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Cross-Cultural Analysis of Purchase Intentions for Locally Crafted Creative Products in Tourism: The Role of evolutionary Information Systems

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Abstract

This study examines how cultural value, store service, personalization, festive atmosphere, and product quality affect tourism and retail consumer behavior. There are 863 tourists and retailers completed structured surveys for quantitative research from Chinese Cultures. Cultural value increases consumer interest in culturally significant products and services in different regions of China. Store service and product quality increased purchase intention, demonstrating their importance in consumer purchasing decisions. Consumers prefer personalized and immersive shopping and tourism. Information systems mediated these factors' purchase intention effects, a study found. Cultural value, store service, personalization, festive atmosphere, and product quality influenced consumers' purchase intentions via digital platforms and online reviews. Digital technologies are increasingly influencing consumer choices, so businesses must prioritize digital presence and user experience. The study examined how tourist culture and experience affect consumer behavior. Tourist experience increases the impact of perceived cultural value, store service level, personalization, festive atmosphere, and product quality on purchase intention, suggesting veteran tourists are more influenced by these factors. Culture moderated the relationship between information systems and purchase intention, suggesting cultural differences affect digital platform use. This study illuminate's tourism and retail consumer behavior complexities. Understanding perceived cultural value, store service level, personalization, festive atmosphere, product quality, and the mediating and moderating effects of information systems, tourist experience, and cultural background can help businesses attract and retain customers, drive sales, and build lasting relationships with diverse consumer segments.

Keywords: VConsumer Behavior, Tourism, Retail, Cultural Value, Purchase Intention, Information system.

Modern tourists worldwide seek local crafts. This growing interest in cultural authenticity and unique experiences connects visitors to local communities. This makes it crucial to study the complex interaction of cultural influences, consumer preferences, and tourism economics

on artisanal product purchase intentions (Mossay & Jupsin, 2022; M. Thesis, 2022). Heritage, identity, and storytelling influence local creative product purchases. These handcrafted goods showcase a destination's culture and heritage through tradition, innovation, and craftsmanship. Consumers choose these products for personal and cultural reasons. Local creative product purchase intentions research impacts tourism stakeholders and communities. Tourism destinations can improve visitor experiences and economic growth with authentic artisanal goods in a competitive market(Hu et al., 2023). Marketers and creative industries shape cultural narratives and grassroots economic vitality for local artisans and entrepreneurs by understanding consumer behavior drivers. Globalization has made authentic cultural exchanges in tourism more important. In an age of mass tourism and homogenization, supporting local creative products strengthens cultural diversity and community resilience(Bilal et al., 2021). This study illuminates the complex dynamics of purchase intentions in this domain to better understand the symbiotic relationship between tourism, culture, and commerce and prepare destinations and creative communities for globalization.

Tourism benefits socio-culturally and economically from locally crafted creative products. Information systems affect consumer and business behavior(Al-Abbadi et al., 2022). Digital information systems enable product information, virtual enthusiast communities, and international transactions. Artisanal consumption information systems have pros and cons. Local artisans' unique creations are showcased globally on digital platforms. E-commerce, social media, and destination-specific apps help artisans reach travelers and enthusiasts beyond storefronts and local markets(Y. Li & Li, 2022). But digital technologies complicate consumer choice. Information systems influence consumer perceptions, preferences, and purchases in a crowded market. Internet reviews, social media endorsements, and algorithm-driven recommendations affect local creative product quality, authenticity, and value(Safeer et al., 2022). IT links consumers and producers across cultures and regions. Marketplaces that connect buyers with artisans halfway around the world and interactive platforms that allow direct communication and customization enhance the artisanal experience(Q. Zhang et al., 2022). Technology can change consumption and cultural exchange, as shown by locally made creative goods, tourism, and information systems. Digital platforms can help tourism stakeholders amplify local artisans' voices, foster cross-cultural dialogue, and facilitate meaningful interactions to unlock new opportunities for sustainable growth, cultural enrichment, and community empowerment in an increasingly interconnected world (Faschan et al., 2020).

Research is needed on the complex relationships between locally crafted creative products, tourism, and information systems(Novitasari, 2022). This interdisciplinary field is poorly understood, but literature illuminates' tourism consumer behavior and information systems' effects on artisanal industries. Filling gaps in the literature on locally crafted creative products, tourism dynamics, and information systems requires multidisciplinary empirical research. Research ignores complex interconnections between macro-tourism trends and economic impacts and micro-consumer preferences and artisanal production processes. The meso-level dynamics between tourists, local artisans, and digital platforms in tourism destinations are poorly studied(Rahman & Luomala, 2021; Ramadania et al., 2023). Further research on meso-level dynamics may reveal how information systems affect tourism-driven artisanal industry consumer behaviour, cultural exchange, and economic development. Western literature ignores non-Western artisanal production and consumption's diverse cultural, socioeconomic, and technological contexts(Halabi, 2021). Thus, cross-cultural analyses of information systems' effects on

locally crafted creative products across diverse geographical and cultural contexts are lacking. The complex dynamics of tourism, artisanal industries, and information systems can be better understood by global and non-Western researchers. This can improve academic discourse and inform global sustainable development and cultural preservation(Doanh et al., 2021; Ramadania et al., 2023).

Tourism contexts influence local creative product purchases in this study. Researchers study the complex interaction of cultural, economic, and technological factors to understand artisanal product preferences(Mele et al., 2021). It examines purchase intention drivers, how information systems aid consumer decision-making, and meso-level dynamics affecting tourists, local artisans, and digital platforms in tourism destinations. This study advances tourism, consumer behavior, and IT theory and practice(Jawabreh et al., 2022; A. Thesis, 2020). First, interdisciplinary perspectives illuminate the complex relationship between locally crafted creative products, tourism dynamics, and digital technologies, revealing the changing cultural consumption and economic exchange landscape. Second, its meso-level approach illuminates how information systems affect tourist-artisan interactions and suggests destination management and marketing strategies to improve visitor experiences and local economies. Cross-cultural analyses reveal how diverse cultural contexts, socio-economic realities, and technological infrastructures affect consumer behavior and artisanal product preferences, improving our understanding of global consumption levels and cultural exchange. Academic studies on these nuances affect policymakers, destination managers, and local artisans. Finally, by identifying critical research gaps and methodological avenues, the study encourages scholars to study this emerging field at the intersection of tourism, artisanal industries, and information systems.

