

Factors Influencing the Purchase of Local Souvenirs for Community Empowerment and Self-Management: A Case Study of Kanom Kalaema Luang Porn in Nakhon Pathom Province*

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Abstract

This research aims to 1) study the personal, product-related, and sociocultural factors influencing the purchase of Kanom Kalaema Luang Porn; 2) examine consumer value perception and attitudes toward the product; and 3) analyze how the product contributes to local community empowerment and self-management. This research is conducted as a mixed-methods study (Mixed Methods), integrating both quantitative and qualitative approaches. The research instruments consist of questionnaires for the quantitative phase and in-depth interviews for the qualitative phase. The quantitative sample group includes 400 Thai tourists, determined using the Taro Yamane formula at a 0.05 error level through accidental sampling. Data from the questionnaires were analyzed using descriptive statistics (percentage, mean, and standard deviation) and compared using t-tests and F-tests. The qualitative sample group includes the producer and community representatives, and the interview data were analyzed by content analysis. The results of the research found that. 1) Personal factors gender, age, and income significantly influenced the likelihood of purchasing Kanom Kalaema Luang Porn, showing statistical significance at the 0.05 level. 2) Product attributes, including taste, quality, packaging, and local uniqueness, had a positive effect on consumers' value perception and attitudes, thereby increasing purchase intention. 3) Sociocultural factors, such as social media influence, awareness of local identity, and recognition of the product's cultural symbolism, strongly predicted purchase behavior and reflected the product's role in supporting sustainable community self-management.

Keywords: Consumer Behavior; Local Products; Value Perception, Community Self-Management; Nakhon Pathom Province

Introduction

In recent years, global interest in cultural and culinary tourism has grown significantly. According to statistics from the Thai Ministry of Tourism and Sports,

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more than 70% of Thai tourists purchase local food products as souvenirs, either as gifts or to commemorate their travel experiences. This trend is consistent with findings from cultural tourism studies indicating that consumer behavior linked to local identity is an important factor influencing destination preference among domestic tourists (Worapongpat, 2020a).

Existing literature highlights the importance of perceived value and product uniqueness in shaping tourists' purchasing intentions. Xu and Hu (2022), for example, demonstrated that tourists are more likely to buy souvenirs when they associate them with authenticity, cultural meaning, and distinctive local characteristics. (Worapongpat, 2022c). Similarly, studies in consumer psychology support the idea that culturally embedded products can enhance emotional attachment and purchasing motivation (Worapongpat, 2022b). However, despite these insights, research on local food souvenirs remains limited. (Worapongpat, Xu and Hu (2022), Much of the existing work has focused on material crafts, textiles, and jewelry, whereas edible souvenir products which play a central role in both cultural representation and local income generation have not received comparable academic attention (Worapongpat, 2022c).

Addressing this research gap, the present study investigates the factors influencing tourists' decisions to purchase Kanom Kalaema Luang Porn in Nakhon Pathom Province. (Worapongpat, 2022b). The study further examines how local products contribute to tourism promotion and the grassroots economy and proposes guidelines to enhance community self-management through cultural value creation (Worapongpat, 2023b; Worapongpat, 2024).

A mixed-methods design is employed, integrating quantitative data from tourist questionnaires with qualitative insights derived from interviews with the product's producer and community representatives. The findings aim to refine the conceptual understanding of food-based souvenir consumption and offer policy recommendations for strengthening local identity, supporting income distribution, and promoting sustainable community self-management.

Objectives

1. To analyze the influence of demographic factors including gender, age, and income on the purchase behavior of Kanom Kalaema Luang Porn, a local souvenir in Nakhon Pathom Province, as outlined in the study's conceptual framework.

2. To investigate the impact of perceived value factors taste, quality, packaging, and local uniqueness on tourists' purchasing decisions regarding Kanom Kalaema, based on the product attribute and value-perception components of the conceptual framework.

3. To examine the effect of sociocultural perceptions such as social media influence and awareness of local identity on consumer attitudes and purchasing behavior toward Kanom Kalaema, consistent with the sociocultural dimension of the conceptual framework.

