



RESEARCH ARTICLE

Investigating Children's Needs for Museum Cultural and Creative Products and Parents' Purchase Intentions Based on Child Cognitive Development Theory

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ABSTRACT

Museums are generally considered secondary educational institutions. Accordingly, they can also influence visitors' consumer behavior. To verify this idea, a survey was conducted to investigate how children's educational gains from museum visits help to enhance their cognitive development, which in turn influences parents' intention to purchase the museum creative and cultural products (souvenirs). The paper, therefore, conducted an empirical study by analyzing the responses of the research participants using SPSS to determine what kind of museum creative and cultural products (MCCPs) attract the children the most. The paper also investigated the psychological impact of these products on children's cognitive and educational development. The paper found that children's cognitive development, which elicits their emotional response to these products, contributes significantly to parents' consumption behavior and resulting purchase intention. Applying the framework of Child Cognitive Development Theory (CCDT), the study finds that children's emotional and psychological resonance with the museum's cultural products develops through their resonance with products such as toys with which they most associate. This prompts parents to purchase such products for their children that enhance their educational value and promote their cognitive development. This paper also offers alternative approaches to explore how museums contribute to children's cultural education in informal settings outside the classroom.

INTRODUCTION

Cultural consumption is an important part of social and societal development in China, with cultural and educational consumption being the main economic backbone of the country. In recent years, China has introduced policies and regulations that support the development of the cultural and creative industries for museum souvenirs and promote the growth of rich and extensive collections of historical and cultural artifacts (Hongrui, 2017). Museums play a significant role in developing public education through their exhibition of cultural relics (Lowman & Kress, 2017). This paper aims to study how the educational needs and cognitive development of school children in acquiring knowledge about the historical and cultural developments through the heritage museum cultural and creative products influence the souvenir purchase intention of parents to buy souvenirs that lead to the cultural promotion of these museum cultural and creative products. The paper, therefore, attempts to answer the following questions based on the research objectives for the paper stated below:

Research questions:

- a). What are school children's common souvenir products, preferences, and needs?
- b). What factors influence parents' willingness to make purchasing decisions for museum cultural and creative products for school children?

Research objectives:

- a). To identify school children's souvenir products, preferences, and needs.
- b). To analyze the factors that influence parents' willingness to make purchasing decisions for museum cultural and creative products for school children.

2. LITERATURE REVIEW

Museum curators and educators such as João Couto argued that museums should be an extension of educational support for younger visitors that can foster "creative, verbal and plastic expression" among them (Fróis, 2019, p.558). Accordingly, museum education plays an important role in the development of children's learning through an overlapping framework of children's interaction with peers and adults, the environment, and technology (Andre et al., 2017). To this end, museums extend the opportunity to assign and derive meaning as a form of individual experience and learning through their souvenirs, which, when associated with children, provide them with the opportunity to indulge in a symbolic association of meaning and its value (Menzel Baker et al., 2006). Consequently, children influence the decision of whether a souvenir is worth purchasing depending on the value and meaning they attach to the object. This provides a foundation for studying how children's cognitive perceptions of museum creative and cultural products influence parents' purchase intentions for these products as a form of knowledge acquisition.

The purchase intention of parents is a deciding factor in the growth of cultural and creative products in the domain of the cultural growth of museums. While children are often referred to as an unappreciated consumer community, they are an important consumer group that influences most of the purchasing decisions of adults in a household, as children are often guided by peer pressure that causes them to identify with the "must-have" (Mohan, 2021). In the context of this research, there are very few studies that identify the influence of children on parents' purchase intentions and whether or not these influences of children lead to a purchase by parents. Children are often attracted to products that have a pleasing and vibrant appearance. In contrast, children aged 8 to 13 are more inclined to buy products endorsed by celebrities, which influences their purchases and parents' purchase intentions (Shahzad et al., 2020). This purchase intention of parents in the dynamics of parent-child purchase behavior is essentially observed in the tourism industry. Studies find that parents' purchase intention in the tourism industry is influenced by their individual environment and experiences, being dictated by children's purchase and consumption intention, which determines their tourism experience when purchasing souvenirs (Zhao & Thongma, 2022). Accordingly, a study by Anitha (2020) found that toys and food are the most sought-after products by children in the context of museum tourism, resulting in significant purchase value by parents, with 52% of parental purchases being food selected by children, while 36% being toys. This indicates that children's understanding of museum products and their appeal to them influences parents' purchasing decisions and intentions.

