

Impact of Perceived Value Dimensions on Purchase Intention for Intangible Cultural Heritage Souvenir: A Case of Xi'an City in China

Haiying Liu¹ Ntapat Worapongpat² and Eksiri Niyomsilp³

¹ School of Management, Shinawatra University, Thailand.

² Faculty of Business Administration, Rajamangala University of Technology Phra Nakhon, Bangkok, Thailand.

³ School of Management, Shinawatra University, Thailand.

E-mail: Ntapat.w@rmutp.ac.th

Abstract

Intangible Cultural Heritage (ICH) souvenir is a special one which can meet the Chinese tourists' cultural and characteristic needs for souvenirs in China. However it was found that very little research had been conducted regarding the relationship between purchase intention for ICH souvenir and its antecedents. The purpose of the study was to examine the impact of perceived value dimensions on purchase intention for ICH souvenir. This study conducted an empirical study on ICH souvenir in Xi'an city China. The finding indicated that the five perceived value dimensions namely perceived functional value, epistemic value, self-efficacy value, relationship support value and price value had significant impacts on purchase intention for ICH souvenir. The findings provided valuable information for tourism enterprises and government agencies.

Keywords: Intangible Cultural Heritage Souvenir, Purchase Intention, Perceived Value Dimension, Xi'an city

Introduction

The tourism industry is one of the fastest growing and the largest sectors of the world economy (World Travel & Tourism Council, 2018). For tourists, shopping is an important element of a trip as it provides them with a sense of pleasure and excitement. China tourism industry has experienced unprecedented development in recent years due to the sustainable economic growth. But tourism shopping is weak in China's tourism. One of the reasons is the souvenirs lack of cultural deposits. Cultural express is a key criterion for the decision to purchase a particular type of souvenir among Chinese tourists (Tang, 2016). Intangible Cultural Heritage (ICH) souvenirs such as Xi'an ICH souvenirs have profound and rich connotation depositing the ancestors' experience and survival wisdom and they can cater to the need of the tourists.

To predict customer behavior, first of all, it is necessary to understand the customer's intention. Purchase intention is the possibility of customer trying to purchase a certain product or brand (Dodds et al., 1991). Perceived value (PV) is an important antecedent variable of customer behavioral intention. Customers make purchasing decisions based on their perceived value, or the degree to which their needs and expectations about product quality, service quality, and/or price are satisfied. If a company maximizes value for its customers, success follows. The paper studied the impact of perceived value dimensions on purchase intention for ICH souvenir in order to meet tourist need and protect ICH in Xi'an city China.

Literature Review

1. Intangible Cultural Heritage Souvenir

ICH souvenir was a special kind of souvenirs designed by the resources of Intangible Cultural Heritage. ICH souvenir has the characteristics of general souvenirs, scarce raw materials or manufacturing process, the public welfare attribute of providing various supports for the protection and inheritance of ICH after purchase. The geographical focus of this study is Xi'an city, Shanxi province, China. In recent years, with the development of tourism in Xi'an city, souvenirs have developed rapidly, and some teams specializing in the production of souvenirs have gradually formed. There are many ICH souvenirs such as Hu County Peasant Painting, Imitation Tang Sancai, Lantian Jade Carving, Wild Goose Rope Sachet, Yanta Cotton Stripe, Shadow Puppetry, Paper-cut, Fengxiang Colored-Drawing Clay Sculpture and so on in Xi'an city. These ICH souvenirs are designed based on Xi'an Intangible Cultural Heritage currently including 1,271 projects in 10 categories including traditional music, traditional drama, folk literature and so on.

2. Perceived Value and Purchase Intention

Ajzen and Fishbein believed that purchase intention was the subjective probability of customers engaged in specific purchase behaviors. To predict customer behavior, first of all, it was necessary to understand the customers' wishes. Purchase intention among tourist can be seen in several ways. One of them is from perceived value. Scholars generally believed that perceived value was an important antecedent of purchase intention for souvenir.

