Research on the Factors Influencing Tourists' Purchase Intentions for Cultural and Creative Products at Hengdian Studios

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Abstract. Tourism's cultural and creative products have become a core element of tourism consumption, representing a vital growth potential within the tourism industry. As a significant tourist country, China urgently needs to understand tourists' purchasing needs and preferences to stimulate and promote the growth of the tourism economy. This study aims to explore the causal Model affecting tourists' purchase intentions of cultural and creative products in Hengdian World Studios. We conducted a thorough data analysis of 420 tourists in Hengdian World Studios, utilizing descriptive statistical analysis, exploratory factor analysis, confirmatory factor analysis, and structural equation modeling analysis. Results demonstrate that purchasing behavior, subjective norms, perceived behavioral control, and perceived value significantly impact tourists' purchase intentions. The mediating power of perceived value is evident in purchasing behavior, subjective norms, perceived behavioral control, and purchase intentions. The findings provide empirical insights for Hengdian World Studios' related industries. They can offer references for developing cultural and creative products in tourist attractions, promoting the development of the regional tourism economy.

Keywords: Perceived value, Cultural and creative products, Purchase intention

1. Introduction

1.1. Research Questions and Significance

Tourists like to buy local distinctive cultural and creative products as a good memory of their traveling when they travel (Trinh et al., 2014). Tourists' purchase of cultural and creative products during tourism is integral to tourism consumption expenditure. (Paraskevaidis & Andriotis, 2015) Consumption of tourism cultural and creative products has become the most effective link to increase tourism shopping revenue and is the most potential new growth point in tourism. (Li et al., 2008)

The 2019 Chinese domestic tourism revenue of 5,725 billion yuan was revealed by the Statistical Bulletin of the National Economic and Social Development of the People's Republic of China 2022, with 6.01 billion tourists traveling domestically. In 2022, the National Bureau of Statistics recorded 1 billion yuan. However, the "New Crown Pneumonia Epidemic" has dramatically impacted China's tourism industry. The National Development and Reform Commission of the People's Republic of China (NDRC) issued the "14th Five-Year Plan for the Development of Tourism" to invigorate China's tourism sector and foster economic growth. The NDRC (2222) has put forth a document that stresses the amalgamation of culture and tourism, delves deeply into the Chinese cultural implications of tourism resources, and actively promotes creating unique tourism and creative cultural products. 2022).

Hengdian World Studios is known as the "Hollywood of the East" (Wall Street Journal, 2013). China's most influential film and television tourism theme park cluster, as well as the world's most significant shooting base, Asia's most expansive film production base, and its most significant film and television tourism base, are all driving forces in the country. The People's Republic of China's Ministry of Culture and Tourism (2010) has promoted film and television cultural tourism. As of May 2023, there were a total of 14,917 scenic spots in China's A-level scenic areas, including 318 5A-level scenic spots, and Hengdian World Studios's 5A-level scenic spots ranked first among China's modern entertainment scenic spots (Ministry of Culture and Tourism of the People's Republic of China, 2023). According to the official public data of Hengdian Group, the Hengdian film and television culture and tourism industry has accumulated revenue of RMB 169.5 billion from 2004 to 2020, becoming one of the pillar economic industries in the region. In 2019, Hengdian World Studios had 19.18 million visitors, with a visitor growth rate of 77%. The "New Crown Pneumonia Epidemic" has caused a drastic decrease in the number of tourists, with a projected decrease to 3.64 million by 2022, and this has had a significant impact on the local tourism industry, resulting in a significant drop in revenue. (Hengdian Group, 2022) Hengdian World Studios urgently needs to grasp its own tourism and cultural resources and vigorously develop cultural and creative products in line with the preferences of tourists to stimulate tourist consumption and promote the development of the local tourism economy.

Consumers are willing to spend money on a product if they perceive it to have some value. Tourists' perceived maximum value of a product determines tourists' purchase intention (Jing, 2006). This research aims to construct a causal model of the elements influencing tourists' acquisition of Hengdian film and television cultural and creative items and authenticate it through empirical studies to furnish a foundation for theory and practice. This study combines the theories of perceived value and planned behavior to construct a causal model of tourists' influence on the purchase intention of cultural and creative products in Hengdian World Studios. Software analysis is employed in this research to empirically analyze tourists' motivations to purchase cultural and creative products in Hengdian World Studios. Gaining a more transparent comprehension of the elements that shape tourists' inclination to buy cultural and creative items at Hengdian World Studios is possible.

1.2. Research Objectives

1) to study the influencing factors of tourists' willingness to buy cultural and creative products in Hengdian World Studios.

