

Handwritten typeface effect of souvenirs: The influence of human presence, perceived authenticity, product types, and consumption goals

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ABSTRACT

This study developed and validated a theoretical model that examines how different typeface types (handwritten vs. machine-written) in souvenirs affect tourists' purchase intention. Four experiments were conducted to test the proposed hypotheses. The results revealed that souvenirs with handwritten typeface designs lead to higher purchase intention than those with machine-written typeface. Furthermore, this study demonstrated that perceived human presence and authenticity sequentially mediate the relationship between souvenir typeface types and purchase intention. The results indicate that souvenir type and consumption goal moderate the typeface effect. When a symbolic souvenir (vs. utilitarian souvenir) uses handwritten typeface in its product design, it has a higher appeal for tourists. If gift-giving (vs. self-purchase) is the consumption goal, the handwritten (vs. machine-written) typeface leads to higher purchase intention. This study has theoretical and practical implications for souvenir design in destination marketing practices.

1. Introduction

Souvenirs are universal reminders of special moments, events, or places (Shtudiner, Klein, Zwilling, & Kantor, 2019; Wei, 2018). From a tourist perspective, souvenir shopping is an important part of the travel experience (Sthapit, Björk, & Rasoolimanesh, 2024; Yan, Wang, Xiong, & Wei, 2023). Souvenirs function as memorable evidence of special and ephemeral travel experiences for tourists (Anastasiadou & Vettese, 2019, 2021). From a destination perspective, souvenirs reflect the local culture of a destination and show its distinctive and irreplaceable features (Ara, Tucker, & Coetzee, 2022). Souvenir sales are also an important source of income for destination residents and retailers (Amaro, Ferreira, & Henriques, 2020; Guo, Zhu, & Zhao, 2023). The development of effective souvenir marketing strategies has attracted the attention of many researchers and destination marketing practitioners. Packaging has been described as “the silent salesman” in marketing and plays an important role in attracting consumer attention. Souvenir designers and destination marketers are devoting considerable effort to attracting tourists' attention by improving packaging design.

A stream of tourism studies emphasizes the significance of souvenirs in destination development and tourist experiences. However, little attention has been paid to the development and strategies of souvenir packaging design (Zhu, Rahman, & Huang, 2022). Typeface design is a

powerful marketing tool that conveys brand personality and influences consumer decisions (Liu, Choi, & Mattila, 2019). As a highly controllable marketing stimulus, the typeface design of product packaging has a significant impact on consumer perceptions and behaviors (Chen, Liu, & Mattila, 2022). Typeface features affect consumers' perceived brand premiumness (Yu, Zhou, Wang, & Wang, 2022). Products can effectively convey their personalities and values through typeface design such as size, layout, and style (Grohmann, Giese, & Parkman, 2013). The precise use of typeface design in product packaging to stimulate tourists' willingness to buy souvenirs has become the focus of marketers.

According to spreading activation theory, the information and subtle cues people receive trigger their semantic associations and mental imagination, thus affecting their subsequent choices and judgments (Collins & Loftus, 1975). As a visual element of product design, a typeface can activate consumers' evaluations and attitudes toward products and have an important impact on their decision-making behavior (Wang, Yu, & Li, 2020). When tourists see a typeface on souvenirs, they quickly process information, trigger mental representations, and generate corresponding perceptions. Human presence and authenticity are two psychological perceptions activated by a typeface. The decorative elements of products without any actual human interaction can convey a perceived human presence to consumers. Human presence conveyed by extrinsic information can significantly influence product

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evaluations. Authenticity is the trait of being “real or genuine” (Taylor, 1992). As a linguistic landscape, the symbolic function of typeface reflects the culture and authenticity of the object (Song, Yang, & Ma, 2022).

Although studies on the outcomes of the typeface effect have flourished, research on the boundary conditions that limit or enhance its effectiveness remains scarce. Previous research has indicated that typefaces vary in their appropriateness for different products (Doyle & Bottomley, 2006). Appropriate congruency between typeface and product categories enhances product personalities and brand perceptions. Handwritten typeface may be more attractive to consumers when uniqueness is valued for a product category (Wu, Han, & Kardes, 2021). According to the marketing literature, consumption goals are important contextual factors that affect consumer preferences (Das, Pelozo, Varshneya, & Green, 2021). Consumers value different attributes of products according to their diverse consumption goals (Heath, Tynan, & Ennew, 2015). The fit between product perceptions and consumer consumption goals can strengthen purchase intentions (Wen & Lurie, 2018). This study examines the moderating effects of souvenir type and consumption goal on the relationship between typeface and purchase intention.

