



Factors Influencing Tourists' Purchase Intention of Jingdezhen Ceramic Cultural and Creative Products

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Abstract: This research aimed to study 1) the influence mechanism of perceived value and demographic characteristics on tourists' purchase intentions for Jingdezhen ceramic cultural and creative products, 2) the differential effects of various dimensions of perceived value, and 3) the moderating role of demographic variables in purchase decisions. The sample consisted of 438 tourists visiting Jingdezhen, selected through stratified random sampling based on scenic spot types and tourist origins. The instrument for collecting data was a structured questionnaire, designed with reference to academic research and tailored to the characteristics of Jingdezhen's ceramic cultural and creative industry. Data were processed and analyzed using SPSS 26.0 and Excel, employing descriptive statistics, reliability analysis, validity analysis, and multiple regression analysis. The research results were found as follows: 1) All five dimensions of perceived value (functional value, social value, emotional value, epistemic value, and conditional value) had a significant positive impact on purchase intentions, with emotional value and functional value showing the strongest effects. 2) Demographic variables such as region, gender, age, education level, income, and travel frequency exhibited significant differences in purchase intentions. 3) The study highlights the importance of integrating cultural emotion with functional practicality in product design, tailoring marketing strategies to different demographic groups, and leveraging government policy support to enhance the market competitiveness and cultural dissemination power of Jingdezhen ceramic cultural and creative products.

Keywords: Jingdezhen; Ceramic Cultural and Creative Products; Perceived Value; Demographic Characteristics; Purchase

1. Introduction

Tourism, as a vital sector integrating economic, cultural, and social development, has consistently played a pivotal role as a pillar industry worldwide. In recent years, with the rise in global residents' income levels and the upgrading of consumption structures, tourism activities have shifted from traditional sightseeing to a greater

emphasis on cultural experiences and personalized interactions. According to data released by the United Nations World Tourism Organization (UNWTO), the global tourism market demonstrated robust recovery in 2023, with both international tourist arrivals and consumer spending rebounding, reflecting that the restorative growth in tourism demand has become one of the

key drivers of global economic recovery^[1].

Meanwhile, cultural tourism consumption has emerged as a significant aspect of the evolving tourism landscape in this new phase. An increasing number of tourists are no longer satisfied with mere sightseeing but are more inclined to engage in culturally enriching activities, such as intangible cultural heritage experiences, handicraft making, and cultural exhibition visits. Data from the Ministry of Culture and Tourism shows that by 2019, per capita expenditure on education, culture, and entertainment among Chinese residents reached RMB 1,033, accounting for 10% of total consumer spending and representing a 10.9% increase from the previous year^[2]. The proportion of cultural tourism consumption within the national tourism revenue has also been rising year by year.

With the strengthening of cultural consumption awareness, the trend of integrating tourism with culture has

become increasingly pronounced, and cultural tourism has emerged as a vital engine driving local economic growth and cultural dissemination. According to a research report released by the China Tourism Academy, the proportion of cultural experience-oriented tourism consumption rose to 37% in 2024, marking an increase of nearly 13 percentage points from 2020 ^[2]. This structural shift indicates that cultural content is gradually replacing mere scenic spot resources as a key factor influencing tourists' destination choices and consumption behaviors.

Table 1. collates the primary data on domestic tourism in China and the proportion of cultural tourism consumption from 2020 to 2024. It can be observed that alongside the year-on-year recovery in tourist arrivals, the structural weight of cultural tourism has increased significantly, demonstrating that the focus of tourism consumption is shifting from sightseeing-oriented to culturally participatory experiences.

