

A Study on The Relationship Between Consumption Value, Satisfaction, Destination Image and Tourists' Behavior Intention of Food Souvenirs: A Case Study of Zhangzhou Food Souvenirs

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Abstract. With the rise of gastronomic tourism, local cuisine plays an increasingly important role in the local tourism economy. Local cuisine is not only a symbol of the destination's food culture, it can also bring tourists a richer sensory and cultural experience, to meet the personalized experience needs of tourists. Creating a special food product with local taste and shaping a unique food destination image, not only help to maintain and enhance the competitiveness of the tourist destination, but also stimulate tourists to revisit and repurchase. Zhangzhou's tourism industry is relatively not very developed, and in recent years it has been affected by the epidemic, Zhangzhou's tourism industry is not as good as before, in order to make Zhangzhou's tourism development more stable and improved, Zhangzhou needs to open up a new tourism development path and create gastronomic tourism with Zhangzhou characteristics. The purpose of this study is to explore the relationship between tourists' consumption value, tourist satisfaction, destination image and tourists' consumption behavior of Zhangzhou food souvenirs. In this study, an online questionnaire survey was conducted on tourists who had visited Zhangzhou in the past one month by means of convenient sampling, and 448 valid questionnaires were returned, and SPSS and SmartPLS were used to analyze the relationship between quality value, price value, health value, emotional value, social value, tourist satisfaction and destination image and tourists' behavioral intention to revisit. It was concluded that quality value, emotional value and social value would affect tourist satisfaction, and tourist satisfaction would affect destination image and tourists' behavioral intention. There was a positive influence relationship between destination image and tourists' behavioral intention. This study puts forward some suggestions for Zhangzhou's tourism industry, which is conducive to improving the competitiveness of Zhangzhou's tourism industry.

Keywords: Consumption value; satisfaction; destination image; tourist behavior intention; revisit intention.

1. Introduction

With the improvement of people's living standards, food not only plays the basic function of national wealth in the process of tourism, but also gradually becomes an important way for tourists to experience local culture, so local cuisine plays an increasingly important role in tourists' consumption decisions and satisfaction, tourism products and destination marketing [1]. In addition, people's yearning for a better life has also received more and more attention, and gastronomic tourism has received increasing attention to the impact on the local economy while satisfying tourists' yearning for food. Food is a symbol of the culture of the destination, bringing tourists a richer sensory experience as well as a cultural experience to meet their individual needs [2].

However, food globalization has led to the gradual assimilation of the destination food image, so creating a unique tourism destination image with local flavor characteristics and gastronomic products will help maintain and enhance the competitiveness of the destination. Food consumption is actually a more complex behavior. For example, differences of personality eating characteristics may lead to a tourist's different behavior and affect their behavior intention. Thus, fully understand the image of food destinations and tourists to re-parade as intention, is a very key factor in tourism marketing. Internet celebrity blogger Li Ziqi has attracted widespread attention at home and abroad through food and the formation of food culture export window, so we can see that the influence and

cultural dissemination of food is very powerful, and it also reflects that a cultural export effect of the development of gastronomic tourism is to promote cross-cultural integration and improve national identity [3].

The ancient city of Zhangzhou has a superior geographical location and strong history and culture, condensing most of the special foods of southern Fujian, Zhangzhou has a history of more than 1,300 years, bringing together Minyue culture, Central Plains culture and marine culture [4]. Therefore, the ancient city is widely covered with southern Fujian specialty foods such as fried sea oysters, marinated noodles, noodle batter, and bean blossom vermicelli. This study mainly takes tourists visiting the ancient city of Zhangzhou as the main research location, using empirical analysis to study the relationship between the consumption value, satisfaction and consumption behavior of consumer gourmet souvenirs in tourism. In addition, the study explores the consumption value of tourists in travel, that are, the functional value, social value and emotional value of food on satisfaction. Finally, the research analyzes the impact of tourist satisfaction on tourist destination intention and satisfaction and the impact of destination intention on tourists' behavior intention and revisit intention. It can be seen that Zhangzhou food can bring certain economic and social benefits to Zhangzhou travel and improve the status of food souvenir products in tourism product development.

2. Literature References

2.1 The theory of consumer value and its constituent elements

2.1.1 Theory of consumer values

Regarding the theory of consumer value, Scott and many other scholars have proposed a relevant definition as early as the 70s of the 20th centuries, believing that consumer value refers to the preferences of consumers when they buy products, reflecting their love for the characteristics of consumer goods. Woodruff thought that consumer values are consumers' preferences and evaluations of product attributes, functions, and the results of using products. Holbrook pointed out that consumer values are an individual's preference for comparison between objects in a particular situation. Smith and Colgate (2007) pointed out that consumer values are the emotions of consumers in the process of buying, using products, relative paying, and rewards, and they believed that in the process of purchasing products, attitudes and emotions towards products are consumer values [5]. Some Chinese scholars believe that consumer values are objective and scientific cognitive complexes in which consumers make value judgments on consumption behavior and determine consumption attitudes, choices and ways in many products and services [6].

There is an interdependent relationship between consumption value and purchase behavior, consumption value and purchase behavior are consistent. Also, consumption value provides prediction and guidance for purchase behavior [7].

