"Exploring factors affecting tourists' purchase intention of Wuhan cuisine"

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EXPLORING FACTORS AFFECTING TOURISTS' PURCHASE INTENTION OF WUHAN CUISINE

Abstract

Food has long been considered very important in tourism activities and it has a positive effect on tourist satisfaction. Then local cuisine has become an important attraction for tourist destinations and one of the focuses of destination marketing. This study is based on the theory of perceived value, perceived risk theory, and the theory of planned behavior, aiming to understand tourists' intentions to purchase local cuisine and its influencing factors, choosing Wuhan, China as the study case, and conducting an empirical survey on tourists visiting Wuhan in 2023. Data analysis was conducted using confirmatory factor analysis and structural equation modeling to test the research hypotheses. The results show that the value of quality, price, emotion, cognition, culture and health can improve tourists' satisfaction and enhance tourists' purchase intention of Wuhan cuisine. However, social value and perceived risk have no significant effect on satisfaction and purchase intention, tourists' satisfaction with Wuhan cuisine positively affects tourists' attitude, and tourists' satisfaction. Attitude, subjective norms and perceived behavioral control are also key factors to predict tourists' purchase intention of Wuhan cuisine. The purchase intention model meets the fitting criteria: $X^2/Df = 1.533$, RMSEA = 0.025, CFI = 0.977, IFI = 0.977. The results of this study provide a reference for the competent government departments and related enterprises to promote the development of food tourism in Wuhan.

Keywords	tourist, purchase, Wuhan cuisine, purchase intention, perceived value, perceived risk
JEL Classification	M21, M31, L83

INTRODUCTION

As the tourism industry flourishes and travel opportunities expand, tourists increasingly seek high-quality experiences beyond mere sightseeing. This has led to a rise in experiential tourism, including food tourism, cultural tourism, and festival tourism. Food, considered one of the six essential elements of tourism, has always played a pivotal role in travel activities (Zeng et al., 2023). It typically constitutes 30% or more of tourism expenditures (Tovmasyan, 2019). In leisure and experiential tourism, local cuisine significantly contributes to tourists' satisfaction, providing not only physical nourishment, but also social and emotional fulfillment, meaning, and enjoyment (Zeng et al., 2019).

For tourists, local cuisine has become an important consideration in their tourism decision-making process (Knollenberg et al., 2021). A survey report by the Food Tourism Research Group of the China Academy of Tourism shows that 92.3% of the respondents will do local cuisine strategies before or during the travel; 93.1% of the respondents took local cuisine experience as one of the main factors for traveling to other places; 76.8% of the respondents who travel for business will squeeze time out of business to find local cuisine (Dai Bin, 2023). Moreover, local cuisine has become a central fo-

cus in destination marketing, acting as a critical attraction that shapes tourists' travel plans. An increasing number of cities are now actively showcasing and promoting local cuisine offerings via official channels to ignite the travel enthusiasm of tourists (Yang et al., 2018).

As a national center city, Wuhan shoulders an important strategic mission of the country (Zeng et al., 2023). According to the data of Wuhan Bureau of Statistics, from 2018 to 2022, the tourists to Wuhan reached an annual average of 268.562 million, and the number of tourists received in 2019 was ranked as the top of the sub-provincial cities. Wuhan's cuisine is varied, with elaborate ingredients and production techniques, focusing on nutrition and flavor, and a perfect blend of cooking techniques that preserve tradition and innovation. Wuhan's 'morning culture' is famous throughout the country, and Hong Kong gourmet Mr Alan Choi called Wuhan the 'breakfast capital' in 'A Bite of China 2'. Due to its dockside culture, the fast pace and richness of breakfast is an important reason for the emergence and formation of Wuhan's 'early morning culture'. Wuhan has a wide variety of breakfasts, among which Wuhan Hot-Dry Noodles with Sesame Paste is most famous. It's also one of 'the Five Most Famous Noodles' in China (Wang, 2017). At the "2023 China Culinary Tourism Development Forum", Wuhan was awarded the title of 'Ten Cities' in the 'Mass Tourism - Gourmet Series'. Against this backdrop, this study aims to delve into tourists' consumption intentions regarding Wuhan cuisine by examining their perceived value of Wuhan cuisine and its influence on purchase intentions.