Table 1.Data on the Development of Domestic Tourism and Cultural Tourism in China (From 2020 to 2024) ^[3]

| Year | Domestic tourist trips (in hundreds of millions) | Total tourism revenue (in trillion yuan) | domestic tourism revenue (in trillion yuan) | Proportion of cultural tourism consumption (%) |
|------|--|--|---|--|
| 2020 | 28.8 | 2.2 | | 24.1 |
| 2021 | 32.5 | 2.9 | | 26.7 |
| 2022 | 25.3 | 2.0 | | 29.3 |
| 2023 | 48.9 | 4.9 | | 33.5 |
| 2024 | 56.2 | 5.8 | | 37.0 |

The trend in cultural tourism and the growth of the cultural and creative product market are driven by a generational shift in consumption attitudes, notably among "Generation Z" and the "post-90s generation," who now dominate tourism spending. These groups prioritize cultural identity, aesthetic experiences, and social sharing, and are willing to pay for culturally rich, innovatively designed products during their travels. Consequently, tourist

destinations are focusing on cultural elements in product development, fostering a "culture + tourism + creativity" industrial model. Guided by macro policies, regions nationwide are implementing cultural-tourism integration plans, spurring the rise of novel cultural tourism formats like cultural and creative products, nighttime cultural activities, and immersive performances. This not only injects cultural vitality into tourism

consumption but also provides market opportunities for local crafts and intangible cultural heritage, creating a favorable environment for the innovative transformation of traditional cultural resources such as Jingdezhen ceramics [4].

Cultural tourism represents a composite industry that integrates cultural resources and experiences into the tourism sector, with its essence lying in the bidirectional interaction of "shaping tourism through culture and highlighting culture through tourism." The boundaries between culture and tourism are fluid, continuously reshaped through project development, product design, and consumer behavior. The rise of cultural tourism is driven by cultural consumption becoming an integral part of modern lifestyles, with residents allocating a growing share of their expenditures to cultural, educational, and recreational activities. Simultaneously, traditional tourists are transitioning towards deeper experiential consumption that emphasizes emotional connections and cultural identity, seeking authentic cultural interactions that enable them to construct individual cultural participation identities.

Cultural resources, with their multidimensional values spanning

aesthetics, education, history, spirituality, social impact, and economics, provide a rich foundation and expansion potential for cultural tourism. These resources can be activated through tourism settings, facilitating both cultural dissemination and commercial transformation. Consequently, cultural tourism and cultural and creative products naturally converge, as tourists increasingly seek to transform their cultural experiences into portable products that serve as both commemorations and expressions of their cultural identity. Cultural and creative products, as an extension of cultural tourism, not only disseminate cultural information but also satisfy tourists' commemorative and aesthetic consumption needs, bridging the gap between cultural experience and material expression.

Table 2. illustrates the common types of cultural and creative products in contemporary cultural tourism and their approaches to transforming cultural elements. Traditional crafts such as ceramics, embroidery, paper art, and metalwork achieve market-oriented expressions of cultural value through methods like shaping, color schemes, material selection, and contextual integration, becoming highly sought-after souvenirs among tourists.

Table 2. Types and Cultural Transformation Forms of Cultural and Creative Products in Cultural Tourism Scenarios

| Category | Representing craftsmanship | Product form | Cultural transformation |
|---------------------|---|--------------------------------|--|
| Ceramics | Jingdezhen, Dehua and so on | Cup, teacup, pendant | Tetrapod transformation, imagery modeling and craft implantation |
| Embroidery category | Miao embroidery, Su embroidery and Xiang embroidery | Handbags, clothes, ornaments | Pattern extension, color association, modernization of patterns |
| Paper crafts | Paper cutting, shadow play and New Year pictures | Postcards, bookmarks, lanterns | Texture reconstruction and festival symbol design |

| | | | | |
|------------|-------------------------------------|-----------------------------|------------------------------------|---|
| smithcraft | Jingtai, bronze sculpture and so on | Keychains, badges, pendants | Shape material cultural expression | compression, replacement, simplification of |
|------------|-------------------------------------|-----------------------------|------------------------------------|---|

