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Structural Equation Modelling of the Influencing Mechanism of Museum Cultural and Creative Product Purchase Intention

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Abstract: The factors influencing the purchase intention (PI) towards Chinese museum cultural and creative products (MCCP) were investigated. A structural equation model that considered the specific MCCP characteristics was used. The transmission mechanism of consumers' formation of MCCP PI was explored using antecedent variables (stimuli: perceived enjoyment [PE], perceived quality [PQ], perceived value [PV], and perceived culture [PC] and consumer-perceived normative factors: subjective norms [SN] and perceived behavioural control [PBC]); mediating variables (consumers' cognitive and emotional states: attitude); outcome variable (response: PI). Confirmatory factor analysis and reliability, validity, and structural equation analyses of the model data were performed with SPSS 25.0 and AMOS 26.0. The results demonstrated that PC and PV positively significantly influenced PI. The PE, PV, and PC positively significantly influenced purchase attitudes (AT) among MCCP consumers. The most influential factor was PE, while PQ did not significantly influence PI and AT. The PBC, SN, and AT positively significantly affected PI. Meanwhile, PBC did not affect AT significantly. Consumers' attitudes toward MCCP were mediated by PE, PV, PC, and PI. The findings contributed to the theoretical study of MCCP design from the consumption value perspective and provided a theoretical basis for MCCP design development.

Keywords: *Museum Cultural and Creative Products, Purchase Intention, Influencing Factors, Structural Equation Model*

1. Introduction

The museum cultural and creative industries concept refers to the cultural and creative industries formed around the intellectual property (IP) of museum collections. The concept covers creative groups in broadcasting, film and television, animation, audio-visual, visual arts, performing arts, craft and design, sculpture, environmental arts, advertising and decoration, clothing design, and software. More specifically, the concept refers to the cultural and creative products formed by the secondary development of elements, such as museum collections, architecture, and brands that can be mass-produced and sold [1]. To avoid excessive division, this paper mainly focuses on museum cultural and creative products (MCCP).

The cultural and creative industry of Chinese museums is an important aspect of regional economic development. Additionally, the industry is also an important means to enhance museum self-development capacity, promote the creative transformation of traditional culture, and advance cultural consumption [2]. The MCCP are an important means for museums to serve the public and society, bestow civilisation, spread culture, enhance their own services and circulation functions, and to bring cultural relics to life and tell the Chinese story.

The MCCP research is a popular topic in the cultural and creative industries and tourism economy field. There is much Chinese and non-Chinese research on cultural and creative products from different perspectives. The current MCCP research mainly focuses on the MCCP dilemma and product development and design from the product

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perspective. Furthermore, MCCP design is still in the initial development stage and has a weak foundation [3]. Moreover, there are issues of insufficient depth of integration with museum culture, insufficient theoretical research investment, serious product homogenisation, uneven industrial development, and low MCCP commercialisation [4].

As the demanding party, consumers are an important part of resolving the current development dilemma of MCCP, which are ultimately commodities. To precisely target consumer preferences to meet their needs and ensure that MCCP are commercially successful, it is necessary to investigate the influencing mechanism of MCCP purchase intention (PI).

2. Literature review

2.1. Factors that influence PI

One part of value perception is the perceived benefits of promotion. Consumers will determine whether to purchase a promoted product based on the strength of promotion and how much they can gain from the promotion. Promotion is one of the forms of influence of consumers' value perception on PI [5]. Overall, the following factors influence consumers' willingness to buy:

Individual consumer characteristics, which influence PI based on consumers' personal traits, which mainly include gender, occupation, age, income, and education level [1].

Product features, which influence consumers' product evaluation and thus their willingness to buy. Product features are external characteristics that include the product colour, labelling and packaging, branding, and price. Due to information asymmetry, consumers do not have full knowledge of the internal product information and can only evaluate the product quality through hints, such as appearance, which subsequently affects their willingness to buy. The product colour and price can directly affect consumers' product perception and willingness to buy. First, consumers can relatively evaluate product quality based on the price, where a higher-quality product is typically more highly priced. Consumers also consider whether to buy a product in relation to the price and their own financial resources. Consumers' willingness to buy is also influenced by the product internal characteristics, such as ingredients and texture, where consumers are increasingly concerned about internal characteristics [6].

