

Research Article

Study of the Purchasing Intention of Tourists for Guizhou Intangible Cultural Heritage Batik Products

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Abstract: The abstract on the purchasing intention of tourists for Guizhou's intangible cultural heritage batik products explores the interplay of cultural significance, consumer attitudes, and social influence. It highlights how the rich history and craftsmanship associated with batik create a strong emotional connection for tourists, enhancing their willingness to purchase these items as authentic souvenirs. Positive consumer attitudes, shaped by prior experiences and appreciation for cultural heritage, further contribute to purchase intentions. Additionally, social influence plays a crucial role, as recommendations from peers and social media endorsements significantly impact tourists' perceptions and decisions. The study underscores the importance of effectively promoting these cultural products through storytelling, community engagement, and leveraging social proof to boost sales and preserve cultural traditions through the survey of 390 Guizhou residents.

Keywords: Purchase Intention, Intangible Cultural Heritage, Batik Products

1. Introduction

The state of batik products in China, especially Miao batik from Guizhou Province, shows a mix of tradition and modern trends. Batik is an ancient dyeing method used in China for over 2,000 years. The Miao ethnic group in Guizhou is one of the leading groups that practice this craft. However, modernization and fewer skilled artisans have put the craft at risk. Recent efforts aim to bring back interest in batik [1] For example, Wan Yuan, a Miao craftsman, moved from construction work to focus on batik. He has found success selling his products at local markets that celebrate cultural heritage. His Kaili stall attracts locals and tourists, offering popular batik clothing and accessories, especially during cultural festivals. The Ninghang Batik Company in Danzhai County also promotes Miao batik. Founded by Ning Manli, the company blends traditional batik techniques with modern fashion. This strategy attracts today's consumers and has created job opportunities for local women, improving their livelihoods [2] The company reports impressive annual sales of 8 million yuan and has been recognized as a leading example in protecting intangible cultural heritage. Education and cultural exchange are also crucial in the batik community. Training programs teach younger people about batik, ensuring the craft continues. New technology, like knowledge graphs and deep learning, is being explored to better understand and classify batik patterns, helping with preservation efforts [3] Overall, the current batik landscape in China is characterized by a revival of interest, economic empowerment for artisans, and innovative approaches to cultural preservation, making it a vibrant aspect of China's intangible cultural heritage [4]

2. Research Objectives

This study explores the influencing mechanism of Shaoxing High School parents' purchase intention in the selection of online courses with the following objectives: (1) To examine the factors that influence the brand building of the rural health industry in the Sichuan elderly economy based on quality service, customer support, and community engagement. (2) To offer suggestions for the elderly health industry on improving consumer satisfaction by enhancing its brand value and promotion strategies.

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3. Theoretical Foundation

Definition of Expectancy-Disconfirmation Theory

The Expectancy-Disconfirmation Theory is an essential framework for analyzing consumer satisfaction within the health industry, especially concerning the aging population, often referred to as the silver economy. This theory posits that consumer satisfaction is influenced by the interplay between individuals' expectations and their perceptions of the actual performance of services received. For older adults seeking healthcare, their expectations are typically shaped by previous experiences, recommendations from others, or information about the quality of care available. When these individuals enter a healthcare setting, they arrive with specific expectations about the service level, the expertise of healthcare providers, and the overall quality of care they will receive. If the experience aligns with or surpasses these expectations, it will likely result in high satisfaction. Conversely, if the healthcare experience does not meet these expectations, it can lead to feelings of dissatisfaction [5]

Definition of Social Exchange Theory

The Social Exchange Theory is an essential framework for analyzing consumer satisfaction in the health sector, particularly within the context of the silver economy, which centers on the aging population. This theory asserts that the perceived benefits and costs associated with interactions between individuals and service providers play a critical role in shaping consumer behavior. In the healthcare domain, older adults assess their experiences by weighing the perceived value they receive against what they invest, including their time, money, and effort. Typically, older patients prioritize high-quality care, emotional support, and a sense of empathy from healthcare providers. Their satisfaction and trust levels increase when they feel their needs are recognized and receive adequate attention from professionals. Such positive experiences enhance their overall contentment and solidify trust in the healthcare system [6].

