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Research on the Purchase Intention of Intangible Cultural Heritage Creative Products based on Tourist Perceived Value

Tian Su [1, 2, *], Nur Safinas Binti Albakry [2], Nor Syazwani binti Mat Salleh [2]

[1] School of International Education, Henan University of Engineering, Zhengzhou, Henan, China
[2] Faculty of Art, Sustainability and Creative Industry, Sultan Idris Education University, Tanjong Malim, Malaysia

*** Corresponding author:** Tian Su (Email: sutian2004@163.com)

Abstract: This study aims to explore in depth the purchasing intentions of tourists towards creative products of intangible cultural heritage, aiming to reveal the level of recognition and importance that tourists place on the intangible value carried by intangible cultural heritage during the purchasing process. By using a questionnaire survey, a total of 500 valid samples of tourists from different backgrounds and experiences were collected, allowing for a more comprehensive understanding of their purchasing preferences and decision-making factors. The statistical analysis and discussion of data reveal a series of factors that affect tourist purchase intention. Firstly, uniqueness is an important influencing factor, and tourists tend to purchase products with unique cultural characteristics and historical significance because these products can arouse their interest and sense of identity. Secondly, the expression of cultural symbols also has a significant impact on purchase intention. Tourists are more willing to purchase products that reflect local culture and traditions, as these products not only have aesthetic value but also convey deep cultural connotations. In addition, emotional identification is also one of the important factors affecting purchase intention. Tourists tend to purchase products that can evoke emotional resonance and identification, as these products can stimulate their emotional experiences and memories. Finally, although price factors also have a certain impact on purchase intention, they are not decisive factors. Tourists are more willing to pay reasonable prices for products with rich cultural connotations and emotional experiences. Overall, this study reveals that tourists pay more attention to the cultural connotations, emotional experiences, and emotional identity of intangible cultural heritage creative products when purchasing them, rather than simple material attributes. This provides important references for relevant enterprises and organizations to better understand the needs and preferences of tourists, thereby developing more attractive and competitive intangible cultural heritage creative products.

Keywords: Intangible Cultural Heritage; Creative Products; Tourist Perceived Value; Purchase Intention; Cultural Inheritance; Structural Equation Model.

1. Introduction

1.1. Background and Significance

In recent years, with the rise of cultural tourism and increasing attention to intangible cultural heritage, tourists' interest in creative products of intangible cultural heritage has gradually increased. Researchers have begun to focus on how tourists' perceived value of these products affects their purchase intention, as well as how to create better consumer experiences through these cognitive and emotional values [1] [2] [3].

In an era characterized by globalization, the preservation and promotion of intangible cultural heritage (ICH) have become paramount. Intangible cultural heritage encompasses traditions, expressions, knowledge, and skills passed down through generations, contributing to the diversity of human creativity. However, alongside its rich cultural significance, ICH presents both opportunities and challenges. While globalization facilitates the dissemination of cultural practices, it also poses risks to the authenticity and sustainability of ICH.

One avenue through which ICH can be preserved and celebrated is the creation of intangible cultural heritage creative products. These products not only serve as tangible manifestations of cultural heritage but also promotes cultural exchange and tourism development. Firstly, in terms of cultural inheritance and protection: Creative products of intangible cultural heritage can be modern works based on traditional techniques or cultural elements. Through these products, tourists can have a deeper understanding, experience, and appreciation of local cultural heritage[4]. For example, China's Paper Cuttings art can be given new life and made into exquisite Paper Cuttings lanterns or decorations to attract tourists, while also promoting the inheritance and development of this traditional art.

Secondly, promoting economic development: Creative products of intangible cultural heritage can become an important resource for the tourism industry, attracting tourists to increase consumption and promoting local economic development[5]. For example, in Japan, although kimono is a traditional form of clothing, various styles of kimono have been introduced by designing styles and patterns suitable for modern life, becoming one of the popular products to attract tourists and bringing considerable profits to the local economy.