3. METHODOLOGY**3.1 Research Strategy**

The paper uses quantitative research through a questionnaire-based survey that helps to collect information from the selected sample of participants from the total population, followed by statistical analysis using the SPSS model. The quantitative research method provides a foundation for systematically assessing a social phenomenon through the statistical analysis of numerical data

(Watson, 2015). The foundation for applying quantitative research methods dates back to the 19th century, in the context of the application of experimental research in the natural sciences, but later applied to quasi-experimental and non-experimental research in the social sciences (Jopling, 2019). To this end, the study of children's interaction with the museum cultural and creative products and their cognitive development through the interaction can be effectively quantified to determine the frequency of their interaction and visitation, as well as the large number of children who show similar psychological responses to the museum products. This can help to identify the impact of this interaction and cognition on parents' purchasing decisions and intentions. Quantitative research can thus be applied to investigate the intensity of the variables that act as influencing factors by deciphering their frequency of occurrence in the social environment according to the children's evaluation of certain criteria and their requirements as well as the parents in order to obtain the most significant benefit in terms of education.

3.2 Philosophical underpinning

The research through a survey using SPSS-based data analysis is driven by the philosophical underpinning of positivism, which defines and applies empirical research and observation-based analysis that helps to test hypotheses by identifying the patterns to explain causal relationships in social phenomena. "Positivism relies on the hypothetico-deductive method to test a priori hypotheses, often formulated quantitatively, whereby functional relationships between causal and explanatory factors (independent variables) and outcomes (dependent variables)" can be inferred" (Park et al., 2020, p.5). Positivism guides the philosophical position of natural scientists in investigating the observable reality of social phenomena, leading to generalizations based on pure data and free from any form of bias or human interpretation (Alharahsheh & Pius, 2020). This approach is applied in the current study to analyze the raw data collected through the survey to determine how the accessibility of museum products and the educational access to these products for the children affect their cognitive development and influence the value association with the products. Accordingly, it helps to identify how this development and children's value association influence parental consumer behavior and purchase intention for these products.

3.3 Theoretical Framework: Child Cognitive Development Theory (CCDT)

The current research applies the theoretical framework of children's cognitive development theory to understand how parents' purchases within the dynamics of museum, creative, and cultural products result from cognitive development and children's recognition and perception of the products (Figure 1). This is developed from the original framework of Piaget's theory of cognitive development to understand the psychological and cognitive educational needs of children that have the potential to influence children's purchase intention. Piaget's theory of cognitive development builds on the aspects of changes that occur in the stages of comprehension, reasoning, problem-solving, and the ability to acquire knowledge (Kazi & Galanaki, 2020). This was developed based on the Kantian philosophy of logic and reasoning, which is defined by the concepts of "quality, quantity, causality, space and time" (p.10). Piaget noted that everyday interactions and physical and social experiences influence both children and adults through the process of assimilation and accommodation (Pakpahan & Saragih, 2022). For this reason, Piaget formulated a theory based on observation of his children that cross-cultural interaction with the social environment influences children's cognitive development during their growing years. Accordingly, this can also influence the reactions and behavior of parents. This CCDT framework is also used in this study to study the influences of children's cognitive needs on the product design and marketing strategies of museum creative and cultural products and to determine which types of souvenir products are most sought by children. This also helps to identify the educational impact that the development and purchase of such products have on children based on children's cognitive perception. The application of CCDT can help to investigate how school children's cognitive development can influence their selection of

the museum cultural and creative products (souvenirs) and also influence the purchase intention for these products by examining parents' consumption behavior. Therefore, the paper applies the CCT framework to the results of the research survey, which collected information on parents' attitudes towards the museum creative and cultural products and their purchase intention.

