



## Conceptualizing the Influence of Souvenir Image and Place Identity on Souvenir Repurchasing Intentions

Dong Chen<sup>1</sup> & Husaini Bin Yaacob<sup>2</sup>

<sup>1,2</sup>*Faculty of Creative Industries, City University Malaysia, Malaysia.*

**Corresponding Author:** Dong Chen, **Email:** dc13907986218@163.com

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### ABSTRACT

The local traditions, including arts and crafts, are considered as the important things by which the tourism industry can be attracted by a particular country. The souvenirs are the best tool to tell friends or family about your concern towards them during traveling. Chinese ceramics are considered classic souvenirs to purchase while traveling because the ceramic products have been utilized by the residents for many years. Chinese people have a very significant and firm attachment to their native products they call them souvenirs. The purchase of souvenirs is an integral part of a country's tourism sector. Therefore, this conceptual paper explores the role of souvenir image, and place identity in boosting the re-purchase intentions of Chinese tourism industry employees for souvenir products. The researcher has reviewed the existing literature to propose a framework to investigate the determinants of the re-purchase intentions for souvenir products. Thus, the study contributed to the existing body of literature on the determinants of re-purchase intentions. The proposed research framework has made a significant addition to the literature.

**Keywords:** Authenticity value, perceived value, souvenir, repurchase intention, place identity.

## INTRODUCTION

The historical, social, and cultural assets act as a source of primary motivation for tourists located all over the world based on which they decide to visit a particular location to get a great experience of traveling and visiting new places (Fattah & Eddy-U, 2018; Fu et al., 2018). The souvenir market for tourists is being developed rapidly along with the increase in the development of the tourism industry all around the globe. Thus, a highly significant contribution is being made by souvenirs to improve the tourism industry. The ceramic souvenirs allow people to recall those significant moments or occasions that happened during their trip which helps them refresh their experience during the trip (Lee et al., 2016). In addition, the culture of particular tourist spots is also embodied with the help of ceramic souvenirs which assist in the transmission of local culture in front of the world as well in all those significant connotations included are related to that particular spot of tourism (Li & Ryan, 2018). Chinese ceramics are considered classic souvenirs to purchase while traveling because the ceramic products have been utilized by the residents for many years. The reason for this is that it can be used both for decorative purposes and as a form of memory from someone. The most famous Chinese souvenirs are related to hand-painted pottery, tiles, and other Chinese ceramics that make suitable gifts for someone (Yan, 2015). The purchase of souvenirs is significantly related to the behavior of consumers during the time traveling for their tour (Prebensen & Xie, 2017; Sabiote-Ortiz et al., 2016; Song et al., 2015; Torabian & Arai, 2016; Yi et al., 2018). As the purchase of ceramic souvenirs is significant for tourists and a limited time is available for them to purchase anything from there, therefore, the marketers need to enhance their level of understanding regarding the purchase behavior of consumers regarding ceramic souvenirs (Horodyski & Gandara, 2016; Jin et al., 2015). The purchase and re-purchase behaviors of the consumers consist of different “beliefs, attitudes, evaluative criteria, and intentions (Chang et al., 2022).

Consumers' repurchase intention is linked and connected with the psychological contentment of purchasing something again. There have been a lot of studies that have identified different factors contributing to the repurchasing intention of a consumer. The aims of this study are based on a critical review of the existing studies. However, there is a scarcity of research that assesses the impact of place identity and souvenir image on the repurchase intention (Suttikun & Meeprom, 2021). The study addressed this gap by proposing a research framework that introduces constructs

such as perceived value, hedonic motivation, and souvenir authenticity perception, which has not been observed particularly in the ceramic industry. The study also fills the gap by highlighting the importance of the perceived value of ceramic products in its proposed framework. The topic of ceramic souvenirs has not been common in the recent research studies that have been conducted in China (Wei, 2018) despite their increased importance as a leisure activity related to the experience of several visitors (Wei, 2018; Yi et al., 2018) and as an indicator of their experience and memories (Wang et al., 2018). However, there are several empirical studies which have been conducted for exploring the “souvenirs” (Soukhathammavong & Park, 2019), whose focus lies on identifying “the meaning of souvenirs (San-Martín et al., 2017), purchasers of souvenirs (Li & Ryan, 2018), authenticity (Wang et al., 2018), purchase intention (Lee et al., 2016) and travel motivation” (Paulauskaite et al., 2017). Moreover, recent research studies have also shifted their focus toward “the meaning and value of souvenirs (Jeong & Kim, 2019; Keskitalo et al., 2021), and tourists’ actual souvenir shopping behaviors” (Kim et al., 2018; Kim & Park, 2017). Therefore, this study seeks to review the existing literature and design a conceptual framework. This framework would help predict the determinants of re-purchase intentions for ceramic souvenirs in China. This proposed framework will help future studies investigate the primary determinants of re-purchase intentions for souvenir in the tourism industry.

