
**TOURIST PERCEIVED VALUE AND QUALITY OF INTANGIBLE
CULTURAL HERITAGE SOUVENIRS ON CUSTOMERS' PURCHASE
INTENTION: A CASE STUDY OF CHINESE TOURISTS**

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Abstract

Intangible cultural heritage souvenir has regional characteristics, cultural identity, and rich cultural connotations. These days, most Chinese tourists only watch the intangible cultural heritage souvenirs rather than buying them as there is no connection to their buying intention. It should be interesting to study the purchase intention of Chinese tourists on intangible cultural heritage souvenirs because it can help to increase domestic economic. Hence, this study attempts to examine the influence of some antecedents on customers' purchase intention of intangible cultural heritage souvenirs. A survey was adopted to collect data from 400 Chinese tourists by using Cochran's Sample Size formula as well as multistage sampling. Confirmatory factor analysis and Structural Equation Model were conducted to analyze impacts of antecedents on purchase intention. The findings of this study should help tourism industry to understand Chinese tourists' buying decision and might be able to develop sustainable intangible cultural heritage souvenirs for future economic growth.

Keywords: Intangible Cultural Heritage Souvenir; Tourist Perceived Quality; Tourist Perceived Value

1. Introduction

Cultural heritage tourism is one of significant tourism sectors of global economic growth. It should be created each unique identity to sustainability increase number of tourists. It can produce many products and services in both tangible and intangible which can bring cultural heritage tourism significant. One of important products of the sector is intangible cultural heritage. It is the wealth of knowledge and skills which is transferred towards it from one generation to the next age group, not the cultural expression itself. Consequently, it is important to protect intangible cultural heritage because it is the crystallization of human wisdom representing the colorful culture. Chinese government has formed the productive protection of intangible cultural heritage in recent years (Wang, 2013). Productive protection refers to transfer the intangible cultural heritage resource into the cultural product by the means of the production, circulation and sales. Productive protection can provide more funds and public support for the protection of intangible cultural heritage (Bin, 2012). Intangible cultural heritage souvenir is the

materialization of intangible cultural heritage with the characteristics of intangible cultural heritage. Therefore, an improvement of the souvenirs is one ways of productive protection of intangible cultural heritage which should help to improve a self-protection ability of intangible cultural heritage.

The sustainability of intangible cultural heritage (ICH) development souvenir can also solve some serious problems of homogenization in China's souvenir market to a certain extent as Tourism shopping is weak in China's tourism (Tang, 2016). One of the reasons is that there is the sameness of Chinese souvenirs and the lack of cultural deposits. Cultural express is a key criterion for the decision to purchase a souvenir among Chinese tourists (Li & Cai, 2010, Sawagvudcharee & Yolles, 2019). ICH souvenirs have profound and rich connotation depositing the ancestors' experience and survival wisdom. In theory, they could alleviate the above problem to some extent. These souvenirs often attract the attention of Chinese tourists, are seldom purchased by them. Early studies focused mainly on the design of ICH souvenirs, and there was little research about the tourists' intention towards purchasing ICH souvenirs. Therefore, it should be interesting to understand tourist perceived value and quality of ICH souvenirs which might be able to help manufacturers and sellers predict tourists' purchase intention and behavior (Zhao, 2006, Sawagvudcharee, 2009)

2. Tourists' Buying Decision Making

Understanding tourists' buying decision making is an important of marketing strategy. It requires a used of models rather than definitions alone to understand their complication (Swarbrooke & Horner, 2004). Basically, each decision is started from brain processes which involve information processing. There are four core cognitive constructs deserve particular attention: perception, learning, experience, and attitudes (Sawagvudcharee & Limpabandhu, 2019; Sawagvudcharee & Yolles, 2013). Some models are unable to capture the complexity of buying decision-making of tourist as it comes from the unique context where travel decisions are made (Hyde & Lawson, 2003). Tourist decision making complexity arises from multiple decisions such as budget, emotion, attitudes, cognitive, belief, and influencers.