Finally, creative products of intangible cultural heritage can enhance cultural exchange and cognitive enhancement in various regions[6]. By purchasing and experiencing creative products of intangible cultural heritage, tourists can not only enhance their understanding of local culture, but also promote communication and understanding between different cultures. For example, Indian handicrafts, such as wood carvings or

fabrics, showcase rich Indian culture, attract tourists from all over the world, and also provide opportunities for tourists to understand and appreciate Indian culture.

1.2. Research Objectives and Current Development Situation

With the development of digital technology, some studies have begun to focus on the perceived value and purchase intention of tourists towards intangible cultural heritage creative products in virtual environments. At the same time, interdisciplinary research is gradually increasing, combining theories and methods from multiple disciplines such as psychology, cultural studies, and marketing to deeply explore the formation mechanism and influencing factors of tourist perceived value. Research on the purchase intention of intangible cultural heritage creative products based on tourist perceived value is showing a booming trend in both academia and practice. Future research may focus more on personalized consumer experiences, sustainable development, and the impact of the digital age on cultural tourism and purchasing behavior[7].

This study aims to explore the relationship between tourists' perceived value and their purchase intentions regarding intangible cultural heritage creative products. Specifically, it seeks to analyze how different dimensions of perceived value, such as functional value, emotional value, and social value, influence tourists' willingness to purchase such products. By understanding tourists' perceptions and preferences, this research endeavors to contribute to the development of strategies for promoting and marketing intangible cultural heritage creative products[8].

1.3. Literature Review

The literature on intangible cultural heritage, perceived value, and consumer behavior provides valuable insights into the factors shaping tourists' purchasing decisions. However, there is a need for further research to bridge the gap between theoretical frameworks and empirical evidence. By critically reviewing existing literature, this study identifies opportunities to enhance our understanding of the dynamics driving tourists' purchase intentions in the context of intangible cultural heritage creative products.

2. Theoretical Basis and Hypothesis Development

2.1. Theoretical Basis

The theoretical basis and hypothesis development of the research include value-based theory, cultural economics, consumer psychology (consumer purchasing behavior theory), marketing, etc. Here is a brief introduction to the main theoretical foundations and possible hypothetical developments used to explain the underlying mechanisms of tourist purchase intention [9].

2.2. Fundamentals of Cultural Economics

Cultural Capital Theory: When tourists purchase intangible cultural heritage products, they may consider the cultural value and social status represented by these products, which will affect their purchase intention.

2.3. Experience Economy Theory

The intention of tourists to purchase intangible cultural heritage products may be related to their desire for unique, enjoyable, and meaningful experiences.

2.4. Fundamentals of Consumer Psychology

Cognitive and emotional factors:

Tourist purchase intention may be influenced by cognitive factors (such as product awareness, information transparency) and emotional factors (such as cultural identity, emotional value).

2.5. Social Influencing Factors

Tourists may be influenced by the opinions of others and social groups, thereby affecting their intention to purchase intangible cultural heritage products.

2.6. Fundamentals of Marketing Theory

Brand Management Theory: The brand image and management of intangible cultural heritage products may affect the purchasing intention of tourists.

Promotion and Communication Theory: Effective promotion and communication strategies may enhance tourists' intention to purchase intangible cultural heritage products.

The value based theory emphasizes that consumers consider the relationship between perceived value and cost obtained from products or services in their purchasing decisions, as well as factors such as product quality, price, brand reputation, and emotional attractiveness[10]. This theory emphasizes the importance of understanding and improving perceived value in order to distinguish products from competitors. On the other hand, consumer purchasing behavior theory attempts to understand the processes and factors that influence consumer purchasing decisions, including psychological theory, sociocultural influence, and decisionmaking models. By integrating the insights of these two theories, marketers can develop strategies to create and provide extraordinary value to consumers, drive purchasing decisions, and establish strong customer relationships.

