

**FACTORS AFFECTING
THE IMPULSIVE CONSUMPTION BEHAVIOR OF TOURISTS**

Travel and Tourism Management

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Tourism is a significant contributor to the global economy. The tourism industry not only generates revenues for a country and cultural wealth, but it is also one of the most important economic engines for growth and development. After COVID-19 pandemic, the tourism industry is predicted to rapidly recover and continue growing in the upcoming years. In Viet Nam, along with the development of tourism, various retail businesses attached to tourism are formed. According to statistics, the structure of tourists spending by international tourists is 16% (Ministry of culture, 2019). Obviously, shopping activities provide an important source of income for tourism destinations. There are several researchers focusing on the relationship between tourism industry and tourist's behaviors, including their buying behaviors. Among them, there was an aspect that has gained attention in recent years is impulsive buying behavior of tourists which can have a considerable impact on the tourism industry. Impulsive buying behaviors are influenced by various factors, including social, psychological, and situational phenomenon. Moreover, it is also influenced by tourists' emotions, destination's culture, shopping environment, and availability of products. Understanding deeply the impulsive buying behavior of tourists could positively support the business of the tourism industry. The concept of impulsive buying is important because it

offers an opportunity to enhance profits. Through the finding of factors that can influence the impulsive buying behavior of tourists, it promisingly supports tourism businesses to better understand the needs and wants of tourists as well as tourists buying tendency and behaviors. Depending on the study of impulsive buying behaviors, tourism businesses have various rich opportunities in order to develop marketing strategies and stimulate the optimal customers' incentives to gain revenue. Research on compulsive shopping behavior of tourists in Can Tho city's tourism market is not only an urgent topic that has a positive impact on the business activities of retail enterprises, but it is also a novel topic with the potential to be widely exploited and highly applicable to the local tourism industry in general. In view of this, Tourist impulsive shopping behavior research is an issue that is urgent, novel, and feasible to accomplish. The study of the factors affecting tourist buying behavior in Can Tho has significant implications for the development of local tourism as well as benefiting retail and tourism businesses in better understanding the psychology of tourists in order to implement more appropriate marketing strategies and stimulating tourists buying tendency. Research can contribute to a better understanding of consumer behavior in tourism, it also contributes to the creation of numerous prospects for tourism enterprises; supporting shop owners dealing with local products and specialties; helping distribution channels have the most appropriate and successful approach to tourists and contributing to the revenue generated by purchasing while traveling more efficiently.

ABSTRACT

After COVID-19 pandemic, Vietnam's tourism industry has been recovering and growing firmly. There is a sustainable bond between tourism and tourists' shopping activities. The great source of income that comes from shopping activities contributed to tourism is undeniable. In recent years, the study of customer buying behaviors has been increasingly investigated by scholars, especially traveler buying behaviors because it has an important influence on the tourism industry. Although impulsive buying behaviors remain one of the most significant topics in understanding tourist behavior, few researchs have presented theoretical and empirical breakthroughs in the tourism industry. This research paper analyzes the title of impulsive buying behavior in tourism. According to the literature, traveling is related to planning, and looking for information is important owing to the service nature of its businesses. This contrasts with the purchasing behavior literature, which implies that a considerable percentage of non-planned, impulsive spending occurs for retail products and "big-ticket" items. We contend that this form of buying choice exists in tourism as well, as seen by travel behavior that varies according to planning horizons. Our findings provide supporting knowledge for the idea that impulsive buying occurs in tourism, and that it is related to four main factors include demographic, psychology, marketing, and Social Trends. Through this research paper, we expect to present the finding of answers for those questions: What's impulsive buying behavior of tourists? What factors influence the impulsive buying behavior of tourists and reasons/ consequences of this phenomenon? Proposing to promote and motivate impulsive buying behavior of tourists from a retail tourism businesses perspective.

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ACRONYMS LIST

GDP: Gross Domestic Product

UNWTO: United Nations World Tourism Organization

Domestic: Domestic travel

UNWTO: World Tourism Organization

ILO: International Labor Organization

UNESCO: United Nations Educational Scientific and Cultural Organization

FoMO: Crowds and Fear of Missing Out

CHAPTER 1: INTRODUCTION

1.1. Background

There are a large number of articles and books researching the concepts of tourist shopping behavior, impulsive shopping behavior, impulsive shopping behavior on e-commerce, Research on shopping behavior Impulsivity has been common in the world for more than 60 years and has attracted the attention of many researchers such as Rook (1987), Beatty and Ferrell (1998), Kacen and Lee (2002), Verhagen (2011), Lim. X.-J.. Cheah (2020), Miao (2019), etc. However, research on tourists' impulsive shopping behavior is relatively few. Prominent research related to this behavior by Shengyu Gu, Yingwei Wu (2019), this research name is Consumers' impulsive Buying Behavior of Tourism and Travel Products in E-commerce. From the above-mentioned bases, it can be confirmed that the research on the factors affecting the impulsive shopping behavior of tourists is novel.

In Vietnam, tourism is considered as one of the three key economic sectors that the state focuses on investing in infrastructure, constantly developing and making great contributions to the country's economy. Tourism development supports physical transportation, post and telecommunications, insurance, financial services, food, and beverage services. In addition, the developed tourism industry brings a large cultural consumption market, promoting the rapid growth of the gross national economic product (Trường cao đẳng Công nghệ và Thương mại Hà Nội, 2023). In the golden age of 2019, tourism revenue once reached approximately 33 billion USD, directly contributing 9.2% of GDP (Ban Thời Sự VTV, 2023). From the key roles of the tourism industry in Vietnam as mentioned above, promoting impulsive shopping behavior of tourists brings positive benefits to tourism industry revenue and the country's economy. From the above-mentioned bases, it can be affirmed that the research on the factors affecting the impulsive shopping behavior of tourists is urgent.

More specifically, researching on compulsive shopping behavior of tourists in Can Tho city's tourism market is not only an urgent topic that has a positive impact on the business activities of retail enterprises, but it is also a novel topic with the potential to be widely exploited and highly applicable to the local tourism industry in general. In view of this, Tourist impulsive shopping behavior research is an issue that is urgent, novel, and feasible to accomplish.

1.2. Research objectives

As tourism develops in Vietnam, the number of shopping establishments grows. Shopping activities are an essential source of money for tourist sites, helping to promote economic growth and the enhancement of indigenous people's living conditions. While traveling, many people tend to make impulsive purchases. This buying behavior benefits retail malls and tourist sites greatly. As a result, research into impulsive shopping behavior and factors influencing the impulsive consumption behavior of tourists while traveling is critical. Consumer behavior in tourism can be better understood through research. Contribute to the establishment of numerous prospects for tourism enterprises; shop owners dealing in local products and specialties; and specialty distribution channels have the most appropriate and successful approach to visitors. The concept adds to more efficient income generation from buying while traveling.

1.3. Research scope

The research aims to identify and analyze the factors that influence the impulsive buying behavior of tourists. We decided to conduct a survey within the area of Can Tho city, for tourists in Can Tho city and tourists coming to Can Tho city who have traveled in the past year at least. The survey was designed based on questionnaires to assess the impact of factors such as Demographics, marketing, Social Trends trends and psychology on impulsive buying behavior of Can Tho residents when traveling. We expect to collect about 328 reliable samples in a Google form survey for this research.

1.4. Research time

The implementation period of the study paper titled "Factors affecting the impulsive consumption behavior of tourists" lasted three months, beginning in May 2023 and ending in July 2023.

1.5. Research questions

Shopping activities play an important role in tourism. Nowadays in many developed countries with advantages and strengths in the tourism industry, the development of tourism mostly depends on shopping activities. Promoting shopping activities became a spearheaded strategy to develop tourism in general and supporting local tourism businesses. Understanding deeply and apparently the tourist's buying behavior, especially impulsive buying behaviors is important to improve the source of income to support tourism destinations. In order to apply the optimal strategy to support tourism destinations, defining

the factors that impacted impulsive buying behaviors of tourists is indispensable. To further investigate and answer the research objectives, we would like to propose 3 research questions hereafter:

Q1: What is impulsive consumption behavior?

Q2: What are the factors that influenced tourists' impulsive consumption behavior?

Q3: Proposing to promote impulsive consumption behavior of tourists from tourism businesses perspective.

1.6. Methodology

Mixed-method research employs both qualitative and quantitative methods. Applying mixed methods in research papers is advantageous and popular these days. In this research paper, we incorporate both qualitative and quantitative methods in order to collect and analyze information reliability and objectively.

The collecting and analysis of non-numerical data, such as written or spoken words, is the focus of qualitative research. Interviews and participant observation are often used for examining the lived experiences of individuals. Qualitative research is widely used in social sciences such as social anthropology and sociology and has its foundation on social theory. It is used to categorize and explain research findings that cannot be quantified by indicators or units. Researchers might apply this research to gain a better understanding of human behavior and its consequences. We are going to gather material for our research paper using the Qualitative Approach by conducting assessments of individuals and organizations related to the research subjects. This data is acquired through interviews and statistical data collection using Google Forms from tourists, tourism managements, tourism businesses, tour guides, travel agencies, and so on. For the purposes of this research, in-depth interviews were used.

In depth interviews are personal and unstructured interviews, whose aim is to identify participant's emotions, feelings, and opinions regarding a particular research subject. The main advantage of personal interviews is that they involve personal and direct contact between interviewers and interviewees, as well as eliminate non-response rates, but interviewers need to have developed the necessary skills to successfully carry an interview. What is more, unstructured interviews offer flexibility in terms of the flow of the interview, thereby leaving room for the generation of conclusions that were not initially meant to be

derived regarding a research subject. In terms of data collection tools, the research was conducted using a semi-structured questionnaire that served as an interview guide for the researcher. Some specific questions were prepared so that the researcher could steer the interview toward the accomplishment of research objectives.

Quantitative research is concerned with the collecting and analysis of numerical data. It usually entails gathering data through means such as surveys. Researchers examine the data using various mathematical and statistical methodologies. We conduct a survey using this strategy by delivering an online survey form to survey participants who have traveled in the year prior to the study. After collecting data then processed using Excel software, and the resultant parameters are analyzed using appropriate and reliable scales.

As a result, in our study, the combination of qualitative and quantitative approaches gives a result that is both accurate and reliable.

1.7. Thesis outline

Chapter 1: Introduction

Introducing research background, research objectives, research methodology, research scopes and research questions.

Chapter 2: Literature review

This chapter will explain thoughts about visitor purchasing behavior and intentions. Following that, we present a theoretical model for this topic and develop the component scales for this research.

Chapter 3: Methodology

This chapter provides the quantitative research section's responses, research methodology, research procedures, data analysis, scales, and sample information.

Chapter 4: Analysis and findings

This chapter will review the sample structure, describe tourists' impulsive consumption behavior, analyze the social, psychological, and situational influences on consumer purchase intention, and investigate differences in the impact of the environment with variables, thereby uncovering new findings and making recommendations for businesses.

Chapter 5: Discussions and conclusions

We would like to recognize some of our study's shortcomings in this chapter. Then, do research and provide relevant recommendations to increase the operational efficiency of front-desk labor.

Reference and Appendix

This section displays the data source, and the information in the article is clear, thorough, and correct. Appendix to the research questions.

1.8. Summary

Chapter 1 provides basic information and general characteristics related to the research topic. In this chapter, the background of the research topic, practical problem, research objectives, research questions, research scope and research methods will be mentioned. Next chapter 2 will mention about the specialized terms used for research will be highlighte.

CHAPTER 2: LITERATURE REVIEW

2.1. Tourism

2.1.1. Definiton of tourism

According to the definition of the Law on Tourism 2017, “Tourism is activities related to people's trips outside their regular places of residence for a period of no more than 01 consecutive year in order to meet the needs of sightseeing, resort, entertainment, study, explore tourism resources or combine with other lawful purposes”. According to economics, the tourism industry belongs to the service economy. The tourism industry is also known as the general economic industry because when using tourism services, it will have close links with other service industries. such as telecommunications, transportation, finance, etc...

According to the UNWTO, “Tourism includes all activities of temporary tourists for the purpose of sightseeing, discovery, exploration and experience. experience or rest, entertain, relax; as well as the purpose of practicing and other purposes, for a continuous period of time but not exceeding 1 year, outside the settled living environment; but excluding tourism whose main purpose is to make money” (Nguyễn Thị Quỳnh Hương, 2020).

A definition of tourism by Jafari (1987) mentioned can be considered as a reference point when explaining the concept of tourism. Jafari concludes: “Tourism is the study of man departing from his usual habitat, of the apparatus and networks of tourism, of the ordinary and extraordinary worlds and their dialectical relationship" (Jafari, J, 1987). This definition emphasizes the difference between two different worlds and between two different environments: the normal and the unusual.

Michael Coltman gives a brief definition: “Tourism is the combination and interaction of four groups of factors in the process of serving tourists, including: tourists, service providers, local residents and tourists. government where tourists are welcomed”. Based on that, it shows that tourists are tourists who use services, service providers are businesses, tourism suppliers, local residents are people living in that place, governments are the agencies responsible for the management of services and tourism there (dulichvatrainghiem, 2017).

2.1.2. Classification

Domestic Tourism (Domestic): Domestic tourism includes activities of visitors permanently residing in the country of reference, either as part of domestic travel or part of foreign travel (UNWTO, 2008).

Inbound tourism: UNWTO defines inbound tourism as the tourist activities of tourists from abroad to a country or region.

Outbound tourism: According to UNWTO, outbound tourism is the tourist activity of tourists from one country or region to another country or region.

According to author Mathieson and Wall (1982), inbound tourism is a type of tourism in which tourists come from abroad and visit a particular country or region. Outbound tourism is a type of tourism in which tourists come from a particular country or region and travel to a foreign country (Mathieson, A., & Wall, G., 1982).

2.1.3. The roles of tourism

For the economy: Tourism is a large economic sector and contributes significantly to a country's GDP. The tourism industry generates income for related sectors such as hotels, restaurants, transportation, tour guides, shopping, and other services. This is an important source of revenue for businesses and helps to strengthen the platform's economic activity. According to the UNWTO, tourism is a large industry and contributes significantly to the GDP of many countries. According to UNWTO report in 2019, tourism contributes about 10.4% to global GDP and creates jobs for more than 300 million people. From there, it can be seen that tourism has the ability to promote economic growth and generate income.

For society: Tourism plays an important role in creating jobs and providing job opportunities for people. The tourism industry creates many direct and indirect jobs in sectors such as tourism services, arts, culture, sports, and transportation. It can provide stable income and improve quality of life for local communities. Tourism provides many employment opportunities for the local community and can help improve the quality of life of the people. According to the International Labor Organization (ILO), the tourism industry creates many jobs for related sectors such as hotels, restaurants, transportation, guide services and trade. This can help reduce unemployment and ensure stable income for communities (ILO, 2020).

For culture: Tourism provides an opportunity to promote the culture of a country or region to international tourists. Visitors can experience the unique culture, traditions, food and arts of a locality. This enhances understanding and love for each other's cultures, while creating a source of tourist attraction and promoting local cultural development. Tourism can be an important means of promoting and preserving culture. Visitors can explore, experience and deepen their understanding of a local tradition, art, heritage and cuisine. According to UNESCO, cultural tourism can help preserve cultural heritage and enhance cultural diversity globally.

2.2. Tourist

2.2.1. Concepts of tourist

Based on the 2017 tourism law “Tourist is a person who travels or combines tourism, except in the case of studying or working to receive income in the destination”, a tourist is defined as an individual with permanent accommodation abroad or in the country moving to and temporarily staying at the tourist destination for sightseeing, relaxation, sports, culture, health, education, or work for a period not exceeding 12 months.

2.2.2. Classification

Domestic visitors

According to UNWTO “When tourists travel within their country of residence, they are domestic visitors, and their activities are part of domestic tourism”. Domestic tourists will travel and explore different destinations, tourist attractions, and regions within their own country (UNWTO, 2008).

International visitors

UNWTO defined that “An international tourist qualifies as an international visitor to the reference country if a person traveling is a non-resident traveling in the reference country or a resident who travels outside of it.”. It can be said that international tourists are tourists from other countries who come to visit and experience tourism in a certain country. They often have purposes such as relaxation, cultural exploration, study, work or visiting relatives (UNWTO, 2008).

2.3. Tourism resources

Tourism resources are the basic element of the tourism industry which play an indispensable role in the development of tourism. The term tourism resources described natural and man-made attractions, infrastructure, services, and the conditions that attract tourists to an area and may contribute to the formulation of a tourism destination (Sarantakou, n.d.). These resources are essential to the tourism sector since they assist in differentiating the visitor experience and support local economies. According to (Lazic, 2007) “Tourism resources are called tourist attractive phenomena and objects in nature and society which are essential for inducing tourists”. To be considered a travel resource, phenomena, objects, and elements must have at least one attractive feature, i.e., an appealing property that permits meeting any travel demand. According to (Bilen, 2001) who classified tourism resources into two main types which are natural resources (that nature has created) and anthropogenic (that humans have created), in terms of quality, as direct or indirect. Natural tourism resources consist of all nature elements and factors that possess a high degree of attractiveness and that reflect their geotablesical environment and can be valorised for tourism purposes (Djukic, 1999). According to their relevant features, these resources can be classified as geomorphological, climate-based, hydrotablesical, and bio-geotablesical, and as protected natural heritage.

Anthropogenic tourism resources are the man-made elements that attract tourists to a destination. These resources include cultural assets, ethno-social resources, artistic resources, and ambient resources. Tourists who visit anthropogenic tourism resources usually have a higher educational and cultural level and established habits, meaning they have a sound financial standing and can spend more on tourism. According to their structural features, anthropogenic resources may be classified as cultural assets, ethno-social resources, artistic resources and environmental resources.

2.4. Tourism products

2.4.1. Definition of tourism product

According to the definition of the UNWTO, a tourism product is a combination of three components: tourism infrastructure, tourism resources and technical facilities, services, labor, and tourism management.

Tourism Products are a combination of goods and services demanded by a tourist during travel to and stay at a destination. These include natural, cultural, and manmade attractions and facilities such as hotels, transport and ancillary services (Overstaytonight, 2021).

Tourism products are a collection of necessary services, meals, and accommodation of tourism to meet the needs of guests in the process of participating in tours, supporting coordination to make tourist attractions more attractive. traveler. From the above point of view according to Vietnam's tourism law, tourism products are very diverse and rich with many products combined, it is not just a type of service.

A specialty is a product that comes from a region, a locality in a certain destination, a certain area, it gives people a feeling of excitement and reminiscent of the destination. method invented by man, with natural conditions, invention brings. In simpler terms, a specialty is a product produced and exploited in a certain area according to a certain process and practice of exploitation and production, with its own characteristics that are not available elsewhere. In the world, each country will have its own unique specialty products, depending on the region and culture, which become very diverse and specific.

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2.4.2. Some typical tourism products

According to the UNWTO definition, a tourism product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a particular center of interest, representing the core of destination marketing, combining and creating an overall visitor experience that includes emotional aspects for potential customers A tourism product is priced and sold through distribution channels and has a life cycle". Some types of tourism mentioned by UNWTO are rural tourism, food and wine tourism, mountain tourism, urban tourism, sports tourism, and especially shopping tourism (UNWTO, 2023).

2.4.3. Shopping Tourism

The concept of shopping tourism has appeared recently and is very popular in the field of tourism, besides that, the tourism market is growing, leading to an increase in tourists'

shopping. Recently, shopping is considered as a leisure activity of tourists, each tourist destination has products that attract customers to shop, so it creates a great motivation for customers to visit and experience shopping experience, they shop both domestically and abroad.