Customer value perceptions, where Zeithaml et al. [7] classified consumers' willingness to buy as positive or negative. A positive consumer intention to buy a product indicates that the consumer favours the product and is more likely to buy it. Dodds et al. [8] suggested that whether a consumer buys a product depends primarily on the perceived product benefits as compared to the perceived product costs. If the perceived benefits are greater than the perceived costs, then the consumer is more likely to buy the product and vice versa.

2.2. Factors that influence the willingness to purchase MCCP

Numerous studies have examined the factors that influence consumers' willingness to consume museum culture and creativity. Consumer behaviour research suggested that the consistency of beliefs consumers perceive in processing information from external stimuli influences their choice of products and willingness to consume them. At the cultural level, Su and Li [9] stated that consumers' identification with the national culture will enhance their evaluation of the product, which in turn will increase their PI. For museums outside China, Yang [10] demonstrated that the cultural values of pragmatic rationality, authoritative subordination, independence, and nostalgia significantly positively influenced the perceived value (PV) of the cultural products of overseas museums, where functional, emotional, and social values mediate the cultural values and consumption intention of such cultural products.

At the brand level, Jiang [11] stated that museum cultural product brand personality positively influenced consumption intention. At the perceived value level, Wang [12] reported that consumers' perceived enjoyment (PE), perceived culture (PC), and perceived quality (PQ) significantly positively affected PV. The significant positive influence of PC and PQ on PV further influenced consumption intention directly and indirectly through purchase attitudes (AT) and subjective norms (SN). Shu and Shao [13] reported that innovation and experience values under the PV dimension influenced consumers' consumption intentions more significantly.

Much current MCCP research was based on MCCP development and design. Nevertheless, fewer quantitative methods have been used to analyse MCCP based on consumers' willingness to purchase levels. This paper quantitatively explored the factors influencing consumers' willingness to purchase MCCP using a questionnaire and a structural equation model. The findings enrich research on consumers' willingness to purchase MCCP.

3. Conceptual model and related assumptions

The role of consumer PI towards MCCP was investigated using consumer-perceived product-related stimuli (S: PE, PQ, PV, and PC) and normative factors (SN and perceived behavioural control [PBC]) as antecedent variables, consumer cognitive and affective states (O: behavioural attitudes) as mediating variables, and response (R: PI) as outcome variables.

3.1. Influence of antecedent variables on PI

Hedonic motivation is important factor influencing a

person's acceptance of new technologies and their active use of new products. Therefore, Davis et al. [14] identified PE as an important factor influencing consumers' use of new technologies in their technology acceptance model. The PE refers to the emotional experience and degree of enjoyment and pleasure consumers derive when purchasing a tourism cultural and creative product [15].

The PQ refers to consumers' feelings and perceptions of the performance of product attributes when purchasing or using MCCP. The PQ typically includes evaluations about product performance and price [16]. The PV is a consumer's comprehensive product evaluation, which results from comparing the benefits and costs derived from the MCCP [7]. In a study based on travel agency electronic (e)-service quality, Liu et al. [17] demonstrated that PV positively influenced PI as a mediating variable between quality and PI. Research on online paid question and answer (Q&A) platform users' willingness to pay by Li et al. [18] reported on the positive effect of consumers' PV on PI.

The PC refers to the degree of consumers' knowledge of the history and culture of museum cultural creations and their special cultural connotation when they purchase MCCP [19]. Compared with other products, tourism cultural and creative products have cultural attributes. Such products can enhance their product added value and market competition level through creativity and the unique culture inherent to the tourism venue. In a study on the PV and consumption intention towards MCCP, Guo [19] concluded that PC indirectly affected consumption intention by influencing consumer satisfaction. Wang [12] study of the factors influencing the consumption intention of MCCP verified that PC indirectly positively influenced consumers' willingness to purchase.

The theory of planned behaviour suggests that three main factors influence a person's behavioural willingness: AT, SN, and PBC, where behavioural willingness was the most important factor influencing behaviour [20]. A consumer's willingness to buy such a product and therefore whether they buy it is influenced by the consumer's purchase attitude (AT) towards a cultural and creative product, the extent to which important people around them approve or disapprove of the purchase, and the perceived ease of the purchase. A more positive AT, more supportive significant others, and stronger PBC result in a person's stronger willingness to act [21]. Based on the aforementioned findings, the following hypotheses (H) are proposed:

- H1: The PE significantly positively affects PI.
- H2: The PQ significantly positively affects PI.
- H3: The PV significantly positively affects PI.
- H4: The PC significantly positively affects PI.
- H5: The AT significantly positively affects PI.
- H6: The SN significantly positively affects PI.
- H7: The PBC significantly positively affects PI.

