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Perceived Value and Behavioral Intention of Chengde homestay tourists based on Cognition-Affection-Conation

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Abstract: Against the backdrop of the new era, changes in tourism consumption demand have led tourists to prefer diversified, autonomous, and personalized tourism products and services in the process of tourism experience. They long for in-depth experiences as well as emotional identification and communication during travel. As a new industrial form emerging in China in recent years, the homestay industry has become a major attraction for tourists because it integrates beautiful scenery, creativity, and comfort, and each establishment has its own unique characteristics. Perceived value, as a comprehensive evaluation made by tourists of the perceived benefits and losses of tourism products or services in a specific context, is a source of competitive advantage. To achieve sustainable development of tourist destinations, exploring the formation mechanism of tourists' positive behavioral intentions has become an important research topic in both academic and industrial circles. Based on the "cognition-emotion-intention" relationship theory, this article explores the relationship between perceived value, satisfaction, place attachment, and behavioral intention among Chengde homestay tourists. Using quantitative research methods, questionnaire surveys, random sampling, descriptive statistical analysis, reliability and validity analysis, variance analysis, factor analysis, correlation analysis, and regression analysis, 450 questionnaires collected from tourists who have experienced Chengde star-rated homestays were analyzed. The results show that the behavioral intentions of homestay tourists are directly affected by place dependence, place identity, and perceived value, while indirectly influenced by tourist satisfaction. These findings provide reference value and significance for homestay owners, management departments, investors, local residents, and homestays in other regions.

Keywords: Homestay, Chengde, Perceived value, Satisfaction, Place attachment, Behavioral intention.

1. Introduction

Homestays originated in the early 1960s in the United Kingdom. However, their development in mainland China was relatively late. It was not until 2015 that the term "homestay" began to be widely mentioned, and it became a popular word in 2017.Today, the development of homestays has entered a phase of rapid growth. According to statistics, the global homestay market has already exceeded 200 billion US dollars and is expected to reach 400 billion US dollars by 2025. In China, the homestay market has also shown a trend of rapid growth. According to data from Ctrip, before the pandemic, the scale of the Chinese homestay market reached 30 billion yuan in 2019, with a year-on-year increase of over 50%.

1.1. Homestays are a trend in the upgrading of tourism consumption

In recent years, with the development of the Chinese economy, tourism consumption is undergoing rapid transformation and upgrading. Consumer habits are undergoing profound changes, with consumers shifting their demands from sightseeing tours to leisure vacations, from group tours to independent travel, and from superficial sightseeing to in-depth exploration. There is a greater emphasis on travel quality and experiential services. Homestays, precisely because of their themed cultural connotations, personalized services, and beautiful environments, cater to the market development (Economic Daily, 2022).

1.2. Current Development Status of Chengde Homestays

Chengde, also known as Rehe, is a prefecture-level city under the jurisdiction of Hebei Province, 230 kilometers away from Beijing and 310 kilometers away from Tianjin. It is not only an extension area of the political, economic and cultural areas of Beijing-Tianjin region, but also a transition zone between Beijing-Tianjin and Liaoning-Inner Mongolia economic zones, as well as a supply point for resources in the Bohai Rim Economic Zone, playing a bridge role in connecting the two economic zones and having special advantages that other cities cannot compare. (Zhao Zhenyu, 2015) Chengde has high-quality tourism resources with high aesthetic and historical and cultural value.As one of the first batch of national historical and cultural cities, Chengde has 4,253 cultural relics and 330,000 movable cultural relics, with high historical and cultural value.

In recent years, Chengde City has actively developed the homestay economy by relying on the resource advantages of "green water and blue mountains". Especially since 2021, it has actively promoted the implementation of the "Hundred Villages Demonstration, Thousand Homes Driven" project of the rural homestay economy, and focused on building the Chengde homestay "Shengshi 100" project. The development of the homestay economy has achieved significant results. Chengde homestays include rural hotels, country inns, farmhouses, inns, manors, courtyards, inns, mountains, and

urban homestays. There are currently 2,153 homestays (including rural hotels and farmhouses) in the city, with 47,000 rooms and 82,000 beds(Baidu Baike, 2023).

As a young industry, Chengde's homestay industry has been booming in recent years, but it has also exposed many problems that need to be solved. Firstly, the quality of homestay owners is uneven, and the quality and service level of homestays are also uneven. Secondly, homogenization competition is serious. Thirdly, administrative supervision and management need to be strengthened. Fourthly, there are shortcomings in public infrastructure support. Fifthly, high-quality and scarce boutique homestays are lacking. Sixthly, there is a shortage of management talents.

1.3. Chengde issued relevant planning policies to support the development of homestays

(1) Research on top-level planning, formulate the development outline of Chengde Scenario, and implement the strategy of "homestay +". (2) Innovate the development model of homestays and create high-quality "homestay +" clusters based on resource endowment. (3) Accurate marketing and creating brands Chengde Homestay Development Finds Its Own Path.