3. Customer Participation and Customer Knowledge

Customer participation (CP) has been a research hotspot in marketing field for a long time. At present, some scholars have proposed different definitions of customer participation based on their respective research perspectives. Although no consensus has been reached, there is no contradiction between them. The ICH souvenir is originated from ICH and cannot exist independently from ICH. Therefore, customer participation in this research includes the activities relevant to ICH souvenirs as well as ICH. Customer participation includes not only the "manual", "spirit", "intelligence" and "emotion" participation behavior (Silpakit and Fish, 1985; Sawagvudcharee & Limpabandhu, 2019), also includes low-participation that requires the presence of customer, medium-participation that requires customer to invest time, energy, physical and so on, and high-participation in which customer is one important producer (Hubbert, 1995).

Customer knowledge (CK) refers to related experience and knowledge that customer can rely on in the process of purchasing products (Philippe & Ngobo, 1999), including subjective knowledge,

previous experience and objective knowledge (Sawagvudcharee, Yolles & Finnk, 2029; Beatty & Smith, 2002), as well as product attribute knowledge, price knowledge (Malhotra, 2004). When customers participate in a product or service, they can learn more information and knowledge about them. The degree of participation will affect the amount of information and knowledge consumers acquire. Customers can learn knowledge and details related to production, marketing and service of enterprises through various experiences and communication with enterprise personnel (Hyman, 1990). Liu & Chen (2009) pointed that customers need certain knowledge when they buy or use products, for example, they need to understand product functions or methods to extend products' life. It can be seen that customers get close to products and enrich relevant knowledge by participating in enterprise activities. The following hypothesis is formulated:

H1: There is significant and positive impact of customer participation in the activities relevant to intangible cultural heritage souvenir on customer knowledge

4. Customer Perceived Quality and Value

Customer perceived quality (CPQ), as a customer's subjective behavior, refers to customer's actual perception and cognition of quality in the process of purchasing and consuming a product or service (Wang & Mei, 2006), which usually includes the judgment of product performance and price. Customer knowledge is one important factor affecting customer perceived quality. In the process of customer knowledge influencing purchase intention, customer with a high degree of knowledge is more likely to grasp product-related attributes (Park & Lessig, 1981). Park's research (1994) found that customers with professional knowledge are familiar with products, and they rarely infer product quality based on price and promotion, but usually evaluate products based on their own attributes. However, customers with low level of product knowledge are often unable to accurately obtain and interpret product-related attribute information or grasp product quality. The following hypothesis is formulated:

H2: There is significant and positive impact of customer knowledge of intangible cultural heritage souvenir on customer perceived quality

Zeithaml (1988) defined that customer perceived value (CPV) which is a subjective perception of a product or service and an overall utility evaluation after weighing and comparing perceived benefits and costs. Since then, scholars have divided the dimensions of customer perceived value and built some model. According to Sheth et al. (1991) defined customer perceived value as social value, emotional value, functional value, cognitive value and situational value. Some scholars also explore the factors that have influence on customer perceived value and find customer participation, customer knowledge and customer perceived quality have significant influence on customer perceived value. Whether these factors still significantly affect customer perceived value of intangible cultural heritage souvenir is the focus of this research.

3.3.1 Influence of customer participation on customer perceived value

In general, customers participate in products or services of enterprises when they perceive that they will be paid for their participation (Schneider & Bowen, 1995). Although customers may

sacrifice some time, energy, money and other costs in the process of participation, they will feel it worthwhile to invest in the production process together with the product provider, so as to improve their perceived value (Wang et al., 2017). Bateson (1985) found in his empirical research on self-service that customers believe that compared with traditional services, this kind of service can give them more sense of control and more psychological satisfaction. As for the research on the relationship between customer participation and customer perceived value, a few scholars come to the opposite conclusion, believing that customer participation sometimes negatively affects customer perceived value (Benapudi & Leone, 2003). In this research, the following hypothesis is formulated:

H3: There is significant and positive impact of customer participation in the activities relevant to intangible cultural heritage souvenir on customer perceived value

3.3.2 Influence of customer knowledge on customer perceived value and relevant assumption

Customer product knowledge is a part of customer knowledge, which affects their understanding and attitude towards products, as well as perceived gains and losses (Mandal et al., 2012). Guo et al. (2013) found that the direct effect coefficient of customer product knowledge on perceived benefits and functional cognition is high, that is, the richer customer product knowledge is, the higher perceived benefits will be, so product knowledge has a significant impact on perceived value. Gao & Shen (2018) stated that when customers are highly professional about intangible cultural heritage product, it is easy to understand the essential attributes of intangible cultural heritage product and be able to perceive their practical value, cultural value and symbolic value. So, the following hypothesis is formulated:

H4: There is significant and positive impact of customer knowledge of intangible cultural heritage souvenir on customer perceived value

3.3.3 Influence of customer perceived quality on customer perceived value

The significant influence of customer perceived quality on customer perceived value has been confirmed by many scholars. In the empirical study, Ryuk et al. (2012) found that customer perceived quality of food is the determinant of perceived value, which indirectly affects customer attitude. Li & Zhu (2017) explored the formation mechanism of local food purchase decision and found that customer perceived quality of local food has a significant positive impact on their perceived value, consumption attitude and purchase decision. In the research field of tourism management, the empirical research of Wu, Chen & Chen (2016) also defined that tourist perceived cultural value is based on infrastructure construction's quality, and the tourist perceived quality positively affects tourist perceived value. The following hypothesis is formulated:

H5: There is significant and positive impact of customer perceived quality of intangible cultural heritage souvenir on customer perceived value.

4.3 Purchase Intention (PI)

Purchase intention is the critical stage in the buying process. It involves information, experiences, and intention. Several empirical studies show some variables can be reliable predictors of purchase intention.

3.3.1 Influence of customer participation

Customer participation is one behavior based on customer's own will and external enterprises. When customers participate in the development of new products of enterprises, they will feel the improvement of their social status, and have a higher sense of self-satisfaction and a stronger willingness to buy (Kantamneni & Coulson, 1996). Even if the participation behaviors of customers have been terminated, customers' intention and decision to buy productions designed by themselves are strong due to the symbolic value of the products (Elliott, 1997). Cermak's empirical study (1994) defined that in the service industry, customer participation positively affects customer satisfaction and customer repurchase behavior. Ennew & Binks (1999) explained that customer participation positively affects customer perceived service quality and satisfaction, indirectly affects customers repurchase behavior, and promotes the improvement of corporate financial performance. Hence, the following hypothesis is formulated:

H6: There is significant and positive impact of customer participation in the activities relevant to intangible cultural heritage souvenir on purchase intention.

3.3.2 Influence of customer knowledge

Customers are largely influenced by their understanding of products when making purchase decisions (Cai et al., 2016). Customers have rich product knowledge and so they become "decision-making experts". They will make decisions based on their own knowledge and have confidence in the decision-making results. Based on the perspective of decision quality, customer knowledge is helpful for customers to judge product attributes and obtain better decision results (Park & Lessig, 1981). Customer knowledge can improve decision quality (Swaminathan, 2003). The results of Cowley's study (2003) presented that customer knowledge has a positive impact on their purchase intention. The following hypothesis is formulated:

H7: There is significant and positive impact of customer knowledge of intangible cultural heritage souvenir on purchase intention

3.3.3 Influence of customer perceived quality

Customers usually make purchase decisions based on their perceived quality of products. In the empirical study on purchase intention of private brands, Qian et al. (2016) conducts a regression analysis on the influence of customer perceived quality on the purchase intention and finds that customer perceived quality can explain 75% of purchase intention, which means that customer perceived quality has a significant positive impact on purchase intention. In the field of tourism research, tourists could consider the authenticity, price, portability, local relations and other related properties of products before making purchase decisions, which are often considered as the reflection of product quality (Goeldner et al., 2012). The following hypothesis is formulated:

H8: There is significant and positive impact of customer perceived quality of intangible cultural heritage souvenir on purchase intention

3.3.4 Influence of customer perceived value

In the field of service marketing, customer perceived value is an important antecedent variable of customer behavioral intention. A large number of empirical studies have confirmed that customer perceived value plays an important role in customer behavioral intention, such as customer word-of-mouth and purchase intention (Woodruff, 1997). Liu (2009) also confirmed the decisive effect of customer perceived value on their purchase decision. The higher customer perceived value is, the more positive the behavioral intention is. Liu (2015) divided customer perceived value into two dimensions: perceived acquired value and perceived transaction value, and verifies that the two values have intermediary and significantly influence on purchase intention. The following hypothesis is formulated:

H9: There is significant and positive impact of customer perceived value of intangible cultural heritage souvenir on purchase intention.

