

## **Analyzing the Relationship of Factors Affecting on Tourists' Buying Behaviour of Handicraft Products (With Special Reference to Galle District)**

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Handicraft products are one of the important products which can market in the tourism and hospitality industry. The handicraft industry can be benefited from gaining understanding about the tourists' buying behaviour of handicraft products. The main purpose of this study was to analyse the factors that affecting on tourists' buying behaviour of handicraft products. Marketing mix factors, situational factors, and personal factors were considered as the influential factors of the buying behaviour of handicraft products. This study was focused on the Galle district of Sri Lanka. This quantitative study was mainly based on primary data that were gathered using a questionnaire with a five-point Likert scale. The target population for this study was the local and foreign tourists who visit handicraft shops in Galle District and from which a sample of 100 was selected (10 tourists from 10 selected shops) using convenience sampling method. Descriptive statistics and Pearson correlation analysis were used to analyse the data collected. Results disclosed that marketing mix factors, situational factors, and personal factors had a positive relationship with tourists' buying behaviour of handicraft products whereas the marketing mix factors showed the highest relationship and the situational factors the least. The study revealed that there is a need for introducing modern technology for creating a properly established market. Besides, it should re-establish the art and craft villages and giving incentives to encourage locals for their creations. Further, is influential vital to conduct training programs and workshops for traditional craftsman to uplift the quality of their products and to attract the market.

*Keywords:* Tourist, Handicraft, Buying behaviour, Marketing mix, Situational factors, Personal factors