Consumer values are divided into functional values, social values, emotional values, and curiosity values [8] Among them, the perceived value of functional value, social value and emotional value has a positive impact on consumers' purchase intention and purchase behavior [9].

2.1.2 Functional value

The functional value of tourist attraction products is closely related to the hardware facilities and resources provided by scenic spots. Some studies believe that the environmental conditions of scenic spots, tourism traffic conditions, and the complete state of infrastructure all belong to the category of functional value [10]. Others believe that the resources of the service nature provided in the tourism process also belong to functional value, such as signs of scenic spots, signs of road guidance, etc. [11]. Functional value has an important impact on consumer behavior, mainly reflected in quality, price, health, nutrition safety and other aspects. Take tea restaurants as an example, when tea restaurants provide high-quality service products or provide a better consumption environment, so that customers get a good consumption experience, they will get more customers' favor and improve customer satisfaction. In addition to quality affecting consumer behavior, price also affects consumer

purchasing behavior. When the price is lowered, it will make the price-conscious customer feel a good consumer experience. Nutrition and health are also important factors in the functional value that influence consumer purchasing behavior.

2.1.3 Social value

Social value is often higher than self-interest, and it is a social and environmental value. Social value includes the beneficial value of social economy and people's life development, as well as concern for environmentally sustainable development [12]. There is a certain relationship between social value and purchasing behavior, and the impact of factors such as brand, sales and word of mouth on consumers' purchasing behavior is the embodiment of the influence between social value and purchasing behavior. Positive reviews on travel review sites are beneficial in promoting purchasing behavior [13].

2.1.4 Sentimental value

The emotional value of tourism products is an important value that touches the spiritual level of tourists and realizes a pleasant tourism experience. Studies have shown that sentimental value is also the most critical factor in increasing tourist loyalty [11]. Sentimental value stimulates consumers to make purchases. For example, candlelit dinners can make people feel romantic. Green foods can make people feel healthy and souvenir foods can make people feel happy by connecting with the environment and physical health, thereby stimulating consumers to make purchases.

2.2 Consumer satisfaction

2.2.1 The Definition of consumer satisfaction

Satisfaction is determined by customer perception, which is a comparison process of prior expectation and post-perception, and customers have an emotional attitude towards the service or product. Oliver (1997) argues that consumer satisfaction is the consumer's fulfillment response, which is a judgment of the level of realization of a product or service feature or the product or service itself that provides or is providing consumption-related pleasure, including insufficient or excessive level of fulfillment [14]. Tse and Wilto argue that consumers react to the perception of differences in perceived performance between previously expected or certain performance specifications and perceived actual performance of a product after consumption [15]. Giese&Cote summarize the defining commonality of appellate consumer satisfaction as responses to specific purchases or consumption-related aspects that occurred at a specific point in time [16]. The definition of consumer satisfaction is basically the result of some consumer activities or experiences, which is a perceived attitude that contrasts the actual perception and expected expectations after the purchase behavior is completed, or an emotional response and emotional state that represents emotions. The degree of pleasure or disappointment that a person feels, which comes from their perception of the performance or result of the product. Therefore, when consumers choose products, brand factor is a determining factor affecting how consumers choose, and then the value perception after consumption is the experience of brand expectations in the early stage. Consumer satisfaction will be formed in the process of comparison. For the measurement and quantification of consumer satisfaction, we generally use the Likert five-level scale, and realize the quantification of consumer satisfaction by assigning values to the five indicators of very dissatisfied, dissatisfied, average, satisfied, and very satisfied.

2.2.2 The relationship between the consumption value factor in gourmet souvenirs and customer satisfaction

In social psychology, Oliver (2014) believes that satisfaction is a psychological response to customer needs being satisfied and is a customer's judgment of the characteristics of products and services or the degree to which they meet their own needs [17]. In organizational theory, Kotler defines customer satisfaction as satisfaction refers to the feeling of pleasure or disappointment formed by a person by comparing the perceived effect or result of a product with his expectations. From

social psychology and organizational theory, it can be found that satisfaction is actually a multiple concept, which requires us to use multiple items to measure [18]. Some scholars have suggested that the measurement of customer satisfaction will vary depending on the industry or research object. Chhabra (2013) argues that satisfaction with cultural tourism does not depend on objectivity truth. Instead, it relies on the tourist's perception of authenticity [19]. If the tourism activity provides visitors with an authentic experience, they will be satisfied. It is formed by a tourist's subjective evaluation based on their experience or activity. Woodruff (1977) believes that customer perceived value is multifaceted, and there are three aspects: product attributes, desired results and customer purpose [20]. Weingand (1997) believes that customer perceived value mainly includes four indicators: basic value, expected value, demand value and unexpected value [20]. Each indicator corresponds to a different customer perceived price value. Sheth (1991) et al. believe that the five dimensions of social value, emotional value, functional value, cognitive value and situational value constitute the perceived value of customers [22]. The positive evaluation of a product after purchasing a product can actually reflect the degree of consumer feelings.

