

## Assessment of the Relationship between Cultural Product Features and Tourist Perceptions

Dr. Bharat Patil<sup>1</sup>, Samaksh Goyal<sup>2</sup>, Dr. Anand Kopare<sup>3</sup>, Gourav Sood<sup>4</sup>, Dr. Smita Mishra<sup>5</sup>, Yashoda L<sup>6</sup>, Rajeev Sharma<sup>7</sup>

<sup>1</sup>Assistant Professor, Parul Institute of Management and Research-MBA, Parul University, India, bharat.patil28581@paruluniversity.ac.in

<sup>2</sup>Quantum University Research Center, Quantum University, India. samaksha.law@quantumeducation.in

<sup>3</sup>Associate Professor, Department of ISME, ATLAS SkillTech University, India, anand.kopare@atlasuniversity.edu.in

<sup>4</sup>Chitkara Centre for Research and Development, Chitkara University, India, gourav.ood.orp@chitkara.edu.in

<sup>5</sup>Professor, Maharishi School of Business Management, Maharishi University of Information Technology, India, smita.mishra@mut.in

<sup>6</sup>Assistant Professor, Department of Management, School of Management - UG, JAIN (Deemed to be University), India, yashoda@cms.ac.in

<sup>7</sup>Centre of Research Impact and Outcome, Chitkara University, Rajpura, Punjab, India, rajeev.sharma.orp@chitkara.edu.in

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### Abstracts

The historical product aspects affect consumer happiness and choice, it is important to consider they affect tourists' impressions like their market worth, genuineness, and remembrance value which affect travelers' opinions and purchase choices. The essential elements that influence travelers' choices and draw attention to disparities differently men and women value these attributes. The results imply that cultural products might be made more appealing by adjusting them to suit the tastes of tourists. This offers insightful information that can be used to enhance the creation and promotion of products and plans for the cultural tourism industry. To analyze the data, use the SPSS software. Due to any possible prejudices in expressed data and the personal nature of visitor views, the assessment has limitations. Furthermore, the range of elements affecting tourist choices is not fully captured by focusing on certain cultural characteristics of products. To surmount challenges in evaluating the correlation between indigenous products attributes and visitor opinions, guarantee a varied sample to apprehend differing inclinations and incorporate sophisticated analytics to more effectively comprehend and cater to particular customer requirements. Furthermore, collaborating with cultural specialists can improve product solutions' validity and credibility. By aware of these variables, marketing campaigns can be more focused and successful in raising visitor happiness and

involvement.

**Keywords:** Cultural product features, Tourist perceptions, Heritage products, Market analysis, cultural significance.

## Introduction

The number of people visiting galleries has steadily increased. Cultural items are one of the most important instruments for separating the country's tourism offer and overcoming timing because of its growing attractiveness. They consist of participating in artistic endeavors, learning about the region's culture, and way of life, and visiting significant locations, gatherings, and monuments [7]. The way cultural locations are structured in their marketing, the suggestions, and they are advertised and presented where data can be used to organize the recommendations made by visitors for significance and they can participate in the co-creation of meaningful historical trips. They are becoming more common as weekend getaways and holiday destinations for urban families. Since then, rural travel has emerged as a viable economic strategy for the future growth of economics and culture [17]. During tourism small cities have the chance to make profit from the resources of nature already at their disposal, revitalizing their local communities. While holiday locations compete for tourists' interest try to understand more concerning their journeys and they evaluate these activities. In actuality, particular degree of perceived excellence is necessary for visitor dedication and the greatness of locations is complex, based on a new study [18]. The conceptual structure considers tourists' sense of worth and significance as well as their satisfaction, wish to return, wish to promote oral heritage, and readiness to pay for special rural products such as products. Places compete with one another since individuals usually pick amongst comparable regions for their next trip based on factors like climate, sports facilities, and safety [8]. Previous studies have shown a relationship between location reputation and pleasure with travel or inclinations to recommend after a visit. Temporary cultural legacy includes language, creative expression, artistic endeavors, social norms, holidays, ceremonies, beliefs, and practices about the environment. It is logically consistent with the expansion of tourism since it represents the customs, social mores, and aesthetic standards of well-liked travel destinations [19].

