

The influence of destination image on tourism souvenirs under the dual mediating path of souvenir authenticity and emotional experience

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Abstract

Taking Guilin's characteristic cultural modern and traditional souvenirs as an example, based on the S-O-R model constructed with the purpose image as the antecedent variable and the souvenir authenticity and emotional perception as the mediating variables, we explore the complex transmission mechanism of consumers' formation of souvenir purchase intention. SPSS21.0 and AMOS24.0 were used to analyse the model data for reliability and validity, CFA analysis and structural equation analysis. The results show that: destination image significantly and positively affects souvenir authenticity and emotional experience; destination image, souvenir authenticity and emotional experience significantly and positively affect purchase intention; souvenir authenticity and emotional experience play a mediating role in the relationship between destination image and purchase intention.

Keywords: destination image, souvenir purchase intention, souvenir authenticity, emotional experience

1. Introduction

According to the 2021 China Tourism Consumption Proportion Report, tourists' travel shopping accounts for 33% of total tourism spending, surpassing accommodation, catering and other expenditures, becoming the largest expenditure in tourism spending¹. Tourism shopping has gradually become one of the important sources of income for tourist destinations, and among the many tourism shopping products, its souvenir products account for a large part of the overall tourism shopping (Kong & Chang, 2016). Souvenirs, as a tangible object, can evoke memories and memories for visitors (Lin & W. C. Wang, 2012), it also represents the image of the visited destination and can enhance identity (Fu et al., 2018). Tourists choose to buy souvenirs because the process of souvenir consumption is part of the travel experience, which is driven by emotional and psychological factors (Shtudiner et al., 2019).

Although the existing literature has conducted a large number of studies on souvenirs, it mainly focuses on the effects of tourism experience (Kong & Chang, 2016; Yan et al., 2023), purchase motivation (Choi et al., 2016; Li & Ryan, 2018; Lin, 2017; Wilkins, 2011), souvenir characteristics (Lin, 2017; Sthapit, 2018; Su et al., 2023) and souvenir authenticity (Lin & W. C. Wang, 2012; Su et al., 2023) on souvenir purchase intention, and little attention has been paid to research on the impact of destination image on souvenir repurchase intentions. Although some studies have shown that heritage image positively affects souvenir shopping attitudes (Wong & Cheng, 2014), it only focuses on a specific feature of the destination image, not from the perspective of the overall image. The whole image is greater than the sum of its parts, and the image of a destination may be incomplete if it fails to incorporate all relevant features of the destination image (Suhartanto & Triyuni, 2016). Therefore, we explore the impact of destination image on souvenir purchase intentions from the perspective of overall destination image. In modelling the

¹ http://www.stats.gov.cn/sj/zxfb/202302/t20230203_1901696.html

relationship between destination image and souvenir repurchase intention, we are based on the theory of authenticity and propose a corresponding mediating variable: souvenir authenticity (Xie et al., 2012), to help better explain the relationship. In the context of souvenir purchasing, souvenir authenticity is defined as an individual's beliefs, concepts, and impressions about the authenticity, uniqueness, craftsmanship, aesthetics, utility, and cultural and historical integrity of a souvenir and its attributes (Y. Fu et al., 2018), categorized into three dimensions: (1) objective authenticity, (2) constructed authenticity, and (3) existential authenticity. Existing literature suggests that there is a significant positive correlation between souvenir authenticity and souvenir purchase intention (Deng et al., 2021; Fu et al., 2018; Lin & Wang, 2012), but there are fewer substantive studies on the relationship between destination image, souvenir authenticity and purchase intention. Therefore, we propose that destination image influences souvenir repurchase intention through souvenir authenticity. In addition, some studies have shown, based on the S-O-R model, that the external image of a destination stimulates tourists' internal perceptions, which ultimately induces tourists' souvenir purchase intentions (Cachero-Martínez & Vázquez-Casielles, 2017). Therefore, this study proposes another mediating variable based on this model, where destination image influences souvenir purchase intention through emotional experience.

In view of this, the main purpose of this study is twofold: first, to explore the mediating mechanism of souvenir authenticity between destination image and souvenir repurchase intention; and second, to test the mediating mechanism of affective experience between destination image and souvenir repurchase intention according to the S-O-R model.

