From Authenticity to Perceived Value: Role of Souvenir Image and Place Identity on Ceramic Souvenir-Repurchasing Intention

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ABSTRACT

Souvenirs are regarded as an integral part of the tourist experience, serving as a tangible reminiscence of a journey. Ceramic souvenirs of China reflect its rich cultural heritage and therefore, tourists tend to purchase these ceramics. The present study seeks to provide empirical evidence of the impact of authenticity and perceived value on the ceramic souvenir-repurchasing intention of tourists in China. A survey was designed to collect data from the tourist population in Hangzhou, China. The study focuses on the direct effects of authenticity, perceived value, along with the mediating effect of souvenir image and the moderating role of place identity on the ceramic souvenir-repurchasing intention. The data was analyzed through the application of SEM and CFA for evaluation of the structural relationships among the variables. The data was statistically analyzed, and the findings affirmed a significant impact of authenticity and perceived value on the ceramic souvenir-repurchasing intention of the tourists. The impact of ceramic souvenir-repurchasing intention is found to be significant on authenticity. Moreover, mediation and moderation are also proposed to be significant, showing that place identity plays an important role in developing the purchase intention of consumers. Thus, the present study provides a valuable understanding of tourist behavior and marketing strategies for the tourist industry.

Keywords: Authenticity, Perceived value, Souvenir image, Place identity, Ceramic souvenir-repurchasing intention

1. INTRODUCTION

Souvenirs are an integral part of a tourist's journey as they help him reminisce about the memories from a tour to a particular destination. There are several souvenirs in which the name of the destination is printed to make it representative or symbolic of a certain place. These souvenirs help the host sellers generate profits (Duan et al., 2023). As a result, souvenirs have become a significant part of tourism and shopping for souvenir items is regarded as a common practice among tourists (Kuhn, 2020; Shen & Lai, 2022). Generally, tourists are never interested in buying unauthentic tourists and they always seek something unique, which is associated with a particular destination. Thus, authenticity can be regarded as a significant attribute of a souvenir (Amaro et al., 2020; Soukhathammavong & Park, 2019). A study by Suttikun and Meeprom (2021) reported a significant impact of authenticity and perceived value on customer's perception of product quality. Therefore, souvenirs should possess uniqueness; should be representative of a place and should be able to recreate the destination image (Shen & Lai, 2022). Today, the act of purchasing as a ritual of tourism is considered a metonymic activity as it is intimately associated with the stereotypical perceptions of tourists regarding the host destination's culture (Anastasiadou & Vettese, 2021). Therefore, authentic souvenirs have to integrate local culture and history to symbolize the place identity of the destination and its uniqueness, which is possible only through the local craftsmanship of artisans (Soukhathammavong & Park, 2019). The tourism industry in China has made great progress over the last two decades and has turned out to be the most promising and dynamic industry in the country (Zhang, 2019). In the context of China, factors such as regional characteristics of souvenirs, aesthetic quality, and exquisite craftsmanship have been significant in affecting the purchase intentions of tourists (Cao & Feng, 2020). The present study focuses on the ceramic arts and crafts that occupy a significant position among the tourism souvenirs in China, and therefore are abundantly crafted. The ceramics crafted in the Foshan region of China have the potential to be a competitive industry (Zheng et al., 2022).

There is a significant research gap in the empirical studies concerned with ceramic souvenirs in China and the factors affecting the ceramic souvenir repurchase intentions of tourists in China. The study conducted by Soukhathammavong and Park (2019) suggested that authentic souvenirs should have economic, symbolic, and artisanal values a sense of cultural and historical representation and place identity. However, the present study extends the study by focusing on the

mediating effect of souvenir images, a construct rarely studied in the context of China's tourism industry. Su et al. (2020) focused on the intangible cultural heritage represented by souvenirs. On the other hand, Shtudiner et al. (2019) focused on the religious and spiritual values of souvenirs from the perspectives of tourists instead of focusing on their functional value. Thus, in addition to economic and social value, souvenirs also carry spiritual value for tourists. Duan et al. (2023) highlighted the need to preserve traditional crafts and craftsmanship to ensure authenticity and uniqueness in souvenirs as tourists often purchase authentic souvenirs even though their motives or intentions behind the purchase may vary. Thus, tourists' act of purchasing souvenirs serves as a significant opportunity for preserving traditional crafts by transmitting the craft into a souvenir. However, today the mass production of souvenirs in the market has failed to reflect a place identity and place-based value of a destination because it does not carry the authentic cultural heritage of the place. Thus, scholars need to conduct further research on the integration of authenticity and place identity into souvenirs. Previously, Chen et al. (2022) analyzed the impact of souvenir images and perceived value on the purchase intention of tourists, however, the study focused on the food souvenirs. Therefore, the impact of a souvenir's authenticity and perceived value through the souvenir image on the ceramic repurchase intention of tourists remains unclear. Moreover, the present study is also significant because of its focus on the moderating role of the place identity. The present study consists of five sections, namely, introduction, literature review, methodology, results, and discussion. Each section is structured according to its specific function and contribution to the present study.

