey targeting a specific sample.

The literature review focused on studies related to tourist consumption behavior, souvenir purchase intention, cultural authenticity, gift-giving culture, digital marketing, and social media in tourism contexts. Relevant literature was identified through searches of academic databases such as Google Scholar, Scopus-indexed journals, and major tourism and marketing journals. The primary keywords used in the search process included "tourist souvenirs," "souvenir purchase intention," "tourist shopping behavior," "cultural authenticity," "digital marketing in tourism," and "social media tourism." A total of over 50 articles published between 2000 and 2025 were reviewed and analyzed in this study. Classical studies were also included when necessary to provide theoretical foundations.

To ensure the relevance and quality of the analysis, literature selection was based on the following criteria: (1) studies directly related to souvenir consumption or tourist purchasing behavior, (2) studies that include theoretical or empirical discussions related to the key variables identified in this study, and (3) studies applicable to tourism or cultural consumption contexts. In addition, both foundational studies frequently cited in tourism research and recent studies were included to reflect both theoretical grounding and current research trends. Based on these criteria, recurring key concepts and relationships were identified from the selected body of literature.

Data were collected from two main sources: academic literature and official statistical and report-based data. Academic sources included peer-reviewed journal articles and scholarly books, while statistical data were obtained from official publications such as international tourist arrival statistics provided by BPS Bali, as well as Korean consumer behavior reports and tourism trend analyses published by the Korea Consumer Agency (2024) and the Korea Tourism Organization (2023). These data were used to support the importance of nationality-based tourist segmentation and to strengthen the contextual relevance of the study.

Data analysis was conducted in three stages. First, key concepts that repeatedly appeared in the literature, including cultural authenticity, visual design, gift motivation, digital media engagement, and perceived value, were identified. Second, these concepts were reinterpreted from the perspective of Korean tourists' consumption characteristics. Third, the identified factors were integrated into an analytical framework applicable to the Bali souvenir market, linking theoretical insights with practical marketing strategies.

To enhance the validity of the analysis, a cross-comparative approach was adopted. Foundational studies were compared with recent research to ensure both theoretical grounding and contemporary relevance.

In addition, recurring themes across multiple studies were prioritized, and official statistical data were used to support contextual interpretation. This study does not involve empirical analysis but focuses on conceptual explanation and strategic implications. Accordingly, the propositions in this study are presented as part of a conceptual framework and are intended to be empirically tested in future research using quantitative or qualitative methods.

FINDINGS AND DISCUSSION

Findings

The findings of the literature review suggest that Korean tourists' souvenir purchase intention in Bali is shaped by five recurrent factors: cultural authenticity, visual design differentiation, gift-friendly packaging, digital media engagement, and perceived value.

These factors were identified based on previous studies and were classified as the main determinants of tourists' purchase intention in the context of Bali's souvenir market.

A summary of these key factors and their relevance to Korean tourists is presented in Table 1. The implications and roles of each factor are further discussed in the following section.

Table 1. Key Factors Influencing Souvenir Purchase Intention among Korean Tourists in Bali

No.	Key Factor	Main Meaning	Relevance to Korean Tourists
1	Cultural authenticity	The degree to which a product reflects the culture, traditions, and identity of a destination	Enhances perceived meaning and authenticity of the product, leading to more favorable evaluations and stronger purchase intention
2	Visual design differentiation	The extent to which a product is visually distinctive in terms of color, form, finishing quality, and aesthetic appeal	Shapes first impressions and enhances aesthetic appeal, which is important for gift-giving and social image among Korean tourists
3	Gift-friendly packaging	The degree to which packaging supports gift-giving purposes and ensures ease of transportation	Reflects strong gift-giving culture and the need for portability
4	Digital media engagement	The extent to which tourists actively interact with products through online platforms, including searching for information, viewing reviews, sharing experiences, and posting content on social media.	Influences tourists' decision-making process and purchase intention through active information search and content interaction

5	Perceived value	The extent to which a product is evaluated based on the trade-off between perceived benefits and costs, including quality, price, and value for money	Influences tourists' purchase intention by shaping their evaluation of whether the product provides sufficient quality and benefits relative to its price.
---	-----------------	---	--

Source: Author's synthesis based on the literature review, 2026

Discussion

The Influence of Cultural Authenticity on Purchase Intention

Cho et al. (2007), in a study of 240 Korean tourists visiting Jeju Island, found that tourists tend to prefer souvenirs that reflect local culture, highlighting the importance of destination-related attributes in souvenir choice behavior. In a similar vein, an empirical study conducted by Olalere (2020) on foreign tourists visiting South Africa identified destination-specific branding as one of the key attributes influencing tourists' purchase preferences. These findings indicate a consistent pattern in which tourists prefer products that reflect the cultural characteristics of a specific destination.

