

From cultural heritage to local economic development: Evidence from consumer purchase intention toward heritage souvenirs in Vietnam

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Abstract: This study aims to examine the impact of four key perception-based variables on consumer purchase intention as a mechanism linking cultural heritage to local economic development through heritage souvenirs in Vietnam. A survey was conducted with a sample of 323 domestic tourists during the Hung Kings Temple Festival in 2025. Using Structural Equation Modeling (SEM), the study evaluates the influence of Perceived Cultural Value (PCV), Perceived Product Price (PPP), Perceived Product Design (PPD), and Perceived Availability (PA) on Purchase Intention (PI). The results reveal that all four constructs have positive and statistically significant effects on PI, with PCV exerting the strongest total impact ($\beta = 0.615$), followed by PPP ($\beta = 0.282$), PPD ($\beta = 0.268$), and PA ($\beta = 0.143$). Furthermore, the analysis confirms the mediating role of PPP in the relationship between PCV, PPD, and PI. These findings hold substantial implications for the development of cultural heritage souvenirs. Enhancing the perceived value of heritage through effective product design, appropriate pricing, and improved accessibility can strengthen market acceptance, thereby contributing positively to tourism-driven local economic development. This study provides valuable empirical evidence to support businesses and policymakers in formulating effective strategies aimed at strengthening the cultural heritage souvenir sector.

Keywords: Consumer purchase intention, Cultural heritage, Heritage souvenirs, Local economic development, Vietnam.

1. Introduction

Traditional culture has great emotional significance, symbolizing the distinct history and cultural legacy of a country or an area [1]. Products enabled by traditional culture may arouse consumers' emotional resonance due to their love and identification with traditional culture, which may encourage them to buy connected products. Products that embody traditional cultural symbols serve as a medium to convey the profound meanings and aesthetic values of a culture to consumers, thereby enhancing historical awareness and contributing to the preservation of national identity [2, 3]. In light of this insight, the development of cultural heritage souvenirs has become a pivotal component in the heritage tourism strategies of many localities. These tangible artifacts serve as cultural ambassadors, forging a meaningful link between tourists and the cultural heritage of the destination [3-6]. On one hand, the promotion of such souvenirs contributes to economic growth by generating income, creating jobs, and encouraging local entrepreneurship [7, 8]. On the other hand, it plays a vital role in safeguarding and revitalizing traditional values and cultural identity within the community [3, 4, 6].

Recent studies from various countries have demonstrated that cultural heritage, when strategically transformed through refined design and effective market positioning, not only serves as a symbolic representation of national identity but can also become an engine for local economic growth. Cultural heritage has been shown to positively influence economic growth by generating income, employment, and revenue [9]. One of the most effective ways to realize the economic value of cultural heritage is to transform it into tangible products such as souvenirs. In China, culturally inspired products such as the "Auspicious Beast Opera Palace" scented candles, the "A Thousand Miles of Rivers and Mountains" paper carving lamp, the wax seal of the Forbidden City, and the Flower God headband have received strong consumer support, which has contributed to a rapid increase in their sales [2, 10]. In Ghana, indigenous symbols such as Adinkra and the akuaba doll have been incorporated into interior design elements, including printed fabrics, wall art, and decorative items. This practice not only helps preserve cultural heritage but also creates economic opportunities through the sale of handcrafted products [11].

Comprehending the factors that influence consumer decision-making in the cultural market is essential for safeguarding and advancing the local economy and culture [12]. Although souvenir products designed with cultural heritage elements play an important role in preserving national identity, from an economic perspective, these products are essentially market commodities, and their long-term sustainability ultimately depends on whether consumers are willing to purchase them [2]. Consumer response to products is a fundamental source of economic efficiency, as acceptance, preference, and purchase behavior generate revenue and profit, stimulate production, and thereby enhance economic performance at both the micro and macro levels [13]. Therefore, to boost the sales of cultural heritage souvenirs, it is essential to identify the factors that influence consumers' purchase intentions toward these products so that appropriate strategic interventions can be designed and implemented.