Cultural tourism destinations across China have launched distinctive creative products that showcase local characteristics, transforming historical culture into innovative carriers. Examples include Dunhuang's Flying Apsaras stationery and Xi'an's Tang Dynasty-themed souvenirs, which transcend traditional souvenirs by integrating practicality, narrative storytelling, and social sharing attributes [5]. Jingdezhen, as the porcelain capital, has leveraged its ceramic heritage through interactive experiences like workshop tours and DIY activities, creating personalized ceramic cultural products that serve as "emotional connectors" for young tourists. These products, enhanced by visual branding and IP-driven designs like "Yaobao," gain popularity through digital platforms like Xiaohongshu and Bilibili, integrating cultural tourism with digital communication [6][7].

Jingdezhen's ceramic cultural and creative products are characterized by their integration of cultural depth, artistic value, and practicality, creating distinctive "cultural IPs" that represent regional identity while fulfilling modern consumption needs [9]. Cultural and creative districts like Taoxichuan have shifted the focus from products to experiences, with initiatives like the "Millennium Kiln Fire Blind Box" expanding cultural communication boundaries and amplifying brand influence through social media [10]. Online promotion and short video marketing are emerging as new drivers, transforming Jingdezhen's ceramic image from mere handicrafts to culturally resonant symbols that evoke deeper emotional connections.

The market potential of Jingdezhen's ceramic cultural innovation is reflected in its extensive application scenarios and evolving cultural consumption preferences. With the development of sectors like museum economy and cultural-tourism integration, the application scope of cultural and creative ceramic products continues to expand across gift-giving, home furnishings, and educational fields [11]. The primary demographic for cultural consumption is shifting towards younger generations who prioritize emotional value, storytelling, and participatory experiences, driving products to transition from "appearance-focused" to "connotation-driven" designs. In summary, Jingdezhen's ceramic cultural and creative products not only highlight the contemporary value of traditional craftsmanship but also serve as a model for the coordinated advancement of cultural innovation industries and urban brand building, with the transformation of "cultural resources" into "consumption scenarios" determining the path and scale of its future development.

2. Research Objectives

1. Explore the influence mechanism of each component of perceived value on tourists' willingness to purchase Jingdezhen ceramic cultural and creative products, and explore the factors that affect tourists' willingness to purchase Jingdezhen cultural and creative products;

2. Provide theoretical basis and strategic suggestions for pricing strategies, market segmentation and product innovation of cultural and creative products in tourist areas.

3.Literature Review

Perceived Value, a pivotal theoretical construct in consumer behavior research, denotes consumers' subjective evaluation of the balance between utility and cost when purchasing or using products/services. Distinct from traditional "price-benefit" models, it emphasizes multi-dimensional psychological considerations during decision-making processes, with particular complexity and contextual relevance evident in cultural tourism consumption scenarios. In tourism management and service studies, Sanchez, Callarisa, Rodriguez del Bosque, and Molina (2006) developed a systematic multidimensional model synthesizing previous research findings. This model has been widely adopted in studies on tourism products, cultural creative consumption, and service experiences ^[13]. It posits that tourists' purchasing decisions are driven not by single factors but by five structurally complementary dimensions: functional value, social value, emotional value, informational value, and conditional value. This framework not only enriches explanatory frameworks in tourism behavior studies but also provides a robust theoretical foundation for understanding purchase motivations behind cultural creative products like Jingdezhen ceramic cultural creations.

Functional value refers to consumers' comprehensive evaluation of a product or service in terms of practical effectiveness, technical performance, and ease of use, serving as one of the core dimensions in the perceived value model. According to Sanchez et al. (2006), the functional value of tourism products typically involves craftsmanship quality, practical attributes, and cost-effectiveness, which is the primary factor tourists consider when deciding whether to purchase ^[13]. Pisnik Korda and Mumel (2004) demonstrated that consumers exhibit

high sensitivity to product performance and usability – the more reliable the quality and the better the functions align with usage scenarios, the more likely they are to develop positive perceptions ^[14].

