

## From Value to Action: Exploring How Value Perception and Satisfaction Shape Behavioral Intentions in Folk Museum Tourism

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### Abstract

From the demand perspective, tourists' value perceptions of folk museum tourism and their behavioral intentions are pivotal for the sustainable and healthy development of the burgeoning folk culture tourism sector. These factors not only shape the growth of the industry but also play a crucial role in the preservation and dissemination of Chinese folk culture. This paper reports an empirical survey of 201 tourists, using a revised scale adapted from previous research. A structural equation model was developed to analyze the relationships among tourists' value perception, satisfaction, and behavioral intention, focusing on visitors to folk museums and scenic spots. The results reveal: 1) value perception has a significant and direct positive effect on satisfaction; 2) satisfaction directly and positively influences behavioral intention; 3) value perception exerts a significant positive influence on behavioral intention, both directly and indirectly; and 4) satisfaction acts as a mediator between value perception and behavioral intention. These findings provide actionable insights for promoting folk museum tourism and advancing cultural heritage preservation.

**Keywords:** Folk Museum Tourism, Value Perception, Tourist Satisfaction, Behavioral Intention, Cultural Heritage Preservation

### Introduction

Museums are an important position for public cultural services and an important carrier for tourism development. In the face of the new era, new situation and new needs, the "Museum Regulations" propose that the state encourage the establishment of public welfare funds to provide funds for museums and encourage museums to raise funds through multiple channels

to promote their own development. In 2021, the national "Guiding Opinions on Promoting the Reform and Development of Museums" clearly stated that the role of museum development, building a public cultural service system, serving people's better life, promoting economic and social development, and promoting exchanges and mutual learning among human civilizations was more prominent. In the face of the prominent contradiction between the unbalanced and insufficient development of museums and the people's growing need for a better life, it is necessary to improve the development and quality of folk museum tourism and give full play to its cultural and creative value and radiation driving role (Tayiljan, 2022).

However, as the ancestral land of Qilu, Shandong has a long history and rich folk skills, but faces problems such as blocked museum system conflicts, low resource utilization efficiency, regional instability, and low degree of cultural and tourism integration, and cannot give full play to its traditional and modern museum functions, thus forming a stumbling block for the public to participate in folk museum tourism. At present, museums still have some room for improvement in terms of understanding and cognition of agricultural cultural heritage, the balance between museums of heritage resources, and the characteristic differences and influence of agricultural culture display and dissemination (Wan, 2022). In economic analysis, the demand of the market is just as important as the supply.

Based on this, from the perspective of demand, the research on exploring the relationship between tourists' value perception and behavioural intention is relatively general and scattered, and has not yet formed a systematic and complete one. Therefore, from the perspective of market demand, this paper studies the constituent factors of tourists' perception of the tourism value of folk museums. Based on the research content of psycho behaviour, the relationship between variables is explored by constructing a structural equation model of psychological value perception, tourist satisfaction and their behavioural willingness, aiming to provide a reference for the sustainable construction and high-quality development of folk museum tourism and improve the willingness and participation of the demand side. Importantly, this study is important because it may provide light on the growth and sustainability of folk museums from perspective of tourists' need and make suggestions for improving their contribution to tourism and community involvement.

This research is motivated by the need to enhance the strategic planning of folk museum tourism, addressing gaps in understanding how value perception translates into behavioral intention, which ultimately impacts the preservation and dissemination of Chinese folk culture. The contributions of this study lie in its empirical exploration of how cultural value perception shapes tourist satisfaction and behavioral intentions, providing actionable insights for promoting folk museum tourism and advancing cultural heritage preservation. Furthermore, the study offers a theoretical framework for future research on the intersection of cultural tourism and sustainable development.

### **Literature Review**

Behavioral intention refers to an individual's plan to engage in a specific behavior in the future, such as revisiting a museum or recommending it to others. The relationship between value perception, satisfaction, and behavioral intention is critical to understanding tourist behavior in the tourism business. Higher perceived value increases satisfaction, which improves behavioral intentions such as returning and promoting the museum. Expectancy

Theory states that consumers build expectations before using a service or product. Satisfaction is assessed by the degree to which the actual experience meets or surpasses these expectations. In the context of tourism, value perception is affected by how effectively the museum experience meets preexisting expectations. And the same time, satisfaction is achieved when the actual experience meets or exceeds the visitor's expectations, leading to positive disconfirmation. This chain reaction highlights the need of providing tourists with high-quality, meaningful experiences in order to promote sustainable tourism growth.