Viewed from this perspective, the relationship between travel and shopping is closely related. It is increasingly common and widespread. Large shopping stores are often located in large city centers and are linked. Connect with travel agencies. Besides, the shopping experience also becomes a strong factor attracting tourists. Specialty tourism products can be viewed anywhere but it is important that visitors find out where the origin was produced because it has an identity and a unique mark, customers will feel more attractive than buying with other places.

For travelers interested in this type of tourism, buying a product abroad goes beyond the product itself: shopping has become a travel experience in which they prioritize quality both in the store where they will shop and the time they will spend on this activity. Although it has become the primary driving force for travel, it can also be compatible with other motives, such as tourists' cultural interest in the destinations they desire. Shopping tourism is becoming an increasingly relevant component of the tourism value chain. Shopping has become a determining factor in destination choice, an important component of the overall travel experience and, in some cases, the primary motive of travel. Destinations therefore have a tremendous opportunity to capitalize on this new market trend by developing authentic and unique shopping experiences that add value to their tourism offerings while strengthening, identifying, and even defining their tourist brands and locations. More importantly, shopping is one of the major spending categories of tourists, representing a significant source of income for the national economy both directly and through numerous linkages with other sectors of the economy (Amara-marketing, n.d.).

Therefore, first of all in tourist destinations will be associated with economic activity. Economic conditions play an important role, especially shopping tourism. The tourists on the trip will shop for featured products more than other activities, but it is only a small point compared to the tourists compared to the originally planned trip to travel combined with shopping. Usually, customers shop a lot will visit in big cities, including religious attractions, festivals, resorts, etc. They will easily buy more products. In addition, when traveling in big cities, they will buy things of greater value such as product processing zones, jewelry, etc.

The objects of tourists' shopping are often diverse with different ages, have different occupations and have different places of residence, etc. Objects of shopping tourists usually people with relatively high incomes. Just like the characteristics of tourism, shopping tourism is closely related to other sectors, especially related to the customs industry. Tourists buy goods from one place and bring them back to another place or from one country to another, therefore, it is necessary to have the management of the customs sector to avoid disguised smuggling and other problems security, national and international politics (Finance Knowledge, 2019).

In tourist destinations, visitors come to travel for many reasons, work, leisure, shopping, etc. Usually when tourists are interested in a certain tourist destination, they will learn about the products at that place to satisfy their needs. First of all, they will research the products at the destination, the advantages, the products, when they arrive, they can understand the products and easily shop, so tourism products are very influential in the trip decision their go. In case the destination that customers go to for work has not been determined, in their spare time they will go shopping at that shopping place to avoid free time, so the destinations are also quite decisive to tourism activities and purchase of tourist products.

2.5. Consumer behavior

2.5.1. The concept of consumer behavior

Consumer buying behavior is an inseparable part of marketing which (Kotler, 2011) state that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. In addition, (Swarbrooke, John. Horner, Susan, 2006) have defined consumer behavior in tourism: "Consumer behavior is the study of why people buy the product they do, and how they make their decisio". (Stallworth, 2008) defines consumer buying behaviors as a set of activities including purchasing and using of products and services as a result of the customer's emotional and mental demands and behavioral reactions. (Gabbott, M. and Hogg, G. , 1998) go on to state that the process may include several activities and stages. Similarly, the definition stated by (Solomon, 1995) also presents consumer buying behavior as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants. Although there are various different definitions and statements about consumer's buying behaviors, they all lead to a common view that buying behaviors is the process of purchasing

and using products or services which include both physical and psychological wants and needs. Moreover, there are also certain factors that influence customers buying behaviors and consequently leading to various forms of buying behavior.

2.5.2. The concept of impulsive consumer behavior

Impulsive buying behaviors is not a new concept in scholar research of marketing and consumer psychology aspects in general. In the past decades, various researchers have been interested in the study of impulsive buying behaviors such as: Clover, 1950; Stern, 1962; Rook, 1987; Peck and Childers, 2006. In general study of marketing, according to (Kacen, J. J., & Lee, J. A.163-176., 2002), “Impulse buying can be defined as an unplanned purchase that was not anticipated or planned before the shopper entered the store.”. (Rook, D. W., & Gardner, M. , 1993) also defined impulse buying as an unplanned behavior involving quick decision-making and tendency for immediate acquisition of the product. Furthermore, (Bayley, G., & Nancarrow, C. , 1998) described it as "sudden, compelling, hedonically complex buying behavior in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices". Hedonic behavior is characterized by pleasure, as opposed to utilitarian conduct, in which consumers seek functional advantages and economic value during the purchasing process. (Kacen, J. J., & Lee, J. A.163-176., 2002) stated that impulsive behavior is more arousing and irresistible but less deliberative when compared to planned purchasing behavior. All of these statements lead to the general view that impulsive buying behaviors involve non-intentions and improvisation when making purchase decisions in 1962, impulsive buying behaviors were deeply investigated by classify as planned, un-planned or impulsive behaviors introduced by (Stern, 1962). Planned purchases represent time-consuming information-searching and knowledgeable decision-making, whereas unplanned purchases include all purchasing decisions made without any prior consideration. In terms of rapid decision making, impulse purchasing stands apart from unplanned purchase. An impulsive purchase, in addition to being completely unexpected, involves experiencing a sudden, effective, and overwhelming needs to buy. Impulsive buying behavior is also an indispensable aspect that cannot be dissected in the tourism industry. (Hausman, 2000) mentioned that impulse buying is a complicated and multifaceted phenomenon which accounts for a huge volume of the products sold each year. Consumer researchers have mainly focused on identifying the different factors that induce impulse buying in various developed countries (Bayley, G., & Nancarrow, C. , 1998). But on the other hand, impulsive buying behaviors bring a large

amount of income and benefits for retail tourism businesses and tourism destinations. In tourism-related, impulsive buying behaviors are seen as dependent and coherent portfolio decisions that incorporate a variety of partial decisions. Because of its significant influence on the profitability of hospitality and tourism firms, impulsive purchase has motivated practitioners and scholars in recent years.

2.5.3. Benefits from impulsive consumption behavior

Impulsive buying behaviors play an important role in the economy, especially in the retail world (Verplanken, B. and Sato, A. , 2011). With an estimated \$4 billion being spent annually in an impulsive manner (Liao, J., & Wang, L., 2009), and about 62% market sales in supermarkets, and around 80% sales in luxury goods being attributed to impulsive purchase (A.A. Ruvio, R.W. Belk, 2013) the phenomenon is very important to the retail world. In terms of tourism, retail tourism businesses have undeniable benefits from impulsive buying behavior of tourists. With the rapid growth of the tourism sector, one of travelers' hobbies, shopping, has become a key profit contributor to the tourism and retail businesses industries. It is part of the total amount of expenditure spent by a tourist on his/her trip. Tourist shopping behaviors are becoming an important driver of the tourism and retail sectors. They often buy souvenirs, presents, personal products, particular local foods, clothing, tobacco and wine, arts and crafts, toys, and so on. In the context of tourism, many factors such as planning behavior, unplanning behavior, and shopping experience influence tourists' shopping attention and purchasing behavior.

2.6. Importance of impulsive consumption behavior of tourists

In the recent years, the growing of shopping activities clearly play an indispensable activities of tourists to support the development of tourism destinations and tourism retail businesses. Shopping is a common and fundamental tourist activity both from the tourist's perspective and for the chosen destination (Jin, H., Moscardo, G., and Murphy, L. , 2017) . Shopping, as one of travelers' favorite hobbies, has become a key economic contributor to the tourism and retail industries, due to the rapid rise of the global tourism industry. Shopping, as an integral part of many tourists' experiences, can be one of the major reasons why people travel (Timothy, D. and Butler, , 1995).

Increase revenue and create jobs: The significance of shopping in the entire tourist experience has begun to gain support among tourism-related product manufacturers, marketers, retailers, and scholars. Shopping is frequently the most significant cost category

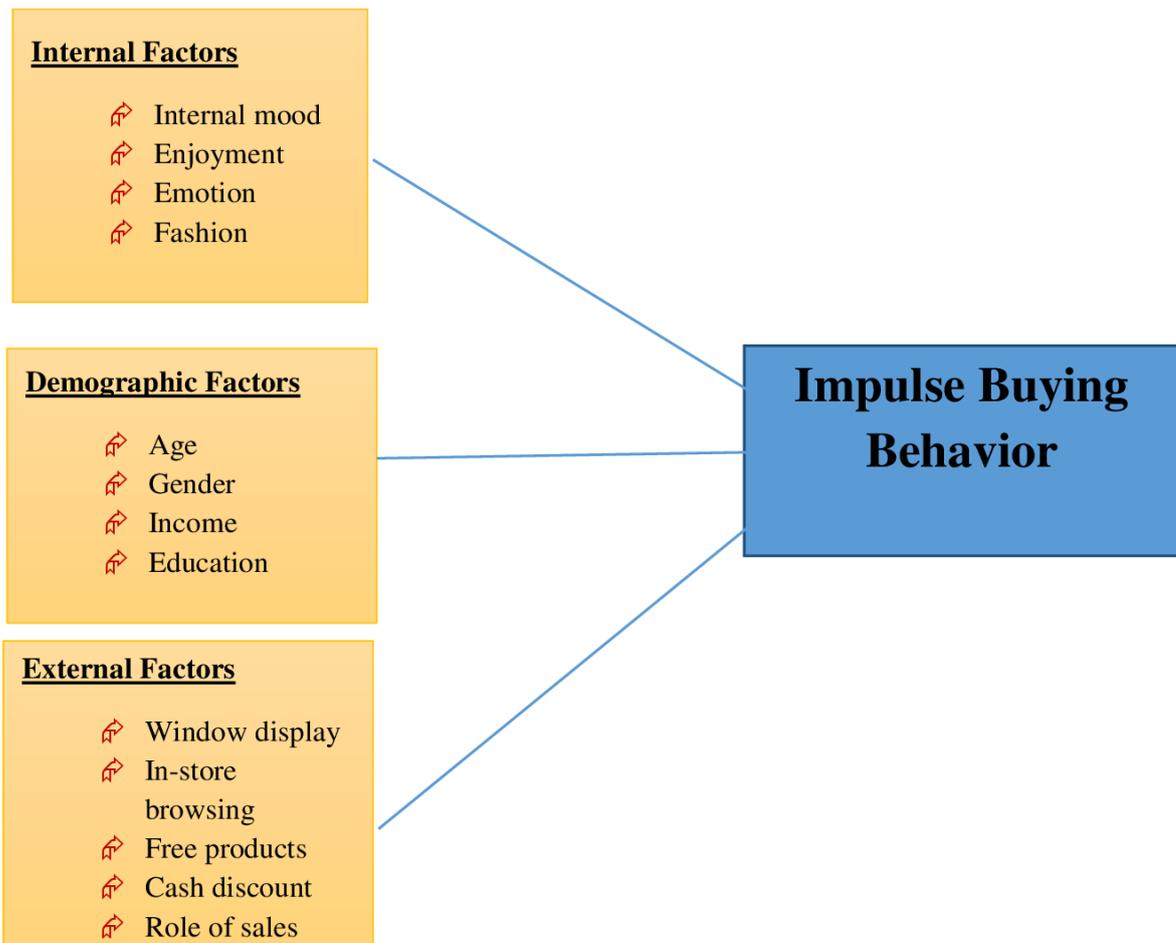
on vacations and travels. The shopping activities in general implies an important economic and employment impact for the tourism destination and nation' tourism industry. Therefore, purchasing behavior of customers as well as impulsive buying behavior of tourist have a great impact for tourism industry in which plays as an economic advantage for tourism industry and a promoter for tourism destination. Impulse buying is a widespread aspect of consumers' behavior and a focal center for an important marketing activity (Rook, 1987). According to Vietnam tourism annual report 2019, expenditure of international visitors to Vietnam, staying overnight spend an average of 1,074 USD/pax, traveling to Vietnam for 8.1 days, spending average expenditure of 132.6 USD/day. Among them, expenditure for shopping activities is 167,43 USD which occupied 15,45 percentage of total spending. The tourism industry directly contributes 9.2% of the country's GDP. These figures demonstrated that the purchase activities of tourist have a valuable influence not only on tourism industry but also economy. Stimulating impulsive buying behavior of tourist is essential factor which bring several advantages and opportunities for tourism industry and the other related branches of tourism. Boosting impulsive buying behaviors of tourist which also mean increasing the expenditure of tourist in tourism destination. Vacation travel is special leisure time and an episode spent outside of a person's normal surroundings when people are not working, not responsible or not thrifty (Gordon, 1986). For instance, Butler (1991) notes that when traveling, money is spent more casually in shopping, and more non-essential items are bought. In fact, it is reported that while traveling, tourists spend three to four times more than the average shopper ((TIAA), 2005).

In the view of tourism businesses and tourism managements, stimulating tourist' impulsive buying behavior is clearly possible and could bring several of advantages. The most obvious advantage from tourist buying behavior is the increasing tourist' expenditure which bring a great source of revenue for tourism retail businesses and play an essential economy benefit in tourism destination management. In retail businesses perspective, leverage impulsive buying behavior of tourists is an spearhead marketing strategy that supporting their business and increasing profit. By nature, tourism is focused on hedonic and pleasure experience. Purchase behavior could be seen as a hedonic and satisfied activity of tourists that could persuade them to make impulsive buying tendency. The source of income from tourist' impulsive buying behavior is positively greater and support the business-development.

Expand production and attract investment: More and more expenditure of tourists in destination which mean there are rich and great opportunities for marketers to expand their

business to meet the demand of tourists. In additions, the diversity and grow of retail businesses in tourism destination became an supporting factors for local tourism development. In local tourism management perspective, focusing on the development of infrastructure, accomodations is not enough. Shopping tourism are also one of the most optimal element to leveraging tourist' expenditure in tourism destination. It is clear that the variety of tourism products, along with local souvenirs, specialty products, must be paid great attention and investment in which became a strong attraction for tourists. Understanding and implementing marketing strategies for local tourism that promote tourists' impulsive purchases behavior by encouraging and supporting local retail businesses, organizing signature festivals, fairs, night markets, malls or stimulus tourism- development programs can bring several positive effects for local tourism and economy.

Contributing to enhancing local brand promotion: Moreover, the promotion of impulsive buying behavior in destination could be a brand-identify for tourism destination such as Bangkok (Thailand), Singapore or Myeongdong (Seoul), etc are famoused as shopping paradises which attracted great volume of revenue from tourists spending. Impulsive buying behavior are also employment solution for tourism industry. Impulse buying was originally perceived to be driven by certain marketing techniques and viewed as negative (Ainslie, 1975), but taking everything in consideration, impulsive are positively influenced to tourism industry and country's economy. Along with that Determinants Of Impulsive Buying Behavior In Some Selected Boutiques Of Addis Ababa (Salih, 2019).



H1: Importance of impulsive consumption behavior of tourists for tourism

2.7. Factors affecting the impulsive consumption behavior of tourists

Numerous researchers have examined the factors affecting impulsive consumption behavior such as Abhay Desai (2018), Kim Lien L. (2021), Shengyu G. (2019), Thuy Huong L. (2021), Thu Huong T. T. (2017), etc. Factors suggested by researchers are Demographic (Abhay Desai, 2018); psychological (Kim Lien L., 2021); personality (Shengyu G., 2019); product display (Thuy Huong L., 2021); product characteristics (Thu Huong T. T., 2017); etc. In this research, we consider some of the factors that have a strong impact on the impulsive consumption behavior of tourists. Our research includes 4 factors: Demographics, psychology, marketing, and social networking trends.

2.7.1. Demographic

From the study “Impulse buying – Demographic aspect” by (Abhay Desai, 2018) and the study “The study of impulse buying behavior in context with age, gender and marital status” by (Sharma M., Rana R., 2020). We have identified 4 Demographic factors that affect the impulsive shopping behavior of tourists.

2.7.1.1. Sex & Gender

We can classify biological sex according to male and female. According to statistics of (Md Wasiul Karim, 2021), females tend to have higher impulse buying behavior than male. In a study carried out by (Agarwal, Varsha, 2015) “the author concluded that women are more likely to purchase items instinctively while on the other hand men tend to think in detail before deciding to pick a commodity”.

2.7.1.2. Age

The research suggests that young people are more prone to impulsivity than older adults (Rawlings, David, Jenny Boldero, and Felicity Wiseman, 1995). In terms of purchasing behavior, it is suggested that young consumers and tourists are more likely to feel a natural impulse to purchase when exposed to relevant objects and act on the urge. While older consumers may demonstrate greater control over their purchases. Therefore, young people today are very connoisseurs of uncontrolled shopping which leads to impulsiveness.

“People's lifestyle changes according to their age which in the long run influences the need for personal value” (Abhay Desai, 2018). According to the author, the younger generation would impulsively spend a lot of money on their lifestyle, trendy things like fashion and engage in the latest activities to keep up with their counterparts. In contrast, older adults shift their loyalty to some more critical spending and switch their expenditures on lifestyle to pressing issues like maintaining good health.

2.7.1.3. Marital status

Single people tend to have more impulsive consumption behavior than married people. Married people tend to think or plan their purchases more carefully before making the "buying decision".

According to research by (Sharma M., Rana R., 2020) “marital status has also been seen as a contributing factor in the tendency to be involved in impulse buying behavior”. (Richins, M.L. & Dawson .S., 1992) pointed out that married consumers have an obligation towards people close to them (Children and partners) and therefore resist the tendency for impulsive behavior and are less likely to show impulse buying behavior than unmarried consumers (Richins, M.L. & Dawson .S., 1992). (Geetha, M., & Bharadhwaj, S., 2016) stated that single people spend more than people who are married; so, the involvement in impulse buying behavior is high. “As married people have responsibilities to them, that is, they have

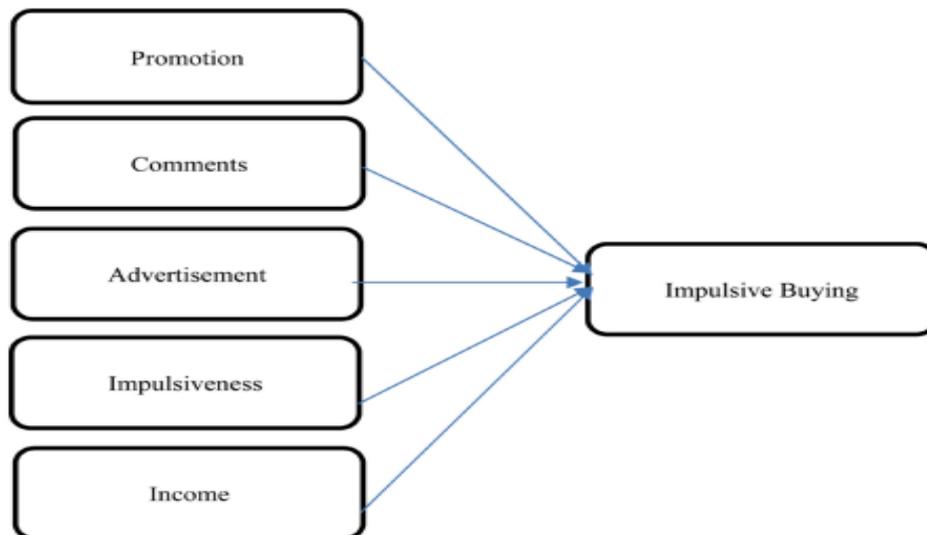
to take care of their children, therefore, they restrain themselves on the resources which are available” (Geetha, M., & Bharadhwaj, S., 2016).

