

A Radical Idea of Temple Tourism Based on the Theory of Time-Space-Connection

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Abstract: Temple tourism, after the timely and effective building of the offline experience and public opinions, also with the help of marketing platforms and social media to enhance consumer perceived value, thereby establishing the mind assets of temple tourism on the internet. Besides, the research use the concept of time-space-connections as a backdrop to explore the deep reasons why temples can attract the younger generation successfully. Guided by the theory of time-space-connections, we found that the deep reasons are the introduction of suitable products (temple tourism and additional products) at the right time (two periods: post-pandemic and after customer demand shifts) and in the right space (two types of spaces: temple space and the choice between online and offline spaces). Nowadays, with the booming of temple tourism, the author discusses the deep-seated reasons behind the popularity and how to combine offline experiences and public opinions to ignite temple tourism. This offers other industries valuable marketing suggestions and endorsements.

Keywords: Temple tourism, Time-space-connection, Perceived value, Post-pandemic tourism trend.

1. Introduction

Temple tourism, as an emerging tourism trend, is attracting an increasing number of younger generations' attention. Escaping the hustle and bustle of the city, engaging in meditation, and relaxing both body and mind are opportunities offered by this such a tourism activity. Also, it's a pivotal conduit to offer a chance for the youth to learn and experience the traditional Chinese culture and religious customs. Temples, not only serve as a venues for religious activities, but also embody a wealth of historical and artistic value, encompassing various aspects such as architecture, sculpture, painting, calligraphy, and literature.

As society's pace accelerates, numbers of young people are becoming to face pressures from all walks of life in their studies, works, and daily life, prompting them to seek spiritual respite in temples during their precious leisure time. To be more specific, partaking in rituals such as burning incense and making wishes, acquiring religious products, savoring the natural scenery and cultural essence of the temples, and capturing moments through photography are trendsetting ways for them to alleviate the stress from work and life. Temple tourism has transcended being merely a personal spiritual sustenance and has evolved into a novelty form for social and leisure. The younger generation keep accompany with their friends and family to join a peaceful and meaningful time together by engaging in prayer, sightseeing, and leisure activities at temples. Therefore, temple tourism is becoming a trendy choice for spending the leisure time in China.

2. Research Background and Significance

According to the Ctrip data since February 2023, the order size of tickets for temple-related spots has a year-on-year growth of 310%. Monitoring index from Baidu massive indicates that the term "temple" was still relatively anonymous on social platforms in 2019; However, in the past six months, the search index for "temple" has seen a year-on-year growth of 71.37% and a quarter-on-quarter increase of 10.01%. Among this increase, younger generation aged 18 to 30 account for 38.83%, with the 18 to 23 age group

showing the highest preference (TGI index), signifying that young people are becoming the driving force behind the resurgence of temple tourism [1].

Except for the increase in number, a notable growth in visitor flow and the heating popularity of topics related to temple tourism on social media have also confirmed the boom of temple tourism in recent years. The social psychology changes as well as market and economic phenomena behind the growing trend are research fields worth focusing on. Based on relevant literature, editorials and research reports, we seek and confirm new findings on the basis of existing research.

The theoretical framework we employed, the SOR model and perceived value theory, have solid foundation in consumer behavior research. The present research makes several important contributions. Firstly, our work combines mediation analysis and SOR model and employing perceived value as mediating variable. Practically, this approach offers a novel analytical methodology in elucidating the underlying mechanisms driving consumer interest in temple tourism within the current sociol and economic background. Secondly, we propose a novel approach to data collection. Divergent from the conventional approaches to perceived value research, such as devising and distributing questionnaires to collect data, which explore the dimensional composition and content of customer perceived value, as well as the impact of these dimensions on customer behavioral intentions [2], With the help of big data, we collected a large amount of industry data, scenic spot data, and textual information for analysis, thus offering a more comprehensive and precise data support for perceived value research.

After the explosion of Covid-19, changes have occurred in terms of time, space, and connection. To be more specific, changes have occurred in the allocation of people's spare time, travel restrictions, and the spatial characteristics of temples. The fundamental framework of the "time-space-connection" integrates the fluidity of time, the expansiveness of space, and the complexity of connections, complemented by in-depth consideration of context and content, and collectively

influence the psychological state and travel decisions of the public [3]. The promoting effect of social media and the public's need to establish connections with spaces of faith for spiritual fulfillment, further enriched the intention of "connection" and underscores its significance.

