



Study on the selection of shopping for local specials by domestic tourists: Empirical evidence from Da Nang city, Vietnam

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Abstract

This study aimed to study the choice of places selected by domestic tourists at which to purchase local specialties in Da Nang, Vietnam. Through a survey of 320 respondents who were domestic tourists at different locations such as airports, train stations, hotels, tourist attractions and entertainment places, the author found that the choice of a local specialty shopping location depends on three factors. These include shopping location, product price and product quality. The two factors generally considered to be significant i.e. employee attitude and advertisement pull ability, do not necessarily influence the decision to purchase from a particular place. The result of the study will likely be useful for executives in the specialty business arena to improve competitiveness and make more choices available for shopping for domestic tourists.

Keywords: Choice, selection, local special, domestic tourists, Da Nang.

Introduction

Da Nang is located in the middle of Vietnam and plays an important role in both socio-economic development and national defence-security. It is an important traffic hub for road, rail, sea and air. In recent years, Da Nang has been actively investing in building infrastructure, improving the environment, improving social security and is now being considered the most "liveable city" of Vietnam. In 2018, Da Nang was selected to represent Vietnam in the Top 10 Best Places to Live Abroad by the Travel and Invest Overseas Travel Magazine (LIO).

The Department of Tourism of Da Nang City said that the total number of visitors and tourists to Da Nang was estimated at 7,660,000 passengers, an increase of 15.5% compared to 2017, reaching 102.5% of the department plan target. In particular, international visitors to Da Nang reached 2,875,000 arrivals, up 23.3% compared to 2017, reaching 106.5% of the plan and domestic tourists reaching 4,785,000 arrivals, up 11.2% over 2017 amount, reaching 100.3% of the plan. Total revenue from tourism activities is estimated at VND 24,060 billion for the whole year, up 23.3% compared to 2017, reaching 106.9% of the plan. In 2019, the number of visitors to Da Nang is expected to reach 8.19 million, up 6.9% compared to the estimate in 2018; of which 3.19 million international visitors, an increase of 11% compared to the estimate in 2018 and 5 million domestic tourists, an increase of 4.5% compared to the estimate in 2018. Total tourism revenue is estimated at 27,400 billion VND,



up 13.9% compared to the estimate in 2018. From the above statistics, we can see great potential from the surrounding satellite services to serve a large number of tourists, including shopping services for local specialties.

Domestic tourism is considered to have a huge and makes great contributions to the economic, cultural and social development of a country; it is the key to foster connectivity and integration through connections between destinations (Cooper et al., 1993). With the continuous growth of the Vietnamese economy, the peoples' incomes are increasingly improving, and tourism has become a demanded item for a sizable portion of domestic households and individuals. However, in previous years, many tourism businesses did not attach importance to exploit this potential market properly in Vietnam. The State Steering Committee for Tourism has directed the Vietnam National Administration of Tourism and localities and businesses to take timely measures, in which there must be strategic adjustment to the market; in which typically the campaign "Vietnamese people travel Vietnam / Every trip more love the country" (TCDL, 2015) is upheld and promoted.

In recent years, Vietnam tourism has thus been on the rise, and the number of international and domestic tourists is increasing. Vietnam tourism is becoming more and more popular in the world and many domestic destinations have voted it to be a favourite destination. For domestic tourism, spending of residents, though, only affects the structure of income and expenditure by local residents, not the total change as in international tourism. However, with the number of domestic tourists visiting attractions and their consumption levels, and infrastructure use put material and technical facilities at the maximum use levels. Not only that, consumption creates many jobs for local residents, which contributes to the human labour needs, raises awareness of environmental protection, and this also cultivates patriotism and a sense of pride in the people.