Regarding the impact of consumption value on customer satisfaction, some scholars have adopted the theoretical model of expectation disconfirmation of Olive (1980) as the framework for research and agree that satisfaction is an overall emotional response after comparing consumers' cognition of product or service quality with previous expectations [23]. For example, based on the theory of expectation disconfirmation and service quality measurement, Zha and Wang (2006) concluded that network security, price advantage and product quality assurance are the most important factors affecting online customer satisfaction [24]. Yang and Ye (2006) Conduct the research that using the theory of expectation disconfirmation, the conceptual model of supermarket customer satisfaction is jointly determined by the quality of shopping service perceived by consumers and their own expectations, and it is concluded that quality, category, promotion and other factors have a high impact on customer satisfaction [25]. Both studies used Oliver's theory of uncertainty of expectation to conclude that price advantage and product quality have an important impact on customer satisfaction [25]. The value factor of a family restaurant has a positive impact on customer satisfaction. Furukawa, Matsumura & Harada (2019) showed in a study that comfort and specification are critical to runners, and that value factors in functional value have an important positive impact on customer satisfaction [27].

H1a: Value factors can have a positive impact on visitors' satisfaction with food souvenirs.

Some tourists have a positive attitude towards local food when they perceive the value of local food, and the price is cheaper and more economical than expected. For example, if a family restaurant offers a great value for money, price-conscious tourists will be satisfied with the service provided and have a positive attitude towards the restaurant [25]. Price value factors are also important factors affecting guest satisfaction during the Airbnb accommodation booking process and have a positive impact on guest satisfaction [28]. In summary, it is concluded that:

H1b: Price value has a positive impact on tourists' satisfaction with food souvenirs.

In addition to factors such as quality and price, health value is also a factor affecting customer satisfaction in the behavioral process of food purchase [29]. Food safety is a more sensitive topic for small catering enterprises. Some small businesses may not necessarily gain a high reputation from consumers through safe and healthy food quality, but unsafe and healthy food accidents will also have a big blow to him. Thus, a modern catering culture enterprise wants to win a sustainable consumer satisfaction must check a food safety and food health issue. Yasami, Phetvaroon & Zhu (2022) demonstrate that food safety in restaurants is an important indicator of customer choice, an important influencing factor of tourist satisfaction, and a sense of well-being and satisfaction related to food and consumption of healthy food [30]. In summary, it is concluded that:

H1c: Health value factors have a positive impact on tourists' satisfaction with food souvenirs.

Reputable brands provide some social and hedonic value, and for reputation-conscious consumers, it will positively influence customer perception and consumption intentions, including satisfaction [27]. Research on the running shoe market points out that runners' wear running shoes not only for

running, but also to express themselves and gain social value from them. Prestigious local cuisine and restaurants provide social value and hedonic value to consumers who value reputation and status, thereby positively influencing customer perception and consumption intention, and becoming a motivating factor for promoting status and [25]. In summary, it is concluded that:

H1d: The social value factors brought by Gourmet Souvenir as a unique brand will have a positive impact on the customer's satisfaction with this product.

Customers' emotional experiences directly affect customer satisfaction [31]. Furukawa, Matsumura & Harada (2019) noted in a survey of the running shoe market that they like to run in shoes of their choice and perform better, showing that sentimental value has a positive impact on consumer satisfaction [27]. The customer's perception of the emotional sharing provided by a restaurant is a driver of customer satisfaction and thus customer loyalty, and consumers are more likely to be satisfied with the experience when they book accommodation before traveling [28]. In summary, it is concluded that:

H1e: Emotional factors have a positive impact on tourists' satisfaction with food souvenirs.

2.3 Tourist destination image

2.3.1 The definition of tourist destination image

Crompton (1979) defines a tourist destination image as the sum of beliefs, perceptions, and impressions a person holds about a destination[32]. Fayeke and Grompton (1991) believe that tourist destination images also include mixed images, which refer to the impression formed by tourists in the process of field travel, closely combining the original perception impression with external information guidance[33].

Gartner (1994) raised the definition of tourist destination image from the mental level to the behavioral level, pointing out that the destination image is the evolution of three levels of related components: cognitive, affective, and cognitive[34]. Baloglu and McCleary (1999) believed that destination image is a synthesis of tourists' cognition and emotion of destination attributes, and a cognitive-emotional model of tourism destination image perception is proposed. Categorize destination images into cognitive images, affective images, and overall images[35]. San Martín & Del Bosque (2008) stated that the image of tourist destinations is an important reason why people choose this place for tourism, and residents in different regions and tourists have different perceptions of destination images[36]. Information sources as a promotional tool have a strong influence on the formation of tourist destination image[37]. Cognition has a greater impact on destination image than travel motivation [35]. Chi, and Qu, (2008) divide destination image attributes into nine areas: travel environment, natural landscape, entertainment and activities, and historical places infrastructure, accessibility, relaxation, outdoor activities, price and value[35]. Various attributes, as well as emotional, cognitive and other factors influence people's choice of travel destinations, length of stay and willingness to revisit, which in turn affects the satisfaction and loyalty of tourist destinations.