1.4. Chengde Homestay Development Finds Its Own Path

Based on the integration of local culture and natural ecology in traditional villages, Chengde homestays focus on building high-quality homestay brands that are both "international" and "rustic". In terms of highlighting the "international" aspect, with internationalization as the goal, they actively benchmark against international standards, learn from advanced international experiences, and building international reputation to attract more international tourists. In terms of highlighting the "rustic" aspect, they are based in Chengde, rooted in Chengde, and study Chengde to further activate, transform, and solidify the local "authentic" rural culture and traditional folk culture in Chengde. They tell the stories of Chengde's own rural culture.

2. Literature Review

2.1. "Cognition-Affection-Conation" relationship theory

American psychologist J.L. Freedman proposed the three elements of attitude formation, suggesting that attitudes are composed of cognition, emotion, and behavioral intention, with the three components being interrelated. Among them, attitudes are closely linked to emotions and cognition, and they regulate behavioral intention (Wu&Xu, 2011). Therefore, the theory of the relationship between "cognition-affection-conation" is also known as the three-element theory of attitude. Sears and others have provided explanations for the components of attitude: cognition refers to an individual's knowledge and beliefs about the object of attitude, emotion refers to the individual's feelings towards the object of attitude, and behavioral intention refers to the individual's action or inclination towards the object of attitude.

Cognitive, affective, and intentional factors are interrelated and exist in a hierarchical relationship, where cognition indirectly influences intention through affective processes (Baloglu & S., 1998). According to this theory, perceived value by tourists falls within the cognitive category, while tourist satisfaction and place attachment fall within the affective category, and behavioral intentions fall within the intentional category (Hoon Kim, Kim, Ruetzler, & Taylor, 2013; Jia & Lin, 2016).

Based on the literature review results and considering the correlations between variables, a conceptual model is constructed to explore the relationships among perceived value, satisfaction, place attachment, and behavioral intention of homestay tourists.

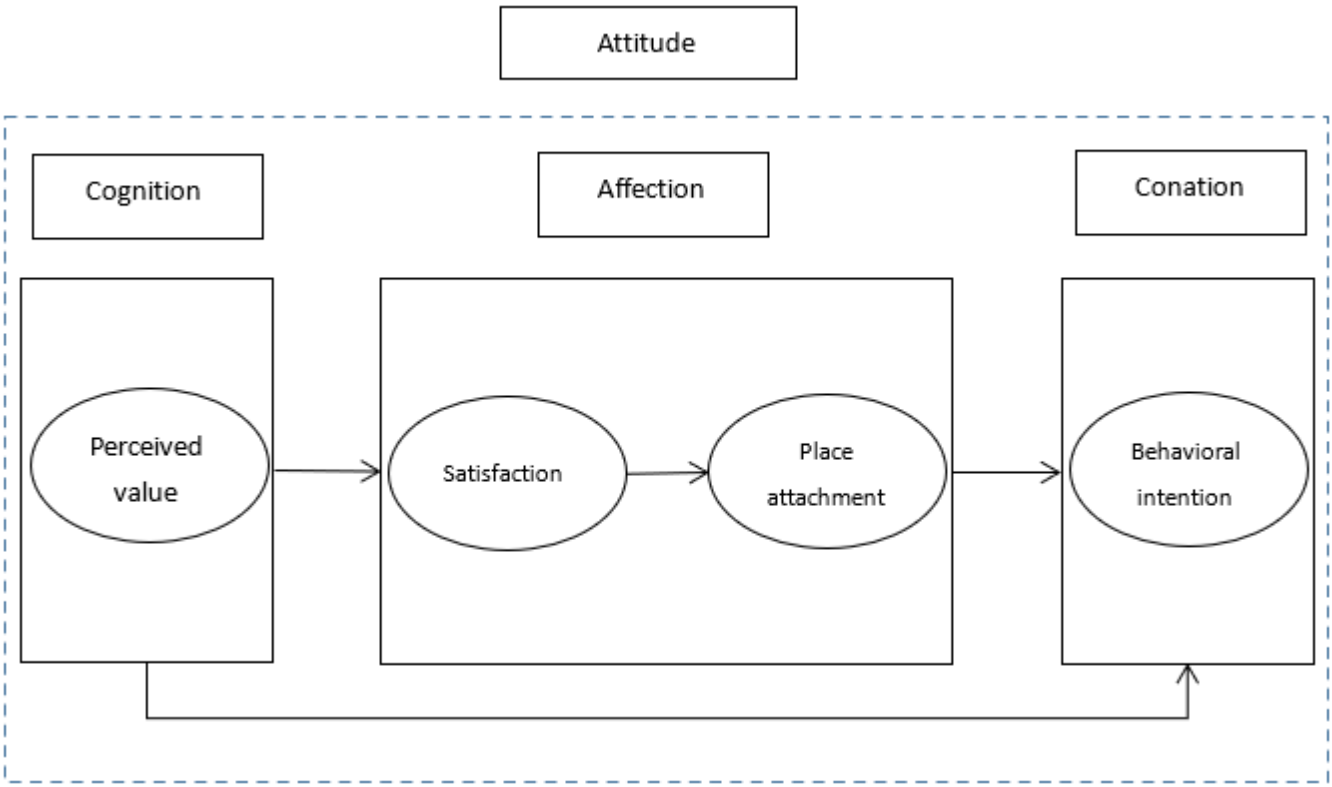

Figure 1. Concept model diagram (Hoon Kim, Kim, Ruetzler, & Taylor, 2013; Jia & Lin, 2016)