#### *Value Perception and Behavioural Intention*

Tourists' psychological value perception of scenic spots lies in product value, place value, cost value and service value (Cao, 2020), Kim, and Duffy et al. (2020) believe that value perception can be measured from five aspects: tourist compatibility, tourist economic ability, tourist responsibility, the positive impact of tourists and negative impact of tourists. The enhancement of value in all aspects can motivate tourists to return (Parasuraman, 1997) to promote the sustainable development of tourism projects. Tourists' value perception positively impacts tourists' behavioural intentions such as revisiting and recommending tourists (Fang and Fan, 2022) and has an indirect positive impact through the mediating role of satisfaction.

#### *Value Perception and Satisfaction*

Tourists' value awareness is a sustainable driving force for the development of scenic spots (Lou, 2015). Cultural awareness of diversity and communication will affect tourists' psychological value perception, and tourists' value perception of different aspects of different types of museums will affect tourists' satisfaction with folk museum tourism (Jiang Changchun, 2013). In collective tourism activities, tourist trust and value perception can enhance tourists' satisfaction as consumers and increase their willingness to participate (Cheng, 2017). In follow-up studies, as feedback, the value perception of service in tourism activities has a positive and significant impact on tourist satisfaction, and product value perception has become an important factor to improve tourist satisfaction (Hwang, J and Lee, J, 2019).

#### *The Mediating Role of Satisfaction*

Tourists' satisfaction with museum tourism plays a role in escorting the revisit rate (Shi, 2020). In a case study by Syakier & Hanafiah (2022) on the Kuala Lumpur City Centre in Malaysia, it is clearly proposed that visitor satisfaction has a positive impact on their behavioural intentions, thereby affecting their revisiting intentions and word of mouth. In the study of Velez, PER, Naranjo, LMP and Zapatero, MR (2019), satisfaction not only plays a mediating role and plays an indirect effect, but also is an important factor that directly affects tourists' behavioural willingness and actual actions.

In recent years, the exploration of tourism consumers' psychological behaviour has gradually emerged in the tourism market, and research from the perspective of psychology and behavior has become one of the research hotspots at home and abroad. Therefore, based on the existing research on folk museum tourism, this paper explores the influence of value perception and satisfaction on the behavioural intention of folk museum tourism based on the model of "value perception-satisfaction-behavioural intention". (Figure 1).

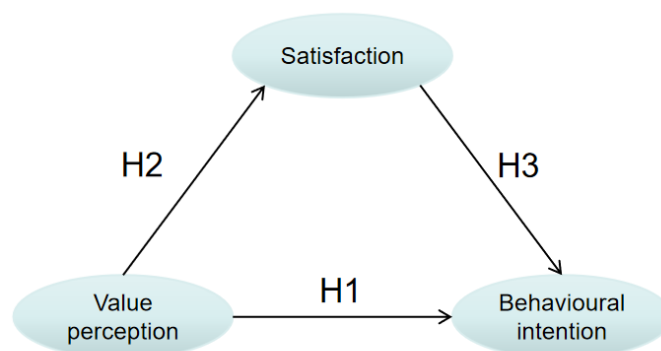


Fig.1 Conceptual Framework

Based on the conceptual model in Figure 1 and the collation of relevant literature at home and abroad, this paper proposes to construct the following four research hypotheses:

H1a: Tourists' value perception has a positive impact on tourists' behavioural intentions.

H1b: Tourist satisfaction has a positive effect between the relationship of value perception and behavioural intention

H2: Tourists' value perception has a positive impact on satisfaction.

H3: Tourist satisfaction has a positive impact on tourists' behavioural intentions.