2)To study the relationship between the factors affecting tourists' willingness to buy cultural and creative products in Hengdian World Studios.

3)to construct and test the causal model of the factors of tourists' purchase of cultural and creative products in Hengdian World Studios.

1.3. Benefits of The Study

The four-way stakeholders of Hengdian World Studios, including design, sales, production enterprises, and the local Government engaged in tourism cultural creative products, can find practical application value in this study. It aims to narrow the supply-demand gap between cultural creative product design and tourist demand. Strategies and references can be provided to create creative cultural products in tourist attractions. The significance of this research is immense, aiding in the advancement of cultural tourism and bolstering the regional tourism economy.

2. Literature Review

2.1. Perceived Value

Drucker (1954) put forward the idea that it is not the goods themselves that customers buy value they contain, and Porter (1985) was the first to put forward the concept of consumer-perceived value, which he considered to be a trade-off between the possible benefits and the possible costs that consumers may incur before purchasing a good or service. Zeithaml (1988) Consumer perceived value is the comprehensive evaluation of a good or service made by the consumer after comparing the possible benefits and losses of the good or service. Kotler (1994) postulates that perceived worth is the divergence between the consumer's total advantages and the outlay he incurs to acquire a particular commodity. Hsieh (2017). The ratio of perceived advantages to perceived remuneration is known as perceived worth. Consumer preferences, expressed in the evaluation and perception of comprehensive attributes and post-purchase outcomes of a good or service in a given scenario, are what Woodruff (1997) considers to be consumers' perceived value. Holbrook (1999) proposed that "perceived value" refers to the experience customers gain when purchasing products or services. Sweeney (2001) proposed that perceived value refers to the sum of various benefits customers receive during consumption. Mwencha (2014) postulates that customer value perception is the contentment customers feel when buying goods or services regarding convenience and enjoyment. The study of perceived value measurement has emerged with the evolution of the concept of customer-perceived value. The project is based on a four-dimensional analysis framework constructed by Sweeney and Soutar (2001), including functional quality, price, emotional, and social value.

2.2. Cultural and Creative Products

So far, no uniform definition of "cultural and creative products," such as "cultural and creative products."

Products" (Tu & Yang, 2019), "cultural and creative goods" (Hsu, 2007), "cultural products" (Lin, 2007), "Creative Products" (Wei, 2010), "Creative Commodities" (Clark, 2015), and so on. "Richards (2011) defines "cultural and creative products" as those created to draw tourists for their leisurely use, thereby reinforcing the reputation of scenic spots." Cultural and creative products have the function of products with unique cultural characteristics of the elements, are a kind of tourists' "spiritual souvenirs," can meet people's spiritual needs and delight people's mood. "Cultural and creative products can stimulate tourism consumption and benefit attractions economically. To summarize, products of culture and creativity possess robust functionality, culture, art, and beauty. Consumers' practical, aesthetic, and spiritual needs can all be satisfied in unison. Hengdian World Studios' cultural creative products, endowed with the added value of Hengdian film and TV culture and possessing a particular purpose, are remarkable. Hengdian cultural and creative products are a new consumer hot spot of cultural tourism. Hengdian World Studios' cultural creative products are the cultural

dissemination carrier of Hengdian World Studios, which can promote the tourism consumption of Hengdian World Studios visitors.

2.3. Purchase Intention

The likelihood of a consumer buying a product is known as their purchase intention (Fishbein & Albarracín, 2018). Purchase intention is embedded in the consumer's decision to make a purchase, and it is believed that its more dominant expression should be the subjective feeling of whether the consumer wants to buy a product or not (Mullet & Karson, 1985).

This article proposes a new commodity selection strategy, which is a new, new, valuable, valuable, and valuable commodity (Schiffman & Kanuk, 2000). Purchase intention refers to customers collecting relevant information, evaluating products, and making decisions based on their experience, preferences, and external conditions during shopping (Zeithaml,1988). Consumer purchase intention is an integral part of the process before making a purchase decision and behavior. P grasping the information about consumers' willingness at this stage can help companies evaluate consumers' behavior. In short, customer shopping intention refers to a subjective intention and psychological feeling that customers have towards a particular product or service, which reflects their trust in the product or service. There is a possibility of buying a product or service.