Social value emphasizes the social recognition and external validation derived from consumption behaviors, a factor often overlooked by consumers yet profoundly influential in cultural tourism product purchases. As proposed by Sweeney and Soutar (2001), social value primarily manifests through whether a product elevates consumers' status within social groups, enhances their taste, or improves cultural literacy ^[15]. This dimension proves particularly significant in cultural and creative products, as they inherently carry symbolic cultural significance.

Emotional value refers to the emotional responses or psychological experiences evoked by products, such as pleasure, excitement, nostalgia, and romance. It constitutes the experiential component of perceived value and serves as a crucial psychological driver that determines the sustainability of purchase intentions. Sanchez et al. (2006) posited that tourism is a consumption behavior driven by emotions, and cultural products—as symbols and extensions of travel experiences—directly influence consumer behavior through the emotional experiences they stimulate ^[13].

The value of knowledge-seeking reflects consumers' cognitive fulfillment, knowledge expansion, or novel experiences gained through products. This dimension is particularly applicable to explaining purchasing behaviors for cultural and creative products. Sanchez et al. (2006) argue that tourists are often drawn to products offering cultural knowledge, innovative concepts, or contextual narratives. These elements enable consumers to gain not just "material goods," but also cultural

cognition and spiritual experiences ^[13].

Conditional value refers to the fluctuation in product value within specific purchasing contexts. For instance, during festivals, promotions, cultural exhibitions, or peak travel seasons, products gain enhanced appeal

through external factors like scarcity, time-limited discounts, and situational ambiance. Sanchez et al. (2006) emphasized that while conditional value is sporadic, it plays a significant role in driving instant purchasing decisions among tourists ^[13].

Table 3. The connotation of the five dimensions of perceptual value is explained

| Dimension name | Content description |
|----------------------|--|
| Function Value | The basic use effect brought by the product in terms of performance, quality, use value, cost performance and so on |
| Social Value | Whether the positive influence of product consumption on external image can reflect personal taste, cultural accomplishment or social identity |
| Emotional Value | The positive psychological experience stimulated by the product, such as pleasure, satisfaction, nostalgia and other subjective emotions |
| The Value of Knowing | Whether the novel experience and knowledge growth brought by products meet consumers' curiosity and cultural exploration needs |
| Conditional Value | The additional consumption motivation caused by external factors such as time, place and festival in a specific environment or situation |

4. Theoretical framework

Based on the perspective of perceived value theory and tourism consumer behavior, this study systematically constructs an "perceived value-population variable-purchase intention" analysis framework, which expands the theoretical boundary of tourism cultural and creative consumption research. This study aims to explore the multiple factors affecting tourists' willingness to purchase Jingdezhen ceramic cultural and creative products. In terms of research framework design, this study mainly analyzes from two dimensions: perceived value and demographic variables, as shown in Figure 1.