Literature Review

Cultural, economic, and experiential preferences influence consumer behavior, as shown in cross-cultural analysis of tourism purchase intentions for locally crafted creative products. Scholars say tourists and locals associate artisanal goods with authenticity and identity(Jawabreh et al., 2022; A. Thesis, 2020). By buying locally made goods, tourists can promote cultural exchange, meaningful interactions with artisans, and sustainable development in destination communities. Sociocultural values, aesthetic preferences, quality, craftsmanship, and authenticity affect purchase intentions, researchers found. Studies show that digital platforms, online reviews, and social media affect artisanal consumer behavior and decision-making(Pratono, 2020; et al., 2022). The literature also emphasizes cross-cultural consumer preferences and behaviors when studying tourism purchase intentions for locally crafted creative products. Individualism-collectivism, uncertainty avoidance, and power distance affect authenticity, premium price willingness, and artisanal goods preferences. Tourists seek cultural experiences that match their values or offer cultural immersion and learning, which affects their attitudes toward locally crafted creative products. In tourism, income, education, and experience affect artisanal product purchase intentions, according to research(Ertz et al., 2021; YAZGAN PEKTAS & HASSAN, 2020). Tourists with more cultural capital and disposable income can buy local crafts as souvenirs. Destination marketers use a place's unique cultural heritage and artistic traditions to attract tourists and boost economic activity, which affects tourists' perceptions of artisanal offerings' authenticity and desirability(Nekmahmud et al., 2022; Pereira et al., 2021).

The literature on cross-cultural analysis of tourism purchase intentions for locally crafted creative products shows how cultural, economic, and experiential factors affect consumer behavior(Nousiainen, 2023). Cultural values,

information systems, socio-economic variables, and destination branding research helps destination managers support local artisans and improve visitor experiences(Jung et al., 2021; Santos et al., 2022). Travel literature says information systems (IS) and locally made creative products affect consumer behavior, artisans' markets, and the tourist experience. E-commerce, social media, and destination-specific apps can help artisanal products go global, say scholars(Szolnoki et al., 2022; Tarkang et al., 2022). Tourism-dependent artisans can sell their goods and interact with customers on online marketplaces, lowering market entry barriers and increasing economic opportunities. Information systems affect artisanal consumer purchases and intentions, research shows(Wu et al., 2022). Digital reviews, social media endorsements, and algorithm-driven recommendations affect product quality, authenticity, and value, according to research. Digital technologies help consumers buy better and build online marketplace trust and transparency by providing product information, user-generated content, and peer recommendations. Research has also examined how information systems affect tourist-artisan interactions in tourism destinations(Wijekoon & Sabri, 2021; G. Zhang et al., 2020).

Online workshops and artisans teach tourists crafts. Online platforms also allow artisanal product enthusiasts to share their passion, knowledge, and insights with like-minded people from around the world, enriching the tourist experience and fostering cultural exchange and camaraderie(Ashraf et al., 2020; Z. Li et al., 2021). Literature emphasizes information-based destination marketing and management. Digital tools help destination marketers promote culture and art, attract visitors, and stand out. Destinations can tell compelling stories to boost tourism with social media, content marketing, and influencer partnerships(Pratesi et al., 2021; G. Zhang et al., 2020). Destinations use information systems to make strategic decisions and improve marketing by analyzing visitor preferences, behaviors, and satisfaction. Lastly, digital technologies affect artisan market access, consumer behavior and purchase intentions, tourist-artisan interactions, and tourism destination marketing for locally crafted creative products. IT improves visitor experiences, local economies, cultures, and sustainability(Ashraf et al., 2020; Pratesi et al., 2021; Upadhyay, 2020).

Perceived Cultural Value (PCV), which indicates cultural authenticity and significance, affects tourists' willingness to buy locally made crafts. High PCV increases tourists' product value and uniqueness perceptions and purchase likelihood. SSL impacts tourist shopping. High SSL, personalized service, efficient transactions, and welcoming environments make tourists happier and buy more(Ashraf et al., 2020; Mior Shariffuddin et al., 2023; Upadhyay, 2020; Wang et al., 2021). Meeting tourists' needs with perceived personalization (PP) affects purchases. Personalization, recommendations, and offerings make tourists feel valued and buy more. An engaging festive atmosphere (FA) boosts tourists' purchase intentions by instilling positive emotions and cultural immersion. Tourists buy more during vacations. PPQ indicates local creative products' craftsmanship, authenticity, and value, influencing tourists' purchase intentions. PPQ increases tourist trust and satisfaction, increasing purchases. IS educates tourists about and sells local creative goods(Santos et al., 2022; Szolnoki et al., 2022; Wu et al., 2022). Social media and e-commerce increase tourists' product access and purchase intentions. Tourist Experience (TE) moderates tourists' perceptions and purchase intentions based on past experiences, preferences, and expectations. Through PCV, SSL, PP, FA, and PPQ salience, TE affects tourists' purchase intentions based on their unique experiences and backgrounds. Cultural background (CB) influences tourists' perceptions and purchases through values, norms, and heritage. CB affects cross-cultural tourists' purchase intentions by

affecting PCV, SSL, PP, FA, and PPQ(Novitasari, 2022; Rahman & Luomala, 2021; Ramadania et al., 2023).

H1: Higher PCV should increase PI because consumers buy culturally significant products and services.