2.2. Perceived value theory

The theory of tourist perceived value is a theory that scholars have proposed and developed after applying the theory of customer perceived value to the tourism industry. Customer perceived value was introduced by Peter Drucker, and Zeithaml et al. were among the first to define it as the perception of gains and losses, specifically the measurement between perceived benefits and perceived costs (Zeithaml, Parasuraman, & Berry, 1990). Morrison A.M. (1989) suggested that the theory of tourist perceived value refers to the specific comparison between tourists' expectations and actual experiences during the travel process, which represents the benefits that the product can bring and the difference between the costs paid by tourists (Morrison, 1989).

2.3. Place attachment theory

"Place attachment" originated from place theory. In 1983, Shumaker et al. first introduced the concept of place attachment, defining it as "the emotional connection between a person and their place of residence" (Shumaker & Taylor, 1983). Subsequently, Hidalgo emphasized the behavioral component of place attachment, defining it as the positive emotions generated by tourists towards the destination (Hidalgo & Hernandez, 2001). Later, Williams proposed the cognitive component of place attachment, expanding it to include an individual's sense of belonging to a place, the symbolic meaning of the place, and the feelings associated with it (Daniel R Williams & Roggenbuck, 1989). Williams and Roggenbuck (1989) introduced the two-dimensional theory of "place dependence" and "place identity."

2.4. Model construction and hypothesis

Relevant research has indicated that individual tourists form perceptions of products and services during or after the tourism experience, which, based on personal perceptions and value judgments, give rise to corresponding emotions. These emotions ultimately trigger behavioral intentions(Su,2012). Based on the logic of cognition-affection-conation, the hypothetical model for this study is constructed.

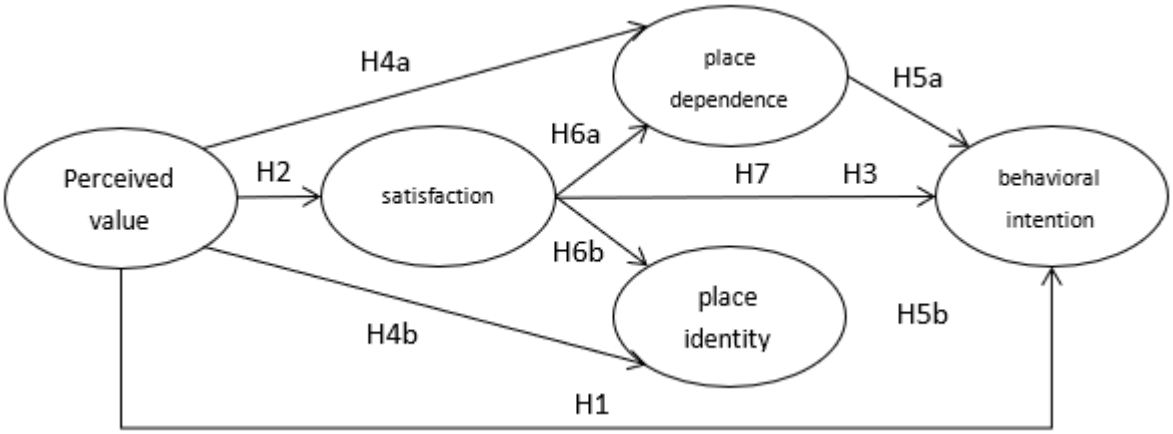

Figure 2. Hypothetical model diagram

Based on the literature review, the following hypotheses are proposed:

H1: Perceived value has a significant and positive impact on behavioral intention

H2: Perceived value has a significant and positive impact on satisfaction

H3: Satisfaction has a significant and positive impact on behavioral intention

H4a: Perceived value has a significant and positive impact on place dependence. H4b: Perceived value has a significant and positive impact on place identity.

H5a: Place dependence has a significant and positive impact on behavioral intention.

H5b: Place identification has a significant and positive impact on behavioral intention.

H6a: Satisfaction has a significant and positive impact on place dependence.

H6b: Satisfaction has a significant and positive impact on place identity.

H7: Place dependence has a positive impact on place identification.

3. Methodology

3.1. Sampling survey

The selected sample for this study consists of tourists who have experienced homestays in Chengde city. Chengde city currently has a total of 2,153 homestays (including rural hotels and farmhouses) (Baidu Baike, 2023). Due to the large number of homestays, it was not feasible for the author to conduct research on all homestays in Chengde. Therefore, prior to the formal research, the research subjects were selected. 30 star-rated homestays selected by the Tourism and Cultural Broadcasting and Television Bureau of Chengde City were selected. The following is a partial list of homestays in Chengde city, for more details please refer to Table 1.