Based on the above assumptions, this paper further proposes hypothesis H10: customer knowledge and customer perceived value respectively play mediating role between customer participation and purchase intention; customer knowledge-customer perceived value and customer knowledge-customer perceived quality-customer perceived value play chain mediating role.

5. Conceptual framework

By integrating the research hypotheses in this research, the author constructs a conceptual model of the factors influencing purchase intention of intangible cultural heritage souvenir, as shown in Figure 1. These should have impact on tourists' purchase decision.

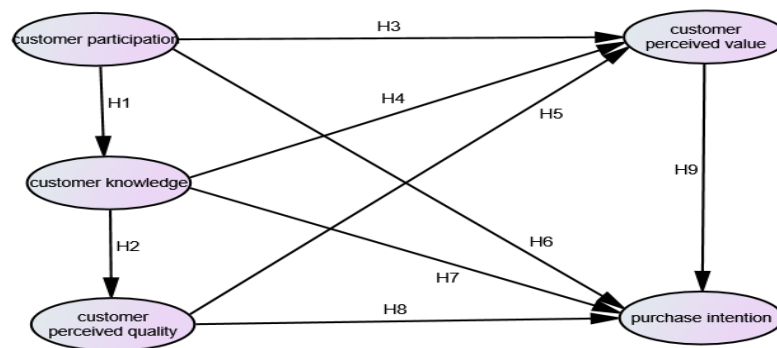


Figure 1: Conceptual Model

6. Research methodology

The quantitative method was designed to apply in the paper and it was selected to examine on Chinese Shadow Puppetry as it was enlisted into masterpieces of Intangible Cultural Heritage of Humanity by United Nations Educational, Scientific and Cultural Organization (UNESCO). The study was planned to use the Chinese tourists who travelled in Xi'an City, Shanxi Province,

China as the population. Because in this city, there is a famous Chinese Shadow Puppetry. A Pre-test of 30 people (who were not involved in responding the questionnaire) was applied to make sure that the instrument was validity and reliability. Moreover, the study was also designed to use Cochran’s Sample Size formula to calculate the number of the study sample size; it was 400 sample size. A questionnaire was created as the instrument with a 5 point Likert-type Scale and there were 400 respondents who did the questionnaire. It took 3 months to collect data. The data were analyzed by using some analytical method; included reliability analysis, validity analysis, confirmatory factor analysis (CFA) and path analysis. The conceptual framework was analyzed using SEM, supported by AMOS 24.0 software. SEM model was analyzed to test the relation between independent variables and dependent variable as shown in Figure 2.

6. Findings

AMOS 24.0 was used to test the convergent validity and the discriminant validity. The below Figure 2 shows the factor loads are between 0.71-0.92, and the convergent validity of each scale is good. The correlation coefficient among the five potential variables such as customer participation, customer knowledge, customer perceived quality, customer perceived value and purchase intention is between 0.1 and 0.5, excluding 1. The potential variables have good discriminant validity.

Table 1. Validity Analyses

Category	KMO	Bartlett’s Test		
		Chi-square Test	df	Sig.
Total scale	0.911	5498.883	171	0
CP	0.824	716.482	6	0
CK	0.841	1208.465	6	0
CPQ	0.745	640.503	3	0
CPV	0.880	1387.930	10	0
PI	0.739	741.515	3	0

Note: CP=Customer Participation, CK= Customer Knowledge, CPQ=Customer Perceived Quality, CPV=Customer Perceived Value, PI=Purchase Intention

6.1 Path analysis and hypothesis test

Based on the formal survey data and the conceptual model shown in Figure 1, the hypothesized research model was tested using the structural model with AMOS 24.0 as shown in Figure 2.