This study makes significant contributions to existing literature. First, it introduces the handwritten typeface effect into the context of tourist souvenirs and verifies its positive impact on souvenir purchase intentions. Second, this study reveals the underlying mechanism of the above effect by examining the mediating role of perceived human presence and perceived authenticity. Third, this study provides a comprehensive understanding of the handwritten typeface effect on souvenirs by testing the boundary conditions (souvenir type and consumption goal). The findings of this study have theoretical and managerial implications for the design and marketing of tourist souvenirs.

2. Theoretical background

2.1. Typeface effect

Typeface is an essential component of visual communication in marketing that directly influences consumers' first impressions of brands and products. Marketers often use typeface in product advertisements, packaging, logos, and product introductions to improve consumer evaluation and purchase intention. The two widely studied typeface types are handwritten and machine-written typefaces. Handwritten typeface includes freehand, penmanship, and cursive fonts. In mass production, although these fonts are printed by machines, researchers still regard them as handwritten (Schroll, Schnurr, & Grewal, 2018). Handwritten typeface creates a sense of human care, strengthens product personalization, enhances emotional connection, and reduces negative reviews (Liu et al., 2019; Tassiello, Viglia, & Mattila, 2018). Machine-written typeface is perceived as powerful and formal (Grohmann et al., 2013). Although handwritten typeface has received increasing attention in marketing research, researchers seem to vary in their effects. The benefits of handwritten typeface may be limited or enhanced by several contextual factors. Thus, further investigation is needed to identify boundary conditions for typeface effects.

As an important marketing element, typeface has long been used by products and brands in the tourism and hospitality industry, such as Disney, Holiday Inn, and Wendy's, as part of their visual design. The linguistic landscape composed of handwriting or calligraphy has proven to be the main symbolic source of tourists' visual consumption (Li, Huang, & Zhang, 2014; Lu, Li, & Xu, 2020). Souvenirs represent local culture. Culture-based product design is the most prevalent souvenir design strategy in practice (Zhu et al., 2022). Typeface and language in tourism are vital resources for authenticating local identities (Su & Chun, 2021). Typeface within the landscapes of tourism photographs is an important factor in attracting tourists' visual attention (Li, Huang, & Christianson, 2016). However, few tourism studies have been devoted to

revealing how handwritten and machine-written typefaces can be used to improve and optimize the design and marketing of souvenirs.

2.2. Human presence

Human presence is the sense of humanity evoked by a product or service even though it is not physically present (Schroll et al., 2018). In the era of additive manufacturing, an increasing number of products attempt to enhance people's sense of human presence. When non-human objects contain human-like characteristics, consumers' sense of humanity is activated and applied to the target (Epley, Waytz, & Cacioppo, 2007). From the perspective of spreading activation, handwriting activates the memory representations of the typeface. Handwritten typeface would elicit implicit self-related processing, resulting in a perceived human presence. Handwritten typeface in product packaging enhances consumers' haptic engagement, which influences product evaluation and purchase intention (Izadi & Patrick, 2020).

The desire for human connection is a fundamental human motivation (Guo & Hou, 2022; Guo, Yu, & Zhao, 2024; Li, Su, Guan, & Zhang, 2023). Tourism is a social interaction phenomenon, and tourists value the human touch in their tourism experience. Anthropomorphism strategies have also been shown to be important for increasing tourists' attitude in the tourism and hospitality industries (Ding, Lee, Legendre, & Madera, 2022; Liu, Xu, Chen, & Hou, 2023). Handwriting mirrors human characteristics (Liu et al., 2019; Schroll et al., 2018), is more personal and emotion-evoking, and brings important benefits to interpersonal communication. Handwritten messages in hotels embedded with the sense of human presence make the customer feel more psychologically close to the service provider (Ren, Xia, & Du, 2018). The positive effect of human presence is also reflected in souvenir design (Anastasiadou & Vettese, 2021). Psychological closeness triggered by human presence enhances tourists' emotional attachment to souvenirs and their product evaluation (Epley et al., 2007).