3.2 Influence of antecedent variables on Attitudes

Ajzen [20] defined behavioural attitudes as the degree to which a person feels positive or negative about a behaviour and the extent to which they favour it. Behavioural attitude also refers to the person's conceptualisation of the behaviour. The theory of planned behaviour states that behavioural attitudes can influence and predict PI, where a more positive individual behavioural attitude is accompanied by a greater probability of action.

Moon and Kim [22] incorporated the PE variable into their model and confirmed that users' attitudes towards the Internet use stemmed from a combination of PE, perceived usefulness, and perceived ease of use. In an investigation of the factors influencing adolescents' addiction to online virtual communities, Mäntymäki et al. [23] used the motivation theory as a basis to include perceived usefulness and PE as behavioural antecedent variables of attitudes.

The PV is an analysis of consumers' subjective perceptions of a product. Furthermore, PV is dynamic and varies between consumers and product and service changes. It is hypothesised that consumers exhibit more positive attitudes towards purchasing if the MCCP PV is higher. The PQ directly affects consumers' evaluation of the product PV and also affects behavioural attitudes. Numerous consumer decision-making researchers have argued that PQ positively influences PV, which in turn positively influences behavioural attitudes [12].

This paper defines PC as the MCCP cultural and historical value and the educational significance of the products in drawing the public's attention to their background history and culture [19]. It is hypothesised that consumers exhibit more positive attitudes towards purchasing MCCP if the products demonstrate more prominent cultural and educational characteristics and vice versa.

Liu [24] analysed beliefs in a study of the factors influencing consumers' green consumption behaviour. The findings suggested that AT depend on relative personal and social interests and complexity, SN depend on internal and external norms, and PBC depends on self-efficacy and convenience. The author reported that consumers' AT were influenced by experiential and symbolic beliefs and that SN were influenced by normative and control beliefs. For example, behavioural attitudes, SN, PBC, and the experience of attending a wedding banquet all exerted different degrees of positive influence on consumers' intention to purchase wedding banquet products from formal restaurants [25]. It was hypothesised that MCCP SN and PBC positively influence AT. Based on the aforementioned studies, the following hypotheses are proposed:

- H8: The PE significantly positively affects AT.
- H9: The PQ significantly positively affects AT.
- H10: The PV significantly positively affects AT.
- H11: The PC significantly positively affects AT.
- H12: The SN significantly positively affects AT.
- H13: The PBC significantly positively affects AT.

3.3 Intermediary effect

Consumer AT mediate the relationship between consumers' PE, PV, PC, and PI towards MCCP. Furthermore, consumer behavioural attitudes also mediate the relationship between SN and PI. Thus, the hypotheses in Section 2.2 formed the basis for the following hypotheses:

- H14: The AT mediates PE and PI.
- H15: The AT mediates PV and PI.
- H16: The AT mediates PC and PI.
- H17: The AT mediates SN and PI.

Integration of the research hypotheses enabled the construction of a conceptual model of the mechanism influencing consumers' willingness to purchase MCCP (see Figure 1).

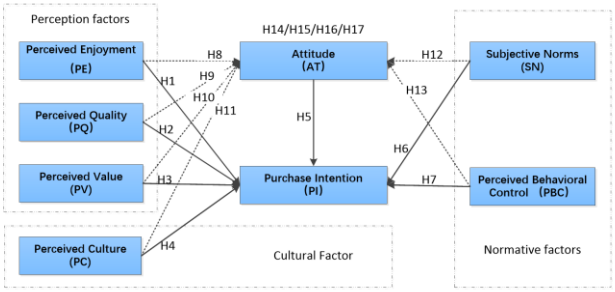

Figure 1. Conceptual framework.

