Purchasing Behaviour of Tourism Cultural Creative Clothing Products Based on The Brand Sensitivity

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Abstract

Integrating the cultural and tourism industries has become the era's mainstream. This study focuses on consumers' brand sensitivity behavior within the context of cultural tourism and deeply analyzes its influencing factors. Firstly, we sort out consumer perceived value, brand sensitivity, and purchasing behavior. Then, using SPSS, we collect and analyze a large amount of data. Based on the Howard-Sheth model, we construct a model treating the consumer psychology of brand sensitivity as an intrinsic variable to study the consumer behavior of cultural and creative tourism apparel products. Empirical research reveals significant factors influencing brand-sensitive behavior and how these factors impact the degree of consumer purchasing behavior. This study assists in better understanding consumer behavior, shaping cultural and creative tourism brands, and further promoting the upgrade and comprehensive development of the cultural tourism industry.

Keywords: Brand sensitivity, Tourism products, Tourism culture creative clothing products, Purchase behavior

Introduction

Through decades of development, China has become one of the most popular tourist destinations in the world, and tourism revenue has increased steadily. In some nations with developed tourism, souvenir sales account for 55% of the tourism industry's revenue, whereas in China, they account for less than one-third. There is a significant market gap. However, the market is saturated with identical low-quality products. Thus, the industry's future will consist of building ethnically and culturally innovative apparel brands with commercial and cultural features. Concurrently, the lens must shift towards the consumers' perspective, scrutinizing their recognition of branded tourism products and discerning the elements influencing their behavior within the tourism sphere.

Overview of related concepts

This research mainly focused on the perceived value of tourism customers, brand sensitivity. and purchase intention and retrieved a large amount of literature. However, no research result combines these three. Tourism purchase behavior is different from general purchase behavior. It is a new topic to study the brand sensitivity of a specific product from the perspective of customer perceived value, and innovative clothing products based on tourism culture also have high research value.

Customer perceived value

Research on customer perceived value started in the late 1980s, and Porter was the first to put forward the concept of customer perceived value (Porter, 2011). According to Anderson et al. (1992) the perceived value of products or services is proportional to their purchasing price.(Anderson et al., 1992). Holbrook asserts that the customer's perceived value is a relative, interactive, and preferential experience (Morris & Holbrook, 1996). Moreover, users can create value by experiencing any product. Woodruff argued that customer perceived value is the customer's impression of the product effect after use, and that consumers will have varying preferences depending on the situation (Woodruff, 1997). According to Grewal, Monroe, and Krishnan, when selecting a product, customers place significance on the link between the benefits they anticipate from the product and the price they are willing to pay (Grewal et al., 1998) .Wood and Scheer (1996) thought that customers should pay both physical monetary and intangible spiritual costs in order to get advantages from transactions (Wood & Scheer, 1996). I Additionally, Tao et al.(2009)'s research scrutinizes the intermediary psychological process of customer participation on perceived value through the lens of mental account endowment effect and payment devaluation, enhancing third-party comprehension of consumer's gain-loss equilibrium (Tao et al., 2009).This work offers valuable insights into business marketing practices. It reinforces that customer perceived value, consistent with prior research, possesses a defined concept and a comprehensive system and significantly influences consumer purchasing behavior.

Brand sensitivity

The notion of brand sensitivity was initially proposed by French academicians Kapferer and Laurent (1988), who felt that consumer brand sensitivity relates to whether or not consumers pay attention to brands while making purchasing decisions. When purchasing, consumers with high vanity may value famous brands, especially clothing brands (Kapferer & Laurent, 1988). In addition, Xiaoling (2003) believed that the position consumers occupy in purchasing decisions reflects the degree of brand sensitivity, and she developed a new notion of brand equity, which is primarily a product-level issue (Xiaoling, 2003). Sprott and Liu (2016) believes that brand is one of the most valuable assets of a business, which can promote positive consumer reviews and lead to higher prices (Sprott & Liu, 2016). When consumers consider brands, it is an essential factor in their decision-making process, and they become sensitive to

brands (Korai, 2017). Generally, brand sensitivity is comparable, and customers use the brand as a crucial deciding factor when selecting a particular product type.

Characteristics of tourists' purchasing behavior

From the point of view of the purchasing behavior of tourists, it is different from general purchase behavior. There needs to be more literature on the characteristics of shopping behavior. The author believes that tourism shopping behavior refers to the shopping activities carried out by tourists in tourist destinations, and there are behaviors such as visiting and experiencing the purchasing process. Scholars such as Snepenger (2003) explored the fact that different tourists shop in different locations and have different preferences. They also proposed the concept of residents and tourists sharing shopping spaces, strengthening their understanding of the tourism life cycle (Snepenger et al., 2003). Anderson researched that when female tourists buy tourism products, they mainly buy textiles and clothing products (Anderson & Littrell, 1995). Sohn and Lee (2017) investigated the consumption behavior of tourists in duty-free shops, analyzed the data of the respondents, and found that the more positive emotions tourists feel, the easier it is to make impulse purchases; the pressure of shopping time will lead to emotional impulse purchases, but strengthen the negative emotions; if Increasing purchase participation increases impulse buying. This considers the time issue of tourism and provides some insight (Sohn & Lee, 2017).

According to the literature, the following generalities can be roughly summarized: ① Immediateness. Several scholars have pointed out that the time problem will cause some tourists to have an insufficient understanding of the product, and the time from seeing the product to perception is too short. This feature can be solved through preconceived publicity, such as social media. ②disposable. Tourists seldom travel to a destination multiple times, so more literature focuses on the willingness to return. This feature determines that tourists prefer products with local characteristics rather than products that can be seen everywhere. ③ Risks. Compared with general shopping, there are fewer returns and other situations in tourist shopping, and the losses are generally borne by oneself. In addition, shopping guides and other intentional concealments are easily deceived. If this feature can help tourists eliminate, then as Meng et al. (2019) said, tourist shopping has more spending power than general shopping, and the price is relatively less sensitive (Meng et al., 2019). After all, tourism is for the experience of good vibes and entertainment.