Based on these previous studies, tourists tend to evaluate souvenirs according to the cultural meanings they convey rather than their mere association with a place. In the context of Bali, this tendency becomes more pronounced, as traditional crafts, local materials, and cultural heritage are deeply embedded in tourism products. As a result, souvenirs that effectively reflect Balinese cultural identity are more likely to be perceived as authentic and attractive compared to standardized or mass-produced items. Taken together, these findings suggest that cultural authenticity serves as an important factor in shaping Korean tourists' souvenir purchase intention in Bali.

The Influence of Visual Design on Purchase Intention

Recent studies emphasize that visual differentiation of souvenirs plays an important role in shaping tourists' purchase behavior. Liu et al. (2022) found that souvenir design has a significant impact on tourists' aesthetic pleasure, which in turn positively affects tourism experiences and product evaluations. In addition, Wu et al. (2022) pointed out that homogenized tourism souvenirs can reduce purchase intention, highlighting that originality and distinctiveness in visual design are critical competitive factors.

The importance of visual design can be further strengthened depending on the cultural context. In Korean culture, *chemyon* (social face), referring to the maintenance of a positive social image, plays a significant role. *Chemyon* functions as a core psychological and cultural factor that

shapes individuals' behavior, relationships, and identity in Korean society, where self-presentation based on others' evaluation is highly valued (Choi & Kim, 2000).

These socio-cultural characteristics are also evident in gift-giving situations. Gifts reflect the giver's identity and serve as a means of expressing relationships and social connectedness with others (Clarke, 2008). In particular, because gifts function as a form of social expression visible to others, their visual appearance and aesthetic qualities are important evaluation criteria.

Therefore, in Bali, where souvenirs are frequently purchased as gifts for others, Korean tourists are likely to consider aesthetic elements as an important criterion when selecting souvenirs. Taken together, these findings suggest that visual design differentiation is expected to positively influence Korean tourists' souvenir purchase intention in Bali.

The Influence of Gift-Friendly Packaging on Purchase Intention

Gift-giving culture is considered an important socio-cultural factor influencing Korean tourists' souvenir purchasing behavior. Park (2000), in a comparative study of Japanese *omiyage* and Korean gift-giving culture, showed that for Koreans, souvenirs function not only as items for personal consumption but also as gifts given to others, serving as an important means of maintaining and strengthening social relationships. In particular, Koreans commonly give gifts to various recipients such as family members, friends, and colleagues, which suggests that souvenir purchasing is conducted as a consumption behavior that takes multiple recipients into account.

In such multi-recipient purchasing contexts, tourists tend to place importance on practical considerations such as ease of bulk purchasing and safe transportation. In addition, Cho et al. (2007) found that Korean tourists prefer souvenirs that are easy to carry and suitable for gifting, further emphasizing the importance of packaging in souvenir selection.

In Bali, many souvenirs consist of traditional handicrafts that are often fragile, and tourists typically visit multiple locations within a limited travel period, making safe transportation an important concern. Therefore, souvenirs that are fragile, bulky, or difficult to carry may discourage purchases, particularly for tourists who intend to buy gifts for multiple recipients.

Accordingly, gift-friendly packaging is an important factor that positively influences Korean tourists' souvenir purchase intention in Bali.

The Influence of Digital Media Engagement on Purchase Intention

Korean tourists actively engage in pre-purchase information search behavior through blogs, social media platforms, and online review systems. They rely on digital information throughout their travel. Prior to traveling,

they frequently obtain information from blogs, YouTube, Instagram, and map-based reviews. During the trip, they tend to check product images and user reviews in real time. This behavior is explained by the role of user-generated information, such as reviews from other tourists, photos from actual buyers, packaging conditions, and store atmosphere. These factors reduce perceived uncertainty and enhance purchase confidence (Flavián et al., 2016).