4. Research design

The factors influencing consumers' willingness to purchase MCCP were quantitatively analysed with a questionnaire survey. The largest possible amount of bias was eliminated from the research results and questionnaire reliability was improved using the following measures: (1) the respondents were consumers aged > 18 years old with knowledge of MCCP; (2) the questions were all directed towards the respondents' attitudes and willingness to purchase MCCP and the respondents' own attributes and did not involve past purchasing behaviour; (3) the academic purpose of this paper was explained to the respondents at the beginning of the questionnaire, which did not involve any confidential questions and guaranteed the confidentiality of the respondents' answers; (4) the questionnaire design was reviewed by psychology, management, and art experts and scholars and underwent a pre-research evaluation with general consumers. The questionnaire was revised to exclude obscure and ambiguous questions and answers and measured the variables described in the following sections.

4.1 Questionnaire design

All latent variables in the questionnaire scale referred to relevant studies by Chinese and international researchers. The questionnaire contained 32 items that were scored on a five-point Likert scale. The PE scale was mainly based on the scales of Moon and Kim [22] and Huang et al. [26]. The PE scale involved four statements: "using MCCP stimulates my curiosity"; "MCCP would make me feel good"; "I would enjoy using MCCP"; "using MCCP sparks my imagination".

The PQ scale was based on Sweeney and Soutar's [27] research scale. The PQ statements were as follows: "MCCP are well made"; "MCCP demonstrate an acceptable quality standard"; "MCCP demonstrate consistent quality"; "I feel that the MCCP quality meets my expectations after I use them". The PV scale was primarily based on Sirdeshmukh et al.'s [28] research scale and included four statements: "I paid an extremely reasonable price to purchase the MCCP"; "I exerted highly reasonable effort to purchase the MCCP"; "I spent a worthwhile time purchasing the MCCP"; "overall, the experience of purchasing MCCP was extremely good value".

The AT scale was mainly based on the research scales of Sweeney and Soutar [27] and Moon and Kim [22] albeit with appropriate modifications for the MCCP theme. The AT scale contained the following statements: "MCCP would make me feel good"; "purchasing MCCP would give me pleasure"; "using MCCP is a pleasant idea". The SN scale was based on the Taylor and Todd [29] and Bhattacherjee [30] research scales. The SN scale contained the following items: "people important to me think that I should purchase MCCP"; "people who influenced my behaviour think that I should purchase MCCP"; "people important to me supported my MCCP purchase"; "people who influenced my behaviour wanted me to purchase MCCP"; "I want to do what people important to me think I should do" ; "I want to do what people who influenced my behaviour think I should do".

The PBC scale was based on the Taylor and Todd [29] and Venkatesh et al. [31] research scales. The scale contained the following four items: "I had the resources and knowledge to purchase MCCP"; "it would be easy for me to purchase MCCP"; "I had the ability to purchase the MCCP"; "purchasing MCCP is entirely within my control". The PI primarily referenced that scales of Ho et al. [32], Moon and Kim [22], and Huang et al. [26]. The PI scale contained the following items: "I would like to have more information about MCCP"; "I am likely to purchase MCCP"; "I will strongly recommend purchasing MCCP to others"; "I intend to purchase MCCP in the future".

4.2 Data collection

The empirical analysis was performed using structural equation modelling. Due to coronavirus disease 2019 (COVID-19) pandemic lockdowns, the questionnaire was distributed online. The survey was used to obtain primary data and the respondents' evaluations of the factors affecting their willingness to purchase MCCP and their basic personal characteristics. The information was used to provide data support for subsequent quantitative analysis.

The first survey was conducted between October 2021 and November 2021 using the SurveyMonkey website,

where 223 questionnaires were returned from Chinese consumers of museum products. The second SurveyMonkey survey was conducted between November 2022 and December 2022, where 268 valid questionnaires were returned from Malaysian consumers of museum products. The sample size was 491 (223 Chinese consumers and 268 Malaysian consumers), which was much larger than the structural equation modelling requirement. The sample size did not affect the subsequent empirical analysis.

5. Empirical analysis

5.1. Sample demographic characteristics

Of the total respondents, 52.34% were male and 47.66% were female, which indicated a relatively balanced gender distribution. Up to 42.15% of the respondents aged between 18 and 30 years old demonstrated greater interest in MCCP while those aged > 51 years old (10.18%) were less interested in MCCP.

An intangible cultural heritage, museum cultural products are connotation-rich and have broad influence and are better appreciated by consumers with a certain knowledge level. The respondents who held a Bachelor's degree (40.73%) and a postgraduate degree or higher (41.75%) were more interested in MCCP. Regarding the occupational composition, students (37.88%) and government workers (34.01%) were more educated and interested in MCCP while freelancers (4.68%) and working-class consumers, such as farmers and housewives (6.31%), demonstrated less interest in MCCP.