2. Literature review

2.1. Means-End chain theory.

The means end chain theory was given by Reynolds and Gutman in 1982. This theory facilitates the understanding of the concept of decision making and consumer behavior based on values. It connect the means that is the attributes and values in the product or service with the personal values of the consumer which are the consequences or the ends (Kilwinger & van Dam, 2021). According to this theory the customer's purchase intention or the decision to choose a product for purchase depends upon the customer's personal values. The consumer sees their purchase as a means of bringing valued consequences or valued ends to their decision to purchase. They consider the

purchase as the mean to bring a valued and desired outcome (Borgardt, 2020). Means-End chain theory basically puts forward the comprehension of the concept of the customer's decision-making ability, which is the intention of the customer to purchase a product and then the ability to make decision about the purchase of that product. It connects the attributes of the product or service with the consumer's emotional and personal values that shape the decision making ability of the consumer (Pastuszak et al., 2019). Customers relate to the product by the attributes of the products, the consequences that the product bring about and the values that the product hold. Thus, the purchase intention or the decision-making ability of the consumer is shaped by the consumers' personal values that in turn are shaped by the product attributes. The consumer purchase intention is therefore strongly shaped by the product quality such as authenticity. Moreover, the personal attributes of the customer such as the perceived value of a product also play an important role in shaping the purchase and repurchase intention. Ceramic souvenirs are the most beautiful art works that reflect a particular place, culture, civilization, or event. Repurchasing intention for ceramic souvenirs is thus also shaped by the attributes like product authenticity and perceived value by the consumer (Meng, 2021).

Table 1: *Definition of variables*

Variables	Definitions
Authenticity	Authenticity refers to the quality of being genuine, true, or real. Authenticity of a product means the credibility, genuineness and realness of a product (Lehman et al., 2019).
Perceived value	Perceived value or value in marketing refers to the customers' own perception of a product or a service by evaluation of cost and benefit the product in comparison to other products (El-Adly, 2019).
Souvenir image	Souvenir image is the image taken at a place or an occasion as a keepsake or reminder of that place or occasion (Soukhathammavong & Park, 2019).
Place identity	Place based identity or place identity refers to the emotional and symbolic meanings constructed by people about a place that differentiate that place from other places (Li & Zhang, 2021).

Ceramic souvenir-repurchasing intention	Ceramic souvenir repurchasing intention refers to the interest or willingness of customers in the purchase or buying of the ceramic souvenirs continuously (Wu et al., 2022).

2.2. Authenticity and ceramic souvenir repurchasing intention

Authenticity is the quality of being real or genuine, that is the property of being authentic is authenticity. The authenticity of a product reflects the realness or true quality of the product. Ceramic souvenir repurchasing intention on the other hand is the intention, interest or desire of the consumer to purchase the ceramic souvenirs again and again that is the repurchasing of the ceramic souvenirs (Liu et al., 2022). According to study of Suttikun and Meeprom (2021) authenticity and ceramic souvenir repurchasing intention are strongly related. Ceramic souvenirs are unique art works such as pottery, crafting and hand painted ceramic objects that are kept in the remembrance of a particular place, occasion, culture, or civilization. These souvenirs represent the unique artwork that the people have usually created by hand using clay and mud. Souvenir is anything that is used for keepsake to remember a particular place or event. Ceramic souvenirs are such pieces of art work that represent the ethnographic diversity of various crafts that present the traditions of a particular cultural sect (Liu et al., 2022). Repurchasing intention of ceramic souvenirs is therefore the interest of customer in purchasing the ceramic souvenir continuously that is the intention of buying again and again. Authenticity of the ceramic souvenir is the key factor shaping the consumers' ceramic souvenir repurchasing intention. According to the study of Li et al. (2021) authenticity of ceramic souvenir directly impact the repurchasing intention of the customer. The more authentic the ceramic souvenir guarantees the more the interest of the consumer in the repurchasing of it. Actually, authenticity provides historical value to the souvenir thus promoting its credibility and realness which in turn impacts the repurchase intention of the consumer by providing authentic valued product.

H1: The impact of authenticity on the Ceramic souvenir-repurchasing intention is significant.

2.3. Perceived value and Ceramic souvenir-repurchasing intention

Perceived value refers to the customers' own perception and evaluation of a product or service in comparison with other products or services. Perceived value is the value of the product that is