After a long trip in Da Nang, visitors enjoy and experience the beautiful landscapes here, but forget to buy gifts for friends and relatives. With so many questions, what to buy as gifts, and also where to buy to ensure quality, it is difficult for customers to come and buy from a wide selection of shopping places such as specialty supermarkets in Da Nang, specialty markets, specialty shops, etc. It is places with countless delicious specialties and souvenirs that visitors seek. Da Nang specialties are sold quite widely and are popular items in shops, supermarkets and markets. The stores are replete with Da Nang specialties that people here want to sell such as the delicious specialties of the country. These must be sold to all parts of Vietnam and abroad at good prices. Therefore, we are interested in criteria such as providing high quality products, ability to be purchase from the production base of the products and such like. The must be a commitment not to use substances that are likely to endanger human life and health. Especially, products from establishments in Da Nang need to have formal licensing, business licenses, and food safety certificates granted by the Ministry of Health.

Literature review

According to the theory of the process of making a decision to select the place to buy specialties when a customer in general and a tourist in particular has a demand to buy specialties, they will search for related information and evaluate products, make relevant decisions, and exhibit acts of choosing where to buy specialties. On the other hand, according to Vincent and Thompson (2002), site selection behaviour is the result of a process emerging from cognition, perception and good intentions or it can also be an act of action of the attitude of those who choose the place to buy specialties or a given product. In particular, according to the model of factors affecting the location selection of Um and Crompton (1991, 1992) and Hill (2000), the behaviour of choosing a place to buy specialties



is influenced by objective factors such as the impact of marketing activities, geographic distance, location, price, quality, employee attitudes, as well as factors affecting changes in perceptions, feelings or intentions of tourists (subjective factors), thereby affecting the behaviour of choosing a place to buy specialties. Therefore, this theory demonstrates the impact of factors on the choice of places to buy specialties based on the logic of the behavioural science of decision-making thinking.

The theoretical basis for this study is Crompton's general model of Traveling Motives (1979), a model of factors that influence the choice of a specialty purchase location. Based on the theoretical gaps, along with the suggestions of the researchers as well as the importance of the factors affecting the choice of places to buy specialties of tourists. In fact, there are many factors that influence people's decisions regarding purchases. The act of choosing where to buy specialties is never simple, but understanding the behaviour of the person choosing the location is an extremely important task for marketers. The marketing task is to understand what happens in the minds of tourists when buying between external actors starting to impact their thinking and when deciding where to buy specialty products. In a nutshell, the theory of the behaviour of choosing a specialty purchase place is to explain the process of tourists choosing a particular location, or not to buy a particular specialty. On the basis of theoretical research, businesses can formulate reasonable marketing policies for tourists to choose where to buy specialties. Most of the previous studies looked at the impact of destination images on traveller's thoughts and feelings. Meanwhile, image plays a role in promoting the decision making process. Other studies have explored the formation of specialty buying destinations. Visitors' experiences with site visits can be influenced by location information. That is why Jacobsen and Munar (2012) thought that location information has a major impact on tourist choice behaviour as well as marketing activities. The information that visitors get about the location comes from personal experience, from relatives and friends or information through social networking sites.

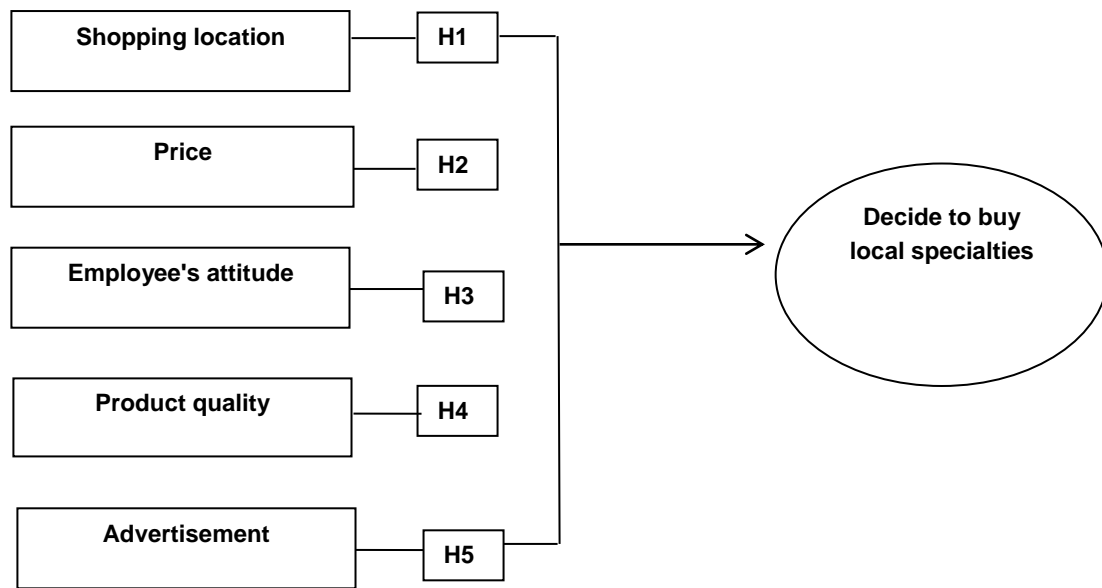
In particular, recent studies have focused on the role of word of mouth information to shape the behaviour of choosing where to buy specialties by tourists (Echtner & Ritchie, 2003; Tasci & Gartner, 2007; Balakrishnan et al., 2011). According to the authors, the source of oral information is highly reliable in helping information recipients easily visualize the destinations to choose by means of a range of characteristics such as convenient location, product quality, and product prices.