2.3.2 The relationship between satisfaction and the image of a tourist destination

Prayag (2008) put forward that the relationship between destination image, satisfaction and overall visitor loyalty is explored in the context of Cape Town[38]. The results show that destination image has direct and indirect effects on visitor loyalty, and overall satisfaction plays a reconciling role. When tourists have a positive evaluation of the local food, they will see the place as a food destination, and some tourists will think that the place is very attractive to tourists. The image of Thai food is positively correlated with tourists' intention to revisit, and tourists who taste delicious Thai food leave a positive tourist destination image [40]. There is an important relationship between culture and gastronomy[2]. Visitors' satisfaction with the local food experience affects their emotional identification and connection with the local culture, and visitors can gain cultural experience by sharing local home-cooked food with the local population, so that they will also leave a tourist destination image long after the trip [1]. In summary, it is conclude that:

H2: Tourists' satisfaction with food souvenirs will have a positive impact on tourists' image of the destination.

2.4 Consumer behavior

2.4.1 Consumer revisit intentions

Zeithaml (1988) believes that the willingness to repurchase is generated on the basis of the purchase intention, that is, after consumers have purchased a certain product or service, the actual experience perception of the purchase is compared with the psychological expectation before the purchase, resulting in the consumer's willingness to buy the product or service again at the same merchant in a certain period of time in the future[41]. Repurchase intent is also often summed up as loyalty. Oliver (1999) believes that customer willingness to repurchase is part of customer loyalty, and customer loyalty can be divided into four parts: cognitive, attitudinal, emotional and behavioral loyalty[42]. Hellier (2003) argues that consumers who are willing to repurchase are likely to continue to choose the same seller to purchase a product or service based on their existing economic and other conditions[43]. Revisit intention refers to the likelihood that a traveler will return to a destination to participate in an activity [44]. Revisit intent is a component of behavioral intention, which can be defined as the consumer's intention to experience the brand again in the future, or the tourist's intention to revisit a place within a period of time after the end of a travel activity, and it is also an important measure to maintain the competitiveness of the destination. There are two manifestations of repurchase intention, one is the intention to buy back and the other is the intention to participate in positive word-of-mouth and referrals[41].

2.4.2 The relationship between satisfaction and product revisit intentions

Tourist loyalty depends on tourist satisfaction (attractions, accommodation, accessibility, amenities and activities) and meeting expectations [38]. Do Valle et al., (2006) conducted a survey of 486 tourists from the Portuguese tourist resort of Arad and pointed to the importance of tourist satisfaction as a determinant of destination loyalty[46]. Pigne, Sánchez and Sanjays (2001) found a correlation between destination image, perceived quality, satisfaction, willingness to return, and willingness to recommend to others in the context of resort tourists[47]. Hosany and Prayag (2011) have identified a significant relationship between visitor sentiment and satisfaction and destination loyalty in the context of the South East of England[48]. When tourists have a consistently positive attitude towards local food during gastronomic tourism, they will be willing to visit again [40]. In summary, the hypothesis is as follows:

H3: The satisfaction of tourists has a positive impact on the willingness to revisit, and the higher the satisfaction, the higher the willingness to revisit.

2.4.3 The relationship between the image of the destination and product revisit intentions

As a post-purchase behavior, the revisit intention is affected by the image of the tourist destination, and the more positive the destination image, the greater the tourist's intention to revisit. Tourists' satisfaction and destination image directly affect their revisit attitude and willingness to revisit[49]. Spyridou (2017) concluded in a survey of "Eat Less" restaurants in southern Taiwan that service quality factors have a positive impact on overall customer satisfaction and revisiting intentions[50]. Attitude plays an important mediating role in the overall effect of satisfaction on return intention[51]. Motivation and destination image are important variables influencing revisit intention, both of which affect tourist satisfaction and revisit intention [52]. Local cuisine encourages consumers to re-engage in gastronomic tourism to a destination by raising its image. In festival tourism, the quality of catering, staff service and information largely determine the attitude of participants and their willingness to return[53]. The quality of food and other amenities directly contributed to the re-examination of the intention of festival tourism [54]. The intention of fast-food restaurants to revisit is also positively correlated with food quality, restaurant service quality, and physical environment quality [55]. In summary, it is concluded that:

H4: In gastronomic tourism, the image of the destination has a positive impact on the return of tourists again.

3. Research methods

3.1 Research model

According to the literature review, there are eight research hypotheses in this study. Five hypotheses under the influence of emotional value factors on satisfaction:

H1a: Value factors will have a positive impact on visitors' satisfaction.

H1b: Price factors can have a positive impact on visitors' satisfaction.

H1c: Health factors can have a positive impact on visitors' satisfaction.

H1d: Social factors can have a positive impact on visitors' satisfaction.

H1e: Emotional factors can have a positive impact on visitors' satisfaction.

Three assumptions in the relationship between satisfaction, destination image and revisiting:

H2: Tourists' satisfaction with food souvenirs will have a positive impact on tourists' image of the destination.

H3: Tourists' satisfaction with food souvenirs has a positive impact on their willingness to return.

H4: The image of the destination has a positive impact on revisit intention.