5.2. Data testing

5.2.1. Reliability analysis

SPSS 25 was used to calculate the Cronbach α coefficients for the overall and sub-item scales and the alpha coefficients after the measure items had been removed (Table 1). The Cronbach α coefficients for each measure and the total scale were > 0.7. The dimensional scale alpha coefficients were not significantly increased after the deletion of any item. Thus, the results demonstrated that the scales in this study had good reliability.

Table 1. Reliability test results.

Variable	Item	Cronbach α	Cronbach α if item was deleted
PE	PE1	0.904	0.872
	PE2		0.869
	PE3		0.870
	PE4		0.891
PQ	PQ1	0.894	0.861
	PQ2		0.875
	PQ3		0.851
	PQ4		0.865
PV	PV1	0.900	0.869
	PV2		0.864
	PV3		0.865
	PV4		0.885
PC	PC1	0.908	0.877
	PC2		0.867
	PC3		0.873
	PC4		0.906
AT	AT1	0.882	0.901
	AT2		0.779
	AT3		0.800
PI	PI1	0.918	0.899

Variable	Item	Cronbach α	Cronbach α if item was deleted
	PI2		0.886
	PI3		0.898
	PI4		0.891
SN	SN1	0.941	0.933
	SN2		0.928
	SN3		0.933
	SN4		0.928
	SN5		0.929
	SN6		0.931
PBC	PBC1	0.875	0.849
	PBC2		0.838
	PBC3		0.816
	PBC4		0.857

5.2.2. Validity analysis

The scale validity was analysed using SPSS 21. Table 2 demonstrates that the Kaiser-Meyer-Olkin (KMO) values were all > 0.7 and the Bartlett sphericity test results were all significant. Before conducting the convergent and compartmental validity testing, a structural model of the influence mechanism of consumers' willingness to purchase MCCP was constructed using AMOS 26.0 based on formal research data (see Figure 2). The factor loadings were in the range of 0.69 to 0.92 (Figure 2) with good convergent validity for each scale. The correlation coefficients between the eight latent variables were in the range of 0.08 to 0.55, excluding one, and with good interval validity for the latent variables.

Table 2. Validity test results.

Variable	KMO	Bartlett test		
		Approximate chi square	Degree of freedom (df)	P-value
PE	0.825	1274.999	6	0
PQ	0.829	1145.717	6	0
PV	0.848	1190.981	6	0
PC	0.844	1321.389	6	0
AT	0.712	861.747	3	0
PI	0.822	1455.491	6	0
SN	0.915	2501.767	15	0
PBC	0.797	1048.442	6	0

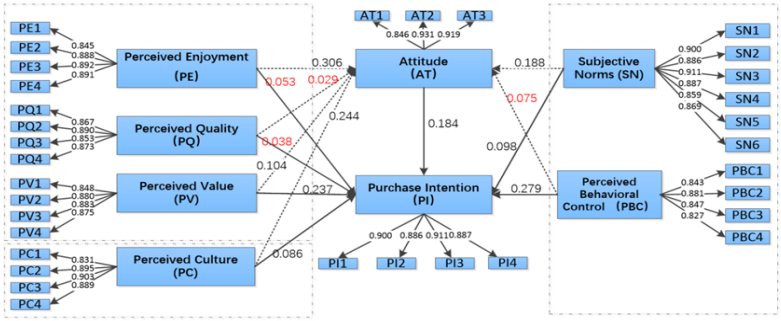

Figure 2. Structural model of influencing mechanism of MCCP PI.

5.2.3. Hypotheses testing

The model was tested using AMOS 24.0. Table 3 depicts the specific model fit indicators and that the model fit was good. Table 4 lists the path coefficients between the variables. The hypotheses testing revealed that the path coefficients between PE and PQ to PI and between PQ and PBC to AT were not significant.

Table 3. Model fit testing results.