1. LITERATURE REVIEW AND HYPOTHESES

As early as the 16th-17th centuries with the expansion of global trade, and savoring exotic cuisines became a driving force for exploration and adventure (Okumus, 2020). The relationship between local cuisine and tourism has been explored by scholars since 1983 (Bélisle, 1983). Tourists will create unforgettable memories by experiencing the local cuisine, which can enhance their identity with the tourist destination (Tsai, 2016). No destination can afford to ignore the importance of gastronomy in its tourism industry (du Rand & Heath, 2006). Therefore, destinations should make more use of local cuisine and beverages as a way to enhance the visitor experience and develop tourism (Boyne et al., 2013).

Consumers' positive attitudes toward local cuisine derive from the local attributes of the food, and the indication of origin is one of the central attributes which influence consumers' interest and their purchase intention (Lesschaeve et al., 2010; Carroll et al., 2013). Local cuisine is a relatively new concept. Some scholars use geographical location to define it, believing that it is a commodity produced and processed in a specific geographical area, and have different definitions of the distance of this geographical area (Kneafsey et al., 2013). There is also a section of scholars who relate the concept to national or regional boundaries and, in some cases, to traditional or protected geographical indications of the region or traditional cuisine of a particular region (Feagan, 2007; Akaichi et al., 2012). Šánová et al. (2017) argue that foods purchased from a farmers' market and labeled as regional or national foods are also protected geographical indications and carry the name of origin and traditional characteristics.

By sorting out the literature on behavioral intention and food tourism, it is found that scholars generally agree that perceived value and perceived risk can have an impact on tourists' purchase intention. At the same time, tourists' purchase intention can be influenced by other factors, such as satisfaction and attitude.

Value is regarded as important in the field of economics, where it is theoretically based on exchange theory, labor theory of value, and utility theory, as well as theories related to accounting, finance and marketing, while it is also rooted in psychology and social psychology (Kim et al., 2009).

Scholars use the perceived value theory to predict consumer buying behavior and it explains consumer buying decisions and preferences well.

Customer's perceived value and purchase intentions are moving in the same direction, that is, if the customer's perceived value of a product is higher, then the customer will have a higher willingness to buy the product (Zeithaml, 1988; Wu et al., 2022). Because of its importance in market competition, it has been a hot issue in marketing and management research.

Through literature collation, it is found that scholars have adopted various multi-dimensional perceived value definitions and studies for their areas of research. Perceived value is first and foremost a subjective feeling of the consumer, which is generated through the comparison of gains and losses (Zeithaml, 1988), he sees perceived value as a single dimension. This notion of his has also been accepted and adopted by many scholars. Similarly, Zhao and Chen (2021) consider perceived value as a single dimension. However, more scholars have argued that perceived value can be multidimensional, based on their respective fields of study. Overby and Lee (2006), Chang and Tseng (2013) and Chiu et al. (2014) argue that perceived value has two dimensions: utility value and hedonic value. Wang et al. (2019) categorized perceived value into three dimensions. Sweeney and Soutar (2001) developed the Consumer Perceived Value Scale and divided perceived value into four dimensions. Williams and Soutar (2009), Carlson et al. (2015) have divided it into five and more.

Research on perceived value is mainly used for empirical evidence in tourism, however, in actual research, the perceived value of tourists is considered to be multidimensional and multifaceted, and there is no single criterion for classification. Scholars classify perceived value into different dimensions according to different tourism contexts and different focuses, and the chain of relationships presented by theories is also different. Jin et al's (2015) study showed that perceived value positively affects tourist satisfaction and tourist satisfaction positively affects tourist behavior, a finding that has been endorsed by scholars (Lee et al., 2007; C. Chen & F. Chen, 2010). Another one that is well recognized is: perceived value positively affects tourists' satisfaction, tourists' satisfaction positively affects tourists' loyalty (Gallarza & Saura, 2006; Kim & Park, 2017; Gallarza et al., 2013).