The resulting research hypothesis model is as follows:

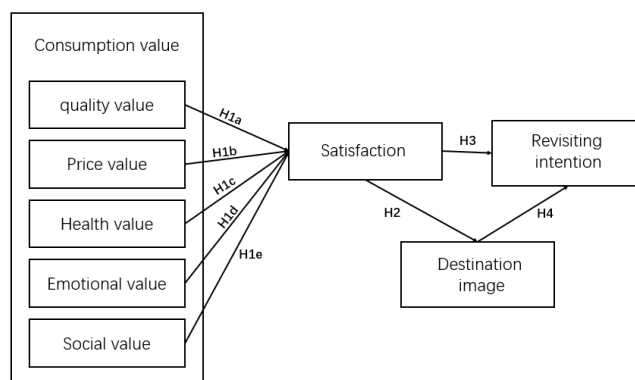


Figure 1 Research hypothesis model

3.2 Study location

The research location of this paper is the ancient city of Zhangzhou. The ancient city is the most valuable core area of Zhangzhou and an important part of the first national cultural and ecological reserve in China, the Minnan Cultural and Ecological Protection Experimental Zone. Zhangzhou Ancient City is located in the central area of the city with prosperous commerce and trade and is an old town with concentrated historical buildings and traditional culture, with five distinctive characteristics of "old street love, slow life, southern Fujian taste, Republic of China style, Taiwan overseas Chinese relations", and cultural tourism resources are very rich. It is a must-see tourist destination for tourists from outside the province to visit southern Fujian and is the best choice for short-term tourism of surrounding residents.

The survey target of this study is tourists who have traveled to Zhangzhou, which can ensure the diversity of sample size.

3.3 Questionnaire design

The questionnaire of this study is composed of two parts, namely the basic questions of the survey and the basic information of the respondent. The former is designed using the Likert five-level scale, involving eight dimensions and a total of 24 questions and the latter includes the gender, age, education level and economic income of the respondent, as follows:

Table. 1 Items and Literature Review

Constructs	Quality value	Source
Consumption Values	X1 Food souvenirs of Zhangzhou ancient city is delicious.	Rousta & Jamshidi (2020)
	X2 Food souvenirs of Zhangzhou ancient city is visually attractive.	Konuk (2019)
	X3 The overall value of buying food souvenirs in Zhangzhou ancient city is high	Konuk (2019)
	Price value.	
	X4 Food souvenirs in Zhangzhou ancient city are reasonably priced.	Sweeney & Soutar (2001)
	X5 Food souvenirs in Zhangzhou ancient city is a good value for the price.	Sthapit et al, (2019)
	X6 The price of food souvenirs in Zhangzhou ancient city is acceptable	Konuk (2019)
	Health value.	
	X7 The food souvenirs of Zhangzhou ancient city use fresh green ingredients.	Kim et al. (2013)
	X8 The food souvenirs of Zhangzhou ancient city provide healthy feeling.	Rousta & Jamshidi, (2020)
	X9 The food souvenirs of Zhangzhou ancient city provide good nutrition	Rousta & Jamshidi, (2020)
	Social value.	
Satisfaction	X10 Using the food souvenirs of Zhangzhou ancient city gives me social approval.	Sthapit et al, (2019)
	X11 Consuming local food from Zhangzhou ancient city gives me a chance to show off my travel food experiences to others.	Rousta & Jamshidi, (2020)
	X12 Showing my travel photos in Zhangzhou ancient city enables me to impress others.	Rousta & Jamshidi, (2020)
	Sentimental value	
	X13 I like to go to Zhangzhou ancient city to buy food souvenirs.	
	X14 The food souvenirs in Zhangzhou ancient city let me feel relaxed.	Sthapit et al. (2019)
	X15 The food souvenirs of Zhangzhou ancient city make me feel very happy.	Rousta & Jamshidi, (2020)
	X16 The food souvenirs from Zhangzhou ancient city changes my mood positively.	Rousta & Jamshidi, (2020)
	X17 I am satisfied with going to Zhangzhou ancient city to experience food souvenirs.	Udo, Bagchi, & Kirs (2010)
	X18 I will encourage other people to visit Zhangzhou ancient city.	Konuk (2019)
	X19 My choice to go to Zhangzhou ancient city to enjoy food souvenirs is a wise one.	Konuk (2019)
	X20 Zhangzhou ancient city provides unique food as a tourism destination.	Rousta & Jamshidi (2020)
Destination image	X21 Zhangzhou ancient city provides diverse food as a tourism destination.	Rousta & Jamshidi (2020)
	X22 Zhangzhou ancient city provides traditional food culture as a tourism destination.	Rousta & Jamshidi (2020)
	X23 I intend to revisit Zhangzhou ancient city in the near future.	Kim et al. (2013)
Revisit intention	X24 It is very likely that I will revisit Zhangzhou ancient city.	Kim et al. (2013)
	X25 I would like to visit Zhangzhou ancient city more often.	Kim et al. (2013)

3.4 Pilot test and questionnaire distribution

This pilot test was conducted online powered by www.wjx.cn. The distribution target is tourists who have been to the ancient city of Zhangzhou in the past six months, the start date of distribution is January 15, 2023, the deadline of the questionnaire is January 18, 2023, a total of 20 questionnaires are collected, and the final valid questionnaire is 20. After analysis in SPSS, it was concluded that the Cronbach's alpha was 0.984 greater than 0.7, which was a relatively good validity. In addition, the views of the interviewees were asked. The controversial topics were revised and a description of the terminology and an introduction to the questionnaire were added, which culminated in the final questionnaire.