Fitted indicator	Indicator value	Fitting
$\chi 2$ or degree of freedom (df)	3.054	Close to 3, average fit
GFI	0.843	Close to 0.9, average fit
AGFI	0.812	Close to 0.9, average fit
RMSEA	0.065	< 0.10, fits well
NFI	0.911	> 0.9, fits well
NNFI	0.930	> 0.9, fits well

Table 4. Hypothesis testing results

Path	Standard error (SE)	z	P	Normalised path coefficient	Result
PE→PI	0.046	1.154	0.248	0.053	Not supported
PQ→PI	0.042	0.986	0.324	0.038	Not supported
PV→PI	0.050	5.053	0.000	0.237	support
PC→PI	0.040	1.980	0.048	0.086	Supported
AT→PI	0.041	4.277	0.000	0.184	Supported
SN→PI	0.047	2.190	0.029	0.098	Supported
PBC→PI	0.040	7.158	0.000	0.279	Supported
PE→AT	0.049	6.635	0.000	0.306	Supported
PQ→AT	0.047	0.734	0.463	0.029	Not supported
PV→AT	0.055	2.129	0.033	0.104	Supported
PC→AT	0.043	5.512	0.000	0.244	Supported
SN→AT	0.051	4.074	0.000	0.188	Supported
PBC→AT	0.044	1.826	0.068	0.075	Not supported

The results clearly indicated that the path was not significant when PE affected PI ($z = 1.154$, $p = 0.248 > 0.05$), which indicated that PE did not affect PI. The path was also insignificant when PQ affected PI ($z = 0.986$, $p = 0.324 > 0.05$), thus indicating that PQ did not affect PI. The standardised path coefficient value for the effect of PV on PI was $0.237 > 0$. The path demonstrated significance at the 0.01 level ($z = 5.053$, $p = 0.000 < 0.01$), thus indicating that PV significantly positively affected PI. The standardised path coefficient value for the effect of AT on PI was $0.184 > 0$. The path demonstrated a 0.01 level of significance ($z = 4.277$, $p = 0.000 < 0.01$), thus indicating a significant positive effect of AT on PI. The standardised path coefficient value for the effect of SN on PI was $0.098 > 0$. The path was significant at the 0.05 level ($z = 2.190$, $p = 0.029 < 0.05$), thus indicating that SN significantly positively affected PI. The path for the effect of PBC on PI demonstrated a 0.01 level of significance ($z = 7.158$, $p = 0.000 < 0.01$), thus indicating that PBC significantly positively influenced PI.

The standardised path coefficient value for the effect of PE on AT was $0.306 > 0$. The path demonstrated significance at the 0.01 level ($z = 6.635$, $p = 0.000 < 0.01$), thus indicating a significant positive effect of PE on AT. The standardised path coefficient value for the effect of PV on AT was $0.104 > 0$. The path demonstrated significance at the 0.05 level ($z = 2.129$, $p = 0.033 < 0.05$), thus indicating a significant positive effect of PV on AT. The standardised path coefficient for the effect of PC on AT was $0.244 > 0$. The path demonstrated a 0.01 level of significance ($z = 5.512$, $p = 0.000 < 0.01$), thus indicating that PC significantly positively affected AT. The standardised path coefficient value for the effect of SN on AT was $0.188 > 0$. The path demonstrated a 0.01 level of significance ($z = 4.074$, $p = 0.000 < 0.01$), thus indicating that SN significantly positively affected AT. The path for the influence of PQ on AT did not demonstrate significance ($z = 0.734$, $p = 0.463 > 0.05$), thus indicating that PQ did not influence AT. Furthermore, the path did not demonstrate significance for the effect of PBC on AT ($z = 1.826$, $p = 0.068 > 0.05$), thus indicating that PBC did not influence AT.

Table 5 lists the modified model fit indices after the non-significant paths had been removed. Table 6 lists the coefficients between the variables of the modified model. The modified model was established and validated (see Figure 3), which determined that the model fit well and can be adopted.

Table 5. Modified model fit test results.

Fitted indicator	Indicator value	Fitting
$\chi 2$ or df	2.764	< 3, fits well
GFI	0.999	> 0.9, fits well
AGFI	0.987	> 0.9, fits well
RMSEA	0.060	< 0.10, fits well
NFI	0.998	> 0.9, fits well
NNFI	0.990	> 0.9, fits well

Table 6. Modified hypothesis testing results.