Table 1. List of Homestays Surveyed

Serial Number	Name	Administrative regions	Reasons for recommendation	Homestay star rating	Assessment year
1	SunshineKeep	Shuangqiao District	Exquisitely decorated with antique charm; equipped with an infinity pool; features KTV, a library, and a fruit-picking garden	4	2021
2	Li mountain residence homestay	Shuangqiao District	The rooftop garden is very unique; located near Chengde Moutain Resort	4	2020
3	Stars·Wuling Mountain Residence	Xinglong County	High Mountain Bubble Houses, each with a panoramic terrace; suitable for families, team-building, and holidays; near Simatai Great Wall、Wuling Mountain Forest Park	5	2022
4	Banshan Puyu Homestay	Xinglong County	The design style is a combination of modernity and minimalism inspired by nature. It features an outdoor swimming pool, a cute pet paradise, and entertainment facilities for children	3	2022
5	Yanshan water village	Xinglong County	Surrounded by green mountains and clear waters; featuring characteristic wooden cabins; surrounded by many vacation resorts including Xinglong Mountain	3	2022
6	Pear blossom Community	Xinglong County	Close to Henghaoyuan Scenic Area; the homestay is filled with artistic atmosphere, resembling a themed hand-painted art gallery	4	2022
7	Chestnut Shell Homestay	Xinglong County	There are gardens and scenery, suitable for children to play; can be planted and picked; near the source of the Ganges River for rafting	3	2022
8	Good morning· Xiongkulu Tent Homestay	Fengning County	Tented accommodations on the grassland are unique and distinctive; set in a beautiful environment	3	2022
9	Galsang flower homestay	Fengning County	There are beautiful grassland views outside the windows, and a variety of room types are available.	3	2022
10	Daidai Homestay	Fengning County	The decoration style is minimalist and stylish. The surroundings are vast grasslands, and pets are allowed.The decoration style is minimalist and stylish. The surroundings are vast grasslands, and pets are allowed.The decoration style is minimalist and stylish. The surroundings are vast grasslands, and pets are allowed.	4	2022
11	West Village No.1 Boutique Homestay	Fengning County	The overall decoration is very distinctive; pets are allowed	4	2022
12	Intangible Cultural Heritage Cloth Paste Painting Theme Hotel	Fengning County	It is carefully established by Teng's cloth paste painting; it is a leisurely paradise and a window to showcase intangible cultural heritage	3	2022
13	Tianyu Hot Spring Manor	Longhua County	Enjoy outdoor open-air hot springs	4	2023
14	Tian Yu He Yuan	Longhua County	Quiet location; strict requirements for hygiene in the homestay; hot spring bathing available	3	2023
15	Xi Yan Xian Ju	Longhua County	Private hot spring; basketball court; various room types; floor heating	3	2023
16	Country Folk	Longhua County	Private hot spring; cost-effective	2	2023
17	Zhu Wu Qing	Longhua County	Various room types; billiards hall, KTV, internet cafe are all available	3	2023
18	Pear blossom Mountain residence	Chengde County	Located near the Tangjiawan Danxia Hot Spring Resort; complimentary children's breakfast	3	2022
19	Huashuwa Family Farm	Chengde County	Fashionable, simple and generous decoration style; pets allowed	3	2022
20	Jinshan Luan Courtyard	Luanping County	Featuring a traditional Chinese courtyard style; pet-friendly	4	2022
21	Zhuang tou Village	Luanping County	Advantages of geographical location; convenient transportation; diverse room types	4	2022
22	Kang Sai Manor	Luanping County	There is a children's play area; picking is available	3	2022
23	Baiwang Mountain Villa	Pingquan City	Advantages of geographical location; convenient transportation; diverse room types	3	2022
24	Zhang Family Courtyard	Pingquan City	Sincere and simple folk; laundry room available.	1	2022
25	Huaqi Xiaozhu	Kuancheng County	The courtyard has distinctive features and is located near the Huaxi City Water World.	3	2022
26	Shou Lv humble abode	Kuancheng County	Courtyard; Garden view; BBQ; Refrigerator available	3	2022
27	Yi ju homestay	Kuancheng County	Barbecue; stylish courtyard; viewing terrace	2	2022
28	Jinlinzhai Inn	Yingzi District	Mountain view room; room with big Kang	2	2022
29	Yi liji inn	Yingzi District	The house is well-equipped and well-decorated; barbecue available; childcare available	3	2022
30	Yu zhuang homestay	Yudao kou	Around Saihanba National Forest Park; friendly service; KTV	2	2022

Note: The above-mentioned homestays are all from the star-rated homestays in Chengde City selected by the Chengde Tourism and Cultural Broadcasting and Television Bureau.