Conceptual model and study hypotheses

Western scholars have offered many modalities of buying behavior in various disciplinary domains, such as psychology, behavior marketing, management, and Western economics, to determine customers' shopping behavior while analyzing their purchasing habits. Various models exist, including the Marshall model, the Pavlov model, the Veblenian model, the EKB model, the Howard-Sheth model, the Nicosia model, etc. Although the academic community has offered numerous novel models and research methodologies. modest modifications to basic models. There are three widely applicable models: the Howard-Sheth

model, the EKB model, and the Nicosia model. With adequate knowledge, these three models presume customers will behave rationally. In reality, however, customers exist in an environment with asymmetric information. So, consumers' tastes and choices will change based on what they think about the products or services.

The Howard-Sheth model is a consumer purchase model introduced by Howard and Sheth in their 1969 book Purchasing Behavior Theory. The input factor (stimulus), internal factor, external factor, and output factor are the model's four variables (response). Three stimulation sources comprise the input factor: product stimulation, symbol stimulation, and social environment stimulation. The cognitive and learning structures primarily define how consumers deal with the impression generated in their minds after getting stimulation or knowledge and how they generate their will by combining their motivation, self-assurance, and other elements. As a result of consumers' responses to the stimulus, cognition, and learning outlined above is the generation of purchase behavior(Dilogini, Shanmugathas, & Shivany, 2017). (Figure 1).

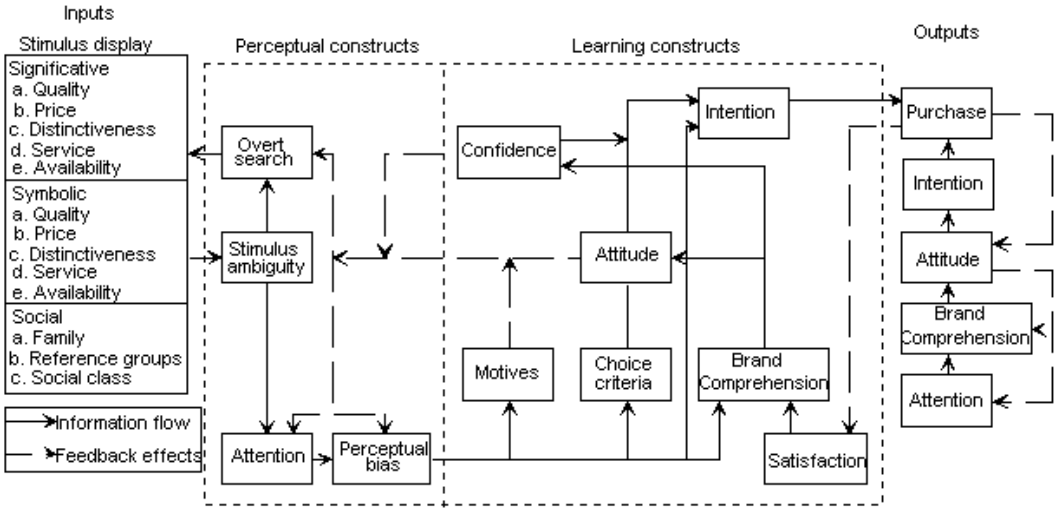

Figure 1 Howard-Sheth Model
Source: Dilogini et al. (2017)

The conceptual model built in this paper is shown in Figure 2, The central variable of the model is "brand sensitivity"and the relevant variables are "personal information" and "perceptual factors". The dependent variable is purchasing intention, measured through purchasing possibility and intention. The testing items are "the possibility for me to purchase the brand tourism cultural creative clothing products" and "I would recommend TA to have a purchase when TA asks me for the opinions on the brand tourism cultural creative products"(Dodds & Monroe, 1985).

The main variable of this study is customer brand sensitivity. Kapferer and Laurent (1988) were the first individuals to employ brand sensitivity as an object of specific study. They believed that brand sensitivity should be correlated with the extent to which customers

attach importance to the brand during purchase and selection and should be a unidimensional variable. Based on the following three characteristics, ①a variable measurement model might be proposed, ②the sequence in which customers search for information and their attention to information during the purchase process, ③ consumers' empowerment of the importance of the brand when purchasing and selecting. According to the preceding description (Workman & Lee, 2013), the author devised three questions to assess the brand sensitivity of consumers: "brand attention," "brand choice," and "brand consumption."