## Research Methodology

### *Sample and Procedure*

The Folk Museum has become a popular attraction for tourists traveling to the countryside. Even though museum tourism is thriving and in full swing, the sector benefits the local economy. Based on this, the study focuses on tourists visiting folk museums in rural regions. The National Cultural Heritage Administration of China's website now lists more than 250 folk museums. The research utilizes a survey-based approach to collect data from tourists visiting folk museums. Structural Equation Modeling (SEM) is used to analyze the data, allowing for the examination of complex relationships between multiple variables simultaneously.

Therefore, the questionnaire distribution and collection period started in March 2023 and ended in May 2024. Furthermore, strong procedural safeguards were included in this investigation to prevent self-deception bias. First, data from visitors were obtained at various times to lower the frequency of particular socially acceptable responses. Second, the investigators told participants that their names would be kept safe and absolutely confidential. Loehlin (1992) recommended a sample size of 200 for validation purposes. The projected sample size of 200 was less than the actual number of visitors sampled, as the study collected 201 valid replies, reflecting an 82.04% effective response rate.

### *Measures*

Data were collected using a redesigned survey questionnaire based on earlier investigations. The questionnaire comprised items that measured value perception, satisfaction, and behavioral intention, with responses captured using a Likert scale.

The questionnaire in this paper consists of three parts: value perception questions, satisfaction questions and behavioural intention questions. The scales are shown in Table 1.

Table 1  
Scales of main variables and items

variable	numbering	items	
1.Value perception	1.1 Product value	PV1	Be able to buy your favourite cultural and creative
		PV2	Museum cultural courses/lectures can meet the needs of
		PV3	The museum's socio-educational activities meet the
		PV4	Museum cultural exhibitions can meet the needs of
		PV5	Museum night tour products can meet the needs of
	1.2 Venue value	LV1	The museum spreads the local culture
		LV2	The museum embodies cultural themes
		LV3	Museums are the first choice to learn about local culture
		LV4	Learn more about the local culture after visiting the
		LV5	The reasonable tour line design of the museum deepened
	1.3 Cost value	CV1	The time spent on this tour is worth it
		CV2	The physical effort and energy spent on this tour is worth
		CV3	The money spent on this tour is worth it
		CV4	Prices inside the museum are reasonable and cost-
		SV1	The attitude of the service staff is warm, patient, friendly
	1.4 Service value	SV2	Get help and guidance on the tour
		SV3	The service staff can solve the additional needs of tourists
		SV4	There are enough promotional materials for visitors to
		SV5	The service staff is able to provide high-quality
		2.Satisfaction	VS1
VS2	The museum experience made me unforgettable		
VS3	Relative to my expectations, I was satisfied with the visit to		
VS4	The museum makes me happy		
3.Behavioral intention	BI1	If I have time, I would like to visit the museum again	
	BI2	I would love to mention the museum to others	
	BI3	I will comment and forward in WeChat	
	BI4	I will share this museum visit with my family	

All tables and figures must be centered and the title should be on top. Number all tables and figures with Arabic numerals in the order in which the tables are first mentioned in text. Use font size 9.5 pt for contents in tables and figures and 8pt for notes and source. All illustrations (charts, figures and graphs) in the text will be printed in black and white coloured. Example: This present study utilizes the daily data of the stock market prices of the nine stock markets which includes NYSE Composite (United States), S&P/TSX Composite (Canada), Indice de Precios y Cotizaciones (Mexico), SSE Composite (China), Nikkei 225 (Japan), Hang Seng Index (Hong Kong), FTSE 100 Index (United Kingdom), CAC 40 (France), and DAX (Germany).

#### Data Collection

The questionnaire was added or deleted according to the "Shanghai Regional Museum Visitor Perception Questionnaire" (Li, 2021), and the original questionnaire was distributed

on a small scale in the folk museum in Shandong Province, and the questionnaire was revised according to the survey data and feedback. According to the analysis of statistical results of data collection, it is shown that most of the questions of the scale have good reliability and validity in small sample tests, which are suitable for the research and development of this paper. After deleting the seriously inapplicable items, 23 questions were retained, and the revised formal questionnaire was generated and used for subsequent large-scale formal surveys.