2.7.1.4. Income

Higher income is one of many factors that explain higher levels of impulsive consumption behavior or short-term purchasing decisions. (Mogelonsky, Marcia , 1994) has proposed that impulsive purchases are only available to consumers who can or have excess ability to pay. They can have a more comprehensive shopping list, enabling them to buy in accordance with various demands and engage in impulsive and unforeseen purchasing with less effort. For example, according to (Abhay Desai, 2018) “a purchaser with a lot of disposable income will most likely spend a lot impulsively on luxury and vocational trips and luxurious items even on ones they did not plan for”. For those with lower incomes, purchasing decisions are more likely to be disrupted by so-called income levels, which can lead to a lower frequency of purchases and spending. Tourists with limited income tend to have a specific spending plan before the trip. Consumers with limited income will find ways of spending what they have on essential items that they cannot do without. In such a case, all the purchases are planned which means that the consumer will most likely not buy any commodity that is beyond their reach financially (Abhay Desai, 2018).

Impulsive consumption behavior is also heavily influenced by tourists' financial plans for the trip. Tourists with a specific spending plan will avoid some temptations by unplanned items. In contrast, tourists who do not have a specific spending plan tend to shop impulsively while traveling. (Jan, Farzand Ali, Muhammad Faheem Jan, 2011) said that “when a consumer has carried with him or her a lot of money, be it cash or card, they will go on a high spending spree and buy commodities they do not need in the first place”. In other words, “the availability of money comes with a positive feeling in buyers, and this leads to unplanned purchasing” (Nanda, Ankita, 2013).

In general, it can be concluded that the impulsive shopping behavior of tourists is greatly influenced by their financial ability or more precisely, the tourists' income and the cost that tourists prepare for the tour. According to the report “Impulse Buying Model for Business-to-Consumer E-Commerce in Saudi Arabia” (Ibtisam M. Arrafi, 2021).



H2: Demographic factors have an influence on impulsive consumption behavior of tourists.

2.7.2. Psychology

2.7.2.1. Crowd and Fear of Missing Out (FoMO)

The crowd effect is a psychological phenomenon that each of us may have experienced. The crowd's impact is immediately visible through everyone's activities, yet it is fleeting. This is a psychological phenomenon in which we seek to emulate or replicate individuals around us based on a specific experience or situation. Tourists with this mass-impact mindset will regularly hear about tourism products given by others and will decide to experience and use tourism products in any way they can. According to Yen Nhi, the tourist who the author group met and interviewed in Thailand, she said that "the store's display is immediately mesmerized, not willing to leave. Besides, when I see people buying a lot, I want to buy it too" (research appendices, interview report no.7). According to Ms. Minh Hanh, "Sometimes I buy it because everyone around me buys it, I think I should buy it to be like other people" (research appendices, interview report no.6).

The phenomenon of shopping in the crowd also comes from the reason that tourists are afraid of missing out (FoMO). According to (Bekman M., 2022), when under the impact of FoMO, individuals make rash decisions out of fear that they will lose out on the opportunities and benefits of the present presented by discounts provided for a little period of time or the perception of exceptional production. The more a person feels deprived after witnessing the things other people have or the experiences other people have had, the more pronounced the manifestation of FoMO becomes.

2.7.2.2. Self-image

The perception of one's actual looks and desired beliefs is referred to as one's self-image. How one sees themselves has two parts: the inner and the outside. The person's own thoughts or feelings about the real or imagined image make up the inner component. The outer aspect of a person is the thoughts or feelings they have about how other people see them. A person is willing to indulge in impulsive consumption or activity when they need to satisfy their own opinion of themselves. According to (Le Kim Lien, 2021), the process of developing one's self-image is driven by the need to be respected and acknowledged by others. When a thing is improved to reflect its genuine self, people are more likely to desire to own or buy it. The author further argues that people typically take a favorable attitude about impulsive purchases since those goods make them happy. When people Disagree with someone, they show who they are by the products they purchase. As an example of this psychological effect, we can see that many people will choose expensive travel products to experience. They take pictures and post them on Social Trends to show everyone around them. Ms. Minh Hanh - the tourist who the author group met and interviewed in Thailand commented on this issue that "or collects items from different countries to show off to friends" (research appendices, interview report no.7). Showing others about souvenirs, photos proving that you have visited many places is also a self-expression behavior of visitors.

2.7.2.3. Other psychological factors

We observe via studies at some destinations that some visitors engage in impulsive consumption behavior for two psychological reasons: coercion and charity.

The acts of coercing and enticing tourists to purchase often appear from street vendors at crowded places such as markets, outside attractions. The tourists make purchases to stop being bothered by the seller. In addition, we have observed that some tourists have impulsive shopping behavior for charity purposes. At some attractions, there are traders who are disabled people, poor people, and children. Tourists make purchases for charity purposes to support and help sellers.

Currently, there is no research on the impact of psychological factors that are coercion and charity on impulsive consumption behavior of tourists. But we observed and found that there are still some tourists who have compulsive consumption behavior for products that do not match their needs because of the two psychological reasons mentioned above.

H3: Psychological factors have an influence on impulsive consumption behavior of tourists.

2.7.3. Marketing

2.7.3.1. Product and advisory

Most tourists when traveling at a destination will often buy regional specialties and unique products at the tourist destination. Some tourists have compulsive consumption behavior for these products, they tend to buy a lot of products and exceed their own needs. The cause of impulsive consumption behavior of products and regional specialties comes from the desire to buy products for the purpose of gifts for relatives, friends, and souvenirs for yourself. According to Mr. Vo Van Phuong Thao - Vietravel international tour guide gives an example of impulsive consumption behavior for specialty products. According to him, in a group of guests he once led to visit Thailand, there was a female tourist who spent more than 200 million Vietnamese Dong buying medicines at the Royal Snake Farm. According to his research, the amount of the medicines exceeded her family's needs. This is excessive spending at a destination during a visit to Thailand (research appendices, interview report no.5).

In addition, the influential cause of this impulsive consumption behavior is that tourists are influenced by the advice from salespeople and tour guides. “Several ways can be used to increase purchase intention, like using tactics to increase the degree of trust on product quality and also quick response to dissatisfied customers” (Chen, 2015). “Trusting someone with something reflects the belief in his/ her ability to fulfill an attitude of caring the commissioned commitment” (Baier A., 1985). During the tour, the tour guide is the person who is in constant contact with tourists. Some of the products suggested by the tour guide are usually reputable branded products, regional specialties, and popular dishes at tourist destinations. Tourists tend to trust the advice of guides and are willing to purchase for absolute trust. According to Mr. Vo Van Phuong Thao - Vietravel international tour guide, he said he is ready to introduce to tourists if the product is of good quality, the price is reasonable, and it is suitable for the group of guests of each group. For example, he used to promote health products for an elderly audience with an appropriate spending level (research appendices, interview report no.7).

The advice from salespeople at sales establishments, sales agents, and shops have a positive effect on the impulsive consumption behavior of tourists. The advertising and advice given by salespeople at stores, businesses, and other sales places has also contributed to the rise in

visitors' impulsive purchase behavior. A salesperson who engages with customers and influences how they view his business by his demeanor develops into a brand ambassador (Dutta, 2011). A salesperson can discuss and assist consumers in gaining in-depth product knowledge through face-to-face interactions (Philip Kotler, Gary Armstrong, 2017). Hence, “salespeople can influence customers' buying decisions and lead to a new product purchase” (Rudain Othman Yousif, 2016).

2.7.3.2. Advertised by celebrities

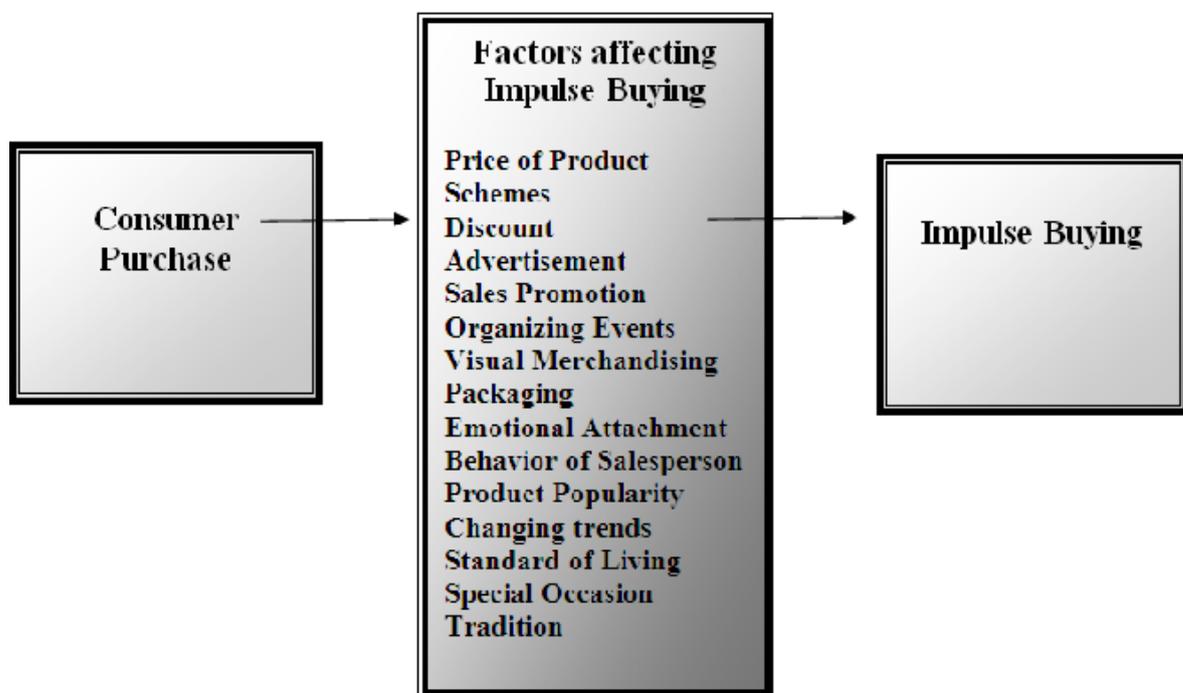
Social Trends trends are more likely to become trends when promoted by celebrities. This is also a popular form of marketing that many places use. Some products and regional specialties used and promoted by celebrities such as actors, singers, and influencers will become more popular. This type of marketing attracts many "fans' who purchase with the desire to have the same experience as their "idols". According to the article of (Novaon Comm, 2022), some examples of typical successful cases in using the influence of travel influencers: Through press PR activities, Ba Na Hill has taken advantage of the coverage of travel bloggers Ly Thanh Co - one of the most influencers in the tourism industry, he suggest 5 places not to be missed when coming to Ba Na Hills; Vietnamese stars and travel bloggers post video reviews of games at VinWonders during their Phu Quoc trip: Quang Vinh, Pham Quynh Anh, Issac, Dieu Nhi, Huu Kham Pha, etc. In addition, the reviews of famous people for products and regional specialties also attract tourist desire to experience. Examples of posts by influencers about food in An Giang have attracted the attention of tourists. An Giang has become a new and popular destination for sightseeing and cuisine of Can Tho tourists in particular. According to the An Giang web portal, during the three holidays April 29 to May 1, the An Giang's Sam Mountain welcomed over 30,000 tourists (Cổng TTĐT tỉnh AG, 2023).

In general, products and specialties advertised by celebrities contribute to increased impulsive shopping behavior and experiences, exceeding the needs of tourists.

2.7.3.3. Product display

Research by (James Cho, Gregory S Ching & Thai-Ha Luong, 2014), demonstrates that the length of availability to the items is thought to have the biggest influence on tourists' impulsive consumption behavior. They argue that if customers are paying attention to a product for a longer time or if they are browsing a mall for a longer time, they are more likely to buy it. The longer visitors browse the store's tempting products, the higher the likelihood that they will make impulsive purchases.

According to research by (Le Thuy Huong, 2021), the most important aspect of successful in-store display is for retailers to understand customers and their habits (Terrazas M., 2006). Strategies to increase the impression of products on sale can help increase sales especially through impulse buying behavior of consumers. The author's research also shows that up to 83% of purchasing behavior is determined by look, so product display is very important. Product display plays a significant role in the sales of the stores because it has a big impact on how consumers perceive the goods when they are presented in a smart and scientific way. According to research by (Mohan G., 2013) “it also strongly promotes impulsive purchasing of consumers, either through creating new arising needs or as a motive for impulse consumption behavior of customers”. According to the report “The Impulse Buying Behavior of Consumes for The FMCG Products In Jodhpur” (Tauseef Ahmad, 2011).



H4: Marketing factors have an influence on impulsive consumption behavior of tourists.

2.7.4. Social Trends

Social Trends has an impact on tourists' impulsive shopping behavior. According to (Si Chen, Kuiyun Zhi & Yongjin Chen, 2022), “Social Trends users with low self-control are more likely to make impulse purchases due to emotional stimuli”. The author claimed that the few studies on the connection between Social Trends use and consumers' impulse purchases have amply demonstrated the existence of a direct link between the frequency of Social Trends

use and consumers' impulse purchases (Leong et al., 2018; Lahath et al., 2021; Pellegrino et al., 2022) (Si Chen, Kuiyun Zhi & Yongjin Chen, 2022).

The rapid development of the Internet creates the need for users to communicate online, which has led to the birth of social networking platforms and applications. The most commonly used social networks in Vietnam are Facebook, Instagram, and Tiktok. Social networking trends appear with widespread popularity. Posts, videos, blogs related to tourism and regional specialties that receive a lot of shares and popular interactions will create trends. Users who approach trends tend to be curious, eager to experience, and create content related to Social Trends trends. From those trends, the popularity of some tourist attractions and regional specialties has also increased. Tourists tend to visit and purchase for products, brands and regional specialties that have been social networking trends. Those products may not be in the spending plan and needs of tourists, but simply "shopping activities" meant to exchange and respond to social networking trends.

One of the good examples is the social network Tiktok. This application has developed with a high coverage rate, becoming extremely popular among young people and has a significant impact on changing the shopping behavior of customers in general and the travel industry in particular. One of the values that these social networks create is the "trend" for people to respond and follow. Currently, there are also many shopping trends when traveling that are created and responded by communities using this social network. Through that, the introduction of tourism products and local specialties has been more easily accessible to tourists and creates a stimulus for shopping at tourist destinations, contributing to promoting tourism. Purchasing power creates impulsive consumption behavior of tourists even though they have not previously had a specific intention or plan for that purchase.

H5: Social Trends trends have an influence on impulsive consumption behavior of tourists.

2.7.5. Hypothesis development and research model

2.7.5.1. Hypothesis development

Based on the research model of Ibtisam M. Arrafi, in combination with Tauseef Ahmad, together with Salih, the team put the proposed research model as that of the group.

We developed four hypotheses for development based on the ideas described above:

H1: Importance of impulsive consumption behavior of tourists for tourism.

H2: Demographic factors have an influence on impulsive consumption behavior of tourists.

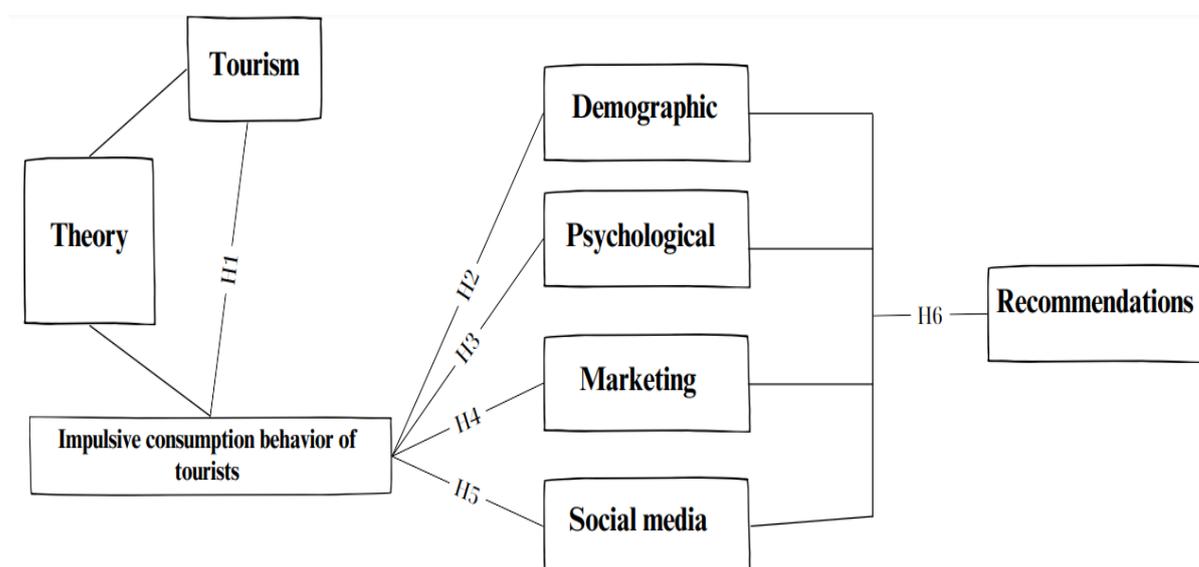
H3: Psychological factors have an influence on impulsive consumption behavior of tourists.

H4: Marketing factors have an influence on impulsive consumption behavior of tourists.

H5: Social Trends trends have an influence on impulsive consumption behavior of tourists.

H6: The recommendations apply factors that have a positive influence on the impulsive consumption behavior of tourists.

2.7.5.2. Research model



The research model is appropriate for the research article's content and is founded on the underlying theoretical framework. This research paradigm is also thought to be the greatest fit for this study.

2.8. Summary

In chapter 2, the research has presented the definition, classifications, and the role of tourism in general and the concept of consumer behavior, especially the impulsive buying behavior of tourists. In terms of impulsive buying behavior, this chapter also investigated several factors that have important impact on this phenomenon including: the definition, characteristics, concept and influence level of Demographics, psychology, marketing, and social networking trends on tourist impulsive behavior in previous studies. In addition, this

study introduces four hypotheses and a research model. In the next chapter, we would like to present the research methods that apply to test the hypotheses and research model.

CHAPTER 3: METHODOLOGY

3.1. Introduction

3.1.1. Philosophy

A research philosophy is a collection of views about how evidence on a certain issue should be gathered, analyzed, and used. There are two basic research philosophies in the Western scientific tradition: positivist (often known as scientific) and interpretivist (also known as antipositivist).

Practical ramifications influence which research philosophy is chosen. research that concentrates on facts and figures, such as a study of the effect of foreign direct investment on the rate of GDP development, and qualitative research, such as an analysis of leadership style on employee engagement in businesses, have major philosophical differences.

3.1.2. Realism

Realism research philosophy relies on the idea of independence of reality from the human mind. As a branch of epistemology, this philosophy assumes a scientific approach to the development of knowledge.

3.1.3. Pragmatism

The study philosophy of pragmatics recognizes notions as important only if they facilitate the action of the pragmatic approach (Saunders, 2012). The extreme ideologies of positivism and interpretivism about the nature and sources of knowledge are mutually incompatible. One of these two basic paradigms widely encompasses many dissertation subjects. The necessity for experienced researchers to does arise from time to time (Collis, 2014). Pragmatic researchers, who are often seasoned researchers, apply the revised philosophical premises. According to pragmatism research philosophy, research question is the most important determinant of the research philosophy. Pragmatics can combine both, positivist and interpretivism positions within the scope of a single research according to the nature of the research question.

3.1.4. Positivism

The study philosophy of pragmatics recognizes notions as important only if they facilitate action. According to (Saunders, 2012) the extreme ideologies of positivism and interpretivism about the nature and sources of knowledge are mutually incompatible. One of these two basic paradigms encompasses many dissertation subjects. The necessity for experienced researchers to (Collis, 2014) does arise from time to time, though. Pragmatic researchers, who are often seasoned researchers, apply the revised philosophical premises.