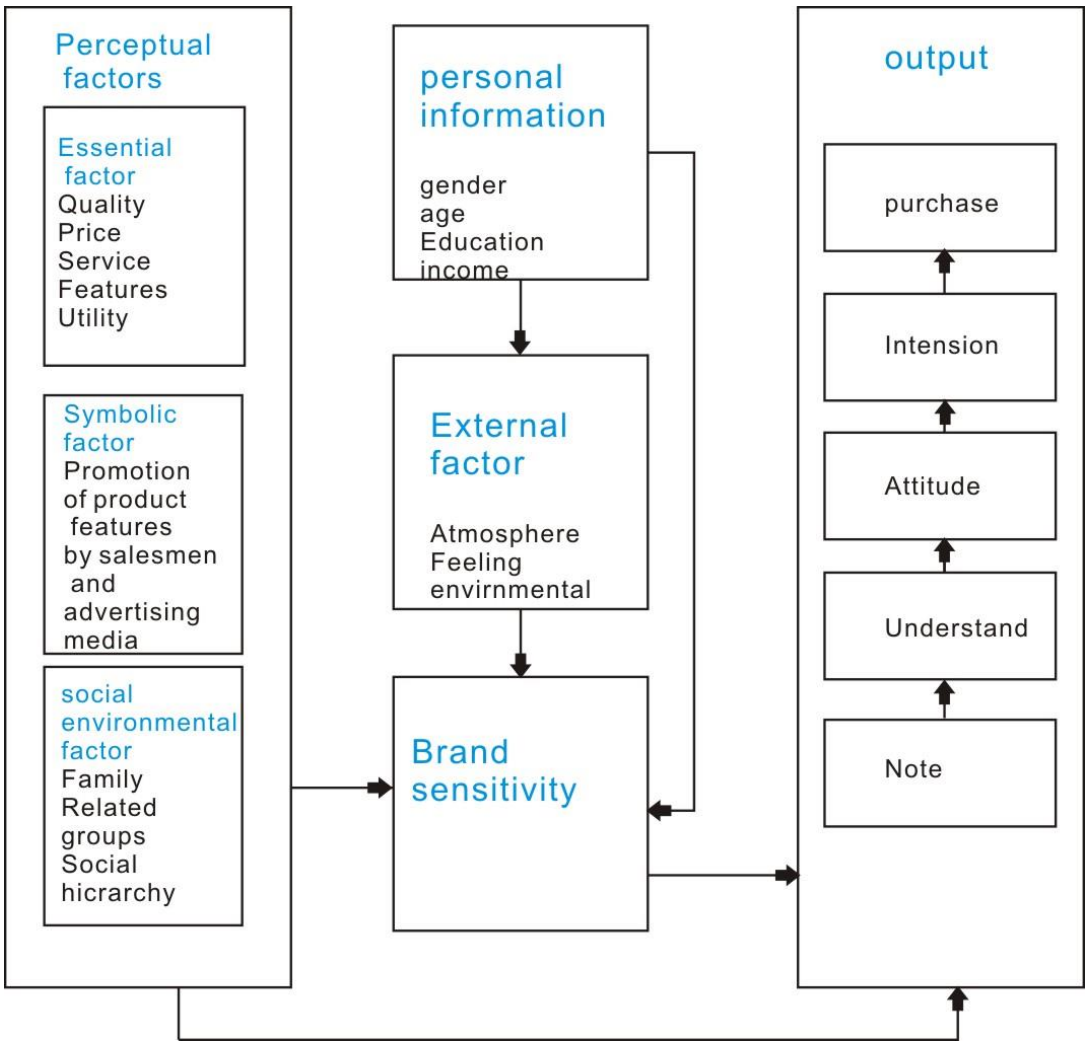

figure 2 model of brands of Tourism Cultural Creative Clothing Products Purchasing
Source: Sorted by the author

According to the Howard Sheath model, consumers' brand sensitivity will be affected by perceptual factors such as product essence perception, social factor perception, and product symbol perception. At the same time, brand sensitivity will affect consumers' final purchase intention. Based on this, this study puts forward the following hypotheses:

H1: "Product Essence Perception" has a positive impact on "Brand Sensitivity";

H2: “Product Symbol Perception” has a positive impact on “Brand Sensitivity”;

H3: “Social Factor Perception” has a positive impact on “Brand Sensitivity”;

H4: “Brand Sensitivity” has a positive impact on “Purchase Intention”;

The structural equation model is used to investigate the effect mechanisms between product essence perception, social factor perception, product symbol perception, brand sensitivity, and purchase intention, based previous analyses and hypothesis. In particular, researchers evaluated variables such as product essence perception, social factor perception, product symbol perception, brand sensitivity, and purchase intent as latent variables that cannot be directly seen. Simultaneously, numerous indicators from the questionnaire were chosen to represent these latent factors as the observed variables. Using path analysis, the causal relationship between the latent variables was then examined. Amos 24.0 was used to create a structural equation model (Lee & Li, 2022), which contains the following structural and measurement models:

① The structural model framework is shown in Figure 3, and the specific mathematical expression is as follows:

Brand Sensitivity: $h_1 = g_{11}x_1 + g_{12}x_2 + g_{13}x_3 + z_1$,

Purchase Intention: $h_2 = b_{21}h_1 + z_2$.

Among them， h_1 represents brand sensitivity, h_2 represents purchase intention, x_1, x_2 and x_3 represent potential internal dependent variables, Product essence perception, social factor perception, and product symbol perception, respectively, z_1 and z_2 represent measurement errors, and g_{11}, g_{12},g_{13} and b_{21} refer to the model coefficients.

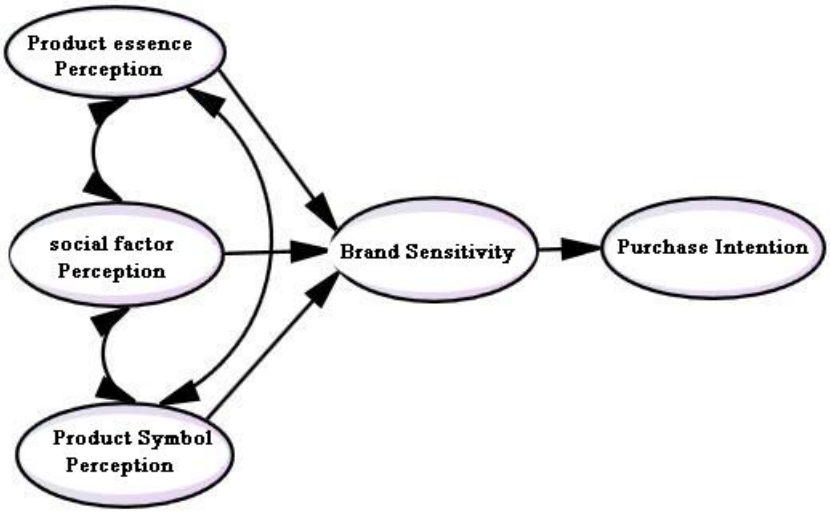

Figure 3 Structural Model Diagram
Source: Compiled by the author

②The measurement model is: $\boldsymbol{X}_i = l_{ij}^{X} x_j + d_i$, $\begin{cases} \boldsymbol{j}=1, & \boldsymbol{i} \in \{1,2,3,4,5,6,7\} \\ \boldsymbol{j}=2, & \boldsymbol{i} \in \{8,9,10,11,12\} \\ \boldsymbol{j}=3, & \boldsymbol{i} \in \{13,14,15,16,17\} \end{cases}$,

$\boldsymbol{Y}_i = l_{ij}^{Y} h_j + e_i$, $\begin{cases} \boldsymbol{j}=1, & \boldsymbol{i} \in \{1,2,3\} \\ \boldsymbol{j}=2, & \boldsymbol{i} \in \{4,5\} \end{cases}$,