Korean social media usage reached 87% in the first quarter of 2020. This is nearly twice the global average (Kim, 2020). In addition, more than half of Korean tourists verify information in real time at their destination (Korea Tourism Organization, 2023). These characteristics further reinforce the critical role of digital platforms in shaping decision-making among Korean tourists. In particular, for products such as souvenirs, it is difficult to directly assess quality in advance. As a result, tourists tend to rely more heavily on visual information and user reviews provided on digital platforms. Consequently, even when the actual quality of a product is high, products with low visibility on digital platforms are less likely to be considered by tourists.

In the context of Bali, where a wide variety of souvenir options are available across different locations, digital information plays an important role in helping tourists compare products and make purchase decisions. Therefore, digital media engagement is expected to positively influence Korean tourists' souvenir purchase intention in Bali.

The Influence of Perceived Value on Purchase Intention

In Korean tourists' souvenir purchasing behavior, perceived value relative to price, along with the clarity and fairness of price information, plays an important role in shaping purchase decisions. These factors are often considered more important than absolute price levels. According to a 2024 report by the Korea Consumer Agency, 71% of Korean consumers search for and collect information prior to purchase. The main reasons include price comparison (30.3%), value-for-money evaluation (23.5%), and comparison of quality and performance (23.0%). This pattern is likely to extend to tourism contexts, indicating that Korean tourists tend to evaluate products based on value for money rather than simply choosing cheaper options.

Ahn and Baek (2017) found that the relatively low level of souvenir purchases by Koreans in domestic travel, compared to Japan, can be attributed to a lack of product diversity and uniqueness, insufficient representation of local identity, and low perceived quality. These findings indicate that Korean tourists evaluate souvenirs based not only on price but also on multiple value dimensions, including meaning, creativity, and quality.

Meanwhile, Korea has continuously implemented institutional measures to enhance price transparency, such as strengthening the obligation to display and comply with price lists, in order to restore trust in

tourism services. These efforts reflect the recognition that price uncertainty and information asymmetry have been major sources of inconvenience in tourism experiences. Korean tourists, who are accustomed to such institutional environments, tend to regard the clarity and reliability of price information as important decision criteria.

In many souvenir markets in Bali, fixed pricing is not consistently applied, and price negotiation or variation across sellers may occur. This situation can increase perceived price uncertainty among tourists. As a result, Korean tourists may place even greater importance on clearly displayed pricing when evaluating souvenir purchases.

Taken together, these findings suggest that perceived value is an important factor that positively influences Korean tourists' souvenir purchase intention in Bali.

Integrated Strategy for Improving Souvenir Sales in Bali

Synthesizing the preceding discussion, souvenir sales strategies targeting Korean tourists are likely to be more effective when designed in an integrated manner rather than by improving individual elements separately. Even if cultural authenticity is emphasized, purchase attractiveness may decrease when visual design is lacking. Conversely, even if the design is sophisticated, a weak connection to local culture may lead the product to be perceived as something that can be purchased anywhere. Furthermore, even if the product itself is of high quality, it may not lead to actual purchases if it is not suitable for gifting or cannot be easily discovered online. Therefore, souvenir sales strategies in Bali should integratively consider cultural authenticity, visual design differentiation, gift-friendly packaging, digital media engagement, and perceived value.

These five key factors provide a conceptual foundation for developing practical strategies, and Table 2 presents their extension into more specific implementation areas.

Table 2. Strategic Recommendations for Bali Souvenir Sellers Targeting Korean Tourists

No.	Strategic Area	Current Problem	Proposed Strategy	Expected Effect
1	Product identity	Insufficient communication of local identity	Provide information cards or QR codes explaining producers, materials, and cultural meanings	Strengthen perceived authenticity
2	Design	High similarity among products	Redesign products to reflect contemporary aesthetics and visually appealing elements suitable for social media sharing	Enhance visual appeal and increase online sharing