According to pragmatism research philosophy, the research question is the most important determinant of the research philosophy. Pragmatics can combine both, positivist and interpretivism positions within the scope of a single research according to the nature of the research question.

3.1.5. Approaches

To describe research methodology, (Creswell, 2015) suggests that it is the research plans and processes that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation details. Similarly, (Grover, 2015) states that a research approach is a plan and procedure that consists of broad steps towards data collection, analysis, and interpretation.

3.1.6. Methods

The foundation of results that are supported by data is quantitative and qualitative approaches. Which acceptable research approach to select in one's research has long been a source of consternation for novice researchers. The research technique has taken both qualitative and quantitative approaches farther, particularly in the sphere of education.

While quantitative research is used to quantify the issue by creating numerical data or data that can be turned into useful statistics, qualitative research is considered exploratory and is used to find patterns in thoughts and viewpoints. As a result, research topics involving the acquisition of qualitative rather than quantitative data are often addressed in qualitative investigations using what, how, and why inquiries.

3.1.6.1. Quantitative

Quantitative studies are interested in determining how and why phenomena vary, in addition to what (Tavakol, 2014) said regarding quantitative research; however, in qualitative

research, this is different from how and why questions are posed. Statistical models and statistics are frequently used in quantitative investigations to provide more objective analytical results. Relationships are not measured by qualitative analysis studies; rather, the findings of qualitative research define relationships by providing replies such as an acceptable, good, or great connection. For quantitative analysis, the researcher primarily gathers quantitative data. Controlling the association between an independent variable and a population-dependent variable or outcome variable is the primary goal of quantitative study design. This research style might be either descriptive or experimental. Descriptive analysis just creates relationships between variables.

3.1.6.2. Qualitative

In social science research, the qualitative research model was largely created. It also incorporates a certain mindset and tactic. Naturalistic, ethnographic, participant observational, case study, and subjective research are all included in this category.

Although each possesses a slightly different approach, they are similar in certain respects although varying from user to user and from time to time (Bogdan, n.d.) "multimethod in its focus involves an interpretative, naturalistic approach to its subject matter. This means that the qualitative researcher studies things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meaning people bring to them." (Lincoln, 1994) defined the qualitative method as "an array of interpretative techniques which seek to describe, decode, translate and otherwise come to terms with the meaning, not the frequency, of certain more or less naturally occurring phenomena in the social world" (Van Maanen, 1983). A qualitative researcher is a "first informer" (Bogdan, 1982) who obtains information by collecting primarily verbal data by means of intensive case studies and then analyzes the data. This is one reason why qualitative research is much more difficult to undertake because the researcher himself/herself is the main tool for collecting data (Borg, W. R. and Gall, M. D., 1989).

3.2. Data collection methods

3.2.1. Secondary data

Our research topic references the documentaries of the secondary data source. Specifically, we refer to written materials, including scientific articles, research papers, books, newspapers, and lesson plans on content related to our research topic. Content related to the

fields of tourism, tourists, shopping behavior, impulsive shopping behavior, etc. The secondary data collection channel we use is from an external source, namely the internet.

3.2.2. Primary data

We used two primary data collection methods, including questionnaire and interview.

3.2.2.1. Method 1: Questionnaire

According to (Saul Mcleod, PhD, 2023) “A questionnaire is a type of research tool used to collect data from respondents by asking them a series of questions. One way to think of questionnaires is as a type of written interview”.

In comparison to other methodologies, questionnaires are a rapid and inexpensive way to measure a reasonably large number of individuals' behavior, attitudes, preferences, views, and intentions. (Saul Mcleod, PhD, 2023).

After reviewing, we decided to use the online questionnaire as an important primary data source for the research. Based on literature review and theoretical models, we have created a questionnaire consisting of 31 questions about Demographics, data on consumer behavior while traveling, and 16 questions related to Factors affecting the impulsive consumption behavior of tourists. The questionnaire uses 3 types of scales, including nominal scale, ordinal scale and likert scale.

We created a Google Form consisting of 31 questions to collect primary data online. The reason for using the questionnaire through the Google Form channel is because of the convenience, we easily share the link to the survey object, the survey subjects can easily access the survey link and the results are automatic statistics.

Our goal is to collect 400 survey samples in 2 months through Google Form questionnaire. Our survey subjects are diverse from age to profession, including students, lecturers, those working in the field of tourism, office workers, housewives, etc. We collect questionnaire data by generating a link and a QR code. We sent the link and QR code to the survey subjects through sending messages to relatives, posting on social networks, collecting data directly at FPT university school, companies, and the coffee shops. The results that we obtained after two months of data collection were 328 samples. The status of the data obtained is objective, capable of evaluating and deciding the results for the study of the topic.

3.2.2.2. Method 2: Semi-structured interview

According to (Tegan George, 2022), in a semi-structured interview, data is gathered by asking questions within a predetermined thematic framework. However, neither the questions' order nor their exact wording are fixed. When utilized in research, semi-structured interviews typically have a qualitative feel to them. They are often used as an exploratory tool in the study domains of marketing, social science, survey methods, and other fields. They are widely employed in field studies involving several interviewers because they give all of the interviewers access to the same theoretical framework while still allowing them to consider the research topic from a variety of perspectives.

In the research on the factors affecting the impulsive consumption behavior of tourists, we interviewed a number of subjects related to the fields of tourism, shopping and related research topic, including those who are managers at the travel agencies, administrative agency related to the tourism industry; tourists; tour guide; driver; owners of establishments dealing in tourism products, local specialties. Based on the theoretical basis and the actual situation, we prepare different interview questions suitable for different interviewees. Choosing the semi-structured interview method and interviewing many subjects with many different roles and positions will bring us objective, multi-dimensional data, new and constructive, supporting the research process of our topic. The results that we obtained after the interview are capable of evaluating and deciding the results for the study of the topic.

3.3. Data analysis methods

3.3.1. Data analysis method

Theoretically, data analysis is the process of giving order, structure, and meaning to the collected data, which is aggregated, interpreted, and communicated in research reports. It has been described as messy, ambiguous and time-consuming, but also a creative and fascinating process (Marshall, C., & Rossman, G. B, 1999).

According to LeCompte and Schensul, research data analysis is a process used by researchers for reducing data to a story and interpreting it to derive insights. The data analysis process helps in reducing a large chunk of data into smaller fragments, which makes sense (LeCompte, M.D., & Schensul, J.J, 1999).

3.3.2. Descriptive statistics

The properties of a data collection are described in descriptive statistics. It is a basic technique for describing, displaying, and summarizing facts in a comprehensible manner. Simply select a group of interest, collect data on the group, and then utilize summary statistics and tables to illustrate the group's attributes. Descriptive statistics entails reducing a potentially large number of data points in the sample data to comprehensible summary values and tables (Simplilearn, 2023).

Descriptive statistics research approach, according to J. W. Creswell, is described as the use of descriptive statistics such as mean, variance, percentile, and histogram to characterize, synthesize, and understand numeric data in a study (Creswell, 2009).

3.3.3. Frequency Analysis

In theory, the frequency analysis method is part of descriptive statistics. The frequency of an occurrence is defined in statistics as the number of times it occurs. Frequency analysis is a vital branch of statistics that deals with the number of occurrences (frequency) and the examination of variables such as central tendency, dispersion, percentage, and so on (Researchoptimus, No Date).

3.3.4. Collect primary data

Sekaran and Bougie describe primary data collection as data obtained directly from the original source through direct interaction with the research topic. This is new data that has not previously been collected or used, and it was gathered by the research organization from sources such as surveys, interviews, observations, or experiments (Sekaran, U. and Bougie, R., 2016).

Primary data is information gathered from actual experiments; it can be obtained from research initiatives using methods such as surveys and interviews. Primary data is acquired for a specific study topic; thus it should be used to provide conclusions that best meet the research aims. There are three basic approaches for gathering data: (Hox, Joop J., and Hennie R. Boeije, 2005)

3.3.5. Interview

An interview is a one-on-one interaction in which the interviewer asks the respondent questions. Interviews are ideal for gathering qualitative data because they allow the

interviewer to gain a more in-depth insight of the respondent's experience by asking open-ended questions. Interviews can be conducted either over the phone or in person. An interview may appear to be a facilitator asking a series of survey questions on a tablet or mobile device (Costa, 2022).

3.3.6. Survey questionnaire

This methodology makes extensive use of surveys and survey questionnaires to collect information on a big scale. Questions are frequently multiple choice with a specified answer option; they allow responders to offer more information or explain their responses.

3.4. Ethical considerations

Ethics in scientific research is a part of social ethics, which are rules and standards aimed at regulating voluntary and voluntary behavior of scientists in scientific research activities. Ethical issues in research are present at all steps of the scientific research process (Viện Hàn lâm Khoa học xã hội Việt Nam, 2021).

When it comes to research in developed countries, authors need to focus on honesty, integrity, standards, respect for subjects, accurate information, confidentiality at all times, and respect for people, respect for the law. Besides that, the first principle of research protection is honesty, it is found in almost every aspect as it belongs to research ethics, this principle states that, Scientists need to be transparent in their research, not give false information, deceive colleagues and readers. Be objective in research, collect data and information, avoid working for personal gain so as not to affect the research.

Integrity, purity, keeping promises, scientists need to keep their promises, be sincere, always ensure their work, be responsible for signed contracts, do their best and not be responsible for personal interests. Creativity needs scientific researchers who are creative, inquisitive, learn new research, and never stop innovating. Prudence stipulates that scientists need to work seriously, complete tasks, collect data, research and communicate with the media. Openness is the willingness to share ideas, data, and results in research, especially need to be receptive to criticisms, or critique in one's own writing and Agree with opposing opinions with myself, absorbing new ideas better. More specifically, it is necessary to respect individual owners, respect other intellectual property, do not use data, research without success and the most conflicting thing is not plagiarism. Confidentiality requires researchers

to have forms of confidentiality to avoid public disclosure, see if interviews and research papers are published, and ensure confidentiality for research participants rescue.

After scientific research, it is necessary to publish in the correct order and avoid not to publish. When working in groups, it is necessary to respect colleagues and absorb positive ideas and contributions, in researching and building statements. In the research, it is necessary to respect the subjects, gender, ethnicity, skin color, constructive research for a better society. Responsibility for competence needs scientific researchers to learn, cultivate, and take full responsibility for life, always pushing themselves in research and learning, In the research papers experienced must always comply with the laws and policies of every state.

It can be concluded that when scientific research requires clear procedures, research ethics always plays a very important role, integrity is required, if done poorly, it can lead to the destruction of results of research papers (TC-Huong, 2017).

3.5. Limitations of the research project

Because of the delicate nature of the COVID epidemic, all our surveys have been conducted using both in-person and online methods. Because we employ both quantitative and qualitative research approaches, our study has some limits.

Our crew used the qualitative study approach of direct interviews with representatives of retail enterprises in Can Tho and Thailand, as well as visitors visiting the city. Furthermore, tourism professionals from Can Tho City provided advice to the group. Because of the nature of the study and the necessity to analyze personal views and opinions, we attempted to interview representatives of state management agencies in this sector, which made the interview challenging. Questions frequently take a long time to answer, or experts do not respond, and the time of experts is also an issue influencing time since they do not always have time for us. Due to the delicate work settings for the shopping spots, they will have to be mindful of the inquiries presented, and the time they spend with us is also restricted since they must continue conducting business while there are customers. Finding people interested enough to engage in an interview is extremely tough because most of them are preoccupied with work and the purchasing process, and some consumers are hesitant to provide information about their purchases. As a result, customers are frequently dissatisfied with this response.

We use Google Forms to conduct our survey and require numerous samples of varying ages to validate the veracity of the data obtained, but there are still some issues when it comes to sampling. Some volunteers, for example, may provide erroneous and superfluous information at random. Furthermore, the survey's overwhelming number of questions left several participants irritated and unwilling to finish it. It is impossible to investigate all the evaluations and polls, making it difficult to adequately evaluate the information. Because the survey time is limited, the hunt for additional volunteers of professional age makes the survey more objective.

3.6. Summary

In general, Chapter 3 gave a methodological framework in which qualitative and quantitative research supplied a comprehensive and specific approach to research and research models. Online questionnaires and semi-structured interviews were used to collect data. The collected data was evaluated with descriptive statistics, frequency analysis, and primary data. The following chapter goes into greater information about data analysis.

CHAPTER 4: ANALYSES AND FINDINGS

4.1. Can Tho tourism overview

4.1.1. Resources for tourism development in Can Tho

4.1.1.1. Natural conditions and natural resources

The author bases and considers the factors of natural conditions and natural resources (Bộ Tài nguyên và Môi trường, 2020).

In terms of topotablesy, Can Tho City is located in the middle - downstream region and in the center of the Mekong Delta. Can Tho possesses fertile soil, located in the alluvial land of the Mekong River, with typical terrain of the delta. Can Tho is located entirely on the long-standing alluvial deposition area of the Mekong River with relatively flat terrain.

In terms of climate, Can Tho City is located in the climate zone of the Mekong Delta with common features such as high and stable temperature. Despite being influenced by tropical monsoon climate, Can Tho has advantages in temperature background, heat radiation regime, high sunshine regime and is stable in two seasons of the year. These advantages are very favorable for the development of a tropical agricultural system with high productivity, with many varieties of crops and livestock, creating diversity in production and economic restructuring.

In terms of river and water resources, Can Tho has a fairly thick network of rivers, canals. Can Tho has more than 158 rivers and canals, large and small, which are tributaries of two large rivers, Hau River and Can Tho River, which pass through the city and form a waterway network. In which, according to statistics, there are a total of 13 rivers in Can Tho city. The main rivers include: Hau river (international river), Don Dang river, Rach Soi river, O Mon river, Can Tho river, Binh Thuan river. In addition, the city also has dunes and islets on the Hau River such as Con Au, Con Khuong, Con Son, and Tan Lap Island.

4.1.1.2. History – culture

In terms of historical characteristics, Can Tho be a relatively new land and was exploited lately. Can Tho land be opened with the name Tran Giang since 1739. Can Tho city is a

young city established later compared to other cities of the country. However, Can Tho has a history of formation and development of over 130 years. It is the convergence of patriotic celebrities such as Bui Huu Nghia, Phan Van Tri, Chau Van Liem. There are ancient architectural works such as Ninh Kieu Wharf, Can Tho Ancient Market, State Bank. Traditional craft villages in Can Tho are diverse, rich and have been preserved for generations. Currently, there are more than 10 traditional craft villages with diverse industries that have become an attractive feature of the city, such as: Rice paper making village Thuan Hung, Knitting nets village Thom Rom, traditional fishing gear Thoi Long và Flowers village Ba Bo, ect (To Minh Gioi, 2010).

In terms of cultural characteristics, according to statistics of the Department of Culture, Sports and Tourism, Can Tho city currently has 38 ranked historical and cultural relics, of which 14 are national relics and 24 monuments. city level. In addition, there is a religious and cultural work, the Temple of Hung Kings in Can Tho City (Binh Thuy District) and a memorial cultural work, the Temple of Chau Van Liem (Thoi Lai District). Types of intangible cultural heritage in Can Tho are included in the list of national intangible cultural heritage, including: Cai Rang Floating Market Culture, Ky Yen Festival of Binh Thuy Temple, Can Tho Ho, Singing Ru of the Vietnamese people in Can Tho, together with 20 southern provinces and cities, Can Tho city are preserving and practicing the Southern art of Don ca tai tu, which has been recognized by UNESCO as a cultural heritage, intangible cultural heritage representing humanity. The whole city has 116 types of intangible cultural heritage recorded (Đặng Huỳnh, 2023).

Can Tho city also possess a very rich and diverse culinary culture. The dishes are boldly idyllic and rustic, which is the crystallization of the specialties of other localities in the Mekong Delta. In addition, the people of Can Tho also contribute to creating an idyllic culture in the fertile alluvial land. Can Tho people possess a friendly, open and dynamic personality. Abundant natural conditions have forged the quality of tolerance and affection of the people of Can Tho.

4.1.1.3. Tourism resources associated with socio-economic advantages

Can Tho city is a central city of Southwest region Vietnam, located in the center of the Mekong Delta region. With its advantaged location, Can Tho has several advantages for tourism development. Can Tho city played an important role of the economic, political,

cultural and scientific center of the region also an indispensable traffic hub, convenient for trade between provinces and cities in the region. Today, Can Tho is one of the five grade-1 cities of the Central Government, with an international port and Can Tho airport being expanded to become an international airport. Can Tho bridge has been inaugurated and put into operation. The traffic connecting systems Can Tho with other localities in the region is undeniable. Can Tho International Airport - The aviation gateway of the whole region, together with the seaport system, is one of the advantages to develop trade with other provinces in the region, with regions, and the whole country, at the same time. It is an important advantage to develop tourism in Can Tho. The status of accommodations facilities, entertainments and services in Can Tho relatively meet the need of tourists also support to the development of Can Tho tourism. In 2010, Can Tho had 330 hotels, 6 tourist villages, including 35 hotels from 1 to 4 stars, basically meeting the accommodation needs of all visitors to Can Tho, even in the festivals and major events of the city (To Minh Gioi, 2010).

4.1.2. Some typical tourism products in Can Tho

From the factors of natural conditions and natural resources, historical and cultural factors, we can affirm that Can Tho city has many strengths to focus on developing some types of tourism. representative. Some typical tourism products in Can Tho must be mentioned: MICE tourism, eco-tourism – garden tourism, river tourism, historical - cultural tourism, community tourism.

4.1.2.1. MICE tourism

Can Tho city own suitable facilities and infrastructure to develop MICE tourism. Can Tho owns convenient transportation infrastructure and an international airport. Currently, Can Tho has more than 600 accommodation establishments with more than 11,000 rooms. In which 1/3 of hotels in Can Tho City have the standard from 1-5 stars. Some typical hotels that organize MICE tourism include Mekong Rustic Can Tho, homestay system of My Khanh Tourist Village, Muong Thanh Hotel, TTC Premium, Azerai Can Tho, My Thuan homestay, Victoria Can Tho... Mr. Tran Yen Vinh, Director of Muong Thanh Can Tho Hotel, said: “MICE tourism in Can Tho has been quite developed over the years. Only in the first 6 months of 2022, the hotel had about 60 MICE delegations to Muong Thanh Can Tho, estimated that there were about 8,000 MICE guests alone (Ministry of Culture, 2022).

4.1.2.2. Eco-tourism – garden tourism

Owning a system of interlaced canals, fertile alluvium along with a tropical climate suitable for growing a variety of tropical fruits and vegetables. Created great conditions for ecotourism areas in Can Tho to be born and develop. The eco-tourism areas in Can Tho not only stop at sightseeing activities, but also offer visitors a lot of interesting activities such as enjoying food, participating in folk games, and listening to traditional music. Some of the popular ecotourism sites in Can Tho are My Khanh tourist village, Con Son ecotourism area, and Phu Huu ecotourism area, ect.

4.1.2.3. River tourism

Rivers can be said to be the strongest point of the natural topotablesy of Can Tho city, river tourism in Can Tho has been focused for many years. Visitors can experience traveling by means of transport on the river to reach some tourist attractions such as fruit garden, Sau Hoai noodle shop, Con Son tourist area, etc. In addition, one of the famous river tourist attractions In Can Tho, one must mention is Cai Rang Floating Market. In 2016, Cai Rang Floating Market Culture was included in the list of National Intangible Cultural Heritage by the Ministry of Culture, Sports and Tourism (Can Tho Newspaper, 2022).