According to the data released by the Chengde Tourism Bureau in 2023, the number of homestay visitors in Chengde

reached 2.0334 million in 2022.

Therefore, based on the population sample calculation formula(Yamane, 1973):

n = N /(1+ N*e^2)

Where n=number of samples, N=2.0334 million, e=error rate (decimal), e=0.05.

According to the above calculation results, the sample size of this article is about 400 copies. Considering the possibility of sampling error in the process, the final sample size is 450 copies.

This article adopts the method of questionnaire survey and is distributed offline. The author conducted on-site visits and research for each homestay listed in the survey, with representatives such as SunshineKeep.

Table 2. Descriptive statistical analysis of samples

Trait	Index	Sample size	Percentage (%)
Gender	male	89	19.8
	female	361	80.2
Age	18-25 years old	149	33.1
	26-35 years old	77	17.1
	36-45 years old	139	30.9
	46-55 years old	85	18.9
	Over 56 years old	0	0
Educational level	High school and below	83	18.4
	Junior college	80	17.8
	Undergraduate	190	42.2
	Master degree or above	97	21.6
Occupation	Student	139	30.9
	Administrative/public institution staff	101	22.4
	Enterprise employee	92	20.4
	Professional technical personnel	0	0
	Self-employed people	62	13.8
	soldier	0	0
	Freelancer	29	6.4
	Retired personnel	9	2
	Other	18	4
Means of transportation	Self-driving	370	82.2
	Bus	19	4.2
	Taxi	43	9.6
	Motorcycle	0	0
	Bicycle	0	0
	Train/High speed train	18	4
	Airplane	0	0
	Boats	0	0
	Other ways	0	0
Tourism mode	Join a group tour	22	4.9
	Travel alone	18	4
	Family outing	253	56.2
	Enterprise league building	11	2.4
	Keep company with family and friends	86	19.1
	Couples travel	22	4.9
	Other ways	38	8.4
Length of stay	One day	67	14.9
	2 days	213	47.3
	3 days	111	24.7
	4 days and above	59	13.1
Number of stays	Once	214	47.6
	Twice	103	22.9
	3 times	86	19.1
	4 or more times	47	10.4
Monthly income	Below 2000 yuan	105	23.3
	2000-6000 yuan	136	30.2
	6001-10000 yuan	129	28.7
	10000-20000 yuan	43	9.6
	Above 20,000 yuan	37	8.2

3.2. Questionnaire design

The design of the questionnaire will be divided into two main parts:

The first part is the main body of the questionnaire, which mainly measures the influence of perceived value and behavioral intentions among homestay tourists. It includes four measurement scales: perceived value, satisfaction, place attachment, and behavioral intentions. The items are measured using a 5-point Likert scale, where 1 indicates

strongly disagree, 2 indicates disagree, 3 indicates neutral, 4 indicates agree, and 5 indicates strongly agree.

The second part includes demographic information of the respondents, including gender, age, education level, occupation, monthly income level, and accommodation characteristics.

3.3. Data analysis

Affected by seasonality, Li mountain residence in Shuangqiao District, Sunshinekeep in Shuangqiao District and Good morning. xiongkulu Tent Homestay in Fengning County are summer resorts or seasonal specials, so effective questionnaires were not collected. When researchers went there, these homestays were all closed or there were no tourists. And the other homestays, such as Starry·Wulingshan Residence,Pear blossom community, Yanshan water village, Intangible Cultural Heritage Cloth Paste Painting Theme Hotel,Tian Yu He Yuan,Xi Yan Xian Ju,Country Folk,Pear blossom Mountain Residence,Huashuwa family farm, Jinshan Luan Coutyard, Kangsai Manor, Zhang Family Courtyard, Huaqi Xiaozhu, Shoulv humble abode, Yiju homestay and Yuzhuang homestay are high-end homestays. Their target customers are high-end users with strong privacy. The researchers of this article did not get the opportunity to contact their tourists, so effective questionnaires were not collected.

In summary, this study believes that it cannot fully distribute and sample each homestay according to the pre-designed research method. Therefore, this article distributes as many questionnaires as possible within the scope of distribution in a timely manner.In total, this study investigated 11 homestays and collected 506 questionnaires. Subsequently, 450 valid questionnaires were randomly selected from these questionnaires. The questionnaire efficiency was 89%.

4. Results

4.1. ANOVA analysis

In order to more specifically reflect the appearance characteristics of various groups of people, this study uses univariate analysis of variance and homogeneity of variance tests to compare and analyze the demographic samples and different dimensions, aiming to find out whether there are significant differences in the choices of different groups of people in different dimensions.

The detailed data is shown in Table 3. As shown in the table, the T (Sig) and P (Sig) values of each item are both greater than 0.05, indicating that there are no significant differences in the dimensions of perceived value, satisfaction, place dependence, place identity, and behavioral intention among different genders, ages, educational backgrounds, occupations, modes of transportation, lengths of stay, frequencies of stay, and monthly incomes.