The official distribution of this questionnaire was also distributed through the online questionnaire, the start date of distribution is January 23, 2023, the deadline of the questionnaire is February 22, 2023, for a period of 30 days, 448 questionnaires are recalled, including 448 valid questionnaires.

4. Statistical analysis

4.1 Descriptive statistical analysis

Descriptive statistical analysis was performed using SPSS, and the statistical results of descriptive statistics showed that the proportion of men and women in the survey subjects was more balanced. Among them, 238 were more men, accounting for 53.1%, which can be concluded that men are more enthusiastic about buying food souvenirs. Among the survey respondents, the largest number was between 21 and 30 years old, reaching 212 people, accounting for 47.3%, proving that most of the people who bought food trips to Zhangzhou Ancient City were young friends. The number of education levels was concentrated in undergraduates, with 216 students, accounting for 48.2%. Most of the monthly income is less than 3,000 RMB for student tourists, indicating that tourists who come to Zhangzhou Ancient City to buy gourmet souvenirs are generally highly educated, among which 21 to 30 years old student tourists are the main tourists of Zhangzhou Gucheng Gourmet Souvenirs.

Table. 2 Descriptive analysis of demographics

Demographics		Number	Percentage
gender	man	238	53.1
	woman	210	46.9
age	20 years old and below	34	7.6
	21 years old ~ 30 years old	212	47.3
	31 years old ~ 40 years old	52	11.6
	41 years old ~ 50 years old	70	15.6
	50 years old and older	80	17.9
Monthly income	3000 and below	248	55.4
	3001~5000	83	18.5
	5001~8000	70	15.6
	8001 and above	47	10.5
Literacy	Primary school and below	14	3.1
	junior high school	71	15.8
	high school	84	18.8
	college	55	12.3
	undergraduate	216	48.2
	Graduate degree or above	8	1.8

4.2 Reliability analysis

The reliability analysis of this study was proposed by the PLS-SEM algorithm of SmartPLS, and the Cronbach's alpha of the obtained research data were all greater than 0.7, which

was obtained according to the reliability analysis index of Cronbach (1951)[59]. Scales have high internal consistency. Moreover, the Composite reliability of the study data is greater than 0.9, which has good combination reliability.

Table. 3 Reliability analysis

dimension	Question item	Cronbach's alpha	Composite reliability(rho_a)	Composite reliability(rho_c)
Scale as a whole	25			
Q	3	0.915	0.915	0.946
P	3	0.940	0.940	0.961
H	3	0.954	0.954	0.970
S	3	0.916	0.917	0.947
E	4	0.963	0.964	0.973
SA	3	0.941	0.941	0.962
DE	3	0.951	0.951	0.968
RV	3	0.946	0.947	0.965

4.3 Validity analysis

The following table is the convergence validity analysis results analyzed by the PLS-SEM algorithm of SmartPLS, and it can be seen from the analysis data in the table below that the AVE values are higher than 0.5, which indicating that this scale has good convergence validity [60].

Table. 4 Convergence validity

Dimension	Average variance extracted (AVE)
Q	0.855
P	0.892
H	0.915
S	0.856
E	0.899
SA	0.895
DE	0.911
RV	0.902

The following is the result of the AVE value of all variables and the differential validity of the square root, calculated by the PLS-SEM algorithm of SmartPLS. The square root of the mean variance extracted values for all variables was greater than the correlation values of any of the other two variables, and the model in this study had good discriminatory validity [62].

Table. 5 Distinguish validity

	Q	P	H	S	E	SA	DE	RV
Q	0.924							
P	0.852	0.945						
H	0.841	0.822	0.957					
S	0.811	0.773	0.832	0.925				
E	0.837	0.847	0.865	0.855	0.948			
SA	0.838	0.820	0.838	0.828	0.893	0.946		
DE	0.788	0.729	0.796	0.771	0.790	0.888	0.954	
RV	0.771	0.746	0.790	0.774	0.825	0.900	0.882	0.950

4.4 Structural model

The Bootstrapping algorithm using SmartPLS in path analysis measures whether the relationship between the variables of the model is significant [63]. Under the condition of significance level of 0.05, the P value and T value were calculated by repeated sampling 5 000 times, when T was greater than 3.29 and P was less than 0.0001. T is greater than 2.58, P is less than 0.01 or T is greater than 1.96, and P is less than 0.05 in one of these three cases indicates that the effect of the path coefficient is significant, and there is a positive direction between the two coefficients. The value of the path coefficient is also closely related to the correlation between the coefficients, and the value is generally between 0 and 1, and the higher the value, the greater the impact. The following table is a list of path coefficients, P values, and T values obtained from the sample data.