2.3. Perceived authenticity

Perceived authenticity is considered an important psychographic construct because of its potential effects on tourists' attitudes and behaviors (He, Ma, & Zhang, 2023; Jiang, Li, Zhang, & Ruan, 2022; Tzeng, He, & Huang, 2023; Zhou, He, & Li, 2023). Experiencing the unique culture of a destination is an important motivation for tourists, and authentic landscapes and products are the representation and embodiment of local culture. Tourists' perceived authenticity influences their product evaluation and purchase intention (Yu, Huang, Liu, & Lu, 2020). Consumers construct the authenticity of their consumption experiences based on the cues they can obtain. Many factors affect tourists' perceived authenticity, such as product introduction information, production processes, and packaging design (Soukhathammavong & Park, 2019; Zhou et al., 2023; Zhu et al., 2022).

The authenticity of souvenirs affects tourists' perceived value, perceived quality, and purchase intention (Fu, Liu, Wang, & Chao, 2018). The authenticity of a souvenir refers to the degree to which it is perceived to reflect its cultural origin and local identity (Soukhathammavong & Park, 2019). Souvenirs are ambassadors of the landscape and culture of a place (Masset & Decrop, 2021), and the workmanship and objective materials of souvenirs are important dimensions for judging authenticity (Zhou et al., 2023). The design of the product and the artist's hallmark displayed in the souvenir also influence tourists' perceived authenticity (Torabian & Arai, 2016). Souvenir authenticity is becoming increasingly complex and challenging in the additive manufacturing age (Anastasiadou & Vettese, 2021). Enhancing the perceived authenticity has become the focus of souvenir designers and marketers.

2.4. Souvenir type

Some authors have profiled different types of souvenirs based on their characteristics and functions. In this study, souvenirs are divided into two categories: symbolic and utilitarian. Symbolic souvenirs embedded in place characteristics are symbols and representations of the culture of the destination. Decrop and Masset (2014) developed a typology of symbolic souvenirs, including paper mementos, destination stereotypes, tourist trinkets, and picked-up objects. The value of utilitarian souvenirs lies in their usefulness and instrumental functions. Li and Ryan (2018) found that health utilitarian products, such as traditional Chinese medicine, are popular souvenirs purchased by Chinese tourists visiting North Korea. However, research has not examined systematically whether the matching of typeface and souvenir type affects tourists' perceived value and purchase intention.

2.5. Consumption goal

Choice conflict caused by different consumption goals is a common phenomenon in daily consumption (Lyu, Moosmayer, Ding, & Jin, 2022). Self-purchase and gift-giving are two frequently studied consumption goals. Self-purchase is mainly used to meet personal needs, whereas gift-giving primarily serves to maintain social relationships and make interpersonal investments (Eggert, Steinhoff, & Witte, 2019). Self-purchase is primarily driven by self-expansion motivation, whereas purchases for others are primarily motivated by social integration (Abele & Wojciszke, 2007). Consumption goals reflect the various reasons customers purchase products and their attention to various product features. A key tactic for emphasizing these features is the use of typefaces in product design and packaging.

Souvenirs as evidence and memory are mainly embodied in the consumption goals of self-purchase, while souvenirs as gifts are mainly reflected in the consumption goals of gift-giving. A study of Chinese outbound tourist shopping found that their purpose of purchasing tourism products is not only for themselves but also for *guanxi* maintenance (Jin, Moscardo, & Murphy, 2020). Gift shopping is a prominent behavioral characteristic of tourists (Fan & Wu, 2023; Li & Ryan, 2018), driven by motivations such as maintaining relationships, as well as instrumental and expressive motives. Understanding the relationship between tourists' consumption goals and purchase intentions is important to practitioners.

3. Theoretical model and hypothesis development

3.1. Relationship between typeface types of souvenir and purchase intention

As a visual stimulus, typeface types of souvenir packaging significantly affect consumer attitudes and choices. Typeface design inspires brand trust and further influences consumers' responses and attitudes (Huang & Liu, 2020). Kim, Jung, and Kim (2021) concluded that typefaces elicit consumers' perceived power and lead to desirable consumer responses and engagement. Consumers tend to choose products or brands with congruent typefaces. The italic typeface is appropriate for perfumes and jewelry, while the bold typeface is suitable for building materials and automobiles (Doyle & Bottomley, 2006). Brand logos with incomplete typeface are perceived as more innovative, whereas brands with complete typeface are perceived as more trustworthy (Hagtvedt, 2011).