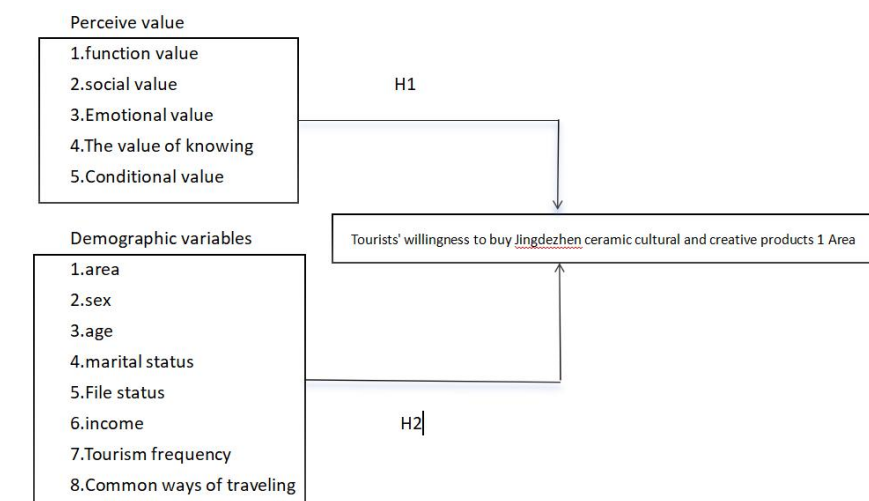


Figure 1. Research framework diagram

5. Research Methodology

This study employs quantitative research methods through structured questionnaire design to investigate key factors influencing tourists' purchases of Jingdezhen ceramic cultural and creative products. Using a cross-sectional survey design, the research aims to identify the roles of perceived value and demographic variables in purchasing intentions. The process comprises three main stages: data collection, analysis, and validation. First, we identified the target sample group to ensure coverage across different regions and demographic characteristics. Second, we developed questionnaires aligned with research objectives for data collection. Finally, statistical analysis was conducted to verify hypotheses and draw conclusions. The entire process relies on rigorous design and standardized procedures to ensure data representativeness and validity. During data analysis, descriptive statistics and regression analysis were employed to examine how various dimensions of perceived value and demographic variables affect purchase intent. Each stage of the research process is closely coordinated to ensure reliability and validity. Through this approach, we strive to comprehensively reveal the

internal mechanisms influencing tourists' willingness to purchase Jingdezhen ceramic cultural and creative products, providing theoretical support and practical references for related industries.

6. Research Results

The regression analysis results of this study indicate that the five dimensions of perceived value——functional value, social value, emotional value, and knowledge-seeking value——all demonstrate significant positive impacts on tourists' willingness to purchase Jingdezhen ceramic cultural and creative products, with statistically highly significant effects ($p < 0.01$). From the standardized regression coefficients, emotional value shows the strongest influence ($\beta = 0.273$), followed by conditional value ($\beta = 0.221$) and functional value ($\beta = 0.198$), while social value ($\beta = 0.152$) and knowledge-seeking value ($\beta = 0.165$) exhibit relatively weaker but still statistically significant effects. These findings align with existing research conclusions in cultural tourism consumption, further validating the importance of perceived value as a core driver of tourists' purchasing intentions.

Table 4. Regression analysis results of perceived value on purchase intention

| Argument | Nonstandardized Coefficient B | Standard Error | Standardization Coefficient Beta | t value | Conspicuousness Sig. |
|---|-------------------------------|----------------|----------------------------------|---------|----------------------|
| Constant | 0.482 | 0.178 | — | 2.71 | 0.007 |
| Function value | 0.214 | 0.046 | 0.198 | 4.65 | 0.000 |
| Social value | 0.167 | 0.049 | 0.152 | 3.41 | 0.001 |
| Emotional value | 0.296 | 0.052 | 0.273 | 5.69 | 0.000 |
| The value of knowing Condition al value | 0.184 | 0.048 | 0.165 | 3.83 | 0.000 |
| | 0.239 | 0.045 | 0.221 | 5.31 | 0.000 |

The regression analysis of demographic variables and tourists' purchase intention reveals that while the overall explanatory power of demographic factors remains relatively limited (adjusted $R^2=0.186$), certain variables demonstrate statistically significant impacts on purchasing decisions. This finding indicates that tourists' buying choices are influenced

not only by perceived product value but also by underlying factors such as individual background and lifestyle. In marketing and positioning strategies for Jingdezhen ceramic cultural products, understanding and leveraging these distinct characteristics can significantly enhance marketing efficiency and market penetration.