Zeithaml (1988) defined perceived value was "the customer's overall assessment of the utility of a product based on perceptions of what is received and what is given". In order to better study the perceived value of customer, it is necessary to divide its dimensions in details. According the feature of ICH souvenir, the study mainly refers to the following values such as functional value, epistemic value, self-efficacy value, relationship support value and price value.

Functional value refers to the perceived utility of a alternative as a result of its ability to perform its functional, utilitarian or material purpose (Sheth et al., 1991). Functional value is a key factor influencing customer decision-making (Sweeny & Soutar, 2001). Functional value as an important aspect in customer perceived value, has the highest influence on tourists purchase intention (Albayrak et al., 2016).

Epistemic value is the perceived value utility of alternatives due to their curiosity, novelty and / or fulfillment of knowledge (Sheth et al, 1991). When the tourists are satisfied with the local information, they will get a positive perceived value of souvenir. Learning new culture, exploring new heritage, seeking newness (William & Soutar, 2009) and searching for variety are key motivations for a customer to purchase souvenir.

Self-efficacy value from Bandura's defined as follows, when customers buy or use products, if they can bring environmental or social some additional interest through their own efforts or participation in, customers will experience a sense of self-efficacy reflected, this perception is called self-efficacy value (Li, 2008). Fishbein and Cappella (2006) demonstrated that self-efficacy was an important determinant of behavioral intention.

Relationship support value is defined as the extent to which an individual perceives an experience as facilitating the development and maintenance of important interpersonal relationships (Bruce, 2014). ICH souvenirs enable tourists to establish new relationships, strengthen friendship with others, or consolidate important relationships.

Sweeney and Soutar (2001) defined the price value as “the utility derived from the product due to the reduction of its perceived short term and longer term costs”. Price/value for money was the one of the distinct value dimensions and it was found to help significantly in explaining purchase attitude and behavior intention. Siregar et al. (2017) found it was high possible the souvenirs with discounted price will be purchased by tourists. Thus, the following hypotheses are formulated:

H1: Perceived functional value has a significant impact on purchase intention for ICH souvenir.

H2: Perceived epistemic value has a significant impact on purchase intention for ICH souvenir.

H3: Perceived self-efficacy value has a significant impact on purchase intention for ICH souvenir.

H4: Perceived relationship support value has a significant impact on purchase intention for ICH souvenir.

H5: Perceived price value has a significant impact on purchase intention for ICH souvenir.

Research Method

This study adopts quantitative method to prove or disprove these hypotheses, to test the impact of perceived value dimensions on purchase intention for ICH souvenir. Questionnaire survey was developed based on literature review. The questionnaire includes 18 items. These items are functional value (items 3), epistemic value (items 3), self-efficacy value (items 3), relationship support value (items 3), price value (items 3) and purchase intention (items 3), referred to the maturity scale with high reliability and validity. Then the author tested the reliability and validity of the questionnaire through the pilot. At last, the questionnaire was utilized to collect data from 425 Chinese tourists travelling in Xi'an city China. By the end of data collection, 401 was useful, resulting in a 94.35 response rate.

First, the author analyzed the reliability. Internal consistency is a measure of reliability. One of the most widely used statistical tests is Cronbach's alpha. The instrument is said to be reliable if it has Cronbach's alpha ≥ 0.70 . The cronbch's α of functionanl value is .778, the cronbch's α of epistemic value is .840, the cronbch's α of self-efficacy value is .862, the cronbch's α of relationship support value is .898, the cronbch's α of price value is .908, the cronbch's α of purchase intention is .855, the cronbch's α of the total scale is .902. Cronbach's alpha coefficient of each measurement item, dependent variable and the total scale were all above 0.7. Thus, it can be emphasized that the reliability of questionnaire of this particular study was satisfied.

Then the author analyzed the validity. All the dimensions and scale items were taken from the related literature. The literature had basically covered the domain of the research, and were representative. So, content validity had been already satisfied. Convergent validity was examined by Kaiser-Meyer-Olkin (KMO) and Bartley sphere test in the study.