created by the customers' own perception of that product. A customer's perceived value of a product or service is shaped by the products' features such as form, availability, price, and reputation. Moreover, the emotional connection of the consumer with the product also help in shaping the perceived value (Su et al., 2023). Perceived value is especially developed in comparison with other products or services. According to the study of Atasoy and Eren (2023) repurchasing intention is strongly impacted by the perceived value. Ceramic souvenir repurchasing intention is thus also impacted by the perceived value. A customer's experience with the purchase of ceramic souvenirs, their emotional attachment to ceramic souvenirs and the genuineness of the ceramic souvenir are the factors that develop the perceived value. Customer-perceived value is therefore shaped by both internal and external sources. According to the study of Wu et al. (2022) perceived value is directly correlated with the Ceramic souvenir-repurchasing intention. The better the perceived value a ceramic souvenir holds in the perception of the consumer the greater is the Ceramic souvenir-repurchasing intention. The probability of purchasing the ceramic souvenir is thus enhanced by the Ceramic souvenir-repurchasing intention. Ceramic souvenir present the ethnographic diversity of traditional crafts and artworks and their repurchasing intention is significantly impacted by their perceived evaluation from the consumer in comparison to other souvenirs which thus shape the perceived value impacting the Ceramic souvenir-repurchasing intention (Wu et al., 2022).

H2: The impact of perceived value on the Ceramic souvenir-repurchasing intention is significant.

2.4. The mediating role of Souvenir Image

Souvenir image refers to the image taken at a particular place, occasion, or time for the purpose of keepsake or in the remembrance of that place, event, or occasion. It represents the symbolic and emotional relation to the particular event and is usually taken as a reminder. Souvenir images help to remember a particular object, a particular event, occasion, or place as well. Souvenir image impact strongly the Ceramic souvenir-repurchasing intention by shaping the authenticity of the souvenir and the perceived value (Suttikun & Meeprom, 2021).

Authenticity of the souvenir represents the originality of the souvenir. Its quality and the realness are expressed in terms of the authenticity. Souvenir image greatly reflects the authenticity of the souvenir. Souvenir image represents the handmade ceramics' origin, their patterns and

presentation. It not only presents the craftsman's work but also represents the integrity of the particular culture, history, and place. All these attributes are the attributes of the authentic souvenir which are depicted by the souvenir image (Soukhathammavong & Park, 2019). Ceramic souvenirs about a particular society represent the unique meaning of the history, culture, and traditions of that society. Souvenir images of ceramics help in the clear distinction between the authentic ceramic souvenir and the non-authentic one. Authentic ceramic souvenirs have patterns that are unique to particular artwork and are distinct from the other artwork due to their rare and beautiful patterns. These patterns are clearly presented by the souvenir image which thus promote the authenticity and in return the Ceramic souvenir-repurchasing intention (Backer & Zaveri Dr, 2019).

The perceived value of the souvenir is the evaluation that is made by the customer on his own which shapes the Ceramic souvenir-repurchasing intention. Souvenir image and perceived value are closely related. Souvenir images help in the depiction of the particular event, place, or occasion. Ceramic souvenir images represent the heritage, geography, and history of a particular culture. This helps in developing the perceived value of the souvenir by the consumer. As the souvenir image represents the authenticity of the souvenir it helps in the development of better perceived value. The souvenir image thus promote the Ceramic souvenir-repurchasing intention by influencing the perceived value of the souvenir by the customer (Deng et al., 2021).

H3: The mediating role of souvenir image between authenticity and Ceramic souvenir-repurchasing intention is significant.

H4: The mediating role of souvenir image between perceived value and Ceramic souvenir-repurchasing intention is significant.

2.5. The moderating role of place identity between authenticity and souvenir image

Place identity is a set of attributes ascribed to the people in a place that differentiates that place from the other places. Place identity is designed by the significant attributes that are unique to that place such as place geography, cultural values, urban designing, environmental design, ecology and sociology (Lin & Lee, 2020).

Place identity strongly impact the Ceramic souvenir-repurchasing intention by influencing the souvenir image and authenticity of the souvenir. Place identity actually helps in the distinction between authentic souvenirs and the unauthentic ones by enhancing the quality of the souvenir image. Place identity reflects the cultural values, urban planning of the population and the core values of a society which in turn help in the development of the souvenir image with all the basic features used for the identification of the authenticity of the souvenir. Ceramic souvenir-repurchasing intention is thus impacted by the authenticity via souvenir image along with the impact of place identity on it (Shtudiner et al., 2019).

H5: The moderating role of place identity between authenticity and souvenir image is significant.

2.6. The moderating role of place identity between perceived value and souvenir image

Place identity depicts the characteristics of a place that are unique or particular to that place. Place identity represents the attributes of society that are unique to that place. It presents the accurate history and geography of the place. Place identity impacts the Ceramic souvenir-repurchasing intention by impacting the perceived value and souvenir image. Souvenir image becomes more useful when there is accurate depiction of the place, representing place design and attributes that is representing the place identity (Ganji et al., 2021) . A more impactful souvenir image provides a more authentic image contributing towards the development of a better perceived value about the souvenir by the consumer thus promoting the Ceramic souvenir repurchasing intention. The perceived value of the souvenir is shaped by the effective souvenir image of ceramics which is provided by the place identity. Place identity reflects true cultural values and hence the true depiction of souvenir image which in turn significantly impact the ceramic souvenir repurchasing intention (Ganji et al., 2021).