2.4. Theory of Planned Behavior

Fishbein (1963) proposed the Theory of Multiattribute Attitude (TRA), which suggests that an individual's attitude towards an object depends on the strength of beliefs about different attributes of that object and preferences for the attributes. Fishbein and Ajzen (1975) put forward the Theory of Reasoned Action (TRA), which postulates that an individual's behavioural intentions are swayed by their attitudes and subjective norms, and consequently, act directly on behaviour. Nevertheless, in actuality, Apart from personal eagerness, numerous matters, such as resource circumstances, exist. Therefore, in practice, people have significant limitations in their individual choices. In 1985, Ajzen put forward the concept of "perceived behavioral control" to elucidate the effect of external, objective factors on personal conduct and further advanced the concept of rational behavior by introducing the Theory of Planned Behavior (TPB). The capacity to utilize accessible assets and motivation will affect one's behavior when planning. In certain situations, the readiness to act can be a decisive factor in action. Behavioral attitude, subjective norms, and the controllability of cognitive behavior positively predict behavioral intention. The three are independent of each other, but there is interaction among them. Individuals' beliefs can affect their attitudes toward behavior, subjective standards, and how they feel they are controlling it (Duan & Jiang, 2008). The disparities can influence individuals' beliefs in social background and life experiences.

2.5. Research Hypotheses and Conceptual Framework

(1) Purchasing attitude, subjective norms, perceived control behavior and perceived value relationship:

H1: Buying attitude has a positive effect on perceived value.

H2: Subjective norms have a positive effect on perceived value.

H3: Perceived behavioral control has a positive effect on perceived value.

(2) Relationship between purchase attitude, subjective norms, perceived control behavior and purchase intention:

H4: Purchase attitude has a positive effect on purchase intention.

H5: Subjective norms have a positive effect on purchase intention.

H6: Perceived control behavior has a positive effect on purchase intention.

(3) Relationship between perceived value and purchase intention:

H7: Perceived value has a positive effect on purchase intention.

(4) Relationship between perceived value on purchase attitude, subjective norms, perceived behavioral control and purchase intention:

H1a: Perceived value plays a mediating role between purchase attitude and purchase intention.

H2a: Perceived value plays a mediating role between subjective norms and purchase intention.

H3a: Perceived value plays a mediating role between perceived behavioral control and purchase intention.

The Causal Model of tourists' purchase intentions towards cultural and creative products at Hengdian World Studios is presented in Figure 1:
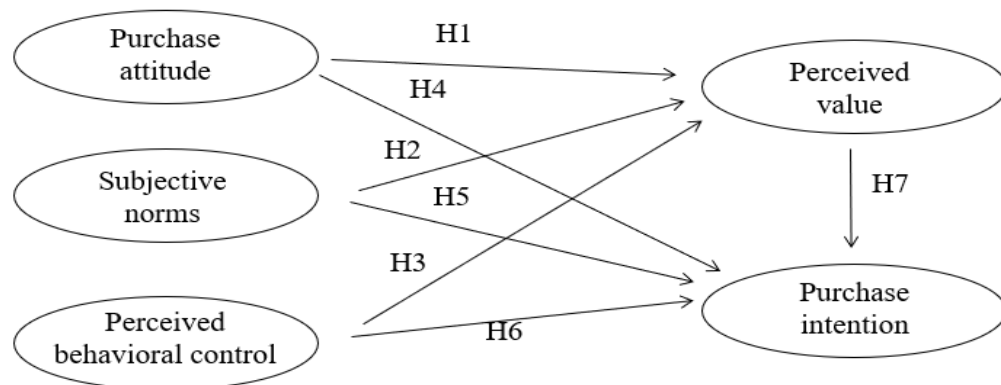

Fig.1：The causal Model of tourists' purchase intentions towards cultural and creative products at Hengdian Film Studios

3. Research Methodology

3.1. Overall Sampling Procedures and Sampling Procedures
The average official tourist volume reception of Hengdian World Studios from 2018 to 2022, 11,868,000, was used as the overall base (Hengdian Group., 2022). A population sample of tourists traveling to Hengdian World Studios in 2023 was used. This study employs a sampling method for its sample, emphasizing the importance of a sufficient sample size for reliable results. Based on the sample size calculation formula proposed by Yamane in 1970, this study determined a sample size of 384. Yamane's 1970 sample size formula led to the determination of a sample size of 384 for this research. We considered the fact that there is attrition in the response rate and estimated a response rate of 90%. Therefore, the adjusted sample size for the study was approximately 420.