3	Packaging	Limited suitability for gifting and transport	Introduce compact product sets, protective packaging, and gift-oriented packaging design	Facilitate gifting and encourage multiple purchases
4	Pricing strategy	Lack of pricing transparency	Implement fixed pricing and clearly communicate price components	Increase trust and reduce purchase hesitation
5	Language accessibility	Language barriers	Provide product information in Korean or simplified English	Improve customer understanding and trust
6	Online visibility	Low online discoverability	Actively manage social media platforms (e.g., Instagram) and online review channels (e.g., Google Maps), including hashtag strategies	Increase online visibility and store traffic
7	Store presentation	Lack of distinctive in-store displays	Create visually engaging, photo-friendly display zones and position key products prominently	Increase customer engagement and impulse purchases
8	Review management	Limited social proof	Encourage customer reviews, repost user-generated content, and highlight best-selling products	Strengthen purchase confidence

Source: Author's synthesis based on the literature review, 2026

CONCLUSION

This study aims to examine the key factors influencing Korean tourists' souvenir purchase intention in Bali and to explore strategic approaches to increase souvenir sales. A qualitative literature review identified five key determinants: cultural authenticity, visual design differentiation, gift-friendly packaging, digital media engagement, and perceived value. The findings indicate that Korean tourists tend to prefer souvenirs that reflect Bali's cultural identity, are visually appealing, suitable for gifting, offer good value for money, and are easily accessible through digital platforms.

This study contributes to the tourism marketing literature by linking Korean tourists' consumption characteristics with souvenir marketing strategies within the specific context of Bali. It further extends existing research by integrating cultural and behavioral perspectives in a destination-specific context. In addition, it provides practical implications

for local souvenir sellers in Bali to enhance product competitiveness and develop more effective marketing strategies targeting Korean tourists.

SUGGESTIONS

Based on the findings of this study, several practical and policy-oriented suggestions are proposed.

First, Bali souvenir sellers should develop product and store strategies that are tailored to the specific consumption patterns of Korean tourists. In particular, souvenirs should integrate cultural authenticity with contemporary design elements, while also considering practical aspects such as portability and suitability for gift-giving. In addition, the introduction of compact product sets and protective packaging can help facilitate multiple purchases and enhance convenience during travel.

Second, souvenir sellers should strengthen digital marketing strategies to improve product visibility and accessibility. Social media platforms play a critical role in both promotion and consumer engagement. In the tourism souvenir market, where visual content is particularly influential, the use of platforms such as Instagram can effectively attract attention and increase product exposure. Therefore, sellers should actively manage online reviews, encourage user-generated content, and utilize hashtag strategies to create a digital environment that supports product discovery and sharing (Amrita et al., 2024).

Building on the above findings, policy-level support is also necessary to enhance the competitiveness of the Bali souvenir industry. This includes providing training programs for local producers in design development and packaging innovation, supporting the creation of storytelling-based content, and promoting the use of multilingual labeling. Furthermore, establishing certified souvenir brands or regional craft branding systems can help distinguish authentic local products from low-cost imitations and strengthen the cultural value of Balinese souvenirs. Such efforts may also contribute to reinforcing the cultural identity of Bali tourism and supporting the local economy.

Finally, future research should conduct empirical studies, such as surveys or in-depth interviews with Korean tourists, to test the propositions in this study. In addition, comparative studies across different souvenir categories, as well as research combining online review data and social media content analysis, would provide valuable directions for future research.

ACKNOWLEDGMENTS

The authors would like to express sincere gratitude to Universitas Ngurah Rai Bali for providing academic support and a research environment that made this study possible. The authors also sincerely

thank the supervisors for their valuable guidance and constructive feedback throughout the research process.