Consumers are influenced by many factors other than perceived value when shopping, and perceived risk is one of them. The likelihood of a bad aspect of a future event occurring is often referred to as risk. Risk is the likelihood that a certain loss will occur under certain circumstances (Dowling & Staelin, 1994). Individual perceived risk in psychology inspired the concept of perceived risk. According to Dowling and Staelin (1994), perceived risk is the combination of subjective feelings of discomfort, worry, uncertainty, or apprehension that consumers experience after a purchase is completed. Variables affecting perceived risk include the attributes of a particular product, the likelihood of a negative outcome from the purchase, the shopping environment, the target and the channel of purchase.

Food is also a product of trust (Dai et al., 2023). Consumers may also fail to recognize relevant safety information when purchasing and consuming a food product (McCluskey, 2000). Perceived risk is is created when consumers are afraid of making a wrong decision. Choi et al. (2015) argued that consumers choose to avoid certain recognized risks by choosing certain foods when purchasing food. The studies by Chen and Chang (2012) and Jin et al. (2016) showed that perceived risk has a negative impact on satisfaction and purchase intentions.

In consumer behavior research, perceived risk is an important research variable. Bauer (1960) brought this concept to the field of consumption and argued that consumers cannot predict the outcome of their consumption and, it is possible that some of the outcomes are unsatisfactory to the consumer. Therefore, consumption is, in fact, a form of risk-taking, and that risk is a subjective feeling of the individual (Bauer, 1960). Theory of perceived risk assumes that consumers tend to minimize perceived risk rather than maximize expected return (Mitchell, 1999). Some scholars have also focused on the relationship between perceived value, perceived risk and behavioral decisions, suggesting that perceived risk plays a moderating role (Kwok et al., 2015).

Different scholars have classified perceived risk into different dimensions according to their own research needs. Some scholars have categorised it into five dimensions (He et al., 2013). Kaplan et al. (1974) and more have categorized it into seven dimensions (Roehl & Fesenmaier, 1992).

Various scholars have used perceived risk in empirical studies in different fields. In the consumer behavior, perceived risk is often considered to have a negative impact (Chang & Tseng, 2013), but because there are multiple dimensions, one or two of these dimensions can also have no substantial effect (Loh & Hassan, 2022). In contrast, in the pharmaceutical domain, perceived risk for medicines affects intention to use and expectations for future use (Kelly et al., 2014; Napper et al., 2012). Yang et al. (2015) revealed the negative impact of perceived risk on users' willingness to accept in the financial sector and its significance. In the field of tourism, tourists' behavioral intentions also receive the influence of their perceived risk, and this influence is negative (Nazir et al., 2021).

In the study of predicting behavioral intentions, most scholars use the theory of planned behavior. According to the theory, the more positive the behavioral attitude and the more positive the subjective norm, the more positive the behavioral intention of the individual. If the behavioral attitude and subjective norm are positive, the stronger the perceived behavioral control, the stronger the behavioral intention of the individual will be (Ajzen & Fishbein, 1980). Scholars have used the theory to study the behavioral intentions of people with various characteristics (Novo-Corti, 2010; Lee et al., 2018).

This study attempts to build a research model of tourists' purchase intention of Wuhan cuisine and find out the factors.

For the purpose of the above research, according to the literature, based on the perceived value theory, the perceived risk theory and the theory of planned behavior, at the same time, considering the impact of satisfaction on attitude (Oliver, 1980), the proposed research hypotheses are as follows:

H1a: *Quality value of Wuhan cuisine positively and directly affects satisfaction.*

H1b: *Price value of Wuhan cuisine positively and directly affects satisfaction.*

H1c: *Social value of Wuhan cuisine positively and directly affects satisfaction.*

H1d: *Emotional value of Wuhan cuisine positively and directly affects satisfaction.*

H1e: *Cognitive value of Wuhan cuisine positively and directly affects satisfaction.*

H1f: *Cultural value of Wuhan cuisine positively and directly affects satisfaction.*

H1g: *Health value of Wuhan cuisine positively and directly affects satisfaction.*

H2a: *Quality value of Wuhan cuisine positively and directly affects tourists' purchase intentions.*

H2b: *Price value of Wuhan cuisine positively and directly affects tourists' purchase intentions.*

H2c: *Social value of Wuhan cuisine positively and directly affects tourists' purchase intentions.*

H2d: *Emotional value of Wuhan cuisine positively and directly affects tourists' purchase intentions.*