4.1.2.4. Historical and cultural tourism

Information from the Department of Culture, Sports and Tourism of Can Tho, the Department has just announced the decision on the list of 22 national and city-level monuments in the area until May 2011. As for the national-ranked relic, Can Tho city has 4 architectural - artistic relics and 6 historical - cultural relics. The city-level relic has 12 historical and cultural relics. These are all unique relics that annually attract a large number of tourists to visit Can Tho. Some historical, cultural and spiritual sites that attract many tourists to visit in Can Tho include Binh Thuy Temple, Ong Pagoda, Temple of Hung Kings, Tomb of valedictorian Bui Huu Nghia, etc (Huynh Hai, 2011).

Can Tho culinary culture is also a factor attracting tourists to visit. Some tours attract visitors because they combine the experience of enjoying and cooking specialties yourself.

Festival tourism is also a tourist attraction product. Some festivals that attract the attention of tourists in Can Tho are the folk cake festival, the Can Tho lantern festival, the Binh Thuy communal house worshipping festival, the Ong Pagoda festival, and the Khmer festival, ect.

4.1.2.5. Community tourism

Experiencing a number of activities that are typical of the region, bold in the countryside in the tourist areas and homestays is always an activity that attracts the curiosity of tourists. Some community tourism activities such as participating in Cooking Class Journey, making noodles at Sau Hoai noodle factory, visiting and picking fruit at the garden, fishing, etc. Community-based tourism, staying at homestays in Can Tho City is initially taking shape, so it is still developing and perfecting.

4.2. Factors affecting the impulsive consumption behavior of tourists

4.2.1. Demographics factors

4.2.1.1. Gender

Impulsive behavior

There are two unidentifiable samples among the 328 surveyors, comprising both males and females. The information we received is as follows: The percentage of men and women who entirely Disagree with hasty buying decisions accounts for a few, with just 6.7% accounting for a relatively modest amount in the poll. However, the number of people who Agree and absolutely Agree is exceptionally high, with the overall percentage accounting for more than 61%. In addition, studies show that the quantity of random purchases made by men and women is not excessive. There were both spontaneous purchases, and the percentage of males who Strongly Agreed was larger than that of women.

4.2.1.1 Check the relationship between gender and impulsive behavior

		Impulsive behavior					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	11	9	36	40	55	151
	Female	11	13	47	65	41	177
Total		22	22	83	105	96	328
		6.7%	6.7%	25.5%	32.2%	28.8%	100%

According to the table above, the number of males who Strongly Agree is growing, indicating that both men and women shop nowadays. More emphasis should be placed on the male gender in order to boost the quantity of purchases. This can be achieved by tailoring marketing strategies and product offerings to specifically target men's preferences and needs. Additionally, conducting market research and gathering feedback from male shoppers can provide valuable insights to further enhance their shopping experience and attract more male customers.

Always exceeds the shopping cost limit

When men and women are displayed as a percentage, they consistently outspend the cost aim while shopping when traveling. It can be seen that the percentage of men and women who Agree is not very high, as the data currently shows the percentage of males who Strongly Agree with the assumption that they always buy. When it comes to travel, males spend far more than women.

4.2.1.1 Check the relationship between Gender and always exceed the shopping cost limit

		<i>Always exceeds the shopping cost limit</i>					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	18	14	30	46	43	151
	Female	13	24	60	52	28	177
Total		31	38	90	98	71	328
		9%	12%	27%	30%	22%	100%

Looking at the table, we can see that women have a higher Neutrality rate than men; the difference is visible in both tables, but we notice it more while traveling with men. and women consistently surpass the goal in terms of procurement expenditures, as seen by the orange and yellow columns being higher and more than the bulk of the other columns.

4.2.1.2. Education

Impulsive behavior

We have five levels of schooling with the schooling data here: high school, intermediate, college, undergraduate, and postgraduate. With a significant number of surveys from undergraduate and graduate level surveys, the frequency of Agree and Strongly Agree is larger than the other categories. Their spontaneous purchasing rate is also extremely high, and when combined with the present travel of young people, it is easy to see that the rate is high. This suggests that young people at the undergraduate and postgraduate levels are more likely to have a higher disposable income and a greater inclination towards impulsive buying. Additionally, their exposure to new experiences and trends during their educational journey may contribute to their higher purchasing rate compared to individuals at other schooling levels.

4.2.1 2 Check the relationship between Education and impulsive behavior

		impulsive behavior					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Education	High school	3	1	1	4	2	11
	Intermediate	0	0	1	0	2	3
	College	0	1	2	0	2	5
	University	17	18	75	94	66	270
	After university	2	2	4	7	24	39
Total		22	22	83	105	96	328
		6.7%	6.7%	25.5%	32.2%	28.8%	100%

In addition, the data shows many Agree votes and wide dispersion at all 5 levels. This suggests that individuals at the "College" level tend to make impulsive purchasing decisions rather than careful purchase planning. In addition, the data imply that factors such as peer

influence and instant gratification may play an important role in driving these spontaneous shopping behaviors at this stage.

Always exceed the shopping cost limit

According to the poll, the problem of excessive spending on shopping when traveling is growing increasingly frequent at the "Undergraduate" and "Postgraduate" levels, maybe at this level. They have more opportunity to travel and experience new things, making it easier for them to spend more money on shopping when traveling is higher and more common than the other levels. We must pay better attention to these details. It is important to deal with this problem because of spending too much on shopping while traveling. Running financial literacy programs or workshops specifically for undergraduate and graduate students can help educate them about budgeting, spending, and making spending decisions while traveling.

4.2.1 3 Check the relationship between Education and Always exceed the shopping cost limit

		Always exceed the shopping cost limit					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Education	High school	3	1	3	3	1	11
	Intermediate	1	0	1	0	1	3
	College	2	0	2	0	1	5
	University	25	36	77	83	49	270
	After university	0	1	6	12	20	39
Total		31	38	89	98	72	328
		9%	12%	27%	30%	22%	100%

The table also shows that the "university" level has the clearest and most exact separation from the preceding levels, which may limit today's youth's capacity to travel more and more

in a short period of time. At this time, they fought in various conflicts and calculated the expenses of purchases.

4.2.1.3. Age

Impulsive behavior

The sfromdy's survey group included people aged under 22, between the ages of 22 and 30, between the ages of 30 and 40, between the ages of 40 and 50, and above 50. The survey respondents' range in age from 22 to 50 years old, as shown by the preceding sfromdy. As compared to the other age groups, the age group from 22 to 50 years old accounts for a sizable proportion. This is also the age when individuals purchase the most rashly. This age group is also part of the younger generation, which is evolving in accordance with trends, thus shopping options are becoming more refined. Moreover, the age groups of 30 to 40 years old and 40 to 50 years old influence customer behavior. Individuals in this age range often have established employment and a better discretionary income. They prioritize quality and value in their shopping selections, frequently opting for more durable and long-lasting items. It should be highlighted, however, that the age group of 50 and older should not be underestimated. This demographic group frequently exhibits brand loyalty and seeks items to serve. In addition, the age group under 22 is progressively occupying a significant market share in traveling shopping. We must also pay more attention to our schedule and continue to need new trends for this age. This age group is often more influenced by Social Trends and advertising, leading to impulsive shopping decisions. Additionally, this Demographic may have more disposable income compared to younger age groups, allowing for more frequent and spontaneous purchases.

4.2.1 4 Check the relationship between age and impulsive behavior

		impulsive behavior					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	< 22 Age	2	3	9	23	11	48
	from 22 - 30 Age	8	7	22	28	17	82
	From 30 - 40 Age	6	6	28	23	20	83
	From 40 - 50 Age	6	4	19	24	20	73

	> 50 Age	0	2	5	7	28	42
Total		22	22	83	105	96	328
		7%	7%	25%	32%	29%	100%

The table demonstrates that "Age" is considered young and has a significant number of customers, and this age group also has a great number of divergences in its selections, albeit often within the age group. The vast majority of people shop on the spur of the moment. This impulsive shopping behavior can be attributed to the youthful energy and spontaneity that characterizes this age group. Additionally, the wide range of choices available to them further contributes to their divergent selections, as they are more open to experimenting with different products and brands.

Always exceed the shopping cost limit

4.2.1 5 Check the relationship between age and always exceed the shopping cost limit

		Always exceed the shopping cost limit					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	< 22 Age	4	5	17	13	9	48
	From 22 - 30 Age	9	12	26	23	12	82
	From 30 - 40 Age	8	14	23	25	13	83
	From 40 - 50 Age	7	7	22	23	14	73
	> 50 Age	3	0	2	14	23	42
Total		31	38	90	98	71	328
		9%	12%	27%	30%	22%	100%

According to survey statistics, some adults between the ages of 22 and 40 and 50 are financially independent and capable of working. They may overpay for things since they travel more than they shop. Furthermore, the proportion of persons who Agree and Strongly Agree accounts for a setage by age group, allowing expenditure levels to be seen across all age groups. This implies a desire for financial independence and a readiness to spend more money on travel rather than shopping, which is not restricted to a certain age group. While assessing the purchasing patterns of today's young, it is critical to take these elements into account. Understanding the spending habits of today's youth requires a comprehensive analysis of their priorities and preferences. By recognizing that their inclination towards travel over shopping is not limited to a specific age group, we can better grasp the underlying motivations behind their spending choices. Additionally, taking into account the desire for financial independence among young people further emphasizes the significance of travel expenditure in their overall budgeting decisions.

The data consistently reveals that the age gap among young people is not too great, and an increasing number of young people are preferring to travel as well as go shopping since travel allows them to rest and relax. As a result, kids may spend more money and gain strength, which will educate them how to spend when shopping overseas. This trend has the potential to have a big influence on the worldwide travel and retail industries. Additionally, it can help to boost the economy in major tourist areas because younger tourists prefer to spend more on local goods and services. This shift in spending habits can also lead to the development of new businesses and job opportunities in these destinations, catering specifically to the needs and preferences of young travelers. Additionally, the increased influx of tourists can stimulate local economies by creating a demand for various goods and services, thus boosting overall economic growth.

4.2.1.4. Marital status

Impulsive behavior

Looking at the data table, we can observe that Marital status influences impulsive purchasing decisions as well. Since they are now influenced by family and surroundings, the majority of people in this single age group are also particularly prone to impulsive purchases. Yet, the tendency of married individuals spending impulsively is expanding, and because people with families may purchase for their children and relatives, their impulsive purchasing decisions are also increasing. As a result, today's single and married people are more impulsive and

impatient. This research implies that a single person's proclivity for impulsive expenditures may be influenced by family responsibilities and influence. It is crucial to remember, however, that individual characteristics and variables might also have a role in impulsive shopping behavior, regardless of marital status. For example, personality traits such as low self-control or high levels of extraversion can make individuals more prone to impulsive buying, regardless of their family. Additionally, external factors like advertising and Social Trends can also greatly influence impulsive shopping behavior in both single and married individuals.

4.2.1 6 Check the relationship between marital status and impulsive behavior

		Impulsive behavior					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Marital status	Single	16	16	57	73	48	210
	Married	6	6	26	32	48	118
Total		22	22	83	105	96	328
		7%	7%	25%	32%	29%	100%

The data also shows that the distribution of singles is comparable to that of married persons, yet both Agree on the subject of impulse purchases. Singles are more likely than married persons to shop impulsively. What's intriguing is that both groups had equal degrees of Agree on the significance of saving money for the future. This suggests that while singles may be more prone to impulsive spending, they still recognize the significance of saving for their financial stability in the long run. It would be valuable to further investigate the factors influencing impulse purchases among singles and married individuals to better understand this trend.

Always exceed the shopping cost limit

As compared to previous years, the expense of buying when traveling for married or single individuals is still exceedingly high. It can be seen that the percentage of Agree and completely Agree is still pretty high, and the amount of money spent on shopping while traveling by married people tends to exceed the goal. The number of single people is also

rather high; a rising number of young people choose to marry later in life in order to be able to freely travel, buy, and enjoy life. It's hardly shocking that they live beyond their means. This practice of overspending when traveling is not exclusive to married or single people. As the demand for experiences and material items grows, it is becoming more frequent among people of all ages and marital circumstances. This consumer behavior raises worries about financial stability and the long-term effects of such extravagant purchasing habits.

4.2.1.7 Check the relationship between marital status and always exceed the shopping cost limit

		Always exceed the shopping cost limit					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Marital status	Single	21	31	66	58	34	210
	Married	10	7	24	40	37	118
Total		31	38	90	98	71	328
		9%	12%	27%	30%	22%	100%

The data clearly shows that the single rate is relatively high, but they are also the people who always spend more money on shopping when they travel, and the number of married people is also increasing. This suggests that the single rate may be attributed to their higher disposable income and willingness to indulge in shopping experiences while traveling. Moreover, the increasing number of married individuals indicates a potential shift towards more couples choosing to explore and spend time on travel together.

4.2.1.5. Income

Impulsive behavior

Meanwhile, with the majority of respondents in the survey having a long-term experiential income ranging from 5 million VND per month to less than 20 million VND, it is clear that spending is somewhat more comfortable, and some people prefer to be Neutral when it comes to improving the buying selection process. Shopping became more accessible as the population rose from 10 million to 20 million. When traveling, they have greater freedom to buy and make spontaneous judgments.

Looking down at those with incomes of VND 20 million or more, we can observe that their impulsive purchases have spread to include a bigger number of individuals who Strongly Agree.

This demonstrates that as people's income rises, so does their propensity to purchase copper. Furthermore, research demonstrates a link between higher income levels and a bigger percentage of people who are comfortable making impulsive purchases.

This correlation can be attributed to the fact that higher income levels provide individuals with a sense of financial security, allowing them to indulge in impulsive buying without worrying about the immediate impact on their budget. Moreover, the availability of a wider range of products and services in the market also plays a role in encouraging spontaneous purchases among those with higher incomes, as they have more options to choose from and are more likely to come across appealing offers or deals.

4.2.1 8 Check the relationship between income and impulsive behavior

		Impulsive behavior					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Income	< 5 million	2	3	9	24	11	49
	From 5 - 10 million	7	4	17	18	12	58
	From 10 - 15 million	3	6	19	25	19	72
	From 15 - 20 million	9	6	31	18	21	85
	> 20 million	1	3	7	20	33	64
Total		22	22	83	105	96	328
		7%	7%	25%	32%	29%	100%

Regardless of income level, the impulsive purchase decision corresponding to Agree and completely Agree always accounts for a very considerable percentage of the remaining possibilities, according to the tables. If monthly income growth continues, the quantity of impulsive purchases is likely to increase even more than it is now. This suggests that as people's income increases, they are more likely to engage in impulsive buying behavior. However, it is important to consider other factors such as personal financial management skills and individual preferences, which can also influence impulsive purchasing habits. Additionally, societal and culture factors play a significant role in impulsive buying behavior. For instance, the influence of advertising and peer pressure can further increase the likelihood of impulsive purchases, regardless of income growth. Therefore, a comprehensive understanding of these various factors is crucial in accurately predicting and addressing impulsive buying tendencies.

Always exceed the shopping cost limit

Nevertheless, when it comes to spending money when traveling, monthly income is frequently the decisive factor. Following the Covid-19 epidemic, the number of Agree is projected to vary between 5 and less than 20 million VND. Individuals with incomes of 5 million to 10 million dong and 10 million to 15 million VND shop much more than their aim and are more active than the other income categories. These higher-income folks not only have the financial resources to spend more, but they also have a stronger desire to partake in opulent and upmarket events. Their purchasing habits are motivated by a desire for exclusivity and the opportunity to afford high-quality goods and services. As a result, their purchasing power far exceeds that of lower-income individuals, making them powerful economic drivers. Their preference for high-end brands and products also contributes to the growth of the luxury market. Additionally, their willingness to invest in experiences such as travel, fine dining, and entertainment further stimulates economic activity in these sectors.

4.2.1 9 Check the relationship between monthly income and always exceed the shopping cost limit

		Always exceed the shopping cost limit					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Monthly income	< 5 million	4	5	18	13	9	49

	From 5 - 10 million	6	11	18	17	6	58
	From 10 - 15 million	6	9	21	21	15	72
	From 15 - 20 million	10	10	27	22	16	85
	> 20 million	5	3	6	25	25	64
Total		31	38	90	98	71	328
		9%	12%	27%	30%	22%	100%

The table depicts the division and reasonably correct estimate of shopping expenditure when traveling, with amounts ranging from 5 million VND to less than 20 million VND. Even though the great majority of individuals Agree, it is apparent that spending money on shopping when traveling is significant. Despite thorough calculation, this demonstrates that individuals value shopping as a significant element of their trip experience. Some may view shopping as a means to immerse themselves in the local culture and bring back unique mementos that are well worth the extra expense. Furthermore, shopping can also be seen as a form of self-expression and a way to indulge in personal interests and hobbies. Additionally, the act of shopping while traveling allows individuals to support local businesses and artisans, contributing to the growth of the local economy.

4.2.2. Psychology factors

4.2.2.1. Crowd Effect and Fear of Missing Out (FoMO)

4.2.2.1 Statistical table describing tourists buying products while traveling because of the crowd effect

The crowd effect					
		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	18	5.5%	5.5%	5.5%
	Disagree	48	14.6%	14.6%	20.1%
	Neutral	22	6.7%	6.7%	26.8%
	Agree	100	30.5%	30.5%	57.3%
	Strongly Agree	140	42.7%	42.7%	100.0%
	Total	328	100.0%	100.0%	

By using a 5-points Likert scale, from 1 to 5 corresponds to completely Disagree to completely Agree. In the survey questionnaire, the author mentioned the psychological factor of the crowd effect. Specifically, the question is: 7. You choose to buy products when traveling because of the crowd effect (you observe that other people have shopping behavior, so you have the same shopping behavior as them).

From the tables of the survey responses, it shows that 30,5% of tourists have a level of Agree and 42,7% of tourists have a level of Strongly Agree. 14,6% of tourists have a level of Disagree and 5,5% of tourists have a level of Strongly Disagree. From the above results, 73,2% of tourists Agree with the above hypothesis and 20,1% of tourists Disagree with the above hypothesis. The ratio has a large difference between the Agree rate and the Disagree rate. The percentage Agree with the hypothesis is much higher than the rate Disagree with the hypothesis. We can confirm that the psychological factor of mass effect has an influence on the impulsive consumption behavior of tourists.

4.2.2.2 Statistical table describing tourists buying products while traveling because of fear of missing out (FoMO)

Fear of Missing Out (FoMO)					
		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	22	6.7%	6.7%	6.7%
	Disagree	34	10.4%	10.4%	17.1%
	Neutral	90	27.4%	27.4%	44.5%
	Agree	111	33.8%	33.8%	78.4%
	Strongly Agree	71	21.6%	21.6%	100.0%
	Total	328	100.0%	100.0%	

By using a 5-points Likert scale, from 1 to 5 corresponds to completely Disagree to completely Agree. In the survey questionnaire, the author mentioned the psychological factor of fear of missing out (FoMO). Specifically, the question is: 11. You have the behavior of buying products because you do not want to miss the product.

From the tables of the survey responses, it shows that 33,8% of tourists have a level of Agree and 21,6% of tourists have a level of Strongly Agree. 10,4% of tourists have a level of Disagree and 6,7% of tourists have a level of Strongly Disagree. From the above results, 55,4% of tourists Agree with the above hypothesis and 17,1% of tourists Disagree with the above hypothesis. The ratio has a large difference between the Agree rate and the Disagree rate. The percentage Agree with the hypothesis is much higher than the rate Disagree with the hypothesis. We can confirm that the psychological factor of fear of missing out (FoMO) completely affects the impulsive consumption behavior of tourists.

4.2.2.2. Self-image

Using a 5-point Likert scale, 1 to 5 corresponds to Strongly Disagree to Strongly Agree. In the survey questionnaire, the author mentioned psychological factors about self-image.