We have re-examined the impact and reshaping of the "time-space-connection" concept by the Covid-19 and explored the multifaceted characteristics of the booming in temple tourism, and verified the intrinsic link between the pandemic and the increase in temple tourism. This study offers an interesting and comprehensive perspective by thoroughly analyzing the reasons behind the popularity of temple tourism to contribute to the integrated development and innovation of the cultural tourism industry, thereby promoting economic recovery and providing support and reference for social psychology of wellbeing.

3. Research Questions and Research Objectives

Research questions:

What are the reasons for the popularity of temple tourism within tourism industries in the post-pandemic era? What factors affect consumers' behavior in temple tourism?

Research objectives:

- 1) Provide data support for the reasons why consumers choose temple tourism and how these factors influence their decision-making process by the research on the consumers' environmental perceptions, richness of tourism experience, and tourists' perceived value of temple tourism.
- 2) Give understanding on how independent variables influence consumers' perceived value of temple tourism. The IVs are temple cultural heritage, temple environment atmosphere, temple effective popularity, richness of visitor experience, intensity of media marketing.
- 3) Provide practical recommendations for the development and marketing of temple tourism, including how to enhance tourists' perceived value of temple tourism. Also, given evidence for how to better meet consumer needs, and how to increase tourists' willingness to spend.

4. Literature Review

4.1 Temple Tourism Behavior

At present, there is little accurate definition of temple tourist behavior in academic circles, but the temple tourism described here can be considered as a form of religious tourism. Chinese and foreign scholars have systematically studied religious tourism mainly from the aspects of tourism motivation and tourism experience, relatively complete system has been formed at present.

Rodrigues & McIntosh (2014) pointed out that the tourist experience of religious tourism can be divided into three categories: religion, individual and society. Liu Jingyan & Jing Jinjing (2015) did some research on how different

aspects of religious tourism experience, such as sensory experience, emotional experience, thinking experience, action experience and association experience affect tourists' mood and then affect their behavior intention [4]. Lin Cuisheng (2014) deeply discussed the relationship between service quality, perceived value, satisfaction and loyalty [5]. Nyaupane GP, Timothy dJ, and Poudels (2015) discovered that tourists' mood plays a mediating role in tourism experience and behavioral intention.

In addition, the research on the relationship between religious places such as temples and tourist behavior has gradually become a hot topic. According to a report by Zhang and Sun (2008), 47.9% of all national 5A tourist attractions in China are closely related to religion [6]. In addition, commercialization of religious sites in China may have a potential impact on tourist behavior (Wong, McIntosh, & Ryan, 2013) [7]. Liang Silin (2023) pointed out in her research that more than 40% of temple tourists' reasons for visiting are "within the travel plan". However, there are few researches on temple tourism behavior around SOR theory and perceived value theory, so there is still a lot of research space in the future.

4.2 SOR Theory

S-O-R (Stimulus-Organism Response) theory refers that consumers receive a combination of stimuli (internal physiological and psychological factors and external social environment factors, etc.), which have an effect on the organism (cognitive, emotional, psychological response, etc.) and cause changes in the perception of goods or services. The combination of these conditions drives the decision to buy goods, which is finally reflected in actual behavior.

Woodworth first proposed the SOR model in 1929, which was initially used to study the environmental influences on human behavior and has become the most fundamental model for studying consumer responses. It has since been gradually applied to explore consumer behavior in tourism and has been able to effectively explain consumer actions in most tourism contexts. Song Mengmeng et al. (2019) explored the formation path of tourism product purchase behavior through the S-O-R framework, considering factors such as the connectivity of tourist destinations as perceived interactions that serve as external stimuli, regarding the perceived value and immersion of tourism as organic experiences, and the act of purchasing tourism products as the final response [8]. Yu Haokun (2021) utilized the S-O-R (Stimulus - Organism - Response) theoretical model to explore the interrelationships among embodied experience, emotional cognition, and consumer behavior and found that tourists' embodied experiences can directly influence consumer behavior and can also indirectly affect the emergence of consumer behavior by impacting tourists' emotional cognition [9]. In this research, the response (R) refers to the willingness to consume at temples. The application of the S-O-R model in the field of temple consumption is relatively scarce, but the cultural and emotional imagery as external information may act as stimuli for consumers.

4.3 Tourists Perceived Value

Perceived value is an internal feeling that arises after comparing what is given with what is received. The concept of tourist perceived value originates from the marketing discipline's customer perceived value. As the complexity of tourist perceived value increases, unidimensional measurement scales can no longer meet the research needs, leading scholars to adopt multidimensional scales and construct multidimensional models of perceived value.