H2e: *Cognitive value of Wuhan cuisine positively and directly affects tourists' purchase intentions.*

H2f: *Cultural value of Wuhan cuisine positively and directly affects tourists' purchase intentions.*

H2g: *Health value of Wuhan cuisine positively and directly affects tourists' purchase intentions.*

H3: *Perceived risk of Wuhan cuisine negatively and directly affects satisfaction.*

H4: *Perceived risk of Wuhan cuisine negatively and directly affects purchase intentions.*

H5: *Tourist satisfaction positively influences tourists' attitudes.*

H6: *Tourist satisfaction positively affects tourists' purchase intentions.*

H7: *Tourist attitude positively affects tourists' purchase intentio ns.*

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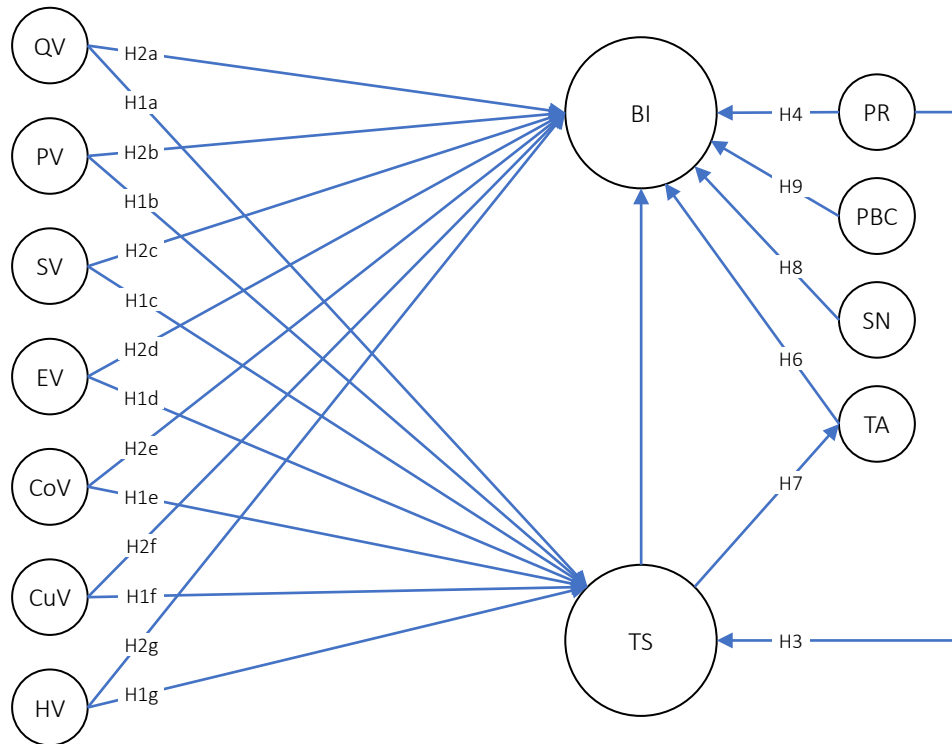
Figure 1. Research hypotheses

H8: Tourist subjective norms positively affect tourists' purchase intentions.

H9: Tourist perceived behavioral control positively influences tourists' purchase intentions.

In summary, the research hypotheses are presented in Figure 1.

2. METHODOLOGY

This study adopts quantitative research as the main research method, draws a large number of samples from tourists who travel to Wuhan, and the main tool used is questionnaire survey.

This questionnaire used a five-point Likert scale, which corresponds from low to high to the respondent's level of agreement with the statement of the question item, with 1 being strongly disagree and 5 being strongly agree. The questionnaire includes the following contents: (1) demographic characteristics and basic information; (2) the tourists' perceived value of Wuhan cuisine; (3) the perceived risk of tourists towards Wuhan cuisine; (4) the tourists' consumption intentions towards Wuhan cuisine and its influencing factors.

In this study, descriptive statistics were used to analyze the characteristics and travel preferences of tourists in Wuhan, and Cronbach's alpha was used to measure the questionnaire variables and test for consistency. In terms of hypothesis testing, validated factor analysis of the methods and structural equation modeling were used.