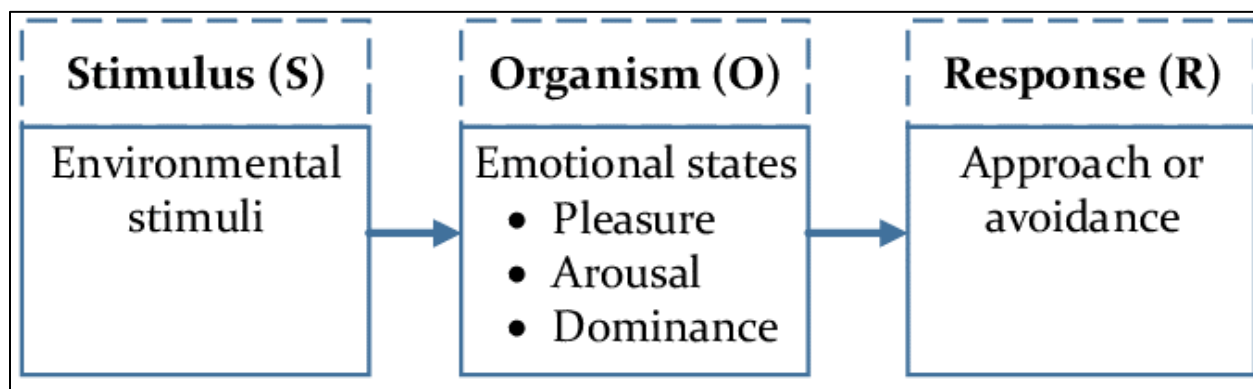
## **METHODOLOGY**

A literature review strategy has been used for the present study. The researcher used different keywords to search the relevant data from different search engines. Primarily, the data was retrieved from “Google Scholar” and “Scopus”. The keywords used for the research included “souvenir image”, “place identity”, and “repurchase intention”. The researcher restricted the time frame for the empirical studied to last ten years to include the recent studies only.

### **Stimulus-Organism-Response (SOR) Theory**

The Stimulus-organism-response (SOR) theory is included in the domain of environmental psychology. The SOR theory explains some environmental aspects that act as stimuli, organisms, and responses according to the situation. Stimulus (S) are those factors that influence the internal state of the individual. According to this study, souvenir image, place identity, hedonic motivation, souvenir perceived value, and authentic perception act as stimuli. Organisms (O) are those

individuals that derive the behavior. For example, customers. Response (R) includes behavior that is influenced by stimulus (Kim et al., 2020). Stimulus-response (SR) theory gives critiques to the stimulus organism response (SOR) model. According to SOR theory, behavior and feeling are caused by the external environment. In the case of the SR model, they didn't account for the person and organism responding to the stimuli (Tang et al., 2019). Therefore, SR theory remains incomplete because the response can be shaped by a stimulus or an organism's emotions and feelings. According to SOR theory, based on the behavior and feelings of the person, a stimulus triggers the response. Conscious and unconscious stimulus internal processing further triggers emotions that lead toward response. The SOR theory has great importance in environmental psychology. In psychology, the SOR theory assists in understanding the reason behind an organism's feelings and behavior to a great extent. When it comes to understanding human behavior-related issues, the SOR theory has proved to be very relevant. Certain stimuli prove to cause reflection on the behavior of organisms and influence their inner feelings. We need to understand different stimuli if we want to study someone's behavior that affects their mental state. In 1974, some researchers developed the SOR theory model on the basis of consumer behavior (Mehrabian & Russell, 1974). According to that model, two types of behavioral response (R) are caused by environmental stimuli (S). These two responses include approach and avoidance as shown in Figure 1.