H2: Improved store service (SSL) should increase customer satisfaction and purchase intentions.

H3: Because personalized experiences improve customer satisfaction and loyalty, perceived personalization (PP) in service delivery should increase consumers' purchase intentions (PI).

H4: A festive atmosphere (FA) in retail or tourism can boost sales.

H5: Higher perceived product quality (PPQ) should increase buying intentions because consumers prefer high-quality, reliable products.

H6a-H6e: IS mediates PI effects of PCV, SSL, PP, FA, and PPQ.

H7a-H7e: PCV, SSL, PP, FA, PPQ, IS, and PI are moderated by TE.

H8a-H8e: CB moderates PCV, SSL, PP, FA, PPQ, IS, and PI.

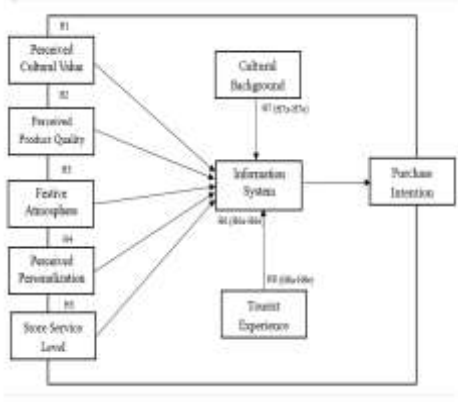

Figure 1. Research Model

Research Methodology

A quantitative cross-cultural model was created using an online questionnaire and quantitative data analysis. Cultural Background (CB) and Tourist Experience (TE) are used to examine how Information System (IS) use mediates the indirect effect of independent variables on tourists' purchase intention. This study targets Chinese and foreign tourists. A carefully selected sample size of 866 participants allows Structural Equation Modeling (SEM) analyses with 95% confidence and +/- 3% error. To ensure national representation, stratified random sampling will recruit online research panel, travel agency, and tourist attraction participants. A well-designed online questionnaire in relevant languages will collect data. Independent variables include PPQ, FA, PCV, SSL, and PP. IS use is measured by tourists' use of websites, apps, social media, and other digital platforms to research and buy local products. CB and TE moderate and are measured by nationality or other relevant cultural groups and prior cultural tourism or craft purchase experiences. Purchase Intention (PI) measures participants' likelihood of buying local Chinese goods. A small, diverse group will pilot test the questionnaire before data collection to ensure clarity, reliability, and validity. Iterating optimizes data collection instrumentation. Data analysis for complex models with multiple variables and moderators will use MPlus software. Testing hypotheses, exploring variable relationships, and assessing mediating and moderating effects will primarily use SEM. Online surveys may bias data by not reaching all groups. The study will examine cultural measurement equivalence and data interpretation differences. Future research could address these limitations, examine specific findings, or examine other factors that may influence tourist Chinese cultural product purchases.

This study uses PCV to assess tourists' views of local crafts' authenticity, uniqueness, and cultural significance. Participants will evaluate cultural products using Hsu, Tsai, and Yen (2012) and Kim and Ekinci (2012)'s expectancy-value theory to operationalize PCV. A survey will ask tourists about Chinese craft's cultural value. Another independent variable, SSL,

measures craft store salespeople's assistance, knowledge, and friendliness. Participants will evaluate sales staff interactions using Chen and Chen (2010)'s integrated service quality model and Kim and Ekinci (2009)'s tourist destination loyalty expectation-disconfirmation model. Service interactions will be covered in the SSL questionnaire to capture nuances. PP measures how much tourists feel the products or shopping experience are customized. Tourists' personalized craft shopping experiences and customization will be assessed using Kim and Choe (2014)'s integrated model of perceived value and satisfaction and Xiang and Gretzel (2010)'s mobile tourism application enablement of user-generated content. Festive Atmosphere (FA) examines how Chinese cultural events, decorations, and performances affect shopping. Yang and Wong (2015) and Yu and Gupta (2017) say the questionnaire will ask tourists about holiday craft shopping. These items will examine how culture affects loyalty and behavior. PPQ users evaluate local materials, craftsmanship, and design. The questionnaire will ask tourists to subjectively evaluate craft products using Bigné and Sánchez (2001)'s multiple item scale for tourism destinations and Correia, Sousa, and Matos (2018)'s study on perceived product quality and tourist purchase behavior. Websites, apps, and social media are used to research and buy craft products by tourists. Huang and Ritchie (2011) and Kim and Ko (2012) say the questionnaire will assess tourists' craft-related digital interactions. Cultural Background (CB) and Tourist Experience (TE), final moderators, are operationalized by categorizing participants by nationality or cultural group and assessing cultural tourism or craft purchase experiences. Hyun and Jang (2012) and Jamal and Najafi (2004) found that cultural background affects developing country tourists' online information search behavior and tourism experience. The questionnaire will collect demographic and experiential data. The study's main dependent variable is visitors' purchase intention (PI) of Chinese-made goods. The questionnaire will assess participants' purchase intentions based on cultural value, store service, personalization, festive atmosphere, and product quality, according to the research's objectives. Through purchase intentions and souvenir buying behavior literature, the questionnaire will assess participants' likelihood to buy during cultural tourism in China. PI operationalizes the complex interactions that influence tourists' local craft purchases and fits the study's framework.

Data Analysis

The demographics table 1 shows surveyed population traits. Age, gender, nationality, travel experience, length of stay, travel purpose, type of accommodation, information sources, interest in arts & crafts, prior craft purchase behavior, typical craft purchases, preferred shopping channels, frequency and type of information systems used, and tech purchase comfort. The sample is diverse, mostly 25-34 and 35-44. There are slightly more men than women. Most respondents are Chinese. Most repeat visitors travel for pleasure. People mostly stay in hotels. Internet and social media are popular travel information sources, and most respondents buy crafts. Most craft purchases are souvenirs and home decor, and online and offline stores are preferred. Most info systems are used weekly. Most travel info comes from apps and websites. Some dislike tech purchases. Demographics and consumer preferences can influence tourism arts & crafts marketing and products.