Table 5. Regression analysis results of population variables on purchase intention

| Argument | Nonstandardized Coefficient B | Standard Error | Standardization Coefficient Beta | t Value | Conspicuousness Sig. |
|------------------------------|-------------------------------|----------------|----------------------------------|---------|----------------------|
| Constant | 3.215 | 0.182 | — | 17.67 | 0.000 |
| Central region 1 | 0.142 | 0.056 | 0.089 | 2.54 | 0.011 |
| Southern region 1 | 0.095 | 0.058 | 0.057 | 1.64 | 0.102 |
| Female 1 | 0.128 | 0.052 | 0.076 | 2.46 | 0.014 |
| Age (31-45 years = 1) | 0.116 | 0.061 | 0.069 | 1.90 | 0.058 |
| Age (1 = 46 years and older) | -0.154 | 0.067 | -0.085 | -2.30 | 0.022 |
| Marital status (married = 1) | 0.102 | 0.054 | 0.061 | 1.89 | 0.059 |

| | | | | | |
|--|--------|-------|--------|-------|-------|
| Marital status (divorced/spouse deceased = 1) | -0.121 | 0.075 | -0.047 | -1.61 | 0.108 |
| Educational background (undergraduate = 1) | 0.165 | 0.060 | 0.098 | 2.75 | 0.006 |
| Educational background (postgraduate degree or above = 1) | 0.189 | 0.068 | 0.091 | 2.78 | 0.005 |
| Income (6001-10000 yuan = 1) | 0.142 | 0.059 | 0.083 | 2.41 | 0.016 |
| Income (above 10,000 yuan = 1) | 0.158 | 0.066 | 0.085 | 2.39 | 0.017 |
| Tour frequency (2-3 times = 1) | 0.121 | 0.057 | 0.072 | 2.12 | 0.034 |
| Tour frequency (4 times or more = 1) | 0.184 | 0.062 | 0.102 | 2.97 | 0.003 |
| Tourism mode (group tour = 1) | -0.098 | 0.061 | -0.054 | -1.61 | 0.108 |
| Tourism mode (group with relatives and friends = 1) | 0.112 | 0.058 | 0.065 | 1.93 | 0.054 |

Note: $R^2 = 0.213$, $\text{adjust}R^2 = 0.186$, $F = 7.92$, $p < 0.001$

7. Discussion

7.1 Perceived Value and Purchase Intention

The study confirms that perceived value plays a pivotal role in influencing tourists' purchase intention of cultural and creative ceramic products in Jingdezhen. The significant positive impact of all five dimensions—functional value, social value, emotional value, epistemic value, and conditional value—aligns with previous research emphasizing the multifaceted nature of consumer perceived value. Notably, emotional value emerged as the strongest predictor, suggesting that

tourists are highly motivated by the emotional connection and cultural resonance evoked by these products. This finding underscores the importance of integrating cultural storytelling and emotional design elements into product development to enhance emotional value.

7.2 Demographic Characteristics and Market Segmentation

The study reveals significant demographic variations in purchase intention, providing valuable insights for market segmentation. Tourists from central China, female tourists, those with higher education levels and incomes, and frequent travelers exhibited stronger

purchase intentions. These findings support the notion that demographic characteristics significantly influence consumer behavior in cultural tourism settings. Marketers should tailor their strategies to address the unique needs and preferences of these segments. For instance, focusing on female consumers' aesthetic preferences and emotional needs, and offering premium products for high-income tourists.

7.3 The Interplay of Perceived Value and Demographics

The interplay between perceived value and demographic characteristics highlights the complexity of consumer decision-making in cultural tourism. While perceived value dimensions directly impact purchase intention, demographic variables moderate these effects, indicating that different consumer segments may prioritize different aspects of perceived value. For example, younger, educated tourists may place greater emphasis on emotional and epistemic values, while older, less educated tourists may focus more on functional and conditional values. This nuanced understanding allows for more precise market positioning and personalized marketing efforts.