**Figure 1:** The stimulus-organism-response (SOR) model

For the present study, the response indicates customer behavior toward repurchasing intention. This theory provides robust theoretical support for examining the link between input (souvenir image, place identity, perceived value, authentic perception, and hedonic motivation), processes

(organism i.e., customers), and output (repurchasing intention). For exploring all those factors, a SOR theory provides a very useful framework (Kim et al., 2020).

## **Overview of the Key Factors**

### ***Souvenir image***

The importance of souvenir's image to the tourism industry cannot be overstated. They are regarded as mementos of the individuals, the environment, the activities, and the present (Kong & Chang, 2016). The authors of the proposed study arrived at the point that If someone wants to save something as a reminder of their trip, they need to think about what it means to them emotionally and what it means to the people, moments, feelings, phases, locations and situations that it symbolizes (Kong & Chang, 2016). An item that can be retained as a recall of an event or vacation is a Souvenir. The term "Souvenir" is derived from the French word "Remémorer," which means "to remember." In English, the term "memory" refers to something that can be utilized to recall things (Amaro et al., 2020). Similarly, Madhyamapurush and Jittithavorn (2020) discussed souvenirs and the country's tourism business. The researcher explained the Enterprises that promote the world's good customs and traditions, which are regarded as a form of national art, and the companies that represent tourism destinations worldwide. According to Ngubeni (2021), purchasing souvenirs when traveling has been demonstrated to have significant long-term effects. Egyptian archives reveal that Romans, explorers, and visitors brought home mementos when they crossed a long time ago. It is hardly surprising that travelers who colonized and explored an area got back a lot of handicrafts and art (Anastasiadou & Vettese, 2021). Because tourists travel extensively both within the country and worldwide, souvenir sales generate significant revenue each year. Every year, consumers spend more money on trinkets. From this, tourists are more likely to purchase souvenirs (Marangkun & Thipjumngong, 2018).

### ***Place identity***

The versatile idea of "Place Identity" is the basis for many different psychological theories about how people relate to their environments (Giesecking et al., 2014). When discussing travel place identity, the terms "first world" and "third world" describe a wide range of places. People often use these phrases to describe different levels of westernization of infrastructure and social development. To put it simply, there is no doubt that Canada and Sweden are two of the wealthiest

countries in the world (Mulet-Forteza et al., 2019). Most experts agree that countries like Haiti and El Salvador are part of the "Third World." Also on the list are Bolivia, Papua New Guinea, and Uganda. Some of the places that could be added to this equation are Panama, Morocco, Argentina, and Mexico (Goffi et al., 2019). One of the most important things that tourists look for in a place is whether or not they feel at home there. Even though businesses today work in an environment of global competition, there is no such thing as a worldwide tourist product (Khan et al., 2020). Many countries still rely on tourism as a significant source of jobs and money. People have said that the increase in tourists in their 60s and 70s is a big reason Korea's economy is growing and developing so quickly. It shows that people who go on vacation feel good about themselves, making them behave better in the future (Hwang & Lee, 2019). Better place identity can help developing countries make a lot of money in foreign currency is another example of how it can help (Ekanayake & Thaver, 2021). It is a significant source of income for countries that are still developing and need to grow their economies (Kumar et al., 2019). The money from tourism is added to the funds from exporting goods and services. This sector also pays for the import of capital goods, which are essential for the growth of the industrial sector. On the other hand, a rise in business travel (i.e., trips to other countries) could cause the country's foreign currency reserves to rise (Rajapakse, 2019).

### ***Perceived value***

According to a past study, perceived value is a vital requirement for every organization in marketing literature to differentiate themselves from competitors (Slack et al., 2020). Perceived value is used to generate satisfaction in consumers and customers (Demirgüneş, 2015). Past research conceptualizes the perceived value of the customer as a multi-dimensional construct. Five consumption values are recognized in the theory of consumption value (TCV), which has the power to influence customer behavior choices. Emotional value, social value, conditional value, epistemic value, and functional value are the five-consumption values of the multi-dimensional model that influence customer choice of repurchase intention. According to past literature, these five values depend on the service, product, and situation and act independently and additively on each other (Zauner et al., 2015). There are some non-monetary factors and dimensions of perceived value. Non-monetary factors include energy, effort, and time. Dimensions of perceived value include perceived, emotional, and social sacrifice. Past studies recognize perceived value (PV) as

customer behavior intention as an essential antecedent variable (Liu, 2021). Examining perceived value can determine the purchase intention and service preferences of customers. Competitive advantage can be taken by recognizing the perceived value of the customer. Perceived value (PV) is vital and based on the value of service and the value of the product (which is perceived by the customer). In the context of the mobile study, perceived value is a metric of services and overall effectiveness as assessed by the individual. In terms of additional services and core solutions, the most common concept of perceived value is customer benefit toward sacrifice (in terms of relationship cost and price) (Samudro et al., 2020).

