

Proposed model to estimate the most important factors affecting customer satisfaction with Egyptian handicrafts A case study in the area of (Khan Al-Khalili - Al-Azhar - Al-Fustat)

Nessreen El Saeed El Mansour El Sharkawey¹

Abstract

The past years have witnessed great momentum for the development of craft and heritage industries in Egypt, as some laws and legislation were issued and amended that aim to develop the industry and provide financing and technical components to advance it and enhance its competitive capabilities to keep pace with Egypt's Vision 2030. These policies also aimed to integrate these industries into the sector. Officially, many entities concerned with supporting craft industries have also been developed. This study was conducted with the aim of identifying the factors affecting the decision to purchase Egyptian handicrafts among tourists. The size of the research sample was 150 individuals selected from three areas in Cairo (Khan Al-Khalili - Al-Fustat - Al-Khayamiya in Al-Azhar) using the appropriate sampling method. Primary research data was collected through a questionnaire form prepared for this purpose using the personal interview method. The data was analyzed using a five-point Likert scale. The results of the study showed that there is a positive correlation between the level of satisfaction and the quality, price, promotional activities and motivation for handicraft products. The study recommended the need to focus on these factors to stimulate the movement of handicraft sales among tourists.

Keywords: Egyptian customer-Handcraft-Customer satisfaction-Marketing.

¹ Nessreen El Saeed El sharkawey , Associate Professor in business administration, Faculty of Administrative Sciences , King Salman International university, Sharm El Shekh branch

نموذج مقترح لتقدير أهم العوامل المؤثرة على رضا العملاء عن الحرف
اليدوية المصرية دراسة حالة في منطقة (خان الخليلي - الأزهر -
الفسطاط)

ملخص

شهدت السنوات الماضية زخماً كبيراً لتطور الصناعات الحرفية والتراثية في مصر، حيث تم إصدار وتعديل بعض القوانين والتشريعات التي تهدف إلى تطوير الصناعة وتوفير المقومات التمويلية والفنية للنهوض بها وتعزيز قدراتها التنافسية لمواكبة هذه الصناعة مع رؤية مصر 2030. وتهدف هذه السياسات أيضاً إلى دمج هذه الصناعات في القطاع. كما تم تطوير العديد من الجهات الرسمية المعنية بدعم الصناعات الحرفية. أجريت هذه الدراسة بهدف التعرف على العوامل المؤثرة على قرار شراء المصنوعات اليدوية المصرية لدى السائحين. وبلغ حجم عينة البحث 150 فرداً تم اختيارهم من ثلاث مناطق بالقاهرة (خان الخليلي - الفسطاط - الخيامية بالأزهر) باستخدام طريقة أخذ العينات المناسبة. وتم جمع بيانات البحث الأولية من خلال استمارة استبيان أعدت لهذا الغرض باستخدام أسلوب المقابلة الشخصية. وتم تحليل البيانات باستخدام مقياس ليكرت المكون من خمس نقاط. وأظهرت نتائج الدراسة أن هناك علاقة ارتباطية موجبة بين مستوى الرضا والجودة والسعر والأنشطة الترويجية والدافعية للمنتجات الحرفية. وأوصت الدراسة بضرورة التركيز على هذه العوامل لتحفيز حركة مبيعات الحرف اليدوية بين السياح.

الكلمات المفتاحية: المستهلك المصري - الحرف اليدوية - رضا العملاء - التسويق.

Introduction

Handicrafts are those types of products that are made by hand and also using some simple easy tools, which are unique in nature, design and materials used in them. They are creative crafts that reflect the culture of societies. The artistic value of handicrafts exceeds their utilitarian value. Although handicrafts are largely produced in less developed countries, they are more in demand in developed countries.