Path	SE	z (CR)	P	Normalised path coefficient	Result
PV→PI	0.047	5.975	0.000	0.262	Supported
PC→PI	0.037	2.661	0.008	0.108	Supported
AT→PI	0.039	4.911	0.000	0.201	Supported
SN→PI	0.047	2.332	0.020	0.104	Supported
PBC→PI	0.039	7.767	0.000	0.294	Supported
PE→AT	0.049	7.193	0.000	0.326	Supported
PV→AT	0.051	3.031	0.002	0.136	Supported
PC→AT	0.042	5.986	0.000	0.261	Supported
SN→AT	0.050	4.684	0.000	0.211	Supported

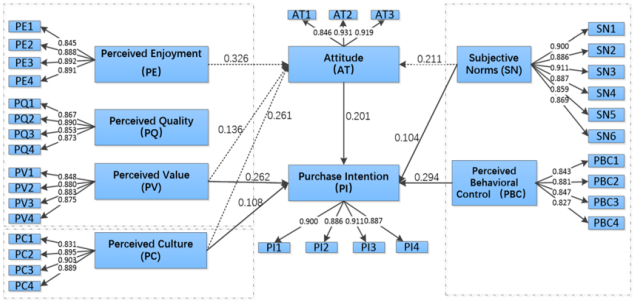

Figure 3. Modified model.

The results indicated that PBC and PV had a stronger influence on PI that was significantly higher than that of SN and PC. The path coefficient values were as follows: PBC = 0.294, PV = 0.262, SN = 0.104, and PC = 0.108. The PE had the strongest influence on AT, followed by PC and PV. The path coefficient values were as follows: PE = 0.326, PC = 0.261, and PV = 0.136.

5.3. Intermediary effect testing

Bayesian programming in AMOS 26.0 was used for the multiple mediation effect test. Subsequently, the sample was repeated 5000 times through the Bootstrap programme to produce 95% confidence intervals (CI) to test for attitude mediation (Table 7). Figure 3 demonstrates that the path coefficients between the variables were all significant ($p \leqslant 0.05$). The mediation test results in Table 7 indicate that the confidence interval corresponding to each path coefficient did not include zero. Furthermore, the average indirect effect of each path did not exceed the CI upper and lower limits. The results demonstrated that AT mediated the relationship between the PE, PV, PC, and PI of MCCP consumers. Additionally, AT mediated the relationship between SN and PI.

Table 7. Mediation test results.

Path	Total effect	(a*b mediated effect values)	95% bootstrap CI (BootCI)		Result
			Upper limit	Lower limit	
PE→AT→PI	0.176	0.061	0.026	0.106	Fully intermediary
PV→AT→PI	0.371	0.027	0.005	0.054	Partially intermediary
PC→AT→PI	0.174	0.044	0.017	0.092	Partially intermediary
SN→AT→PI	0.227	0.041	0.013	0.075	Partially intermediary

6. Discussion

Previous research on MCCP in China focused on cultural and creative product development and design. Nonetheless, such products were rarely analysed quantitatively based on consumers' willingness to purchase. This study quantitatively explored the influence mechanism of PI towards MCCP.

The finding that PV, PC, PA, SN, and PBC all directly and significantly affected the formation of consumers' willingness to purchase MCCP were consistent with the findings in the literature. Additionally, the findings confirmed that the five factors that affected the willingness to purchase general goods were also applicable to MCCP. The main theoretical contribution of the findings was that they confirmed that PV, PC, PA, SN, and PBC increased consumers' willingness to purchase MCCP. Additionally, the findings also identified the strength of the influence of PV, PC, PA, SN, and PBC on the willingness to purchase MCCP. The most significant influence on willingness to purchase was PBC. This influence was followed by that of PV and AT (path coefficient values: consumer knowledge = 0.294, PV = 0.262, and AT = 0.201). Lastly, AT mediated the relationship between PE, PC, PV, and PI and between SN and PI. Furthermore, the importance of AT and the necessity of PE were demonstrated.

The findings have implications for enhancing consumers' willingness to purchase MCCP, improving MCCP market competitiveness, and promoting enterprise productions and sales.

7. Conclusion

Multiple factors influence consumer behaviour, which ultimately results from complex and variable reasons that could change over time. Therefore, subsequent studies should attempt to improve the model by exploring more factors that influence consumer behavioural attitudes and intentions. The scale dimensions can be expanded by combining the results of expert interviews, consumer feedback, field surveys of tourist attractions and related cultural and creative enterprises, adding observed or latent variables, and comparing the model adaptation results to select the optimal model for a more comprehensive study.

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