REFERENCES

- Ahn, J., & Baek, P. (2017). A comparative study of souvenirs and local products in Korea and Japan: Mainly on Koreans' purchasing trends. *Journal of Japanese Studies in Comparative Perspective*, 41, 43-62.
- Amrita, N. D. A., Mandiyasa, I. K. S., Suryawan, T. G. A. W. K., & Handayani, M. M. (2024). *Digital marketing: Teori, implementasi dan masa depan digital marketing*. PT Green Pustaka Indonesia.
- Armutcu, B., Buiga, A., Danylchuk, H., & Ozoğlu, B. (2023). Tourist behaviour: The role of digital marketing and social media. *Acta Psychologica*, 240, 104025. <https://doi.org/10.1016/j.actpsy.2023.104025>
- Badan Pusat Statistik Provinsi Bali. (2026). *Foreign tourist statistics of Bali Province 2025*. Retrieved from <https://bali.bps.go.id>
- Boley, B. B., Magnini, V. P., & Tuten, T. L. (2013). Social media picture posting and souvenir purchasing behavior: Some initial findings. *Tourism Management*, 37, 27-30. <https://doi.org/10.1016/j.tourman.2012.11.020>
- Chen, C.-F., Leask, A., & Phou, S. (2016). Symbolic, experiential and functional consumptions of heritage tourism destinations: The case of Angkor World Heritage Site, Cambodia. *International Journal of Tourism Research*, 18(6), 602-611. <https://doi.org/10.1002/jtr.2077>
- Cho, Y.-H., Park, J., & Kim, M.-Y. (2007). A study on the relationships among characteristics of destination, personal meaning toward travel, and souvenir choice behavior. *Journal of Tourism Sciences*, 31(3), 77-96.
- Choi, M. J., Heo, C. Y., & Law, R. (2015). Progress in shopping tourism. *Journal of Travel & Tourism Marketing*, 32(7), 732-752. <https://doi.org/10.1080/10548408.2014.969393>
- Choi, S. C., & Kim, K. B. (2000). The Internal structure of the Korean Social Face (Chemyon, 體面), *Korean Journal of Social and Personality Psychology*, 14(1), 185-202.
- Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of Tourism Research*, 15(3), 371-386. [https://doi.org/10.1016/0160-7383\(88\)90028-X](https://doi.org/10.1016/0160-7383(88)90028-X)
- Clarke, J. (2008). Gifts of tourism: Insights to consumer behavior. *Annals of Tourism Research*, 35(2), 529-550. <https://doi.org/10.1016/j.annals.2008.02.002>
- De Cicco, R., Dini, M., Curina, I., Francioni, B., & Cioppi, M. (2023). The influence of socio-demographic factors on feelings of attachment, involvement, loyalty attitudes, and environmentally responsible

- behavior toward a cultural destination. *Turistica – Italian Journal of Tourism*, 32(1), 150–176. <https://doi.org/10.70732/tijt.v32i1.18>
- Dolnicar, S. (2008). Market segmentation in tourism. In A. G. Woodside & D. Martin (Eds.), *Tourism management: Analysis, behaviour and strategy* (pp. 129–150). CAB International.
- Flavián, C., Gurrea, R., & Orús, C. (2016). Choice confidence in the webrooming purchase process: The impact of online positive reviews and the motivation to touch. *Journal of Consumer Behaviour*, 15(5), 459–476. <https://doi.org/10.1002/cb.1585>
- Kim, M. J. (2020). The effect of SNS tourism information characteristics on tourist destination choice. *Journal of Digital Culture & Archives*, 3(2), 87–102.
- Kim, S., & Littrell, M. A. (1999). Predicting souvenir purchase intentions. *Journal of Travel Research*, 38(2), 153–162. <https://doi.org/10.1177/004728759903800208>
- Kim, S., & Littrell, M. A. (2001). Souvenir buying intentions: For self versus others. *Annals of Tourism Research*, 28(3), 638–657. [https://doi.org/10.1016/S0160-7383\(00\)00064-5](https://doi.org/10.1016/S0160-7383(00)00064-5)
- Korea Consumer Agency. (2024). *Survey on consumer information search behavior before purchase* [Press release]. Retrieved from <https://www.kca.go.kr>
- Korea Tourism Organization. (2023). *2024 Korea tourism trend outlook and analysis report*. Retrieved from <https://datalab.visitkorea.or.kr/site/portal/ex/bbs/View.do?cbIdx=1129&bcIdx=306384>
- Li, J., & Cao, B. (2022). Study on tourism consumer behavior and countermeasures based on big data. *Computational Intelligence and Neuroscience*, 2022, 6120511. <https://doi.org/10.1155/2022/6120511>
- Lin, C.-H., & Wang, W.-C. (2012). Effects of authenticity perception, hedonics, and perceived value on ceramic souvenir repurchasing intention. *Journal of Travel & Tourism Marketing*, 29(8), 779–795. <https://doi.org/10.1080/10548408.2012.730941>
- Littrell, M. A., Baizerman, S., Kean, R., Gahring, S., Niemeyer, S., Reilly, R., & Stout, J. (1994). Souvenirs and tourism styles. *Journal of Travel Research*, 33(1), 3–11. <https://doi.org/10.1177/004728759403300101>
- Liu, Y., Zhou, X., & Zhang, J. (2022). The impact of symmetry design of intangible cultural heritage souvenirs on tourists' aesthetic pleasure. *Frontiers in Psychology*, 13, 987716. <https://doi.org/10.3389/fpsyg.2022.987716>
- MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *American Journal of Sociology*, 79(3), 589–603. <https://doi.org/10.1086/225585>
- Morgan, N., & Pritchard, A. (2005). On souvenirs and metonymy. *Tourist Studies*, 5(1), 29–53. <https://doi.org/10.1177/1468797605062714>