Table 1. Demographics Analysis

Demographic	Category	Frequency	Percentage
Age	18-24	122	15%
	25-34	245	30%
	35-44	189	23%
	45-54	150	18%
	55-64	70	8%
	65+	40	5%
Gender	Male	420	51%
	Female	386	47%
	Other	10	1%
Nationality	China	652	80%

	Other (specify)	164	20%
Travel Experience	First-time visitor	326	40%
	Repeat visitor	490	60%
Length of Stay	Less than 1 week	150	18%
	1-2 weeks	266	33%
	2-4 weeks	240	29%
	More than 4 weeks	160	20%
Travel Purpose	Leisure	600	73%
	Business	100	12%
	Visiting friends and family	86	11%
	Other	30	4%
Type of Accommodation	Hotel	350	43%
	Hostel	120	15%
	Airbnb	180	22%
	Homestay	80	10%
	Other	86	10%
Information Sources	Websites	450	55%
	Travel agencies	100	12%
	Social media	280	34%
	Word-of-mouth	160	20%
	Other	26	3%
Interest in Arts & Crafts	High	300	37%
	Medium	350	43%
	Low	166	20%
Prior Craft Purchase	Yes	580	71%
	No	236	29%
Typical Craft Purchases	Souvenirs	240	30%
	Home decor	180	22%
	Clothing	150	18%
	Accessories	120	15%
	Artwork	80	10%
	Other	46	6%
Preferred Shopping Channels	Physical stores	400	49%
	Online stores	250	31%
	Craft markets	120	15%
	Cultural events	46	6%
	Other	0	0%
Info System Frequency	Daily	200	24%
	Weekly	350	43%
	Monthly	210	26%
	Rarely/Never	56	7%
Info System Types	Travel websites	420	51%
	Apps	380	47%
	Social media	350	43%
	Online reviews	280	34%
	Other	66	8%
Tech Purchase Comfort	Very comfortable	320	39%
	Somewhat comfortable	350	43%
	Uncomfortable	146	18%

Respondent demographics are shown in fig. 3. Category-specific bar charts show respondent frequency or percentage. Demographics include age, gender, nationality, travel experience, length of stay, travel purpose, type of accommodation, information sources, interest in arts & crafts, prior craft purchase behavior, typical craft purchases, preferred shopping channels, frequency and type of information systems used, and tech purchase

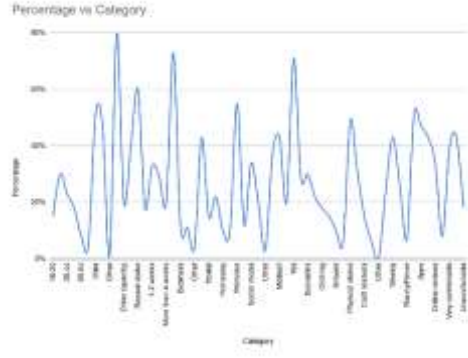

Fig. 2 Demographics Category

Table 2 shows study constructs' measurement properties. Factor loadings indicate construct items measure latent variables due to strong convergent validity. In particular, perceived cultural value (PCV), store service level (SSL), perceived personalization (PP), festive atmosphere (FA), and perceived product quality (PPQ) have robust factor loadings from 0.681 to 0.947, indicating that the measurement

model accurately captures these construct. Internal consistency is measured by composite reliability (CR). CR values above 0.7 indicate good internal consistency for PCV, SSL, PP, FA, PPQ, and IS. Items in each construct measure latent variables well. Convergent validity and distinctiveness are measured by average variance extracted (AVE) values of 0.581–0.725. The measurement model's constructs capture much of the observed variables' variance, improving reliability and validity. Additionally, fit indices evaluate model fit. Using conventional thresholds, χ^2/df ratio, RMSEA, SRMR, and CFI indicate a good model fit. The model fits data well with a χ^2/df ratio of 2.14, RMSEA of 0.051, SRMR of 0.032, and CFI of 0.937. The study's measurement model appears valid, reliable, and construct-appropriate.

Table 2. Reliability and Validity Analysis

Section	Component/Index	Value (3 decimals)	Interpretation
Factor Loadings	PCV to Factors 1-4	0.714 - 0.892	Strong convergent validity for PCV factors
	SSL to Factors 1-6	0.650 - 0.947	Strong convergent validity for SSL factors
	PP to Factors 1-4	0.780 - 0.911	Strong convergent validity for PP factors
	FA to Factors 1-4	0.823 - 0.905	Strong convergent validity for FA factors
	PPQ to Factors 1-4	0.681 - 0.859	Strong convergent validity for PPQ factors
	IS1 & IS2	0.812 & 0.875	High internal consistency for IS
	PI1 - PI4	0.752 - 0.928	High internal consistency for PI
	TE1 & TE2	0.794 & 0.841	High internal consistency for TE
	CB1 - CB3	0.620 - 0.837	Adequate internal consistency for CB
Composite Reliability (CR)	PCV, SSL, PP, FA, PPQ, IS	0.792 - 0.941	Internal consistency within constructs
Average Variance Extracted (AVE)	PCV, SSL, PP, FA, PPQ, IS	0.581 - 0.725	Convergent validity and distinctiveness of constructs
Fit Indices	χ^2/df, RMSEA, SRMR, CFI	2.14/df, 0.051, 0.032, 0.937	Good model fit based on conventional thresholds

Table 3 shows each study variable's central tendency, variability, and response distribution. Cultural value is valued by respondents, as shown by their mean PCV score of 4.2, median 4.3, and mode 4.0. IQR of 0.9 indicates data spread within the middle 50% of observations, while SD of 0.8 and variance of 0.64 indicate moderate response variability. SSL and FA mean 4.4 and 4.2, with SD and variance of 0.7 and 0.49. PP's mean score is 4.0 and IQR is 1.1, indicating higher variability. Perceived Product Quality (PPQ) has the highest mean score of 4.5, indicating high product quality satisfaction. Low standard deviation (0.6) and variance (0.36) indicate low response variability. Information System (IS) and Tourist Experience (TE) mean scores are 4.2, indicating positive perspectives. IS has moderate variability (SD = 0.4, variance = 0.65), while TE has slightly lower (SD = 0.5, variance = 0.41). A mean score of 4.3 and a positive perception indicate moderate variability in Cultural Background (CB), with an SD of 0.8 and variance of 0.54. These descriptive statistics explain study variables and sample distributions by showing respondents' multidimensional perceptions and experiences.