Most visitors also provide themselves with the necessary amount of information about the chosen location and factors related to buying the specialty they seek. The source of information they access can be as diverse as electronic or non-electronic information, official or informal information sources of information and the internet which are all an important part affecting tourists' behaviour before choosing where to buy specialties.

There is a theoretical basis for determining that the various locations or attributes of the sites which influence visitors' choices and judgments about locations. Sources of information are related to the comprehensiveness of their journey including the impact on the perception of the product, the price of the product, the attitude of the staff and the quality of the product to choose where to buy the specialty.

Hezberg's theory was presented by Gawel, (1996). He developed a "two-factor" theory to distinguish between the factors of satisfaction and the factor of dissatisfaction. The motive for choosing where to buy specialties is because visitors need to be satisfied. A positive motivation will promote the choice of the place for tourists to buy specialties. Previous research and the models built in those studies prompted the researchers to develop the model for this research as follows:

Figure 1 Proposed research model



Source: compiled by the authors

Through the above model, we can generalize the research concepts as follows:

Firstly, shopping location is one of the most important factors that is put on top of a list when looking for places to buy specialties, although there are now a lot of shops, supermarkets and markets. But in reality they have not met the demand, so tourists still want to look for convenient places for traveling near main roads and tourist spots, and close to their accommodation. That is an important issue that needs attention and focus. From there, we have appropriate measures to balance the choice of buying specialties as well as choosing locations.

Second, product price is a factor affecting the choice of suitable location or not. It is shown through the products on display at stores, supermarkets, etc. which are publicly listed, at prices that do not differ much from other locations and with quality products that are suitable for the price. This is also an important factor affecting tourists' choice of places to buy specialties.

Third, the attitude of employees related to customers and products describes the psychological tendencies, expressing positive or negative reviews of tourists when making the decision to choose a place to buy products. Attitude is understood as a reaction to a product, thing or phenomenon in favour of goodwill or non-goodwill

Fourthly, product quality is typical for the ability to satisfy customers' needs when choosing where to buy specialties, but also the level of product characteristics in accordance with consumer requirements.

Fifth, the mode of advertising and communication is the mutual interaction via an intermediary between at least two agents sharing some news. Communication, advertising is the conveying of thoughts, opinions or information through sayings, words or signs. Therefore, communication and advertising occur over large distances in time and space as part of the visitors' access to choosing where to buy specialties.



Sixth, each factor influences more or less the decision-making on site selection and these are the choice of location, price, staff attitude, product quality, communication, and so on. Thus, it can be said that choosing a place is not only based on a need to buy specialties, but also a harmony between learning as well as relationships in society. The above factors are ones that influence the choice of where to buy specialties.