The cultural heritage of the Hung Kings in Vietnam is represented through ancient legends, ancestral worship practices, and the annual Hung Kings Temple Festival. In 2012, UNESCO officially recognized the worship of the Hung Kings as an Intangible Cultural Heritage of Humanity (UNESCO.org). This heritage serves as a powerful symbol of the national origins and the cultural and moral identity of the Vietnamese people. Its significant importance offers a strong basis for transforming Hung Kings' cultural heritage into economic products, particularly in the form of heritage-themed souvenirs. Despite the potential, the economic benefits of souvenirs inspired by the Hung Kings' heritage remain largely untapped, particularly regarding consumer behavior.

The primary motivation for this study lies in the research gap regarding the factors influencing purchase intention toward cultural heritage souvenirs. While many studies have highlighted the role of souvenirs as "tourism ambassadors" and contributors to local economic development, there remains a notable lack of empirical research investigating consumer purchase intentions in this context. Are consumers truly willing to purchase products that incorporate elements of cultural heritage? Do they value cultural significance, design, price, or something else? Without a clear understanding of the factors that drive purchase intention, efforts to transform cultural heritage into economic value may remain purely conceptual, resulting in limited practical outcomes.

This study's second motivation stems from emerging markets such as Vietnam, where transforming traditional cultural values into economically viable products remains a significant challenge. The worship of the Hung Kings is recognized by UNESCO as an intangible cultural heritage of humanity, symbolizing the ancestral roots of the Vietnamese people. In recent years, this cultural heritage has been revitalized through the creation of souvenir products that capture the spirit of the Hung Kings, contributing not only to heritage preservation but also opening new avenues for local economic development through the cultural and creative industries. However, this approach has not been systematically or effectively developed due to its novelty.

The objectives of this paper are to investigate the key factors that influence purchase intention toward Hung King's cultural heritage souvenirs in Vietnam and to provide recommendations for

developing culturally meaningful and economically viable heritage souvenirs in the context of emerging markets.

After this introduction, the paper is constructed as follows: A literature review and hypotheses are presented in Section 2. Then, the research design and methodology will be presented in Section 3. The next section describes the results and discussion. The conclusions and implications will be contemplated in Section 5. The final section outlines the references.

2. Literature Review and Hypotheses

2.1. Theory Background

Ajzen [14] introduced the Theory of Planned Behavior, which highlights that behavioral intention is the most important factor in predicting actual behavior. From the perspective of consumer purchasing behavior, this theory suggests that the stronger a consumer's intention to purchase, the greater the likelihood of actual purchasing. Ajzen [14] explained human behavior through three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude reflects an individual's positive or negative evaluation of the behavior. Subjective norms refer to the influence of social groups or people around the individual on their decision-making. Perceived behavioral control indicates the extent to which an individual feels they can perform the behavior based on factors such as resources and accessibility. These three elements play a crucial role in understanding why individuals may choose to engage in or refrain from certain actions.

Cultural heritage souvenirs are unique products that possess significant cultural value, distinguishing them from ordinary consumer goods. In this study, we focus on two key components of the Theory of Planned Behavior (TPB): attitude and perceived behavioral control, to explain purchase intention toward cultural heritage souvenirs.

2.2. Perceived Cultural Value and Purchase Intention

Perceived value is a crucial factor in predicting behavioral intentions [14, 15]. The connection of a product to the local area and its authenticity are the key attributes that matter most [16]. Cultural heritage souvenirs can encourage purchasing behavior when they effectively convey the true meaning of cultural heritage and evoke unique emotions and feelings in customers. Conversely, if the cultural heritage value of the product is presented in a dull manner or if consumers are unaware of its heritage significance, it will adversely affect tourists' purchasing behaviors.