The test results were shown that KMO value of functional value is .700, and Sig. was .000; KMO value of epistemic value was .728, and Sig. was .000; KMO value of self-efficacy value was .729, and Sig. was .000; KMO value of relationship support value was .736, and Sig. was .000; KMO value of price value was .752, and Sig. was .000; KMO value of purchase intention was .728, and Sig. was .000. The KMO value of total was .883, and Sig. was .000. The KMO of All of the KMO measure of sampling were above 0.70 and the outcome of a Bartlett's test of sphere was significant (sig. <0.05). Thus the convergent validity of each scale was good.

Research Results

1. Hypothesis Test

The author tested the impact of perceived value dimensions on purchase intention using multiple regression analysis. Multiple regression analysis is a process to determine the effect of independent variables toward dependent variable. Before the multiple regression analysis, it is necessary to test whether the regression model is good (Table 1).

Table 1 ANOVA Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	59.014	5	11.803	53.181	.000
Residual	87.664	395	.222		
Total	146.678	400			

Table 1 showed the result of ANOVA analysis in the multiple regression analysis. Regression Mean Square is 11.803 and the residual mean square was 0.222. In ANOVA result, F and P are the two key factors. In the study, F was 53.181, and the P= 0.000 smaller than 0.05. Therefore we can safely say that the whole independent variables or at least one independent variable had significant impacts on dependent variable. The summary of multiple regression tests were shown in Table 2.

Table 2 Multiple Regression Test on Independent Variables and Dependent Variable

	H1	H2	H3	H4	H5
Beta	.293	.210	.078	.119	.182
t-stat	5.473	3.721	2.456	2.630	3.918
p-value	.000	.000	.014	.009	.000
Constant	.677				
Durbin Watson	2.003				
R-square	0.402				
Adj-R-square	.395				
F-Value	53.181***				

The constant value was the B_0 to measure the overall regression results. From Table 2, it was 0.677. The result of Durbin-Watson was 2.003 compared with the benchmark of 2.00 to measure the model to fit in the regression, therefore, the model is considered fit to the regression to explain variables. The adjusted R^2 are used to measure the relationship between independent variables and dependent variable. It showed the portion of dependent variable which can be explained by the independent variables. Its value ranged between 0 and 1. As shown in Table 2, adjusted R-squared was 0.395 meaning independent variables accounted for the 39.5% of the dependent variable.

2. Finding

The above table presents the multiple regression results of the impact of five independent variables which are functional value, epistemic value, self-efficacy value, relationship support value and price value on customer's purchase intention for ICH souvenir.

The value of beta is important to identify whether the functional value has a significant impact on purchase intention for ICH souvenir. The regression analysis of H1 showed the p-value was 0.000 which was less than 0.001, so functional value had a significant impact on purchase intention for ICH souvenir. The value of beta was 0.293 which meant that purchase intention score would increase by 0.293 for every unit increase in functional value.

In the above table, the regression analysis of hypothesis 2 showed the p-value was 0.000 which was less than 0.001, so the impact of epistemic value on purchase intention for ICH souvenir was significant. The result supported epistemic value had a significant impact on purchase intention for ICH souvenir. The value of beta was 0.210 which meant that purchase intention score would increase by 0.210 for every unit increase in epistemic value.

The above table showed in hypothesis 3, the p-value was 0.014 which was smaller than 0.05, so the result supported the hypothesis which stated that self-efficacy value had a significant impact on purchase intention for ICH souvenir. The value of beta was 0.078 which meant that purchase intention score would increase by 0.078 for every unit increase in self-efficacy value.

In hypothesis 4, the p-value was 0.009 which was less than 0.01, so the result supported relationship support value had a significant impact on purchase intention for ICH souvenir. And the value of beta was 0.119 which meant that purchase intention score would increase by 0.119 for every unit increase in relationship support value.

In hypothesis 5, p-value was 0.000 which was less than 0.001, so the result supported the hypothesis 5 which stated that price value had a significant impact on purchase intention for ICH souvenir. And the value of beta was 0.182 which meant that purchase intention score would increase by 0.182 for every unit increase in price value.