Among them, $\boldsymbol{X}_i$ （ $\boldsymbol{i} \in \{1,2,3,4,5,6,7\}$ ） represents the observed variable of product essence perception x_1, $\boldsymbol{X}_i$ （ $\boldsymbol{i} \in \{8,9,10,11,12\}$ ） represents the observed variable of social factor perception x_2, $\boldsymbol{X}_i$ （ $\boldsymbol{i} \in \{13,14,15,16,17\}$ ） represents the observed variable of product symbol perception x_3, $\boldsymbol{Y}_i$ （ $\boldsymbol{i} \in \{1,2,3\}$ $\boldsymbol{i} \in \{1,2,3\}$ ） represents the observed variable of brand sensitivity h_1, and $\boldsymbol{Y}_i$ （ $\boldsymbol{i} \in \{4,5\}$ ） represents the observed variable of purchase intention h_2 ; l_{ij}^{X} and l_{ij}^{Y} refer to the coefficients, d_i and e_i represent the corresponding measurement errors 。

Data interpretation and scale quality assessment

Questionnaire design

In order to further ensure the accuracy of this research, this paper made the following two precise preparations in the early stage of the questionnaire. The final version is “Survey of Consumer Psychology of buying tourism cultural creative clothing products” (appendix).

Summarize the questionnaire into one according to the literature, and through expert interviews, consider and determine each impact factor and questioning method.

Pre-investigation, 50 questionnaires were distributed and collected in tourist attractions near Changsha City, Hunan Province. The reliability and validity of the questionnaires were analyzed using SPSS software, and some texts were considered to form the final questionnaire.

Data description

This quantitative survey collected samples from sightseeing spots and museums. Finally, 319 questionnaires were distributed and 304 were recovered, with a recovery rate of 95%. There were 7 invalid questionnaires, and 297 completed questionnaires were collected with an effective rate of 98%. We can see the following from Table 1: ①Gender structure. Among the 297 questionnaires, 89 respondents were male, accounting for 30% of the effective samples, while 208 were female, accounting for 70%. That is to say, the female consumers of culturally creative clothing products far outweigh the male consumers. Such a phenomenon that female consumers are much larger than male consumers should be the result of the consumption psychology of the two genders. It also meets the positioning of the market group’s tourism, cultural, and creative clothing products. Thus, gender is not a factor in the data analysis in this paper. ②Age, degree, and income. Among the 297 questionnaires, those aged 35 to 49

accounted for 30%, followed by the elderly over 50 and college students aged 19 to 24. The respondents with an undergraduate degree reached 40.4% of the effective samples and the consumers whose monthly income ranged from 3001 to 15000 occupied 63% of the effective samples. These data reveal that most of the consumers of culturally creative clothing products are young and middle-aged whitecollar women with an undergraduate degree or above and a monthly income of about 8000 CNY, and a small part of them are older adults and college students.

Table 1 Statistics of the personal information of the samples

Variable	Classification Index	Frequency	Percentage	Effective Percentage	Accumulative Percentage
Gender	Male	89	30.00	30.00	30.00
	Female	208	70.00	70.00	100.00
Age	Younger than 19	8	2.71	2.71	2.71
	19-24	67	22.60	22.60	25.30
	25-34	59	19.90	19.90	45.10
	35-49	89	30.00	30.00	75.11
	Older than 50	74	24.91	24.91	100.00
Degree	Vocational college or below	84	28.32	28.32	28.32
	Vocational college	71	23.94	23.94	52.24
	Undergraduate	120	40.42	40.42	92.61
	Postgraduate and above	22	7.41	7.41	100.00
Monthly Income	Less than 3000	81	27.32	27.32	27.32
	3001-8000	125	42.12	42.12	69.42
	8001-15000	62	20.91	20.91	90.24
	15001-30000	16	5.41	5.41	95.64
	More than 30001	13	4.41	4.41	100.00

Source: Compiled by the author

Scale quality assessment

Reliability analysis

Following data preprocessing of the gathered questionnaire data, sample data were utilized to ensure the internal consistency of each questionnaire index. After calculating the internal consistency reliability coefficient, Cronbach's Alpha, of the scale, the internal consistency test was conducted (see the results in Table 2). Except for specific items, Cronbach's Alpha for purchase intention, brand sensitivity, product essence perception, social factor perception, and product symbol perception is more than 0.70, as shown in Table 2. The significance of the corrected correlation coefficient (CITC) is more significant than 0.5, indicating that the scale has excellent internal consistency and measurement reliability.

Table 2 Reliability analysis of the scale

Index	Observed variable	CITC	Cronbach's Alpha
Purchase Intention	Purchase probability(Q12)	0.66	0.79
	Recommendation probability(Q13)	0.66	
Brand Sensitivity	Brand attention(Q14)	0.57	0.71
	Brand choice(Q15)	0.47	
	Brand consumption(Q16)	0.57	
Product Essence Perception	Purchase Process (Q17)	0.66	0.91
	Sales service (Q18)	0.73	
	Style Color (Q19)	0.73	
	Quality Concern (Q21)	0.72	
	Practical attention (Q22)	0.67	
	Value for money (Q23)	0.80	
	Product Packaging (Q24)	0.70	
Social Factor Perception	Product Culture (Q25)	0.65	0.89
	Cultural connotation (Q26)	0.69	
	Celebrity endorsement (Q27)	0.73	
	Shopping guide recommendation (Q28)	0.75	
	Recommended by relatives and friends (Q29)	0.73	
	Popularity (Q31)	0.67	
Product Symbol Perception	In-store decoration (Q32)	0.67	0.87
	Store appearance (Q33)	0.68	
	Advertising (Q35)	0.69	
	Personal taste (Q36)	0.73	
	Unique Show (Q37)	0.66	

Source: Compiled by the author

Validity test of the scale

In order to further test the degree of fit between the questionnaire data and the hypothetical model, the validity test of the scale based on confirmatory factor analysis was carried out. The specific results are shown in Table 3.