The creative economy has enormous potential for growth that indicates its increasing importance in the global economy. It is also considered a labor-intensive field. Handicrafts and crafts have made their way to foreign markets and have become exportable products whose demand rates are increasing day after day. According to the International Trade Center (ITC), the value of handicraft market exports increased to \$500 billion in 2020, and the market size is expected to grow by 20% in 2024, which reflects the growing demand for handicraft products and their ability to have an economic impact.

Egypt is one of the largest Arab countries in terms of the number and density of small and medium enterprises operating in it, as the number of these projects is about 2.45 million Projects, and they contribute 80% of the Egyptian gross domestic product. Small and medium enterprises also constitute more than 90% of private sector projects. It accommodates between 65 to 75% of the workforce.

Egypt also has a rich historical, cultural and social heritage that is reflected in the diversity and uniqueness of its handicraft and creative products, which are a series of accumulated creative history since the era of the Pharaohs. According to the UNCTAD 2018 report, Egypt is considered one of the best centers for handicrafts around the world in production and export, so this sector has gained importance. Increasingly in Egypt in recent years and has been included in Egypt's Vision

Proposed model to estimate the most important factors affecting customer satisfaction with Egyptian handicrafts A case study in the area of (Khan Al-Khalili - Al-Azhar - Al-Fustat)

2030 targeting the development and preservation of the sustainability of the handicraft industry.

The handicraft industry also works to improve the economic situation of the country and provide job opportunities, as handicrafts are a major source of national income in Egypt. The handicraft sector ranked twelfth in the volume of Egyptian exports during the year 2021, as its exports amounted to about 254 million dollars. The volume of sales within the local market ranges between 5 - 8 billion pounds (between 162 - 258 million dollars), according to estimates by the Handicrafts Chamber of the Federation of Industries. The handicrafts sector also comes in second place after the agriculture sector in terms of the number of workers, which amounts to about 2 million craftsmen.

Egyptian handicrafts also feature many products, the most important of which are carpets, kilims, copperware, tents, tulles, pottery, ceramics, metal crafts, woodwork, glass, jewellery, ornaments, stones, shell products, wickerwork, wickerwork, tanning and leather products.

Research problem

Due to the increasing demand for handicraft products and their ability to have an economic impact, the state has been interested in developing and growing the handicraft and heritage industries in Egypt. Some laws and legislation have been issued and amended, and many entities concerned with supporting the handicraft industries have been created and developed, which aim to develop the industry and provide financing and technical components to advance and enhance it. Its export capabilities are in line with Egypt's Vision 2030.

However, it is noted that the volume of handicraft sector exports decreased between the years 2017 - 2021 by about (85.4% from the base year 2017), and the volume of handicraft

industry imports increased by about (44% compared to the base year 2017). The volume of sales within the local market ranged between 162 - 258 million dollars.

The research problem is represented by the following questions: What factors influence tourist satisfaction with Egyptian handicrafts, what types of Egyptian handicrafts do tourists prefer to buy, and what are the most important factors influencing tourist satisfaction with Egyptian handicrafts?

Research aims:

The main goal of the research is to identify the factors affecting tourist satisfaction towards Egyptian handicrafts.

From which the following sub-objectives are branched:

1. Defining tourists' interests regarding handicraft products in Egypt that tourists prefer to buy.
2. Identifying the factors that most attract tourists to buy Egyptian handicrafts.
3. Study the most important factors affecting tourists' satisfaction towards Egyptian handicrafts.

Research importance

1. Provides deeper insight into tourists' preferences for Egyptian handmade products, and helps artisans and marketers design creative products based on tourists' preferences.
2. Helping decision makers in marketing felled to develop innovative marketing policies for handmade products through deeper insight into the factors that most attract tourists to buy these products.
3. Improving manufacturers and marketers' ability to create new promotional campaign activities that will attract customer tourists to deal and buy.