Specifically, there are 3 questions: 8. You have the behavior of buying products when traveling because of your mood/emotions (1); 9. You feel satisfied/excited after shopping while traveling (Express yourself) (2); 10. You have the behavior of buying products when traveling because you simply like the product (3).

4.2.2 3 Statistical table describing tourists buying products while traveling because of their moods and emotions

Mood/Emotion					
		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	13	4.0%	4.0%	4.0%
	Disagree	21	6.4%	6.4%	10.4%
	Neutral	76	23.2%	23.3%	33.7%
	Agree	123	37.5%	37.7%	71.5%
	Strongly Agree	92	29%	28.5%	100.0%
	Total	328	100.0%	100.0%	

(1) From the tables of the survey responses, it shows that 37,5% of tourists have a level of Agree and 28,4% of tourists have a level of Strongly Agree. 6,4% of tourists have a level of Disagree and 4% of tourists have a level of Strongly Disagree. From the above results, 65,9% of tourists Agree with the above hypothesis and 10,4% of tourists Disagree with the above hypothesis. The ratio has a large difference between the Agree rate and the Disagree rate. The percentage Agree with the hypothesis is much higher than the rate Disagree with the hypothesis. We can confirm that the self-image psychological factor of mood/emotion completely affects the impulsive consumption behavior of tourists.

4.2.2 4 Statistical table describing tourists buying products while traveling because of their satisfied and excited after buying

You Satisfied/excited after buying (self-image)					
		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	18	5.5%	5.5%	5.5%
	Disagree	20	6.1%	6.1%	11.6%
	Neutral	98	29.9%	30.0%	41.6%
	Agree	110	33.5%	33.6%	75.2%
	Strongly Agree	82	25%	24.8%	100.0
	Total	328	100.0	100.0	

(2) From the tables of the survey responses, it shows that 33,5% of tourists have a level of Agree and 24,7% of tourists have a level of Strongly Agree. 6,1% of tourists have a level of Disagree and 5,5% of tourists have a level of Strongly Disagree. From the above results, 58,2% of tourists Agree with the above hypothesis and 11,6% of tourists Disagree with the above hypothesis. The ratio has a large difference between the Agree rate and the Disagree rate. The percentage Agree with the hypothesis is much higher than the rate Disagree with the hypothesis. We can confirm that the self-image psychological factor of expressing yourself completely affects the impulsive consumption behavior of tourists.

(3) From the tables of the survey responses, it shows that 37,2% of tourists have a level of Agree and 40,2% of tourists have a level of Strongly Agree. 2,4% of tourists have a level of Disagree and 2,1% of tourists have a level of Strongly Disagree. From the above results, 77,4% of tourists Agree with the above hypothesis and 4,5% of tourists Disagree with the above hypothesis. The ratio has a large difference between the Agree rate and the Disagree rate. The percentage Agree with the hypothesis is much higher than the rate Disagree with

the hypothesis. We can confirm that the self-image psychological factor of like the product completely affects the impulsive consumption behavior of tourists.

From (1), (2), (3), the self-image psychological factor of like the product has the highest influence (77.4% Agree rate), then the factor of mood/emotion (65.9% Agree rate) and the factor of express yourself (58.2% Agree rate) respectively. We can confirm that the psychological factor of self-image completely has a great influence on the impulsive consumption behavior of tourists.

4.2.2.3. Other psychological factors

Some other psychological factors that the author mentioned are psychological factors that are coercion and charity.

4.2.2 5 Statistical table describing tourists buying products while traveling because of coercion

Coercion					
		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	111	33.8%	33.9%	33.9%
	Disagree	59	18.0%	18.0%	52.0%
	Neutral	62	18.9%	19.0%	70.9%
	Agree	50	15.2%	15.3%	86.2%
	Strongly Agree	46	14%	13.8%	100.0
	Total	328	100.0	100.0	

By using a 5-points Likert scale, from 1 to 5 corresponds to completely Disagree to completely Agree. In the survey questionnaire, the author mentioned psychological factors

of coercion. Specifically, the question is: 16. You have the behavior of buying products when traveling because you are in coercion.

The tables of the survey responses, it shows that 15,2% of tourists have a level of Agree and 13,7% of tourists have a level of Strongly Agree. 18% of tourists have a level of Disagree and 33,8% of tourists have a level of Strongly Disagree. From the above results, 28,9% of tourists Agree with the above hypothesis and 51,8% of tourists Disagree with the above hypothesis. The ratio has a difference between the Agree rate and the Disagree rate. The percentage Agree with the hypothesis is more less than the rate Disagree with the hypothesis. We can confirm that only a small number of tourists are affected by this hypothesis psychological factor coercion, thereby concluding that psychological factor of coercion has no strong influence on the impulsive consumption behavior of tourists.

4.2.2 6 Statistical table describing tourists buying products while traveling for charity purposes

Charity					
		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	8	2.4%	2.4%	2.4%
	Disagree	26	7.9%	7.9%	10.4%
	Neutral	111	33.8%	33.8%	44.2%
	Agree	105	32.0%	32.0%	76.2%
	Strongly Agree	78	23.8%	23.8%	100.0
	Total	328	100.0	100.0	

By using a 5-points Likert scale, from 1 to 5 corresponds to completely Disagree to completely Agree. In the survey questionnaire, the author mentioned psychological factors

for charity purposes. Specifically, the question is: 15. You have the behavior of buying products when traveling for charity purposes (buying to support).

From the tables of the survey responses, it shows that 32% of tourists have a level of Agree and 23,8% of tourists have a level of Strongly Agree. 7,9 % of tourists have a level of Disagree and 2,4 % of tourists have a level of Strongly Disagree. From the above results, 55,8% of tourists Agree with the above hypothesis and 10,3% of tourists Disagree with the above hypothesis. The ratio has a large difference between the Agree rate and the Disagree rate. The percentage Agree with the hypothesis is much higher than the rate Disagree with the hypothesis. We can confirm that the psychological factors for charity purposes completely affect the impulsive consumption behavior of tourists.

To summarize, from the results of 7 survey questions related to psychological factors, we can confirm that psychological factors include crowd effect, fear of missing out (FOMOs), self-image, psychological of charity that affect the impulsive consumption behavior of tourists. The remaining psychological factor coercion did not have a strong influence on the impulsive consumption behavior of tourists. From the above results, the author confirms the correctness of the hypothesis H3: Psychological factors have an influence on impulsive consumption behavior of tourists.

4.2.3. Marketing factors

4.2.3.1. New and unique product characteristics

4.2.3 1 Statistical table describing tourists buying products while traveling because of new and unique products

New and unique products					
		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	7	2.1%	2.1%	2.1%
	Disagree	20	6.1%	6.1%	8.3%
	Neutral	89	27.1%	27.2%	35.5%
	Agree	126	38.4%	38.5%	74.0%

	Strongly Agree	86	26.2%	26.0%	100.0
	Total	328	100.0	100.0	

By applying a 5-points Likert scale, from 1 to 5 corresponds to Strongly Disagree to Strongly Agree in the survey questionnaire, we mentioned a question involving marketing factors that impact tourists' impulsive buying behavior if a tourist decided to purchase because of new and unique products. Through the question, we observed that the highest answer was Agree which occupied 38.4%, ranked second was Neutral with 27.1% of the answers. 26.2% of the answers were Strongly Agree and the lowest% of answers were Strongly Disagree with 2,1%. It can be drawn that the new and unique products have a certain influence on the impulse buying decision of tourists when they travel. In marketing studies, innovativeness can be described as a willingness to try new things or openness to new experiences. The theoretical descriptions of both innovativeness and desire for unique consumer products suggest that these consumer characteristics should be related. (Goldsmith, 2015) Creating and developing new and unique products is a spearhead strategy that attract more tourists' attention and motivating tourists' impulsive buying behavior in tourism destinations.

4.2.3.2. Product layout

4.2.3 2 Statistical table describing tourists buying products while traveling because of product layout

		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	7	2.1%	2.1%	2.1%
	Disagree	26	7.9%	7.9%	10.1%
	Neutral	109	33.2%	33.2%	43.3%
	Agree	118	36.0%	36.0%	79.3%

	Strongly Agree	68	20.7%	20.7%	100.0
	Total	328	100.0	100.0	

The above table shows the marketing factor that involving products layout is tourists' decision to purchase products when traveling is affected by products display. The table provide the answer of 328 interviewees with the highest rate answer belong to Agree occupied 36.0% of all responses. In the next place, tourists are Neutral about this issue at 33,2 %, tourists also Strongly Agree that products layout have undeniable impact on their buying behavior. The lowest rate of answer is Strongly Disagreed with 2.1%. Through the information provided by the above table, the majority of tourists who participated in the questionnaire Agree with the hypothesis that the product layout has a positive influence on their impulsive buying decision. The products layout plays a huge role in marketing strategy and also tourism businesses. Eye-catching products layout draws the attention of tourists to the products and boosts the chances of their impulsive buying behavior. From the perspective of tourism businesses, especially retail businesses in tourism destination, designing and creating attractive products layout is a key element that must be consider methodically and creatively in order to stimulate tourists impulsive buying behaviors.

4.2.3.3. Local specialty products

4.2.3 3 Statistical table describing tourists buying products while traveling because of local specialty products

		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	12	3.7%	3.7%	3.7%
	Disagree	15	4.6%	4.6%	8.3%
	Neutral	71	21.6%	21.7%	30.0%
	Agree	112	34.1%	34.3%	64.2%

	Strongly Agree	118	36%	35.8%	100.0
	Total	328	100	100.0	

The figures above depict the influence of local specialty products to tourists' impulsive buying behaviors. As seen as the information from the table above, the % age of responses which Strongly Agree stand majority with 35,7%. Following responses are Agree and Neutral with 34,1 % and 21,6 %, respectively. The lowest answer was Strongly Disagree which counted 3,7% in total. In conclusion, the responses proved that the local specialty products play an important role in tourism, especially have a great impact on tourists shopping behaviors. Vietnam is a land of rich natural resources and longstanding culture, there for the value of diverse local specialty products is confirm and undeniable by the world. There are several local specialty in Vietnam that stand unique and rich value that tourists impossible to ignore, we can easily name many of famous local specialty products in every each city, province or even small village in Vietnam. More than half of responses from the question about local specialty products are Agree with the influence of this factor to tourists' shopping behavior, we can confirm the undispendable effect of this kind of machandise to marketing factor that help increasing tourist spending and promotion for tourism destinations. Developing the diversity and quality of local specialty mechandises is one of the optimal method to increase the revenue of the tourism business and tourists' spending in tourism destination in term of stimulating tourists' impulsive buying behavior.

4.2.3.4. The price of product

4.2.3 4 Statistical table describing tourists buying products while traveling because of the price of products

		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	10	3.0%	3.0%	3.0%
	Disagree	19	5.8%	5.8%	8.8%
	Neutral	89	27.1%	27.1%	36.0%

	Agree	119	36.3%	36.3%	72.3%
	Strongly Agree	91	27.7%	27.7%	100.0
	Total	328	100.0	100.0	

The above table which information collected from a 5 points Likert scale in order to analyze each of attitude statement from Strongly Disagree to Strongly Agree of the question involving tourists' impulsive buying behaviors was influenced by the low price of products. The results collected point out that there are 36,3 % of responses express they Agree with the statement. In addition, 27,7 % of answer are Strongly Agree that low price products boosted their impulsive buying behavior when travel. Otherwise, 3,0 % of interviewees said that they Strongly Disagree and 5,8% also Disagree, respectively. According to the table, we observed that most of respondents Agree that cheap price products have important impact to their purchase decision. In summary, pricing strategy is an important method in marketing that help businesses focus on their target segmentations and profit. Price promotion, as one of the most popular promotions that has a certain influence on consumers' purchasing decision (Zhang et al., 2017). Particularly, in the tourism industry, the cheap price products are encouraging tourist innovation to make their purchase decision faster and spending more in tourism destination. The contribution of cheap products' price has positive affect which helps increasing volumn of tourists' impulsive buying behaviors in tourism destinations.

4.2.3.5. The salesperson's advice

4.2.3 5 Statistical table describing tourists buying products while traveling because of the salesperson's advice

		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	17	5.2%	5.2%	5.2%
	Disagree	28	8.5%	8.6%	13.8%
	Neutral	102	31.1%	31.3%	45.1%

	Agree	118	36.0%	36.2%	81.3%
	Strongly Agree	63	18.9%	18.7%	100.0
	Total	328	100.0	100.0	

According to the above table, involving the statement that if tourists' impulsive buying behavior was impact by salesperson's advice, most of respondent's answer Agree which stand 36,0%. As seen as, the second high answer is Neutral which count 31,1% and place next to is Strongly Agree occupies 18.6 % of respondents. In which, only 5,2 % of tourists participated in the questionnaire said that they are Strongly Disagree with this statement. Through the figures from the above table, similarly to all above factors, the salesperson's advice also plays an critical role in which influence tourists' purchase decision (Huang, 2012) regarded Sales Promotion as a direct stimulus to extra value of a product or an incentive to final consumers, salespeople, or distributors. Tourist were convinced to pay for the product or service in tourism destination. In order to be persuaded, feeling or impression of the customer who will try the product or service for the first time must change. Considering the fact that feelings about the products are not an easy things to change, salespeople facilitates the consumers' information gaining process, by providing customer-product knowledge. There for salesperson provide the advice and atmosphere that helps increasing tourists impulsive purchase intention. In conclusion, salesperson' advice is necessary to exceed tourist' impulsive buying behavior by understanding tourist's demand and psychology.

4.2.3.6. The tour guide' advice

4.2.3 6 Statistical table describing tourists buying products while traveling because of the tour guide's advice

		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	15	4.6%	4.6%	4.6%
	Disagree	37	11.3%	11.3%	15.9%

	Neutral	94	28.7%	28.7%	44.6%
	Agree	107	32.6%	32.7%	77.4%
	Strongly Agree	75	22.9%	22.6%	100.0
	Total	328	100.0	100.0	

The tables depicts the percentage of tourists who express their attitudes about the statement that if tourists' impulsive buying behavior influenced by tour-guide's advice. As shown in the tables, most of respondents express they Agree that tour guides' advice have critical effect to their shopping behaviors which occupied 32.6 %. In addition, 28.7% of respondents stay Neutral about the issue and 22.6% are Strongly Agree. In contrast, there are also 4.6 % tourists participated in the questionnaire said that they Strongly Disagree to the point of view. Taking everything into consideration, the majority of respondents confirmed that they are certainly influenced by tour guides' recommendation to spending more in tourism destination (Cheng, 2018) supported that the service quality of tour guides positively affects tourist satisfaction and subsequent shopping behaviors. Moreover, Min (2016) proposed that the service quality of tour guides can improve the profits and market share of travel agencies. Therefore, the tour guides' recommendation plays an important role to persuade and stimulate tourists' impulsive buying behavior.

4.2.3.7. The influencers' promotion

4.2.3 7 Statistical table describing tourists buying products while traveling because of the influencers' promotion

		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	33	10.1%	10.1%	10.1%
	Disagree	49	14.9%	15.0%	25.1%
	Neutral	108	32.9%	33.0%	58.1%

	Agree	86	26.2%	26.3%	84.4%
	Strongly Agree	52	15.8%	15.6%	100.0
	Total	328	100.0	100.0	

According to the survey conducted by 328 tourists, if they make their impulsive buying decisions by the impact of famous influencers' promotion, 15.5% and 26.2% of the respondents answer that they Strongly Agree and Agree, respectively. Most of the respondents stay Neutral which is stand 32.9% age of the survey. In addition, there were Strongly Disagree opinions which counted 10.1% age in total. This proved that the influencers' promotion has impact to tourists' impulsive buying behaviors. In the world of marketing, they are one of the best ways of promotion because people trust them and the costs are relatively low comparing to different ways of promotion. This factor of marketing focus on the young generations who familiar with Social Trends. The reason is that people usually trust celebrities who they admire to or want to be like them. The concept of the influencer marketing is similar, but instead of using tv or film stars, famous sportspersons or musicians, they use celebrities from the world of social networks –Social Trends influencers (Sammis Kristy, 2015). Nowadays, in tourism industry, the influence of influencer marketing is widely popular and there the part of tourist group have loyalty to their recommendation or promotion on Social Trends such as: TikTok, Youtube or Twitter, etc which help increasing the volume of tourists' impulsive buying behavior.

4.2.4. Social Trends trends

4.2.4.1. Trend reasons

4.2.4 1 Statistical table describing tourists buying products while traveling because of trend reasons

		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	21	6.4%	6.4%	6.4%
	Disagree	36	11.0%	11.0%	17.4%

	Neutral	100	30.5%	30.5%	47.9%
	Agree	97	29.6%	29.6%	77.4%
	Strongly Agree	74	22.6%	22.6%	100.0
	Total	328	100.0	100.0	

By applying a 5-point Likert scale from 1 to 5 corresponding to Strongly Disagree to Strongly Agree in the survey questionnaire, we have addressed the question related to the factors of Social Trends trends affecting the impulsive buying behavior of tourists if tourists decide to buy because of trends. Specifically, the question is "Do you choose to shop for products when traveling because the product is trending on social/media platforms".

From the tables according to the survey, we can see that the highest degree of choice is Neutral accounting for 30.5%, the second is Agree with 29.6%, Strongly Agree occupies the third position with 22.6%, Disagree 11.0%, and the lowest position is totally Disagree with 6.4%. From the tables, it can be drawn that the shopping choice of customers tends to be in the Neutral position, but besides that, the difference of Agree is also close to the same. It can be said that the reason for choosing the product also accounts for a large part of the customer's shopping, it contributes to making the product more accessible to visitors.

4.2.4.2. Word of mouth

4.2.4 2 Statistical table describing tourists buying products while traveling because of word of mouth

		Frequency	Percent	Valid%	Cumulative%
Valid	Strongly Disagree	18	5.5%	5.5%	5.5%
	Disagree	25	7.6%	7.6%	13.1%
	Neutral	98	29.9%	30.0%	43.1%
	Agree	116	35.4%	35.5%	78.6%

	Strongly Agree	71	21.6%	21.4%	100.0
	Total	328	100.0	100.0	

The tables above shows the customer's purchase through word of mouth. By applying a 5-point Likert scale from 1 to 5 corresponding to Strongly Disagree to Strongly Agree in the survey questionnaire, we have mentioned the question related to word of mouth factors affecting the impulsive buying behavior of tourists if tourists decide, the question raised is "The product you recommend when you choose to shop".

From the tables above, we can see that the highest survey choice is in the Agree position 35.4%, the second position is Neutral accounting for 29.9%, the third position is Strongly Agree accounting for 21.3%, Disagree accounts for 7.6%, the lowest position is Strongly Disagree accounting for 5.5%. Thereby it can be seen that shopping through word of mouth has a great influence on the shopping influence of customers, possibly through word of mouth from friends and family, which will help customers trust products and shop higher.

4.3. RESULT

From the data found and analyzed above, the results show that most of the factors given on the theoretical basis have an impact on the consumer behavior of tourists. From the available tourism resources and some typical tourism products being exploited in Can Tho as mentioned above, Can Tho can completely develop outstanding tourism. However, in order to stimulate tourists' consumption behavior or in other words to motivate them to use up or even exceed the amount of money prepared for the trip, tourism operators need to implement solutions specifically.

Through the process of searching and analyzing, the research article has found that the factors affecting impulsive buying behavior in the study are: Demographics, psychology, marketing trends and Social Trends. How these factors have a specific impact and how they are applied to each specific enterprise or regulatory agency, the study will clearly analyze through answering the research questions in chapter 5.