Definition of Terms

Tourist purchase intention for intangible cultural heritage products refers to the likelihood that visitors will buy items representing cultural practices, traditions, and experiences unique to a particular community. This intention is shaped by several factors, including the perceived authenticity and significance of the products, which can enhance emotional connections and a sense of cultural appreciation among tourists. Marketing strategies that effectively communicate the stories and meanings behind these products can significantly influence purchase intentions. Tourists are often drawn to narratives highlighting the cultural heritage and craftsmanship involved, making them more inclined to buy [7].

The cultural significance of intangible cultural heritage products lies in their ability to embody and express a community's traditions, beliefs, and values. These products often serve as tangible representations of cultural practices, such as rituals, performances, and craftsmanship, allowing them to be shared and preserved. They contribute to a sense of identity and continuity within a community, fostering pride and connection among its members. Moreover, intangible cultural heritage products can facilitate cross-cultural understanding by offering insights into different ways of life. They often carry stories and meanings that reflect historical and social contexts, enriching the experiences of those who engage with them [8].

Consumer attitude toward intangible cultural heritage products encompasses individuals' perceptions, beliefs, and feelings regarding these items. Generally, consumers tend to view these products positively when they recognize their cultural value and authenticity. A strong appreciation for the stories behind the products and craftsmanship can enhance their desirability. Additionally, consumers often feel connected to these products' cultural narratives, which can foster emotional engagement and a sense of responsibility to support local artisans and communities [9]

Social influence on intangible cultural heritage products refers to the impact of interpersonal relationships and societal dynamics on consumers' attitudes and purchasing behaviors. Recommendations from friends, family, and peers often play a crucial role in shaping perceptions of these products. When individuals see others valuing or purchasing such items, they may be more inclined to do the same, driven by a desire for social validation or shared experiences. Social media platforms amplify this influence, as users share their experiences and endorsements of cultural heritage products, reaching a broader audience. Positive reviews and testimonials can enhance these items' perceived authenticity and desirability, making them more appealing to potential buyers [10].

Conceptual Framework

Cultural significance, consumer attitudes, and social influence are key to shaping tourists' intentions to buy intangible cultural heritage products. Cultural significance refers to the value these products have in a specific culture. These items often represent a community's traditions, beliefs, and practices, making them meaningful to locals and tourists. When tourists see these items as accurate representations of cultural heritage, they are more likely to be interested in and buy them. An emotional connection between tourists and the culture represented also helps increase appreciation and desire for these products [11]. Several factors affect consumer attitudes toward intangible cultural heritage products. These include perceived value, personal experiences, and marketing efforts. Tourists usually judge these products based on their enjoyment and usefulness. The enjoyment refers to the products' appeal, while usefulness relates to their practical applications. When tourists see these items as offering unique experiences or supporting local artisans, it creates positive attitudes, which boosts purchase chances [12]. Social influence also plays an important role. The views and actions of friends, family, and social media can significantly affect tourists' attitudes and intentions. People may feel encouraged to act similarly when they notice others valuing or buying intangible cultural heritage products. Social media is particularly effective, as users can share their experiences and endorsements, making these products seem more desirable and authentic [13]

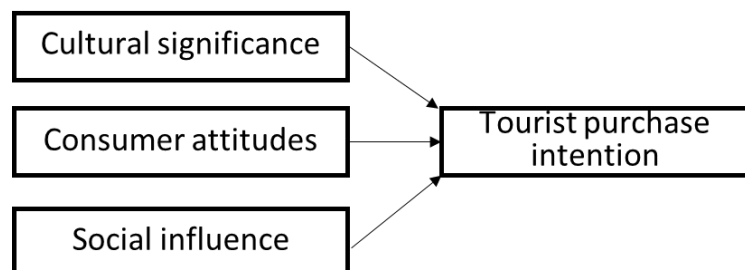


Figure 1. The Conceptual Framework

4. Research Restriction

Key factors influence tourists' intentions to purchase Guizhou's intangible cultural heritage batik products. Cultural significance is vital; tourists are often attracted to products representing local traditions and craftsmanship. The perceived authenticity of batik items enhances their appeal, as visitors seek genuine cultural experiences. Price sensitivity is another crucial factor; tourists may compare the cost of batik products with their perceived value, which includes uniqueness and quality. Marketing strategies also significantly shape purchasing intentions; effective promotion highlighting the cultural stories behind batik can attract more buyers. Additionally, the accessibility of these products affects consumer behavior—tourists are more likely to buy batik items if they are readily available in tourist areas or online. Lastly, social influences, such as recommendations from friends or positive online reviews, can further encourage purchasing decisions.