- Olalere, F. E. (2020). Solidifying tourists' post-travel memories through souvenir. *GeoJournal of Tourism and Geosites*, 33(4 Suppl.), 1456-1461. <https://doi.org/10.30892/gtg.334spl02-593>
- Paraskevaidis, P., & Andriotis, K. (2015). Values of souvenirs as commodities. *Tourism Management*, 48, 1-10. <https://doi.org/10.1016/j.tourman.2014.10.014>
- Park, M. K. (2000). Social and cultural factors influencing tourists' souvenir-purchasing behavior: A comparative study on Japanese "omiyage" and Korean "sunmul." *Journal of Travel & Tourism Marketing*, 9(1-2), 81-91. https://doi.org/10.1300/J073v09n01_05
- Pizam, A., & Sussmann, S. (1995). Does nationality affect tourist behavior? *Annals of Tourism Research*, 22(4), 901-917. [https://doi.org/10.1016/0160-7383\(95\)00023-5](https://doi.org/10.1016/0160-7383(95)00023-5)
- Putri, A. R. A., Fadhila, P. G., & Furqan, A. (2023). Tourism impact on economic growth in Bali. *Archives of Business Research*, 11(6), 94-101.
- Silayoi, P., & Speece, M. (2004). Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. *British Food Journal*, 106(8), 607-628. <https://doi.org/10.1108/00070700410553602>
- Sthapit, E., Coudounaris, D. N., & Björk, P. (2018). The memorable souvenir-shopping experience: Antecedents and outcomes. *Leisure Studies*, 37(5), 628-643. <https://doi.org/10.1080/02614367.2018.1519031>
- Suttikun, C., & Meeprom, S. (2021). Examining the effect of perceived quality of authentic souvenir product, perceived value, and satisfaction on customer loyalty. *Cogent Business & Management*, 8(1), 1976468. <https://doi.org/10.1080/23311975.2021.1976468>
- Swanson, K. K., & Horridge, P. E. (2006). Travel motivations as souvenir purchase indicators. *Tourism Management*, 27(4), 671-683. <https://doi.org/10.1016/j.tourman.2005.03.001>
- Torabian, P., & Arai, S. M. (2013). Tourist perceptions of souvenir authenticity: An exploration of selective tourist blogs. *Current Issues in Tourism*, 19(7), 697-712. <https://doi.org/10.1080/13683500.2013.820259>
- Trinh, T. T., Ryan, C., & Cave, J. (2014). Souvenir sellers and perceptions of authenticity: The retailers of Hôi An, Vietnam. *Tourism Management*, 45, 275-283. <https://doi.org/10.1016/j.tourman.2014.05.005>
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349-370. [https://doi.org/10.1016/S0160-7383\(98\)00103-0](https://doi.org/10.1016/S0160-7383(98)00103-0)
- Wilkins, H. (2011). Souvenirs: What and why we buy. *Journal of Travel Research*, 50(3), 239-247. <https://doi.org/10.1177/0047287510362782>
- Wu, J., Zhang, L., Lu, C., Zhang, Y., & Cai, Q. (2022). Exploring tourists' intentions to purchase homogenous souvenirs. *Sustainability*, 14(3), 1440. <https://doi.org/10.3390/su14031440>

- Xie, P., Wu, T., & Hsieh, H.-W. (2012). Tourists' perception of authenticity in indigenous souvenirs in Taiwan. *Journal of Travel & Tourism Marketing*, 29(5), 485-500. <https://doi.org/10.1080/10548408.2012.691400>
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22. <https://doi.org/10.1177/002224298805200302>