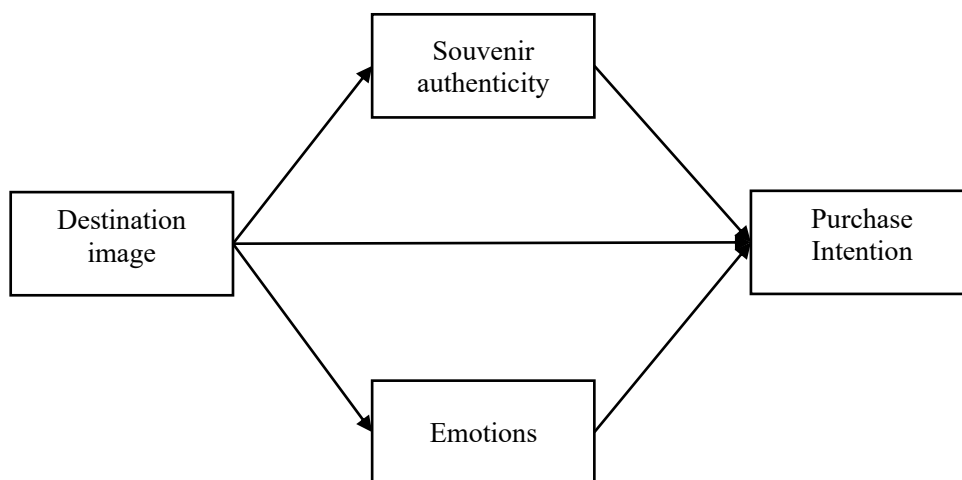


Figure 1 Model framework

2. Literature Review and Research Hypotheses

2.1 Destination image and souvenir repurchase intention

Destination image is defined as the sum of one's beliefs, ideas and impressions about a destination, and is an expression of the objective knowledge, impressions, prejudices, imagination and emotional ideas that an individual or group may have about a particular location (Stylidis et al., 2017). Destination image not only reflects individual perceptions and impressions of the destination, but also suggests an overall image in the mind of the traveller (Papadimitriou et al., 2015). Every place has an overall image, a general impression of the destination (Duan & Lai, 2022), which can

be a cue for tourists to choose that destination or evaluate their experience at the destination (Trang et al., 2023). Tourists' driving force of the evaluation and visit of the destination comes from the tourists' understanding and direct experience of the destination image (Papadimitriou et al., 2015), that is, the cognitive evaluation and emotional evaluation of the destination image (Stylidis et al., 2017). The widely recognized destination image in today's tourism research is a two-dimensional model. This model assumes that the overall destination image depends on an individual's cognitive assessment of destination attributes and emotional responses (Trang et al., 2023), representing the individual's rational or emotional response to the destination (Joo et al., 2023).

Souvenir purchase intention is the desire or idea of tourists who want to buy souvenirs (Yi Fu et al., 2018), and it is a subjective decision of tourists (Xu et al., 2022). Tourists choose to buy souvenirs during their trips because they are seen as a symbol of the destination (Yan et al., 2023), and as a tangible item to remember the travel experience (Su et al., 2023). Souvenirs are divided into four categories: symbolic souvenirs, tourist goods, other goods, and other souvenirs. Among them, other souvenirs refer to souvenirs that have a commemorative function but do not need to be purchased (Yan et al., 2023). In many studies, souvenirs are considered a commodity (Su et al., 2023; Yan et al., 2023). Therefore, our research will be limited to souvenirs that need to be purchased.

Tourism destination image is an important variable in marketing because it affects tourists' behavioural intentions (Chi et al., 2020). Tourists with a favourable image of a destination tend to have a higher intention to revisit similar destinations (Sun et al., 2013) or to purchase souvenirs (Suhartanto, 2018). For tourists, souvenirs represent the image of the tourist destination, and are a lightened or miniature version of the local image (Soukhathammavong & Park, 2019), which can trigger positive memories of tourism (Soukhathammavong & Park, 2019). A good image of the destination will help induce souvenir purchases (Wong & Cheng, 2014). (Promsivapallop & Kannaovakun, 2019) confirmed the relationship between destination food image and food consumption. Therefore, this study proposes the following hypotheses based on attachment theory:

H1: Destination image significantly influences tourists' intention to purchase souvenirs.