Table 3. Results of ANOVA for each dimension in different populations

Measurement dimension	Item	Gender	Age	Educational level	Occupation	Mode of transportation	Tourism mode	Length of stay	Number of stays	Monthly income
Perceived value	T(Sig.)	0.871	0.879	0.434	0.74	0.139	0.397	0.976	0.881	0.456
	P(Sig.)	0.505	0.367	0.824	0.461	0.699	0.167	0.159	0.242	0.652
Satisfaction	T(Sig.)	0.886	0.602	0.486	0.318	0.2	0.674	0.941	0.392	0.232
	P(Sig.)	0.421	0.097	0.341	0.785	0.144	0.236	0.669	0.171	0.524
Place dependence	T(Sig.)	0.984	0.601	0.771	0.702	0.66	0.632	0.692	0.887	0.206
	P(Sig.)	0.663	0.115	0.971	0.18	0.164	0.028	0.367	0.204	0.055
Place identity	T(Sig.)	0.394	0.728	0.615	0.392	0.452	0.621	0.645	0.335	0.504
	P(Sig.)	0.477	0.356	0.511	0.941	0.664	0.553	0.231	0.798	0.243
Behavioral intention	T(Sig.)	0.84	0.435	0.294	0.612	0.604	0.168	0.828	0.903	0.736
	P(Sig.)	0.403	0.402	0.325	0.57	0.504	0.394	0.507	0.646	0.451

Note: T(Sig.) represents the result of homogeneity of variance test, and P(Sig.) represents the result of one-way ANOVA.

4.2. Reliability Analysis

Reliability analysis is used to detect internal consistency between measurement items. Under normal circumstances, the observed Cronbach α coefficient is used as the evaluation criterion. If the α coefficient is greater than 0.9, the reliability is very good; if the α coefficient is greater than 0.8, the reliability is relatively good, and the α coefficient greater than 0.7 is an acceptable range (Argyrous, 2011).The reliability analysis of this study is shown in Table 4. The Cronbach's α coefficients for each measurement dimension exceed 0.8, and the reliability of one dimension is even greater than 0.9. The CITC values for each item are greater than 0.5, indicating high reliability in questionnaire measurement.

4.3. Exploratory factor analysis (EFA)

First of all, the data should be evaluated before factor analysis to judge whether the measurement scale is suitable for factor analysis, mainly through KMO value and Bartlett sphericity test. Bartlett sphericity test is mainly used to verify significance. The questionnaire on the relationship between tourists' perceived value and behavioral intentions for Chengde homestays has a total of 25 measurement items. The KMO and Bartlett's test of sphericity were conducted, and the results are shown in Table 5. The KMO value of 0.884 is greater than 0.8, and the chi-square value is 5904.762. The significance level of the Bartlett's test is less than 0.05, indicating that the measurement data of the questionnaire is suitable for factor analysis.

Table 4. CITC and reliability coefficients for all observed variables

Measurement dimension	Item coding	CITC	Cronbach α (item deletion)	Cronbach α coefficient
Perceived value	PV1	0.605	0.853	.867
	PV2	0.611	0.852	
	PV3	0.617	0.851	
	PV4	0.641	0.848	
	PV5	0.655	0.846	
	PV6	0.676	0.843	
	PV7	0.675	0.843	
Satisfaction	OS1	0.707	0.816	.854
	OS2	0.728	0.794	
	OS3	0.748	0.776	
Place dependence	PD1	0.698	0.848	.873
	PD2	0.72	0.84	
	PD3	0.751	0.827	
	PD4	0.741	0.832	
Place identity	PL1	0.659	0.806	.841
	PL2	0.724	0.776	
	PL3	0.653	0.809	
	PL4	0.665	0.803	
Behavioral intention	BL1	0.676	0.899	.908
	BL2	0.708	0.895	
	BL3	0.633	0.903	
	BL4	0.723	0.894	
	BL5	0.733	0.893	
	BL6	0.781	0.887	
	BL7	0.804	0.884	

Table 5. KMO and Bartlett spheres test analysis table

KMO		.884
Bartlett spheres test	Chi-square value	5904.762
	degree of freedom (df)	300
	Significance (sig.)	.000

Factor analysis mainly uses principal component analysis to extract common factors, and extracts abstract factors from specific measurement items through orthogonal rotation. Factors with strong correlation will fall into the same group, and the correlation between common factors is low. When selecting measurement items, 0.5 is usually used as the factor load cutoff point, and measurement items with factor loads less than 0.5 or with loadings greater than 0.4 on multiple factors are deleted.

The detailed data are shown in Table 6. A total of five common factors were extracted, with a cumulative variance percentage of 66.035, which is greater than 50%, indicating that the sample's explainable variability rate meets the standard.