Lee et al. (2007) took South Korea as a case study to construct and verify a tourist perceived value model, including functional value, emotional value and social value [10]. Li Weijing and Yang Fapeng (2015), using Mogao Caves in Dunhuang as a case study, conducted an empirical analysis and derived a tourist perceived value model that includes four dimensions: emotional and cognitive value, resource value, cost value, and social value [11]. Shu Shuji and Shao Jun (2021), taking the cultural and creative products of the Forbidden City as an example, constructed and empirically tested a six-dimensional tourist perceived value model, which includes innovation value, experiential value, educational value, quality value, social value, and price value [12]. Based on the review and summary of existing literature we found that even tourism products with significant differences still exhibit a high degree of similarity in value dimensions, such as social value and functional value. The dimensions of perceived value are diverse, and the methods of division may vary depending on the context. Through the literature review, we discovered that there is not much research based on temples as the context for tourist perceived value. Therefore, research that relies on perceived value as a mediator between temple attributes and temple consumption intentions has significant implications and value.

5. Research Model

5.1 Consumer Intention Influence Factor Model

In this research, we construct a model of influencing factors of tourists' willingness to spend on temple tourism based on the SOR theory and perceived value theory. The model includes three dimensions of variables: the dependent variable is the willingness to spend money on temple tourism, the independent variable is the temple properties, and the mediator is the perceived value of consumers. In subsequent research, to make sure the accuracy of the results, covariates may be introduced, such as the geographical location of the temple and the level of transportation convenience etc.

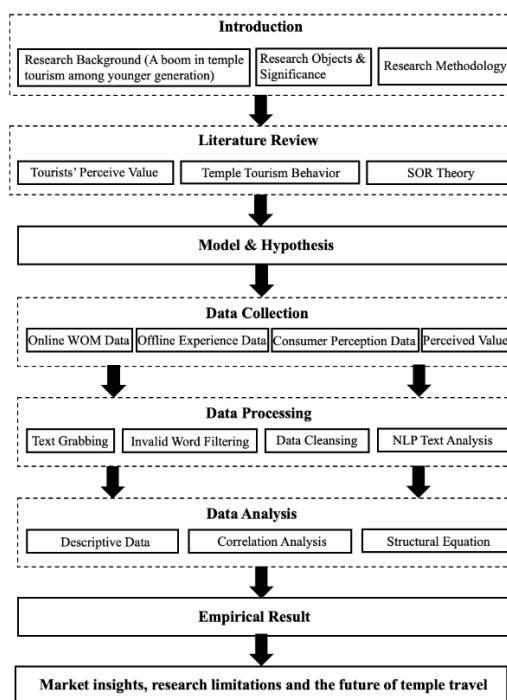


Figure 1: Frame diagram for research model

Table 1: Factor Measurement Scale

Variable Category	Potential Variable	Model Variable Name	Observable Variable	Model Variable Name	Variable Definition	Variable Measurement
IV	Public Opinions	pub_opin	Public Opinions	pub_opin	Consumers' opinions about products, services, or brands published on online platforms.	Ctrip APP rating on related temples
	Offline Experience	off_exper	Experience richness	exper_rich	Consumers' perception of tourism content, interactivity, creativity, and challenge.	Word frequency related to the experience richness in the comments on the related temples.
			Experience Atmosphere	exper_atmo	The overall experience atmosphere perceived by consumers in specific locations: architecture, incense, flora, and the general atmosphere etc. The degree to which consumers recognize and value cultural elements contained in products, services or brands, including traditional values and cultural symbols etc.	Word frequency related to experience atmosphere in related temples' review texts
Mediator	Perceived Value	per_value	Value Cultural	value_cult		Word frequency related to cultural values in related temples' review texts
			Value Emotion	value_emot	Consumers' perception and evaluation of the emotional experience triggered by a product, service or brand	The average sentiment score of comment texts related to temples (with data from 0 to 1, where a score closer to 1 indicates a more positive sentiment)
DV	Mind Asset	mind_asset	Comment Popularity	com_popu	The number of comments and attention a product, service or brand receives on an online platform	The number of comments on Ctrip of the relevant temples.
			Comment Positiveness	com_posi	The number of positive comments of products, services or brands posted by consumers on online platforms	The number of positive comments on Ctrip of the relevant temples.

5.2 Research Hypothesis

By reviewing and analyzing the previous literature, it has been confirmed that tourists' perceived value has a positive and significant influence on their intention to consume. Therefore,

this study proposes the following hypothesis:

- H1: Public opinions have a positive effect on mind assets.
- H2: Offline experience has a positive effect on mind assets.
- H3: Perceived value mediated the effect of public opinions on

mind assets.

H4: Perceived value mediated the effect of offline experience on mind assets.

H5: Offline experience has a positive effect on perceived value.