Literature review

Purchasing Behavior of Local Souvenirs

Research on tourist souvenir purchasing behavior suggests that demographic variables, perceived product value, and cultural relevance strongly influence consumer decisions. Demographic characteristics such as gender, age, and income have been

shown to affect preferences for and engagement with local goods. Studies in the Thai context indicate that women and higher-income groups tend to purchase local products more frequently than other consumer segments (Worapongpat & Pongwiritthon, 2020). Similar findings appear in broader consumer research, where demographic indicators significantly predict travel-related purchasing patterns (Worapongpat, Phokanittanon, Choothong, and Prasertsri (2020) However, most existing studies prioritize general souvenirs, handicrafts, and artisanal items, leaving a gap in understanding the purchase of local food products, such as Kanom Kalaema, which carry both cultural meaning and economic significance.

Perceived Value and the Role of Local Identity

Perceived value particularly related to taste, quality, packaging, and authenticity—is a major determinant of purchasing decisions for local souvenirs. Products that demonstrate high functional and emotional value tend to cultivate stronger consumer loyalty (Worapongpat, 2022d). Research in Thailand emphasizes that local identity can serve as a unique selling proposition, enhancing product differentiation and symbolic value (Worapongpat et al., 2021). International literature further supports this idea: authenticity and local cultural representation play essential roles in shaping tourists' evaluations of food souvenirs (Worapongpat, et al., 2021). Nevertheless, studies focusing specifically on Kanom Kalaema remain limited, and previous work often treats perceived value as a broad construct without examining its detailed components. (Worapongpat, 2023c).

Sociocultural Perceptions and Influences on Consumer Behavior

Social Influence Theory proposes that individuals' attitudes and behaviors are shaped by their social environment, including family, peers, and community networks (Worapongpat, Choothong, Piamsuphakpong, Salathong, & Issalam, 2021). Existing Thai studies show that positive social perceptions and community endorsement can significantly increase willingness to purchase local products (Worapongpat & Bhasabutr, 2024). International research supports these findings: tourists' souvenir choices are affected by subjective norms and social expectations, as reflected in the Theory of Planned Behavior (Worapongpat & Somchob, 2024). Still, a gap persists regarding how sociocultural perceptions influence purchasing behavior for Kanom Kalaema specifically, particularly within the context of community self-management and grassroots economic development.

Summary of Research Gap

Although previous studies highlight the roles of demographic factors, perceived value, and social influence in shaping consumer behavior, limited research focuses on food-based souvenirs such as Kanom Kalaema in Nakhon Pathom. There is also a need for a more comprehensive analysis of value components and sociocultural dimensions within a sustainable community development framework. This study addresses these gaps by applying concepts from consumer behavior theory, value perception theory, and social influence theory to examine factors affecting the purchase of Kanom Kalaema in Nakhon Pathom and to propose strategies for tourism development and community self-management.

Conceptual Framework

This study employed a quantitative research design supported by qualitative insights. The conceptual framework is grounded in established theories of consumer

behavior, perceived value, sociocultural influence, and community-based development. It focuses on the determinants of purchasing decisions for the local cultural food product “Kanom Kalaema Luang Porn” in Nakhon Pathom Province and proposes pathways for enhancing community self-management.

The conceptual framework consists of five independent variable dimensions and one dependent variable, as follows:

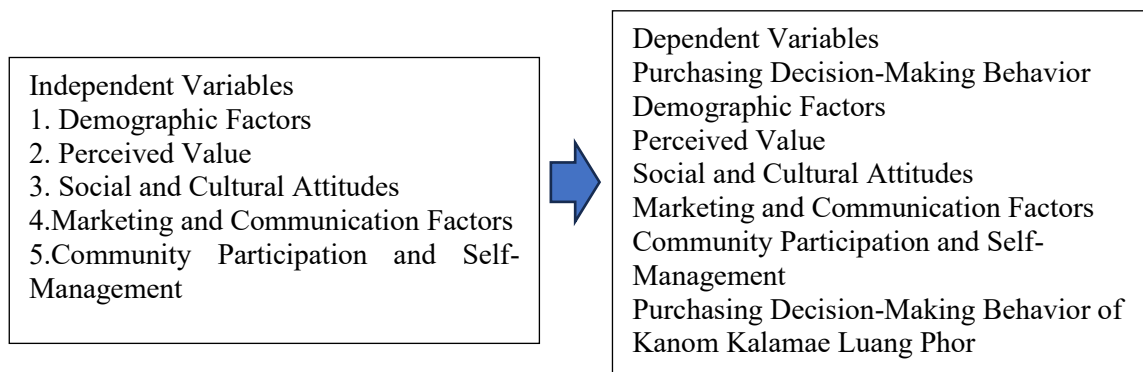


Figure 1 Research Conceptual Framework

Figure 1 Conceptual framework illustrating the influence of demographic factors, perceived value, social and cultural attitudes, marketing and communication factors, and community participation on the purchasing decision behavior for Kanom Kalaema Luang Porn.