### ***Hedonic motivation***

The concept of hedonism emerged from psychological hedonism which dates back to the time of ancient Greeks. The concept of psychological hedonism developed into hedonic motivation (Williams et al., 2018). Hedonic motivation is used as a willingness to increase positive behavior and avoid negative experiences. Kaczmarek (2017) furthers the concept of hedonic adaptation which is repeated hedonic behavior. A number of studies have been conducted on hedonic motivation along with other variables. Stein and Ramaseshan (2020) examined the threefold study i.e. effect of touchpoints on customer experience, the effect of customer experience on loyalty, and the role of motivation as a moderating variable in these situations. The conclusion was drawn which states that hedonic motivation has a stronger influence over customers than utilitarian motivation. Another study has been conducted by using personalization and hedonic motivation on customer experience and loyalty. This study generated eight hypotheses and concluded that there is a positive relationship among these variables. It also provides a theoretical as well as managerial framework (Tyrväinen et al., 2020). Choi and Johnson examined the hedonic motivation for purchasing green products. The study found that situations and issues play an important role in this relationship rather than a general motivation that leads to such behavior and environmental knowledge has an effect on this relationship (Choi & Johnson, 2019).

### ***Souvenir authenticity perception***

Authenticity perception refers to how someone feels authentic and can be defined as assessed via self-report actions. In the past few decades, awareness has been increased regarding the quest and cultural diversity for an authentic experience which resulted in an increasing demand for unique

and authentic experiences (Gilmore & Pine, 2007). With the discovery of emerging trends, authenticity perception has been started using a strategy for product appeal and brand positioning (Robinson & Clifford, 2012). Authenticity perception is helpful in the creation of an image and unique identity of an ethnic restaurant in the minds of customers. For instance, the authenticity perception of customers plays a significant role in building brand equity in an ethnic restaurant which affects brand equity dimensions i.e., perceived quality, brand loyalty, brand association, and brand awareness, and how these given four dimensions can relate to one another (Lu et al., 2015). The frequently used two measures for authenticity perception include the Authenticity Scale (Wood et al., 2008) and the Authenticity Inventory (Kernis & Goldman, 2006). These scales involve items like: “I think it’s better to stay yourself than to be popular” and “For worse or better I am aware of who truly I am. The first measure, “Authentic Inventory” includes 45 items and 4 subscales which represents an existential authenticity understanding of predicted and accurately different variables having positive functioning. Its demerits include unstable and length structure (Davis et al., 2015; Kernis & Goldman, 2006). Therefore, the tripartite short “Authenticity scale” introduced by (Wood et al., 2008) has become more famous among authenticity researchers. The development of the authenticity scale relies on Roger’s person-centered method and the base of the tripartite authenticity model “Barrett-Lennard’s”(Barrett-Lennard, 1998).

### ***Re-purchase Intentions***

The intention to purchase buy product more or twice by the customer is known as repurchase intention (Filieri & Lin, 2017). When a customer wants to repurchase any product or service, there is a level reached when a company or organization should meet with expectations of consumers (Ilyas et al., 2020). As compared to the dis-satisfied consumer, satisfied consumers can make repurchase intentions. Therefore, repurchase intention is the intention of customers to buy and purchase a product or service more or twice that have previously felt the quality and benefit. In the context of banking, the desire to buy a new banking product, switch, or upgrade the account reflects repurchase intention (Herjanto & Amin, 2020). Customer commitment and loyalty also represent repurchase intention (Tabrani et al., 2018). Customers' repurchase intention means that the company or organization is doing its job well and correctly. Customer repurchase intention benefits the organization and company as it helps lower customer mountainous costs, gain positive word of mouth (WOM), and maintain customer profitability. According to a past study, the



market's sustainability requires customers' repurchase intention as it is essential for the market (Ekaputri et al., 2016).