Research hypotheses

Based on the theoretical bases mentioned above, the research of the topic tested hypotheses as follows:

H1: There is a positive relationship between the location and the choice of places to buy specialties of domestic tourists (+)

In domestic studies or studies of the behaviour of domestic tourism consumers or referring to destinations in Vietnam, the recent studies focus more on assessing the satisfaction and loyalty of travellers to a specific destination such as the destination of Da Nang (Ho Ki Minh et al., 2010; Phung Van Thanh, 2014), or assessing the ability to attract tourists of a destination like Hue (Bui Thi Tam & Mai Le Quyen, 2012), analysing the motives of domestic tourists (Bui Thanh Huong & Lee Jolliffe, 2011), branding of destination destinations in Vietnam (Le Tuan Anh, 2015). Based on that, we propose strategies to attract tourists as well as enhancing destination branding. This can help affirm the destination in Vietnam as well as the attachment to the behaviour of domestic tourists; The empirical research is the first to cover the comparative aspect and find the group of factors affecting the destination and the associations with tourism types. Research by Nguyen Quoc Nghi, Le Thi Dieu Hien and Bui Van Trinh (2017) on factors influencing the tendency of tourists to choose shopping places for specialized neighbourhoods in Ninh Kieu District, Can Tho city also agreed with this view.

H2: There is a positive relationship between product prices and the choice of places to buy specialties of domestic tourists (+)

The availability and abundance of destination services such as catering, accommodation, travel, shopping, and sightseeing do not affect the commitment of choosing a destination in Hue as well as getting high appreciation from the people of Hanoi who have visited Hue. This result is quite similar to the studies of Correia and Pimpao (2008), Nicolau and Ma (2006), and Hsu et al (2009). Not only that, the price of the service or the cost of the trip also has a significant impact on the choice of destination of Hanoi people. With the majority of comments that it is the right price of services in Da Nang, especially accommodation and catering services, which have attracted tourists. Cost is also an important factor in decision-making or loyalty to destinations such as research shows (Jang & Wu; 2006), Hanafiah et al., 2010; Bui & Jolliffe, 2011; Nicolau & Ma, 2006; Hsu et al., 2009; Mutinda & Mayaka, 2012). As such, the common value factors need to be strengthened and introduced as the foundation to build up specific factors suitable for each market segment. For example, while the advantages of resources are highly appreciated by travellers when choosing a destination in Hue, other factors such as night services, shopping services, infrastructure are need to properly invest in and improve things (Bui Thi Tam & Mai Le Quyen, 2012). This is because resource factors are only necessary conditions to create "pull effects", but the factors of tourism products and services do help to meet the needs of travellers. The issue of price and cultural management style in the restaurant business is not enough (Nicolaidis, 2012). The results showed that the menu prices for the regular dishes of these specialty restaurants were unreasonable for most qualified local diners.



H3: There is a positive relationship between staff attitude and the choice of where to buy specialties for domestic tourists (+)

The attitude of the service staff, the perception gives people diverse emotional responses, so the attitude of the sales attendant must create good emotions for customers. The attitude of the seller must be seen to be respectful towards customers, honest, civil and polite. In addition, the service staff in the specialty sales business, must provide product knowledge for visitors. In addition, they are also the image and face of stores, always directly affecting the quality of services in the field of selling products to customers. Knutson (1988), Parasuraman et al. (1988), Chu & Choi (2000) all agreed that service staff had a significant influence on the intention of choosing a tourist destination when buying from a specialty shop. A number of studies related to psychological factors in purchasing behaviour exist, for example, Bui Thi Tam and Mai Le Quyen (2012); Nguyen Quoc Nghi, Le Thi Dieu Hien and Bui Van Trinh, (2017).

H4: There is a positive relationship between product quality and choice of places to buy specialties of domestic tourists (+)

Restaurant service quality focuses on six factors including price, healthy food, staff management, decoration, hygiene and location using a 5-level scale. Their business strategy is successful by providing quick and convenient service to customers. Brand, packaging, symbols of the goods must be designed to have a good impact on customer awareness and actions, such as attracting attention, creating interest, stimulating desire, increasing persuasion and ultimately promoting the actions of those who perceive it. Display of goods: buyers' perceptions and their influence on purchasing behaviour not only through trademarks and packaging but also through the display of goods (Nguyen Quoc Nghi et al. ; 2017; Nicolaidis, 2012;Nguyen Tu Trinh et al , 2018).