3.2. Research Instrumentation
The questionnaire was used as the main instrument of data collection in this study.

In this study, data were collected through the questionnaire survey method; 60 questionnaires were distributed to tourists in Hengdian World Studios, and 50 valid questionnaires were successfully recovered, with a recovery rate of 83%. To guarantee the trustworthiness of the survey, the sample questionnaires of the credibility test were excluded from the 420 primary questionnaires of this research. Calculations of Cronbach's alpha coefficients revealed that the reliability of the questionnaire was assessed, with the sections' Cronbach's alpha coefficients ranging from 0.735 to 0.903 and the overall questionnaire's being 0.903. The reliability of the questionnaire was 0.953, and its KMO sampling adequacy measure was 0.783; these coefficients' findings verified its reliability and suitability as a data collection tool for this study. reliability and applicability as a data collection tool for this study.

The questionnaire design was divided into two parts: firstly, gender, age, education, income, and occupational demographic factors were studied. A 5-point Likert scale answer pattern was then

applied to the variables of perceived value, purchase attitudes, subjective norms, perceived control behavior, and purchase intention. The Sweeney & Soutar (2001) scale, comprising nine queries on four dimensions - functional price value, functional quality value, emotional value, and social value - was employed to gauge perceived value. For purchase attitudes, Bhattacherjee's (2000) scale with three questions was used. The Taylor, Todd (1995) scale with ten queries assessed subjective norms, perceived control behaviors, and purchase intention.

3.3. Data Collection
There are seven main tourist attractions in Hengdian World Studios. We randomly distributed 60 questionnaires at each attraction, totaling 420. Offline face-to-face research was adopted to improve the questionnaire recovery rate and efficiency.

3.4. Data Analysis
In this study, a thorough examination of the data was conducted through descriptive analysis, reliability analysis, exploratory factor analysis (EFA), validation factor analysis (CFA), and structural equation analysis (SEM) methods.

4. Findings

4.1. Descriptive Analysis
In this study, 420 questionnaires were distributed, and 420 valid ones were recovered, achieving an effective recovery rate of 100%. The proportion of male and female tourists interviewed was roughly equal, with females slightly higher than males by 8.1 percent. The age of the interviewed tourists was concentrated between two age groups: 18 to 25 years old (30.95)% and 26 to 35 years old (31.43%). The occupations of the interviewed tourists are concentrated in three groups: career staff, enterprise workers, and students, with the three groups accounting for 28.81%, 21.19%, and 28.1%, respectively. Educational attainment of interviewed tourists: Most have a bachelor's degree or above, with a bachelor's degree accounting for the highest proportion of 69.52%. Income of interviewed tourists: The highest percentage of people is the income group of RMB 3,000-6,000, accounting for 36.43%. The next highest group was the $6,000-10,000 income group at 28.57 percent. 27.38 percent were from the less than $3,000 income group.

4.2. Reliability Analysis
The reliability of the questionnaire is generally analyzed through the academically accepted basis of Cronbach Alpha (α) value, which mainly determines whether the questionnaire data is stable and reliable. The reliability indicators are all higher than 0.7, which indicates that the results are stable and the quality of scale reliability is excellent. (Ursachi et al., 2015). The data presented in Table 1of the study indicate that the reliability coefficients for all variables exceed 0.8, demonstrating that the scale is of high reliability and suitable for subsequent analyses.

Table 1: Confidence analysis table

variable	Title Number	CITY	Clone Bach Alpha after deletion of items	Cronbach Alpha
buying attitude	TD1	0.739	0.841	0.875
	TD2	0.743	0.839	
	TD3	0.796	0.789	
subjective norm	ZG1	0.631	0.785	0.824
	ZG2	0.634	0.784	
	ZG3	0.628	0.787	
	ZG4	0.699	0.754	
Sensory behavioural control	KZ1	0.779	0.809	0.876
	KZ2	0.753	0.832	
	KZ3	0.752	0.833	

	JZ1	0.793	0.943	
	JZ2	0.775	0.944	
	JZ3	0.809	0.942	
	JZ4	0.821	0.941	
perceived value	JZ5	0.804	0.942	0.948
	JZ6	0.826	0.941	
	JZ7	0.782	0.943	
	JZ8	0.800	0.942	
	JZ9	0.753	0.945	
	YY1	0.833	0.931	
intent to buy	YY2	0.873	0.899	0.935
	YY3	0.891	0.885	

4.3. Exploratory Factor Analysis

With a Kaiser-Meyer-Olkin (KMO) measure of a value of over 0.6 and Bartlett's test of sphericity being significant, Fabrigar (2011) concluded that the data set was suitable for exploratory factor analysis (EFA). Factor loadings must be higher than 0.5 to guarantee the analysis's accuracy while avoiding significant cross-loadings and ensuring distinct differences between factors. The factor analysis results must be dependable and explanatory, with the criteria of a proportion of cumulative variance explained more significantly than 40%, as Hair et al. (2010) have established. Results indicated that the KMO of the scale question items was 0.935, and Bartlett's test of sphericity was significant ($p<0.001$), thus making the data suitable for exploratory factor analysis. Table 3 revealed five components with eigenvalues greater than 1, accounting for 75.157% of the variance, as revealed by the study analysis. The extraction of the five components was carried out and rotated using the maximum variance method. All the Factor loading of the results was higher than 0.7, with a distinct structure between the factors and strong structural validity, as demonstrated by the results Table 2.