Liu and Zhao [2] illustrated that a tea set with an ancient theme can immerse customers in a rich historical atmosphere and cultural significance while they enjoy their tea. Liu et al. [15] provided empirical evidence of a negative relationship between perceived value and purchasing behavior regarding the Wangkui Shadow Souvenir in China. The Wangkui shadow is a unique combination of various art forms, such as painting, sculpture, paper-cutting, opera, and performance. In 2011, it was added to the UNESCO Intangible Cultural Heritage List. The study by Liu et al. [15] indicated that the perception of the Wangkui Shadow souvenir was not positive, which had a significant negative impact on the purchase intention of the Wangkui shadow. Therefore, efforts are needed to improve consumer perception. When consumers connect with their country's traditional culture, it enhances their perceived value of cultural symbol products, which increases their willingness to purchase. In Vietnam, the worship of the Hung Kings holds a vital place in the spiritual and emotional lives of many generations of Vietnamese people. This belief system has been present since ancient times and has significantly shaped the unique and influential culture of the Vietnamese. Based on the positive perceptions surrounding the worship of the Hung Kings, we propose the following hypothesis:

H₁: Perceived Cultural Value (PCV) positively affects consumers' purchase intention toward Hung Kings-themed souvenirs.

2.3. Perceived Product Design and Purchase Intention

Product design is essential for attracting consumer attention and influencing purchasing behavior. Swanson [8] emphasized that products with attractive, creative, and user-friendly designs not only capture attention but also influence purchasing behavior. When consumers are informed that a product is "handmade," they show greater interest and purchase intention compared to when they are told it is "machine-made" [17]. When consumers find a product's design appealing, harmonious, and representative of meaningful cultural values, they are more likely to appreciate it and be willing to pay for it. The study on the Palace Museum's artistic and creative products illustrated that visitors were more likely to buy souvenirs if they perceived them as creatively designed [10]. Considering the factors mentioned above, we propose the following research hypothesis:

H₂: Perceived Product Design (PPD) positively affects consumers' purchase intention toward Hung Kings-themed souvenirs.

2.4. Perceived Product Price and Purchase Intention

The price of a product significantly influences consumer behavior, affecting how they evaluate its value and their willingness to pay [18, 19]. Consumers are more inclined to intend to purchase products when they perceive the price as reasonable and aligned with the product's value [8]. The study by Li et al. [10] demonstrated that perceived price value positively influences purchase intention for cultural creative products, especially in museum contexts. Given the importance of perceived product price in shaping consumer behavior, we propose the following hypothesis:

H₃: Perceived Product Price (PPP) positively affects consumers' purchase intention toward Hung Kings-themed souvenirs.

2.5. Perceived Availability and Purchase Intention

The availability of a product is crucial for boosting sales [20, 21]. Perceived availability refers to how accessible and attainable consumers believe a product is when they need or want it [21]. In consumer behavior research, product availability is recognized as a crucial factor influencing purchase decisions. This importance is heightened in the context of cultural heritage souvenirs, where the perceived ease of access to a product not only determines the likelihood of making a purchase but also impacts its significance and perceived value as a cultural heritage item. Using an experimental design, Weissmann and Hock [22] demonstrated that consumers' purchase intentions are positively influenced by the perceived availability of a product. Their findings suggest that a lack of available products serves as a key barrier, preventing consumers from purchasing souvenirs even when there is a strong interest or cultural significance. According to the Theory of Planned Behavior proposed by Ajzen [14], perceived availability is a component of perceived behavioral control. This refers to an individual's belief in their ability to perform a specific action. When cultural heritage souvenirs are seen as easily accessible, consumers are more likely to consider them in their purchasing decisions. Based on this reasoning, we propose the following hypothesis:

H₄: Perceived Availability (PA) positively affects consumers' purchase intention toward Hung Kings-themed souvenirs.

In summary, this paper synthesizes relevant literature to construct a theoretical model. The key variables encompass perceived cultural value, perceived product design, perceived product price, perceived availability, and purchase intention. The model is illustrated in Figure 1.