Table. 6 Path factor

hypothesis	Path factor	T statistics	P values	outcome
Q→SA	0.190	3.101	0.002	Supported
P -> SA	0.076	0.939	0.348	Not Supported
H -> SA	0.096	1.501	0.133	Not Supported
S -> SA	0.126	2.255	0.024	Supported
E -> SA	0.479	6.107	0.000	Supported
SA -> DE	0.888	51.261	0.000	Supported
SA -> RV	0.551	7.786	0.000	Supported
DE -> RV	0.393	5.306	0.000	Supported

From the table, it can be seen that the path coefficient of satisfaction on the image of the destination is the highest, T is 51.261 and P is 0.000 that is less than 0.001, which indicates that the higher the tourists' satisfaction with food, the better the destination image intention of Zhangzhou. The second highest path coefficient was the effect of satisfaction on revisit intention, the path coefficient of satisfaction on revisit intention was 0.551, and the T value was 7.786. The P value is 0.000, which is less than 0.001, indicating that the higher the tourists' satisfaction with food, the stronger the willingness to revisit the ancient city of Zhangzhou. However, the price of gourmet souvenirs and the impact of two consumer value factors on satisfaction are not established.

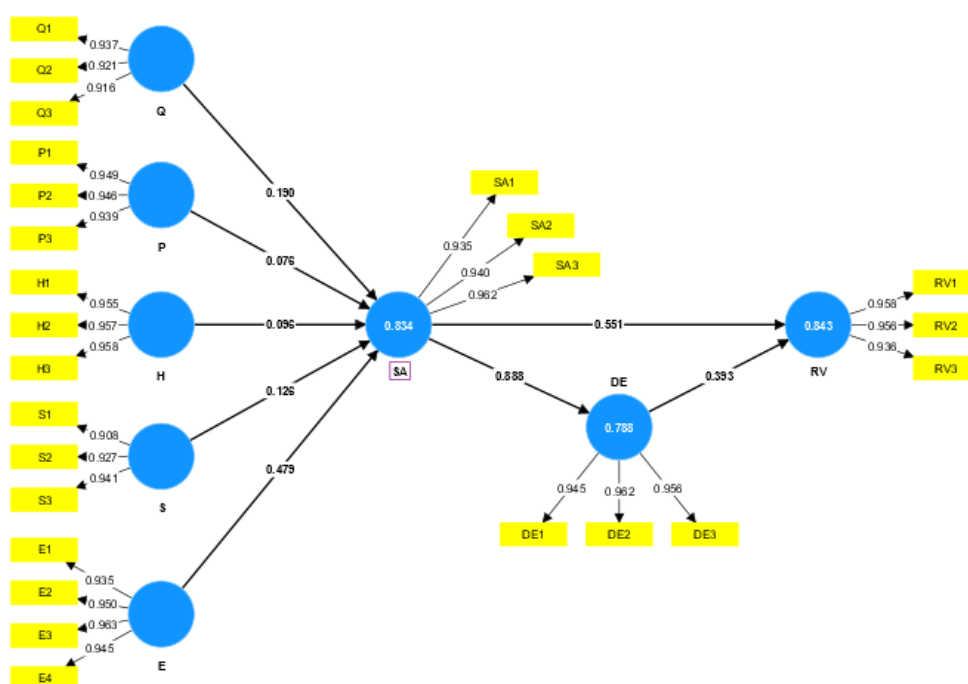


Figure. 2 SmartPLS 4.0 structural model

5. Conclusions and recommendations

5.1 Conclusion of the study

The authors conducted an in-depth study of the consumption value, satisfaction, destination image and willingness to revisit tourists on food souvenirs in the ancient city of Zhangzhou by surveying tourists who traveled to Zhangzhou, and the questionnaire of the study was based on the study [] (Kim et al., 2013; Rousta & Jamshidi, 2020; Konuk, 2019; Sthapit et al., 2019). Based on their model, this study put forward hypotheses to build model. The data analysis of this study was used SPSS 25 and SmartPLS 4.0 software to perform statistical analysis and test the research hypothesis, and the following is the research conclusion. If you follow the “checklist” your paper will conform to the requirements of the publisher and facilitate a problem-free publication process.

Table. 7 The Results of the Hypothesis

Hypothesis	P values	Hypothetical results
Q -> SA	0.002	Supported
P -> SA	0.348	Not Supported
H -> SA	0.133	Not Supported
S -> SA	0.024	Supported
E -> SA	0.000	Supported
SA -> DE	0.000	Supported
SA -> RV	0.000	Supported
DE -> RV	0.000	Supported