Since the respondents of this study are tourists visiting Wuhan, according to the ranking of Wuhan attractions on Ctrip.com, the top three popular attractions are Wuhan Yellow Crane Tower Park, Wuhan East Lake Eco-tourism Scenic Area, and Hubei Provincial Museum, so these three popular scenic spots were selected to conduct a questionnaire survey from September 20 to October 10, 2023, with a total of 900 questionnaires distributed and 826 recovered with a validity rate of 91.7%.

Table 1. Individual analysis of samples

Demographic variable	Demographic variable	Samples No.	Percentage
Gender	Male	396	47.9
	Female	430	52.1
Age	19-25	63	7.6
	26-40	334	40.4
	41-55	309	37.4
	56 and above	120	14.5

Table 1 (cont.). Individual analysis of samples

Demographic variable	Demographic variable	Samples No.	Percentage
Professional	Public institutions, government departments	135	16.3
	Enterprise employee	342	41.4
	Individuals or freelancers	168	20.3
	Retire	22	2.7
	Students	134	16.2
	Others	25	3
Education level	Senior high school (technical secondary school) and below	305	36.9
	University (junior college, undergraduate)	351	42.5
	Master student	120	14.5
	Doctoral degree or above	50	6.1
Personal monthly income	3,000 and below	65	7.9
	3,000-5,000	215	26
	5,001-8,000	314	38
	8,001-10,000	156	18.9
	10,001 and above	76	9.2
Total		826	100

Table 2. Individual travel preference analysis of samples

Demographic variable	Demographic variable	Samples No.	Percentage
Tourism-producing region	Hubei Province	598	72.4
	Others	228	27.6
Purpose of traveling to Wuhan	Visit friends and relatives	203	24.6
	Leisure vacation	247	29.9
	Culture and art	149	18
	Religious pilgrimage	68	8.2
	Taste delicious food	146	17.7
	Others	13	1.6
Residence time in Wuhan	Within a day	206	24.9
	2-3	364	44.1
	4-6	167	20.2
	7 days and above	89	10.8
Tourism frequency	Once a year or less	151	18.3
	2 or3 times a year	271	32.8
	4 or 5 times a year	367	44.4
	More than 5 times a year	37	4.5
Travel expenditure	500 and below	85	10.3
	501-1,000	244	29.5
	1,001-1,500	336	40.7
	1,501-2,000	62	7.5
	2,001-3,000	72	8.7
	3,001 and above	27	3.3
Proportion of food consumption	10% and below	78	9.4
	10%-20%	441	53.4
	20%-30%	257	31.1
	30%-50%	29	3.5
	50% and above	21	2.5
Total		826	100

According to the results of the survey, as shown in Table 1, there were 396 male respondents and 430 female respondents. The age of the respondents is concentrated in the two parts of the 26-40 years old and the 41-55 years old, 334 and 309, respectively, which accounted for a total of 77.8% of the respondents. Most of the interviewees are company employees, 342, accounted for 41.4% of the total, respondents are mostly concentrated in the university (junior college, undergraduate), the proportion is as high as 42.5%, and 314 respondents have a monthly income in the range of 5,001-8,000, the proportion reaches 38%. This survey involves respondents with various characteristics, so this questionnaire has a certain degree of randomness, but also has a certain degree of representativeness, content validity, and reliability.

Secondly, the travel preferences of the respondents of the 826 samples were understood and analyzed, which mainly included source of tourists, purpose of travel, residence time in Wuhan, annual frequency of travel, travel expenditure and proportion of food consumption.

According to Table 2, after combining the samples, it is found that, in terms of source of tourists, tourists from Hubei Province are the most numerous, accounting for 72.4% of the overall sample; among the purposes of travelling to Wuhan, the two top two are leisure and holiday and visiting friends and relatives, which are 247 and 203, respectively, accounting for 29.9% and 24.6% of the overall sample; among the expected number of days to stay in Wuhan, the most number of interviewees expect to stay for 2-3 days, accounting for 44.1%; in terms of travel frequency, the majority of tourists travel 4-5 times a year; in terms of travel expenses and budget, 336 respondents are in the range of 1,001-1,500, and 244 respondents are in the range of 501-1,000, accounting for 40.7% and 29.5%, respectively; among the respondents, 441 respondents spend on food in the range of 10-20% and 257 respondents indicated that their food consumption was in the range of 20-30%, accounting for 53.4% and 31.1% of the total, respectively.