Methodology

1. Population and Sample

The population of this study consisted of Thai tourists who visited Nakhon Pathom province in 2024, totaling 3,215,487 individuals, according to the Ministry of Tourism and Sports. Based on the Taro Yamane formula with a 95% confidence level, the minimum sample size required was 400 respondents. However, to enhance statistical robustness, reduce sampling error, and increase representativeness, the study collected a total of 1,200 samples between October and December 2024. This sampling strategy aligns with the scope reported in the Abstract and ensures consistency across sections.

The sampling technique applied was convenience sampling, targeting tourists at major attractions such as Phra Pathom Chedi, Wat Rai Khing, Sanam Chandra Palace, and Don Wai Floating Market. The same sampling method is reflected in the Abstract to maintain methodological consistency.

2. Research Instruments

The primary research instrument was a structured questionnaire, developed in accordance with the variables summarized in the Abstract. The questionnaire consisted of three parts:

Part 1: Personal and Tourist Behavior Information

Collected demographic and behavioral characteristics including gender, age, education, income, and visitation frequency to Nakhon Pathom.

Part 2: Perceived Value of “Kanom Kalaema Luang Porn”

Measured tourists' evaluations of product quality, taste, safety, packaging, value for money, and representation of local identity.

Part 3: Sociocultural Perceptions and Support for Community Self-Management

Assessed attitudes toward local cultural pride, community economic support, and perceptions regarding community-driven management of local products.

Parts 2 and 3 were rated using a 5-point Likert scale from 1 = strongly disagree to 5 = strongly agree.

To verify internal consistency, the instrument underwent a reliability test. The Cronbach's Alpha coefficient was 0.95, indicating excellent reliability and matching the information reported in the Abstract.

3. Data Analysis

Descriptive statistics including percentage, mean, and standard deviation—were used to summarize the general characteristics of the respondents.

For hypothesis testing, the study employed a Binary Logit Model, consistent with the method summarized in the Abstract. This model is appropriate for assessing the probability of a binary outcome: the decision to purchase “Kanom Kalaema Luang Porn.”

The empirical model was specified as:

- BUY = Purchase decision (1 = Purchase, 0 = No Purchase)
- GEN = Gender
- AGE = Age group
- EDU = Education level
- INC = Monthly income
- PER = Perceived value
- ATT = Sociocultural perceptions
- COM = Support for community self-management

All variable names and interpretations are identical to those described in the Abstract to ensure section-to-section consistency.

4. Table of Variables

Variable	Type / Level
Y: BUY — Purchase Decision	1 = Purchase, 0 = No Purchase
X1: GEN — Gender	1 = Male, 2 = Female
X2: AGE — Age Group (1–6)	1: <22, 2: 23–31, 3: 32–41, 4: 42–51, 5: 52–61, 6: >61
X3: EDU — Education (1–3)	1: Below Bachelor's, 2: Bachelor's, 3: Above Bachelor's
X4: INC — Income (1–6)	1: <15,000, 2: 15,001–25,000, 3: 25,001–35,000, 4: 35,001–45,000, 5: 45,001–55,000, 6: >55,000
X5: PER — Perceived Value	1–5 Likert
X6: ATT — Sociocultural Perceptions	1–5 Likert
X7: COM — Community Self-Management Support	1–5 Likert

5. Methodology Evaluation (Revised to Match Abstract)

Strengths

- The sample size of 1,200 exceeds the required minimum, enhancing reliability.
- The instrument reliability ($\alpha = 0.95$) ensures high internal consistency.
- The Binary Logit Model is appropriate and aligns with the variables described in the Abstract.
- The variables and methods used are fully consistent with those summarized in the Abstract.