H6: The moderating role of place identity between perceived value and souvenir image is significant.
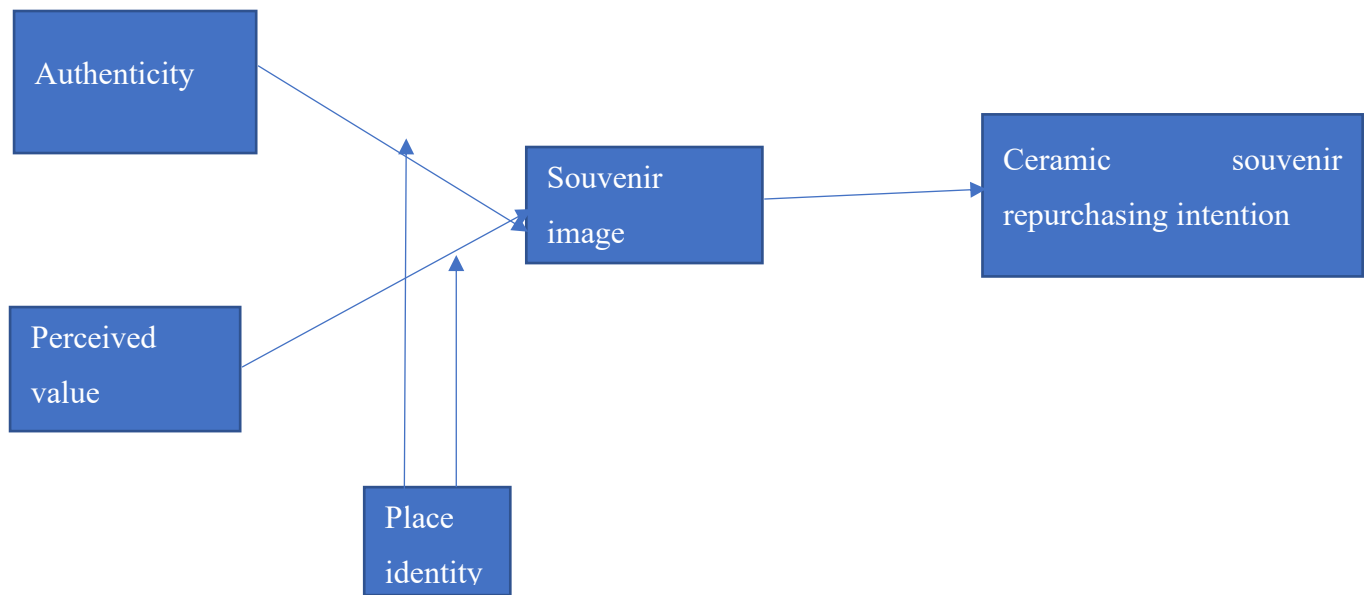
Figure 1: Theoretical framework

3. METHODOLOGY

3.1. Measures of the Variables

The researcher has adopted the following items for measuring the targeted variables.

Table 2: *The items of the variables with references*

No of items	Variable	Reference of adopted items
6	Place identity	(Yang et al., 2022)
3	Purchase intentions	(Wu et al., 2022)
4	Perceived value	(Wu et al., 2022)
9	Perceived authenticity	(Deng et al., 2021)
3	Souvenir image	(Suttikun & Meeprom, 2021)

As mentioned in the above table, the study has used 4 and 9 items scales for the measurement of the two independent variables of the study i.e., perceived value and perceived authenticity. Next, the mediator of the study was measured with 3 items adopted from an authentic cited study explored from the literature. Next, the moderator of place identity was measured with 6 items. In

the last, the purchase intentions for Ceramic souvenir products were measured with 3 items. All the mentioned items for their respective variables were extracted from authentic literature sources and all the cited study facilitated the researcher with complete statements for the measurements. The researcher designed the questionnaire and added all the extracted statements of the items in the main body of the questionnaire. A 5-point Likert scale was used for the measurement of the items and evaluating the respondent's perception. In the scale, 5 was named as strongly agree and 1 was ranked as strongly disagree.

3.2. Data Collection Strategy and Target population

The researcher practiced a self-administered data collection strategy and targeted the respondents of the study. The study grounded its findings based on the perception of the tourist's perception. For accessing an unknown number of tourists, the researcher used a non-probability sampling technique and gathered data from the respondents by visiting the nearby tourists' spots and famous tourists' spots. The researcher keenly practiced all the ethical guidelines during data collection and collected data by complete voluntary participation of the respondents.

3.3. Data analysis procedure

The researcher used the software SPSS and Amos for data analysis. The researcher used the software SPSS for initial data testing which included the normality, correlation and EFA. For further testing, the researcher used the software Amos 24 in which the researcher performed the confirmatory factor analysis and SEM for calculating the model fitness and hypotheses testing.