2.2 *The mediating role of souvenir authenticity*

Souvenir authenticity remains an important issue in the souvenir literature. In early souvenir studies, souvenir authenticity referred to the real rather than the fake (Fu et al., 2018). Handmade souvenirs were considered authentic, while mass-produced ones were considered cheap and inauthentic (Liu et al., 2022). However, with the accelerated commercialization of tourism and the fact that the main body of products and services is tourist-oriented, the traditional view that mass-produced souvenirs are inauthentic has been broken (Soukhathammavong & Park, 2019). That is to say, in the process of large-scale development of the tourism industry, commercialized souvenirs are becoming increasingly dominant and tourists are accepting commercialism and "inauthentic" souvenirs (Xie et al., 2012). Therefore, in the context of the commercialization of souvenirs, (Munt, 1994) proposes to examine authenticity in terms of postmodernism. (Y. Fu et al., 2018) consider souvenir authenticity as individuals' beliefs, ideas and impressions about the uniqueness, craftsmanship, aesthetics, and cultural and historical integrity of souvenir products and their attributes. In the postmodern view of authenticity, tourists' perceptions of souvenir authenticity are created by the process of connecting with the environment of the place they are travelling to (Xie et al., 2012), which is closely related to their beliefs and perspectives (Torabian & Arai, 2016). Tourists don't necessarily think it's problematic not to be authentic; they accept any form of authenticity and they may assess souvenirs in different ways (Fu et al., 2018). Therefore, we view souvenir authenticity from the perspective of the tourist and argue that souvenir authenticity is based on the process by which the tourist assigns meaning to the object (Trinh et al., 2014).

Souvenir authenticity symbolizes whether tourism souvenirs accurately represent the local culture (Anastasiadou & Vettese, 2021) and local image (Fu et al., 2018). Cheap, mass-produced

souvenirs may have no value or no intrinsic value, but they are meaningful to the people who buy them (Anastasiadou & Vettese, 2021). (Y. Fu et al., 2018) study shows that souvenirs represent both the image of the destination and the tourist's experience of travelling. Therefore, this study proposes the following hypotheses based on the theory of authenticity:

H2: Destination image significantly influences souvenir authenticity

Souvenirs serve as tangible evidence of a visit to a destination, enabling tourists to relive an experience and retain memories of the destination (Anastasiadou & Vettese, 2021). Among the various forms and styles of souvenirs, tourists prefer to purchase souvenirs that represent some aspect of the culture and heritage of the place visited (Trinh et al., 2014). One of the reasons for this is that souvenir authenticity is a feature that distinguishes items from other areas (Anastasiadou & Vettese, 2021), and also because souvenirs originate from the culture and image of the host country and can help tourists to recall their experiences during the tour (Fu et al., 2018). Therefore, the following hypotheses are proposed in this study:

H3: Souvenir authenticity significantly affects tourists' souvenir purchase intention

H4: Souvenir authenticity mediates the relationship between destination image and souvenir purchase intention

2.3 The mediating role of emotional experience

Emotional experience has been defined as a conscious, subjective experience of an affective state (Lee, 2016), an intense emotional episode associated with a specific referent (e.g., a person, object, or event) that triggers specific response behaviors (Prayag et al., 2017). The psychological literature offers two main theoretical approaches to the study of emotions: dimensional (based on validity) and categorical (emotion-specific) (Jeong et al., 2020). Under the dimensional approach, there is no distinction between specific positive emotions (happy, excited, etc.) and negative emotions (sad, upset, etc.); the categorical approach conceptualization emotions as a set of specific emotional states. Today's research in the tourism literature favors the potency approach (Prayag et al., 2017). Therefore, we also chose to use positive emotions.

Emotional experience is a subjective-objective phenomenon that encompasses the subjective feelings of the visitor's observable environmental conditions and perceived stimuli (Rahmani et al., 2019). For example, when tourists visit battlefield landscapes, negative emotions such as fear, sadness, and depression are triggered (Lee, 2016). (Rahmani et al., 2019) argues that objective features of a destination cause tourists to have an emotional response to it and construct meaning from it. Therefore, this study proposes the following hypothesis:

H5: Destination image significantly influences tourists' emotional experience

In marketing and consumer behaviour, emotions are often considered to be the central variable influencing tourists' behavioural intentions (Lee, 2016; Yang et al., 2020). When consumers are in a positive emotional state, they experience feelings of joy and pleasure, and this positive emotion leads to positive shopping behaviour (Wang et al., 2021). When people are in a positive emotional climate during tourism, tourists tend to evaluate things more positively, and positive emotional responses lead to a higher intention to pay for souvenirs (Yan et al., 2024). Therefore, this study proposes the following hypothesis:

H6: Tourists' emotional experience affects souvenir purchase intention

H7: Emotional experience mediates the relationship between destination image and souvenir purchase intention

3. Research Methods

3.1 Questionnaire design and measurement of variables

All scales in this study were measured on a Likert 5-point scale, with 1-5 indicating, from low to high, the respondent's level of agreement with the question item (1=strongly disagree, 2=disagree, 3=average, 4=agree, 5=strongly agree). All measurement items were initially in English and were first translated into Chinese by one scholar and then back translated into English by another scholar.