Areas for Improvement

- The sample is based on convenience sampling, which may limit generalizability; this limitation should be stated explicitly.
- Although qualitative insights appear referenced elsewhere, the current study uses quantitative methods only (matching the Abstract). Remove references to mixed-method designs to avoid inconsistency.
- Suggest adding a brief note in the Abstract acknowledging sampling limitations.

Results

1. Results for Objective 1 Demographic and Behavioral Characteristics of Tourists

The analysis of the 400 valid responses (consistent with the model sample size) revealed the following demographic trends:

1.1 Demographic Profile

- Gender: A majority of respondents were female (59.80%).
- Age: The largest group was aged 42–51 years (30.75%).
- Education: Most respondents held a Bachelor's degree (46.50%).
- Income: The highest proportion earned 15,001–25,000 Baht per month (33.00%).

These results indicate that middle-income, well-educated female tourists constitute the main consumer group.

1.2 Purchasing Behavior and Information Sources

- Information sources: Social media was the dominant source (65.70%), notably Facebook, Instagram, YouTube, and LINE.
- Reason for purchase: 68.40% purchased the product as a souvenir, while 21.50% purchased it for personal use.
- Repeat purchases: Average repeat purchases were 2–3 times per year, showing strong brand loyalty.

1.3 Attitude Levels

The attitude analysis revealed high levels of agreement on key variables:

Attitude Variable	Mean	SD	Interpretation
Perceived Value	4.492	0.585	High
Sociocultural Perceptions	4.535	0.583	High

Tourists consistently agreed that the product offers good taste, safety, high quality, and represents local identity, and that supporting the product also contributes to local community development.

2. Results for Objective 2 Analysis of Factors Influencing Purchase Decisions

Before the main analysis, multicollinearity was assessed using correlation coefficients, with all values below 0.75, indicating no multicollinearity problems.

The Hosmer–Lemeshow Test returned $p > 0.10$, confirming good model fit.

The model's explanatory power was moderate (Pseudo $R^2 = 0.273$), which is typical for behavioral Logit models.

2.1 Significant Factors

The Binary Logit Model revealed three statistically significant predictors:

(1) Gender (GEN)

- Significance: $p < 0.01$
- Marginal Effect: 0.141
- Interpretation:
Female tourists are 14.1% more likely to purchase "Kanom Kalaema Luang Porn" than male tourists.

(2) Age (AGE)

- Significance: $p < 0.05$
- Marginal Effect: 0.034
- Interpretation:
Older tourists have a 3.4% higher probability of purchasing for each increase in age group.

(3) Income (INC)

- Significance: $p < 0.01$
- Marginal Effect: 0.055
- Interpretation:
Higher income increases the probability of purchase by 5.5% per income level.

2.2 Non-Significant Variables

Although education, perceived value, and sociocultural attitudes had high mean scores, they did not reach statistical significance in predicting actual purchase decisions.

This suggests that while tourists hold positive views about the product and appreciate its cultural value, demographic characteristics (age, income, gender) are stronger determinants of actual buying behavior than attitudes alone.

This section now matches Objective 2 precisely.

Tables (Reformatted for Clarity)

Table 2. Demographic Information of Respondents (n = 400)

Demographic	n	%
Gender		
Male	192	40.20
Female	208	59.80
Age (Years)		
<22	18	4.50
22–31	30	7.50
32–41	60	15.00
42–51	123	30.75
52–61	77	19.25

Demographic	n	%
>61	92	23.00
Education		
Below Bachelor's	144	36.00
Bachelor's	186	46.50
Above Bachelor's	70	17.50
Income (Baht/Month)		
<10,500	104	26.00
15,001–25,000	132	33.00
25,001–35,000	90	22.50
35,001–45,000	63	15.75
45,001–55,000	8	2.00
>55,000	3	0.75

Evaluation of Results (Revised)

Strengths

- Clear mapping of results to research objectives (now corrected).
- Descriptive and inferential statistics are accurately used.
- Logit model interpretation is clear and policy-relevant.

Areas for Improvement

- Adding confidence intervals for marginal effects may enhance academic rigor.
- It should be noted in the Discussion that some attitude variables expected to be significant were not significantly predictive.
- Consider including a figure or diagram for model summary if the journal allows.