The repurchase intention of customers contains seven motivational factors that are based on consumer-orientated theories (Kim et al., 2021). These factors are brand preference and expected switching cost. Past loyalty, customer satisfaction, value, equity, and service quality. Brand image, service price, and other service-oriented factors can also influence the repurchasing intention of customers (Graciola et al., 2018). Customer repurchasing intention can also be influenced by store price image.

### **Predictors of Re-Purchase Intentions**

#### *Place identity as a predictor of re-purchase intentions*

Repurchasing intention can meet the needs of travelers who want to learn about and experience the culture of the place they are visiting. On the other hand, tourists look at the overall image of the country or an area that is being visited often by many tourists so that they can make a proper perception of the quality of the products before purchasing souvenirs. Such as a person's mementos have a short lifespan in China. Travelers often discard their treasures when they return home since it is difficult for them to put them to use (Liu et al., 2019).

Deng et al. (2021) say that purchasing and repurchasing souvenir things can affect how people think of a brand or a place. This list includes how customers feel about their purchases and other marketing strategies and plans (such as a nation, person, place, or event). Hong et al. (2019) say that repurchasing is affected by how many factual and emotional factors about a place interact with each other. The first-hand experience a tourist has with a product or service while on vacation may be the essential thing to think about. Buying souvenirs is common for tourists, so it makes sense that their experience there will affect how they feel about the place. If a person is satisfied with the place image, they promote the specific place among other people, ultimately increasing repurchasing. The buying of souvenirs is suitable for a place's reputation. The Theory of Tourism Consumption System says that a tourist's opinion of their experience at a place affects how the place is rated as a whole. As per Suhartanto (2018), various service industries have shown that a place's image makes people more loyal to that place. This investigation uses an Indonesian sample of 192, variance-based structural equation modeling, and partial least squares. Bandung is the

location of the research. According to the studies, visitors' satisfaction with their repurchasing souvenirs appears to be a key element in how they interpret the image of an area and how devoted they are to that image. Because of how they see the place, it is suggested that tourists may be able to link how happy they are with souvenir shopping to how loyal they are to the place as a whole (Suhartanto, 2018).

### ***Souvenir image as a predictor of re-purchase intentions***

Repurchase intention is the behavior of buyers who buy something repeatedly without thinking about how they feel about it. Compared to the alternative, shoppers will think of a souvenir shop they have been to as the best. When people go to souvenir shops, they plan to buy more things. Customers say they want to come back and decide to go back to the same store (Suhud et al., 2020), in which trust is the main factor a shopkeeper can make. Gupta (2020) defines trust as the idea that another person or institution can meet one's expectations or needs. For example, the product being sold does not have an expiration date, and the quality of the goods is as promised. Correia Loureiro et al. (2019) say that companies must find ways to please their current customers. In this case, a good strategy could be to offer a product that is both more appealing and cheaper than what the competition is selling. Su and Teng (2018) say that a product's profits and market share increase when its quality increases.

According to the study conducted by Suttikun and Meeprom (2021), before making a repurchasing decision, it is natural for a customer to compare the quality of a souvenir product to the rate of similar products. If the quality of the product goes up, it will be easier to get new customers, keep the ones they already have, and get rid of competitors who make lower-quality souvenir products. The frequency of customers returning to the souvenir market to buy more items was heavily influenced by how they felt about the quality of their purchased items. Buyers considered three factors when determining the quality of a product: how authentic the souvenir was, how well the service went, and how well the goods themselves were created. Ho et al. (2021) also found that how customers felt about the quality of a product had a significant effect on how they saw a souvenir store. The way a store looks affects how customers feel about the products and how happy they are. Customers are more likely to stick with one brand if they are satisfied with the products they buy and think they are worth a lot. A good fit is an organizational structure based on how customers see things.