7.4 Implications for Theory and Practice

The study contributes to the theoretical understanding of consumer behavior in cultural tourism by providing empirical evidence on the multifaceted nature of perceived value and its interaction with demographic characteristics. Practically, the findings offer actionable insights for ceramic artists, designers, marketers, and policymakers. Product designers should focus on creating culturally rich, emotionally resonant, and functionally useful products. Marketers should develop targeted strategies based on demographic segmentation, leveraging festivals, exhibitions, and digital

platforms to enhance product visibility and appeal. Policymakers should support the integration of culture and tourism through subsidies, tax incentives, and infrastructure development, fostering a conducive environment for the sustainable growth of the cultural and creative industries.

7.5 Limitations and Future Research

Despite its contributions, the study has limitations. The reliance on self-reported data and the cross-sectional design may limit the generalizability and causal inferences of the findings. Future research could employ longitudinal designs and mixed-methods approaches to capture the dynamic nature of consumer behavior and the long-term impact of perceived value on purchase intention. Additionally, exploring the role of emerging technologies, such as digital platforms and augmented reality, in enhancing perceived value and facilitating purchase decisions could provide new avenues for research and practice.

8. Conclusion

This study systematically explored the factors influencing tourists' purchase intention of cultural and creative ceramic products in Jingdezhen, China. Through a quantitative survey method, the research analyzed the impact of perceived value dimensions (functional value, social value, emotional value, epistemic value, and conditional value) and demographic characteristics on tourists' purchase intention. The key findings are as follows:

Perceived Value Dimensions: All five dimensions of perceived value significantly positively influenced tourists' purchase intention. Among them, emotional value and functional value had the strongest effects, followed by conditional value, social value, and epistemic value. This highlights the importance of emotional resonance and

practical utility in driving purchase decisions within cultural tourism contexts.

Demographic Characteristics: Significant differences in purchase intention were observed across demographic variables such as region, gender, age, education level, income, and travel frequency. Specifically, tourists from central China, female tourists, those with higher education levels and incomes, and frequent travelers exhibited stronger purchase intentions. These findings underscore the need for targeted marketing strategies based on demographic segmentation.

Interplay of Perceived Value and Demographics: The study revealed that perceived value and demographic characteristics jointly influenced tourists' purchase intention. While perceived value directly impacted purchase decisions, demographic variables provided critical insights for market segmentation and personalized marketing.

9. Suggestions

Product Design and Value Enhancement:

Emotional and Cultural Resonance: Integrate cultural symbols and emotional storytelling into product design to enhance emotional value. For example, use traditional ceramic patterns and historical narratives to evoke cultural pride and emotional connections.

Functional Integration: Balance artistic design with practical functionality to ensure products meet daily needs and usage scenarios, thereby increasing functional value.

Marketing Strategies:

Targeted Marketing: Develop differentiated marketing strategies based on demographic characteristics. For instance, focus on female consumers' aesthetic preferences and emotional needs, and leverage high-income

tourists' willingness to pay for premium and exclusive products.

Promotional Events: Utilize festivals, exhibitions, and limited-time discounts to create a sense of urgency and enhance conditional value, stimulating immediate purchase decisions.

Policy Support and Industry Collaboration:

Government Support: Advocate for government policies that support the integration of culture and tourism, such as subsidies for design innovation, tax incentives, and infrastructure development.

Industry Collaboration: Foster collaboration between ceramic artists, designers, and tourism operators to create culturally rich and market-oriented products.

10. New Knowledge

This study contributes new knowledge to the fields of cultural tourism and consumer behavior by:

Multidimensional Analysis of Perceived Value: Providing empirical evidence on how different dimensions of perceived value influence tourists' purchase intention in the context of cultural and creative ceramic products.

Demographic Segmentation in Cultural Tourism: Highlighting the role of demographic characteristics in shaping purchase intention, offering insights for targeted marketing and product development.

Integration of Culture and Commerce: Demonstrating the potential of cultural and creative products to bridge cultural heritage and commercial value, thereby promoting sustainable cultural tourism development.

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