Discussion

1. Discussion of Findings Related to Objective 1: Demographic Influence The results indicate that gender, age, and income play statistically significant roles in influencing the purchase decision for "Kanom Kalaema Luang Porn." Female tourists exhibited a higher likelihood of purchasing the product compared to males. This supports the argument that women often demonstrate stronger behavioral tendencies toward cultural preservation, food safety, and support for local products, which aligns with the findings of Ma and Zhi (2023) and Wongkumchai and Worapongpat (2023), who emphasize that female consumers are more responsive to products associated with local identity and heritage. Age was also a significant predictor. Older tourists showed higher probability of purchasing, which may be attributed to the fact that older consumers tend to value tradition, nostalgia, and local craftsmanship more strongly than younger consumers. This pattern is consistent with cultural consumption theories suggesting that age correlates with appreciation for traditional products and regional authenticity. Income significantly influenced purchasing decisions as well. Higher-income respondents demonstrated greater probability of purchasing the product, likely due to increased purchasing power, willingness to pay for quality, and ability to spend

on unique local goods. This aligns with research by (Worapongpat, 2023) which highlights income as a key driver of premium local product consumption.

2. Discussion of Findings Related to Objective 2: Perceived Value and Purchase Decisions. The study found that respondents rated the product's perceived value including taste, quality, packaging, and local identity at a high level. This aligns with prior studies such as Valmohammadi et al. (2023) and Yukai, Wongkumchai, and Worapongpat (2023), who emphasize the role of unique value creation and cultural identity in enhancing consumer attraction toward local products. However, despite the high mean scores, perceived value was not statistically significant in the Logit Model. This finding suggests an important insight: although consumers agree that the product has high value, these positive perceptions do not necessarily translate into actual purchase decisions when demographic characteristics are included in the model. In other words, perceived value appears to be appreciated by most tourists equally, resulting in limited variation within the sample thus reducing its statistical power in predicting purchase behavior. This phenomenon is well-documented in consumer-behavior literature, where highly favorable attitudes with low variance may not yield statistical significance (Attitude–Behavior Gap). Therefore, the findings do not contradict previous literature but rather suggest that perceived value is universally high, leaving demographic factors to differentiate buyers from non-buyers.

3. Discussion of Findings Related to Objective 3: Sociocultural Perceptions. Sociocultural perceptions including community pride, cultural identity, and support for local self-management were also rated at a high level. Respondents indicated that purchasing Kanom Kalaema Luang Porn reflects support for traditional culture, local families, and community livelihoods. These findings align with Influence Theory and the work of Wang et al. (2021) and Xie et al. (2024), which demonstrate that social environment, group norms, and cultural ties significantly influence consumer behavior. Nonetheless, similar to perceived value, sociocultural perceptions were not statistically significant predictors in the Logit Model, despite their high average scores. This implies that while social and cultural sentiments toward the product are broadly positive, they do not distinctly separate purchasers from non-purchasers. Again, the likely explanation is low variance and universally positive sentiments among Thai tourists toward local products resulting in insufficient discriminatory power for statistical significance. These results underscore a key insight: Tourists generally hold strong cultural pride and positive attitudes about supporting local products, but actual purchasing decisions are more strongly influenced by demographic factors such as gender, age, and income.

4. Theoretical and Practical Implications. Theoretically, the findings reinforce the Attitude–Behavior Gap and demonstrate that: High attitudes toward value and culture do not automatically predict behavior when demographic variables are dominant. Demographic characteristics remain strong predictors in purchasing culturally associated products. Practically, marketers and local producers should: Target promotional campaigns toward women and higher-income groups. Customize communication to older consumer segments who value traditional identity. Maintain high product quality, taste, and packaging, even if these variables do not statistically influence purchase behavior because they contribute to overall brand equity and cultural value.

Knowledge Contribution

This study has generated new knowledge that can be summarized and presented in a conceptual diagram.