By providing a cultural experience, invisible cultural heritage has the power to attract tourists, strengthen regional economies, and advance sustainable development. A product's development is based on both its innate features and the demands of travelers whereinadequate production of the objects that symbolize intangible heritage assets makes it harder to attract tourists, resulting in a waste of financial resources [13]. The tourist attractions are promoting as an engaging spaces to present a remarkable an enjoyable encounter that will promote customers to return and great reviews. Engaging in virtual reality is a fantastic approach to raising visitor happiness overall, as well as enhancing the availability of trips and educational programs [15]. Electronic devices have been found to have an impact on people's perceptions of their freedom, individuality, engagement, and focus. Because digital technologies are used more and more, there are fewer in-person interactions during the meal preparation process. Engaging with assistance devices

during displays, for instance, emphasizes the solitary individual over dialogue, co-participation, or collaborating with others [3]. When it's organizing and promoting travel destinations, it has been helpful to understand the factors that affect their particular location. Historic sites are becoming more and more popular travel destinations since, according to a study, culture has a big impact on people's inclinations to travel. This is partly because industry is an economic instrument that can alter the social context of a location as well as the perspectives of its visitors [10]. The conventional tourist sector has entered a new phase known as smart visitors. By expanding the area available for location cooperation, technological innovations investigate novel approaches to produce experiences that travelers will remember. As a result of this tendency, numerous companies in the tourist industry have embraced a variety of clever technologies to advertise and promote their travel locations [12]. The study's objective is to assess various cultural features of goods influence visitors' impressions and purchasing decisions. It looks for the characteristics that have the biggest impact on travelers' choices and contentment with historical mementos.

The remaining portions of the investigation are shown below: The related work remained described in segment 2 and the research methodology, including the methods utilized to examine the connection between cultural product attributes and visitor perceptions, and is described in section 3. The sources of data and empirical findings are presented in the fourth section. Fifth chapter offers suggestions for policy based on the findings of the study.

## **Related work**

Regional transportation has evolved as one of the most major tourist sectors in the world, and the analysis [2] examined and increased interest among people in ruralism due in large part to the fact that the most frequented tourist destinations are bordered by people. It was discovered that twelve elements of tourists' perceptions of excellence offered empirical evidence in favor of the theory linking behavioral objectives, happiness, perceived superiority, and sense of value. The paper [6] focused on residents' support for tourism expansion and it is directly impacted by several aspects such as economic benefits, cultural and ethical attitudes, civic involvement, and community connection. The results disprove the hypothesis that attitudes and cultural engagement indirectly influence support for the expansion of the tourism sector. In light of this, the added body of knowledge is contrasted with the opinions of those locals regarding the mediating role that visitors perform. The author of [1] focused in particular on youth travelers and conducted study in Olympia, Antalya, Turkey, to analyze young visitors' value perceptions of nature-based vacations and their impact on travel results, and revisit inclinations. The education's conclusions expand the corpus of information on the behaviors of young travelers while also offering helpful managerial advice for tourism administrations that are headquartered in natural settings. According to the principle of [4], examined visitor satisfaction and revisit intention were influenced by considered quality of service, value expectations, and handling of visitors. The analysis of the data included regression studies to find the impact of the factors on revisit intention, and qualitative analysis to ascertain the degree of agreement. This temple and additional sites of cultural significance must be developed with traditions as the primary focus, maximizing visitor experience and preserving the site's cultural relevance. The aim was to [9]

present the theoretical framework that elucidates the connection between the pleasure of tourism and the inclination to recommend and purchase goods from developing tourist destinations because of their reputation. The emotive image has an impact on visitors' satisfaction and post-visit behavior, according to results from a sample of 314 distant tourists who visited Bulgaria, using text-mining, a novel way to assessing user-generated content.