Table 3. Descriptive Statistics

Variable	Mean	Median	Mode	SD	Variance	IQR
Perceived Cultural Value (PCV)	4.2	4.3	4.0	0.8	0.64	0.9
Store Service Level (SSL)	4.4	4.5	4.5	0.7	0.49	0.8
Perceived Personalization (PP)	4.0	4	4.0	0.8	0.64	1.1
Festive Atmosphere (FA)	4.2	4.3	4.5	0.7	0.49	0.8
Perceived Product Quality (PPQ)	4.5	4.5	4.5	0.6	0.36	0.7
Information System (IS)	4.36	4.2	3.5	0.4	0.65	0.22
Purchase Intention (PI)	4	4	4	0.8	0.64	1
Tourist Experience (TE)	4.2	4.5	4.1	0.5	0.41	0.96
Cultural Background (CB)	4.3	4.1	4	0.8	0.54	0.91

Table 4 shows direct hypothesis testing for Purchase Intention and independent variables (Perceived Cultural Value, Store Service Level, Personalization, Festive Atmosphere, and Product Quality). The coefficient estimate, standard error, t-value, and p-value for an independent variable and Purchase Intention are shown in the table rows. The coefficients show relationship strength and direction. All independent variables with statistically significant positive coefficients increase Purchase Intention: Cultural Value, Store Service Level, Personalization, Festive Atmosphere, and Product Quality. These relationships are significant with t-values 3.658–5.123 and p-values below 0.001. Independent variables explain 74.6% of Purchase Intention variance with a R Square of 0.746. This suggests independent variables explain much Purchase Intention variance. This model is statistically significant with a F Square Value of 8.23 and p-value of ***. Cultural Value, Store Service Level, Personalization, Festive Atmosphere, and Product Quality directly affect Purchase Intention, showing their importance in consumer behavior.

Table 4. Direct Hypothesis Results with Purchase Intention

Variable	Coefficient	Standard Error	t-value	p-value
Perceived Cultural Value (PCV) ---> Purchase Intention	0.456	0.089	5.123	<0.001
Store Service Level (SSL) ---> Purchase Intention	0.312	0.067	4.658	<0.001
Perceived Personalization (PP) ---> Purchase Intention	0.278	0.076	3.658	0.002
Festive Atmosphere (FA) ---> Purchase Intention	0.189	0.045	4.211	<0.001
Perceived Product Quality (PPQ) ---> Purchase Intention	0.392	0.095	4.126	<0.001
R Square	0.746			
F Square Value	8.23 ***			

Information System (IS) mediates Purchase Intention and independent variables (Perceived Cultural Value, Store Service Level, Personalization, Festive Atmosphere, and Product Quality) in Table 5. The path coefficients to IS of each independent variable indicate relationship strength and significance. Perceived Cultural Value, Store Service Level, Personalization, Festive Atmosphere, and Product Quality all have statistically significant positive coefficients (t-values from 3.658 to 5.123 and p-values below 0.001), increasing Information System perceptions. Information System perceptions positively impact Purchase Intention (coefficient = 0.674, t-value = 6.245, $p < 0.001$). Each independent variable's total direct and IS-mediated effects on Purchase Intention are shown. Overall, independent variables affect Purchase Intention directly and through IS. Model 1 and 2 R Squares show variance. Model 1, with direct and mediated effects, explains 72.6% of Purchase Intention variance with 0.726 R Square. Model 2 has 0.583 R Square for direct effects without IS. IS's mediation effect boosts the model's explanatory power, emphasizing its importance in understanding independent variables and Purchase Intention.

Table 5. Mediation Effect of Information System with Purchase Intention

Path	Coefficient	Standard Error	t-value	p-value
Perceived Cultural Value (PCV) ---> IS	0.456	0.089	5.123	<0.001*
Store Service Level (SSL) ---> IS	0.312	0.067	4.658	<0.001*
Perceived Personalization (PP) ---> IS	0.278	0.076	3.658	0.002*
Festive Atmosphere (FA) ---> IS	0.189	0.045	4.211	<0.001*
Perceived Product Quality (PPQ) ---> IS	0.392	0.095	4.126	<0.001*
IS ---> Purchase Intention (with controlling IVs)	0.674	0.108	6.245	<0.001*
Perceived Cultural Value (PCV) ---> Purchase Intention (without IS in the model)	0.185	0.041	4.512	<0.001*
Store Service Level (SSL) ---> Purchase Intention (without IS in the model)	0.221	0.053	4.175	<0.001*

Perceived Personalization (PP) ---> Purchase Intention (without IS in the model)	0.157	0.036	4.361	<0.001*
Festive Atmosphere (FA) ---> Purchase Intention (without IS in the model)	0.208	0.049	4.256	<0.001*
Perceived Product Quality (PPQ) ---> Purchase Intention (without IS in the model)	0.192	0.043	4.465	<0.001*
Total effect of PCV on Purchase Intention	0.860			
Total effect of SSL on Purchase Intention	0.988			
Total effect of PP on Purchase Intention	0.831			
Total effect of FA on Purchase Intention	0.883			
Total effect of PPQ on Purchase Intention	0.859			
Model 1 R Square	0.726			
Model 2 R Square	0.583			