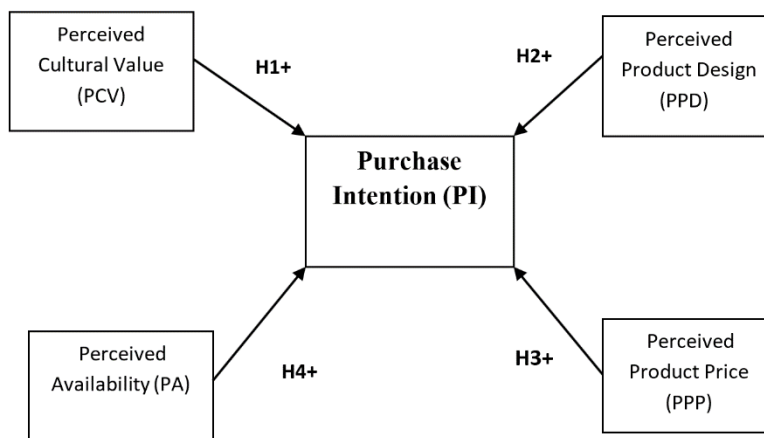


Figure 1.
Theoretical model.

3. Methodology

The scale has been developed based on recent literature and adjusted to align with the specific characteristics of cultural heritage souvenirs discussed in this paper. Drawing from previous scholarly research, the purchase intention of consumers regarding Hung Kings-themed souvenirs is measured using five items. Perceived Cultural Value (PCV) is evaluated through five items, whereas Perceived Product Design (PPD), Perceived Product Price (PPP), and Perceived Availability (PA) each include four measurement items. The content of the scale presented in this paper is detailed in Table 1.

Table 1.
Model measurement list.

Variable	Coding	Description	Source
Perceived Cultural Value (PCV)	PCV1	Hung Kings-themed souvenirs have educational value and reflect national origins.	Liu and Zhao [2] and Liu et al. [15]
	PCV2	The patterns and symbols featured on Hung Kings-themed souvenirs embody rich artistic and cultural values.	
	PCV3	Hung Kings-themed souvenirs evoke a sense of sacredness and national pride, believed to bring good fortune.	
	PCV4	These souvenirs can help younger generations better understand the Hung Kings era and the roots of Vietnamese identity.	
	PCV5	Owning or gifting Hung Kings-themed souvenirs is a meaningful way to show respect for national history.	
Perceived Product Design (PPD)	PPD1	Hung Kings-themed souvenirs have an attractive and eye-catching appearance.	Liu and Zhao [2] and Li et al. [10]
	PPD2	The product design reflects a harmonious blend of tradition and modernity.	
	PPD3	I find these souvenirs to be highly functional (for display, as gifts, etc.).	
	PPD4	The products are creative and aesthetically pleasing, especially through their handcrafted details.	
Perceived Product Price (PPP)	PPP1	The price of Hung Kings-themed souvenirs is reasonable considering the quality of the product.	Li, et al. [10]
	PPP2	I feel that the price of Hung Kings-themed souvenirs is fair compared to other cultural	

		souvenir products.	
	PPP3	The price of Hung Kings-themed souvenirs fits my travel budget.	
	PPP4	I am willing to pay a higher price for a Hung Kings-themed souvenir if it carries special cultural value.	
Perceived Availability (PA)	PA1	I can easily find Hung Kings-themed souvenirs at the Hung Kings Temple historical site.	Weissmann and Hock [22]
	PA2	Promotional activities for Hung Kings-themed souvenirs at the tourist site attract my attention.	
	PA3	Buying Hung Kings-themed souvenirs directly at the heritage site provides a more meaningful experience.	
	PA4	I would like to have easier access to these souvenirs through online channels.	
Purchase Intention (PI)	PI1	I am willing to buy souvenirs featuring the cultural identity of the Hung Kings in the future.	Liu and Zhao [2]
	PI2	I will prioritize choosing Hung Kings-themed souvenirs over other conventional souvenir products.	
	PI3	I intend to buy Hung Kings-themed souvenirs when visiting the Hung Kings Temple historical site.	
	PI4	I will consider buying more than one Hung Kings-themed souvenir as gifts for others.	
	PI5	I will recommend Hung Kings-themed souvenirs to my friends or family.	