The direct effects of these factors on happiness as well as the indirect effects of two authentic characteristics on contentment through enjoyment are elements of originality that affects pleasure through experience quality in the framework of cultural heritage. It provides a larger setting of cultural-heritage travel, this article [5] seeks to examine the function of the mediator of experience level between the aspects of legitimacy and pleasure. The results also showed that sincerity and gratification are mediated by experience quality. Creating tourism attempts to explore how visitors' experiences affect their perceptions of authenticity and retention. The region, correct answers were gathered, and discovered that memorable travel experiences enhance sincerity and recollection. Study's [16] conclusions add to the little body of research on innovative tourism, truthfulness, and recollection and have major consequences for professionals and regulators. The investigation of [20] the overcrowding during travel has an impact on traveler quality and location appeal. The effects of visitor-perceived congestion on the attraction of destinations were determined by using mathematical modeling of structural equations on sample of travelers the busiest travel period. Rated risk and encounter quality were included as moderating factors. Physical congestion will have a more pronounced negative impact on location visual appeal, suggesting that perceived risk and experience quality variables that have not received much attention in the past play significant mitigating roles. With reference to [11] outlines the association between travel pleasure, satisfaction, and intent to return, the present research used the structural calculus approach. Finally, it is also demonstrated that the wish to return is favorably correlated with tourist pleasure. According to the findings, customization has the least impact on the smart travel technology knowledge, while mobility has the most impact.

According to the author's suggestions in [14] illustrated the goals of practitioners about the development of Intangible Cultural Heritage (ICH) was maintainable tourist reserve. Their findings showed that integrity is viewed holistically by ICH experts, integrating their identities, passed-down traditions, and acquired interpretations. This research contributes significantly to the field of environmentally friendly heritage tourism since it examines the practitioner's perspective on the veracity of ICH and ICH as an environmentally friendly tourism resource.

### Main Objectives

The primary objective was searching into tourists' perceptions then preferences regarding cultural and historical tourism offerings. The study particularly sought to tackle the subsequent goals:

- Identify the Principal Factors Influencing Tourists' Perception of India Cultural and Historical Attractions: This involves analyzing what factors most significantly shape tourists' views on key attractions in India.

- Determine the Differences in Perception and Willingness to Explore India Cultural Tourism Products Based on Demographic Variables: Investigate how factors like gender, age,

profession, and income level influence tourists' perceptions and willingness to engage with India cultural and historical sites. This includes comparing the views of male and female tourists to uncover any significant differences.

|| Analyze Gender-Based Differences in the Purchase Intentions of Cultural Products Related to India Historical and Cultural Attractions: This objective aims to explore how gender influences tourists' intentions and willingness to purchase cultural products associated with India historical and cultural landmarks. It involves evaluating any significant disparities to men and women tourists regarding their preferences, spending behavior, and overall interest in cultural merchandise.

Methodology

Data collection and study participants

A recent analysis of online tourist visits (Google sites) in India reveals a growing interest in the country's diverse cultural and historical offerings. Visitors are increasingly exploring various aspects of Indian heritage, from traditional arts and crafts to unique culinary experiences. The online data indicates a strong demand for immersive cultural experiences and authentic interactions with local traditions. The quality and accessibility of these experiences are crucial factors influencing tourist satisfaction. Additionally, the rise in sustainable tourism practices reflects a broader shift towards environmentally and socially responsible travel choices. There was 420 people in the study's sample overall, including men and women. The interview absences were substituted with the matching average. This portion utilized and intentions of the 400 respondents regarding India cultural tourism offerings. Inquiries about socio-demographic traits, including gender, age, job, earnings, and tourists, were included in the initial section. The questionnaire's next portion asked questions to gauge how travelers felt about India arts and culture offerings. The 400 respondents to the study represent a variety of demographic traits. Of the participants, 32% are between the ages of 26 and 40, and 31% are between the ages of 15 and 25. The gender breakdown reveals that there are more men (58%) than women (42%). International travelers make up a lower percentage of respondents (24%), with domestic tourists making up the bulk (76%). In terms of profession, the majority of those polled work for the government (31%), then the public sector (42%), Income level moderate (58%) comparison of 26% people with Income level low and 15% was income level high individuals as shown in Table I.