Table 2: Total Variance Explained

ingredient	Initial eigenvalue			Rotational load sum of squares		
	eigenvalue (math.)	Percentage of variance	Cumulative %	eigenvalue (math.)	Percentage of variance	Cumulative %
1	10.178	46.266	46.266	6.304	28.653	28.653
2	2.26	10.274	56.54	2.786	12.662	41.316
3	1.537	6.985	63.525	2.624	11.929	53.245
4	1.349	6.131	69.656	2.445	11.114	64.359
5	1.21	5.501	75.157	2.375	10.798	75.157
6	0.571	2.594	77.751			
7	0.481	2.184	79.935			
8	0.45	2.046	81.981			
9	0.432	1.966	83.947			
10	0.4	1.819	85.766			
11	0.381	1.73	87.496			
12	0.362	1.646	89.142			
13	0.318	1.446	90.588			
14	0.314	1.428	92.015			
15	0.297	1.349	93.365			
16	0.283	1.284	94.649			
17	0.265	1.205	95.854			
18	0.237	1.076	96.929			

19	0.206	0.938	97.868
20	0.19	0.863	98.73
21	0.158	0.719	99.45
22	0.121	0.55	100

Extraction method: principal component analysis.

By extracting the five main components and rotating them using the maximum variance method, Table 3 shows that the minimum factor loading values exceeded 0.5, ensuring the clarity and consistency of the factor structure as expected, and demonstrating good structural validity.

Table 3 Component matrix after rotation

	Component 1	Component 2	Ingredient 3	Component 4	Ingredient 5
TD1	0.271	0.119	0.185	0.192	0.784
TD2	0.270	0.157	0.163	0.186	0.791
TD3	0.284	0.200	0.165	0.145	0.820
ZG1	0.196	0.750	0.103	0.148	0.110
ZG2	0.095	0.782	0.112	0.122	0.141
ZG3	0.195	0.744	0.159	0.100	0.059
ZG4	0.260	0.738	0.240	0.103	0.153
KZ1	0.235	0.110	0.132	0.844	0.160
KZ2	0.197	0.199	0.138	0.813	0.189
KZ3	0.234	0.164	0.172	0.813	0.138
JZ1	0.783	0.179	0.191	0.129	0.113
JZ2	0.779	0.085	0.098	0.156	0.204
JZ3	0.782	0.209	0.142	0.145	0.179
JZ4	0.796	0.177	0.166	0.127	0.191
JZ5	0.799	0.149	0.155	0.125	0.145
JZ6	0.812	0.143	0.127	0.174	0.157
JZ7	0.802	0.091	0.100	0.198	0.077
JZ8	0.777	0.200	0.193	0.105	0.162
JZ9	0.770	0.122	0.096	0.086	0.178
YY1	0.255	0.225	0.826	0.149	0.173
YY2	0.246	0.197	0.851	0.189	0.184
YY3	0.218	0.215	0.876	0.146	0.166

Extraction method: principal component analysis;
Rotation method: kaiser normalised maximum variance method, rotation converges after the 6th iteration.

4.4. Validation Factor Analysis

This study validated the scale's factor structure through exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). Factor loadings greater than 0.6, CR values above 0.7, and AVE values greater than 0.5 based on standardized factor loadings were used to measure the composite reliability and average variance extracted from the scale dimensions (Fornell & Larcker, 1981). Table 4 analysis revealed that the factor loadings of all latent variables exceeded 0.6, CR values surpassed 0.80, and AVE values exceeded 0.50. The scale's reliability and validity were demonstrated by meeting the criteria for good convergent validity, thereby validating the scale.