4.   ANALYSIS

4.1. Descriptive Statistics

The utilization of descriptive statistics analysis enables researchers to generate a comprehensive depiction and quantitative representation of a complex dataset by identifying its fundamental characteristics (Cooksey & Cooksey, 2020). Table 3 presents the descriptive statistics of the study, which encompass the lowest, maximum, mean, standard deviation, and skewness values for the variables being examined. The variable in question has a minimum value of 1 and a maximum

value of 5. Furthermore, the calculated values for the mean, standard deviation, and skewness of the variables lie within the prescribed range.

Table 3: *Descriptive Statistics*

	N	Minimum	Maximum	Mean Statistic	Std. Deviation	Skewness
PIN	254	1.00	5.00	3.5997	1.05675	-.346
SI	254	1.00	5.00	2.7648	1.24099	.430
PA	254	1.00	5.00	3.2864	1.36701	-.157
PI	254	1.00	5.00	3.6503	1.09148	-.703
PV	254	1.00	5.00	3.0381	1.20051	.114
Valid N (listwise)	254					

"Note: PIN= Ceramic souvenir-repurchasing intention, PI= Place identity, PA= Authenticity, PV= Perceived value, SI= Souvenir image."

4.2. Rotated Component Matrix

A rotated component matrix was conducted in order to ascertain the variables loading analysis. Only factors with values greater than 0.4 were considered for inclusion. The present study analyzed PA, SI, PI, PV, and PIN, with 8, 4, 6, 3 and 3 items.

Table 4: *Rotated Component Matrix*

	Component				
	1	2	3	4	5
PA1	.894				
PA2	.876				
PA3	.851				
PA4	.874				
PA5	.873				
PA6	.769				
PA7	.818				
PA8	.881				

SI1	.844	
SI2	.811	
SI3	.822	
SI4	.856	
PI1	.652	
PI2	.659	
PI3	.931	
PI4	.929	
PI5	.923	
PI6	.926	

PV1	.879
PV2	.888
PV3	.849
PIN1	.849
PIN2	.885
PIN3	.858

"Note: PIN= Ceramic souvenir-repurchasing intention, PI= Place identity, PA= Authenticity, PV= Perceived value, SI= Souvenir image."

4.3. Validity Analysis

In order to evaluate the construct validity of the research, two frequently utilized metrics were applied: the average variance extracted (AVE) and the composite reliability (CR). Hair et al. (2009) reported that the AVE value transcended 0.5, whereas the CR value surpassed 0.7. An analysis of discriminant validity has also been undertaken by researchers. Discriminant validity is deemed to be present in an investigation when the value of the average variance extracted (AVE) surpasses the maximum shared variance (MSV), as stated by Voorhees et al. (2016). The results shown in Table 5 provide evidence that the present dataset possesses validity.

Table 5: *Validity Analysis*

	CR	AVE	MSV	MaxR(H)	PAN	PID	SIM	PINT	PVL

PAN	0.960	0.748	0.203	0.964	**0.865**				
PID	0.953	0.780	0.224	0.997	0.450***	**0.883**			
SIM	0.871	0.629	0.130	0.878	-0.048	-0.216**	**0.793**		
PINT	0.911	0.774	0.224	0.919	0.339***	0.473***	0.086	**0.880**	
PVL	0.888	0.725	0.130	0.891	0.214**	0.114†	0.361***	0.293***	**0.851**

"Note: PIN= Ceramic souvenir-repurchasing intention, PI= Place identity, PA= Authenticity, PV= Perceived value, SI= Souvenir image."

4.4. HTMT Criterion

In order to substantiate the claim of discriminant validity, an investigation was undertaken that utilized the heterotrait-monotrait ratio of correlations (HTMT). To determine the degree of similarity between the latent constructs under investigation, the HTMT statistic is applied. As stated by (Yusoff et al., 2020), the presence of discriminant validity is indicated by an HTMT value below 0.90. Based on the information provided in Table 6, it is evident that every recorded value is lower than 0.90. Such evidence suggests that the present data set demonstrates discriminant validity.

Table 6: *HTMT Analysis*

	PAN	PID	SIM	PINT	PVL
PAN	■				
PID	0.494	■			
SIM	0.042	0.215	■		
PINT	0.342	0.499	0.091	■	
PVL	0.226	0.138	0.366	0.306	■

"Note: PIN= Ceramic souvenir-repurchasing intention, PI= Place identity, PA= Authenticity, PV= Perceived value, SI= Souvenir image."

4.5. Correlation Analysis

The correlation coefficient is a statistical metric that exhibits variation from -1 to +1. A value of +1 signifies an ideal positive association, while a value of -1 corresponds to an ideal negative correlation. However, in the absence of any correlation between two variables, a score of 0 signifies the exact opposite (UCLA, 2021). In this study, all constructs are connected in a positive and statistically significant manner.

Table 7: *Correlation*

	PV	SI	PIN	PA	PI
PV	1				
SI	.322**	1			
PIN	.275**	.081	1		
PA	.209**	-.039	.319**	1	
PI	.126*	-.195**	.463**	.471**	1

"Note: PIN= Ceramic souvenir-repurchasing intention, PI= Place identity, PA= Authenticity, PV= Perceived value, SI= Souvenir image."