H5: There is a positive relationship between Advertisement and the choice of where to buy specialties for domestic tourists (+)

Previous research has shown that many travellers consult different sources of information before making a decision to buy a product or choose a travel destination for their trip (Fodness & Murray, 1997). The sources of information are increasingly playing an important role in influencing the consumption behaviour of tourists, especially oral information directly from people with travel experience and through internet communication channels. For example, Volo (2010) and Wenger, (2008). In particular, today with the strong development of science and technology, tourists have many opportunities to access information about products or destinations. However, this is also a challenge for managers when the information is multi-dimensional and inaccurate, while information sources are considered as one of the core factors influencing tourist destination choice (Jacobsen & Munar, 2012).

Knowledge of destinations is limited to symbolic information, which demonstrates that the role of the media and social reference groups of the target audience is very important in influencing their behaviour. Studies often focus on assessing the individual impact of information groups over the Internet (Virgilio & Pantano, 2012; Jalilvand & Samiei, 2012) or information groups from travel agencies, directly from relatives or friends (Correia & Pimpao, 2008; Chen & Tsai, 2007) to the destination choice. However, there are still not many studies on the differences in the influence of information sources on the entire process of awareness, evaluation and decision making on destination Jalilvand et al., (2012). According to Nguyen Thi Tu Trinh et al (2018), primary data was collected by interviewing 100 tourists to Can Tho (30 international and 70 domestic tourists). They analysed the current state of shopping as well as assessing the satisfaction of visitors for souvenir products.



Strengthening the relationship between production facilities and souvenir distribution points to introduce and promote products to visitors is important.

Research results

Information of research sample

In this study, the author selected the sample by a convenience method, giving tourists questionnaires directly in specialty shopping places and big restaurants that have tourists traveling in the form of tour groups and non-tours. This research step aimed to discover and adjust the factors affecting the choice of specialty shopping places for tourists in Da Nang city. This was followed by conducting a preliminary quantitative research through the questionnaire interview questionnaire, surveying 320 tourists at specialty shops throughout Da Nang City and then running SPSS 20.0 to verify the reliability of the ladder measurement and EFA discovery factor. Through 320 questionnaires sent to the study subjects, there was generally no big difference in the sex of the research subjects. Males constituted 52% and females accounted for 48% of 320 respondents. From the table above, we see that customers aged from 31 to 40 accounting for the highest proportion of 50%. Next was the 2nd highest age, aged 41-50 years, accounting for 40%. Customers aged from 20-30 accounted for 5%, and customers aged over 50 accounts for the lowest 5% of the total. The results show that the study subjects in the age group of 30 to 50 years old are all working age people with financial and time conditions applying when traveling.

Testing of Cronbach's Alpha and EFA variables

Cronbach's Alpha test results for the scale shown in Table 2 above show that these scales have Cronbach's Alpha coefficient > 0.6 and the total correlation coefficient > 0.3. Thus, no observed variables are excluded and the model includes 22 variables used in the subsequent EFA analysis.

Table 1. Results of reliability analysis and factor analysis

No	Group variables	Number of observation variables	Cronbach's Alpha
1	Shopping location	4	0.885
2	Price	3	0.810
3	Employee's attitude	4	0.896
4	Product quality	4	0.640
5	Advertisement	3	0.710
6	Decided to choose	4	0.754

Source: Analysis results from SPSS 16.0 software

After checking the reliability of the scale with Cronbach's Alpha coefficient and removing variables that do not guarantee reliability, the EFA discovery factor analysis will continue.

This technique is used to extract observed variables into one or several factors. The EFA discovery factor analysis method is widely used in research to preliminarily evaluate measurement scales.

First, it is necessary to check whether the independent factors are suitable for inclusion in the EFA discovery factor analysis or no), we conduct Bartlett's test and KMO coefficient

Table 2. KMO coefficients and Bartlett's test of independent factors

KMO coefficient		.740
Bartlett's test	Approx. Chi-Square	2430.737
	Df	153
	Sig.	.000

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
TDNV2	.916				
TDNV1	.890				
TDNV3	.886				
TDNV4	.849				
DIDI4		.872			
DIDI1		.867			
DIDI3		.864			
DIDI2		.829			
GISP4			.930		
GISP2			.922		
GISP1			.864		
TRTH2				.912	
TRTH3				.881	
TRTH4				.863	
CLSP1					.813
CLSP4					.795
CLSP2					.697
CLSP3					.659

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Source: Analysis results from SPSS 16.0 software

Based on Table 2, the KMO value is 0.740 > 0.5 and the Sig value of Bartlett's test is 0.000 & lt; 0.05, which indicates that the variables are interrelated, so the model is suitable for inclusion in discovery factor analysis.