Previous studies:

Tourist Customer satisfaction of handmade products is affected by various factors. Many studies conducted in

this regard have shown mixed results about the factors that have a positive or negative impact on the Customer satisfaction of handicrafts. Most studies have shown that social factors, psychological factors, and economic factors negatively or positively affect the purchase decision. Previous empirical studies related to the current study have been summarized as follows:

Wikins (2011) studied “souvenir buying motives”. The mixed sequential method was used, and data was collected through three groups, each group comprising six to eight respondents. Based on the development process of Churchill (1979). The influence of gender on motives for buying souvenirs was studied. The research addresses this gap in the literature and evaluates tourists' souvenir buying behavior, identifying the fundamental importance as a souvenir and as a gift.

Esfandiar, Farahani, & Namin (2014) studied “Tourists’ souvenir purchasing in Iran”. Primary data were collected using a questionnaire for 115 tourists from Tehran, Iran. The results obtained through this analysis showed that men spend more on buying souvenirs than women. There is no statistically significant relationship in terms of patterns of spending on shopping between leisure tourists and business tourism. Design, traditional motives, quality of souvenirs and portability also greatly influence the Customer satisfaction of tourists.

Dash (2015) researched “The Role of Family Influence in Purchase of Handicraft Products in India”. Data were collected from primary sources through survey method using a structured questionnaire. The research sample size was (1000) individual shoppers. The result of the research concluded that shoppers make the decision to

purchase handicrafts themselves. Shoppers are also influenced by their spouse, family, and others. The buyer's wife and children also exert a greater direct influence on daily Customer satisfaction .

Faulina ,Novita and Siregar Faulina, (2017) investigated “Factors influencing tourists’ Customer satisfaction of handmade goods. Primary data was collected using a structured questionnaire from 182 respondents from Medan, Indonesia. Purposive sampling method was used to collect data. Exploratory factor analysis (EFA) and regression analysis of the data were conducted. The results showed that the situational factors variable had the greatest influence on tourists' Customer satisfaction , followed by social factors.

Research questions:

- 1) What are the Egyptian craft products that tourists are interested in and prefer to buy?
- 2) What are the most attractive factors for tourists when buying Egyptian handmade products?
- 3) What are the factors that affect the tourist’s purchasing decision for Egyptian handmade products?
- 4) What are the most important factors that affect tourist satisfaction with Egyptian handicrafts?

Research hypotheses:

- 1- There is a statistically significant correlation between the level of tourist satisfaction and the role of cultural values in purchasing handmade products.
- 2- There is a statistically significant correlation between the level of tourist satisfaction and motivation to buy handmade products.
- 3- There is a statistically significant correlation between the level of tourist satisfaction and the amount allocated to purchase handmade products.

Proposed model to estimate the most important factors affecting customer satisfaction with Egyptian handicrafts A case study in the area of (Khan Al-Khalili - Al-Azhar - Al-Fustat)

- 4- There is a statistically significant correlation between the tourist's level of satisfaction and the opinion of friends about the handmade products he buys.
- 5- There is a statistically significant correlation between the level of tourist satisfaction and demonstrating his social status to others.
- 6- There is a statistical correlation between the level of tourist satisfaction and the quality and authenticity of handmade products.
- 7- There is a statistically significant correlation between the tourist's level of satisfaction and his personal decision to purchase handmade products
- 8- There is a statistically significant correlation between the level of tourist satisfaction and the intention to learn about the product later.
- 9- There is a statistically significant correlation between the level of tourist satisfaction and the price of the product.
- 10- There is a statistically significant correlation between the level of tourist satisfaction and promotional activities.

Research Methodology:

The research belongs to descriptive and analytical research,. Descriptive studies are used to describe different aspects of the phenomenon, and in its common form, descriptive research is used to describe the characteristics or behavior of the sample population.

Also, the deductive analysis method was used to identify the most important factors affecting tourists' satisfaction with Egyptian handmade products.