A third scholar compared the two English copies. All formal scales were self-reported by tourists.

In this study, Elephant Trunk Hill souvenirs and embroidered group fan souvenirs were used as markers for modern and traditional souvenir designs. The modern style of the Elephant Trunk Hill souvenir embodies the shape of Guilin's Elephant Trunk Hill and the Li River in an abstract mood, which takes into account the local cultural characteristics but is also interesting and ornamental (汪孟娟 & 彭玉元, 2021). Guilin embroidered group fan souvenirs are listed in the list of intangible cultural heritage of the autonomous region, with a history of nearly 1,000 years, representing the local traditional culture and traditional craftsmanship of Guilin².

Destination Impression. (Suhartanto & Dwi, 2016) developed a 3-item scale used in this study. It mainly measures cognitive images. For example, "I think Guilin is an interesting destination". The Cronbach's α for this study is 0.839.

Emotional experience. (Cachero-Martínez & Vazquez-Casielles, 2021) developed a 5-item scale utilized in this study. The scale focuses on measuring individuals' emotions when purchasing souvenirs. For example, "I feel happy when I buy souvenirs at my destination." The Cronbach's α for this study is 0.827.

Souvenir authenticity is measured using a scale developed by (Philip Feifan Xiesupa/sup et al., 2012). The scale has nine items to measure, each for each of the two souvenirs, and mainly measures the individual's identification with the connotations of the destination carried by the souvenir. For example, "I think the Elephant Trunk Hill tea set (embroidery category) souvenir reflects the traditional Guilin cultural theme". In this case, the Cronbach's α for the Elephant Trunk Hill tea set item is 0.894, and the Cronbach's α for the embroidery category item is 0.894.

Souvenir purchase intention is measured using the six question items used by (Philip Feifan Xiesupa/sup et al., 2012). Three of the question items corresponded to the first type of souvenir and three to the second type of souvenir. The scale is primarily a measure of intention to purchase souvenirs. For example, "I am likely to buy a souvenir of the Elephant Trunk Hill tea set (embroidery category)". The Cronbach's α for the item corresponding to the Elephant Trunk Hill tea set is 0.679, and the Cronbach's α for the item corresponding to the embroidery category is 0.723.

Control variables. We controlled for gender, age, monthly income, geographic location, education and occupation to minimize possible errors.

3.2 Data collection

In this study, the questionnaires were distributed online and 238 questionnaires were collected, and after deleting the omitted invalid questionnaires, 198 valid questionnaires were obtained, with a recovery rate of 83.20%. The basic profile of the respondents is as follows: the number of male respondents is 89 (44.9%) and the number of female respondents is 109 (55.1%). The age of the respondents is one person (0.5%) under 17 years old, 184 (92.9%) between 18-29 years old, 12 (6.1%) between 30-45 years old, and one (0.5%) over 65 years old. Respondents' monthly income level is mainly below RMB 3,000 with 103 (52%), followed by between RMB 5,001-10,000 with 31 (15.7%). Respondents are mainly from South China with 78 (39.4%), followed by Southwest China with 37 (18.7%). The education level of the respondents is mainly undergraduate in total 166 (83.8%), followed by specialist in total 17 (8.6%). The largest number of respondents are students 126 (63.6%), followed by private business owners or employees 22 (11.1%).

4. Data analysis

4.1 Common Methods ANOVA Test

This study used the Harman one-way test of variance (Podsakoff et al., 2003). The results showed that the maximum factor explained variance is 39.249 (<40%) for the Elephant Trunk Hill tea set item and 37.627 (<40%) for the embroidery category item, indicating that there is no serious common method bias in this study.

² https://www.sohu.com/a/717866711_99995266

4.2 Validated factor analysis

In this study, the hypotheses were tested by validation factor analysis, and the observed variables with factor loads below 0.6 were removed (Ahmad et al., 2016).