Table 4: Convergent validity test

Variant	Number	Standardised load factor	CR	AVE
Purchasing Attitude	TD1	0.813	0.876	0.703
	TD2	0.818		
	TD3	0.882		
Subjective norms	ZG1	0.706	0.824	0.540
	ZG2	0.690		
	ZG3	0.711		
	ZG4	0.825		
Perceived behavioral control	KZ1	0.855	0.877	0.703
	KZ2	0.831		
	KZ3	0.829		
Perceived value	JZ1	0.820	0.949	0.673
	JZ2	0.797		
	JZ2	0.837		
	JZ3	0.847		
	JZ4	0.824		
	JZ5	0.852		
	JZ6	0.800		
	JZ7	0.827		
	JZ8	0.774		
Purchase intention	YY1	0.868	0.936	0.830
	YY2	0.925		
	YY3	0.938		

5. Structural Equation Modelling Analysis

5.1. Modelling Analysis

Figure 2 presents the structural equation model in this research.The model presents the full path relations, including latent and indicator variables. It shows direct and indirect effects from IVs to the DV, as well as the complexity of variable interactions. Path coefficients reveal the strength of these relations. Analysis of this model elucidates key factors affecting tourists' purchase intentions and variable interrelations.
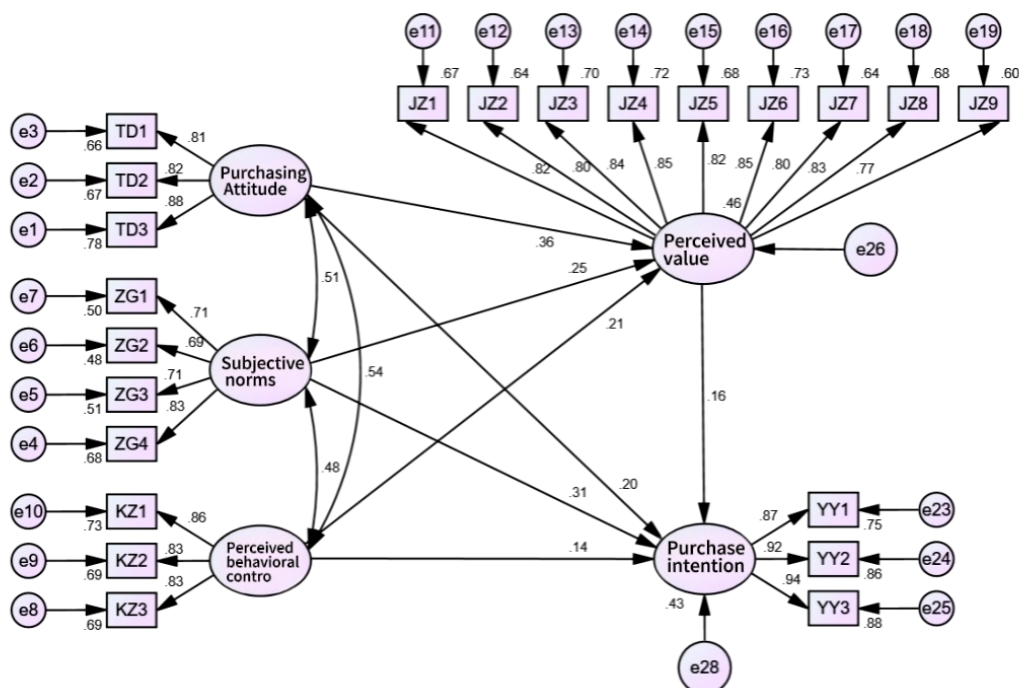

Fig.2: Structural Equation Modeling

5.2. Model Fitting

The Model's very high fit to the data was demonstrated by the study, meeting several essential assessment criteria: χ^2/df values lower than 3.0 and RMSEA values below 0.05, as well as GFI, AGFI, NFI, RFI, IFI, TLI, values. Wang et al. (2010) discovered that CFI surpassed the 0.9 standard. Together, these metrics demonstrate a high degree of Model fit with actual observations, reflecting the utility and reliability of the Model (Hoe, 2008). The structural equation model in Table 5, having met the statistical criteria, is demonstrated to have a satisfactory overall fit by the study. The Model's validity was verified, and a solid base for the following investigations was established (Wang et al., 2010).

Table 5: Path model fit.