Data collection tools:

Primary research data was collected from tourists through a questionnaire form, which was used by Ayushi Adhikari (2018) after modifying and revising some statements, and using a

personal interview method, where the tourists were interviewed and asked to fill out the form by asking them and writing down their answers in the form.

Research population:

The number of tourists who visited Egypt in 2022 reached about 11.7 million tourists, and it can be considered the research population for the year 2023, and there are 145 natural clusters of handicrafts in Egypt.

Research sample size:

The study sample size was 150 individuals from tourists who frequented the areas of Al-Azhar, Khan Al-Khalili and Al-Fustat as gathering areas for handicrafts to buy Egyptian handicraft products.

Sampling method:

Convenience sampling was used, which is one of the types of non-probability sampling to collect the research sample.

Search variables:

A- The dependent variable:

Tourists' level of satisfaction with the product.

B-Independent variables:

* Variables specific to tourists:

Culture values, Motivation., Economic Factor., Friends and Family opinion., Show social status., Quality., Perception., Intention.

C- Seller-specific variables:

Price., Promotional Tools.

Statistical methods:

A five-point Likert scale was used to obtain the weighted mean, the weighted standard deviation, the percentages, and the order and direction of the statements. Inferential statistical methods were also used, Multiple Regression, Kolmogorov – Smirnov Statistics to test the normality of Data, Mahalanobis distance to test Outliers, and Pearson correlation coefficient,

Proposed model to estimate the most important factors affecting customer satisfaction with Egyptian handicrafts A case study in the area of (Khan Al-Khalili - Al-Azhar - Al-Fustat)

Variance Inflation Factor (VIF) ,Tolerance to test Multicollinearity and singularity, Standard regression. Also, Stepwise Regression Analysis method was used.

Research limits:

The research was conducted in Al-Azhar, Fustat, and Khan Al-Khalili in Cairo Governorate due to the high cost.

Research results and conclusions:

A- Field research results:

Table No. (1) Gender
Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	70	46.7	46.7	46.7
Female	80	53.3	53.3	100.0
Total	150	100.0	100.0	

Source: Results of analysis of questionnaire data.

Table No. (1) Shows the distribution of the research sample according to gender, where the percentage of males was about 47% while the percentage of females was about 53% of the total research sample.

Table No. (2) Age groups
Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 25	9	6.0	6.0	6.0
25-35	15	10.0	10.0	16.0
35-45	28	18.7	18.7	34.7
45-55	53	35.3	35.3	70.0
55 above	45	30.0	30.0	100.0
Total	150	100.0	100.0	

Source: Results of analysis of questionnaire data

Table No. (2) Shows the distribution of the research sample according to age groups, where the percentage of

tourists in the age group 45-55 years was the highest, which amounted to about 35%, followed by the age group 55 years and over, which amounted to about 30%, while the respondents in the age group reached 35. -45 was about 19%, while the percentage of respondents in the age group 25-35 was about 10%, while the percentage of respondents in the age group less than 25 years was about 6% of the total research sample.

Table No. (3) Nationalities
Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid European	86	57.3	57.3	57.3
American	23	15.3	15.3	72.7
Australian	17	11.3	11.3	84.0
Asian	24	16.0	16.0	100.0
Total	150	100.0	100.0	

Source: Results of analysis of questionnaire data

Table No. (3) shows the distribution of the research sample according to the nationality of the respondents, where the percentage of European tourists was about 57%, followed by the percentage of Asian tourists, which amounted to 16%, while the percentage of American tourists was about 15%, and the percentage of Australian tourists was also about 11%, out of the total. The research sample.