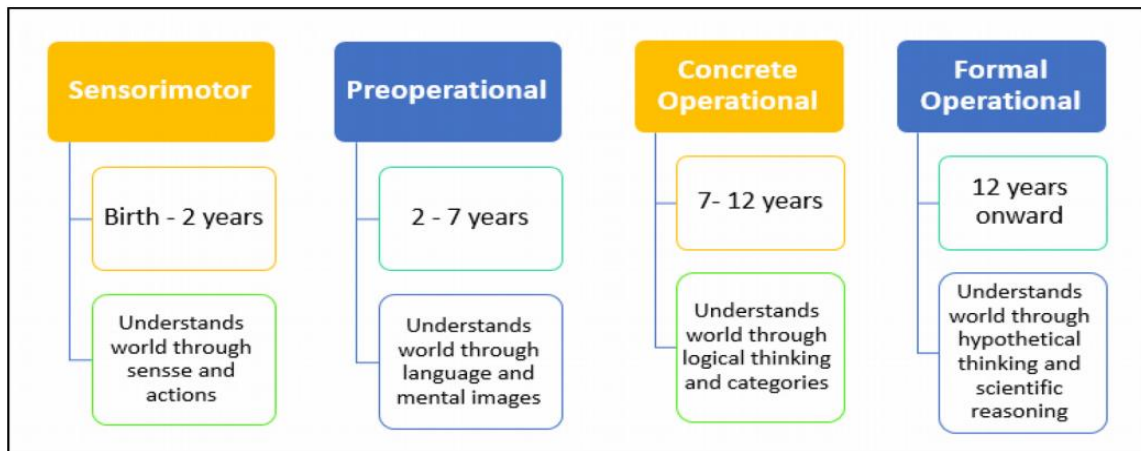


Fig. 1 Piaget's Theory of Cognitive Development

Notes/Source: Aljojo et al., 2019

3.4 Sampling

In this research, the paper used the approach of convenience sampling for the selection of respondents for the survey. "Random sampling refers to the selection of a subset of individuals from a population to estimate the characteristics of the entire population," which allows for "faster data collection" at "lower cost," where "each observation measures one or more characteristics of observable subjects distinguished as independent individuals" (Singh & Masuku, 2014, p.3). Accordingly, convenience sampling is used for the study, which is a form of non-random or non-probability sampling technique that allows the selection of members from a target population based on their eligibility and fulfillment of certain practical criteria that are beneficial to the study (Etikan et al., 2016). These criteria include geographical proximity, ease of access and availability at a given time, and participants' willingness to participate in the research. For this reason, the data in the current study was collected from a demographic sample selected based on the main criterion of respondents being parents, as well as other criteria such as frequency of museum visits and engagement with the creative and cultural products of museums. Accordingly, convenience sampling helped to collect responses from the target group of parents who visited museums for the study.

3.5 Data collection

For the current research, data were collected using a questionnaire based on a Likert scale and common nominal and ordinal choices to determine the participants' demographic data. The survey was conducted among parents using WJX, a Chinese online survey platform, which allowed 360 responses to be collected for the study. The use of the Likert scale allows survey respondents to express their level of agreement or disagreement with an idea or their attitude towards an object, event, or phenomenon. It is one of the most commonly used scales to assess attitudes in research in the fields of sociology, psychology, politics, information systems and others (Taherdoost, 2019). Accordingly, this measurement scale was used in the survey for this current research to identify the attitudes of the parent group, which formed the research sample in this case, towards the museum creative and cultural products and their purchase intention towards these products. It also studies the influence of their relationship with their children and the children's cognitive perceptions towards these objects, which influence the parents' purchasing decisions.

3.6 Variables

As research identifies the influence of children's cognitive development on parents' purchase intentions, the study explores the type of creative and cultural museum objects mostly preferred by children and the extent to which children positively influence purchase intentions. Accordingly, the dependent variable for this research is parents' purchase intention. In contrast, the independent variables that influence this purchase intention include the interactive activities created by the museums between parents and children, the promotion of products such as toys, parents' perceptions of quality, price, culture, innovation, safety and educational benefits, which also promote parents' and children's emotional response to the products.

4. DATA FINDINGS AND ANALYSIS

The data analysis for this study is performed using SPSS-based analysis based on the identified dependent and independent variables. SPSS (Statistical Package for the Social Sciences) is one of the most commonly used data analysis methods in social science research as well as other fields such as marketing and health research that use a survey approach to data collection, making it a convenient form of analysis (Bala, 2016). This is important because statistical analysis is the mathematical form of collecting, decoding, and analyzing data presented in numerical form, with SPSS analysis proving an efficient approach (Suresh, 2015). Accordingly, the current study applies the SPSS form of analysis to evaluate numerical data on how children's engagement with museums in their growing years can influence their purchase intention for the museum creative and cultural products through their cognitive recognition. The analysis helps to evaluate the independent variables such as interactive parent-child activities offered by the museums, promotion of products such as toys, parents' perceptions of quality, price, culture, innovation, safety, and educational benefits, which also promote parents' and children's emotional response to the products. Analyzing these independent variables helps in examining the functioning of the dependent variable, which in this case is the parents' purchase intention, depending on the association they have with the independent variables in this case. Therefore, the use of SPSS-based analysis is an effective approach for this research.