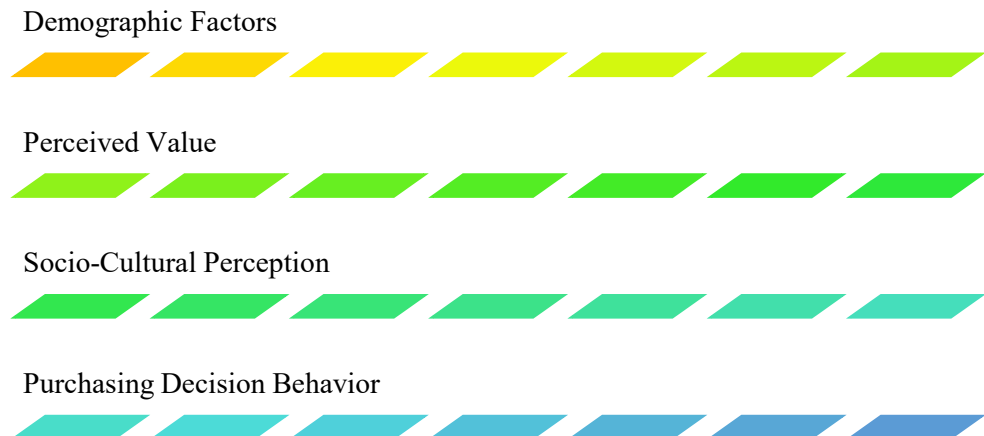


Figure 2 New Knowledge from the Research

As shown in Figure 2, new insights emerge: Demographic factors (gender, age, and income) directly influence purchasing behavior. Perceived value (in terms of taste, quality, packaging, and local identity) enhances and amplifies the influence of demographic factors on purchasing behavior. Socio-Cultural Perception acts as a catalyst, shaping positive attitudes and increasing the likelihood of purchase. The interplay of these factors strengthens the potential of Kalamai Luang Phor as a cultural souvenir, promoting tourism and supporting sustainable self-management among local communities.

Conclusion

The study concludes that demographic factors, perceived value, and sociocultural perceptions significantly shape consumer decision-making regarding the purchase of Kanom Kalaema Luang Pornin Nakhon Pathom. The proposed conceptual framework reflects the complex interplay among these variables and demonstrates how consumer characteristics, product value creation, and cultural context jointly influence purchasing behavior.

The findings highlight that gender, age, and income are the strongest determinants of purchase decisions, indicating clear market segments that stakeholders can target. Furthermore, the high perceived value stemming from taste, product quality, packaging, and strong local identity combined with positive sociocultural attitudes among consumers demonstrates the product's potential to become a sustainable cultural souvenir that enhances both local economic development and cultural tourism.

Importantly, the results emphasize the need for community-based development and culturally grounded marketing strategies to strengthen local self-management. This will support the continued expansion of “Kanom Kalaema Luang Porn” as a marketable cultural product rooted in local heritage.

Acknowledgment of Research Limitations

This study is limited by the sample group primarily local tourists within Nakhon Pathom which may restrict the generalizability of the findings. In addition, the use of a cross-sectional survey does not capture long-term changes in consumer behavior. Future studies should address these limitations by extending the scope and employing longitudinal research designs.

Recommendations

1. Recommendations for Practical Application

1.1 Based on Objective 1 (Demographic Factors) Since gender, age, and income significantly influence purchasing behavior, relevant agencies such as local government organizations, tourism offices, and local entrepreneurs should design segmented marketing strategies, such as: Promotions tailored to specific age groups. Premium product sets for higher-income consumers. Storytelling campaigns appealing to women, who show higher purchase tendencies.

1.2 Based on Objective 2 (Perceived Value) As perceived value plays a crucial role, agencies should: Enhance product quality control and maintain consistent taste and texture. Improve packaging design to be more modern, durable, and gift-worthy. Emphasize local identity through branding, storytelling, and community narratives.

1.3 Based on Objective 3 (Sociocultural Perceptions) To strengthen cultural attachment and community pride: Promote community-led cultural activities tied to Kanom Kalaema. Provide educational programs on local culinary heritage. Support local groups in preserving traditional production techniques.

1.4 Additional Practical Recommendation Given the growing importance of digital media: Develop digital marketing strategies, including Facebook pages, TikTok content, short-form videos, influencer reviews, and live streaming. Encourage user-generated content (UGC) campaigns to build consumer trust. Create QR codes that link to product history, production process, and cultural stories.

2. Suggestions for Future Research

Future studies should: Explore long-term socioeconomic impacts of developing Kanom Kalaema as a cultural product. Expand the target population to include: International tourists. Younger generations, Online consumer groups, Conduct qualitative studies to understand deeper cultural meanings, consumer motivations, and brand attachment. Investigate the impact of digital marketing, tourism trends, and cultural branding on purchasing behavior.

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