### ***Souvenir authenticity perception as a predictor of re-purchase intentions***

According to Tiberghien et al. (2020), travelers take product authenticity as entertainment in their vacation for enjoyment rather than a substitute for the original in terms of protection. Tourists' perceptions of the authenticity of cultural mementos differ from others. Souvenirs are described as commodities for tourism trade-in, one central theme in past research (Vidon et al., 2018). Authentic Souvenirs are treated as tangible goods made, sold, and consumed in this context. Souvenir makers and dealers create demand through marketing, media, packaging, store layout, and tourist information (Hashimoto & Telfer, 2018). Similarly, Melewar and Skinner (2020) say that people are satisfied with authentic souvenir products and tend to repurchase original products made in the same area because that destination has built an impressive image among them. Furthermore, when Bhakuni et al. (2021) looked at how the customers' past purchases had shaped the place or brand's image, they found that the customers' current repurchases matched this way of thinking about the place's identity. Shen et al. (2018) found that a place's image and originality of the product quality show a tourist's behavior, making them able to repurchase. The authors say that a good image gives customers a sense of strength and confidence, reflecting the product's core value. It affects their desire to buy again (Bhakuni et al., 2021). In addition, several studies by Zhang et al. (2020) have found a correlation between product authenticity with place identity, which enhances the repurchasing behavior of tourists.

### ***Hedonic motivation as a predictor of re-purchase intentions***

Souvenir purchases are found to impact consumer behavior significantly, especially in tourism as well as travel. This has encouraged many researchers to study the contributions of souvenir purchases in this context. Souvenirs are considered to be the offerings, goods produced locally, as well as gifts that are found to be related to a particular destination (Rasoolimanesh et al., 2021). The souvenir acquisition is essential for tourists because it serves as the physical evidence of their experiences. Giving such souvenirs to others also helps in improving relationships. Past studies have helped in determining various important determinants of the repurchase intention of consumers (Liang et al., 2018). Such determinants include tourism style, authenticity, attitude, motivation as well as experience. However, not a lot of literature is available to determine the repurchase intention of tourists regarding souvenirs (Lam & Wong, 2020).

Studies have shown that hedonics have a very important influence on consumer behavior (Huwae et al., 2020). Hedonics is usually referred to as "to seek fun, amusement, fantasy, arousal, sensory stimulation, and enjoyment." However, the hedonic response levels are different for different categories of products. Various research studies concluded that the "currentness" of the product, as well as its browsing process in funny, interesting, and modern shops, stimulates the buyers, which is also appreciated by them (Han et al., 2021). This results in hedonic motivation among such buyers encouraging them to buy the souvenirs with a good image and a never forgetting experience. According to H. Han et al. (2019), shopping is considered to provide relaxation as well as hedonic feelings in the context of tourism. Apart from the hedonics as well as the aesthetics of the souvenirs, the emotional values of the consumers are also considered to impact the repurchase intention. Others were of the view that hedonic motivation is strong as well as directly linked to the perceived value of the tourists in purchasing souvenirs (Han et al., 2018). The hedonic shopping motivation significantly fulfills the psychological needs of a consumer; such psychological needs may include satisfaction, emotional feelings, prestige as well as various subjective feelings. The emotional response of a consumer strongly influences purchasing behavior, especially in the case of souvenirs.

If the product provides authenticity, liability, utilitarian value, hedonic value, and others, the consumers are more likely to buy it again as its utilization motivates them customers to do so. Apart from the attributes of the product, the place identity is also considered to be an important aspect. Many destinations around the world aim to improve their distinctiveness as well as recognition. For this purpose, a strong destination identity is considered to be needed (Shi et al., 2018). For specific travelers, hedonic motivation is considered to be essential for encouraging them to revisit the place in order to buy the souvenir with the desired value as well as recognition. Studies have also depicted the significance of the environment of the shop for encouraging tourists to repurchase the souvenir because it helps the customer connect emotionally with not only the product but also the place as well as the people (Lin & Lee, 2020). Such emotional response is found to impact the hedonic motivation of the customers influencing them to make purchasing decisions accordingly to satisfy their emotional desires as well as needs.

### ***Perceived value as a predictor of re-purchase intentions***

The souvenir image of a store can influence the repurchase intention of the customer. Perceived value has the ability to mediate the impact of a souvenir image on the repurchasing intention of a customer. A critical strategic foundation is creating a loyal customer for retail shops. It is essential for retailers to discover new strategies to satisfy their loyal customers. New customers can be attracted by product quality, service quality, and by eliminating competitors that offer low-quality products (Suttikun & Meeprom, 2021). According to past research, perceived value is better for predicting customer repurchasing intention as compared to satisfaction level (Pham et al., 2018). The perceived core image in the memory of the customer can reflect unique ideas of the product and different characteristics of the product (Huang et al., 2019). According to a past study, perceived value can influence the repurchase intention, which can determine the ratio between perceived sacrifice and perceived benefits while purchasing a product or service (Huang et al., 2019).