4.1 Reliability

The reliability statistics are based on the Cronbach's alpha value, which calculates the reliability of the 142-item scale at 0.987 (Table 1). A high Cronbach's alpha indicates that the items of the scale are highly correlated and reliably measure the desired construct. Based on this high Cronbach's alpha value, it can be said that this instrument had significant statistical power to measure the scope of this study. This means that the demographic and inferential statistical analysis could be performed without problems.

Table 1 Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.987	142

4.2 Descriptive Analysis

Before conducting the descriptive analysis, researchers need to perform a statistical analysis of the basic information of the questionnaire, see Table 2 below:

Table 2 Basic Demographic Information

Questions	Option	Subtotal	Percentage (%)
	Man	98	27.61%

1. Your gender is:	Woman	257	72.39%
	Total	355	100%
2. Your age is:	24-30 Years old	25	7.04%
	31-35 Years old	62	17.46%
	36-40 Years old	99	27.89%
	Over 40 years old	169	47.61%
	Total	355	100%
3. Your highest degree is:	High school / technical secondary school / technical school and below	41	11.55%
	Junior college	81	22.82%
	Undergraduate college	119	33.52%
	Master's degree or above	114	32.11%
	Total	355	100%
4. Your occupation is:	Company employee	104	29.3%
	Government / public institution personnel	141	39.72%
	Professional	71	20%
	Others (homemakers, unemployed/unemployed, etc.)	39	10.99%
	Total	355	100%
5. What is the city that you live in?	First-tier city	116	32.68%
	Second-tier city	142	40%
	Third-tier cities	53	14.93%
	Fourth-tier cities in and below	44	12.39%
	Total	355	100%
6. What's your monthly income (CNY) ?	1,000 yuan and less	17	4.79%
	1001-3000 yuan	19	5.35%
	3001-5000 yuan	69	19.44%
	5001-8000 yuan	75	21.13%
	8,001-10,000 yuan	82	23.1%
	RMB 10,001 yuan and above	93	26.2%
	Total	355	100%
7. How many children do you have? How old are they?	Only one child	200	56.34%
	Two children	143	40.28%
	Three children	12	3.38%
	Total	355	100%

The above survey data above shows that 72.39% of respondents were female and 27.61% were male. The demographic data also shows that the majority were over 40 years old (47.61%). Similarly, most had at least an undergraduate degree (65.63%). Respondents are mainly from second-tier cities (40%) and most are employed by the government or public institutions (39.72%). Most people have a moderate monthly income. Thus, 44.23% earn between 5,001 and 10,001 CNY and 26.2% even more. 56.34% of respondents have only one child. The demographics thus point to a middle-aged

group with good education, steady work and a modest income, which probably influences their choices regarding cultural and educational opportunities for children.

4.3 Regression analysis

In the regression analysis, a model summary of the regression analysis was first performed (e.g., Table 3), which includes several important statistical indicators related to the regression model to measure the goodness of fit and explanatory power of the model.

Table 3 Model Summary of the Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df 1	df2	Sig. F Change
1	.864a	.747	.740	.46507	.747	107.031	9	327	.000

In the table above, the R-value of the model is 0.864, which indicates that there is a strong positive correlation between the independent variable and the dependent variable. The adjusted R² value is 0.740, which indicates that the model still has a high explanatory power even when several independent variables are taken into account. The standard error is 0.46507, which indicates that the error of the model prediction is low. In addition, the F-value is 107.031 and the P-value is 0.000, indicating that the model is highly significant and the influence of the independent variables on the dependent variable is relatively significant. In summary, it can be said that the regression model has strong predictive ability and statistical significance.

Table 4 Analysis of Variance (ANOVA)

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Regression	208.346	9	23.150	107.031	.000b
Residual	70.726	327	.216		
Total	279.073	336			

Secondly, the researchers will discuss analysis of variance in regression analysis. Analysis of variance (ANOVA) in regression analysis is mainly used to assess the significance and explanatory power of the model (Table 4).