Fitness indicator	Evaluation criteria		Structural Model Measurements	Results
	Ideal	Acceptable		
χ^2/df	<3	<5	1.612	desirable
RMSEA	<0.05	<0.08	0.038	desirable
GFI	>0.9	<0.8	0.941	desirable
AGFI	>0.9	<0.9	0.925	desirable
NFI	>0.9	<0.9	0.954	desirable
RFI	>0.9	<0.9	0.946	desirable
IFI	>0.9	<0.9	0.982	desirable
TLI	>0.9	<0.9	0.979	desirable
CFI	>0.9	<0.9	0.982	desirable

5.3. Path Analysis

As shown in Table 6, the path analysis reveals that the hypothesis testing on the perceived value by attitude towards purchase exhibits a significant positive effect (β = 0.358,The SE was 0.048, with a p-value of less than 0.05.A hypothesis test of perceived value revealed a noteworthy positive influence of subjective norms (β = 0.255, SE = 0.049, $p < 0.05$).A hypothesis test of perceived value revealed a significant positive effect of perceived behavioral control (β = 0.208, SE = 0.049, $p < 0.05$).A p-value of less than 0.05 was utilized to evaluate the hypothesis that perceived behavioral control had a noteworthy, beneficial influence on perceived value (β=0.208, SE=0.049). The hypothesis was confirmed by a statistically significant positive effect of purchase attitude on purchase intention, with a β of 0.2, SE of 0.06, and $p<0.05$. A significant positive influence of subjective norms on purchase intention is evidenced (β=0.308, SE=0.062, $p<0.05$). The significance of perceived behavioral control on purchase intention was tested, with a β of 0.145, SE of 0.060, and $p<0.05$, suggesting a positive effect.A correlation coefficient of 0.156 and 0.069, p<, strongly suggests that the perceived value has a considerable effect on the purchase intention. (Syamsudin et al., 2022).

Table 6: Path analysis results

Hypothesis	trails	Unstandardised path factor	Standardized path factor	S.E.	C.R.	P	Results
H1	Purchasing attitude → perceived value	0.300	0.358	0.048	6.206	***	Support
H2	Subjective norms → perceived value	0.224	0.255	0.049	4.569	***	Support
H3	Perceived behavioral control → perceived value	0.187	0.208	0.049	3.792	***	Support
H4	Purchasing attitude → Purchasing intention	0.197	0.200	0.060	3.253	0.001	Support
H5	Subjective norms → purchase intention	0.317	0.308	0.062	5.140	***	Support
H6	Perceived behavioral control → purchase intention	0.152	0.145	0.060	2.546	0.011	Support
H7	Perceived value → purchase intention	0.182	0.156	0.069	2.651	0.008	Support

5.4. Tests for Mediating Effects

The results are shown in Table 7：perceived value significantly mediates the relationship between purchase attitudes and purchase intention, with an effect value of 0.055, p<0.05, and 0 is not included under the 95% confidence interval condition. Perceived value also significantly mediates the relationship between subjective norms and purchase intention, with an effect value of 0.041, p<0.05, and the 95% confidence interval condition does not include 0. Additionally, perceived value significantly mediates the relationship between perceived behavioral control and purchase intention, with an effect value of 0.034, p<0.05, and the 95% confidence interval condition does not include 0 (MacKinnon & Fairchild, 2009).

Table 7: Results of the mediation effect test

Hypothesis	trails	Effect value (point estimate)	Proportion	SE	Bias-Corrected 95% CI			95 per cent CI			Results
					Lower	Upper	P	Lower	Upper	P	
H1a	Purchasing attitude → perceived value → purchase intention	0.055	21.9%	0.025	0.012	0.112	0.010	0.009	0.105	0.017	Support
H2a	Subjective norms → perceived value → purchase intention	0.041	11.5%	0.020	0.009	0.089	0.010	0.007	0.083	0.017	Support
H3a	Perceived behavioural control → perceived value → purchase intention	0.034	18.3%	0.017	0.008	0.078	0.009	0.005	0.072	0.018	Support

6. Result & Discussion

6.1. Relationship between purchase attitudes, subjective norms, and perceived behavioral control and purchase Intention

Tourists are more likely to buy a product with a positive attitude. Tourists' buying attitude towards cultural and creative products in Hengdian World Studios significantly affects their purchase intention. The hypothesis that tourists' purchase attitudes influence tourists' purchase intention is valid.

In the cultural and creative products of Hengdian World Studios, recommendations and evaluations of others may affect consumers' purchasing decisions. It is found that subjective norms have an essential influence on purchase intention. The hypothesis that subjective norms influence tourists' purchase intention is valid.

In the cultural and creative products of Hengdian World Studios, factors such as the convenience of the purchasing channel and the smoothness of the purchasing process may affect consumers' perceived control behavior. If there are fewer barriers in the purchase process, purchase intention may be enhanced. Perceived control behavior can have an impact on tourists' purchase intention. The hypothesis that perceived control behavior influences tourists' purchase intention is valid.