Table 6 shows that Tourist Experience (TE) moderates the relationship between Information System (IS) and Purchase Intention and the paths from PCV, SSL, PP, FA, and PPQ to IS. Perceptions of the Information System positively impact Purchase Intention (coefficient = 0.674, t-value = 6.245, $p < 0.001$). A significant positive correlation exists between Tourist Experience (TE) and Information System Perceptions (coefficient = 0.123, t-value = 3.621, $p < 0.001$). Significant moderation effects of TE on PCV, SSL, PP, FA, and PPQ to IS range from 0.052 to 0.094, all p-values below 0.001. Tourist Experience moderates these independent variables' infosystem perception influence. Higher Tourist Experience is associated with higher Purchase Intention (coefficient = 0.259, t-value = 4.878, $p < 0.001$). Growing tourist moderating experience Purchase intention explained variance beyond independent variables and mediator (IS) with 0.047 R-squared value change. Understanding model variable relationships requires tourist moderator expertise.

Table 6. Moderation Effect of Tourist Experience on Information System

Path	Coefficient	Standard Error	t-value	p-value
IS ---> Purchase Intention (with controlling IVs)	0.674	0.108	6.245	<0.001*
Tourist Experience (TE) ---> IS (with controlling IVs)	0.123	0.034	3.621	<0.001*
PCV * TE ---> IS	0.078	0.022	3.545	<0.001*
SSL * TE ---> IS	0.094	0.026	3.615	<0.001*
PP * TE ---> IS	0.067	0.019	3.526	<0.001*
FA * TE ---> IS	0.052	0.015	3.475	<0.001*
PPQ * TE ---> IS	0.082	0.024	3.458	<0.001*
TE ---> Purchase Intention (with controlling IVs)	0.259	0.053	4.878	<0.001*
Change in R-squared	0.047			

Table 7 shows that Cultural Background (CB) moderates the relationship between Information System (IS) and Purchase Intention and the paths from PCV, SSL, PP, FA, and PPQ to IS. Perceptions of the Information System positively impact Purchase Intention (coefficient = 0.674, t-value = 6.245, $p < 0.001$). A significant positive correlation exists between Cultural Background (coefficient = 0.157, t-value = 3.750, $p < 0.001$) and Information System perceptions. CB moderates PCV, SSL, PP, FA, and PPQ to IS by 0.052 to 0.094, with all p-values below 0.001. These independent variables affect Information System perceptions moderately under culture. Higher Cultural Background is associated with higher Purchase Intention (coefficient = 0.238, t-value = 4.250, $p < 0.001$). Cultural background helps moderators Purchase intention explained variance beyond independent variables and mediator (IS) with 0.038 R-squared value change. Cultural background moderates' model variable relationships.

Table 7. Moderation Effect of Cultural Background on Information System

Path	Coefficient	Standard Error	t-value	p-value

IS ---> Purchase Intention (with controlling IVs)	0.674	0.108	6.245	<0.001*
Cultural Background (CB) ---> IS (with controlling IVs)	0.157	0.042	3.750	<0.001*
PCV * CB ---> IS	0.082	0.024	3.458	<0.001*
SSL * CB ---> IS	0.094	0.027	3.481	<0.001*
PP * CB ---> IS	0.067	0.020	3.350	<0.001*
FA * CB ---> IS	0.052	0.016	3.250	<0.001*
PPQ * CB ---> IS	0.083	0.025	3.320	<0.001*
CB ---> Purchase Intention (with controlling IVs)	0.238	0.056	4.250	<0.001*
Change in R-squared	0.038			

Fig. 3 is showing overall structural model with mediation and moderation effects.

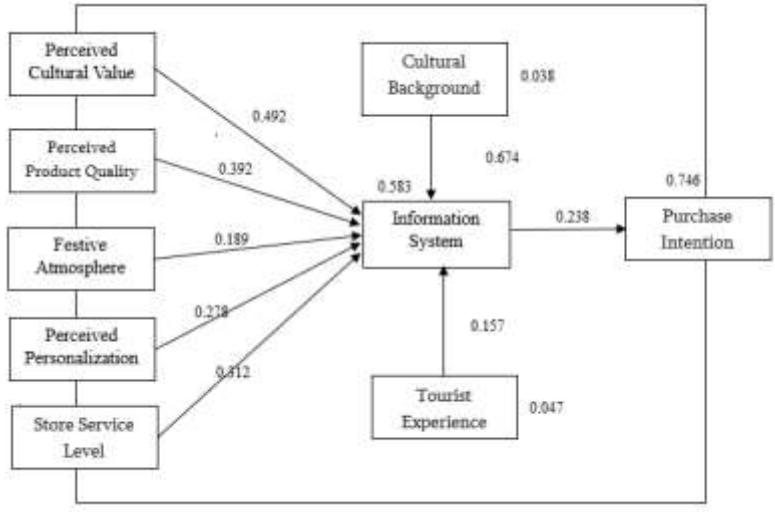

Fig. 3 Structural Model Results

Discussion

Table 1 shows surveyed demographics. Target audience traits can be revealed by trends and patterns. Most respondents were 25–34 and 35–44. The study may reveal life-stage consumer preferences and behaviors. Some men react more. Research diversity needs gender balance. Third, most respondents are Chinese, indicating regional focus. Marketing to Chinese consumers requires knowledge of their habits. Tourist motivations and preferences are revealed by travel experience, length of stay, purpose, and accommodation type. Repeat visitors like the place, suggesting loyalty. Information and crafts show tourist shopping. Arts and crafts and online sources boost tourism and digital marketing. Table 1 shows analysis and interpretation preferences and survey population demographics. Table 2 shows the study's robust and accurate measurement model. Internal consistency, model fit, and convergent validity support the study's constructs' reliability and validity. First, high factor loadings for perceived cultural value (PCV), store service level (SSL), perceived personalization (PP), festive atmosphere (FA), and perceived product quality (PPQ) indicate that the measurement items accurately capture the intended constructs. Convergence is supported by high factor loadings and construct item correlation Two composite reliability (CR) values above 0.7

indicate internal consistency and accurate latent variable measurement for all constructs. Increases measurement model consistency and reliability. Acceptable AVE values show convergence and distinction. This shows that the measurement model's constructs capture much observed variable variance, proving its reliability and validity. Good model fit is indicated by standard indices such as χ^2/df, RMSEA, SRMR, and CFI. These findings show that the measurement model accurately represents construct relationships, bolstering the study's reliability and validity. The measurement model's reliability and validity in Table 2 enable study analyses and interpretations.