In the formal investigation, with the help of college students' summer "three trips to the countryside" social practice activities, folk museums in Zhejiang, Hebei, Shandong, Henan and Inner Mongolia Autonomous Region were involved. Combined with practical activities, questionnaires were randomly distributed to tourists, and 245 questionnaires were finally collected, and questionnaires with a filling time of less than 120 seconds and random or regular answers were excluded, and 201 valid questionnaires remained, with an effective rate of 82.04%. According to Boomsma (1987) and Kline (2005), the minimum sample size for estimating the structural equation model using the maximum likelihood method is 200, so the final number of valid questionnaires meets the requirements of empirical analysis in this paper.

### *Empirical Analysis*

#### *1) Reliability test*

Exploratory factor analysis is mainly used for scale reliability testing, and SPSS 26.0 is used to perform exploratory factor analysis (KMO value is 0.951 and significance is less than 0.01) and data internal consistency test. After exploratory factor analysis, the overall reliability of the questionnaire was tested, and the Cronbach alpha value was 0.983, indicating that the data used in this paper had good reliability. Moreover, for the reliability test of 23 questions and variables of the questionnaire, the Cronbach alpha value of the variables was greater than 0.850, and the modified terms and total correlation of the questions such as tourist value perception, satisfaction and tourist behavioural intention were greater than 0.650. It can be judged that there is good internal consistency between the variables and items of the design of this paper.

#### *2) Validity Test*

This article uses confirmatory factor analysis to test the data and fit, and the fitting results are shown in Table 2 below. were all greater than 0.9, and all the suitability indexes could meet the evaluation criteria, indicating that the model had good construct validity.

Fit indicators	$\chi^2/df$	RMSEA	GFI	CFI	IFI	NFI	TLI
Criteria		<0.08	>0.9	>0.9	>0.9	>0.9	>0.9
Value	2.233	0.079	0.942	0.988	0.988	0.978	0.981

The results of confirmatory factor analysis showed that the standardized factor load of each observation variable met the criterion greater than 0.4, indicating that each factor pair had strong explanatory ability. The combined reliability of latent variables is one of the discriminant criteria for the intrinsic quality of the model, and if the combined reliability value of latent variables is above 0.6, it indicates that the intrinsic quality of the model is ideal. As shown in Table 3, the combined reliability of the latent variables was calculated by the normalized factor load and the measurement error variance of each variable, and the

combined reliability coefficient values of the latent variables were greater than 0.9, which reflected the good intrinsic quality of the model and good consistency within the scale. The convergence validity of the model is judged by the mean variance extraction of the latent variables, and the mean variance extraction of the latent variables in Table 3 is greater than 0.8, indicating that the convergence validity is ideal.

Table 3  
*Reliability and validity tests for variables*

Measure		Items	Factor	Alpha	CR	AVE
1.Value perception	1.1 Product value	PV1	0.741	0.979	0.963	0.866
		PV2	0.853			
		PV3	0.889			
		PV4	0.884			
		PV5	0.770			
	1.2 Local value	LV1	0.791			
		LV2	0.757			
		LV3	0.787			
		LV4	0.771			
	1.3 Cost value	CV1	0.813			
		CV2	0.797			
		CV3	0.780			
	1.4 Service value	SV1	0.850			
		SV2	0.818			
SV3		0.824				
SV4		0.792				
SV5		0.781				
2.Satisfaction		VS1	0.845	0.957	0.958	0.884
		VS2	0.829			
		VS3	0.823			
3.Behavioural intention		BM1	0.853	0.936	0.944	0.848
		BM2	0.825			
		BM3	0.681			

## Results and Discussion

### *Analysis of Structural Equations Model*

After testing the reliability and validity of the scale, the structural equation model was used to test the interaction mechanism of value perception, satisfaction and behavioral intention. Specific tests include: (1) testing the impact of tourists' value perception on behavioral intentions; (2) test the impact of tourists' value perception on satisfaction; (3) Examine the influence of tourist satisfaction on behavioral intentions. The results of the empirical analysis of the structural equation model are shown in Table 4 and Table 5.