H6: Public opinion has a positive effect on perceived value.

6. Correlation Analysis

6.1 Analysis Conclusion

According to the Difference-in-Differences (DID) analysis based on Unionpay data, the COVID-19 has caused a great impact on the national economy, particularly the tourism industry. Because of the stringent lockdown policies and the rampant spreading virus, a majority of scenic area across the country faced closures and a significant decline in the number of visitor. Additionally, the disruption of income for many consumers has diminished their willingness to spend on tourism, leading to a significant decrease in economic vitality within the tourism industry on a cause of pandemic in early 2020.

6.2 Variable and Data Selection

Based on the above analysis, we select daily data spanning a two-month period from January 19, 2020, to March 19, 2020, and incorporated the Baidu Rearch Index for the keyword "temples" as the dependent variable. This index is used to measure public attention and consumption intention towards temple tourism. We introduced the cumulative number of confirmed COVID-19 and the national economic vitality index as independent variables, respectively, to measure the severity of the pandemic nationwide and the extent of the pandemic on the national economy. Through regression analysis, we conducted a study on the impact of the COVID-19 on the level of temple attention.

6.3 Conclusion

Table 1: Pearson coefficient correlation analysis results(n=61)

	Baidu Research Index of the key word "Temple"
cumulative number of confirmed COVID-19	0.476**
national economic vitality index	-0.530**

* $p < 0.05$ ** $p < 0.01$

Table 2: Linear regression result(n=61)

	B	β	p	SE	VIF
Constant	3195.318	-	0.000**	195.002	-
cumulative number of confirmed COVID-19	0.008	0.342	0.028*	0.003	1.111
national economic vitality index	-4.351	-0.422	0.008**	1.528	1.111
R^2			0.387		
Adjust R^2			0.347		
F-value			$F(2,58)=9.766, p=0.001$		

* $p < 0.05$ ** $p < 0.01$

The correlation analysis results indicate that both the cumulative number of confirmed COVID-19 cases and the national economic vitality index are significantly correlated with the Baidu search index for the keyword "temples," warranting a linear regression analysis.

The results of linear regression analysis show that the regression coefficient for the cumulative number of confirmed COVID-19 is 0.008 ($p=0.028 < 0.05$), and for the national economic vitality index, it is -4.351 ($p=0.028 < 0.01$). The severity of the national pandemic have a significant positive on the public's attention to temples but national economy have a significant negative effect on the public's attention to temples.

Based on the data analysis and the literature review above, we conclude that in the short term, the rampant spread of the COVID-19 pandemic leads to negative emotions such as anxiety, sadness, and distress among the public, which in turn increases attention to temples as a means to seek spiritual solace and emotional release. However, the decreasing of national economy caused by the pandemic reduces the public's consumption levels and mobility restrictions lead to a decreased willingness to travel, thus negatively impact on the attention to temples.

In the next part, we construct a model to analyze the factors influencing tourists' consumption intentions for temple visits in the post-pandemic time and conduct relevant case studies to further explore the reasons behind and the mechanisms influencing the surge of temple tourism.

7. Word Cloud Analysis of Temple Visitors' Comment

To do further research on the changes in tourists' intentions do temples tourism and their offline experience before and after the pandemic, we crawled reviews from Ctrip for two temples in Beijing, the Yonghe Temple and Tanzhe Temple, during the pandemic period (2021-2022) and the post-pandemic period (2023). Utilizing Python to calculate text word frequency, we generated word cloud diagrams of tourist comments, as shown in Figures 2, 3, 4, and 5.

Since the two temples included in the study are renowned local temples in China, the comments on the website are primarily in Chinese. Therefore, the word cloud diagrams are presented in Chinese, with key terms explained in English.

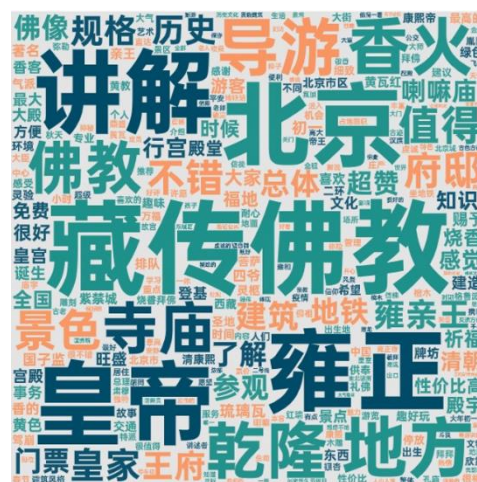


Figure 2: Word cloud diagram of Yonghe Temple during the epidemic period (2020-22)

From the Figure2, we can find that during the pandemic the primary keywords in the comments of visitors to the Yonghe

temple visitors, which include their overall perception, evaluation, and propensity to do temple tourism, are influenced by both online marketing and public opinions, as well as the actual on-site experience. Furthermore, perceived value is believed to have a mediating effect in between. Consequently, we construct a structural equation model based to the mind assets of temple visitors and formulat corresponding research hypotheses. The model is depicted in Figure 6.