After validation, the Elephant Trunk Hill tea set question item removed SP3 (factor loading = 0.482) and S5 (factor loading = 0.524). The results showed that the hypothetical model fit is better than the alternative model (CMIN/DF=2.179, RMSEA=0.077, IFI=0.918, CFI=0.917). The results are displayed in

Table 1 Multi-factor structural equation model(1)

	CMIN/DF	GFI	AGFI	IFI	CFI	RMSEA
Four-factor model(Destination image, Souvenir authenticity, Emotions, Purchase intention)	2.179***	0.873	0.830	0.918	0.917	0.077
Three-factor model(Destination image, Souvenir authenticity+ Emotions, Purchase intention)	4.297***	0.715	0.631	0.762	0.759	0.129
Two-factor model(Destination image+ Souvenir authenticity+ Emotions, Purchase intention)	4.881***	0.671	0.581	0.714	0.712	0.140
Single-factor model	5.098***	0.660	0.569	0.696	0.693	0.144

Notes: *p<0.05, **p<0.01, ***p<0.001, n=198.

The factor loads of the embroidery category items were all greater than 0.6 and therefore were not excluded. The results also showed that the hypothetical model fit is better than the alternative model (CMIN/DF=1.737, RMSEA=0.061, IFI=0.939, CFI=0.938). The results showed that in .

Table 2 Multi-factor structural equation model(2)

	CMIN/DF	GFI	AGFI	IFI	CFI	RMSEA
Four-factor model(Destination image, Souvenir authenticity, Emotions, Purchase intention)	1.737***	0.896	0.863	0.939	0.938	0.061
Three-factor model(Destination image, Souvenir authenticity+ Emotions, Purchase intention)	3.867***	0.744	0.670	0.758	0.755	0.121
Two-factor model(Destination image+ Souvenir authenticity+ Emotions, Purchase intention)	4.620***	0.670	0.579	0.692	0.688	0.136
Single-factor model	4.721***	0.661	0.571	0.681	0.677	0.137

Notes: *p<0.05, **p<0.01, ***p<0.001, n=198.

In this study, aggregation validity was tested by composite reliability (CR) and average variance extracted (AVE).

Among them, the composite reliability (CR) of each scale of Elephant Trunk Hill tea set souvenir is greater than 0.7 and the average variance (AVE) is greater than 0.5 (Hair et al., 2013). The data indicated a good convergent validity. The results are shown in 错误!未找到引用源。 .

Table 3 Factor Loading and Convergent Validity(1)

	Order	Factor Loading	AVE	CR
Destination image	D1	0.796	0.590	0.812
	D2	0.710		
	D3	0.796		
Souvenir authenticity	S1	0.836	0.612	0.926
	S2	0.806		
	S3	0.846		
	S4	0.808		
	S6	0.761		
	S7	0.819		
	S8	0.665		
Emotions	S9	0.696	0.643	0.877
	E1	0.872		
	E2	0.841		
	E3	0.827		
Purchase intention	E4	0.648	0.660	0.786
	SP1	0.977		

In this case, the composite reliability (CR) of each scale for embroidered souvenirs was greater than 0.7 and the average variance (AVE) was greater than 0.5 (Hair et al., 2013). The data indicated good aggregation validity. The results are shown in [错误!未找到引用源。](#)

Table 4 Factor Loading and Convergent Validity(2)

	Order	Factor Loading	AVE	CR
Destination image	CD1	0.898	0.784	0.912
	CD2	0.858		
	CD3	0.900		
Souvenir authenticity	CS1	0.757	0.583	0.926
	CS2	0.781		
	CS3	0.763		
	CS4	0.837		
	CS5	0.712		
	CS6	0.757		
	CS7	0.771		
	CS8	0.746		
	CS9	0.743		
Emotions	CE1	0.866	0.650	0.880
	CE2	0.859		
	CE3	0.834		
	CE4	0.643		
Purchase intention	CSP1	0.904	0.684	0.811
	CSP2	0.742		

4.3 Correlation analysis and differential validity test

The model was subjected to correlation analysis and differential validity test, and the results of the Elephant Trunk Hill tea set question item are shown in [错误!未找到引用源。](#). There is a significant positive correlation between destination image, souvenir authenticity, emotional experience, and souvenir purchase intention. The AVE square root of the diagonal line in the table indicates the correlation coefficient of each topic in each construct, and the value under the diagonal line indicates the correlation coefficient between the constructs. The results show that each AVE square root is greater than the correlation coefficients with other constructs, indicating that the

model has good discriminant validity. Similarly, the results obtained for the embroidery category items indicate that the model also has good discriminant validity, as shown in [错误!未找到引用源。](#) .

Table 5 Summary of correlation analysis (1)

	Emotions	Purchase intention	Destination image	Souvenir authenticity
Emotions	0.802			
Purchase intention	0.720***	0.812		
Destination image	0.748***	0.759***	0.768	
Souvenir authenticity	0.617***	0.717***	0.739***	0.782

Notes: ***p<0.001, n=108. Diagonal is the square root of AVE.