Table 3 Convergent validity test of the scale

Latent variables	Observed variables	std.	Unstd.	S.E.	t-value	P	SMC	C.R.	AVE
Purchase Intention	Q12	0.75	1.00				0.56	0.80	0.67
	Q13	0.89	1.19	0.09	14.01	***	0.79		
Brand Sensitivity	Q14	0.73	1.00				0.54	0.75	0.50
	Q15	0.66	0.89	0.08	10.49	***	0.44		
	Q16	0.74	0.99	0.08	12.27	***	0.54		

Latent variables	Observed variables	std.	Unstd.	S.E.	t-value	P	SMC	C.R.	AVE
Product Essence Perception	Q17	0.72	1.00				0.51	0.91	0.58
	Q18	0.76	1.07	0.08	12.84	***	0.58		
	Q19	0.78	1.07	0.08	13.04	***	0.61		
	Q21	0.77	1.02	0.08	12.89	***	0.59		
	Q22	0.72	0.98	0.08	11.95	***	0.52		
	Q23	0.82	1.10	0.08	13.46	***	0.66		
	Q24	0.76	1.03	0.08	12.51	***	0.57		
Social Factor Perception	Q25	0.65	0.77	0.07	11.69	***	0.42	0.89	0.57
	Q26	0.67	0.81	0.07	12.23	***	0.45		
	Q27	0.77	0.96	0.07	14.76	***	0.59		
	Q28	0.81	1.05	0.07	15.86	***	0.66		
	Q29	0.81	0.97	0.06	15.93	***	0.65		
	Q31	0.81	1.00				0.65		
Product Symbol Perception	Q32	0.66	0.83	0.08	11.07	***	0.44	0.86	0.55
	Q33	0.71	0.89	0.08	11.97	***	0.50		
	Q35	0.78	0.98	0.07	13.44	***	0.61		
	Q36	0.82	1.05	0.08	14.14	***	0.67		
	Q37	0.73	1.00				0.54		

Source: Compiled by the author

According to Table 3, the standardized factor loading coefficients of several latent variables, including purchase intention, brand sensitivity, product essence perception, social factor perception, product symbol perception, and their corresponding observed variables, are all between 0.6 and 0.9. In the meantime, they are all significant at the 0.001 level. The item combination reliability (SMC) exceeds 0.36, the combined reliability (C.R.) exceeds 0.75, and the average variance extraction (AVE) exceeds 0.5. According to the criterion for evaluating the convergence validity of the structural equation model, the correlation between the five latent variables and their observable variables is substantial, indicating a high degree of convergence validity.

Missing value processing method

In the survey data obtained, 12 values need to be added. Since a few data need to be included, this paper adopts the method of mean imputation to deal with the missing data.

Model estimation results and their analysis

Model estimation results

Based on the above analysis, according to the set causal relationship path diagram(Mueller, 1997), this paper adopted Amos 24.0 to obtain the operating results of the structural equation model, as shown in Figure 4.

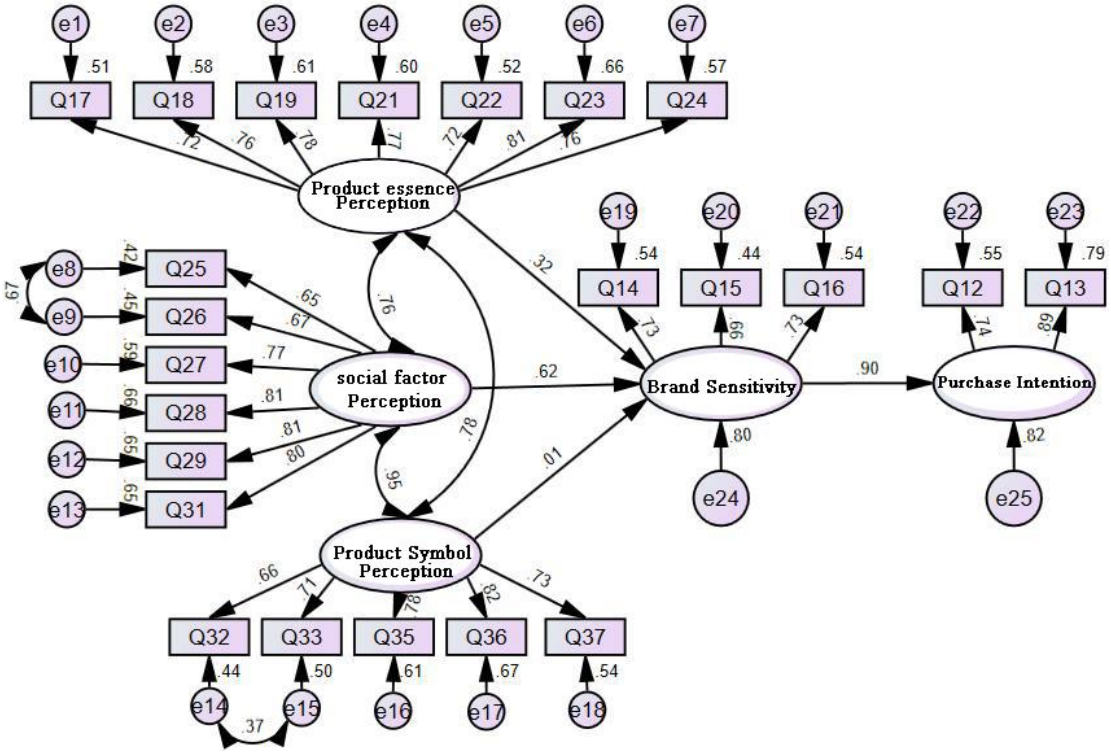

Figure 4 Structural equation model estimation results
source: The author draws

In order to test the degree of fit and fitting effect of the theoretical model and the actual data, this study selected χ^2/df (chi-square/degrees of freedom), GFI (goodness of fit index), AGFI (adjusted fit index), and RMSEA (approximate error mean squared error) in the absolute fit index as well as CFI (comparative fit index), NFI (normative fit index) ,and TLI (Tucker-Lewis index) in the relative fit index to evaluate the fit of the model. The specific model fit evaluation index is shown in Table 4.

Table 4 Model fitting evaluation index

Fit metrics	χ^2/df	GFI	AGFI	RMSEA	NFI	TLI	CFI
Measurements	4.59	0.87	0.92	0.08	0.85	0.82	0.85

Source: Author's analysis and statistics

It can be observed from the model fitting results in Table 4 that the ratio of chi-square to degrees of freedom is 4.592, indicating that the model is well-fitted. The RMSEA is 0.079, less than 0.08, and the model fits well. In addition, the values of GFI, AGFI, NFI, TLI, and CFI are

all greater than or close to 0.9, meeting the requirements of the model's goodness of fit, indicating that the fitting effect of the model is generally reasonable.