4.4. SUMMARY

In this chapter, data is collected and analyzed through surveys and interviews with management to study the general state of impulsive shopping among visitors. As a result, we contend that the quality of the characteristics impacting consumer purchasing satisfaction is crucial for the expansion of industrial tourism. In the next chapter, we will

examine the study's findings and make recommendations on how to apply criteria to evaluate tourist purchases.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1. Discussions

5.1.1. Impulsive consumption behavior

Based on the data gathered, impulsive buying behavior is defined as follows. Impulsive buying behavior is not a novel notion in marketing research or consumer psychology in general. Unplanned and unanticipated buying behavior that is planned before the buyer reaches the store is classified as impulsive shopping behavior. All of these assertions imply that impulsive purchase habits involve impulsiveness and impulsiveness when making purchasing decisions. Planned purchases represent time-consuming information gathering and intelligent decision-making, whereas unplanned purchases encompass all purchases made without prior thought. In terms of making quick decisions, impulsive shopping differs from unexpected purchases. In addition to being wholly unanticipated, impulsive buying involves experiencing a sudden, immediate, and overwhelming impulse to buy. Impulsive buying behavior generates a significant amount of revenue and benefits for retail tourism firms and tourist locations. Travel-related impulsive shopping behaviors are viewed as dependent and persistent portfolio judgments that incorporate multiple piecemeal decisions. Impulsive purchases have sparked practitioners and academics in recent years due to their enormous impact on hotel and travel company profitability.

5.1.2. The factors that influenced tourists' impulsive buying behavior

Many elements influence impulsive buying behavior in our study, with four primary factors leading to impulsive shopping behavior that the research team is about: Demographics, psychology, marketing, and social networking trends.

The first concerns Demographic characteristics, which are influenced by gender, age, marital status, and financial factors. In terms of gender, research reveal that women are more prone to buy instinctively, whilst males will consider carefully before making a purchase. In terms of age, young consumers and tourists are more likely to sense a natural need to buy when they come into contact with relevant objects and act on that urge. While elderly consumers may be more in control of their purchases. As a result, today's young people are experts in unrestrained shopping, which leads to impulsiveness. Next, consider marital status, in

today's society, unmarried people frequently engage in more impulsive buying behaviors than married ones. Before making a "buying decision," married people tend to think about or plan their purchases more carefully. The last Demographic factor influencing tourists' impulsive buying behavior is financial factors. Increased wealth is just one of many factors that can explain increased levels of impulsive spending or short-term purchasing decisions. Consumers with the ability or willingness to overpay who can make impulsive buying behavior. They can create a more comprehensive shopping list, allowing them to buy for a variety of needs and make impulsive and unexpected purchases with less effort. Even if they don't have a strategy, a buyer with a lot of disposable cash will most likely spend a lot impulsively on luxury and professional travel as well as indulgences. Those with lower earnings are more prone to have their purchasing decisions disrupted by so-called income levels, which can lead to lower frequency of purchases and spending. Tourists with limited funds frequently plan their spending ahead of time. Consumers with restricted means will find ways to spend what they have on necessities. In general, it can be stated that travelers' impulsive buying behavior is heavily impacted by their financial ability, or more precisely, their income and the spending they plan for their trip.

The psychological aspect is the second most important factor indicated in our study. Through the little data acquired, three minor psychological aspects were explored in the research work. The initial aspect in the research of the psychology of tourists' impulsive buying behavior was the crowd effect and fear of missing out (FoMO). The crowd impact is immediately visible in everyone's activities, and its duration is short. This is a psychological phenomenon in which we humans tend to replicate or follow individuals around us depending on a specific phenomenon or phenomenon that is occurring. Tourists with this mass effect attitude will frequently hear about tourism products provided by others and will chose to experience and use tourism items in any way. Because the more someone sees items or experiences that others have and feels deprived, the stronger the FoMO sensation becomes. The element of express yourself is discussed next. The perception of each person's actual image and desired thoughts is referred to as self-image. People who desire to express themselves are more likely to make impulsive purchases since those assets make them pleased. Purchased goods in conflict show their own individuality. Many consumers will purchase expensive travel things to experience as an example of this psychological influence. They take pictures and share them on Social Trends with everyone. The final component of the psychology of the research on impulsive tourist purchasing behavior mentioned is coercion and charity. Forcing and

encouraging tourists to buy things occurs frequently from street vendors in congested settings such as marketplaces and outside attractions. Visitors purchase products to avoid being disturbed by salespeople. Furthermore, we've discovered that some visitors engage in impulsive charitable shopping. People with disabilities, the impoverished, and children are among the traffickers at some attractions. Visitors purchase items for charitable purposes in order to support and assist vendors.

Marketing is an equally important factor affecting travelers' impulsive purchasing behavior. The first aspect to investigate is the product and the advisory. When visiting a tourist destination, most visitors will purchase regional specialties or one-of-a-kind things. Some tourists exhibit obsessive consumption practices for these products, purchasing a large number of items that surpass their personal needs. The urge to buy things for the purpose of presenting gifts to family and friends, as well as souvenirs for yourself, drives impulsive consumption of regional specialties and products. Furthermore, tourists are influenced by the advise of sales workers and guides, which contributes to their impulsive consumption behavior. During the tour, the guide is the individual who interacts with the tour guide on a frequent basis. contact with tourists. The tour guide will frequently recommend products with reputed brands, regional specialties, and famous dishes at tourist spots. Visitors generally accept the guide's advise and are eager to make purchases based on that trust. The next marketing factor addressed is advertised by celebrities. When celebrities support Social Trends trends, they are more likely to become trends. Many businesses employ this type of marketing as well. Some items and regional specialties that celebrities such as actors, singers, and powerful individuals use and promote will become more well-known. This sort of marketing draws a big number of "fans" who want to have the same experience as their "idol" and thus purchase. Many marketing studies take product display factors into account. They say that the longer a consumer's attention is focused on a product, the more likely they are to buy it, or that the amount of time they spend strolling around the mall influences their buying behavior. The more time tourists spend in the store looking at appealing things, the more opportunity for impulsive purchases they have. Smart and scientific product display will have a significant impact. Because product presentation has a tremendous influence on consumer perception, it adds significantly to shop sales.

The social networking trends element is the final important component cited in the research on impulsive buying behavior of tourists. Tourists' impulsive purchasing behavior is influenced by Social Trends; Social Trends users with inadequate self-control are more prone

to make impulsive purchases due to emotional arousal. The rapid growth of the Internet creates a need for people to communicate online, resulting in the creation of social networking platforms and applications. In Vietnam, the most popular social networks are Facebook, Instagram, and Tiktok. Social networking practices are becoming increasingly popular. Trends will emerge from travel-related posts, videos, blogs, regional specialties, and popular interactions. Users who approach trends are typically inquisitive, eager to experience and create content relevant to Social Trends trends.

5.1.3. Proposing to promote impulsive consumption behavior of tourists from tourism businesses perspective

To comprehend tourists' impulsive buying behavior, we must first examine the driving elements and then provide recommendations to encourage this behavior, hence increasing sales revenue and tourism GDP. A one-of-a-kind and interesting travel experience is one of the most important components. Tourists shop impulsively because they want to experience something new, unusual, and not available anywhere else. Following that, the psychology and mental state of tourists play an essential influence. Emotions such as delight, excitement, or surprise make it easier for tourists to become addicted and shop without thinking. As a result, tourism businesses should prioritize high-quality service, good experiences, and client happiness. Furthermore, procurement facilitation and availability are critical. Tourism enterprises should place their products and services in handy places that are close to key tourist sites and easily accessible. At the same time, using promotions, discounts, or special deals can encourage impulsive buying. Finally, smart and successful marketing methods can help to promote impulsive buying behavior. To pique the interest of travelers, travel organizations should employ modern marketing techniques such as internet advertising, socializing, and content marketing. To summarize, tourism firms must focus on the tourist experience, psychology, and mental state of clients in order to achieve the goal of growing sales revenue and tourism GDP through impulsive buying behavior. Tourism, facilitation and availability of purchases, and the implementation of good marketing tactics are all examples of effective marketing methods.

5.1.3.1. Advantages

The shopping activities is an indispensable segment of tourism industry. The expenditure and spending of tourists is an important contribution to tourism destination's total revenue. Especially, the souvenirs, gifts, local specialty products and others tourism retail businesses

are one of the main subject who benefit the most from tourists' shopping activities in tourism destinations. From the retail businesses in tourism destinations perspective, the impulsive buying activities of tourists play a significant and essential role to support their business. According to the factors have influenced tourists' impulsive buying behavior that investigated above, retail businesses have rich opportunities to apply those following factors in order to build and develop appropriate marketing strategies to attract more tourists interested in their products and boost tourists impulsive buying tendency. Vietnam have prominent potential to stimulate tourists' impulsive buying behaviors by diversity and rich cultural local specialty products, souvenir products, and others but the spending of tourists for these products in tourism destination still lower in comparing with other countries in area such as Thailand, Malaysia, ... Developing the quality and the uniqueness of products is essential strategies but not enough to expand tourists spending. In order to increase tourists' buying activities in tourism destination, understanding the valuable factors that have great impact on tourists' buying behavior are necessary. Depend on the survey, Demographic, psychologies, marketing and social trends are all positively influence to tourists' impulsive buying behaviors. Retail businesses can apply one or all of these elements to promote the tourists' impulsive spending in tourism destination. Researchers Agree that impulse buying occurs when an individual makes an unintended, unreflective, and immediate purchase (Rook, D.W., & Fisher R.J. , 1995). The purchase is unintended because it is made while shopping, although the individual was not actively looking for that item, had no preshopping plans to purchase the item, and was not engaged in a shopping task, such as looking for a gift, which the item satisfies. Unintended buying arises from a sudden urge to buy a specific item. Therefore, applying psychologies and marketing factor to persuade tourists' impulsive buying tendency is optimal and effective strategy for tourism retail business. According to above result survey, the psychology factor have significant impact to tourists' impulsive buying behaviors in tourism destination including crowded effect, social proof and FoMo. A shopper's perception of crowding and his emotional response was found to be positively related to overspending due to impulsive behavior that is generated (Donovan, R.J., Rossiter, J.R. , 1982). Several previous studies and the survey above proved that people are influenced in their decision making by others, compelling them to act within societal norms or expectations. In additions, FoMo induces individuals' tendency towards making impulse purchases, which may be due to their increased purchasing intention due to their sentimental actions as a result of FoMo. Seeing others' experiences, lives, and lifestyles may lead to a feeling of inadequacy, which may trigger the desire for not missing out. Both of above

psychological effects have positive impact on tourists' impulsive buying behavior, retail business should apply these factors to psychologically influenced on tourists' desire and satisfaction of shopping and promote their impulsive buying tendency. Marketing factor also impossible to ignore, marketing strategies is an indispensable element that can not stand without tourism. In the survey and research, we are introduced several marketing factors including sales promotion, products' characteristics and celebrity influenced are all positively effect to tourists' impulsive buying behavior in tourism destination. On the view point of tourism retail businesses, applying these factor into marketing strategy is necessary for increasing profit from tourist' spending. For example, most respondents expressed that they are interested in local specialty products and product' layout, therefore, businesses should be focus on develop more attractive and unique product layout. Moreover, developing local specialty products are also important not only for businesses but also local tourism management. According to (S.M. Baker, Susan Schultz Kleine and Heather E. Brown, 2006) when visitor came to a place, they are likely to seek tangible reminders of their interactions with that place. The development of local products and souvenirs are not only increasing desire of purchasing and spending of tourists but also contribute to the promotion and branding of tourism destination. On tourism destination management perspective, research on Demographic and social-trends factor are the most possibility way to stimulate impulsive' behaviors. Using the influence of celebrities or Social Trends advertising on target group of tourists is easier way to attract more tourists and increase their buying tendency. The research on factors influenced tourists' impulsive buying behavior is benefit for tourism retail businesses and local tourism destination management to expand revenue from tourist' spending and promote tourism destinations.

5.1.3.2. Disadvantages

Some factors have not yet suggested a specific customer approach for tourism product business and tourism agency. It's about Demographics factors and psychology factors.

First, about the Demographic factors. This factor has an impact on the impulsive consumption behavior of tourists. However, employees and salespeople can only make inaccurate guesses about age, marital status and salary, especially the salary factor. Demographic factors are evaluated based on the results of a wide survey. Therefore, there are still cases that fall outside the general survey results.

Second, about the psychological factors. This is an element that comes from within each customer. It is difficult to accurately capture customer psychology through their emotional expressions. Some customers show predictable emotions through eyes, attitudes, and words. But there are also customers who don't show any emotion. To accurately assess psychological factors and give appropriate counseling is a very difficult problem. Training sales staff to grasp customer psychology is a difficult problem, depending on the ability and mindset of each employee.

Regarding the Social Trends trend, the recommendations may not be effective if the tourism product business and tourism agency do not stop grasping the continuous trends. This is a factor that changes very quickly. A trend can last for a few days, it can last for a few months, even a few days. It is difficult to keep up with the ongoing Social Trends trends to make recommendations that are consistent in time. In addition, to create a social network trend is not always possible, it also relies on the response of the majority and a little "luck" factor. Therefore, taking advantage of Social Trends trends to stimulate impulsive consuming behavior of tourists may not be effective for some establishment owners.

5.2. Recommendations

5.2.1. Recommendations for tourism product businesses

To strongly develop tourism products, first of all, it is necessary to have quality products, specialty products to attract tourists when visiting tourism, build a dedicated sales team, be knowledgeable about products, and answer questions. so that customers have the best experience, when they have questions about the product and need the support and advice of the staff. In addition, in order to increase the number of customers coming to shop, store owners need to cooperate more with tour operators, guides, and drivers capable of bringing customers to shop and experience. At the store, the establishment owner sends a commission for mutual benefit and development.

In addition, in order to improve the satisfaction level of households and attract customers, the layout and display of products of the store is extremely important, creating a sense of excitement for customers in the buying process row product. Each locality has its own specialty products, visitors to that locality can find their own specialties and products, creating unique products, packaging, brands, labels, etc. And very necessary, helping customers to shop more and use it as gifts for loved ones with beautiful and quality

products. In order for more customers to experience shopping at the store's display areas, store owners need to have a reasonable price policy, quality products, so that customers can easily access products, refer to and shop easily. All of the above need to be linked together to form a complete store of tourism products, attracting many tourists to visit, shop and experience when travelling.

5.2.2. Recommendations for travel businesses

People are starting to travel again after recovering from the COVID-19 epidemic, and an increasing number of individuals are choosing reputable travel companies that provide excellent service. Tourism enterprises must pay greater attention to product design in order to meet the increasingly exacting expectations of visitors when they visit and purchase, both in terms of pricing and product quality. More new models are required to create excitement for consumers when shopping, as is the requirement to increase the expertise of the tour guide, as the guide is the one who follows the visitors and may offer numerous suggestions when customers go shopping while on tour. Furthermore, tourist firms should spend on educating their employees to deliver exceptional customer service. This involves training them in the things they sell as well as effective communication and negotiating techniques. Businesses may guarantee that their consumers have a memorable shopping experience and are more likely to return in the future by doing so. Goods offered must also be competitively priced in the current difficult economic conditions; they cannot charge too high a price in contrast to current income; and they must emphasise quality to prevent being regarded adversely afterwards. When individuals buy something, they anticipate that they will be worth the money paid. Customers also desire transparency and ethical behaviours; therefore, businesses should guarantee that their products are created in a sustainable and responsible manner.

The promotion of shopping behaviour of tourists will bring a role to society. Create jobs and sources of income for individuals working in the tourism industry. For culture, shopping points contribute to the promotion of regional culture. For Can Tho tourism, tourists who approach shopping destinations will have access to Western culinary culture and specialties. According to Tran Thanh Nghi, the director of the tourist company Benthanh Tourist, the Western branch (research appendices, interview report no.2).

Surveying the quality of shopping establishments' products and services to assist visitors in determining which products or services meet the conditions set by customers, as well as

products or services with the best reviews, so that customers are not forced to purchase low-quality products or services. We must plan annual delegations to evaluate new tourism locations and featured products in order to correctly predict visitor demands.

Local people are being trained in tourism as a result of the river region's characteristics and the generosity of the local people; tourism in and experiences with the local people are expanding day by day. The more we advance, the more we need to make good use of what we have while also encouraging the growth of community-based tourism to accompany people and improve service quality to aid them in developing more and more and attaining their goals. Standards are always growing. In addition, organise displays and local product fairs to promote more local tourism products in order to attract more investors and visitors.

5.2.3. Recommendations for the tourism management department

Today, with the concurrent involvement of municipal governments, travel companies, and tourist entrepreneurs, the Department of Tourism Management is always a forerunner and pioneer in new movements to produce unique products and goods of each local region, thereby providing solutions to help businesses flourish and prosper. Tourism managers also devise new solutions to product challenges, engage in the development of information and communication channels to promote local specialties, and interact with celebrities and KOLs on Social Trends to assist travellers learn more about local products. Furthermore, in order to encourage tourists to visit and buy in the region, local tourism managers must focus on product quality and local tourism items. Tourism managers strive to provide a distinctive and compelling experience for travellers by focusing on product quality and marketing local characteristics. They recognize the significance of highlighting the authenticity and worth of local products, since this not only attracts tourists but also adds to the region's overall economic prosperity. Furthermore, by working with celebrities and key opinion leaders (KOLs) on Social Trends, tourism managers may efficiently reach a larger audience and generate buzz about local products, increasing their attractiveness to potential tourists. Promoting creative tourism products, high-knowledge tourism products, using communication in the message 'calling the product' for cultural tourism products. According to Lam Van Son, occupation: was the Director of the Can Tho Tourism Operations Center, the independent tourism advisor of the Investment Promotion, Trade and Tourism Center of Can Tho City (Research appendices, interview report no.3).

Firstly, combine promotion on Social Trends/networking platforms. Reaching out to tourists on Social Trends/networking platforms is now very easy. Creating articles and videos about Can Tho cuisine, specialties and tourism will attract the desire to shop and travel in Can Tho. Secondly, the decoration of the store, displaying scientific and accessible products will attract tourists' attention and desire to buy. Third, employees play an important role in product marketing, regularly opening staff training sessions, which also contributes to increasing shopping revenue of Can Tho tourists. According to Tran Thanh Nghi, my current position is the director of the tourist company Benthanh Tourist, the Western branch (Research appendices, interview report no.2).

Several universities and training institutions in Can Tho now offer tourism-related degrees, including Can Tho University, CT Tourism College, Southern CT University, and others. Every year, the Department of Culture, Sports, and Tourism works with the Department of Culture, Sports, and Tourism. The schools are constantly teaching professional tourist courses and organising nurturing, as well as constantly updating the most up-to-date knowledge for the team of guides, service operators, sales skills, and so on. Gardeners, train drivers, and those who assist guests have all received tourism training, from the basics to the professionals. Additionally, competitions to find competent guides are held on a regular basis to uncover experienced guides, which helps to improve the major's labour quality. Tourism has a great impact in supporting poverty reduction, according to Mr. Son (those who study and work in the tourism industry, especially the tourism management industry), the most profound analysis is that there are many solutions. create on the basis of local culture to have infrastructure to stimulate shopping for tourists in order to increase social income in the field of tourism. According to Mr. Lam Van Son, occupation was the Director of the Can Tho Tourism Operations Center, the independent tourism advisor of the Investment Promotion, Trade and Tourism Center of Can Tho City (Research appendices, interview report no.3).