The survey questionnaire consists of two main sections. The first section collects respondents' demographic information. The second section measures perceived customer value and purchase intention related to Hung Kings-themed souvenirs. All items in this paper are assessed using a five-point Likert scale, ranging from "strongly disagree (1)" to "strongly agree (5)." This study focuses on a collection of souvenir products designed by the research team and handcrafted by artisans in Phu Tho province, Vietnam. The collection features a patterned ceramic tea box adorned with hand-painted Dong Son drum motifs and gold accents. It also includes a ceramic painting titled "Hung King Teaching His People to Grow Rice," comic books based on the legends of the Hung Kings, a silk scarf called "The Warmth of Mother Au Co," and a crane-shaped brooch. Each item draws inspiration from the legends of the Hung Kings and folk tales of the ancestral land, embodying the cultural depth and national identity of Vietnam. These products also represent significant cultural and economic opportunities, connecting heritage with the consumer market as part of sustainable tourism development.

The questionnaire was distributed from March 29 to April 7, 2025, corresponding to the period from the 1st to the 10th day of the third lunar month. This timeframe coincides with the annual Hung Kings Temple Festival. At the Hung Kings Historical Relic Site, a booth featuring souvenirs themed around the Hung Kings was set up for visitors to explore. After observing and learning about the products at the booth, domestic tourists were asked if they would like to participate in a survey. Those who agreed were given either a printed questionnaire or a link to an online survey. A total of 400 responses were collected, among which 323 were deemed valid after removing incomplete or insincere responses, resulting in a response rate of 80.75%.

Table 2.
Demographic characteristics (n = 323).

Measure	n	%	Measure	n	%
Age group			Current occupation		
Generation X (born 1965–1980)	54	16.7	Student	99	30.7
Generation Y (born 1981–1996)	159	49.2	Self-employed	28	8.7
Generation Z (born 1997–2012)	110	34.1	Office worker or public employee	174	53.9
Gender			Other	22	6.8
Male	86	26.6	Average monthly income		
Female	237	73.4	Under 5 million VND	107	33.1
Highest level of education			5–10 million VND	71	22.0
High school	51	15.8	10–20 million VND	116	35.9
College, vocational, or university degree	217	67.2	Over 20 million VND	29	9.0
Postgraduate	55	17.0			

The demographic characteristics of the research sample, as presented in Table 2, indicate that the majority of respondents belonged to Generation Y (born from 1981 to 1996), accounting for 49.2%, followed by Generation Z with 34.1% and Generation X with 16.7%. Female respondents were dominant, making up 73.4% of the sample, while males accounted for only 26.6%. In terms of educational attainment, most participants held a college, vocational, or university degree (67.2%), while 17.0% had a postgraduate degree and 15.8% had completed only high school. Regarding occupation, office workers and public employees represented the largest group with 53.9%, followed by students with 30.7%, self-employed individuals with 8.7%, and others with 6.8%. In terms of average monthly income, 35.9% of respondents reported earning between 10 and 20 million VND, 33.1% earned less than 5 million VND, 22.0% earned between 5 and 10 million VND, and only 9.0% earned more than 20 million VND. These characteristics suggest that the sample is diverse in terms of age, income, and occupation, and it reflects a group of respondents capable of perceiving and evaluating the cultural and economic value of traditional souvenir products, specifically those inspired by the cultural heritage of the Hung Kings.

4. Results and Discussions

The data were analyzed using SmartPLS 4.0 software. The evaluation of a PLS-SEM model typically follows a two-step procedure: Step 1 involves assessing measurement models, including both reflective and formative measurement models; and Step 2 involves assessing the structural model.

Table 3.
Reliability and aggregation validity tests.