Table 4

*Fitting index calculation results and variable influence coefficients*

Pathway			Estimate	P
Satisfaction	<--	Value perception	0.924	***
Behavioural intention	<--	Value perception	0.575	***
Behavioural intention	<--	Satisfaction	0.369	***
SV	<--	Value perception	0.956	***
LV	<--	Value perception	0.915	***
CV	<--	Value perception	0.913	***
PV	<--	Value perception	0.783	
VS1	<--	Satisfaction	0.933	***
VS2	<--	Satisfaction	0.954	***
VS3	<--	Satisfaction	0.939	
BM1	<--	Behavioural intention	0.961	
BM2	<--	Behavioural intention	0.946	***
BM3	<--	Behavioural intention	0.855	***

Note: \*\*\* indicates significance at the 0.001 level.

Table 5

*Total effect of influencing path normalization*

	Value perception	Satisfaction	Behavioural
Satisfaction	0.924	0.000	0.000
Behavioural intention	0.916(=0.575+0.341*)	0.369	0.000
SV	0.956	0.000	0.000
LV	0.915	0.000	0.000
CV	0.913	0.000	0.000
PV	0.783	0.000	0.000
VS1	0.862	0.933	0.000
VS2	0.882*	0.954	0.000
VS3	0.868*	0.939	0.000
BM1	0.880*	0.354*	0.961
BM2	0.866*	0.349*	0.946
BM3	0.783*	0.315*	0.855

Note: \* indicates indirect impact effects.

*Hypothesis Testing*

According to the analysis results of the structural equation model, it can be seen that the value perception of visitors in the folk museum has a significant positive effect on the behavior intention (the path regression coefficient of the two is 0.575,  $p < 0.001$ ), so it is assumed that H1a is true. The value perception of visitors in folk museums has a positive effect on behavioral intention through some mediating effects of satisfaction (indirect effect utility value is 0.341), so H1b is assumed, and the value perception of folk museum visitors has a significant positive effect on satisfaction (the path regression coefficient of the two is 0.924,  $p < 0.001$ ), so H2 is assumed. The satisfaction of visitors to the folk museum had a significant positive effect on



behavioral intention (the path regression coefficient of the two was 0.369,  $p < 0.001$ ), so H3 was assumed. The hypothesis test results based on structural equation model analysis can be summarized into different path relationships, and the relationship paths of value perception, satisfaction and behavioral intention of visitors in the folk museum and their standardized path coefficients are shown in Figure 2.

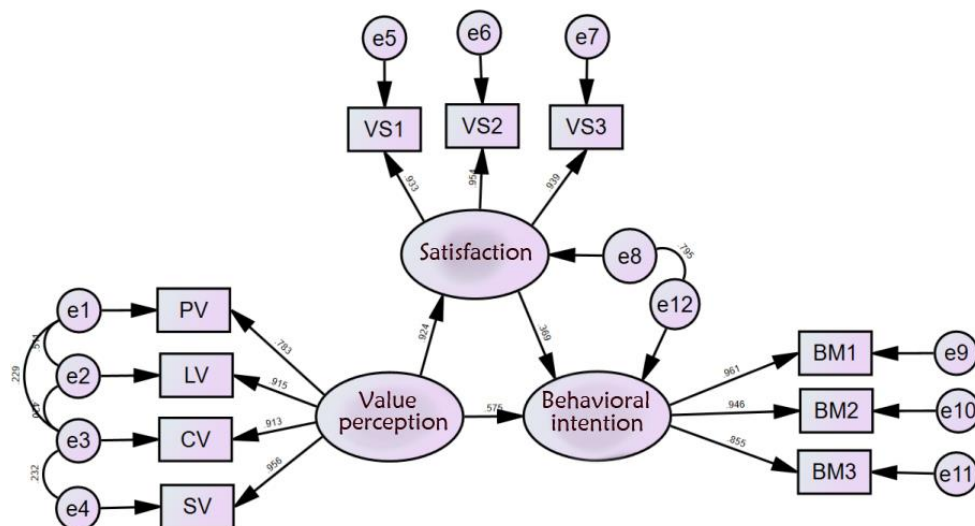


Fig.2 Standardized relationship paths of value perception, satisfaction and behavior intention

## Conclusions

### Research Conclusions

Based on the previous research on tourism in folk museums, this paper empirically analyzes the relationship between "value perception-satisfaction-behavioural intention" by constructing a logical analysis framework of tourists' value perception, satisfaction and behavioural intention, and concludes as follows.