3. RESULTS

Before evaluating the model, the questionnaire was analyzed for reliability and validity. The overall questionnaire, with a total of 44 measures, had a Cronbach's alpha coefficient of 0.901, and the questionnaire used in this study had good reliability. The KMO test value of the survey data is 0.884. The result of Bartlett's sphericity test shows that the approximate chi-square is 29575.012, which is a relatively large value, and the significance probability is 0.000, and it is considered that the validity of the scale is well-structured, and it is appropriate to do the factor analysis.

Factor analysis was conducted on the results of the questionnaire, and a total of 13 factors and 52 indicators were extracted, explaining 76.954% of the total variance of the original variables, which makes the results of factor analysis more satisfactory. Meanwhile, the factor loadings of 52 measurement items are all above 0.50 and there is no multiple loading, which indicates a good correspondence between the measurement items and dimensions, and the structural validity of this questionnaire is more satisfactory. Collating the statistical results of the factor loadings, all the indicators are well up to the standard of the latent variables to which they belong, and the AVE of each variable ranges from 0.62 to 0.76, which is greater than 0.5, and the CR ranges from 0.849-0.939, thus showing the convergent validity.

Table 3. Exploratory factor analysis

Construct	Index relationship	SL	CR	AVE
Quality value	QV1	0.927	0.921	0.701
	QV2	0.803		
	QV3	0.833		
	QV4	0.826		
	QV5	0.818		
Price value	PV1	0.922	0.899	0.748
	PV2	0.805		
	PV3	0.81		
Social value	SV1	0.926	0.907	0.663
	SV2	0.841		
	SV3	0.831		
	SV4	0.814		
	SV5	0.827		
Emotional value	EV1	0.921	0.903	0.701
	EV2	0.803		
	EV3	0.829		
	EV4	0.825		

Construct	Index relationship	SL	CR	AVE
Cognitive value	CoV1	0.881	0.905	0.76
	CoV2	0.816		
	CoV3	0.805		
Culture value	CuV1	0.931	0.939	0.687
	CuV2	0.796		
	CuV3	0.812		
	CuV4	0.819		
	CoV5	0.802		
	CoV6	0.808		
	CoV7	0.807		
Health value	HV1	0.906	0.888	0.667
	HV2	0.813		
	HV3	0.797		
	HV4	0.814		
Perceived risk	PR1	0.922	0.865	0.62
	PR2	0.805		
	PR3	0.81		
	PR4	0.812		
Tourist satisfaction	TS1	0.894	0.892	0.734
	TS2	0.837		
	TS3	0.813		
Tourist attitude	TA1	0.918	0.913	0.725
	TA2	0.844		
	TA3	0.847		
	TA4	0.816		
Subjective norm	SN1	0.924	0.899	0.69
	SN2	0.844		
	SN3	0.849		
	SN4	0.844		
Perceived behavior control	PBC1	0.932	0.878	0.708
	PBC2	0.855		
	PBC3	0.869		
Behavioral intention	BI1	0.849	0.849	0.653
	BI2	0.686		
	BI3	0.753		

Note: SL = standardized loadings; CR = composite reliability; AVE = average variance extracted.

Structural equation modeling is a combination of several statistical analysis methods used to test the relationship between latent, explicit, interfering or error variables included in the model, both for analysis and for measurement. The fitting results of verification factor analysis are as follows: $X^2/Df = 1.533$, RMSEA = 0.025, CFI = 0.977, IFI = 0.938. Based on the above, the model fit meets the requirements.