The table above shows the results of the analysis of variance (ANOVA) of the regression analysis. The sum of the regression squares is 208.346, the sum of the residual squares is 70.726 and the total sum of squares is 279.073, which indicates that the model can explain most of the variation in the dependent variable. The F-value is 107.031 and the significance level (P-value) is 0.000, indicating that the model is statistically highly significant and the independent variables have significant explanatory power for the dependent variable. Overall, the regression model has a strong explanatory power, a small error and the predictive effect of the model is relatively reliable.

Next, this study discusses the coefficients of the regression analysis (Table 5). It shows the effects of several independent variables on the dependent variable (in this table "purchase intention"), including statistical indicators such as unstandardized coefficients, standardized coefficients, t-values, significance (Sig.), tolerance (Tolerance) and variance inflation factor (VIF).

Table 5 the Coefficients of Regression Analysis

Coefficients					
Model	Unstandardised Coefficients	Standardised Coefficients	t	Sig.	Collinearity Statistics

	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.112	.157		-.715	.475		
1 Parent-Child Interactive Activities Experiences	.080	.065	.073	1.232	.219	.220	4.537
Promotion toys product	.259	.065	.231	3.967	.000	.228	4.392
Perceptual education	.013	.073	.012	.182	.856	.165	6.059
Perception culture	-.062	.078	-.055	-.795	.427	.162	6.174
Perception innovation	.138	.069	.125	1.988	.048	.197	5.073
Perception quality	.145	.054	.145	2.709	.007	.269	3.719
Perceived price	.279	.044	.314	6.303	.000	.311	3.211
Perceived safety	.068	.058	.068	1.174	.241	.229	4.366
Cognitive emotional response	.081	.060	.069	1.344	.180	.294	3.396
a. Dependent Variable: Purchase Intention							

The table above shows a multiple regression model that includes several independent factors influencing the dependent factor, namely the parents' purchase intention. With a coefficient of 0.259 ($p < 0.001$), the most significant factor among the predictors is the promotion of toy products, which underlines the importance of successful promotional techniques. The coefficient or the Beta value indicates that an increase in the promotion of toy products will increase purchase intention by almost 0.259 times. Another important factor is perceived price, significantly affecting parents' purchase intention. In addition, the perception of innovation (beta = 0.138, $p = 0.048$) was significant at $p < 0.05$. However, perception of quality (coefficient = 0.145, $p = 0.007$) cannot be a significant factor for purchase intention. Other factors did not show statistical significance, indicating that they may not significantly influence purchase intention. These factors include perceived safety (beta = 0.068, $p = 0.241$), Parent-Child Interactive Activities and children (beta = 0.080, $p = 0.219$), and Cognitive Emotional Response (beta = 0.081, $p = 0.180$).

4.4 Findings

The regression analysis shows that perceived price, promotional toy, perceived innovation and perceived quality have a significant positive influence on parents' purchase intention, with perceived price being the most important influencing factor. However, variables such as parent-child interactive activity experience, perceived education, perceived culture and perceived safety have no significant influence on purchase intention, indicating that these factors have little influence on parents' purchase decisions. Overall, parents are more inclined to consider the effects of price, product innovation, quality and promotional activities when purchasing cultural and creative museum products. According to these findings, museums that want to increase their revenue from souvenir sales need to prioritize their pricing plans and marketing campaigns and increase the perceived value and ingenuity of their offerings.

5. DISCUSSION

Objective 1: To identify the souvenir products, preferences, and needs of school children

The type of products

The findings of the research indicate that the most popular kinds of cultural and creative products preferred by children are toy products. As noted by Fouad and Elsaid (2021), children require to have their safety, comfort, and satisfaction maintained at all times which the marketing of the toys by the museums can help to maintain. Further, marketing of these tangible toy products by the museums create an improved travelling experience for the children. As noted in the study by Aerila et al. (2016), to create a cultural experience for children, cultural products such as toys create a greater

significance. For this the children on their trip to the Historic House Museum made soft toys inspired by porcelain dogs as an approach to induce cultural value in them. This indicates the marketing strategies of the museums that influence the cognition of children. This suggests that cognition development and recognition by children depend on their resonance and psychological connectivity with the products that they are attracted to the most. From that sense, toy products create the maximum attraction for children providing them with a sense of fulfilment, satisfaction, and value. On that note, it is found that toys are often associated with products that are meant to attract children and are used as marketing gimmicks and affect the intention to purchase such items by children (Kılıç et al., 2020). Despite that, the presence of toys individually in the marketing lines of museums can effectively influence the engagement of children. This presents the importance of marketing cultural products that influence the cognition of children and accordingly attract them to buy those products.