Recommendation

Some recommendation are given to tourism enterprises and government agencies. Firstly, the marketers are recommended to guarantee the functional value of ICH souvenir. From the results of empirical analysis, even with the intervention of the moderator variable, the influence of functional value on purchase intention is still very high. To some extent, this also reflects that Chinese tourists attach great importance to the functional value of ICH souvenir. The tourism enterprises and the craftsmen must design ICH souvenir which can be used in tourists' daily life.

Secondly, to promote the epistemic value of ICH souvenir. For tourists, the novelty and innovation of souvenir are clear at a glance. But, tourists' perception of the abundant knowledge of ICH souvenirs needs the stimulation of tourism destinations. So this needs enterprises to design special, novel and innovative souvenirs or some activities for tourists. Tourism enterprises can make tourists gain more cognitive value, especially for their children, through explanation or demonstration.

Thirdly, to create more perceived self-efficacy of ICH souvenir. The tourists hope to contribute to ICH culture and successor through their purchase. The self-efficacy value should be truly perceived by tourists. So enterprises of ICH souvenirs should truly support protecting ICH. And measures should be taken not to make tourists suspect that enterprises are just creating gimmicks to attract customers.

Fourthly, to manifest the relationship support value of ICH souvenir. One of the important aim for many tourists to buy souvenirs is to give them to others and improve their social relationships. There are also some tourists who wish to enhance their parent-child relationship through ICH souvenirs. So the tourism enterprises could develop some activities to manifest that ICH souvenir could help them build or maintain their relationship with others such as their children. For example, before the tourists buy a ICH shadow toy souvenir, they can play with their children to feel the intimate parent-child relationship.

Fifthly, to reasonably position prices of ICH souvenir. The price should not exceed the customer's psychological expectations and affordability. In addition, all sales of goods must be clearly priced, and government departments should strengthen the supervision of the phenomenon of smuggling.

Acknowledgement

Authors of the paper would like to acknowledge the support of Rajamangala University of Technology Phra Nakhon and Shinawat University

References

- Albayrak, T. Caber, M. C. Men, N. (2016). Tourist Shopping: the Relationships among Shopping Attributes, Shopping Value, and Behavioral Intention. *Tourism Management Perspectives*, 18(4), 98-106.
- Bruce, H. L. (2014). *Customer Perceived Value: Reconceptualisation, Investigation and Measurement*. Cranfield University.
- Dodds, W. B. Monroe, K. B. Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28, 307-319.

- Fishbein, M. Cappella, J.N. (2006). The Role of Theory in Developing Effective Health Communications. *J. Commun*, 56, 1-17.
- Li, G. (2008). *Impact of customer Perceived Value on customer Equity: An Expanded Study Based on Self-Efficacy Value*. School of Management Xiamen University China.
- Lu, W. Liu, L. (2018). Stratification, Distinction and Productive Protection for Artistic Intangible Cultural Heritage. *Decoration*, 6, 72-76.
- Paraskevaidis, P. Amdriotis, K. (2015). Values of Souvenirs As Commodities. *Tourism Management*, 48(6), 1-10.
- Petrick, J. F . (2002). Development of a Multi-Dimensional Scale for Measuring the Perceived Value of a Service. *Journal of Leisure Research*, 34(2), 119-134.
- Sheth, J. N. Newman, B. I. Gross, B. L. (1991). Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research*, 22(2), 159-170.
- Siregar, E. Faulina. Novita, V. (2017). *Factors Influencing Tourist to Purchase Souvenirs*. 71st IASTEM International Conference, Tokyo, Japan, 9-16.
- Sweeney, J. C. Soutar, G. N. (2001). Customer Perceived Value: the Development of a Multiple Item Scale. *Journal of Retailing*, 77(2), 203-220.
- Tang, Z. (2016). Research of Domestic Tourism Souvenirs Based on Co-word Analysis. *Journal of Sichuan Tourism University*, 3, 56-58.
- Williams, P. Soutar, G. N. (2009). Value, Satisfaction and Behavioral Intentions in An Adventure Tourism Context. *Annals of Tourism Research*, 36, 413-438.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52, 2-22.