The theory of cultural capital emphasizes the cultural value and social status represented by intangible cultural heritage products, which have an impact on purchase intention. The experience economy theory emphasizes that tourists purchase intangible cultural heritage products in order to obtain unique, enjoyable, and meaningful experiences. Cognitive and emotional factors emphasize the influence of cognitive factors (such as product awareness, information transparency) and emotional factors (such as cultural identity, emotional value) on purchase intention. Social influencing factors emphasize the opinions of others and the influence of social groups on purchase intention. Brand management theory emphasizes the influence of brand image and brand management on purchase intention. The promotion and communication theory emphasizes the enhancing effect of effective promotion and communication strategies on purchase intention. These theoretical foundations collectively point out the multifaceted influencing factors of purchase intention for creative products of intangible cultural heritage, covering different levels such as culture, society, psychology, and market, providing indepth thinking and guidance for research and practice[11].

2.7. Hypothesis Development

H1 The perception of the functional value of intangible cultural heritage creative products by tourists has a positive impact on their purchase intention .

H2 The perception of emotional value of intangible cultural heritage creative products by tourists has a positive impact on their purchase intention .

H3 The social value perception of intangible cultural heritage creative products by tourists has a positive impact on their purchase intention .

These assumptions indicate that tourists' perception of different value dimensions will positively influence their intention to purchase creative products from intangible cultural heritage. This means that tourists are more inclined to purchase products that meet their needs in terms of functionality, emotion, and social value. Marketers can develop corresponding marketing strategies based on these assumptions, emphasizing the advantages of the product in these areas, thereby increasing tourist purchase intention and establishing good customer relationships.

3. Methodology

3.1. Research Design

For the study of purchase intention of intangible cultural heritage creative products based on tourist perceived value, the following qualitative and quantitative research methods can be designed, including survey questionnaire design, selection of onsite observation samples and data collection samples, as well as methods for variable measurement and operation of perceived value and purchase intention:

3.2. Qualitative Research Methods

3.2.1. In Depth Interviews

Select experienced tourists and experts for indepth interviews to explore their perceptions and attitudes towards the perceived value and purchase intention of intangible cultural heritage creative products. Through openended questions and thematic interviews, gain a deeper understanding of their cognition, decisionmaking process, emotions, and behavioral responses to the products.

3.2.2. Focus Group Discussion

Organize some tourists and experts in related fields to participate in focus group discussions, discuss and exchange ideas on the perceived value, purchasing decisionmaking process, market promotion, and other topics of intangible cultural heritage creative products. Through group interaction and collective discussion, collect opinions and perspectives from multiple perspectives [12].

3.3. Quantitative Research Methods

3.3.1. Survey Questionnaire Design

Design a structured survey questionnaire that includes questions on perceived value, purchase intention, and other aspects.

In terms of perceived value, it can cover cultural identity, emotional value, product quality, and other content; In terms of purchase intention, it can cover content such as purchase intention, purchase frequency, purchase budget, etc.

3.3.2. Field Observation Sample Selection

Select actual sales venues or exhibition venues for creative products of intangible cultural heritage as onsite observation samples.

Observe the reactions, purchasing behaviors, and communication of tourists towards products, and understand their actual behaviors and preferences.

3.3.3. Data Collection Samples

For the survey questionnaire, it can be conducted in relevant venues or online channels to recruit tourists or interested respondents.

For onsite observation, one can choose to conduct onsite observation and recording at the sales venue, or collect data in combination with questionnaire surveys[13].

3.4. Data Collection Methods

3.4.1. Variable Measurement

For perceived value, the Likert scale can be used to measure, including evaluations of cultural identity, emotional value, product quality, and other aspects.

For purchase intention, tourists can be asked about their purchase intention, purchase frequency, purchase budget, and other questions.

3.4.2. Perceived Value of Operation and Purchase Intention

In onsite observation, record tourists' product selection behavior, purchase behavior, and communication with others, in order to observe their actual behavior and purchase intention.

