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# Developing Scale of Tourists' Attitude Toward Culture Souvenirs

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## **ABSTRACT**

A variety of scales exist related to culture, but the literature lacked a scale measuring Attitude Toward Cultural Souvenirs (ATCS). The purpose of this study was to fill this literature gap by developing and testing a scale to measure ATCS. The scale development approach recommended by Churchill (1979) and Netemeyer, Bearden and Sharma's (2003), which uses theory to guide the conceptualization and development of measurement items, was adopted. The resulting scale proves to be robust and reliable across cultures. Beyond the theoretical value of scale development, the current study broadens the literature by adding findings on attitudes towards cultural souvenirs. Retailers can use these findings to better understand their customers, make strategic decisions, and better meet their needs.

## **ABOUT THE AUTHORS**

Wei Wang, an Assistant Professor of Hospitality and Tourism Management at the University of Southern Mississippi, received her Doctoral Degree from Indiana University at Bloomington. Dr. Wang's research interests focus on hospitality innovation and destination marketing. Her research is published in top-tier tourism and hospitality journals, such as *Journal of Travel Research*, *Journal of Destination Marketing and Management*, *Tourism Review*, and *Current Issues in Tourism*.

Gallayanee Yaoyuneyong, an Associate Professor of Merchandising at The University of Southern Mississippi, received her Ph.D. from Florida State University. Dr. Yaoyuneyong's streams of research are in two separate and distinct categories: Merchandising 2.0, and Classroom 2.0. Her research is published in various journals in the fields of merchandising,

marketing, advertising, and education. Dr. Yaoyuneyong is recognized as an innovative instructor through her numerous teaching awards.

Pauline Sullivan is an Associate Professor in the College of Agriculture, Human and Natural Sciences at Tennessee State University. She received her Doctoral Degree from New York University. She has received federal and foundation grants, as well as published in numerous journals. Her recent publications are in publications such as the *Journal of Business Theory and Practice*, the *International Journal of Business and Management Study*, *Universita Business Review* and *International Journal of Business and Management Study* .

Brigitte Burgess is an Associate Professor in the School of Marketing at The University of Southern Mississippi. Her research focuses on consumer behavior in various retail environments and the scholarship of teaching and learning.