5. Research Hypothesis

The Correlation between Cultural Significance and Tourist Purchase Intention

The complex relationship between cultural significance and tourists' intention to purchase intangible cultural heritage products highlights how cultural values influence consumer behavior. Cultural relevance refers to the importance and meaning of a specific cultural artifact or practice within a community, significantly affecting tourists' perceptions and willingness to buy related products. The perceived value of products significantly influences consumers' purchase intentions, particularly among tourists. Tourists tend to favor items that possess aesthetic qualities and embody rich cultural meanings. The distinctiveness of intangible cultural heritage products often resonates with travelers, making them more inclined to invest in these items, even at premium prices, as they seek to bring a piece of the culture they encountered back home. Furthermore, marketing strategies highlighting these products' cultural significance can enhance purchase intentions. Compelling storytelling that emphasizes the heritage and craftsmanship behind these items fosters a stronger emotional connection, encouraging tourists to purchase to commemorate their experiences [14]

H1 There is no positive correlation between cultural significance and tourist purchase intention in Guizhou's intangible cultural heritage batik products.

The Correlation between Consumer Attitudes and Tourist Purchase Intention

The relationship between consumer attitudes and the intention to purchase intangible cultural heritage products is significant and complex. Consumer attitudes refer to individuals' beliefs, feelings, and intended behaviors regarding a product or category. Regarding intangible cultural heritage products, favorable consumer attitudes can significantly increase the likelihood of purchase among tourists. Consumer attitudes towards products are significantly influenced by their perceived authenticity and quality. Tourists often seek out items that genuinely represent the culture of the place they visit, as these products help establish a sense of connection to that location. When tourists feel that a product is crafted with care and accurately reflects the culture's practices, their positive perceptions of the product tend to increase, resulting in a higher likelihood of purchase. Furthermore, marketing and communication strategies are vital in shaping these consumer attitudes. Compelling storytelling that emphasizes the cultural significance and craftsmanship of intangible cultural heritage products can enhance tourists' perceptions. When marketing efforts align with tourists' values and interests, they foster a favorable attitude toward the products, ultimately leading to more excellent purchase intentions [15]

H2 There is no positive correlation between consumer attitudes and tourist purchase intention in Guizhou's intangible cultural heritage batik products.

The Correlation between Social Influence and Tourist Purchase Intention

The relationship between social influence and tourist purchase intention regarding intangible cultural heritage products is essential in understanding consumer behavior. Social influence refers to individuals or groups' impact on a person's attitudes, beliefs, and behaviors, particularly about purchasing decisions. In intangible cultural heritage products, social influence can emerge through various avenues, such as recommendations from friends and family, social media interactions, and cultural narratives shared by local communities. Tourists frequently depend on social proof when contemplating the purchase of cultural products. Positive endorsements from peers or influencers can elevate the perceived value of these items, increasing the likelihood that tourists will choose to buy them. Additionally, the desire for social validation plays a significant role in this decision-making process. Tourists often aim to align their purchases with the tastes and preferences of their social circles, seeking approval or admiration for their choices. This pursuit of acceptance can motivate them to acquire intangible cultural heritage products viewed as trendy or culturally meaningful within their social networks [16]

H3 There is no positive correlation between social influence and tourist purchase intention in Guizhou's intangible cultural heritage batik products

6. Research Methods

Population and Sample

This research population comprises Guizhou, China, and tourists who participate in the purchasing intention of tourists for Guizhou intangible cultural heritage batik products. A sample of 390 was collected for this study's analysis in April 2025 through the WeChat Survey Platform. This study's minimum research sample size is based on the study of [17]

- The margin of error (confidence interval) – 95%
- Standard deviation 0.5
- 95% - Z Score = 1.96
- Sample size formula = $(Z\text{-score})^2 * Std\ Dev * (1 - StdDev) / (\text{margin of error})^2$
- $(1.96)^2 * 0.5(0.5) / (0.05)^2$
- $(3.8416 * 0.25) / 0.0025$
- $0.9604 / 0.0025 = 384$
- 384 respondents would be needed for this study based on a confidence level of 95%

Research Model Correlation Analysis

Correlation analysis is widely used to measure the degree of association between different variables. The Pearson correlation coefficient is commonly used to test the correlation. The value of the correlation coefficient (r) indicates the strength of the correlation between variables, while the significance level of the correlation is shown in the P-value.