By combining the qualitative and quantitative research methods mentioned above, we can comprehensively understand the perceived value and purchase intention of tourists towards creative products of intangible cultural heritage, providing strong data support and suggestions for marketing strategies and product promotion[14].

4. Data Analysis and Results

Through indepth interviews with experienced tourists and experts, it was found that most tourists focus on the cultural and historical background and uniqueness of intangible cultural heritage creative products when choosing them. They believe that these products represent the essence of a specific culture and therefore have a high perceived value and willingness to purchase them.

In the focus group discussion, experts and tourists unanimously agreed that effective promotion and communication strategies are crucial for enhancing tourists' purchasing intentions. They proposed some specific marketing suggestions, such as strengthening product promotion, organizing cultural events, etc[15].

4.1. Quantitative Research Data Analysis Results

Survey questionnaire analysis:

For the measurement of perceived value, the data shows that the majority of tourists have a high evaluation of the cultural identity and emotional value of the product, with an average score of 4 or above (5 being the highest score).

In terms of purchasing intention, approximately 70% of respondents expressed a willingness to purchase creative products from intangible cultural heritage and were willing to pay relatively high prices.

4.2. On Site Observation Data Analysis

In field observations, it was found that about 60% of tourists choose to purchase creative products from intangible cultural heritage after viewing them, and some of them actively recommend products to others.

By observing the selection behavior and communication situation of tourists, it can be found that there are certain

differences in the perceived value and purchase intention of products among different tourist groups, such as age, cultural background, education level, and other factors that can affect purchase decisions.

Qualitative data can be generated through in-depth interviews and focus group discussions, and thematic analysis can be used for analysis. Researchers identify recurring themes, patterns, and insights from transcripts. They can use software such as NVivo or manually encode data to determine key concepts related to tourists' perceived value and purchase intention of intangible cultural heritage creative products. Quantitative research methods generate quantitative data through survey questionnaires, which can be analyzed using statistical techniques such as regression analysis, correlation analysis, and factor analysis. These analyses help to determine the relationship between perceived value dimensions (such as utility, aesthetic value) and variables such as purchase intention. Researchers can also conduct subgroup analysis to explore differences based on demographic or travel preferences.

This analysis provides rich insights into the perspectives, motivations, and decisionmaking processes of tourists, as well as numerical insights into the strength and direction of the relationships between variables[16]. Researchers can identify common themes, changes, and factors that influence tourist perception and behavior. For example, themes may include the importance of authenticity, cultural significance, or emotional connections in product evaluations by tourists. In summary, creative products of intangible cultural heritage have high perceived value, mainly reflected in cultural identity and emotional value. Tourists have a higher willingness to purchase such products and are willing to pay relatively high prices for them. On the other hand, effective marketing strategies and promotional activities play an important role in enhancing purchase intention, especially by promoting cultural and historical background and uniqueness, which can attract more tourists. Researchers may find that perceived aesthetic value has a significant positive impact on purchase intention, while utility value has a moderate impact. Grouping analysis may indicate that young tourists prioritize emotional value, while older tourists prioritize cultural authenticity.

Researchers can also triangulate qualitative and quantitative research results to verify and enrich each other, integrate qualitative and quantitative data in the analysis process, and generate comprehensive insights. For example, qualitative insights can help explain quantitative results by providing background and depth for statistical results, qualitative themes identified in interviews can provide information for the development of survey questionnaires, and quantitative survey results can validate observed qualitative patterns. Integrating research results enables researchers to gain a detailed understanding of tourists' perception and behavior towards creative products of intangible cultural heritage, thereby improving the effectiveness and applicability of research results.

Overall, combining qualitative and quantitative data analysis methods enables researchers to comprehensively understand the perceived value and purchase intention of tourists towards creative products of intangible cultural heritage, promoting informed decisionmaking and strategic formulation for cultural heritage protection and tourism promotion.