Table 6 Summary of correlation analysis (2)

	Emotions	Purchase intention	Destination image	Souvenir authenticity
Emotions	0.806			
Purchase intention	0.758***	0.827		
Destination image	0.759***	0.826***	0.886	
Souvenir authenticity	0.579***	0.805***	0.690***	0.764

Notes: ***p<0.001, n=108. Diagonal is the square root of AVE.

4.4 Hypothesis testing

4.4.1 Path analysis

The hypotheses proposed in this study were analyzed using AMOS software, and the results of the Elephant Trunk Hill tea set question item are shown in [错误!未找到引用源。](#), and the results of the embroidery category are shown in [错误!未找到引用源。](#) . From the results, we can see that the point estimates of the direct effect between souvenir image on the intention to purchase souvenirs are 0.107 and 0.130, respectively, for both the Elephant Trunk Hill tea set question item and the Embroidery category, and the 95% confidence intervals of Bootstrap contain 0, $p > 0.05$, i.e., there is no significant effect of souvenir image on the intention to purchase souvenirs. Therefore, we can show that under the mediation of the two mediating routes of souvenir authenticity and perceived value, the influence path of destination image on souvenir purchase intention is not significant, indicating that the influence of this path is "deprived" by other paths, that is, H1 is not supported.

H2 predicted that destination image significantly influenced souvenir authenticity. The results for the Elephant Trunk Hill tea set item showed that destination image positively influenced souvenir authenticity (Coefficient=0.507, $p < 0.001$), and the same result was obtained for the Embroidery category (Coefficient=0.377, $p < 0.001$). Therefore, H2 is supported.

H3 predicted that souvenir authenticity significantly influenced tourists' intention to purchase souvenirs. The results showed that souvenir authenticity positively influenced tourists' intention to purchase souvenirs (Coefficient=0.597, $p < 0.001$), and the same result was obtained for the embroidery category items (Coefficient=0.707, $p < 0.001$). Therefore, H3 is supported.

H4 predicted that souvenir originality mediates the relationship between souvenir image and souvenir repurchase intention. The results of the indirect effect for the Elephant Trunk Hill tea set item showed that there was an indirect effect of souvenir authenticity between souvenir image and souvenir repurchase intention $\beta=0.303$, $p<0.01$, and the same result could be obtained for the embroidery category item ($\beta=0.266$, $p<0.001$). Therefore, H4 is supported.

H5 predicted that destination image significantly influences tourists' perceived value. The results showed that destination image positively influenced tourists' perceived value (Coefficient=0.498, $p<0.001$) and the same result was obtained for the embroidery category items (Coefficient=483, $p<0.001$). Therefore, H5 is supported.

H6 predicted that perceived value significantly influenced tourists' intention to purchase souvenirs. The results showed that perceived value positively influenced tourists' intention to purchase souvenirs (Coefficient=0.625, $p<0.001$), and the same result could be obtained for the embroidery category items (Coefficient=454, $p<0.001$). Therefore, H6 is supported.

H7 predicted that perceived value mediates the relationship between destination image and souvenir purchase intention. Indirect effect results indicated an indirect effect of perceived value between destination image and intention to purchase souvenirs $\beta=0.311$, $p<0.001$, and the same result was obtained for the embroidery category items ($\beta=0.219$, $p<0.01$). Therefore, H7 is supported.

Based on the validation of the hypothesis test, we further compared the differences between the two mediating routes. The mediating effect of souvenir authenticity between souvenir image and souvenir purchase intention was significant, with indirect effect point estimates of (0.303, $p<0.01$) versus (0.266, $p<0.001$) and Bootstrap 95% confidence intervals excluding 0. The mediating effect of perceived value between souvenir image and souvenir purchase intention was equally significant, with indirect effect point estimates of were (0.311, $p<0.001$) and (0.219, $p<0.01$) respectively and the Bootstrap 95% confidence interval did not contain 0. At the same time, both the Elephant Trunk Hill tea set item and the embroidery category item, the indirect effect of the two intermediary roles subtracted from each other, and the Bootstrap 95% confidence interval contains 0, which is not significant, indicating that the difference between the two intermediary paths is not significant, and that souvenir authenticity and perceived value play an intermediary role of similar importance between the destination image and the souvenir purchase intention.