Coding	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
PA	0.842	0.883	0.891	0.672
PCV	0.863	0.863	0.901	0.646
PI	0.879	0.881	0.912	0.674
PPD	0.762	0.764	0.849	0.584
PPP	0.781	0.786	0.859	0.603

Table 3 shows that the Cronbach's alpha coefficients, as well as the composite reliability coefficients rho A and rho C, mostly fall within the range of 0.7 to 0.9. Although the coefficients for PI and PCV exceed 0.9, they remain below the threshold of 0.95, indicating that there is no excessive redundancy among observed variables. Therefore, the latent constructs PA, PCV, PI, PPD, and PPP demonstrate high internal consistency reliability. Additionally, the AVE (Average Variance Extracted) values for PA,

PCV, PI, PPD, and PPP are all greater than 0.5, suggesting that more than 50% of the variance in these latent constructs is explained by their respective observed variables.

The assessment of the formative measurement model using a bootstrapping procedure with 10,000 resamples shows that the mean outer loading values across the resamples do not differ significantly from the original outer loading values (t-tests with p-values ≤ 0.05). The outer loading values fall within the 95% confidence interval, and the difference between the mean outer loadings and the original values is minimal. These results indicate that the indicators are highly reliable in representing the characteristics of their respective latent constructs. Additionally, the analysis of collinearity between indicators (VIF) reveals no multicollinearity issues for the latent constructs PA, PCV, PPD, and PPP, as all VIF values are below the threshold of 3.

Table 4.
Results of Direct Effects.

Effects	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
PA -> PI	0.143	0.148	0.041	3.461	0.001
PCV -> PI	0.314	0.313	0.056	5.573	0.000
PPD -> PI	0.225	0.223	0.046	4.832	0.000
PPP -> PI	0.282	0.282	0.055	5.114	0.000
PCV -> PPD	0.562	0.564	0.038	14.895	0.000
PCV -> PPP	0.532	0.533	0.046	11.670	0.000
PPD -> PPP	0.154	0.156	0.054	2.842	0.004

Table 4 presents the results of the direct effects among the key constructs in the structural model. Regarding the endogenous variable Purchase Intention (PI), the path coefficients indicate that Perceived Cultural Value (PCV) ($\beta = 0.314$), Perceived Product Design (PPD) ($\beta = 0.225$), Perceived Product Price (PPP) ($\beta = 0.282$), and Perceived Availability (PA) ($\beta = 0.143$) all exert a positive and statistically significant influence on PI. Among these, PCV has the strongest impact on PI, followed by PPP, PPD, and PA. Additionally, the study examines relationships among the endogenous variables. For PPP, the results show that both PCV ($\beta = 0.532$) and PPD ($\beta = 0.154$) positively and significantly influence it, with PCV having a markedly greater effect. Regarding PPD, the analysis indicates that PCV ($\beta = 0.562$) exerts a strong and statistically significant positive impact.

Table 5.
Results of Indirect Effects.

Effects	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
PPD -> PPP -> PI	0.044	0.044	0.017	2.541	0.011
PCV -> PPD -> PPP	0.087	0.088	0.031	2.759	0.006
PCV -> PPP -> PI	0.150	0.151	0.033	4.510	0.000
PCV -> PPD -> PI	0.126	0.126	0.028	4.490	0.000
PCV -> PPD -> PPP -> PI	0.024	0.025	0.010	2.489	0.013

Table 5 presents the results of the indirect effects. Specifically:

PCV has an indirect effect on PI through PPP, with a path coefficient of $PCV \rightarrow PPP \rightarrow PI = 0.150$, which is statistically significant. Additionally, PCV also indirectly influences PI through PPD, with $PCV \rightarrow PPD \rightarrow PI = 0.126$, which is statistically significant. Moreover, PCV has an indirect effect on PI through both PPD and PPP, with $PCV \rightarrow PPD \rightarrow PPP \rightarrow PI = 0.024$, and this effect is also statistically significant.

PPD has an indirect effect on PI through PPP, with a path coefficient of $PPD \rightarrow PPP \rightarrow PI = 0.044$, and this effect is statistically significant.