First, the value perception of visitors to the folk museum is composed of four dimensions: product value (PV), place value (LV), cost value (CV) and service value (SV). Similar to Cao Yue's (2020) study, tourist value perception covers multiple levels from product value to service value. Due to the different tourism experiences and experiences of folk museums, different levels of value perception are presented (Guo, 2021). In folk museum tourism, the value of all levels affects the psychological value perception of tourists, among which the service value shows the highest degree of positive significant impact, the cost value and place value show a positive significant impact, while the product value is significantly lower. This may be related to the importance attached to product innovation and the spread of folk culture in folk museum tourism, which is corroborated by the research of Yu (2021).

Second, the perception of psychological value in folk museum tourism has a direct positive impact on tourist satisfaction, and tourist satisfaction has a direct positive impact on tourists' behavioural intention. This is similar to the results of Wang Hua, Ma (2020) and others. Perceived value is an important antecedent of tourist satisfaction, and satisfaction has a certain predictive effect on behavioural intention (Gao Ming, 2011).

Third, visitor satisfaction has a significant impact on behavioural intention through perceived value. In the survey of tourists in folk museums, it is found that tourist satisfaction plays a

part-mediating role in the influence of perceived value on behavioural intention. This indicates that the relationship model of "perceived value-satisfaction-behavioural intention" can be verified in the context of folk museum tourism, and it is helpful to further deepen the investigation and understanding of the role of folk museum tourism activities in improving tourists' satisfaction, behavioural intention and even the next practical action.

### *Research Enlightenment*

From the perspective of tourists' needs, the effective interaction of "psychological value perception-tourist satisfaction-behavioral intention" is formed, which improves the important antecedent of perceived value, thereby improving tourists' satisfaction, and then stimulating tourists' behavioral intentions such as revisiting and recommending, and participating in promoting the healthy and sustainable development of folk museum tourism with tourists' practical actions.

First, to create tourists' perceived value from different levels, in addition to product value, venue value, cost value and service value, experience value should also be considered, including the differences between different time points such as before, during and after the experience. From the level of tourists' psychological perception to promote the construction and development of folk museums, more attention should be paid to the value of products, and in addition, pay attention to the service value that affects the strongest perception of tourists. Show the characteristics of local folk culture, make it have certain significance and difference, innovate tourism products, provide scientific services, and then provide a steady stream of internal motivation for the sustainable development of folk museum tourism.

Second, visitor satisfaction in folk museums affects visitors' willingness to choose or revisit the museum, laying the groundwork for practical action. To improve tourist satisfaction, we can combine the integration of traditional cultural industries, creative cultural industries, cultural tourism industries and other industries of folk museums, and use agricultural culture as an intermediary bridge to create an folk museum that satisfies customers. At the same time, in addition to some functions of traditional museums, folk museums should also pay attention to improving supporting services, creating a good cultural dissemination environment through some folk experience activities, so as to better play the innovative functions given by the new era such as folk museum experience and education, improve the phased and systematic publicity and display of agricultural culture, meet the public's demand for agricultural culture, and effectively improve the public's willingness to travel and the revisit rate and recommendation rate of museums.

Third, the public's choice of folk museum tourism will be affected by external factors such as time, economic conditions, transportation convenience and publicity and promotion attractiveness, as well as internal factors such as their own understanding of folk culture and value perception in all aspects, thereby affecting their behavioral intentions and intentions, such as willingness to revisit, willingness to recommend to others, willingness to comment and forward, etc. However, more than half of the folk museums are non-state-owned, and some privately run museums do not operate in a completely market-oriented manner, forming a barrier between folk museums and the public. With the help of the direct and indirect influence of tourists' value perception on behavioral intention in folk museum tourism, the value perception and satisfaction of tourists are continuously improved, which has a positive

impact on their behavior willingness, avoids some objective drawback factors, and fully taps subjective initiative and travel enthusiasm. Finally, it will increase the attractiveness of folk culture to the public, thereby increasing the rate of public participation and the rate of tourists returning to the public.

#### *Declaration of Interest Statement*

We, all of the four authors declare that we have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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