According to Table 4, quality value, price value, emotional value, cognitive value, cultural value and health value show a significant positive impact relationship on tourist satisfaction and tourist purchase intention, the hypothesis

Table 4. The results of research hypotheses

Y		X	Estimate	S.E.	C.R.	p	Supported
Tourist satisfaction	←	Quality value	0.139	0.051	3.741	***	Yes
Tourist satisfaction	←	Price value	0.148	0.055	3.662	***	Yes
Tourist satisfaction	←	Emotional value	0.096	0.055	2.614	0.009	Yes
Tourist satisfaction	←	Cognitive value	0.114	0.053	2.81	0.005	Yes
Tourist satisfaction	←	Culture value	0.123	0.052	3.156	0.002	Yes
Tourist satisfaction	←	Health value	0.145	0.062	3.946	***	Yes
Tourist satisfaction	←	Social value	0.033	0.051	0.935	0.35	No
Tourist satisfaction	←	Perceived risk	-0.022	0.033	-0.664	0.507	No
Tourist attitude	←	Tourist satisfaction	0.241	0.04	6.472	***	Yes
Behavioral intention	←	Quality value	0.107	0.046	2.99	0.003	Yes
Behavioral intention	←	Price value	0.123	0.049	3.153	0.002	Yes
Behavioral intention	←	Emotional value	0.091	0.05	2.572	0.01	Yes
Behavioral intention	←	Cognitive value	0.143	0.048	3.647	***	Yes
Behavioral intention	←	Culture value	0.155	0.047	4.133	***	Yes
Behavioral intention	←	Health value	0.097	0.056	2.726	0.006	Yes
Behavioral intention	←	Social value	0.027	0.046	0.818	0.413	No
Behavioral intention	←	Perceived risk	-0.004	0.029	-0.124	0.901	No
Behavioral intention	←	Subjective norm	0.163	0.029	4.986	***	Yes
Behavioral intention	←	Perceived behavior control	0.116	0.03	3.556	***	Yes
Behavioral intention	←	Tourist satisfaction	0.123	0.037	3.111	0.002	Yes
Behavioral intention	←	Tourist attitude	0.145	0.029	4.305	***	Yes

Note: S.E. = standard error; C.R. = critical ratio; * p < 0.05; ** p < 0.01; *** p < 0.001.

is valid; tourist satisfaction positively affects tourist attitude; subjective norms, perceived behavioral control, tourist satisfaction and tourist attitude present a significant positive influence relationship on purchase intentions, the hypothesis holds. Both variables, social value and perceived risk, did not show a significant impact on both tourist satisfaction and tourists' purchase intention, therefore, the hypothesis is not valid.
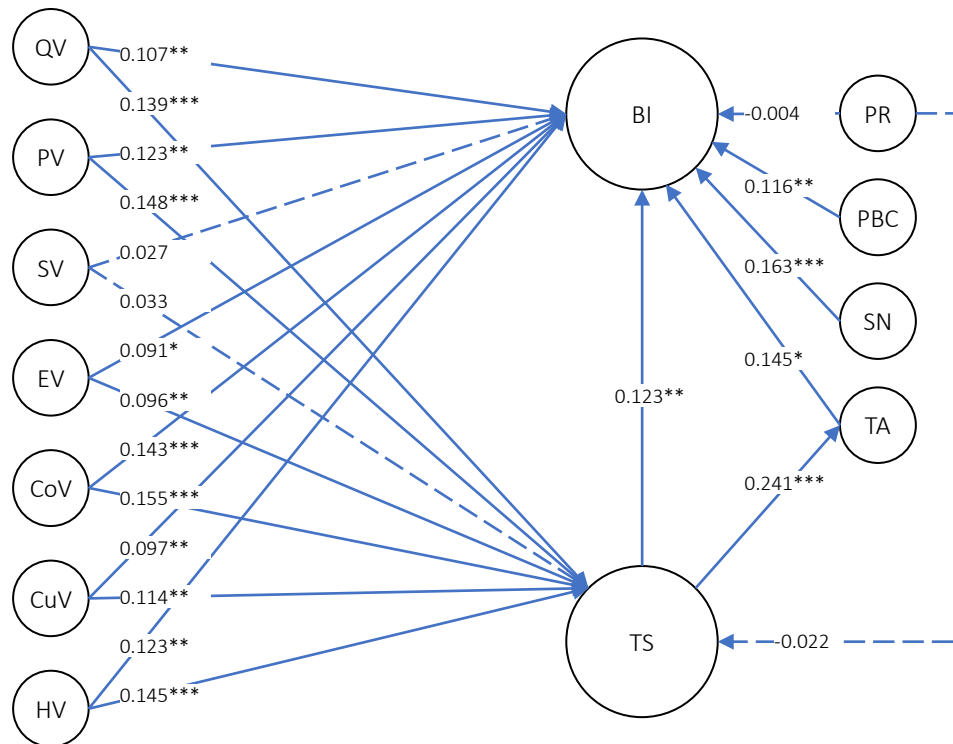
Figure 2. Structural equation

4. DISCUSSION

Based on the perceived value theory, perceived risk theory, rational behavior theory, planned behavior theory, and social exchange theory, this paper constructs a model of tourists' purchase intentions of Wuhan cuisine and the factors influencing their consumption behavior, and puts forward a total of 21 hypotheses, and through the results of the data analysis, 4 hypotheses do not hold, and 17 hypotheses hold.