4.6. CFA

In order to assess the adequacy of the model's fit, the researcher has employed Confirmatory Factor Analysis (CFA). The findings of the CFA, as presented in Table 8, indicate that the model employed in the study is a suitable and appropriate fit.

Table 8: *Model fit measures*

Measure	Estimate	Threshold	Interpretation
CMIN	480.285	--	--
DF	242.000	--	--
CMIN/DF	1.985	Between 1 and 3	Excellent
CFI	0.966	>0.95	Excellent

| SRMR | 0.046 | <0.08 | Excellent |
| RMSEA | 0.062 | <0.06 | Acceptable |

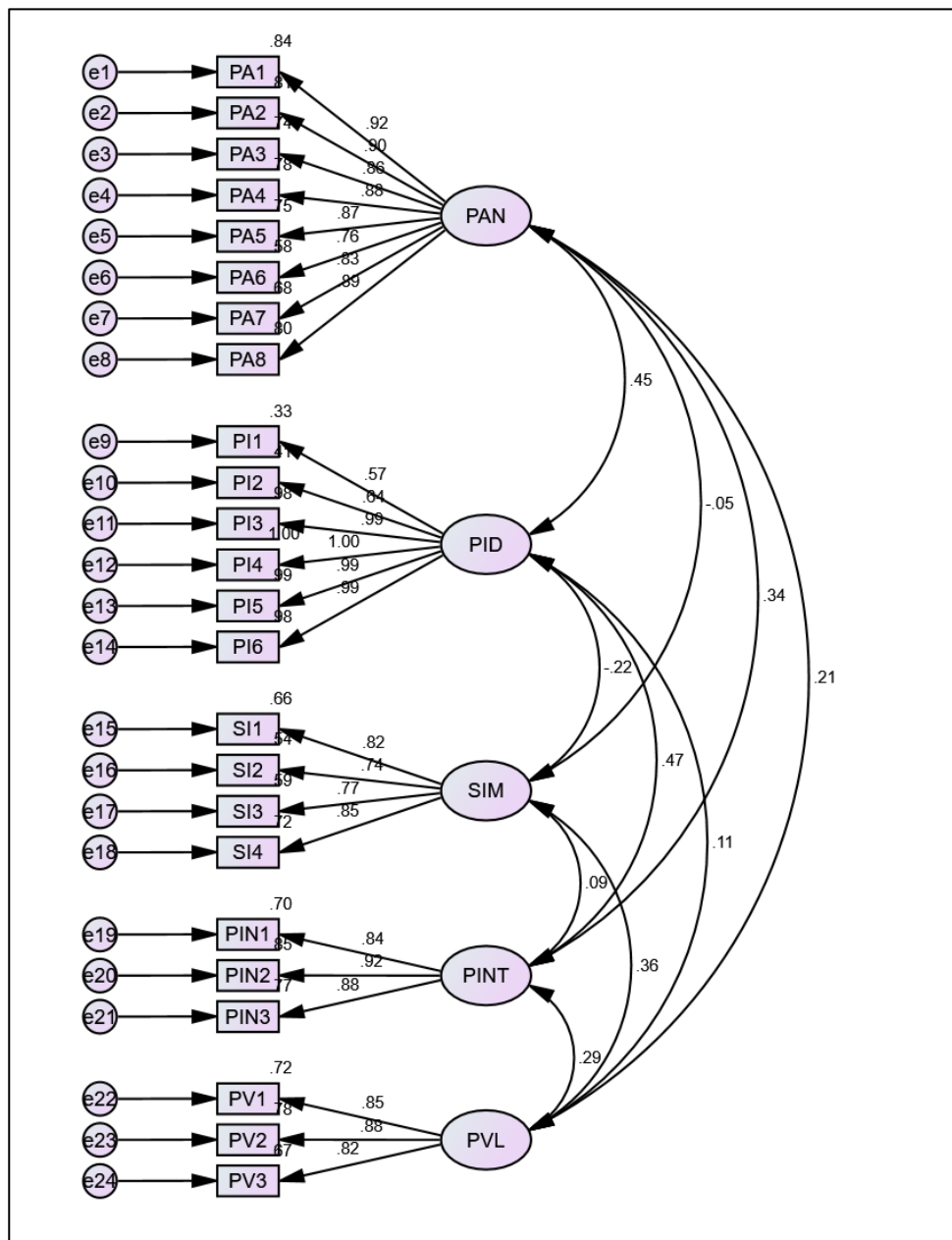*Figure 2: CFA*

4.7. Hypotheses Testing

The relationship between PA and SI is significant (p= 0.08), the relationship between SI and PV is significant (p= 0.00), the relationship between PIN and PA is significant (p= 0.00), the

relationship between PIN and PV is significant (p= 0.00), and the relationship between PIN and SI is insignificant (p= 0.73).