PCV also indirectly influences PPP through PPD, with $PCV \rightarrow PPD \rightarrow PPP = 0.087$, and the effect is statistically significant.

Table 6.
Results of Total Effects.

Effects	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
PA -> PI	0.143	0.148	0.041	3.461	0.001
PCV -> PI	0.615	0.615	0.033	18.576	0.000
PCV -> PPD	0.562	0.564	0.038	14.895	0.000
PCV -> PPP	0.619	0.621	0.030	20.300	0.000
PPD -> PI	0.268	0.267	0.047	5.651	0.000
PPD -> PPP	0.154	0.156	0.054	2.842	0.004
PPP -> PI	0.282	0.282	0.055	5.114	0.000

Table 6 presents the total effects among the latent variables. For the endogenous variable Purchase Intention (PI), the total effect values indicate that Perceived Cultural Value (PCV) ($\beta = 0.615$), Perceived Product Price (PPP) ($\beta = 0.282$), Perceived Product Design (PPD) ($\beta = 0.268$), and Perceived Availability (PA) ($\beta = 0.143$) all have a positive and statistically significant influence on PI. Among these, PCV exerts the strongest total impact, followed by PPP, PPD, and PA. It is noteworthy that although PPD had a relatively stronger direct effect than PPP in previous analyses, PPP shows a higher total effect on PI due to its additional indirect pathways. As for the endogenous variable Perceived Product Price (PPP), both PCV ($\beta = 0.619$) and PPD ($\beta = 0.154$) demonstrate positive and significant effects, with PCV having a considerably greater impact. Regarding Perceived Product Design (PPD), PCV also shows a strong and statistically significant total effect ($\beta = 0.562$), reaffirming the central role of perceived cultural value in shaping product-related perceptions and ultimately influencing purchase intention.

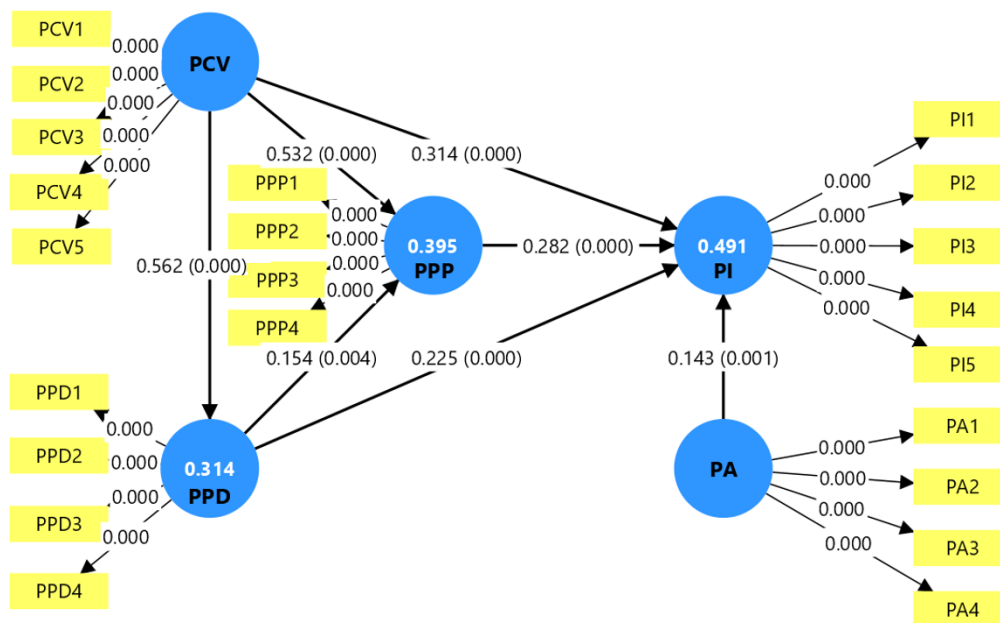


Figure 2.
Results of the SEM model.