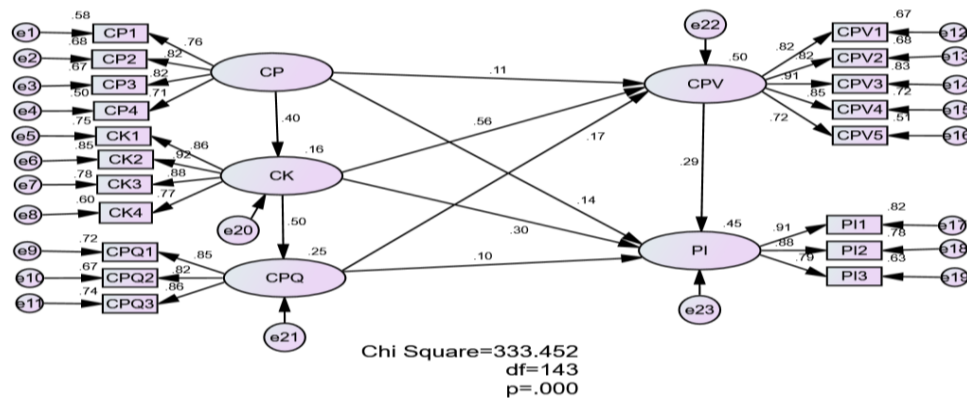


Figure 2: Structural Model: Influencing Factors for Customer’s Purchase Intention of Intangible Cultural Heritage Souvenir

Note: CP=Customer Participation, CK= Customer Knowledge, CPQ=Customer Perceived Quality, CPV=Customer Perceived Value, PI=Purchase Intention

The specific model fitting indexes are shown in Table 2. In the gained output models, the observed normed λ^2 for this model was 2.322, smaller than the 3 recommended by Bagozzi and Yi (1988). Other fit indexes also show good fit. The CFI is 0.965, more than the 0.9 recommended (Joreskog and Sorbom, 1996). Finally, the root mean square error of approximation (RMSEA) is 0.057 is below the recommended threshold of 0.08 (Hooper, et al., 2008). The path coefficients between variables are shown in Table 3.

Table 2 Model Fitness Test

Fitness Indexes	Value of the tested model	Desired value
λ^2/df	2.322	Below 3
PCFI	0.807	0-1
NFI	0.941	Above.9
CFI	0.965	Above 0.9
GFI	0.919	Above 0.9
RMSEA	0.057	Below 0.08
SRMR	0.0461	Below 0.05

Table 3 Results of Estimation Structural Model

Hypotheses	Estimate	S.E.	C.R.	P	Decision
H1: CK<---CP	.502	.069	7.266	***	Accepted
H2: CPQ<---CK	.594	.064	9.259	***	Accepted
H3: CPV<---CP	.147	.064	2.295	.022	Accepted
H4: CPV<---CK	.606	.061	9.964	***	Accepted
H5: CPV<---CPQ	.151	.046	3.257	.001	Accepted
H6: PI<---CP	.225	.080	2.807	.005	Accepted
H7: PI<---CK	.391	.086	4.568	***	Accepted
H8: PI<---CPQ	.109	.058	1.892	.058	Rejected
H9: PI <---CPV	.341	.077	4.443	***	Accepted

Note : ***P < .001; CP=Customer Participation, CK= Customer Knowledge, CPQ=Customer Perceived Quality, CPV=Customer Perceived Value, PI=Purchase Intention

After deleting the invalid path, the modified model was established and verified (see Figure 3).The fitting index of the modified model is $\lambda^2/df=2.340$, PCFI=0.812, NFI=0.940, CFI=0.964, GFI=0.917, RMSEA=0.058, SRMR=0.0475. Compared with the causal method, Sobel test and other mediating effect test methods, Bootstrap method is more effective (Hayes, Preacher, & Myers, 2011). Therefore, on the basis of good model fitting, this study enabled Bayes programming in Amos, and then repeated sampling 2000 times through Bootstrap program to obtain 95% confidence interval to examine the mediating roles of customer knowledge, customer perceived quality and customer perceived value between customer participation and purchase intention (see Table 4).