According to the demographic analysis, the proportion of men and women is relatively balanced, with 53.1% of boys and 46.9% of girls. With the highest proportion is in age between 21 and 30 years old, reaching 47.3%, followed by 50 years old and above, accounting for 17.9%. The age group under 20 years of age is the least, only 7.6 per cent, followed by 31 to 40 years old, accounting for 11.6 per cent. In the Zhangzhou tourism market, the main group of tourists is mainly young people, and most of the education level is undergraduate, accounting for 48.2%. In terms of variable description statistics, the positive effects of quality, sentiment, and social value on tourists' presence in local food souvenirs among the five components of consumption value were the same as those previous studies (Oliver, 1980; Sung, Kim, & Youn, 2014; Furukawa, Matsumura, & Harada, 2019; and Furukawa, Matsumura & Harada Smith, 2019; Sthapit, et al., 2019). Quality value, sentimental value, social value has a positive effect on visitor satisfaction, and the conclusion is consistent. However, the path coefficients between price factors and health factors and tourists' satisfaction with food souvenirs were 0.076 and 0.096 through the PLS-SEM test, indicating that value factors and health factors did not have a significant impact on tourists' satisfaction with Zhangzhou food souvenirs. (Ilie, & Georgescu, 2019; Yasami, Phetvaroon, & Zhu, 2022). There is inconsistency between price factors and health factors having a positive effect on visitor satisfaction. Anderson (1996) showed that customer satisfaction was positively correlated with willingness to pay and negatively correlated with price sensitivity. It can be inferred that tourists in the ancient city of Zhangzhou have high satisfaction with food souvenirs in the ancient city and low sensitivity to price, so the influence of price factors on satisfaction is not significant. As for health value, although the food in the ancient city of Zhangzhou is hygienic and clean, it is high in oil and salt. For people with underlying diseases such as the elderly, health value is a very important influencing factor, but for young groups, high oil and salt are the norm, which will not affect the evaluation of young tourists' satisfaction with food souvenirs in Zhangzhou ancient city. The main group of participants in this questionnaire is young people aged 21 to 30, so health factors have no significant impact on tourists' satisfaction.

In general, the path coefficient of satisfaction on the image of the destination is the highest, reaching 0.888, followed by the path coefficient of satisfaction to the willingness to revisit, up to

0.551. From the path coefficient, satisfaction is the most critical factor for tourists, and (Hosany & Prayag, 2011; Lertputtarak, 2012; Su, Johnson & O'Mahony, 2020).

5.2 Research contribution

This study has important theoretical and practical significance. This study is the first time that consumer theoretical value is applied to food souvenir consumption in Zhangzhou, which uses the concept of consumer value theory to explain tourists' consumption behavior of food souvenirs in the local area, and makes appropriate modifications to the structure of consumption value theory according to the consumption environment of Zhangzhou. This study is based on data statistics and surveys to determine that the consumption value of tourists for Zhangzhou food souvenirs includes quality value, price value, health value, emotional value and social value. From an academic point of view, this study helps to explain the relationship between the consumption value of food souvenirs in Zhangzhou and the attitude of food souvenirs. Consumption value can be considered a favorable predictor of the outcome of tourists tasting local food, such as local food satisfaction and overall travel experience, as well as attachment to a location and subsequent consumption behavior (Do Valle, Silva, Mendes & Guerreiro, 2006; Hosany & Prayag, 2013; Lertputtarak, 2012). Therefore, it can be concluded that this research is conducive to predicting tourists' satisfaction with this ancient city food souvenir, as well as the image of Zhangzhou ancient city destination and willingness to revisit. The study also investigated the impact of the overall food souvenir experience on tourists' exposure to Zhangzhou's food destinations, confirming that the satisfaction level of food souvenirs in the ancient city of Zhangzhou affects the destination image of the ancient city of Zhangzhou. It also extended the findings that attractive tourism products, such as food souvenirs from the ancient city of Zhangzhou, affecting the image of the destination.

In addition, this study also has practical significance, because with the increasingly fierce competition in the tourism industry and the continuous rise of surrounding competitors, such as Zhangzhou Dongshan Island, Zhangpu Volcanic Island, Nanjing Yunshui Rumor and Zhangzhou Xiyuan Lake under construction, these tourist destinations divide the tourism market in Zhangzhou, disperse the tourist dividends brought by Xiamen tourism, and seize the macro market advantage of the development of Zhangzhou ancient city. Zhangzhou's tourism development has always been relatively weak, and most of the tourist source markets are residents of the city. In recent years, the ancient city of Zhangzhou has been held by holding large-scale events. Participating in the selection of various characteristic tourist destinations and Internet promotion, gradually opening up the tourism market, radiating to neighboring provinces, such as Guangzhou and Jiangxi, on this basis, Zhangzhou can lock in tourists by creating a unique and satisfying food experience, and the radiation spreads to more markets. For example, the souvenir food of the ancient city of Zhangzhou is used as a unique highlight to attract tourists from other provinces, and a variety of food is used to lock in the original tourists in the city, rather than relying on some shopping alone to attract tourists.

The results of this study can also provide some inspiration for hoteliers or tourism bureau management, who can attract tourists by creating more innovative tourism solutions, such as making good use of Zhangzhou's unique food culture including Zhangzhou oyster fried, Zhangzhou marinated noodles, noodle batter, cat porridge, four-fruit soup, chicken fetus, etc., so that tourists can understand Zhangzhou's profound cultural heritage from these more special gourmet souvenirs. In addition, accommodation has always been a relatively lacking tourism element in Zhangzhou, and relevant operators can increase farm-style accommodation areas to allow tourists to have a deeper understanding of southern Fujian culture, so as to fill the lack of characteristic accommodation. The relevant departments of tourism can carry out publicity according to these characteristics, and at the same time use Zhangzhou's emerging Internet celebrities, such as the idle Ah Jun, to improve the publicity and create a good image of the tourist destination.

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