Table 7 Multiple mediation model path test (1)

Hypothesis	Coefficient	Boot LLCI~ Boot ULCI
Direct effect		
1 Destination image→Purchase intention	0.107	-0.203~0.391
2 Destination image→Souvenir authenticity	0.507***	0.301~0.702
3 Souvenir authenticity→Purchase intention	0.597***	0.191~0.950
5 Destination image→Emotions	0.498***	0.353~0.688
6 Emotions→Purchase intention	0.625***	0.342~0.953
Indirect effect		
4 Destination image→Souvenir authenticity→Purchase intention	0.303**	0.141~0.568
7 Destination image→Emotions→Purchase intention	0.311***	0.165~0.535
Diff	-0.008	-0.312~0.260

Notes: * $p<0.05$, ** $p<0.01$, *** $p<0.001$

Table 8 Multiple mediation model path test(2)

Hypothesis	Coefficient	Boot LLCI~ Boot ULCI
Direct effect		
1 Destination image→Purchase intention	0.130	-0.095~0.342
2 Destination image→Souvenir authenticity	0.377***	0.182~0.601
3 Souvenir authenticity→Purchase intention	0.707***	0.413~0.999
5 Destination image→Emotions	0.483***	0.314~0.719
6 Emotions→Purchase intention	0.454***	0.098~0.967
Indirect effect		
4 Destination image→Souvenir authenticity→Purchase intention	0.266***	0.125~0.463
7 Destination image→Emotions→Purchase intention	0.219**	0.063~0.464
Diff	0.047	-0.224~0.298

Notes: *p<0.05, **p<0.01, ***p<0.001

5. Conclusion

5.1 Theoretical contribution

Based on the S-O-R model, among others, this study explores the influence of destination image on tourism souvenirs and the partially mediated relationship between souvenir authenticity and emotional experience between destination image and tourism souvenirs.

First, destination image can significantly influence tourists' souvenir purchase intention. This study discusses the influence mechanism of destination image on tourists' souvenir purchase intention. The results show that destination image can significantly influence tourists' souvenir purchase intention, which is consistent with previous research results (Suhartanto, 2018). However, the path that destination image positively affects the intention to purchase souvenirs is "deprived" by other paths, resulting in insignificant. Typically, when tourists are considering whether or not to buy a souvenir, it is mainly to use it as a memory of this special moment in the present day (Wilkins, 2011), therefore a good destination image will help to induce souvenir purchases (Wong & Cheng, 2014).

Second, it was further verified that souvenir authenticity and emotional experience play an important mediating role between destination image and tourists' intention to purchase souvenirs. Souvenir authenticity and affective experience influence tourists' intention to purchase souvenirs. Souvenirs with authenticity can represent the destination image and help tourists to review their experiences during the tour; meanwhile, the S-O-R model points out that after the destination image is constructed and influences tourists, tourists will receive its stimulus and have affective experience, which will ultimately influence their intention to purchase consumer goods, therefore, the two factors of souvenir authenticity and affective experience jointly influence tourists' intention to purchase souvenirs. Therefore, both souvenir authenticity and emotional experience jointly influence tourists' souvenir purchase intention. The results are consistent with previous research that destination image influences souvenir purchase intention through souvenir authenticity (Trinh et al., 2014) and tourists' emotional experience (Wu et al., 2022).

Third, souvenir authenticity and affective experience play a mediating role of similar importance between destination image and souvenir purchase intention. On the one hand, the authenticity of souvenirs is affected by tourists' perception of the destination image (Shen & Lai, 2022), and the authenticity affects tourists' intention to purchase souvenirs (Trinh et al., 2014), linking the destination image with the intention to purchase souvenirs at the cognitive level; on the

other hand, the affective experience is affected by the tourists' impression and feeling of the destination image (Rahmani et al., 2019), and affects the tourists' intention to purchase (Yan et al., 2024), linking the destination image with the intention to purchase souvenirs at the affective level. Therefore, destination image influences tourists' actions through souvenir authenticity and emotional experience from two different aspects, namely cognition and emotion, so that tourists can not only fully know the destination image and select souvenirs with more authenticity to commemorate the current moment and increase their intention to purchase souvenirs, but also obtain positive emotions and stimulate their intention to purchase souvenirs after feeling a good destination image. Therefore, souvenir authenticity and emotional experience link destination image and souvenir purchase intention from different perspectives, making them of similar importance in mediating their roles.

5.2 Practical contributions

Given that destination image, emotional experience and souvenir authenticity will affect tourists' intention to buy tourist souvenirs. Therefore, this study will put forward some suggestions on the selection and sale of souvenirs in tourist destinations from the following three aspects, hoping to benefit the construction of a good image of local scenic spots and the sale of souvenirs.