The summary, hypotheses H1, H2, H3, and H4 of this study are supported. These findings are consistent with the research of Liu et al. [15], Weissmann and Hock [22], and Liu and Zhao [2], which also confirmed the positive influence of PCV, PPD, PPP, and PA on consumers' intention to purchase Hung Kings-themed souvenirs. The analysis reveals that Perceived Cultural Value (PCV) plays a central and multidimensional role in shaping Purchase Intention (PI). With the highest total effect ($\beta = 0.615$), PCV not only exerts a direct influence on PI but also has strong indirect effects through Perceived Product Design (PPD) and Perceived Product Price (PPP). This suggests that when consumers perceive a product as deeply embedded with cultural meaning, they are more likely to form positive evaluations of its design and pricing, which in turn enhances their willingness to purchase. These findings emphasize the critical role of perceived cultural value in shaping consumer behavior related to products associated with cultural heritage.

In addition, the results indicate that PPP functions as an important mediating variable that amplifies the overall influence of both PCV and PPD on PI. Although PPD shows a stronger direct effect on PI compared to PPP, the total impact of PPP exceeds that of PPD due to its indirect contribution. This implies that consumers not only appreciate uniqueness and careful design but are also strongly influenced by the symbolic and emotional value linked to products perceived as prestigious or culturally meaningful.

The role of Perceived Product Design (PPD) is also worth highlighting. While it demonstrates both direct and indirect statistically significant effects on PI, its most substantial contribution lies in its ability to enhance perceptions of product price through PPP. This reinforces the notion that thoughtfully developed, culturally inspired designs can elevate the perceived value of cultural heritage souvenirs, thereby strengthening their market appeal and justifying premium pricing. These designs not only convey cultural authenticity but also create a sense of uniqueness and prestige, which are essential for encouraging consumer purchasing behavior in the cultural tourism market.

Finally, although Perceived Availability (PA) has the weakest total effect on PI, its influence remains statistically significant. This indicates that while cultural and symbolic attributes are the primary drivers of purchase intention, the accessibility and availability of products in the market continue to play an essential supporting role, especially in the context of commercializing cultural products.

5. Conclusions and Implications

This study empirically examined the influence of four perception-based constructs: Perceived Cultural Value (PCV), Perceived Product Price (PPP), Perceived Product Design (PPD), and Perceived Availability (PA) on consumers' Purchase Intention (PI) toward souvenir products inspired by the Hung Kings culture. Data collected from 323 domestic tourists, analyzed using Structural Equation Modeling, confirms that all four factors positively and significantly affect PI. Among the factors studied, perceived cultural value (PCV) has the most significant overall impact, both directly and indirectly. This underscores the vital role that cultural value plays in influencing consumer decisions in the realm of cultural tourism. Additionally, the mediating effect of perceived product price (PPP) highlights the importance of pricing strategies in shaping consumer attitudes and purchase intentions.

The findings provide practical recommendations for businesses and cultural policymakers. First, developing cultural heritage souvenir products should emphasize the cultural significance of the heritage itself, aiming to enhance the perceived cultural value among consumers. This can be achieved by thoughtfully incorporating culturally meaningful symbols and narratives. Second, product design should be carefully crafted to reflect uniqueness and artistic value, enhancing consumers' perceived value. A thoughtfully designed cultural heritage souvenir can communicate enhanced perceived value, increasing consumers' willingness to pay a higher price. Third, marketing and communication strategies should highlight emotional and cultural meanings to increase consumer connection with the product. Lastly, improving product accessibility through diverse and convenient distribution channels, especially during cultural festivals and tourist seasons, can help convert interest into actual purchases. These

insights are essential for creating competitive cultural heritage souvenirs within Vietnam's creative and tourism sectors.

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Institutional Review Board Statement:

The study involved minimal risk and followed ethical guidelines for social science fieldwork. Verbal informed consent was obtained from all participants, and all data were anonymized to ensure confidentiality.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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