Table 6. Total variance explanation table

	Initial eigenvalue			Extract the sum of squared loads			Rotating load sum of squares		
Component	Total	Percent variance	accumulate%	total	Percent variance	accumulate%	Total	Percent variance	accumulate%
1	7.571	30.284	30.284	7.571	30.284	30.284	4.553	18.212	18.212
2	3.06	12.239	42.524	3.06	12.239	42.524	3.979	15.915	34.127
3	2.458	9.834	52.357	2.458	9.834	52.357	2.892	11.568	45.695
4	1.906	7.626	59.983	1.906	7.626	59.983	2.766	11.065	56.761
5	1.513	6.052	66.035	1.513	6.052	66.035	2.318	9.274	66.035
Extraction method: principal component analysis.									

Then, the maximum variance method was used to perform orthogonal rotation on the 25 items of the sample data, resulting in five explanatory factors. The factor rotation component matrix is shown in Table 7.

Table 7. Component matrix after rotation

Explanatory variable	Component				
	1	2	3	4	5
PV1		0.699			
PV2		0.668			
PV3		0.692			
PV4		0.702			
PV5		0.756			
PV6		0.738			
PV7		0.778			
OS1					0.818
OS2					0.852
OS3					0.849
PD1			0.801		
PD2			0.784		
PD3			0.812		
PD4			0.830		
PL1				0.745	
PL2				0.825	
PL3				0.783	
PL4				0.778	
BL1	0.74				
BL2	0.78				
BL3	0.682				
BL4	0.793				
BL5	0.776				
BL6	0.835				
BL7	0.855				

Extraction method: principal component analysis.
Rotation method: Kaiser normalizing maximum variance method.
a The rotation has converged after 6 iterations.

In summary, this article names the 5 public factors extracted from the measurement scale as Perceived Value, Satisfaction, Place Dependence, Place Identity, and Behavioral Intent. According to Table 7, the loading values of each item are all greater than 0.6, indicating that the dimension division in this study is very scientific and reasonable.

4.4. Correlation Analysis

In this study, the correlation between perceived value, satisfaction, place dependence, place identity and behavioral intention was analyzed by using the bilateral test of bivariate Pearson coefficient.

Table 8. Correlation coefficients

Measurement dimension	Perceived value	Satisfaction	Place dependence	Place identity	Behavioral intention
Perceived value	1				
Satisfaction	.330**	1			
Place dependence	.300**	.384**	1		
Place identity	.358**	.263**	.381**	1	
Behavioral intention	.336**	.216**	.303**	.279**	1

** At the 0.01 level (two-tailed), the correlation is significant.

From Table 8, it can be seen that the significance levels of perceived value, satisfaction, place dependence, place identity, and behavioral intention are all p=0.000<0.01. Therefore, it can be concluded that perceived value and satisfaction are significantly positively correlated with place dependence, place identity, and behavioral intention at the 0.01 level (two-sided), with correlation coefficients r of 0.330, 0.300, 0.358, 0.336, 0.384, 0.263, 0.216, 0.381, 0.303, and 0.279, respectively. Therefore, all variables in this study exhibit positive correlation.

4.5. Regression Analysis

The results of the correlation analysis showed that there were correlations between perceived value, satisfaction, place dependence, place identity, and behavioral intentions. To further explore the impact of each factor on the dependent variable, this study conducted a multiple linear regression analysis on the relevant models. In order to better fit the regression model, only independent variables that were significantly correlated with the dependent variable were included in the regression analysis.

Table 9. Results of satisfaction regression analysis

Measurement dimension	R	R^2	B	t	Sig.F	Durbin-Watson
Perceived value	0.330	0.109	0.253	7.398	0.000	1.816

Note: Predictive variables: perceived value; Dependent variable: satisfaction.

Sig.F=0.000<0.05 in this model, indicating a significant linear relationship between perceived value and satisfaction.In summary, the regression effect of perceived value and satisfaction is good, with DW=1.816, which is close to the value of 2. Therefore, it can be determined that the residual sequence of this regression model has strong independence. Therefore, H2 that perceived value has a significant positive correlation with satisfaction is verified.

Table 10. Results of local dependency regression analysis

Measurement dimension	R	R^2	B	t	Sig.F	Durbin-Watson
Perceived value	0.300	0.090	0.164	4.283	0.000	1.9
satisfaction	0.384	0.148	0.408	7.059	0.000	1.859

Note: Predictive variables: perceived value, satisfaction; Dependent variable: local dependence.

Sig.F=0.000<0.05 for both perceived value and satisfaction in this data, indicating a significant linear relationship between perceived value, satisfaction, and place dependence.

In summary, the regression effect of perceived value and place dependence is good, with DW=1.9, which is close to the value of 2. The regression effect of satisfaction and place dependence is also good, with DW=1.859, which is also close to 2. Therefore, it can be determined that the residual sequence of this regression model has strong independence. Therefore, H4a perceived value has a significant positive correlation with place dependence, and H6a satisfaction has a significant positive correlation with place dependence are also verified.