Proposed model to estimate the most important factors affecting customer satisfaction with Egyptian handicrafts A case study in the area of (Khan Al-Khalili - Al-Azhar - Al-Fustat)

Table No. (4): Distribution of the research sample according to tourists' purchasing interests in Egyptian handicrafts

Which Handicraft Product are you interested in?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Jewellery	40	26.7	26.7	26.7
Carpets	18	12.0	12.0	38.7
Metal Crafts	32	21.3	21.3	60.0
wooden Crafts	22	14.7	14.7	74.7
Stone Crafts	17	11.3	11.3	86.0
pottery crafts	21	14.0	14.0	100.0
Total	150	100.0	100.0	

Source: Results of analysis of questionnaire data

Table No. (4) Shows the distribution of the research sample according to tourists' purchasing interests in handicraft products. About 27% expressed their desire to buy gold products, while about 21% indicated their desire to buy metal products, and the percentage of tourists who wanted to buy handmade products was 15%, while the percentage of tourists who wanted to buy ceramic products was 14%, and the percentage of tourists who wanted to buy textile products (carpets) was 12%, and the percentage of tourists who wanted to buy stones was about 11%, out of the total sample.

Table No. (5): Distribution of the research sample according to tourists' purchases of Egyptian handicrafts
Which Handicraft Product will you buy? Or already bought?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Jewellery	32	21.3	21.3	21.3
Carpets	9	6.0	6.0	27.3
Metal Crafts	13	8.7	8.7	36.0
wooden Crafts	5	3.3	3.3	39.3
Stone Crafts	7	4.7	4.7	44.0
pottery crafts	5	3.3	3.3	47.3
Non	79	52.7	52.7	100.0
Total	150	100.0	100.0	

Source: Results of analysis of questionnaire data

Table No. (5) shows the distribution of the research sample according to the type of products that tourists purchased, as the percentage of tourists who purchased gold products was about 21%, followed by the percentage of tourists who purchased metal products, which amounted to about 9%, while the percentage of tourists who purchased Textile products (carpets) were about 6%, the percentage of tourists who bought stones was about 5%, and the percentage of tourists who bought ceramic and wooden products was about 3% for each, respectively, while the percentage of tourists who did not purchase was about 53% of Search sample sentence.

Proposed model to estimate the most important factors affecting customer satisfaction with Egyptian handicrafts A case study in the area of (Khan Al-Khalili - Al-Azhar - Al-Fustat)

Table No. (6) The relative importance of the factors affecting tourists' satisfaction with Egyptian handicrafts

	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D	%	Rank
Factors affecting the tourist's purchase decision	Culture Values, Social practices play important role in purchasing handicrafts.	35	83	28	0	0	3.97	0.81	79.4	6
	The feeling of scarcity that motivates me to purchase handicraft.	84	51	15	0	0	4.46	0.67	89.2	5
	A mount separated for shopping plays important role in your purchase action towards handicraft.	17	11	14	0	108	1.86	1.45	37.2	8
	Friends' Opinion are important when I purchase handicraft.	0	11	0	123	16	2.04	0.63	40.8	7
	Although it is more expensive I buy handicraft to show my	0	0	0	60	90	1.4	0.49	28	9

	status to others.									
	I buy handicrafts because I think handicrafts looks more genuine than those in factories.	144	3	3	0	0	4.94	0.31	98.8	1
	It's mostly up to me whether or not purchase handicraft.	124	63	0	0	0	4.58	0.49	91.6	4
	Price product feature influence purchasing decision.	0	0	0	35	11 5	1.23	0.42	24.6	1 0
From the seller's perception	Promotional activities such as sales promotion offer advertisement affect my decision.	131	26	0	0	0	4.83	0.38	96.6	3
	Even if I were unaware about the product I would purchase with the intention to learn about it.	131	19	0	0	0	4.87	0.33	97.04	2

Source: Results of analysis of questionnaire data

The results of Table No. (6) show that the phrase “I buy handmade products because I believe they are more authentic than machine-made products” (product quality) came in first

Proposed model to estimate the most important factors affecting customer satisfaction with Egyptian handicrafts A case study in the area of (Khan Al-Khalili - Al-Azhar - Al-Fustat)

place, followed in second place by “promotional programs and advertisements influence my decision to buy handmade products” (promotional activities) carried out by the seller, and in third place was the phrase “The product price advantage affects my decision to buy handmade products” (product price advantage), while in fourth place was the phrase “It is mostly up to me to buy handmade products or not” (“Tourist perception”). The phrase “The feeling of scarcity is what drives me to buy handicrafts” (motivation) came in fifth place as the most important factor affecting tourists’ satisfaction with Egyptian handicrafts.