Perceived impact on children

The promotion of museums creative and cultural products can influence the cultural engagement of children with the products and generate a psychological and emotional response from the children. In the case of a study on the War Remnants Museum in Ho Chi Minh City, Vietnam, it is found that the children develop cultural and historical knowledge of the city and its heritage roots as well as promote contextualisation of the site through their symbolic meaning that leads to an emotional resonance (Dresler, 2022). In this context, the children show the highest response to those products that attract them the most which is inclusive of the toy products. Accordingly, Zhao et al. (2016, p.282) claim that “Toys are the process by which adolescents interact to produce a human-machine effect, whose main function is entertainment for children in the process to improve intelligence and increase creativity”. This is because it functions primarily to interact with children and produce a cognitive response from the children. Then, these toys promoted by museums can be essentially those that represent the cultural and social value. For example, if the museum holds cultural relics and messages pertaining to the cultural identity of any ethnic minority community, then it is necessary that the museum promotes toys that represent the same to the children. This is because children develop and major part of their cognitive sense through their interaction with objects that can allow them to ‘play’ (Önder, 2018). This shows their physical and psychological engagement with the objects (toys) directly, rather than reading or learning. This also allows the parents and the authority to understand the type of needs the children have. Hence toys become an eligible piece of artefact that can influence the perspective of the children.

Marketing technique by the museums

The marketing strategies by museums, in this regard, involve not only the toy products that are meant directly for children but also other engaging and educational activities that attract the attention of the parents. The strategic marketing by people includes the 5P approach of “product, price, promotion, place, and people” which ensures that the museum visitors are always given products that they want in the form of objects and exhibitions (Kotler et al., 2016). These are further regulated through its effective pricing which adds to their promotion. This is amplified through their attraction of a continuous flow of visitors through their various promotional channels where they market their products and the people contributing to the process. This includes children and parents as the marketing of specific objects attracts the intellectual recognition of the parents. This determines the quality of the things that the children want and their potential to create a positive effect on the children. The identification of these aspects by the museum ensures that the products that they promote in their exhibits adhere to their policies of promoting cultural and social values. In that sense, the museums attempt to create an autonomous visiting experience for the families visiting the museums that identify the parents as cultural mediators (de La Ville et al., 2021). From that understanding, the museums must focus on presenting and promoting objects and activities that can be inclusive of all kinds of visitors allowing them to develop interactive activities for all age groups

of children as well as their parents. This notion is identified as one of the important factors by the respondents of the survey for this research as well as noting that the interactive experiential activities by the museums are essentially important to determine the kind of products the children will engage with which influences their purchase intention as well. These marketing techniques by the museums help them to ensure that the products that they promote are always catering to the essential demands of the people visiting.

Influence on the cognitive development of children

The idea of visiting museums and engagement of children with creative and cultural products is essentially built on the notion of developing the cognitive response from the children. As the study observes through the statistical analysis of the survey data and the study of existing scholarly literature, the parents intend to take their children to the museums primarily to develop their sociocultural knowledge and improve their cognitive perception. Further research into the cognitive development of children in informal settings is essential to identify the impact that the creative and cultural products of museums can have on children (Jipson & Sobel, 2015). In this regard, the research on the psychological and cognitive development of children has evolved from relating to individual children to the children in their social context (Callanan et al., 2015). This indicates museums to be the informal space where children experience a learning environment outside of their school and home. These ideas resonate with the observations of the research survey. The museums create a learning and cognitive developmental environment for the children through the artefacts, souvenirs, toy items, and other elements that attract the children to the cultural ambiance created within the museums. This necessitates considering various factors such as the interaction as well as the degree of satisfaction that children experience with each kind of object that the museums promote. These aspects attract not only the children but also the parents who aim to provide the experiences to the children that best administer knowledge and growth. Therefore, the influence of these products on children is an essential factor that demands investigation as to how it influences the purchase intention of the parents visiting the museums.