Analysis of model results.

Based on the structural equation model obtained above, the relationship between several latent variables to be considered in this paper can be given, and the test results of several hypotheses studied in the previous paper can also be given. We mainly focused on structural models that reflect the causal relationship between latent variables to give the causal relationship between latent variables. Table 4.2 presents the estimated results of the structural model. The first column is the path name of the structural model, the second column is the standardized path coefficient value, the third column is the unstandardized path coefficient value, the fourth column is the standard error of the estimated parameter, and the fifth column is the critical ratio CR (critical ratio). The last column is the P value that measures the significance of the path coefficients.

Table 5 Structural model estimation results

Path			**Standardized coefficient**	**Unstandardized coefficients**	**S.E.**	**C.R.**	**P**
Brand Sensitivity	<---	Product essence Perception	0.320	0.35	0.09	3.86	***
Brand Sensitivity	<---	social factor perception	0.62	0.60	0.26	2.28	0.02
Brand Sensitivity	<---	Product Symbol Perception	0.01	0.01	0.28	0.05	0.76
Purchase Intention	<---	Brand Sensitivity	0.90	0.81	0.07	10.89	***

Source: The author's analysis and statistics
Note: ***means significant at the significance level of 0.001

As shown in Table 5, the unstandardized path coefficient of product essence perception to brand sensitivity is 0.351, which is significant at the significance level of 0.001. Therefore, H1 is established, namely, product essence perception has a highly significant positive impact on brand sensitivity. According to the results, consumers have high expectations for the product's quality, practicability, and experience. The path coefficient of social factor perception to brand sensitivity is 0.600, which is significant at the significance level of 0.05. Hence, H2 is established, namely, social factor perception significantly impacts brand sensitivity. The analysis reveals that product culture, celebrity information, relatives and

friends, and promotions significantly affect consumers' willingness to purchase. The path coefficient of product symbol perception on brand sensitivity is 0. 014, but the effect is insignificant. Although product symbol perception has a certain degree of positive impact on brand sensitivity, the result is not statistically significant. Consumers think that tourism cultural cultural products are more spiritual and cultural needs, and their requirements for interior decoration and advertising of their products are lower than those of international brands. The path coefficient of brand sensitivity to purchase intention is 0. 808, significant at the significance level of 0.001. Therefore, H4 is established, namely, brand sensitivity significantly positively impacts purchase intention. This conclusion can better prove the theme, and shaping the brand of tourism cultural creative products is a better development direction for such products.

From the size of the standardized path coefficients of the three exogenous latent variables to brand sensitivity, it can be seen that the standardized path coefficient of social factor perception to brand sensitivity is the largest 0. 616, followed by product essence perception (0.319). The standardized path coefficient of product symbol perception is the smallest (0.014), indicating that the three influencing factors of brand sensitivity are ranked according to their importance: perception of social factors, perception of product substance, and perception of product symbols.

Descriptive statistical analysis of data and normality tests

①The descriptive statistics of purchase intention and brand sensitivity are shown in Table 6. Most of the data satisfies the normal distribution. For example, for "purchase possibility", the skewness coefficient is 0.137, and the standard error is 0.141, then

Skewness Z-score =0.137/0.141=0.972<1.96,

Kurtosis Z-score =|-0.360/0.282|=1.276<1.96,

Therefore, at the significance level of 0.05, the variable obeys the normal distribution.

Table 6 Descriptive statistics of purchase intention and brand sensitivity

	N	Mean	Std. Deviation	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
purchase possible	297	2.91	1.12	0.14	0.14	-0.36	0.28
Recommended possible	297	3.08	1.13	-0.05	0.14	-0.37	0.28
brand attention	297	2.93	1.29	-0.01	0.14	-0.57	0.28
brand selection	297	3.68	1.26	-0.20	0.14	-0.42	0.28
brand spend	297	2.70	1.27	0.13	0.14	-0.51	0.28
Valid N (listwise)	297						

Source: Author's analysis and statistics

②The descriptive statistical results of the relevant observation variables of product substance perception, social factor perception, and product symbol perception are shown in Table 7-9, respectively. According to the normality mentioned above, the test method of skewness Z-score and kurtosis Z-score, most data can be considered to meet the normal distribution. However, some data have a particular gap with the normal distribution. For example, the kurtosis coefficients of the observed variables "star endorsement" and "shopping guide recommendation" in the perception of social factors are too significant.

Since part of the data does not satisfy the standard distribution assumption, the weighted least squares estimation is used when estimating the model. This estimation method allows the skewness of the data and can obtain an asymptotically effective estimator.

Table 7 Descriptive statistics of product substance perception

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
buying process	297	3.46	1.19	-0.21	0.14	-0.43	0.28
Sales service	297	3.54	1.21	-0.26	0.14	-0.44	0.28
Style and color	297	3.68	1.17	-0.31	0.14	-0.33	0.28
Quality concern	297	3.38	1.12	-0.15	0.14	-0.38	0.28
Practical concern	297	3.39	1.17	-0.15	0.14	-0.52	0.28
value for money	297	3.75	1.16	-0.39	0.14	-0.29	0.28
Product packaging	297	3.61	1.16	-0.24	0.14	-0.46	0.28
Valid N (listwise)	297						

Source: author's analysis and statistics

Table 8 Descriptive statistics of perception of social factors

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
product culture	297	3.62	1.15	-0.37	0.14	-0.52	0.28
cultural connotation	297	3.71	1.16	-0.54	0.14	-0.48	0.28
Celebrity endorsements	297	2.92	1.20	0.12	0.14	-0.70	0.28
Shopping guide recommendation	297	2.79	1.25	0.23	0.14	-0.81	0.28
Recommended by relatives and friends	297	3.21	1.16	-0.23	0.14	-0.49	0.28
Reputation	297	3.24	1.21	-0.18	0.14	-0.53	0.28
Valid N (listwise)	297						

Source: Author's analysis and statistics

Table 9 Descriptive statistics of product symbol perception

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
interior decoration	297	3.50	1.15	-0.27	0.14	-0.40	0.28
shop appearance	297	3.54	1.16	-0.25	0.14	-0.41	0.28
advertising	297	3.05	1.16	-0.07	0.14	-0.50	0.28
personal taste	297	3.25	1.19	-0.24	0.14	-0.50	0.28
unique show off	297	2.90	1.25	0.12	0.14	-0.64	0.28
Valid N (listwise)	297						

Source: author's analysis and statistics

Analysis of other influencing factors of consumer psychology of tourism cultural creative clothing brands

This part will analyze the behavioral purpose and psychological appeal of consumers purchasing tourism cultural creative clothing, and verify other influencing factors of the model using one-way analysis of variance, multiple response analysis, and correlation analysis.