Table I Contributed dataset

Category		No. of. Respondent (n=400)	Percentage (%)
Age	15-25 yrs	124	31
	26-40 yrs	129	32
	41-51 yrs	103	25
	52-60 yrs	39	09
	Above 61 yrs	05	02
Gender	Male	234	58
	Female	166	42
Tourist	Domestic	305	76
	International	95	24

Profession	Academic sector	35	09
	Public sector	167	42
	Gov sector	123	31
	Hospitality sector	22	05
	Technology sector	53	13
Income level	Low	104	26
	Moderate	234	58
	High	62	15

### Hypothesis Development

Hypothesis 1: Key factors such as historical significance, cultural authenticity, and visitor experience significantly influence tourists' perceptions of India cultural and historical attractions.

Hypothesis 2: Demographic variables like gender, age, profession, and income level significantly affect tourists' perceptions and willingness to engage with India cultural and historical sites.

Hypothesis 3: Male and female tourists have different intentions and willingness to purchase cultural products related to historical and India cultural attractions.

### Statistical analysis

Data analysis is done using the SPSS program. The ten comments that followed were counted on a three-point Likert scale: 1 = disagree, 2 = neutral and 3 = agree. In validation research, including 5% of the total sample, judgment processing and company growth were the two primary characteristics of the survey that were thoroughly investigated. Ten assertions made up Dimension One, while ten assertions, which denote excellent internal coherency, made up level 2. To evaluate the attitudes and dispositions toward India historical and cultural products, the t-test, ANOVA test, factor analysis, graphical figures, and arithmetic exams were used in the data investigation course.

## Results

The percentages of the median and standard deviation for several variables about how customers view cultural goods are introduced in Table II. The two categories with the highest mean scores, "Economic requirements" (4.8564) and "Desire for Mementos" (4.8763), show a strong propensity to buy mementos and take economic worth into account. Additionally, "Commemoration Importance" and "Absence of Deceit" had high mean scores (4.5315 and 4.6542, respectively), indicating that customers value historic value and genuineness highly. However, the lower mean scores of components like "Fair Pricing" (3.5742) and "Business Individuality" (3.0152) indicate that these areas are not as important. All of the categories have relatively large standard deviations, with "Economic Requirements" having the highest standard deviation of 1.95478. This suggests that respondents had a wide range of responses and differing perceptions.

Table II Exploring Factors Influencing Perceptions of India Cultural and Historical Attractions

Statement	Mean	Standard deviation
Business Individuality	3.0152	1.33318
Significant in history	3.2143	1.20974
Commemoration Importance	4.5315	1.34287
Absence of Deceit	4.6542	1.23658
Organic handicrafts created by humans	3.4521	1.49731
Fair Pricing	3.5742	1.22280
Desire for Souvenirs	4.8763	1.43521
Worth for Currency	3.9865	1.23096
Economic Requirements	4.8564	1.95478
Merchandise infused with heritage	3.4567	1.56722

Factor load values, communal characteristics, and Cronbach's Alpha reliability scores are shown in Table III for every element in a factor assessment. Four unique factors with high reliability are revealed by the investigation; these factors' Cronbach's alpha values range from 0.740 to 0.836. "Business Individuality" and "Absence of Deceit," which have high factor loadings of 0.756 and 0.756, respectively, are included in factor 1. High loadings for "Fair Pricing" (0.932) and "Organic handicrafts created by humans" (0.954) define Factor 2. "Desire for Memorabilia" (0.675) and "Worth for Currency" (0.578) are the main elements of Factor 3, and "Economic Requirements" (0.963) and "Merchandise infused with heritage" (0.856) are the main features of Factor 4. The communities show how closely the retrieved factors describe each variable; with especially high communal characteristics for the variables "Organic products created by people" (0.913) and "Economic Requirements" (0.956) demonstrate a good correlation with the corresponding components.