Table 11. Results of regression analysis of place identity

Measurement dimension	**R**	**R^2**	**B**	**t**	**Sig.F**	**Durbin-Watson**
Perceived value	0.358	0.128	0.192	5.526	0.000	1.656
satisfaction	0.263	0.069	0.085	1.570	0.117	1.619
Place dependence	0.381	0.145	0.252	5.984	0.000	1.713

Note: Predictors: perceived value, satisfaction,Place dependence; Dependent variable: Place identity.

From this data,H4b perceived value has a significant positive correlation with local identity, and H7 place dependence has a significant positive correlation with local identity are also verified. However, H6b satisfaction has no significant positive correlation with local identity, so H6b is not established.

Table 12. Results of behavioral intention regression analysis

Measurement dimension	R	R^2	B	t	Sig.	Durbin-Watson
Perceived value	0.336	0.113	0.289	4.698	0.000	1.951
Satisfaction	0.216	0.047	0.083	0.887	0.376	1.825
Place dependence	0.303	0.092	0.261	3.487	0.001	1.910
Place identity	0.279	0.078	0.201	2.477	0.014	1.856

Note: Predictive variables: perceived value, satisfaction, place dependence, place identity; Dependent variable: behavioral intention.

From this data, H1 that perceived value has a significant positive correlation with behavioral intention is verified, and H5a that local dependence has a significant positive correlation with behavioral intention is also verified. H5b that local identity has a significant positive correlation with behavioral intention is also verified.

However, H3, satisfaction with the experience has no significant positive correlation with behavioral intentions.

4.6. Hypothesis test result

Although in the relevant analysis, perceived value, satisfaction, place dependence, place identity, and behavioral intention are positively correlated at the two-tailed level.

However, in the subsequent more specific and detailed regression analysis, there was no significant positive correlation between satisfaction and local identity, nor between satisfaction and behavioral intention. Therefore, 8 of the hypotheses in this study were confirmed, and 2 were not confirmed, as shown in Table 13.

Table 13. Table of hypothesis test results

Hypothesis	Content	Result
H1	Perceived value has a significant and positive impact on behavioral intention	Accepted
H2	Perceived value has a significant and positive impact on satisfaction	Accepted
H3	Satisfaction has a significant and positive impact on behavioral intention	Rejected
H4a	Perceived value has a significant and positive impact on place dependence.	Accepted
H4b	Perceived value has a significant and positive impact on place identity.	Accepted
H5a	Place dependence has a significant and positive impact on behavioral intention.	Accepted
H5b	Place identification has a significant and positive impact on behavioral intention.	Accepted
H6a	Satisfaction has a significant and positive impact on place dependence.	Accepted
H6b	Satisfaction has a significant and positive impact on place identity.	Rejected
H7	Place dependence has a positive impact on place identification.	Accepted

5. Conclusion and Prospect

5.1. Conclusion

Through field research and data analysis of Chengde homestays, the following conclusions are drawn:

(1) Tourist satisfaction will increase with the increase of perceived value, and the increase of satisfaction will also increase local attachment, thereby enhancing behavioral intentions. Among them, the increase of perceived value will also increase Place dependence, which will directly enhance behavioral intentions.

(2) In this study, perceived value has the greatest impact on behavioral intentions. This is because perceived value not only directly affects behavioral intentions, but also indirectly affects behavioral intentions by influencing place attachment.

5.2. Recommendations

(1) For homestay owners: it is recommended that they continuously improve service quality, including strengthening employee training and improving facilities and equipment, in order to enhance customers' perceived value, thereby increasing satisfaction and generating a sense of local attachment among tourists, making them more willing to spend money at the homestay. At the same time, provide a variety of experience programs and activities, such as cultural experiences and handicraft courses, to attract more tourists.

(2) For tourism management departments: It is recommended to strengthen standardized management, establish and improve management norms for the homestay industry, including safety standards, tax policies, etc., to ensure the healthy and orderly development of the industry. At the same time, carry out targeted publicity activities to promote local homestay culture and characteristics, attracting more tourists to experience.

(3) For investors and local residents: It is recommended that the government introduce supportive policies to encourage the development of the homestay industry, attracting more investors to participate in the construction and operation of the homestay industry. At the same time, local residents are encouraged to participate in the development of the homestay industry, such as providing homestay management training, cooperating in homestay operations, and increasing local residents' income sources.

(4) For other regional homestays: it is recommended to carry out experience exchange and learning, share successful business models and management experience. At the same time, cooperate in resource sharing, tourism route promotion, etc., to jointly promote the development of the homestay industry and achieve mutual benefit and win-win results.

5.3. Litmitation and prospect

The research objects of this study are mainly some homestays in Chengde City, and the scope of the research is not wide enough, which may have a certain impact on the universality and accuracy of the research conclusions. In future research, we will try to expand the scope of the research and expand the data sources to explore whether there are differences between tourists in different regions of homestays, and also to verify the universality of the conclusions. Secondly, this study ignores the multidimensional nature of tourists' perceived value and its differential impact on satisfaction, place attachment, and behavioral intentions. In future research, we will further investigate the impact mechanism of each dimension of perceived value on the other three variables.

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