Table 9: *Direct path analysis*

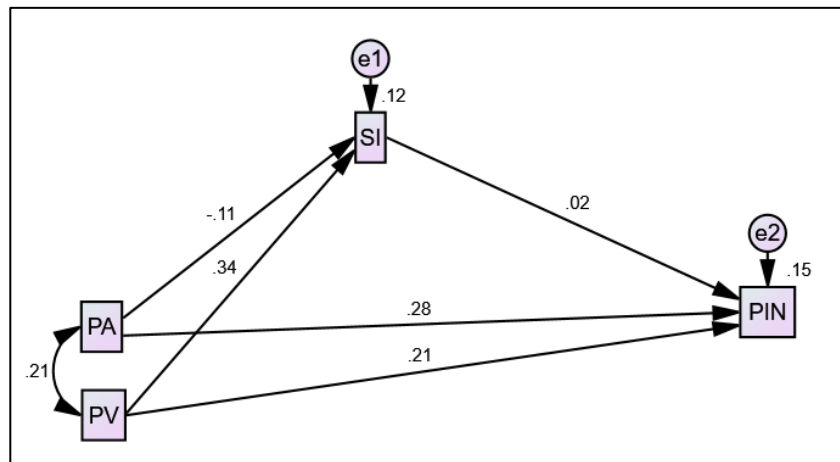| Parameter			Estimate	Lower	Upper	P
PIN	<---	PA	.276	.176	.374	.001
PIN	<---	PV	.210	.105	.317	.002

"Note: PIN= Ceramic souvenir-repurchasing intention, PI= Place identity, PA= Authenticity, PV= Perceived value, SI= Souvenir image."

The mediation of SI was accepted between PA and PIN (p= -0.003), and between PV and PIN (p= 0.008).

Table 10: *Mediation analysis*

Indirect Path	Unstandardized Estimate	Lower	Upper	P-Value	Standardized Estimate
PA --> SI --> PIN	-0.002	-0.013	0.005	0.511	-0.003
PV --> SI --> PIN	0.007	-0.019	0.038	0.687	0.008

"Note: PIN= Ceramic souvenir-repurchasing intention, PI= Place identity, PA= Authenticity, PV= Perceived value, SI= Souvenir image."

Figure 3: SEM

The moderation of SI was accepted between PA and PI (p= -0.002), and between PV and PI (p= 0.001).

Table 11: *Moderation analysis*

Parameter			Estimate	Lower	Upper	P
ZSI	<---	INT_PAPI	.489	.395	.564	.002
ZSI	<---	INT_PVPI	.443	.348	.534	.001

"Note: PIN= Ceramic souvenir-repurchasing intention, PI= Place identity, PA= Authenticity, PV= Perceived value, SI= Souvenir image."

5. DISCUSSION OF FINDINGS

The study's accepted hypotheses offer insightful information about the variables influencing travelers' intentions to repurchase ceramic souvenirs. According to H1, visitors' intentions to buy more ceramic souvenirs are positively impacted by authenticity. This is in line with the expanding trend of customers looking for real, genuine experiences. The results show that traveler's ascribe authentic ceramic mementos a lot of weight, perhaps because they relate them to past or cultural significance. Travelers are probably more inclined to buy souvenirs that accurately capture the local way of life or craftsmanship when they return. Moreover, H2 states that the intention to purchase ceramic souvenirs again is positively influenced by perceived value. This result emphasizes how crucial it is that travelers' opinions about the value of ceramic mementos are taken into consideration. It suggests that elements like cost, value, and general satisfaction are important in determining whether or not tourists plan to buy ceramic souvenirs again. To encourage repurchasing behavior, destination marketers as well as regional craftspeople should concentrate on raising perceived value. Furthermore, H5 states that the connection between genuineness and memento image is moderated by place identity. The findings imply that travelers' recognition with the spot has an impact on the relationship between genuineness and the perception of souvenirs. This highlights how tourists' opinions about the genuineness of ceramic mementos are shaped by the destination's identification. It suggests that travelers' perceptions of the genuineness of souvenirs are influenced by the cultural as well as contextual elements of a destination. Likewise, place identity acts as a moderator in the connection between perceived worth and memento image, according to H6. This finding suggests that travelers' perceptions of the worth of ceramic

mementos are influenced by their connection to the location. The way that tourists evaluate the value of their souvenirs is greatly influenced by the local identity as well as context. However, the hypotheses that were rejected offer insightful information. According to H3 and H4, the association between genuineness/perceived worth and repurchasing desire is mediated by souvenir image. The fact that these hypotheses were rejected indicates that genuineness and perceived worth have a more direct influence on repurchasing desire, negating the requirement for souvenir images to act as a mediator.

The results of this study are supported by a number of previous studies that have examined related topics in the fields of customer behavior as well as tourism. For example, research by Meitiana et al. (2019) on visitors' buying habits in cultural marketplaces discovered that visitors' intents to buy cultural souvenirs again are highly influenced by authenticity. Similarly, Liu (2021) examined the influence of perceived worth on foreign visitors' decisions to buy souvenirs and found a positive correlation. These results support the study's established hypotheses and highlight the universal importance of perceived worth and genuineness in influencing travelers' plans to make additional purchases. Moreover, Suttikun and Meeprom (2021) carried out an investigation on the importance of memento image, demonstrating how important it is for raising perceived worth and, in turn, repurchase likelihood.