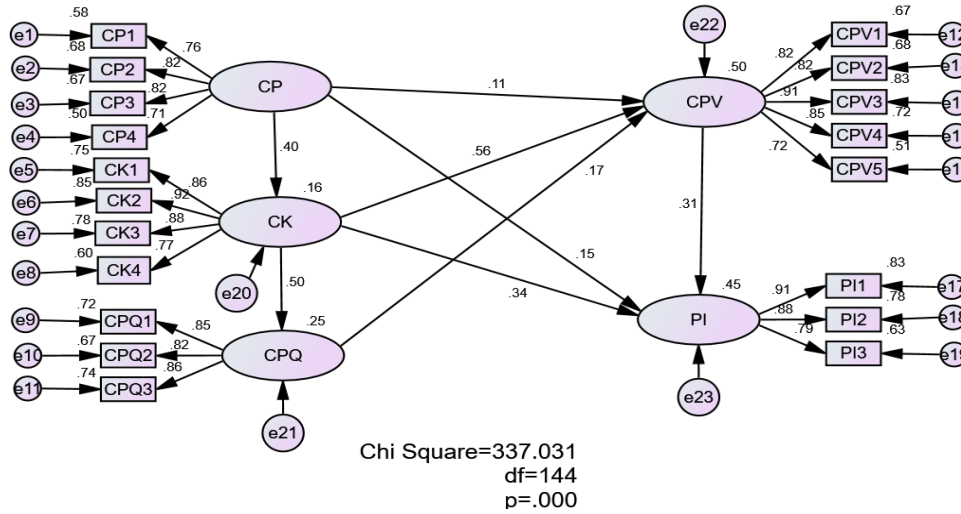


Figure 3: Modified Model

Note: CP=Customer Participation, CK= Customer Knowledge, CPQ=Customer Perceived Quality, CPV=Customer Perceived Value, PI=Purchase Intention

Table 4 Mediating Effect Test

Path	Standardized indirect effect	Mean indirect effect	95% Confidence intervals	
			lower	upper
CP-CK-PI	$(0.4 \times 0.34) = 0.136$	0.218	0.330	0.126
CP-CPV-PI	$(0.11 \times 0.31) = 0.034$	0.054	0.011	0.015
CP-CK-CPV-PI	$(0.4 \times 0.56 \times 0.31) = 0.069$	0.113	0.066	0.178
CP-CK-CPQ-CPV-PI	$(0.4 \times 0.5 \times 0.17 \times 0.31) = 0.011$	0.017	0.006	0.035

Note: CP=Customer Participation, CK= Customer Knowledge, CPQ=Customer Perceived Quality, CPV=Customer Perceived Value, PI=Purchase Intention

6.2 Further explanation of test results of the hypotheses

About the influence of customer participation on customer knowledge, according to the test result, customer participation in the relevant activities of intangible cultural heritage souvenir has a significant positive impact on customer knowledge (C.R. =7.266; P < 0.001) (C.R. > 1.96; P<0.05 is significant). Consistent with the hypothesis, customer knowledge of intangible cultural heritage souvenir has a significant positive impact on customer perceived quality (C.R. =9.259; P < 0.001). That is, the more customer knowledge is, the more product quality customer can master.

Based on the results of the analysis, customer participation has a significant positive impact on perceived value (C.R. =2.295; P<0.05), customer knowledge has a significant positive impact on customer perceived value (C.R. =9.964; P<0.001), customer perceived quality also has a significant positive impact on customer perceived value (C.R. =3.257; P < 0.01). Among them, customer knowledge has the strongest impact on customer perceived value, significantly higher

than customer participation and customer perceived quality (customer knowledge: path coefficient =0.56 vs. customer participation: path coefficient =0.17 vs. customer perceived quality: path coefficient =0.11). The analytical results show the hypothesis that customer perceived quality has a significant positive impact on purchase intention is not supported (C.R. =1.892; $P > 0.05$). The hypotheses that customer participation, customer knowledge and customer perceived value have significant positive influence on purchase intention are supported (C.R. =2.807, 4.568, 4.443; $P < 0.01, 0.001, 0.001$, respectively).

Moreover, the confidence interval corresponding to each path coefficient does not include 0. Then customer knowledge and customer perceived value respectively play mediating role between customer participation and purchase intention, and customer knowledge-customer perceived value, customer knowledge-customer perceived quality-perceived value also play chain mediating role.

7. Conclusions

According to the study, customer participation, customer knowledge and customer perceived value can all have direct and major impacts on the purchase intention of intangible cultural heritage souvenirs, in terms of tourists' buying intention. This conclusion is consistent with the academic research results mentioned in the paper, which verifies the conclusion that the three factors that can have effects on purchase intention of ordinary commodities are also applicable to the intangible cultural heritage souvenir. The main theoretical contribution of this paper is not only customers participation, customer knowledge, customer perceived value can enhance purchase intention of intangible cultural heritage souvenir, but also the strength of the influence of those on purchase intention of intangible cultural heritage souvenir is clarified, that is the most significant influence on purchase intention is customer knowledge, followed by customer perceived value and customer participation (customer knowledge: path coefficient =0.34 vs. customer perceived value: path coefficient =0.31 vs. customer participation: path coefficient =0.15).