Table 1. Correlation Coefficient Classification

Correlation coefficient r	Degree of relevance
$ r = 1$	Totally correlated
$0.70 \leq r < 0.99$	Highly correlated
$0.40 \leq r < 0.69$	Moderately correlated
$0.10 \leq r < 0.39$	Low correlation
$ r < 0.10$	Weak or unrelated

Correlation Analysis of User Belief and Purchase Behaviour

The correlation coefficient r between user belief and purchase behaviour is 0.812, and P=0.000 is less than 0.01. Thus, user belief significantly correlates with the purchase behavior

Correlation Analysis of Perceived Value and Purchase Behaviour

The correlation coefficient r between perceived value and purchase behaviour is 0.802, and $P=0.000$ is less than 0.01. Thus, perceived value significantly correlates with purchase behaviour.

Correlation Analysis of Social Influence and Purchase Behaviour

The correlation coefficient r between social influence and purchase behaviour is 0.818, and $P=0.000$ is less than 0.01. Thus, social influence significantly correlates with purchase behavior

7. Research Result

Research shows that cultural significance, consumer attitudes, and social influence are essential in encouraging tourists to buy batik products from Guizhou's rich cultural heritage. Cultural significance motivates purchases. Tourists are often attracted to batik items because they represent Guizhou's unique cultural heritage and craftsmanship. These products' distinct qualities and historical background resonate with visitors who want authentic experiences, connecting them to local traditions. This appreciation for cultural value increases the perceived worth of batik products, making tourists more likely to buy them as meaningful souvenirs that reflect their travel [18]. Consumer attitudes also strongly influence purchasing decisions.

Tourists may view Guizhou's culture positively from prior knowledge, personal experiences, or emotional ties to the area. When they feel good about batik products, they view them as desirable and worth buying. Marketing strategies highlighting the stories and craftsmanship behind these items can further improve consumer perceptions and attract more buyers [19]. Social influence is another important factor in shaping purchase intentions. Recommendations from friends, family, and social media influencers can affect tourists' views and encourage them to buy batik products. Seeing that others value and recommend these cultural items strengthens their desire to own similar products. Positive reviews and testimonials can boost tourists' confidence in their choices, making them more likely to invest in batik items [20]. The combination of cultural significance, positive consumer attitudes, and social influence creates a strong framework that positively impacts tourist purchase intentions for Guizhou's batik products. By understanding these factors, businesses and cultural organizations can effectively promote these heritage items, increasing sales and helping to preserve cultural traditions.

H1 There is a positive correlation between cultural significance and tourist purchase intention in Guizhou's intangible cultural heritage batik products.

H2 There is a positive correlation between consumer attitudes and tourist purchase intention in Guizhou's intangible cultural heritage batik products.

H3 There is a positive correlation between social influence and tourist purchase intention in Guizhou's intangible cultural heritage batik products.

8. Conclusions

The findings regarding enhancing purchase intention for Guizhou's intangible cultural heritage products identify several key marketing strategies. First, it is essential to emphasize the cultural significance of batik products. Managers are advised to develop narratives highlighting the rich history and intricate craftsmanship of these items, aiming to foster emotional connections and enhance tourists' perceived value in authentic

experiences. Second, comprehensive market research is essential to gain insights into consumer attitudes. Understanding these attitudes can inform product design and promotional strategies, specifically targeting younger tourists by integrating modern elements with traditional aesthetics. Including educational content about batik may also increase appreciation and positively influence purchase intentions. Third, leveraging social influence is essential. Businesses are encouraged to utilize social media platforms to build a community focused on batik products, collaborate with relevant influencers, and motivate satisfied customers to share their experiences. Implementing referral programs could further amplify this effect. Finally, creating immersive experiences, such as workshops, may strengthen social connections and enhance the perceived value of the products, potentially increasing purchase intentions.

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