Table No. (7) Level of satisfaction with Egyptian handicrafts among tourists

Level of Satisfaction- level of satisfaction over the product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Satisfied	4	2.7	2.7	2.7
Highly Satisfied	146	97.3	97.3	100.0
Total	150	100.0	100.0	

Source: Results of analysis of questionnaire data

Table No. (7) shows the level of satisfaction of the research sample with Egyptian handmade products, where a percentage of about 3% indicated that they were “satisfied,” while a percentage of about 97% indicated that they were “very satisfied” with Egyptian handmade products.

Table No. (8): Factors that attract the purchase of Egyptian handmade products from the point of view of tourists

what was the most appealing aspect while purchasing handicraft in Egypt

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid product Feature	73	48.7	48.7	48.7
Price	27	18.0	18.0	66.7
Easy Availability	27	18.0	18.0	84.7
Promotional Tools used	23	15.3	15.3	100.0
Total	150	100.0	100.0	

Source: Results of analysis of questionnaire data

Table No. (8) shows the most important factors attracting the purchase of Egyptian handmade products from the point of view of tourists, where the product characteristics came in first place with a rate of about 48%, followed by the price and ease of availability of the product with a rate of 18% for each, respectively, and it came in fourth place with a rate of about 15%. Promotional activities used.

Table No. (9) the most important factors influencing the purchase decision from the tourists' point of view

what was the factor that made you stop back before purchasing it

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid product Feature	30	20.0	20.0	20.0
Price	60	40.0	40.0	60.0
Easy Availability	33	22.0	22.0	82.0
Promotional Tools used	27	18.0	18.0	100.0
Total	150	100.0	100.0	

Source: Results of analysis of questionnaire data

Table No. (9) Shows the most important factors influencing the decision to purchase Egyptian handmade products from the point of view of tourists, where the price of the product came in first place at about 40%, followed by the ease of availability of the product at 22%, while the percentage

Proposed model to estimate the most important factors affecting customer satisfaction with Egyptian handicrafts A case study in the area of (Khan Al-Khalili - Al-Azhar - Al-Fustat)

of product characteristics reached about 20%. It ranked fourth with 18% of the promotional activities used, out of the total research sample size.

B- Results of the research questions:

*What are the Egyptian craft products that tourists are interested in and prefer to buy?

From the results of Table No. (4), it is clear that the most important handicrafts preferred by tourists are gold products, metal products, wooden handicrafts, ceramic products, textile products (carpets), and stone handicrafts.

*What are the most attractive factors for tourists when they buy Egyptian handmade products?

From the results of Table No. (8), it is clear that the most attractive factors for tourists when purchasing Egyptian handmade products were represented by the characteristics of the product, the price, ease of availability of the product, and the promotional activities used, respectively.

* What are the factors affecting the tourist's purchasing decision for Egyptian handmade products?

From the results of Table No. (9), it is clear that the most important factors influencing the tourist's decision to purchase Egyptian handmade products were the price of the product, the ease of availability of the product, the product characteristics (quality) and the promotional activities used, respectively.

C- Results of testing research hypotheses:

The results of Pearson's correlation Matrix, as shown in Table No.(10), showed that there is a positive and significant correlation at a significance level of 0.01 between the level of tourist satisfaction with Egyptian handicrafts on the one hand and both the quality and originality of the handicrafts. (Quality) ($r = 0.501$), promotional activities ($r = 0.310$), product price

features ($r = 0.361$) and motivation ($r = 0.299$) at a significance level of 0.01 in two directions (2-tailed).