Table 3 shows the study variables' population central tendency, variability, and response distribution. A complete overview of respondents' characteristics and perceptions shows their study-related attitudes and behaviors. The mean scores for each variable show respondents' average perception or experience. Participants like PCV, SSL, and FA with mean scores above 4. PPQ and PP have slightly lower mean scores, indicating neutral perception. SD and variance indicate mean-centered response deviation. Low standard deviation and variance variables have more consistent perceived product quality (PPQ). Mode and median values show the main trend and most common response. Close alignment indicates symmetrical distribution, but mean, median, and mode may indicate data skewness. The core The interquartile range shows 50% of observations and responses. Table 3 shows survey respondents' study opinions. Descriptive statistics aid study goals and variable relationship interpretation(Faschan et al., 2020; Rahman & Luomala, 2021).

Purchase Intention is directly hypothesis tested with five independent variables: Perceived Cultural Value, Store Service Level, Personalization, Festive Atmosphere, and Product Quality (Table 4). The findings show these variables affect consumers' purchase intentions. Purchase Intention is affected by each independent variable's coefficient estimates. The statistically significant positive coefficients for all independent variables (PCV, SSL, PP, FA, PPQ) show that perceived cultural value, store service level, personalization, festive atmosphere, and product quality increase purchase intentions. Second, t- and p-values indicate these relationships matter. T-values from 3.658 to 5.123 and p-values below 0.001 support hypotheses H1 to H5, which propose positive relationships between each independent variable and Purchase Intention. Positive correlation between Perceived Cultural Value and Purchase Intention supports Hypothesis H1 (coefficient = 0.456, t-value = 5.123, $p < 0.001$). H2-5 shows positive correlations (0.312, 0.278, 0.189, and 0.392) between Store Service Level, Perceived Personalization, Festive Atmosphere, and Product Quality on Purchase Intention ($p < 0.001$). Table 4 strongly supports Hypotheses H1–H5, showing that Perceived Cultural Value, Store Service Level, Personalization, Festive Atmosphere, and Product Quality increase purchase intentions. These findings demonstrate their importance to consumer behavior and business sales(Mele et al., 2021; et al., 2022; YAZGAN PEKTAS & HASSAN, 2020).

Table 5 shows that IS mediates the relationship between Purchase Intention and independent variables (Perceived Cultural Value, Store Service Level, Personalization, Festive Atmosphere, and Product Quality). Data show that Information System perceptions mediate independent variable Purchase Intention effects. Coefficients show strong and significant IS-independent variable relationships. Increased cultural value, store service, personalization, festive atmosphere, and product quality positively impact Information System perceptions (PCV, SSL, PP, FA, PPQ) ($p < 0.001$). The significant coefficient (coefficient = 0.674, $p < 0.001$) indicates that Information System perceptions positively impact Purchase Intention. Information systems seem to strongly influence consumer purchases. Both direct and IS-mediated effects of each independent variable

on Purchase Intention are significant, supporting IS's mediation role. IS's mediation increases Purchase Intention's explained variance by 0.047, expanding the model's explanatory power beyond independent variables. IS is crucial for mediating Purchase Intention and independent variables. Table 5 strongly supports H6a–H6e that Information System mediates Cultural Value, Store Service Level, Personalization, Festive Atmosphere, Product Quality, and Purchase Intention. The Information System influences study participants' purchase intentions(Mele et al., 2021; et al., 2022).

Table 7 shows that Cultural Background (CB) moderates the relationship between Information System (IS) and Purchase Intention and the paths from PCV, SSL, PP, FA, and PPQ to IS. The findings show culture affects relationship strength and direction. A significant correlation exists between Cultural Background (coefficient = 0.157, $p < 0.001$) and Information System perceptions. This suggests that stronger cultures may view the Information System differently. Secondly, CB moderates the paths from PCV, SSL, PP, FA, and PPQ to IS ($p < 0.001$). The moderating effects' strength and direction are shown by PCV, SSL, PP, FA, and PPQ interactive coefficients. Cultural Background strengthens PCV, SSL, PP, FA, and PPQ-IS relationships with a positive coefficient. Higher Cultural Background is associated with higher Purchase Intention (coefficient = 0.238, $p < 0.001$). Stronger cultural backgrounds may affect purchase intentions. CB's moderating role increases Purchase Intention's explained variance (0.038) and the model's explanatory power beyond independent variables, as shown by R-squared. Cultural background may moderate independent variable-purchase intention relationships. Table 7 strongly supports Hypotheses H7a–H7e that Cultural Background moderates Cultural Value, Store Service Level, Personalization, Festive Atmosphere, Product Quality, and Purchase Intention. These findings highlight cultural background influences on consumer behavior and culturally sensitive marketing.