Objective 2: To analyse the factors that influence parents' willingness to purchasing decision of museum cultural and creative products for school children

Engagement with children

The engagement of the parents with the children as well as the engagement of the children with the museum cultural artefacts and ambience together contribute to the decision-making of the parents. The interactive activities and experiences promoted by the museums for the children with their parents influence the way the parents see the purchase value of these museum cultural and creative products. This is further influenced by the emotional connection the children develop through their interaction with these products. This prompts them to engage with these products and their cultural significance leading to their cognitive perception of the value. Accordingly, this elaborates the educational and cultural worth of these products for the parents. The CCDT framework explains the experiences of the children in the museum environment and their cultural assessment through these products which indicates that these are meant for the satisfaction and entertainment of the children. Callanan et al. (2020) claims that in learning environments outside of the classroom such as museums, the curiosity of children is heightened and children gather information through their interactive experiences and engagement with their immediate environment. The interaction and experience that the parents have with their children is one of the important independent variables that influence the purchase intention of the parents. The parents tend to read the descriptions of the exhibits when they visit museums to note their educational value (Yen, 2014). This allows them to gain knowledge about the causal factors behind cultural phenomena which leads to their satisfaction with the products. Accordingly, the interaction of the children with their parents furthers the experience of children and influence the purchase decisions of the parents.

Educational and cultural value of the products

The increase in interaction of the parents and the children with these products determine their understanding of the educational and cultural value of the products. The introduction of the children to these products develops their interpersonal connection with the cultural image and heritage identity of the country or the city they are in (Simbirtseva et al., 2020). Accordingly, the higher engagement and satisfaction of the children can be identified by the museums through the interaction they have with the parents. This can allow them to determine the cultural significance and educational worth of the products. This can be done through the identification of the cognitive development of the children by the parents and the visible signs of benefits that the children might display in their engagement with the products. Notably, the primary motivation for parents to take their children to museums and other cultural heritage sites is to improve their cultural knowledge and enhance the educational value (Wu & Wall, 2017). This justifies how the engagement of the children with the products can help the children identify which products they want to have longer. This, accordingly, can provide the parents the information about the educational value held by these products, thereby prompting them to make pro-purchase decisions. Therefore the educational and cultural worth of the products influence the purchase intention of parents, supported by the marketing strategies of the museums.

Promotion of products with sociocultural and economic value

The identification of the cultural value of the products within the museum space identified by the parents is jointly promoted through the contribution of the museum authorities. Museums are deemed essential to hold cultural benefits due to their promotion of products and creation of interactive and engaging experiences (Grüb & Martin, 2020). Some of the other important factors that determine the purchase intention of the parents are the accessibility of the products as well as their economic affordability. This is also identified from the survey where the respondents where the economic viability of the products are complemented with the brand value of the products. Combined together, these create an influence on the purchase intention of the parents which is determined further by the cognitive development and educational benefits of the children that are identified by the framework of CCDT. In the contextual frame of museum value, the degree of educational benefit for cultural and cognitive development determines whether the products are worth the purchase irrespective of their potentially higher price and considerably questionable accessibility by people in general. Therefore, the cognitive development of the children becomes the primary factor that determines the purchase intention of the museum creative and cultural products (the souvenirs) by the parents.

6. CONCLUSION

The paper aimed to investigate how the educational needs and cognitive development of schoolchildren in acquiring knowledge about the historical and cultural developments through the cultural and creative products of the heritage museum influence the intention of parents to buy souvenirs that lead to the cultural promotion of these cultural and creative products of the museum. Accordingly, the study sought answers: What are the common souvenir products, preferences and needs of school children? 2. What factors influence parents' willingness to make purchasing decisions for museum cultural and creative products for school children? The paper identified the independent variables such as interactive activities between parents and children provided by the museums, promotion of products such as toys, parents' perception of quality, price, culture, innovation, safety and educational benefits, which also promote parents' and children's emotional response to the products that define the dependent variable of the study, namely parents' purchase intention. Accordingly, the study found that children are most attracted to the toy products promoted by museums, while parents view the toys created by museums as promotional products for heritage and cultural values that contribute to children's cognitive development and educational gains. This

cognitive development and the extent to which it is enhanced by the museum creative and cultural products are key factors in how parents perceive the purchase value of these products, which in turn determines parents' consumption behavior and purchase intention.

7. Limitations

The current study is limited in its empirical approach as it attempts to increase the generalizability of the research through the survey conducted, and it lacks in-depth knowledge of the experiences of the parents as well as the children in terms of their interaction with the museum space and products. The paper also lacks the in-depth insights of the children, limiting its ability to identify the types of objects that the children inquire about the most. Accordingly, a gap remains in identifying parents' perceptions of the true educational and cultural values of the products, which could be collected through an ethnographically conducted interview with an open-ended or semi-structured questionnaire that would allow parents to explain their experiences in detail.

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