Although Ryuk (2012) and Liu (2009) explained that the decisive effect of customer perceived quality on their purchase intention, this study has found the different result. It has found that customer perceived quality has no direct or no significant influence on purchase intention. The most plausible explanation is that it depends largely on the research subject. The scholars who come to the former conclusion analyze the commodities such as electrical appliances, food and materials used by the public in daily life, while this paper mainly studies the intangible cultural heritage souvenir in the context of tourism. Some tourists often pay attention to the ornamental value of intangible cultural heritage souvenir when they buy them, and sometimes for the sake of price, they do not have high requirements for product quality in China. The theoretical contribution of this conclusion is that it explores the direct influence of customer perceived quality on purchase intention of intangible cultural heritage souvenir, which is of certain value for the in-depth understanding of the relationship between customer perceived quality and purchase intention.

Moreover, customer participation can indirectly influence purchase intention through not only the intermediary transmission of customer knowledge, customer perceived value, but also the

chain mediation of customer knowledge-customer perceived value and customer knowledge-customer perceived quality-customer perceived value, according to the study. Hence, the paper further is clarified the importance of customer knowledge, customer perceived value, and customer perceived quality. The theoretical contribution is to analyze the complex antecedent variables existing in the model of customer's willingness to purchase intangible cultural heritage souvenir, which makes a new attempt to enrich the research on souvenir and intangible cultural heritage. Moreover, the study is of enlightening significance for enhancing the purchase intention of tourists for intangible cultural heritage souvenir, improving the market competitiveness of intangible cultural heritage souvenir, enhancing the self-survival ability of intangible cultural heritage, and promoting the production and sales of tourism enterprises.

Due to the scarcity and imminent extinction of intangible cultural heritage, the general tourists are lack of understanding of it. Potential purchasers of ICH souvenir are often newcomers with a low level of knowledge of ICH, requiring tourism enterprises to express history, connotation and value of ICH in various ways before tourists shop. Tourism enterprises can make tourists know the importance of ICH protection and inheritance; make tourists understand ICH contains the spirit of national culture gene and traits, as a national soul sustains group blood. In order to ensure the transmission of national characteristics and national spirit from generation to generation, it is imperative to protect and inherit ICH on the verge of extinction. Tourism enterprises also need to make it clear to tourists that the static museum exhibition and dynamic cultural center performance mode of ICH are relatively simple, which is difficult to generate economic benefits. Developing and selling souvenirs are a practical and feasible way for the productive protection of ICH. In tourism activities, the tourists' buying the ICH souvenirs can help ICH to enhance hematopoietic function and expand living space.

Furthermore, customer perceived value has an important influence on the purchase intention of intangible cultural heritage souvenir, which provides a way and inspiration for the marketing of ICH souvenir based on the improvement of perceived value, according to the study. For tourism operators, the formation of a unique benefit and effectiveness of tourists is very critical. This study has found that among of the multi-dimensional perceived values of ICH souvenir, the practical value is very prominent. Therefore, souvenir enterprises should attach importance to the development of products with practical functions, to help ICH go off the stage and return to public life. As far as ICH souvenirs are concerned, shadow puppetry toys are more popular among young tourists. In the process of use, shadow puppetry toys not only exercise the operators' operational ability, performance ability, communication and collaboration ability, but also make them imperceptibly accept the baptism and edification of traditional culture, and gain a more comprehensive perceived value including practical value, emotional value, social value and educational value.

8. Limitations

This paper has some limitations and future research direction. First, this paper explores the effect of customer participation, customer knowledge, customer perceived quality and customer perceived value on purchase intention of intangible culture heritage souvenirs but failed to fully propose and verify other influence factors. In the future, antecedent variables such as cultural

identity and customer attitude can be added. Second, this paper uses quantitative analysis method to study the influence factors for purchase intention of intangible cultural heritage souvenir. Based on the qualitative methods, it is necessary to dimensionally subdivide customer perceived value of intangible cultural heritage souvenir. Third, there are some limitations to obtain samples in individual province and region by issuing paper questionnaires. Researcher may collect samples in other provinces through the Internet, telephone and other means to improve the sample diversity and representativeness.

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