Table No. (10) Pearson correlation coefficient for the relationship between the level of tourist satisfaction Product quality, promotional activities and product price

		Values- Social	Motivation-	Amount Separated-	Friend's Opinions	Status	Quality	perception	price product feature n	Activities- promotional	Intention Learn-
Level of Satisfaction- level of satisfaction over the product	Pearson Correlation	.113	.299**	-.139-	.010	-.118-	.501**	-.057-	.361**	.310**	-.104-
	Sig. (2-tailed)	.170	.000	.090	.899	.150	.000	.488	.000	.000	.204
	N	150	150	150	150	150	150	150	150	150	150

Correlation is significant at the 0.01 level (2-tailed)

Correlation is significant at the 0.05 level (2-tailed).*

The results of analyzing the questionnaire data using SPSS ver. Results of the proposed model:

The standard regression model was estimated and the model hypotheses were tested. It was found that there was a problem of multicollinearity between the independent variables. To overcome this problem, the Stepwise Regression Analysis method was used to estimate the coefficients of the proposed research model.

Suggested model:

Table No. (11): Values of the correlation coefficient and coefficient of determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.501 ^a	.251	.246	.14036
2	.560 ^b	.314	.304	.13483
3	.596 ^c	.356	.342	.13109
4	.613 ^d	.376	.359	.12946

The results of analyzing the questionnaire data using SPSS ver.

Proposed model to estimate the most important factors affecting customer satisfaction with Egyptian handicrafts A case study in the area of (Khan Al-Khalili - Al-Azhar - Al-Fustat)

Table No. (12) Analysis of variance
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.978	1	.978	49.629	.000 ^b
	Residual	2.916	148	.020		
	Total	3.893	149			
2	Regression	1.221	2	.610	33.577	.000 ^c
	Residual	2.672	147	.018		
	Total	3.893	149			
3	Regression	1.384	3	.461	26.853	.000 ^d
	Residual	2.509	146	.017		
	Total	3.893	149			
4	Regression	1.463	4	.366	21.825	.000 ^e
	Residual	2.430	145	.017		
	Total	3.893	149			

The results of analyzing the questionnaire data using SPSS ver.

Table No. (13) The model coefficients, “T” values and significance
Coefficients^a

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Model 4 (Constant)	2.991	.222		13.492	.000
Quality- I buy handicrafts because I think handicrafts looks more genuine than those produced in factories	.198	.037	.381	5.368	.000
Motivation-The feeling of scarcity that motivates me to purchase handicraft	.052	.016	.215	3.223	.002

Price- price product feature influence my purchasing decision	.087	.029	.205	2.970	.003
Activities- promotional activities such as sales promotion offer advertisement affect my decision	.073	.034	.150	2.168	.032

a. Dependent Variable: Level of Satisfaction- level of satisfaction over the product

The results of analyzing the questionnaire data using SPSS ver.

The results showed that there are four proposed models. After reviewing these proposed models, it was found that the best of them was as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

$$R^2 = 0.376 \quad , \quad R^{-2} = 0.359, \quad F = 21.825^{**}$$

$$Y = 2.991 + 0.198 X_1 + 0.052 X_2 + 0.087 X_3 + 0.073 X_4$$

(13.492)**
(5.368)**
(3.223)**
(2.970)**

(2.168)**

Where:

Y → Level of Satisfaction

X1 → Quality

X2 → Motivation

X3 → Price

X4 → promotional activities

** → The significance of “t” value is at a significance level of 0.05

The value of F also indicates the significance of the model and its ability to predict, and the value of the coefficient of determination R-2 indicates that about 36% of tourists' satisfaction with Egyptian handmade products is due to the explanatory factors included in the function. This function

shows the existence of a direct relationship between tourists' satisfaction with handmade products Egyptian quality, price, promotional activities, and motivation to buy handmade products.