The extraction method in factor analysis requires that Eigenvalue extract values are greater than 1 to be retained in the analytical model. 5 factors extracted have Eigenvalue value greater than 1 and stop when extracting factors in factor 5 with Eigenvalue is 1,980 > 1. The total variance extracted of 5 factors is 73,988% > 50%, which shows that the ability to use these 5 factors explains 73,988% of the variation of the observed variables. Based on the rotation matrix, we see the factors when running EFA with 18 remaining variables are extracted into 5 factors.

Thus, after conducting the Cronbach Alpha reliability test and analyzing the EFA discovery factor, 18 observed variables were determined. The 18 observed variables are grouped into 5 factors which have no change compared to the original proposed research model but there is a change in order. These 5 factors include:

- Location: Measured by variables DIDI1, DIDI2, DIDI3, DIDI4.
- Product price: Measured by variables GISP1, GISP2, GISP4.



- Staff attitude: Measured by the variables TDNV1, TDNV2, TDNV3, TDNV4.
- Product quality: Measured by variables CLSP1, CLSP2, CLSP3, CLSP4.
- Communication: Measured by variables TRTH2, TRTH3, TRTH4.

EFA discovery factor analysis for the dependent variable

The result of factor analysis of EFA with KMO is 0.899 > 0.5 and Bartlett's test has a sig of 0.000 < 0.05, so it is possible to confirm the appropriate data for factor analysis.

Table 3. KMO coefficients and Bartlett's test of the selection factor

KMO coefficient		.899
Bartlett's test	Approx. Chi-Square	1119.465
	Df	10
	Sig.	.000

Source: Analysis results from SPSS 16.0 software

The analysis has been drawn from 5 variables that assess adaptation into a major factor
 The Eigenvalue is 4,036 and the total variance extracted is 80,721% > 50%.

Table 4. The total variance extracted by the satisfaction factor

Total Variance Explained						
STT	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Variance	% Accumulated Variance	Total	% Variance	% Accumulated Variance
1	4.036	80.721	80.721	4.036	80.721	80.721
2	.321	6.426	87.147			
3	.283	5.654	92.801			
4	.242	4.841	97.642			
5	.118	2.358	100.000			

Source: Analysis results from SPSS 16.0 software

After verification by Cronbach Alpha and factor analysis of EFA, there were no variables. Thus, 18 turns the group observation into 5 independent factors and 5 turns the group selection into 1 factor of the choice of the location of the tourist specialty. After extracting factors from exploratory factor analysis, we conduct regression analysis to determine the factors affecting customer satisfaction when choosing where to buy specialties. Regression analysis will be performed with 5 independent factors: Location, Product price, Product quality, Staff attitude, Communication.

The value of each factor used to run the regression is the average of the observed variables of that factor.

The multivariate linear regression equation of this study has the form:

$$SULC = \beta^0 + \beta^1 DIDI + \beta^2 GISP + \beta^3 CLSP + \beta^4 TDNV + \beta^5 TRTH + e_i$$

Inside:

- SULC: Customer choice
- DIDI: Location
- GISP: Product price
- CLSP: Product quality
- TDNV: Staff attitude

TRTH: Advertisement

The regression model will find out the independent factors that affect the dependent factors. At the same time, the model also describes how the impact will help us predict the value of the dependent factor.

Regression estimate results

Table 5. Regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Sai số chuẩn	Beta		
Const	1.815	.474		3.829	.000
DIDI	.323	.050	.368	6.501	.000
GISP	.220	.048	.255	4.587	.000
CLSP	.210	.059	.200	3.540	.000
TDNV	-.017	.052	-.018	-.329	.743
TRTH	-.029	.057	-.029	-.512	.609

Source: Analysis results from SPSS 16.0 software

- The DIDI factor has a value of Sig = 0.000 < 0.05, so H_0 is rejected, which means that the location factor has a positive impact on the choice of the place to buy specialties of domestic tourists.