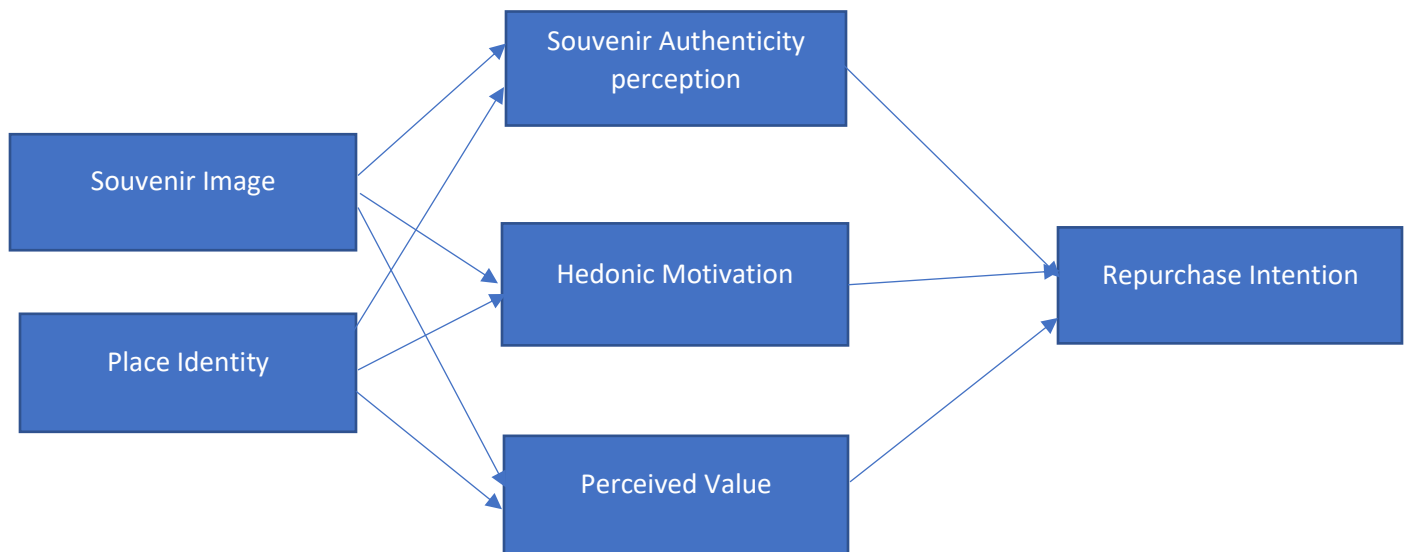
Perceived value is considered to occur at different stages of the purchase process. This also includes “the pre-purchase stage.” Scholars are of the view that perceived value has a positive impact on behavioral intentions. It has been stated that customers who have high perceived value are more likely to have a significant relationship with both customer loyalty as well as satisfaction (Suttikun & Meeprom, 2021). Customer satisfaction is considered to be an important factor that influences the purchase behavior of the customers. The importance of perceived value is also observed in this context. Many studies have concluded a positive relationship between the perceived value and the purchase intentions of the customers (Sharma & Nayak, 2019). These studies show the importance of satisfaction in influencing the perceived value of the customers for influencing the purchase intention of the customers.

One of the important subjects of environmental psychology is “the relationship between people and place.” Such studies have determined places as “centers of human existence,” which results in creating stability as well as a sense of meaning in the lives of people (Nasir et al., 2022). Both social as well as physical environments are comprised of places. Attachment of the people to the places has also been discussed in the early studies by various phenomenologists (Lin & Lee, 2020). They stated that “the places where we live can become an integral component of our sense of self, offering the chance to create expressions of oneself.” In the case of the tourism industry, place

identity is considered to be more than merely just an attachment to a certain place; in fact, it is considered as “an individual’s cognitions, beliefs, perceptions or thoughts that the self is invested in a particular spatial setting” (Mohammad, 2021). The origins of place identity are found to be in “place identity theory,” which is rooted in “symbolic interactionism and cognitive self-concept theories.” The place identity is found to help in establishing the distinctiveness of a specific place in the minds of the customers (Huang et al., 2019). This is found to be effective in improving the emotional attachment as well as the satisfaction of the tourists to the specific souvenirs that hold a cultural as well as regional meaning. Such factors have been found to be of a significant nature in influencing the purchasing intention of the customers (Han & Kim, 2021). The place identity not only influences the social behaviors of the tourists but also influences the buying intentions of the tourists regarding specific souvenirs.