Recommendations

It is clear from the results of the analysis that several factors such as quality, price, promotion and motivation are very essential to influence the purchasing Satisfaction of the consumer. The results of the regression analysis show the positive relationship between the level of tourists' satisfaction with Egyptian handmade products on the one hand and both quality, price motivation and promotional activities on the other hand. Therefore, the study recommends the need to pay attention to the following:

1. Establishing a marketing agency to market the elements of tourist attractions in Egypt, including national handicrafts. One of the most important roles of this agency is to monitor sellers to adhere to the price and not to use bargaining methods and discrepancies in prices, because that loses credibility with tourists, that affects tourists (consumers) satisfaction with Egyptian handicrafts.
2. Organizing integrated and systematic marketing and promotional campaigns managed at the level of the country and geographical regions that highlight the elements of tourist attraction in general and for Egyptian handmade products in particular, which has a positive impact on the satisfaction of tourists (consumers).
3. Setting standards for Egyptian handcrafted products affects the quality of the products positively due to their authenticity than any other competing products.

References:

A- Arabic references:

- 1- جهاز تنمية المشروعات (2023). تراثنا - الصناعات الحرفية في مصر فنون وإبداع. المكتب الفني. إدارة المعلومات. وحدة بحوث البيانات والسوق.
- 2- حسن، محمد (2020). دور الصناعات اليدوية والحرفية في التنمية الاقتصادية المحلية بجمهورية مصر العربية: دراسة في تحليل السياسات. مجلة التنمية والسياسات الاقتصادية. المعهد العربي للتخطيط الكويت. مج 23. ع1.

B- English references:

1. Ali Awni (2019) **Handicrafts in Egypt: Are We on the Right Track**. American University in Cairo.
2. Amal Soliman (2022). **Egyptian Handicrafts Clusters: Barriers to Development & Suggested Policy Reforms**, American University in Cairo.
3. Aushi Adhikari (2018). **Factors Affecting the Buying Behavior of Tourist on Handicraft Products** – Special reference to tourists visiting Patan Durbar Square. A summer project Report. Faculty of Management. Tribhuvan University.
4. Dash, M. (2015). **The Role of Family Influence in Buying Handicrafts Products**. International Journal in Management and Social Science.
5. Esfandiar, K., Farahani, F.V., &Namin, A.T. (2014). **Effective Factors on Souvenir Purchase: The Case of Foreign Tourists' Viewpoint in Tehran City**, Enlightening Tourism. A Pathmaking Journal.
6. Ghouse, S. M. (2012). **Indian handicraft industry: problems and strategies**. International Journal of Management Research and Reviews.
7. Harris, J. (2014). **Meeting the challenges of the handicraft industry in Africa: Evidence from Nairobi**. Development in practice.
8. Kumar, D., & Rajeev, P. V. (2013). **Analysis of Component Influencing of Handicraft products in Eastern UTTAR PRADESH**. International Journal of Trade & Global Business Perspective.
9. Kumar, D., & Rajeev, P. V. (2020). **A new strategic approach for marketing of handicraft products**. International Journal of Applied Services Marketing Perspectives.

Proposed model to estimate the most important factors affecting customer satisfaction with Egyptian handicrafts A case study in the area of (Khan Al-Khalili - Al-Azhar - Al-Fustat)

10. Shah, S. S. H., Aziz, J., Raza, J. A., Waris, S., Ejaz, W., Fatima, M., & Sherazi, S. K (2012). **The Impact of Brands on Consumer Purchase Intentions**. Asian Journal of Business Management.
11. Wilkines Hugh (2011). Souvenirs: **What and Why We Buy**. Journal of Travel Research. 49(3)

C: Websites:

12. <https://www.goeic.gov.eg/ar/news/default/view/id/728/title>
13. <http://www.mti.gov.eg/Arabic/Reports>
14. <https://www.sis.gov.eg/Story>