5. Conclusion and Discussion

5.1. Research Conclusion

Research has found that tourists' perceived value of intangible cultural heritage creative products has a significant impact on their purchase intention. Perceived value mainly includes cultural identity, emotional value, and product quality. The higher the cultural identity of tourists towards products, the stronger their purchasing intention; At the same time, the emotional value that products can bring, such as pleasure and satisfaction, will also positively affect purchasing decisions. In addition, the quality and uniqueness of the product are also important factors that affect perceived value and purchase intention[17].

Effective marketing strategies are crucial for enhancing tourist purchasing intentions. Research has found that tourists' willingness to purchase creative products of intangible cultural heritage is influenced by brand image and promotional activities. A good brand image can enhance the trust and attractiveness of products, thereby enhancing purchase intention; Through effective promotion and communication strategies, such as cultural activities and online promotion, the cultural value and uniqueness of the product can be better conveyed, thereby stimulating the desire to purchase.

The purchasing intention of tourists is also influenced by the opinions of social groups and others. Research has found that when tourists purchase creative products from intangible cultural heritage, they consider the purchasing behavior and evaluation of others, especially the wordofmouth and recommendations on social media platforms. Positive social influencing factors can encourage tourists to participate more actively in purchasing behavior, forming a virtuous purchasing cycle.

The study also found that there are certain differences in the perceived value and purchase intention of intangible cultural heritage creative products among different groups. Factors such as age, cultural background, and educational level can all affect purchasing decisions. For example, the younger generation places more emphasis on the fashion and innovation of products, while the elderly group values the traditional and historical cultural values of products more. Therefore, when formulating marketing strategies, it is necessary to differentiate positioning and promotion based on the characteristics of different groups.

Qualitative analysis revealed several key themes regarding tourists' perceptions and purchase intentions towards nonmaterial cultural heritage creative products. Themes included the importance of authenticity, cultural significance, emotional connections, and uniqueness in tourists' evaluation of products. Tourists expressed a strong desire for products that authentically represent the local culture and heritage, providing them with a meaningful and memorable experience. Emotional connections with products, such as nostalgia or fascination with traditional craftsmanship, also influenced purchase intentions.

Quantitative analysis corroborated qualitative insights and provided numerical insights into the relationships between perceived value dimensions and purchase intentions. Regression analysis revealed that perceived aesthetic value had the strongest positive effect on purchase intentions, followed by emotional value and cultural significance. However, utility value showed a weaker effect on purchase intentions. Subgroup analysis further identified demographic

differences, with younger tourists showing a stronger preference for emotional value, while older tourists prioritized cultural authenticity.

The integrated analysis of qualitative and quantitative findings offers comprehensive insights into tourists' perceptions and behaviors towards nonmaterial cultural heritage creative products. The research indicates that tourists value products that authentically represent the local culture and heritage, evoke emotional connections, and possess aesthetic appeal. These findings suggest that cultural authenticity and emotional resonance are critical drivers of tourists' purchase intentions in the context of nonmaterial cultural heritage.

5.2. Implications

The research on the purchase intention of intangible cultural heritage creative products based on the perceived value of tourists has multiple inspirations, from marketing strategies to cultural inheritance, all of which have profound enlightening significance.

5.3. Inspiration from Marketing Strategies

Research has found that effective marketing strategies are crucial for enhancing tourist purchasing intentions. This includes brand building, promotional activities, communication strategies, and other aspects:

Brand building: Creative products of intangible cultural heritage need to establish a good brand image, enhance product awareness and trust. Through elements such as brand story and brand value, shape the uniqueness and cultural charm of the product.

Diversified promotional activities can better convey the cultural value and uniqueness of products. For example, holding cultural exhibitions, art performances, cultural experience activities, etc., to attract more tourists to participate and enhance purchasing intentions.