One of the factors influencing the choice of places to buy specialties of tourists in the city of Da Nang is the location selection. Most of stores are built on main, crowded, cool roads with spacious parking lots,

With the results of the survey and analysis, we realized that all tourists choose stores with the above factors

- The GISP factor has a value of Sig = 0.000 < 0.05, so H_0 is rejected, meaning that the product price factor has a positive impact on the choice of the place to buy specialties by domestic tourists.

It is precisely the reasonable prices that the stores offer that bring visitor to buy and use the products. This is widely popular in many different stores across the city and tourists purchase goods at fair prices in most stores.

According to the survey results and analysis, this shows that tourists prefer to buy products at reasonable prices as gifts for friends and relatives.

- The CLSP factor has a value of Sig = 0.000 < 0.05, so H_0 is rejected, meaning that the product quality factor has a positive impact on the choice of the place to buy specialties of domestic tourists. In today's society, the supply of good quality products is always the leading factor of stores in general and specialty stores in particular. Thereby tourists can use the products purchased at specialty selling places in the most satisfactory way. As a result, we find that tourists almost always use good quality products as a most satisfactory factor for stores to improve product quality. In particular, the reliability of the results is highly appreciated.



- The factor TDNV has a value of $\text{Sig} = 0.743 > 0.05$, so it should accept H_0 , which means that the technology application factor has no impact on the choice of the special destination of domestic tourists.
- TRTH factor Sig value = $0.609 > 0.05$, so it should accept H_0 , which means that the communication factor has no impact on the choice of special places to buy local tourists. In the current era of 4.0, accessing information online is easy and fast. Thereby tourists can apply the knowledge gained from social networks to the choice of places effectively.

As a result, we find that Facebook offers many advantages for visitors to choose and buy specialties. Most tourists still have not exploited all sources of information from the many social networks. Normalized regression would be: $\text{SULC} = 0.368 \text{ DIDI} + 0.255 \text{ GISP} + 0.200 \text{ CLSP}$.

Additional aspects worth considering

Tourists want a range of items when visiting a country. For one they like crafts to use and also exhibit in their homes and they seasonal objects. They appreciate attractive colours, designs, high quality workmanship, at fair price. They invariably seek items "...that can be used (not just displayed) in their homes, things to add to collections, and jewellery. Their craft purchases often have symbolic value; they may become valued reminders of the places they visited, especially if the crafts reflect local sites or events. Tourists appreciate neatly arranged displays that show how to use the crafts. They appreciate written information on care, safety, and materials used" (UoC, 1993).

Conclusion

Da Nang is a key city of the Central Region, with many tourist destinations as well as specialty shopping places, consequently the number of tourists coming to Da Nang in their vacations is steadily increasing.

While the number of tourists is increasing, the places to sell specialties have not been well patronised as they are seen as not meeting all the needs of tourists coming to Da Nang. While the place to buy specialties is an important factor determining the choice of tourist destination when arriving in Da Nang. Demand for specialty purchases of tourists is relatively large, currently attracting the attention from many hotels, tour services, and some functional agencies.

Our research object were tourists in the city, and most visitors search for information via Facebook, or via tours in Da Nang, or through advice by friends and relatives. They do not have much experience in the search for places to buy specialties, so tourists often choose the main road shops, or those near tourist sites and close to the places where tourists stay. When tourists' search for or seek direction instructions by guides on the place to buy the specialties, this does not always meet the needed factors such as easy location, good products and prices, good staff attitude, good product quality, and effective communication, that they want.

Recommendations

The Peoples Committee of Da Nang City

In order to consider factors affecting the choice of places to buy specialties by tourists in the city, the city Peoples Committee focuses on investing in this work, specifically:



It facilitates businesses to build specialty shops. There are good locations, near main roads, spacious parking lots. Supporting capital is provided as well as support in building specialty shops Encouraging businesses in Da Nang City to invest in building specialty shops with good prices and product quality is a key driver. Controlling the situation of specialty trade on the sidewalks that cause disorder in Da Nang City, is an important aspect and needed to avoid cases of tourists being overcharged on prices as well as being provided lower quality products that adversely affect the reputable shops business as well.