First of all, in order to build a good destination image, tourist destinations need to deeply understand the characteristics of the destination and develop a clear brand image. At the same time to improve the construction and renovation of attractions, optimize facilities and services, to provide tourists with a comfortable and convenient travel experience. In addition, the tourism management department can choose to ensure the quality of service at the same time to increase tourism publicity, to attract more tourists to travel to the local tourism, to show tourists a good image of the destination.

Secondly, to choose souvenirs with authenticity for sale, souvenir designers should focus on enhancing the uniqueness, craftsmanship, aesthetics as well as the integrity of culture and history of the souvenirs, digging deeply into the local history, culture, folklore and other elements, and skilfully integrating them into the design of the souvenirs, so as to ensure their authenticity and convey the uniqueness and cultural value of the souvenirs to tourists. At the same time, it demonstrates the close connection between the souvenirs and the tourist destination, so that the unique charm and cultural value of the souvenirs can be fully perceived by consumers. Such as the Elephant Trunk Hill souvenirs image of the local characteristics of Guilin, with iconic and uniqueness at the same time full of fun and ornamental, so that tourists can clearly perceive the authenticity of the souvenirs when they see them, and then produce a intention to buy. As an intangible cultural heritage of the autonomous region, the embroidered group fan souvenir profoundly demonstrates the local traditional culture and traditional craftsmanship of Guilin, so that tourists recognize its cultural value as a souvenir and recognize that the souvenir is a material representation of the image of the tourist destination, and then believe that it can help them to remember their own special moments, and ultimately increase the intention to purchase the souvenir.

Finally, the emotional experience of tourists should also be taken into account in the design and marketing of souvenirs. Souvenir designers, through in-depth understanding of tourists' preferences and needs, design souvenirs that can touch tourists' emotions and trigger resonance, thus enhancing tourists' emotional connection and memory of the destination. In the marketing of souvenirs should also create a positive and pleasant consumer environment, through communication and interaction with tourists, understand the pain points and psychological needs of tourists, meet their needs in the process of tourism, thus showing a good image of the destination, while stimulating their positive emotional experience, and ultimately increase the intention of tourists to buy. In addition, we should collect and analyze tourists' feedback and opinions in a timely manner, understand their evaluation of souvenirs and services, Improvements and optimizations based on tourist's feedback, and continuously improve the satisfaction and emotional experience of tourists,

so as to ultimately achieve a win-win situation for the sales of tourism souvenirs and the image of the destination.

5.3 Research Shortcomings and Suggestions for Follow-up Research

Although this study investigates the influencing factors of the purchase intention of tourism souvenirs from the three aspects of destination image, souvenir authenticity and emotional experience, which is of some significance for the production, selection and sale of souvenirs. However, the needs of tourists are diverse, and there are also differences between different individuals. This paper only discusses the influencing factors of souvenir purchase intention from the three aspects of destination image, authenticity of souvenirs and emotional experience, and other potential influencing factors, such as tourists' budgets, personal interests, cultural backgrounds and other factors are not taken into account, and the subsequent research should thoroughly analyse the influencing factors of the intention to purchase tourist souvenirs, and analyse tourist souvenir purchase intention from other perspectives.

This study has insufficiently explored the complex relationships between variables, and in exploring the effects of destination image, souvenir authenticity and emotional experience on the intention to purchase tourism souvenirs, although it reveals the basic relationship between them, it fails to adequately explore the complex relationships that may exist between these variables. For example, destination image may not only directly affect perceptions of souvenir authenticity and affective experience, but souvenir authenticity and affective experience may also bring tourists different travelling experiences, which in turn affects perceptions of destination image. In addition, there may also be interactions between souvenir authenticity and affective experience, which together affect tourists' purchase intention. Therefore, subsequent studies need to analyze the complex relationship between these variables in greater depth to provide a more comprehensive understanding and more accurate explanations.

This study mainly focuses on Guilin tourist place as the research object, with a single choice of case study place, while there are differences in cultural, economic and social backgrounds in different regions, and these differences may lead tourists to show different behaviors and preferences when purchasing tourist souvenirs. Therefore, this study mainly focuses on Guilin tourist places as the research object for the study, which may not fully reflect the diversity and complexity of the tourism souvenir market on a global scale. Subsequent studies need to select more diverse cases for research, including regions with different cultures and different levels of economic development, in order to improve the generality and applicability of the study.

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