Multiple responses analysis of the purchasing behavior of consumers of tourism cultural creative clothing products

Multiple responses analysis of the approaches for consumers to know about culturally creative tourism clothing products

According to Table 10 's analysis, the response rate for store window displays and network communication methods is 21. 6% , whereas the response rate for television advertisements is only 4.5%. It demonstrates that consumers of tourism culturally creative products prefer store window displays and network communication, however television communication has little effect on consumers culturally creative tourism product brands. Therefore, it is proposed that cultural tourism clothing businesses invest less in television commercials while developing their marketing plans.

Multiple responses analysis of the channels for consumers to purchase tourism cultural creative clothing products.

The analysis of Table 11 reveals that, privately owned shops have a response rate of 22.3% and a case rate of 45. 8% among the channels for consumers to purchase tourism cultural creative products, in contrast, online purchasing and self-selected one-stop living halls account for 19.3% and 18.8%, respectively. The branding area for tourism-related culturally innovative clothing products is vast. As seen by interviews with several consumers who have never

purchased Clothing products, most nonbuyers cite unsafe consumption, inferior quality, and unsatisfactory items. Tourism--related cultural clothing businesses must prioritize the shop environment and consumer safety.

Table 10 Analysis result of the approaches for consumers to know about the tourism cultural creative clothing products

		Response		
		N	**Percentage**	**Case Percentage**
Approach for you to know about the tourism cultural creative clothing products	Window display of shop	178	21.6%	59.9%
	Newspaper and magazine	69	8.4%	23.2%
	Network	139	21.6%	46.8%
	Introduction by friends and relatives	73	8.9%	24.6%
	Television advertisement	37	4.5%	12.5%
	Product brochure	71	8.6%	23.9%
	Introduction of guide	81	9.8%	27.3%
	Recommendation from fellow tourists	58	7.0%	19.5%
	Recommendation from salesperson	60	7.3%	20.2%
	Others	57	6.9%	19.2%
Sum		823	100.0%	277.1%
a. Two groups of tabulation when the value is 1.				

Source: The author's analysis and statistics

Table 11 Analysis result of the channels for consumers to purchase tourism cultural creative clothing products

		Response		
		Case Number	**Percentage**	**Case Percentage**
	Museum	80	13.1%	26.9%
Through what channels do you like to purchase tourism cultural creative clothing products?	Self-selected one-stop living hall	113	18.5%	38.0%
	Online shopping	118	19.3%	39.7%
	Private-owned shop	136	22.3%	45.8%
	Brand boutique store	95	15.6%	32.0%
	Counter in supermarket	68	11.1%	22.9%
Sum		610	100.0%	205.4%
a. Two groups of tabulation when the value is 1.				

Source: The author's analysis and statistics

Analysis of personal information of consumers of ethnic tourism cultural creative clothing products and the brand sensitivity

The analysis of brand sensitivity of consumers of brands of tourism cultural creative clothing products and the age.

Table 12 Analysis result of one-way analysis of variance of brand sensitivity in the aspect of age

	Quadratic Sum	df	Mean Square	F	Significance
Between Groups	5.51	4	1.38	0.15	0.96
Within Group	2734.74	292	9.37		
Sum	2740.25	296			

Source: The author's analysis and statistics

According to Table 12, the significance of the analytical result of a one-way analysis of the variance of brand sensitivity of consumers of tourism cultural creative apparel brands in terms of age is more significant than 0.05. Thus, the age of consumers does not affect the brand sensitivity of tourism-related culturally creative clothing

The relationship between the brand sensitivity of customers of tourism cultural creative clothing brands and their monthly income.

According to Table 13, the significance of the one-way analysis of the variance of brand sensitivity of consumers of tourism cultural creative apparel product brands in terms of monthly income is less than 0.001. Therefore, a consumer's monthly income significantly impacts how much they value a brand of tourism, cultural, and creative clothing products. As seen in Tables 14 and 15, brand sensitivity increases as monthly income increases.

Table 13 Analysis result of one-way analysis of variance of brand sensitivity in the aspect of monthly income

	Quadratic Sum	Degree of Freedom	Mean Square	F	Significance
Between Groups	127.97	4	31.99	3.58	0.01
Within Group	2612.28	292	8.95		
Sum	2740.25	296			

Source: The author's analysis and statistics

Table14 Descriptive analysis of brand sensitivity in the aspect of monthly income

	N	Mean Value	Standard Deviation	Standard Error	95% Confidence Interval of Mean Value		Minimum	Maximum
					Lower Limit	Upper Limit		
Less than 3000	81	8.57	3.24	0.36	7.85	9.29	3	15
3001-8000	125	9.43	3.00	0.27	8.90	9.96	3	15
8001-15000	62	9.52	2.38	0.30	8.91	10.12	3	15
15001-30000	16	9.44	3.88	0.97	7.37	11.51	3	15
More than 30001	13	11.77	2.59	0.72	10.2	13.3	9	15
Sum	297	9.32	3.04	0.18	8.97	9.66	3	15

Source: The author's analysis and statistics

Table 15 Multiple comparison analysis of brand sensitivity in the aspect of monthly income