For tourists

Ways to find places to sell specialties

- Read related information: Read up about price, location, security, or investigate this through the tour guides or through acquaintances or friends, or even social networking sites. Research information about a store, product quality and price. This forces the store owner to provide a full range of price information, while avoiding the unusual price increase of the store that makes tourists unhappy.
- Find a place by looking on the website as to where to buy specialties for tourists, just type in on a computer the keywords where to buy specialties in Da Nang.
- Direct search: Go with a person who knows the area you are looking for or you should look for a novel way such as cycling, taking turns into main roads, and to save time you merely ask some locals where you could buy goods.
- Ask friends: Ask a friend who knows the area you are looking for, and maybe he/she will know whether price and quality in this area is guaranteed, how the store is or not, if the price is too expensive compared to other stores around the area.

For specialty store chains

The main subject is tourists who only buy once and are not likely to make return visits to a store, and without any potential patrons sustainability is limited. Although the number of tourists is increasing, it is both a benefit and a weakness. Because tourism will usually only be seasonal, the store has to operate continuously on a non-stop basis but in the off – season periods, it only depends on a smaller number of visitors. The lack of initiative in looking for customers is easy to make sellers frustrated and this is exacerbated when there are not any customers to purchase goods.

Guests pay in a foreign currency and requires consideration. This aspect can make shop-owners ready to prepare for foreign transactions. However, there have been many bad situations when the salesmen fumbled and didn't know how to convert the cash to return the correct change to customers properly, and in addition, the fear of the seller greatly influenced the decision of the buyer and guests can then refuse to trade. From the results of the research and some of the above considerations, the group would like to give some recommendations as follows:

Firstly, the stores need to build facilities located on densely populated main roads, and near resorts so that tourists can find the nearest and fastest way to shop with ease. For example: Nguyen Van Linh street, Vo Nguyen Giap street, Pham Van Dong street would be good options for tourists.



Secondly, constantly updating product prices in the market to give tourists the best incentives accompanied with promotions, after-sale service is a good idea. Product prices must always be always printed on the product packaging and publicly available for credibility.

Thirdly, quality factors are always on the top, stores regularly check expiry date of the products. In addition, they also monitor inventory to have a way to regulate the products in the store accompanied by their promotions.

Fourthly, investment in running ads to promote store information more widely is needed. Applying electronic means, and the most modern applications to bring the fastest information to tourists is desirable. Connecting with travel agencies, and tours to create relationships so as to maintain a stable number of customers for stores on an ongoing basis is essential.

In short, the choice of where to buy specialties in Da Nang City helps tourists have quick access and meets the needs of visitors who have limited time. The good choices made can bring visitors certain advantages in terms of location, price and product quality through the communication methods that specialty selling locations in Da Nang city bring to for visitors, it also shortens the search time, helps connect with the culinary culture of Vietnam in general and the individual regions in particular.

Limitations

Firstly, the study was conducted only for a short period with a relatively small sample size of 320 and the study was only conducted in the economic sector of Da Nang city. This shows that the overall ability of the research topic is not high. Further research takes longer, larger sample sizes for more efficient data collection.

Secondly, the research selected samples by the convenience, non-probability method, so the representativeness was low, the generalization ability for the crowd was thus not high. Further research should select the sample according to the stratification method, one of the probability sampling methods will be statistically higher.

Third, the research model only considers the impact of five factors (location, product price, product quality, communication, and decision to choice) on the choice of where to buy specialties in Da Nang City. There may be many more factors affecting the selection of places to buy specialties by untapped tourists such as cultural and social values, rational factors, etc. This is also a possible new direction for further studies.

Further research directions

The above limitations with the practical meaning of the research problem is the basis for making further research initiatives. Subsequent studies will hopefully rectify the shortcomings of this study for a more complete, more effective, more applicable one with a larger number of samples in a larger model and in different cities and provinces.

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