5.3. Conclusions

Based on our research results, local products and specialties play an extremely important role not only in people's daily lives but also for tourism needs. When learning about tourist destinations, tourists often look for associated specialties to satisfy their shopping needs, besides they also shop with beautifully presented products to buy and make. gifts for relatives and friends. Along with that, processed products and traditional dishes are very attractive to the market demand and motivate tourists to come. Besides, we also realize that the products also start and match the trends of tourists, it has a close relationship with each

other such as suitability for health, safety, reliability, environment and consumer perception. Those who consider that low price is more decisive for consumers than the underlying content (quality) associated with it often have very strong sales problems. We revealed that producers should actually focus on two of the four uncovered consumer groups in order to be successful in their positioning work. Those who prefer what is known and the ones who enjoy what is new and local have attitudes that make them interested in local products and tend to prefer these products to others. These value driven groups should be the target groups of many local-product manufacturers in order to increase their success (Tibor Gonda, Kinga Angler & László Csóka, 2021).

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APPENDIX

RESEARCH QUESTION

FACTORS AFFECTING IMPACT CONSUMPTION BEHAVIOR

OF TRAVELERS ONLY

Hello, we are doing our graduation thesis with the topic: "Factors affecting impulsive consumption behavior of tourists". We hope you will take a few minutes to help us complete some of the questions below. We are looking forward to your enthusiastic cooperation.

** **Impulsive shopping behavior when traveling** is the unplanned or spontaneous, out of control shopping behavior of tourists. Impulsive buying occurs when tourists have a need to shop beyond their intended spending.*

Respondent's name:

Current place of residence:Telephone :.....

Date of interview: Code:.....

I. FILTER SECTION

1.1. Please indicate how often do you travel?

Never 1

There are 2

II. GENERAL INFORMATION

2.1 Please indicate your gender?

Male	0
Female	first

2.2. Please indicate which of the following age groups do you belong to?

< 22 years old	first
From 22 to 30 years old	2
30 - 40 years old	3
From 40 to 50 years old	4
> 50 years old	5

2.3. What is your education level?

Common	first
Intermediate	2
College	3
University	4
After university	5

2.4. Your current occupation?

Student	first
Public servants and public employees	2
Workers – Employees	3
Business	4

Housewife	5
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Other:

2.5. Your marital status?

Single	first
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Married	2
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2.8. Your average monthly income : million VND/month

< 5 million	first
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From 5 to 10 million VND	2
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From 10 to 15 million VND	3
---------------------------	---

From 15-20 million VND	4
------------------------	---

> 20 million	5
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III. CONSUMER BEHAVIORS

3.1. Please indicate how many times do you travel per year?

More than 3 times/year

From 2-3 times/year

1 time/year

3.2. What time of year do you usually travel?

Summer holiday	first
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Lunar New Year	2
----------------	---

Major Holidays (Feast of April 30 & May 1, National Day, Hung King's Anniversary, ...)	3
Any free time	4

3.3. What is your shopping/consumption purpose when traveling?

Personal (1)

Gift for family/relatives/friends (2)

3.4. Who do you most often travel with? (SA)

Friends, colleagues	first
Family, relatives	2
Go alone	3

3.5. How much do you expect to spend on shopping while traveling?

Under 2 million (1)

From 2 - 4 million (2)

From 4 -6 million (3)

From 6 - 8 million (4)

From 8 million or more (5)

3.6. What kind of goods do you *usually buy* when traveling?

Food/drink	first
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Decorations	2
Personal belongings	3
Household appliances	4

**IV. FACTORS AFFECTING IMPACT CONSUMPTION BEHAVIOR
OF TRAVELERS ONLY**

No	Criteria	SURVEY LEVEL				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Consumption decisions when traveling are often impromptu decisions	1	2	3	4	5
2	The amount used for shopping expenses when traveling always exceeds the original spending plan	1	2	3	4	5
3	You decide to shop while traveling because it is influenced by the price of the product	1	2	3	4	5
4	You choose to shop for products when traveling because products are trending on Social Trends/media platforms	1	2	3	4	5

5	You choose to shop for products when traveling because the products are promoted by celebrities	1	2	3	4	5
6	You choose to buy products when traveling because the sales staff gives good advice	1	2	3	4	5
7	You choose to shop for products when traveling because the tour guide introduces them to you	1	2	3	4	5
8	You choose to buy products when traveling because of the famous product brand associated with the place to visit (regional specialties).	1	2	3	4	5
9	You choose to buy products when traveling because of the crowd effect (seeing other people to buy it, so you should buy it)	1	2	3	4	5
10	You choose to buy products when traveling because of your mood/emotions	1	2	3	4	5
11	Do you feel satisfied/excited after shopping while traveling (show your image)	1	2	3	4	5
12	You choose to shop for products when traveling because you simply like the product.	1	2	3	4	5

13	You buy products because you don't want to miss out.	1	2	3	4	5
14	You choose to buy products when traveling because of word of mouth.	1	2	3	4	5
15	You choose to shop for products when traveling because the products are new/unique	1	2	3	4	5
17	You choose to shop for products when traveling because the product layout is easy to attract attention	1	2	3	4	5
18	You choose to buy products when traveling for charity purposes (buy to support)	1	2	3	4	5
19	You choose to buy products when traveling because you are begged and forced	1	2	3	4	5

THANK YOU FOR SHARE INFORMATION!

(The survey questions are all in Vietnamese and translated into English by the authors)

INTERVIEW REPORT

INTERVIEW REPORT 1

Quoted information	
Interviewees	Interviewer
Name: Nguyen Hoang Vu Gender: Male Age: 44 Major: The owner of a specialty shop selling "Huong Phu Sa"	Name: Pham Thanh Nha Student of FPT Can Tho University
Interview time:	9:00 May 15th, 2023
Interview location:	Vo Van Kiet Street, Binh Thuy Distric, Can Tho city

Interview content

1. Can you tell me your name, age, and occupation?

My name is Vu, I'm 44 years old, I'm the owner of a specialty shop selling "Huong Phu Sa" near Can Tho airport.

2. Have you seen an increase in purchase volume compared to previous years?

Before, your number of visitors was quite large, but perhaps after the covid 19 pandemic, the number of visitors also decreased quite a lot, as far as I know, the current economic situation is also very difficult, so visitors come here. Also think very hesitantly in buying.

3. Do you see customers willing to spend money on shopping?

The products that he sells to the current store are also quite affordable, so customers are also quite easy to buy, most of his customers also come to buy them as gifts for their loved ones.

4. Have you ever encountered a customer who bought a large quantity of products at your store?

Yes, my dear, often there are customers who buy in bulk, usually they also buy specialties, each type they also buy products to try, in the fruit season, I also sell fruits. Seasonal specialty plants such as durian, bamboo shoots, etc., from time to time, there are guests they come to buy 10 kg 20 kg, they buy a lot as gifts for their loved ones.

5. Do you see that customers shop according to the advice of the staff or not?

Your store currently has 3 to 4 employees, so in the process of choosing products, customers are quite hesitant, their staff is also quite enthusiastic to support and advise customers. Ah, thanks to that, the number of salaries customers buy according to the employees' words is also quite a lot.

6. In your opinion, what does a business owner usually do to attract customers to shop?

In fact, he also has advertising, but most of the time, tourists in Can Tho are introduced to shopping in the alluvial area quite a lot because tourguide, driver, he also has a suitable commission to send encouragement to the tour guide with back the driver.

7. Do you often promote the products of your establishment widely on the social networking platform to attract more people to know?

With you, I usually post my products on Facebook pages to promote.

8. So is the feedback on the page good?

Yes, usually, customers on Facebook of cousins also rate the interaction very high, usually they give very positive information, and there are customers they message to the page to buy goods to ship, so they can easily buy online at your Facebook.

INTERVIEW REPORT 2

Quoted information	
Interviewees	Interviewer
Name: Tran Thanh Nghi Gender: Male Age: Major: Director of the tourist company Benthanh Tourist, the Western branch	Name: Tran Quoc Long Student of FPT Can Tho University
Interview time:	14:00 June 10th, 2023
Interview location:	Ninh Kieu Distric, Can Tho city

Interview content

1. Please introduce your name, age, position and number of years of operation in the field of tourism.

My name is Tran Thanh Nghi, my current position is the director of the tourist company Benthanh Tourist, the Western branch.

2. Have you noticed that tourists to Can Tho city have increased their spending on shopping recently compared to last year?

According to him, the current level of spending on shopping has shown signs of a slight increase compared to the previous year. Because the demand for tourism after the covid epidemic of tourists increased.

3. In your opinion, what role do shopping places (products, regional specialties) play in the tourism industry in Can Tho?

Shopping spots play an important role in tourism development, contributing to GDP income for the tourism industry in particular and the economy in general.

4. In your opinion, what will the promotion of shopping behavior of tourists bring to the tourism industry in Can Tho?

The promotion of shopping behavior of tourists will bring a role to society. Create jobs and sources of income for individuals working in the tourism industry. For culture, shopping points contribute to the promotion of regional culture. For Can Tho tourism, tourists who approach shopping destinations will have access to Western culinary culture and specialties.

5. Does the combination of promotion on Social Trends/networking platforms bring positive effects to sales establishments/agents?

Sure, the combination of media/Social Trends promotion offers easy access to today's youth. Bringing wide publicity because of the current prevalence of Social Trends/networking.

6. In your opinion, what plans/orientations are needed in the future to increase tourist revenue from shopping in Can Tho?

Firstly, combine promotion on Social Trends/networking platforms. Reaching out to tourists on Social Trends/networking platforms is now very easy. Creating articles and videos about Can Tho cuisine, specialties and tourism will attract the desire to shop and travel in Can Tho.

Secondly, the decoration of the store, displaying scientific and accessible products will attract tourists' attention and desire to buy.

Third, employees play an important role in product marketing, regularly opening staff training sessions, which also contributes to increasing shopping revenue of Can Tho tourists.

INTERVIEW REPORT 3

Quoted information	
Interviewees	Interviewer
Name: Lam Van Son Gender: Male Age: Major: Director of the Can Tho Tourism Operations Center, the independent tourism advisor of the Investment Promotion, Trade and Tourism Center of Can Tho City	Name: Tran Quoc Long Student of FPT Can Tho University

Interview time:	18:00 May 29th, 2023
Interview location:	Online on Zalo app

Interview content

1. Please introduce your name, age, position and number of years of operation in the field of tourism.

Lam Van Son, occupation was the Director of the Can Tho Tourism Operations Center, the independent tourism advisor of the Investment Promotion, Trade and Tourism Center of Can Tho City. Working in the tourism industry for 33 years and 4 months. Currently designing tourism projects.

2. Have you noticed that tourists to Can Tho city have increased their spending on shopping recently compared to last year?

Annual expenditure of tourists has increased: due to increased travel demand, increased tourism supply services, rich tourism products, but detailed analysis is necessary due to self-promotion of price (rip off), products are diverse but knowledge in products is low (low-value amusement parks...?).

3. What role do shopping sites (products, regional specialties) play in the tourism industry in Can Tho?

In theory: shopping destinations are very important complementary services in tourism development. However, it is advisable to analyze the leading factors of the community (government, tourism businesses...) in sustainable GDP income for tourism development.

4. What will the promotion of shopping behavior of tourists bring to the tourism industry in Can Tho?

Tourism has a great impact in supporting poverty reduction, according to Mr. Son (those who study and work in the tourism industry, especially the tourism management industry), the most profound analysis is that there are many solutions. create on the basis of local culture to have infrastructure to stimulate shopping for tourists in order to increase social income in the field of tourism.

5. Does the combination of promotion on Social Trends/networking platforms bring positive effects to sales establishments/agents?

The combination of advertising on communication platforms and social networks is very effective, but it must be based on the correct reality of products and services to be sustainable.

6. In your opinion, what plans/orientations are needed in the future to increase tourist revenue from shopping in Can Tho?

Promoting creative tourism products, high-knowledge tourism products, using communication in the message 'calling the product' for cultural tourism products...

The conclusion of Mr. Son.

Conclusion: Because of my passion for the tourism industry, my personal desire for tourism students, especially tourism management, if they understand and love this industry, should enthusiastically deepen their thoughts, and analyze the values of tourism. Valuing the great and potential benefits of tourism and the community of people we all contribute to realizing this passion for the common and the private.

INTERVIEW REPORT 4

Quoted information	
Interviewees	Interviewer
Name: Pham Trung Dong Gender: Male Age: Major: the head of Can Tho Tourism Promotion Center	Name: Nguyen Nhat Hai Duy Student of FPT Can Tho University
Interview time:	9:00 June 10th, 2023
Interview location:	Ninh Kieu District, Can Tho City

Interview content

1. Please introduce your name, age, position and number of years of operation in the field of tourism.

My name is Pham Trung Dong, I am the head of Can Tho Tourism Promotion Center.

2. Have you noticed that tourists to Can Tho city have increased their spending on shopping recently compared to last year?

In the past few years, we have noticed that the shopping spending power of tourists coming to Can Tho tends to increase, especially shopping spending for local specialty products and services.

3. In your opinion, what role do shopping places (products, regional specialties) play in the tourism industry in Can Tho?

All tours are accompanied by a shopping program at local specialty shopping places, such as Sau Hoai noodle soup oven in the floating market tour or Can Tho night market, etc. Tourist attractions are both a place where tourists can shop. These places play a very important role in stimulating the purchasing power of tourists when traveling.

4. In your opinion, what will the promotion of shopping behavior of tourists bring to the tourism industry in Can Tho?

The promotion of shopping behavior of tourists brings enormous economic benefits not only to tourism businesses & services, specialty establishments in particular, but also positively affects the development of tourists. tourism of the entire tourist destination, the city in general. The more tourists spend at the tourist destination is a success that the local agencies all desire and strive towards.

5. Does the combination of promotion on Social Trends/networking platforms bring positive effects to sales establishments/agents?

The current trends of the times are all focused on social networking and communication platforms such as tiktok, youtube, advertising, etc., that's why promoting tourism images as well as products, especially The product of the destination is extremely realistic and highly effective. It does not stop at accessing and bringing product information closer to tourists, but also creates interaction and stimulates the shopping behavior of tourists when coming to Can Tho city.

6. In your opinion, what plans/orientations are needed in the future to increase tourist revenue from shopping in Can Tho?

Tourists coming to Vietnam in general and Can Tho in particular tend to spend less than other places partly because we lack or have not yet built quality shopping facilities and places satisfy the spending needs of tourists. In addition, the way of marketing, decorating and attracting customers of some shopping destinations is not really creative, duplicated and does not attract the attention of tourists. If the above factors can be overcome, it will contribute significantly to stimulating the shopping behavior of tourists.

INTERVIEW REPORT 5

Quoted information	
Interviewees	Interviewer
Name: Vo Van Phuong Thao Gender: Male Age: Major: International tour guide	Name: Pham Thanh Nha Student of FPT Can Tho University
Interview time:	18:00 May 7th, 2023
Interview location:	Bankok capital, Thailand

Interview content

1. Do you see an increase in the number of customers buying goods recently compared to previous years?

The number of customers buying goods while traveling tends not to increase in recent times. The reason is that customers have just gone through a difficult period of the Covid-19 epidemic, so customers tend to think and calculate before spending.

2. Do you think customers often spend a lot of money on shopping?

Depends on the customer group. Customers with good financial conditions will be very willing to spend on shopping, whereas customers with average financial conditions will think and be careful before spending.

3. Do you find that customers often shop according to the advice of staff and outside advice?

Depends on the customer group. There are groups of customers who trust and shop after consulting staff. There are groups of customers who learn about product information before making a purchase. There are also groups of customers who both learn product information and consult the staff's advice before shopping.

4. What do you think as an establishment owner usually do to attract more customers to shop?

Firstly, reasonable promotions, some products with gifts will attract visitors when shopping.

Second, connect with the travel agency to bring the facility into the destination in the tour program.

Third, connect with drivers and taxis in the area, giving them an incentive commission to increase the number of passengers and sales.

5. Have you ever promoted the products at the establishment, sales agents directly to visitors?

Yes, ready to promote if the product is quality, reasonable price and suitable for the group of guests. Example: Used to promote health products to an elderly audience with an appropriate spending level.

6. Do you promote the products of the establishment, sales agents widely on social networking platforms so that many people know?

Yes, ready to promote mass-produced and some local products tailored to the needs and tastes of customers who engage in Social Trends.

7. In the groups of customers you have met, about what percentage of customers do not care about the price and exceed their needs?

The proportion of tourists shopping exceeds demand by no more than 10% of the total number of visitors. In a group of guests with many customers, most tourists have to think and calculate their spending before shopping.

8. Give an example of impulsive tourist behavior that you have observed?

In a group of guests he once led to visit Thailand, there was a tourist who spent more than 200 million buying medicines at the Royal Snake Farm. According to her research, the amount of the drug exceeded her family's use. This is excessive spending at a destination during a visit to Thailand.

9. According to you, do different markets lead to different shopping behavior?

Different markets will lead to different levels of purchases. Because each different country will have different spending and product prices. For example, markets in Asia such as Thailand and Singapore have reasonable prices, so tourists will shop more and be comfortable about spending more. As for markets such as the US, Australia, and Europe, there are many high-value products, impulsive spending in these markets becomes very expensive, so tourists often tend to think about the price before buying. shopping.

INTERVIEW REPORT 6

Quoted information	
Interviewees	Interviewer
Name: Nguyen Minh Hanh Gender: Female Age: 22 Major: Tourist	Name: Pham Thanh Nha Student of FPT Can Tho University
Interview time:	16:00 May 7th, 2023
Interview location:	Bangkok capital, Thailand

Interview Content

1. Do you often travel or not?

Yes, I usually travel more than 5 times/year.

2. Do you often buy gifts for your family?

Yes, I buy a lot of gifts for relatives and friends. There are small gifts and there are also expensive gifts.

3. Do you usually prepare an amount of money for shopping when traveling?

Normally, I prepare about 30 million or less for a trip including domestic and outbound, and it depends on whether the trip is Luxury or not.

4. Do you have a spending plan before the trip?

Usually won't. I like to spend as much as I want. But it also depends on the economic ability at that time.

5. Have you ever bought more than you planned?

Yes, when shopping in excess of the amount brought, I will usually swipe my card or exchange more money.

6. What do you usually shop for?

I often buy beautiful things, simply because I like them. And I will buy things that are reasonable for me; compatible with friends and family.

7. What do you usually buy when traveling (clothes, jewelry, food, ...)?

All of the above items are purchased if they are suitable for you.

8. Do you think you have impulsive buying behavior?

I think yes.

INTERVIEW REPORT 7

Quoted information	
Interviewees	Interviewer
Name: Yen	Name: Pham Thanh Nha

Gender: Female	Age: 25	Student of FPT Can Tho University
Major: Tourist		
Interview time:		16:30 May 7th, 2023
Interview location:		Bankok capital, Thailand

Interview Content

1. Do you often travel or not?

Yes, I usually travel about 2-3 times/year.

2. Do you often buy gifts for your family?

Yes, it is inevitable when traveling, she often buys gifts for relatives and friends.

3. Do you usually prepare an amount of money for shopping when traveling?

Depending on each trip, she usually brings about 25-30 million.

4. Have you ever bought more than you planned?

This situation is very common.

5. Could you please tell us about your most recent trip and how much you spent on that trip?

The last time she had a trip to Thailand with her family. She brought about 25 million.

6. What do you usually shop for?

I usually shop for the reason that I like it. For the recent trip to Thailand, she bought it for the reason of believing in spirituality and Buddhism.

7. Can you tell me about some outstanding products you bought during that trip?

She bought a pendant at the famous Golden Buddha Temple about 8 million. In addition, she also bought some souvenir products. She bought medicine at the Royal Snake Farm for about 8-9 million.

8. Did you buy more than you planned on that trip?

Have exceeded the intended amount. You borrowed money and exchanged more money from the tour guide on that trip. She spent about 30 million on the trip.

All interview reports are in Vietnamese and translated into English by the interviewer