- H1: Public opinions have a positive effect on mind assets.
- H2: Offline experience has a positive effect on mind assets.
- H3: Perceived value mediated the effect of public opinions on mind assets.
- H4: Perceived value mediated the effect of offline experience on mind assets.
- H5: Offline experience has a positive effect on perceived value.
- H6: Public opinion has a positive effect on perceived value.

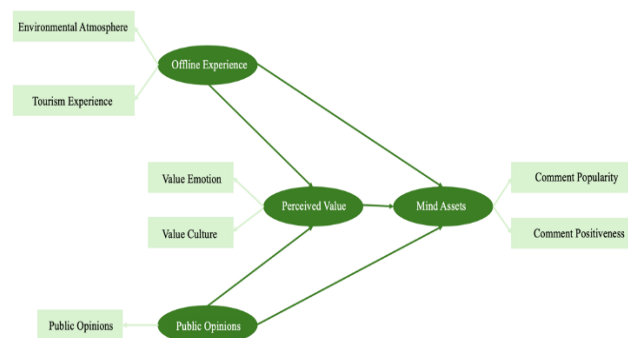


Figure 6: Structural equation model of temple visitors' mind assets

Table 3 lists the definition and measurement methods of variables in each dimension of the model.

Table 3: variable definition and measurement method

Variable Category	Potential Variabke	Model Variable Name	Observable Variable	Model Variable Name	Variable Definition	Variable Measurement
IV	Public Opinions	pub_opin	Public Opions	pub_opin	Consumers' opinions about products, services, or brands published on online platforms.	Ctrip APP rating on related temples
	Offline Experience	off_exper	Experience richness	exper_rich	Consumers' perception of tourism content, interactivity, creativity, and challenge.	Word frequency related to the experience richness in the comments on the related temples.
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Mediator	Perceived Value	per_value	Value Cultural	value_cult	The degree to which consumers recognize and value cultural elements contained in products, services or brands, including traditional values and cultural symbols etc.	Word frequency related to cultural values in related temples' review texts
			Value Emotion	value_emot	Consumers' perception and evaluation of the emotional experience triggered by a product, service or brand	The average sentiment score of comment texts related to temples (with data from 0 to 1, where a score closer to 1 indicates a more positive sentiment)
			Comment Popularity	com_popu	The number of comments and attention a product, service or brand receives on an online platform	The number of comments on Ctrip of the relevant temples.
DV	Mind Asset	mind_asse	Comment Positiveness	com_posi	The number of positive comments of products, services or brands posted by consumers on online platforms	The number of positive comments on Ctrip of the relevant temples.

8.2 Data Acquisition and Processing

8.2.1 Sample Selection

Firstly, we refers to the "List of National Key Buddhist Temples in Han Chinese Areas". Then, based on the actual popularity and the level of the scenic areas where the temples are located to do the sifting and determine 41 temples as the research samples for our research. All the temples we selected are representative and well-known in their respective provinces and regions.

8.2.2 Text Analysis

We utiliz Python 3.11 to crawl tourist reviews from the Ctrip for the 41 temples we choose based on the URL links of the temples' online websites. The data collexted include the temple's address, rating, total number of reviews, and the total

number of positive reviews. Specifically, for each temple, the most recent 200 comment texts, usernames, publication dates, and user ratings are gatehered and recoeded.

We employ the SnowNLP algorithm for sentiment analysis for texts, include calculating the emotional score for each review text, and subsequently determining the average emotional score for each temple. Additionally, we also use SnowNLP for text segmentation, breaking down sentence texts into the smallest Chinese units—words. After cleansing the text of special symbols and other disruptive words, we obtain the results of word segmentation. In the next stage, we construct text analysis dictionaries based on the themes of variable we want to measurement. This dictionaries were then matched to the word segmentation results to obtain the word frequency number related to environment atmosphere, richness of the visitor experience, and perceived cultural value within the temple review texts.

The results indicate that this study collected a total of 8,200 reviews, with word frequency of 283,273. Among these, the word frequency for environment-related words is 9,332, for richness of visitor experience is 7,668, and for perceived cultural value is 7,755.