6.2. Relationship between purchase attitudes, subjective norms, perceived control behavior, and perceived value

Purchasing attitudes influence tourists' perceived product value by shaping their overall evaluation and expectations. If tourists hold positive purchase attitudes, they are more likely to perceive the

product as having high value. The hypothesis that purchase attitude significantly affects tourists' perceived value is valid.

Subjective norms may influence tourists' perceived value of products by shaping their social perceptions and values. Tourists may be more inclined to perceive a product as having high value if they perceive endorsement and recommendation of the product by others. The hypothesis that subjective norms significantly affect tourists' perceived value is valid.

Perceived control behaviors may affect tourists' perceived value of a product by influencing their perception and experience of the buying process and, in turn, their perceived value. Tourists may be more likely to perceive a product as having high value if the purchase process is smooth and convenient. The hypothesis that perceptual control behavior significantly affects tourists' perceived value is valid.

6.3. Perceived value and purchase intention

In the cultural and creative products of Hengdian Film and Television City, the product's price, quality, and mood affect the consumers' purchase intention. The higher the value tourists perceive a product to have, the more likely they will buy it. The purchase intention of tourists in Hengdian World Studios is significantly impacted by their perception of the worth of cultural and creative items. The hypothesis that tourists' perceived value significantly affects their purchase intention is valid.

Tourists' purchase intention is affected by three factors: purchase attitude, subjective norms, and perceived control behaviors, which all have an effect on their perceived product value. Tourists form purchase attitudes through their perceived product value, are influenced by subjective norms, and generate purchase intentions due to perceived control behaviors. For example, positive purchase attitudes, recognition by others, and ease of purchase behavior may enhance tourists' perceived product value. The study concluded that the hypothesis that perceived value mediates between purchase attitudes, subjective norms, perceived control behaviors, and purchase intention is valid.

7. Conclusion

The study's findings demonstrate that the causal model of purchase attitude, subjective norms, and perceived control behavior is valid. The validity of the perceived value of cultural and creative products in Hengdian World Studios for their purchase intention can be elucidated by these factors, which may to a certain degree explain the formation of tourists' purchase intention. Attention should be devoted to enhancing the perceived value of the products when devising marketing strategies, so as to heighten their appeal and increase the rate of purchase and thus, stimulate tourists' buying intentions. Tourists' perceived value of products is significantly impacted by their purchasing attitude, subjective norms, and perceived control behavior, which work in unison to shape their perception. Therefore, these factors should be considered comprehensively when designing products and marketing strategies to enhance the product's perceived value, thereby enhancing tourists' purchase intention and satisfaction.

7.1. Theoretical recommendations

Firstly, purchase attitude, subjective norms, perceived control behavior, and perceived value should be integrated into a complete theoretical model to explore their relationship and interactions and provide a more comprehensive theoretical basis for understanding consumer purchase intention.

Second, explore the mechanisms of perceived control behavior. Exploring the ways in which perceived control behavior impacts purchase intention, this study delves into the details of how an individual behaves. The purchase intention and the external environment's effect on perceived control behavior are both influenced by one's perception of control during the buying process.

Again, the role of subjective norms is studied in depth. Further research into the mechanisms by which subjective norms play a role in the formation of purchase intentions, including aspects such as

the manner and extent of others' influence on individuals' purchasing behavior and attitudes and behavioral responses when confronted with subjective norms.

Finally, the mechanism of forming consumers' purchase intention towards the cultural and creative products of Hengdian Film and Television City can be understood in depth to provide enterprises with scientific marketing strategies and service improvement suggestions. Combining the theory of tourists' consumption behavior with theories from related fields, such as psychology and sociology, the multidimensional influences on the formation of purchase intention can be explored in depth to provide a reference for interdisciplinary research.

7.2. Practical recommendations

First, enhance the perceived value of cultural and creative products. By improving product quality and design innovation, tourists' perceived value of cultural and creative products will be enhanced, thus increasing their purchase intention.

Secondly, strengthen the guidance of buying attitude. Through active marketing and product display, tourists are guided to form a positive buying attitude and enhance their purchase intention.

Again, the influence of subjective norms is strengthened. The influence of subjective norms on purchase intentions is strengthened by increasing the recognition of the product by others, such as by introducing celebrity endorsements and increasing user ratings.

Finally, it enhances the convenience of perceived control behavior. Optimizing the purchasing process and providing diversified purchasing methods enhance tourists' perceived control behaviors and increase their purchase intentions.

It is advised that market research be done regularly to comprehend the alterations in customer demand and inclinations, refine product design, and swiftly modify marketing strategies, as consumer behavior is subject to a certain level of variability.

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