It is found that quality value, emotional value, cognitive value, health value and cultural value have positive effects on tourist satisfaction and purchase intention, while social value has no significant effect on satisfaction and purchase intention, which is consistent with the results of Choe and Kim (2018). Similar to the view of Abdul-Muhmin (2010), this study also confirms that higher tourist satisfaction has a more positive impact on tourist attitude. The higher the tourists' satisfaction is, the more likely they are to take the initiative to buy or recommend Wuhan cuisine.

Different from previous studies, Chen and Chang (2013) and Jin et al. (2016) believed that perceived risk had a significant negative impact on satisfaction and purchase intention, but this study found that perceived risk had no significant impact on satisfaction and purchase intention, because, due to the popularity of Ctrip and other travel apps, Tourists can have sufficient channels to inquire and learn about the information of tourist destinations before traveling. Some food bloggers also introduce food from all over the world, so that tourists can intuitively understand the relevant information of local cuisines such as food ingredients, taste and price. As a result, tourists' subjective perception of Wuhan cuisine risk is weak, and it is difficult to have a great impact on their satisfaction and purchase intention.

Based on the above results, the Wuhan government, tourism enterprises, catering and other related enterprises can implement various positive strategies to improve the quality of food tourism services in Wuhan and develop the Wuhan tourism industry. To improve the quality of Wuhan cuisine, enhance the sensory memory of tourists and enhance their satisfaction by increasing the taste and visual experience. Paying attention to food safety, the government and relevant administrative departments shall intensify the investigation and punishment of food safety, investigate and punish the food and enterprises that do not meet the requirements of food safety, and make food safety disposal plans. For the staff of tourism and catering enterprises, the government shall strengthen training, improve the professional quality and service attitude of the staff of tourism and catering industry; analyze the cultural meaning of Wuhan cuisine, such as the production technology, historical evolution, celebrity events, etc., combine the function of food with Jingchu culture, and show it to tourists; strengthen publicity efforts, innovate marketing strategies, make full use of network information publicity, promote Wuhan tourism and Wuhan cuisine on various social media in an all-round, multi-density and continuous manner; expand the popularity of Wuhan tourism and Wuhan cuisine, and enhance the attractiveness of Wuhan tourism and Wuhan cuisine.

CONCLUSION

This paper aims to study and determine the factors that affect tourists' purchase of delicacies in Wuhan. The results show that quality value, price value, emotional value, cognitive value, cultural value and health value have significant positive effects on tourist satisfaction and purchase intention, and tourist satisfaction, tourist attitude, subjective norm, and perceived behavioral control have significant positive effects on purchase intention. By identifying the factors that affect tourists' purchase intentions of Wuhan cuisine, the competent government departments, tourism enterprises and catering enterprises can formulate positive and effective strategies to enhance tourists' perceived value of Wuhan cuisine, so as to improve tourists' satisfaction and their willingness to buy Wuhan cuisine, thus promoting the sustainable development of Wuhan food tourism.

This study is mainly aimed at the study of tourists' purchase intention. In the future research, the cultural background and personality characteristics of tourists are considered to make a more comprehensive and in-depth discussion on the influencing factors of tourists' purchase intention of Wuhan cuisine.

AUTHOR CONTRIBUTIONS

Conceptualization: Cao Yan, Chonlavit Sutunyarak.
Methodology: Cao Yan, Chonlavit Sutunyarak.
Software: Cao Yan, Chonlavit Sutunyarak.
Data curation: Cao Yan.
Writing – original draft: Cao Yan.
Writing – review and editing: Chonlavit Sutunyarak.
All authors have read and agreed to the published version of the manuscript.

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