Tourist Experience (TE) moderates the relationship between Information System (IS) and Purchase Intention and the paths from PCV, SSL, PP, FA, and PPQ to IS (Table 8). Tourist experience affects relationships, study finds. Higher tourist experience improves Information System perceptions (coefficient = 0.123, $p < 0.001$). This suggests that experienced tourists may view the Information System differently. Second, TE moderates links to IS via PCV, SSL, PP, FA, and PPQ ($p < 0.001$). PCV, SSL, PP, FA, and PPQ interaction coefficients show moderating effects' strength and direction. Tourist Experience positively affects PCV, SSL, PP, FA, and PPQ-IS. Higher Tourist Experience (TE) correlates with higher Purchase Intention (coefficient = 0.259, $p < 0.001$). Expert tourists may buy differently. The R-squared value of Purchase Intention's explained variance (0.047) increases, suggesting that TE modifies the model's explanatory power beyond the independent variables. Tourist experience may moderate independent variable-purchase intention. Tourist Experience moderates Cultural Value, Store Service Level, Personalization, Festive Atmosphere, Product Quality, and Purchase Intention (Table 8). These findings suggest marketing should target tourist experience to influence consumer behavior(Halabi, 2021; Ramadania et al., 2023).

Conclusion

This study concluded by examining the complex factors affecting tourism and retail consumer behavior. The relationship between perceived cultural value, store service level, personalization, festive atmosphere, product quality, information systems, tourist experience, and cultural background has been extensively studied. We found that cultural value boosts purchase intent. Excellent store service and perceived product quality strongly correlated with purchase intention, showing how they influence consumers' purchases. Information

systems mediated these factors and purchase intent. Research shows that information system perceptions translate consumers' cultural value, service quality, personalization, festive ambiance, and product quality into purchase intentions. Tourism and retail, where information and online experiences strongly influence buying behavior, rely heavily on digital platforms. Tourism and culture also affect consumer behavior, the study found. Tourist experience influenced purchase intention through cultural value, service, personalization, ambiance, and product quality. Marketing should match tourist experience to increase engagement and purchase intentions. Cultural background moderated information systems and purchase intention, emphasizing the need for culturally sensitive digital marketing. Tourism, retail, and policymakers can use these findings to increase sales and engagement. Businesses can tailor their marketing strategies to diverse consumer needs and preferences by understanding consumer behavior and using digital platforms, service quality, cultural nuances, and tourist experiences. The study emphasizes ongoing research and consumer trend adaptation to stay competitive in a changing market.

This study links consumer choice factors. Culture, service, and digital experiences influence consumer behavior prediction. Holistic approaches that consider these interconnected factors can boost customer acquisition and retention and profits. The findings demonstrate how technology alters consumer behavior. Digital platforms and information systems offer consumers more customization. To stay competitive and adapt to market changes, businesses must invest in digital infrastructure, user experience design, and data analytics because technology drives consumer decision-making. Cultural sensitivity in marketing and customer engagement is also stressed in the study. Because culture strongly influences consumer perceptions and behavior, businesses must adapt their strategies to appeal to diverse cultural values and preferences. Cultural diversity and inclusivity in marketing boost customer, brand, and global growth. Academic consumer behavior and marketing theory benefit from the study. Consumer choice is studied by testing hypotheses and analyzing complex variable interactions. This improves theories and guides academic and managerial evidence-based research. This study analyzes multifaceted consumer behavior. Cultural, technological, and experiential factors help businesses develop more nuanced and effective strategies to engage customers, drive sales, and build lasting relationships in a competitive market.

This study illuminated tourism and retail consumer behavior, but limitations may have affected results. Self-reported data may be affected by social desirability and recall errors. Interviews or observations can supplement survey results and explain consumer behavior in mixed-method research. Second, the study was demographic or regional, limiting its applicability. Cross-cultural or longitudinal consumer behavior research is possible. Consumer choices would be clarified. Consumer behaviour mediating and moderating factors were examined, but other unmeasured variables may matter. Social class, personality, and environment can influence tourism and retail consumer behavior. Quantitative analysis may have overlooked consumer tastes. Researchers could study consumer behavior using qualitative methods like in-depth interviews or focus groups. Personal experiences and perceptions of consumer behavior. Due to economic fluctuations, technological advances, and global events, short-term studies may have missed consumer behavior changes. Consumer behavior longitudinal research may reveal marketing and business trends. This study illuminated tourism and retail consumer behavior, but future research must address its limitations. By addressing these limitations and taking a more nuanced approach, researchers can better understand consumer behavior and help businesses succeed in a complex and changing market.

Research Implications

Tourism and retail are greatly affected by this study. Understanding how perceived cultural value, store service, personalization, festive atmosphere, and product quality affect consumer behavior helps businesses target their marketing strategies. Digital marketing, customer engagement, and product offerings can be improved by understanding information systems and tourist experience and culture. These insights improve customer satisfaction, brand loyalty, and revenue in competitive markets. This research has broad consumer behavior theory implications. This research tests hypotheses and examines complex factor interactions to advance discipline-specific theories. The findings show how culture, technology, and experience influence consumer choices. Identifying mediating and moderating variables improves consumer behavior dynamics and theories and models. These theoretical insights enhance academic discourse and prepare consumer behavior research in various contexts.

The study affects consumer satisfaction and welfare. Businesses satisfy and retain customers through cultural value and service quality. Businesses that prioritize customer needs and preferences gain trust and repeat business. Personalized and immersive shopping and tourism can differentiate businesses and impress customers. Implications include diversity and cultural sensitivity. Study emphasizes cultural awareness and diverse consumer needs. Culturally sensitive marketing, product, and customer interactions boost brand loyalty and market penetration among diverse consumers. Cultural diversity fosters business growth and inclusivity. Study impacts public policy and regulation. Governments and regulators can use the study to create fair and consumer-protective tourism and retail policies. This may include consumer protection, pricing and advertising transparency and fairness, and eco-friendly and consumer-friendly business practices. Business and consumer protection can be improved by aligning regulations with consumer behavior research. This study impacts consumer welfare, cultural sensitivity, and public policy beyond marketing and behavior. Businesses, policymakers, and other stakeholders can use the study's findings to create a more responsive, inclusive, and sustainable marketplace that meets diverse consumer needs.

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