Monthly Income	Monthly Income	Mean Difference	Standard Error	Significance	95% Confidence Interval of Mean Value	
					Lower Limit	Upper Limit
Less than 3000	3001-8000	-0.86*	0.43	0.04	-1.70	-0.02
	8001-15000	-0.95	0.51	0.06	-1.94	0.05
	15001-30000	-0.87	0.82	0.29	-2.48	0.74
	More than 30001	-3.20*	0.90	0.00	-4.96	-1.44
3001-8000	Less than 3000	0.86*	0.43	0.04	0.02	1.70
	8001-15000	-0.08	0.47	0.86	-1.00	0.83
	15001-30000	-0.01	0.79	0.99	-1.57	1.56
	More than 30001	-2.34*	0.87	0.01	-4.05	-0.62
8001-15000	Less than 3000	0.95	0.51	0.06	-0.05	1.94
	3001-8000	0.08	0.46	0.86	-0.83	1.00
	15001-30000	0.08	0.84	0.93	-1.57	1.73
	More than 30001	-2.25*	0.91	0.01	-4.05	-0.46

Monthly Income	Monthly Income	Mean Difference	Standard Error	Significance	95% Confidence Interval of Mean Value	
					Lower Limit	Upper Limit
15001-30000	Less than 3000	0.87	0.82	0.29	-0.74	2.48
	3001-8000	0.01	0.79	0.99	-1.56	1.57
	8001-15000	-0.08	0.84	0.92	-1.73	1.57
	More than 30001	-2.33*	1.12	0.04	-4.53	-0.13
More than 30001	Less than 3000	3.20*	0.89	0.00	1.44	4.96
	3001-8000	2.34*	0.87	0.01	0.62	4.05
	8001-15000	2.25*	0.91	0.01	0.46	4.05
	15001-30000	2.33*	1.12	0.04	0.13	4.53

*. The significance level of the mean value difference is 0.05.

Source: The author's analysis and statistics

Analysis of the brand sensitivity of consumers of brands of tourism cultural creative clothing products and degree

Table 16 Analysis result of one-way analysis of variance of brand sensitivity in the aspect of degree

	Quadratic Sum	Degree of Freedom	Mean Square	F	Significance
Between Groups	15.68	3	5.23	0.5	0.64
Within Group	2724.57	293	9.30		
Sum	2740.25	296			

Source: The author's analysis and statistics

According to Table 16, the significance of a one-way analysis of the variance of brand sensitivity of consumers of tourism cultural creative apparel brands in terms of more significant is greater than 0.05. Therefore, the amount of consumers has little effect on the brand sensitivity of tourism-related cultural and creative clothing products. The data above analysis (Tables 12, 13, and 16) reveals that the brand sensitivity of tourism cultural creative clothing brand customers has no effect on their age or education, but has a considerable effect on their monthly income. Therefore, the association between consumers' personal information about ethnically creative apparel products and brand sensitivity has been partially confirmed.

Discussion

This paper runs the structural equation model and analyses the impact of branding on perception factors, brand sensitivity, purchase intent, etc., based on a comprehensive analysis of multiple statistical methods, including reliability analysis, validity analysis, multiple response analysis, and variance analysis. In addition, a buy model of the influence of tourism consuming psychology on the branding of ethnic, culturally unique clothing products is developed. Then, it is determined whether or not the brand sensitivity of customers will significantly influence their ultimate purchase intent. Therefore, businesses must cultivate cultural tourist product brands and try to increase the influence of product brands. Based on an analysis of the elements influencing consumer brand sensitivity, this study indicates that it is vital to focus on the substantive perception of the product and the perception of social factors—quality and cost-effectiveness, as well as product packaging and sales services. In descending order, the degree of influence of consumers' perceptions of social variables is as follows: relatives and friends, company colleagues' recommendations or celebrity endorsements, brand awareness, tour guide or shopping guide recommendations. It is crucial to strengthen the cultural connotation of products, imbue them with unique cultural characteristics, improve advertising, and invite celebrities to promote them if situations permit. Additionally, the degree of influence on the perception component of product symbols is, in descending order, store décor, unique product craftsmanship, store look, and signage. The association between personal information and brand sensitivity of customers of tourist, ethnic, and creative clothing products has been partially confirmed. Consumers' monthly income could have a major impact on the brand sensitivity of tourism cultural creative clothes brand customers. The more the monthly income, the more sensitive the brand, the stronger the degree, etc. Therefore, in the branding building of ethnic, culturally creative tourism apparel, it is crucial to concentrate on the consumer market, understand consumer psychology, and plan from demand, culture, channels, reputation, popularity, and customer loyalty.

Conclusion

This paper presents a model of the elements that influencing the consumption of culturally creative clothing products. Additionally, the relationship between multiple components is examined. Although only a portion of the study is chosen, the group elements that cause this difference must be proven later to establish a theoretical basis for the branding building.

In conclusion, this study thoroughly explores consumers' brand sensitivity and purchase intent regarding tourism ethnic, culturally creative apparel, using various robust statistical methods, including structural equation modeling, reliability analysis, validity analysis, multiple response analysis, and variance analysis. These methods effectively delineate the myriad of perceptual factors that shape consumers' orientation towards such brands and, subsequently, their decision to purchase.

The research introduces a buy model that signifies the impact of tourism-consuming psychology on branding, thereby underlining the necessity for businesses to cultivate their cultural tourist product brands. The study emphatically reveals that brand sensitivity

significantly influences the final purchase intent of customers, making it imperative for businesses to focus on enhancing their brand's influence.

Consequently, businesses need to emphasize understanding consumer psychology and strategic planning from demand, culture, channels, reputation, popularity, and customer loyalty perspectives for successfully branding tourism, ethnic, and culturally creative apparel. The findings from this research offer a crucial roadmap for businesses in this domain to formulate effective strategies that can foster brand sensitivity and propel purchase intent.

Impact statement

From the theoretical perspective of sociology, they summarized the purchasing behavior of tourists. A model of factors influencing brand sensitivity to purchase behavior is constructed. Broaden the academic research field of tourism cultural creative products and brand sensitivity from a technical perspective.

Provide local people with a branding path that can be used for reference. Activate the local economy and improve the living conditions of the people. Correctly guiding consumer culture and shaping cultural and creative brands is the value embodiment of designers and cultural experts and plays a positive role in solving social problems. Only by creating a better brand of tourism creative cultural clothing can we better help upgrade the tourism and cultural industry and promote the overall development of industry, culture, ecology, and talents.

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