Table III Factor Analysis Findings of Tourists' Views on Cultural Products

Component	Factor Loading					Communality
	Feature 1	Feature 2	Feature 3	Feature 4	Feature 5	
Feature	0.750	0.836	0.791	0.740	0.745	
Cronbach's Alpha						
Business Individuality	.756	-	-	-	-	.643
Significant in history	.734	-	-	-	-	.986
Commemoration Importance	.692	-	-	-	-	.745
Absence of Deceit	.756	-	-	-	-	.826
Organic handicrafts created by humans	-	.954	-	-	-	.913
Fair Pricing	-	.932	-	-	-	.632
Desire for Souvenirs	-	-	.675	-	-	.568
Worth for Currency	-	-	.578	-	-	.724
Economic Requirements	-	-	-	.963	-	.956
Merchandise infused with heritage	-	-	-	.856	.435	.456
Eigenvalues	4.265	1.675	2.937	1.387	1.863	-
Percentage of total variance	23.475	11.864	34.943	9.764	8.465	-
Number of test measures	4	2	2	2	1	-

The responses from men and women on several facets of cultural tourist items are compared in the table. There are notable disparities between the genders in "Economic Requirements," where women score higher (5.84) than men (4.87), and Fairness the cost," where women rate it greater

(4.82) than men (3.79). "Commemoration Importance" is rated higher by men (4.45) than by women (3.632). The disparities in other characteristics, such as the desire for Memorabilia," Business Diversity, and Goods Infused with tradition are less pronounced, as shown in Table IV.

Table IV T-test grouped by gender

S.no	Statement	Male (mean)	Female (mean)	T-test
1	Desire for Souvenirs	3.54	3.86	-1.584
2	Economic Requirements	4.87	5.84	4.56
3	Fair Pricing	3.79	4.821	-2.64
4	Commemoration Importance	4.45	3.632	-3.85
5	Business Individuality	3.67	4.85	0.894
6	<u>Merchandise infused with heritage</u>	4.42	3.25	1.548

There are positive correlations ranging from average to strong between all independent variables and the result. "Economic requirements" (0.376), "Significant in history" (0.345), and "Worth for Currency" (0.354) are examples of variables with moderate relationships and average positive correlations. Conversely, "Commemoration Importance" (0.397), "Desire for Souvenirs" (0.421), and "Fair Pricing" (0.321) show robust rising correlations, indicating stronger associations with the result. All things considered, these associations imply that every variable has a beneficial impact on the result, albeit to varying degrees and as shown in table V.

Table V Outcome of correlation test

Independent variable	Values of correlation	Deduction
Significant in history	0.345	Average and positive
Fair Pricing	0.321	Strong and positive
Economic Requirements	0.376	Average and positive
Desire for Souvenirs	0.421	Strong and positive
Commemoration Importance	0.397	Strong and positive
Worth for Currency	0.354	<u>Average and positive</u>

## Conclusion

The main misconceptions visitors have regarding India cultural offerings. Finding out makes tourists think differently about cultural tourism was the main goal. Diversity of India Cultural Products, Image Value of India Cultural Products, Good Value for Money, and Unique Characteristics are the four major variables that the study found to be important. These variables demonstrate how several facets of India cultural offering influence visitors' perception these elements include the perception of worth and distinctiveness, the overall attraction of the items, and the depth of cultural diversity. Important factors that impact tourists' purchasing decisions include economic worth, fair price, and historical significance. These findings imply that culturally relevant product customization can improve marketing efficacy.

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