8.3 Data Analysis

8.3.1 Factor Analysis

After constructing a structural equation model use the SPSS and do maximum likelihood (ML) estimation analysis, we get a result in the factor loading coefficient table presented in table 4. After sifting the measurement variables, a test for significance ($P < 0.05$) is conducted on these variables. The results show that there are four factors in total: Public Opinions, Offline Experience (observed variables: Experience Richness and Experience Atmosphere), Perceived Value (observed variables: Value Culture and Value Emotion, and Mind Assets (observed variables: Comment Popularity and Comment Positiveness).

Table 4: Factor loading coefficient for measurement model

Potential Variable	Observed variable	non-standardized factor loadings	Z	S.E.	P
pub_opin	pub_opin	1	-	-	-
off_exper	exper_rich	1	-	-	-
	exper_atmo	339.834	6.053	56.139	0.000***
per_value	value_cult	1	-	-	-
	value_emot	0	1.638	0	0.100*
mind_asse	com_popu	1	-	-	-
	com_posi	0.865	4.875	0.177	0.000***

***, **, * represent the significance level of 1%, 5% and 10% respectively

8.3.2 Hypotheses Analysis

(1) Model Building

In order to verify the hypotheses, the following 8 models are established and regression analysis is carried out based on the structural model.

$$\text{mind_asse} = a \cdot \text{pub_opin} + \epsilon_1 \quad (1)$$

$$\text{mind_asse} = b \cdot \text{off_exper} + \epsilon_2 \quad (2)$$

$$\text{per_value} = c \cdot \text{pub_opin} + \epsilon_3 \quad (3)$$

$$\text{mind_asse} = a' \cdot \text{pub_opin} + c' \cdot \text{per_value} + \epsilon_4 \quad (4)$$

$$\text{per_value} = f \cdot \text{off_exper} + \epsilon_5 \quad (5)$$

$$\text{mind_asse} = b' \cdot \text{off_exper} + g \cdot \text{per_value} + \epsilon_6 \quad (6)$$

(2) Path Analysis

In Model (1), the regression results indicate that the standardized path coefficient between mind assets (mind_asse) and public opinions (pub_opin) is -87.563 (at a 99% confidence level), suggesting that the public opinions (pub_opin) does not have a significant positive impact on tourists' mental assets (mind_asse). This result implies that an abuse of online marketing and merely increasing commercialization standard can not encourage visitors to contribute comments, or even positive comments for the temples. Therefore, Hypothesis 1 is rejected.

In Model (2), the standardized path coefficient between mind

assets (mind_asse) and offline experience (off_exper) is 465.081 (at a 99% confidence level), indicating that the offline experience (off_exper) have significant positive influence on tourists' mind assets (mind_asse). The result shows that enhancing the offline experience at temples, such as the quality of visitor experience and environment atmosphere, contributes to the accumulation of tourists' mind assets and encourages them to leave comments and even positive comments about the temples. Therefore, Hypothesis 2 is accepted.

In Model (3), the standardized path coefficient between perceived value (per_value) and public opinions (pub_opin) is -152.037 (at a 99% confidence level), suggesting that the online reputation (pub_opin) does not have significant positive influence on tourists' perceived value (per_value) of the temple. This result implies that an excessive reliance on online marketing strategies and merely increase the level of commercialization does not enhance visitors' perception of the temple's culture and emotion value. Consequently, Hypothesis 6 is rejected.

In Model (5), the standardized path coefficient between perceived value (per_value) and offline experience (off_exper) is 280.143 (at a 99% confidence level), indicating that the offline experience (off_exper) has significant positive influence on tourists' perceived value (per_value) of the temple. This result shows that enhancing the offline experience at the temple, such as the quality of visitor experience and the environment atmosphere, is conducive to increasing tourists' perception of the temple's culture and emotion value. Therefore, Hypothesis 5 is accepted.

Table 5: SEM regression coefficients

IV	DV	non-standardized coefficients	SE	Z	P
per_value	pub_opin	-152.037	54.562	-2.787	0.005***
per_value	off_exper	280.143	76.422	3.666	0.000***
mind_asse	per_value	40.686	11.817	-3.443	0.001***
mind_asse	off_exper	465.081	31.987	14.54	0.000***
mind_asse	pub_opin	-87.563	4.945	-17.709	0.000***

***, **, * represent the significance level of 1%, 5% and 10% respectively

(3) Mediation Test

To verify H3 and H4, we use the summing approach for multiple observed variables to represent potential variables and examine the mediation effect through the Bootstrap resampling method. The Bootstrap method involves repeated sampling from the sample and is often used in articles for testing the mediating effect of the product of coefficients [13].