6.Conclusion

In a nutshell, this study explored the complex factors influencing travelers' intentions to repurchase ceramic souvenirs. The hypotheses which were accepted demonstrated how these intentions were significantly impacted by perceived worth and genuineness. The correlation that existed between genuineness and a desire to repurchase highlighted how important it was for visitors to have authentic experiences in order to return and purchase ceramic mementos. In a similar vein, the recognition of the beneficial impact of perceived value emphasized how crucial it was for travelers' opinions about the value as well as practicality of these souvenirs to affect their plans to repurchase. Remarkably, the discarded hypotheses implied that memento image did not act as a mediator in the connection between genuineness and perceived worth with repurchasing desire. This suggested that although perceived worth and genuineness were important factors that influenced repurchasing motives, the development of a memento's image did not act as an intermediary. Furthermore, the moderating effects of location identification on the connections

among genuineness, perceived worth, as well as souvenir image provided a more complex perspective, highlighting the contextual relevance of the travel destination in influencing attitudes and choices.

7. Implications

The current study has been effective in providing many implications, which contribute to its overall usefulness.

- **Theoretical Contributions**

This study improves one's knowledge of the variables influencing the decision to repurchase ceramic souvenirs, which makes a significant addition to the body of literature. By exploring authenticity's direct influence on repurchasing desire, it fills in conceptual gaps in earlier research. Furthermore, the study provides a deeper awareness of the processes at work in the memento context to the literature by introducing and explaining the functions of memento image as well as place identity. This careful investigation goes beyond traditional models of customer behavior and provides a customized viewpoint on the distinctive qualities of ceramic mementos. By doing this, the study adds to a larger body of knowledge regarding consumer behavior when it comes to cultural items.

- **Practical Implications**

The practical ramifications of this research study for professionals in advertising, tourism, as well as cultural industries are significant. The results offer useful information for companies and craftspeople by deciphering the complex relationships between authenticity, perceived worth, memento image, along with sense of place in the backdrop of ceramic mementos. It is possible to create targeted marketing techniques that highlight these essential components by having a thorough comprehension of the elements that influence repurchasing desire. To positively influence consumers' intentions to buy again, businesses could, for example, concentrate on improving the perceived genuineness of their porcelain souvenirs. Furthermore, the discovery that souvenir image as well as place identity are mediating and moderating factors, respectively, opens up useful possibilities for developing captivating stories about ceramic mementos. These outcomes can be used by tourist destinations to design experiences that strengthen a visitor's

perception regarding place identity while also highlighting the historical as well as cultural importance of the mementos. As a result, long-lasting ties between travelers and the location are fostered and tourists' experiences become increasingly meaningful and unforgettable. The research's findings can also be used by producers and artisans to modify their production procedures in order to meet the demands of customers for genuineness. This not just increases the market value of ceramic mementos but also encourages the production of genuine and significant goods, which supports viable cultural preservation.

8. Limitations

This research study has certain limitations as well. Since the study concentrates on a particular cultural setting or geographical area, its generalizability is limited. Moreover, the intricate relationship among authenticity, perceived worth, memento image, as well as place identity implies the possibility of the existence of additional pertinent factors that fall outside the purview of this study. The possibility of temporal variations in customer tastes and market dynamics is another research limitation. Since consumer behavior is dynamic, it is possible that elements affecting repurchasing desires in the porcelain souvenir industry will change over time, even though the study only looks at one particular point in time. Furthermore, the study mostly uses quantitative data, which means it overlooks qualitative details that could provide a deeper comprehension of customer motivations.

9. Future Research Directions

Based on the knowledge obtained from this study, a number of interesting directions for additional research become apparent. Scholars should investigate the temporal patterns of buyer habits in the porcelain souvenir sector, looking at how preferences as well as intentions to repurchase change as time passes in accordance with shifting market, cultural, as well as economic trends. A deeper comprehension of the long-term effects on customer choices of perceived worth, place identity, genuineness, and memento image should be obtained through longitudinal studies. Moreover, future studies should examine how demographic factors like age, gender, along with cultural background influence the relationships found in the present study. Targeted marketing approaches that appeal to a variety of audience categories can be informed by a comprehension of how such variables affect customer buying habits in the setting of porcelain souvenirs.

Furthermore, by recording the finer details of customer experiences and opinions, qualitative research techniques like focus groups and thorough interviews could supplement the quantitative outcomes. Qualitative insights may provide a better comprehension of the ethnic and emotional factors influencing the intention to repurchase souvenirs. In addition, one important area for further research is the impact of pricing tactics on customer choices in the porcelain souvenir market. Analyzing the effects of various pricing schemes on perceived worth and, consequently, repurchasing desires can yield insightful information for companies and craftspeople looking to maximize their competitive edge.

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