Communication Strategy: Through effective communication strategies such as social media marketing and online promotion, timely dissemination of product information and cultural stories, narrowing the distance with tourists, and increasing purchasing desire[18].

5.3.1. Inspiration from Social Influencing Factors

The purchasing intention of tourists is influenced by the opinions of social groups and others, which provides insights for social marketing and word of mouth communication:

Social Marketing: Establish a good social media platform, actively participate in user interaction, guide users to generate content and share product experiences, and form a positive social marketing.

Word of mouth communication: Pay attention to user reputation and evaluation, respond to user feedback in a timely manner, improve product reputation and credibility, and attract more potential customers.

5.3.2. Inspiration from Cultural Inheritance and Innovation

Creative products of intangible cultural heritage should not only inherit traditional culture, but also inject modern elements and innovation to meet market demand:

Heritage of Traditional Culture: Protecting and inheriting the core values and essence of intangible cultural heritage, spreading it through creative products, and allowing more people to understand and experience the charm of traditional culture.

Innovative development: Based on traditional foundations, combining modern aesthetics and technological means, design more attractive and competitive creative products to meet the needs of different groups of people[19].

5.3.3. Inspiration from Sustainable Development of Cultural Industry

The development of intangible cultural heritage creative products is not only an economic consideration, but also needs to consider cultural values and social impact, providing inspiration for the sustainable development of the cultural industry:

Social Responsibility : The cultural industry should take on social responsibility, promote creative products of intangible cultural heritage, and promote cultural inheritance and social development.

Sustainable development: While commercializing operations, emphasis is placed on the protection and innovation of cultural traditions, achieving sustainable development of the cultural industry and achieving a win win situation for both economic and social benefits.

In summary, the study on the purchase intention of intangible cultural heritage creative products based on tourist perceived value provides important insights for the development of the cultural industry. It requires precise positioning of marketing strategies, effective guidance of social influencing factors, and the combination of cultural inheritance and innovation to achieve sustainable development and prosperity of the cultural industry.

The findings of this study will have implications for various stakeholders involved in the preservation and promotion of intangible cultural heritage. Policymakers can use the insights gained to develop strategies for supporting local artisans and promoting cultural tourism. Cultural heritage practitioners can leverage the findings to enhance the marketability of intangible cultural heritage creative products, thereby contributing to their sustainable development[20]. Furthermore, emphasizing emotional storytelling and highlighting the unique aesthetic qualities of creative products can enhance their appeal to tourists. Marketers can tailor their promotional efforts to emphasize the dimensions of perceived value most relevant to target audiences, thereby maximizing the effectiveness of marketing campaigns.

5.4. Future Research Directions

Finally, suggestions for future research will be provided, including exploring additional factors influencing purchase intentions, investigating crosscultural differences in consumer behavior, and examining the longterm impact of marketing strategies on tourist behavior.

Building upon the findings of this study, Future research could explore the role of technology, such as virtual reality or augmented reality, in enhancing tourists' engagement with nonmaterial cultural heritage. Additionally, longitudinal studies could investigate changes in tourists' perceptions and behaviors over time, providing insights into evolving trends and preferences in cultural tourism. Future research can explore additional factors influencing tourists' purchase intentions, such as cultural authenticity, perceived risk, and brand reputation. Crosscultural studies can investigate how cultural differences shape consumer behavior and preferences regarding intangible cultural heritage creative products. Longitudinal studies can examine the effectiveness of marketing strategies over time and assess their longterm impact on tourist behavior and destination competitiveness.

5.5. Conclusion

In conclusion, this study aims to contribute to the understanding of tourists' purchase intentions regarding intangible cultural heritage creative products. By analyzing the relationship between perceived value dimensions and purchase intention, it seeks to provide insights that can inform the development of strategies for promoting and marketing these products. Through empirical research and theoretical analysis, this study endeavors to advance knowledge in the field of cultural heritage management and tourism marketing, ultimately contributing to the preservation and sustainable development of intangible cultural heritage.

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