According to the result of the Bootstrap, the effect coefficient of the independent variable-public opinions (pub_opin) on the mediator-perceived value (per_value) is not significant in Model (4). After controlling the influence of the independent variable public opinions (pub_opin), the effect coefficient of the mediator on the dependent variable mind assets (mind_asse) is significant at the 95% level, while the interaction of the two coefficients is not significant. This indicates that the mediation effect in public opinions (pub_opin) on mental assets (mind_asse) is not significant. Therefore, H3 is rejected.

Table 6: Test on the Mediating Effect of Perceived Value 1

c main effect	a	a (p value)	b	b (p value)	a*b Mediating Effect Value	a*b (Boot SE)	a*b (z value)	a*b (P value)	a*b (95%BootCI)	c' main effect	Test result
-5020.504	19.09	0.731	-16.01 ₉	0.037**	-305.798	725.658	-0.421	0.676	-3034.53	-4714.706	The mediating effect is not significant

In Model (6), the effect coefficient of the independent variable (off_exper) on the mediator (per_value) is significant at the 95% interval. After controlling the influence of the independent variable (off_exper), the effect coefficient of the mediator (per_value) on the dependent variable (mind_asse) is significant at the 99% interval. After controlling for the impact of the mediator (per_value), the main effect coefficient

of the independent variable (off_exper) on the dependent variable (mind_asse) remains significant, and the interaction effect of these coefficients has the same sign as the direct effect coefficient. This indicates that perceived value is a (per_value) partially significant mediator in the influence of offline experience (off_exper) on mind assets (mind_asse). Therefore, H4 is accepted.

Table 7: Test on the Mediating Effect of Perceived Value 2

c main effect	a	a (p value)	b	b (p value)	a*b mediating effect value	a*b (Boot SE)	a*b (z value)	a*b (p value)	a*b (95%BootCI)	c' main effect	Test result
-0.006	-0.00 ₇	0.034**	0.793	0.001***	-0.005	0.003	-2.013	0.051*	-0.01	-0.001	Partially mediating effect

9. Case Analysis

Based on empirical research, we observe that online reputation still relies on offline experience. If there is a significant gap between online and offline experiences is detrimental to the build of mind assets. Also, experience in offline spaces are conducive to the build of mind assets and perceived value plays a significant mediating role between offline experience and mind assets, meaning that offline spaces should help visitors gain perceived value in their experience. How to maximize the advantages of offline spaces or the effectiveness of online marketing to ensure that the tourists can fully experience the perceived value from offline spaces? Yongfu Temple's "Ci Bei" Coffee and Yonghe Temple's incense ash bracelets are two excellent examples.

9.1 Temple Coffee

"Ci Bei" from Yongfu Temple in Hangzhou, "Fang Tan" from Yufo Temple in Shanghai, "Jian Fo" from Longxing Temple in Taizhou, and "Xi De" from Puji Temple in Zhejiang... When well-known chain coffee brands are facing a fierce competition, temple Coffee wins this battle easily and win a hit between the younger generation. The success of "Ci Bei" coffee is because it created a positive offline experience and online reputation lies in its combination of experience and environment.

"In spring, a hundred flowers bloom; in winter, snow blankets the earth. In this fleeting life, we manage to steal a few days of leisure." Environmentally, "Ci Bei" Coffee integrates the quiet natural environment and rich cultural atmosphere of the temple to create a complete offline cultural experience for young people. Initially, the temple became a popular check-in destination with its red walls, yellow tiles, and lush greenery. Apart from this beauty from architecture, the temple coffee has constructed a "third space" that perfectly blends "natural" and "cultural" landscapes together to provide a spirit inhabitation. On one side, you can enjoy autumn red leaves and white winter snow. On the other hand, you can taste the

Americano named "Di Fan" (meaning "eliminating worries") and appreciate the Chinese-style "Immortal Pointing to the Deer" package designed by a professor from the China Academy of Art. In the interactive experience of drinking coffee, the temple's unique charm and the feeling of peaceful are maximized, taking experiential marketing to the highest level.

"Fear not the monk's feigned compassion, but the temple selling coffee." Experientially, "Ci Bei" Coffee combines the Eastern religious landmark "temple" with the Western dietary symbol "coffee" to amplify the contrast to attract young people into a experience of novel way for tourism. The popularity of new Chinese cuisine and the prevalence of coffee culture have paved the way for this attraction. On the one hand, new Chinese cuisine has already forged a new track in food industry. A report on public sentiment data from People's Daily indicated that over 90% consumers would increase their favorability towards a coffee brand if it incorporates Chinese flavors into its products with tea, national liquor, and other local ingredients. On the other hand, coffee today is no longer just a functional beverage for staying awake. It has become a social currency and a breaking way for urban dwellers. "Coffee", it is somewhat holy, as it is difficult to find another public space for self-matching. Also, it is also very daily, as when personal time is compressed by work, the coffee shop becomes a "quasi-life" venue between the two. This social energy is doubled by the blessing of the temple's unique Zen culture.