### **Proposed Conceptual Framework**

The above literature has been reviewed in depth, including the review of past studies related to individual variables of the research involved, along with the relational variables and their potential impact on each other. Numerous knowledge gaps have been identified in the literature based on which the conceptual model has been proposed. The tourism industry of China has been well-developed in recent years due to tourists' relative interest in its progress and growth. The research in the past has merely focused on the tourism sector and its different dimensions, aspects, factors, and potential impact on the souvenir repurchase intention. The literature review has informed us that in past studies, the hedonic motivation, perceived product value, and the souvenir authenticity perception in the form of mediating variables have not been observed or may have been viewed in their different individual statuses such as dependent or independent variables. The knowledge gap appeared, thus highlighting the urgency to put together these constructs and observe their relative impact on the souvenir repurchase intention. Based on the knowledge gap observed in the literature, six important variables are put together in a single research model to draw effective results and clarity concerning Chinese tourism. The proposed conceptual model in this regard is presented in Figure 2.



**Figure 2:** Conceptual framework

## CONCLUSION

The study has developed a comprehensive consensus about the presence and importance of souvenirs in the prolongation of the different sectors of the economy of the country, and the tourism souvenir market has performed a key promotion determinant in the enhancement of the tourism industry. The souvenirs have been used as effective tools in the elaboration and spread of the culture of any country in front of the other world and souvenirs ceramic products have been discussed as a fruitful strategy in raising good memories and revisit intentions among the tourists. The main souvenir ceramic products that were very popular in China were handmade painted pottery and tiles which were presented as gifts, and the souvenir ceramic products had a viewpoint of luxury or elite class gifts in people's minds, the most favored included sculptures and different pottery units available in the souvenir market manufactured by different ceramic units. Place identity holds substantial importance regarding the intention to repurchase (Islamiyati & Chairy, 2021; Ispas et al., 2021; Pakhalov & Dosaykina, 2021). J. H. Han et al. (2019) discovered in the context of Cittaslow destinations, the attachment to the place, which includes place identity, significantly influences attitudes, subjective norms, and perceived control over behavior, thereby impacting behavioral intention. Munawar et al. (2020) discovered that how people see a place

positively affects the satisfaction of tourists and their intentions to visit again. In another study, Heydari Fard et al. (2021) looked at factors affecting medical tourists' decisions to revisit and recommend a place. They found that how the place is seen also influenced revisiting that place (Liu et al., 2020). This leads to the conclusion that the image of souvenirs, which is part of the destination image, is important in making tourists want to buy again. At the crossroads of consumer behavior lies a captivating exploration into the complex relationship between souvenir authenticity perception, the perception of a place, and the intention to repurchase. This relationship unveils a dynamic framework wherein the concept of "souvenir authenticity perception" emerges as a vital intermediary. In order to enhance visitors' shopping experiences, scholars have highlighted the relevance of hedonic motivation, as this drive motivates people to enjoy their buying activities (Chiang, 2018). The functionality of shopping is also found to be connected to utilitarian motivation. Additionally, previous research has shown that the benefits of perceived value and acquired value influence repurchase intentions. Perceived value, perceived quality, true pricing, and product features all have an impact on a customer's decision to make another buy. By consistently promoting the brand image, repurchase behavior, and perceived product quality is improved. As it aids in decision-making for purchase, the souvenir picture plays a crucial part and ends up being the main choice of a certain product in the repurchase decision.

Thus, the present study has proposed a conceptual model, which can help draw meaningful insights from the literature for the tourism industry and the policymakers. The undertaken study has adopted a mediation model which has provided a deep understanding of the concept of repurchase intentions of the consumers within the context of the ceramic industry. Moreover, the conceptual model has provided significant evidence from the literature that souvenir image, hedonic motivation, authenticity perception, and place identity are crucial elements that should be focused on by the Chinese souvenir ceramic industries in order to alleviate the repurchase intentions of their consumers at the domestic as well as international levels. Moreover, this existing investigation has utilized stimulus organism response theory, which has strengthened the theoretical ground for the current research and the studies that could be conducted in the future in this regard.



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