"Today, are you moderately sorrowful, very sorrowful, or extremely sorrowful?" (the Chinese pronunciation for sorrow is the same as cup).

Experientially, "Ci Bei" Coffee perceives the zeitgeist, offers spiritual healings for younger generation, just as its name implies: "Compassion brings joy, while sorrow (Ci Bei) alleviates suffering." Nowadays, the youth are trying to adapt high-pressure, fast-paced reality, but they also seek a Buddhist, a place for spiritual healing.

Therefore, the originality of temple coffee can resonate spiritually with those people. Imagine stepping into a temple, not only to pray and make wishes but also to enjoy a cup of hot coffee amidst the sound of the bell, have a rest under the maple trees tinged red by autumn and play with the pet cats in the courtyard... This offline experience is, for young people, nothing more than a psychological massage.

9.2 Yonghe Temple's Bracelets

From March to June in 2023, the volume of posts related to Yonghe Temple on social media platforms like Weibo, Douyin, and Xiaohongshu exceeded 220,000 entries, with over 20% of the posts mentioning the Yonghe Temple's bracelets. The reason why the Yonghe Temple bracelets could create a buzz in physical shopping, online social medias and e-commerce platforms lies in the alignment of online communication with offline experience and also in enhancing a sense of experience in online marketing.

The Yonghe Temple bracelets emphasize the inclusion of incense ash from tourists' offerings in their production process as a selling point of "blessing", which perfectly breaks a new marketing pathway from simply burning incense and worshipping to a more sense of ritual process including requesting for bracelets, checking in, and seeking blessings to enrich consumers' offline experience with a more solemn way. At the same time, the online trend of influence marketing is bolstered by its high aesthetic appeal, convincing price, coupled with metaphysical promotion and the label of celebrity and internet influencer endorsements, which has attracted many netizens to engage in "self-motivated" dissemination.

On platforms for short vedios and the emergence of Douyin live on behalf of others has integrated a virtual offline consumption experience into the online shopping process. The direct broadcasting rooms are moved outside of Yonghe Temple to realize a virtual connection with the Buddha. The hosts in the livestream address the audience as " Buddhist brothers and sisters," and instead of stating the price directly, they refer to the price as "merit". They bring a Buddhist Zen to the language and the use of terms like "form ties between the Buddha" creates an illusion of accumulating electronic merit in the cyberspace and enhance the interaction experience both online and offline.

10. Modern-Era Temple Marketing Strategies

For the Mordern-era temple marketing strategies, we propose a series of recommendations concerning timing, space, connections with customer targeting and also conclude the construction of time-space-connection in Figure 7.

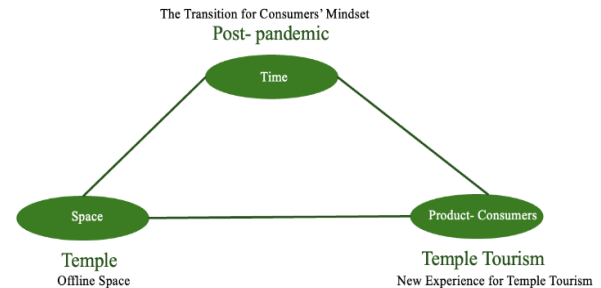


Figure 7: Temples' Time-Space-Connection in Modern-ear

Firstly, word cloud analysis indicates that customer needs and mindsets have changed after the pandemic. This transformation underscores the importance of paying attention to the changes of customers true needs and providing corresponding products in line with the mind shift. However, it should be noted that an increase in commercialization doesn't equal to complete influencer culture, but it is essential to maintain the original characteristics. For temples, it is crucial to ground themselves in religious essence, disseminate traditional Chinese culture and preserve cultural deposit to create products that truly capture attention and resonate with consumers.

Secondly, for location and products, we analyze two factors: online and offline. Online, it metioned enhancing user experience and perception by conveying brand image through meticulously planned content. Offline, it focuses on physical experiences, creating immersive consumption environment to ensure that customers feel genuine, fully engaged and that they receive value for their spent. At the same time, it emphasizes the integrated development of online and offline, with offline supporting online and vice versa, adhering to a long-term perspective to ensure seamless integration and effective feedback mechanisms between the two.

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