In recent years, the typeface effect has gained increasing scientific attention among tourism and hospitality scholars (Huang & Liu, 2020). In hotels, handwritten greeting cards have a positive effect on guests' tipping behavior (Shih, Jai, Chen, & Blum, 2019). The typeface of a hotel brand logo has been shown to have a significant impact on consumer attitudes toward the brand (Foroudi, 2019). Tourists are inclined to depend on typeface information to judge souvenir value and make

purchasing decisions when they lack sufficient information. Human characteristics embedded in handwriting trigger greater psychological closeness between consumers and objects (Ren et al., 2018). Psychological closeness influences tourists' attitudes, evaluations, and decision making toward souvenirs. Thus, we propose the following hypothesis.

H1. Souvenirs with handwritten (vs. machine-written) typeface will lead to higher purchase intention.

3.2. Sequentially mediating roles of human presence and perceived authenticity

According to the spreading activation theory, semantic associations elicited by typefaces can shape consumers' perceptions and attitudes (Deng, Han, & Wang, 2019). The visual features of different typeface types convey different semantic codes and connotative meanings. Accumulating evidence demonstrates that handwritten typefaces are perceived as more friendly, emotional, and lively (Kim et al., 2021). Handwritten menus in restaurants convey a sense of human touch, resulting in a more favorable consumer response (Liu et al., 2019). As a medium, handwritten typeface delivers a sense of human presence and warmth in souvenirs, enhancing the emotional attachment between the products and consumers (Ren et al., 2018; Schroll et al., 2018; Tassiello et al., 2018).

The marketing literature has revealed that the presence of human characteristics in product design can influence consumer evaluation and decision-making (Izadi & Patrick, 2020). Tourists' perceived authenticity of souvenirs results from the construction process triggered by informational cues. The handwritten typeface on souvenir packaging enhances the sense of human presence and triggers tourists' imagination of the souvenir production process and its cultural significance, thus creating perceived authenticity. A study conducted in ethnic restaurants reported that handwritten menus signal uniqueness to consumers (Chen et al., 2022). The sense of human presence in souvenirs makes tourists perceive workmanship and being hand-made of souvenirs. Tourists tend to think that handmade products contain more personal effort from producers, which makes them think that the products have more authentic value.

The relationship between authenticity and purchase intention has received considerable attention from tourism scholars (Rickly, 2022). Lin and Wang (2012) revealed that perceived authenticity is an important determinant of perceived value, which increases the repurchase intention of souvenirs. The display characters of restaurants' outdoor signs positively influence consumer perceptions of authenticity and visiting intentions (Song et al., 2022). Under the influence of post-modern culture, tourists prefer authentic souvenirs. Authentic souvenirs can satisfy tourists' need to record specific travel experiences and interpersonal interactions. Thus, it is commonly accepted that the higher the authenticity of souvenirs, the higher is the likelihood that tourists will purchase them. Thus, we propose the following hypothesis.

H2. The effect of typeface on souvenir purchase intention is sequentially mediated by human presence and perceived authenticity.

3.3. Moderating role of souvenir type

The impact of typeface on consumer perceptions and attitudes varies across product types. According to the marketing literature, consumers focus on the instrumental attributes of functional products and the sensory features of hedonic products (Hwang, Gao, Mattila, & Wang, 2023). Typeface effects show differences between functional and hedonic products (Das, Mukherjee, & Smith, 2018). Consumers show a more positive attitude toward hedonic products when packaging is presented in round typefaces (Wang et al., 2020). This conclusion is also reflected in tourism consumption. Tourists tend to focus on the intrinsic utility and functional attributes of functional souvenirs. Conversely, tourists pay more attention to the cultural meaning and place

characteristics represented by symbolic souvenirs.

The effect of typeface on tourists' evaluation toward symbolic and utilitarian souvenirs is dissimilar. When tourists purchase symbolic souvenirs in tourist destinations that reflect a place's culture and commemorative significance, they focus mainly on the symbolic meaning and cultural value displayed by the souvenirs. For functional souvenirs, tourists pay more attention to the usability and functionality of souvenirs in their daily lives. When a symbolic souvenir uses a handwritten typeface in its packaging, it has a higher appeal to tourists. In contrast, for utilitarian souvenirs, there is no significant difference in tourists' purchase intentions, regardless of whether the souvenir is designed using handwritten or machine-written typeface. Thus, we propose the following hypothesis.

H3. Souvenir type moderates the impact of typeface on souvenir purchase intention. Under the symbolic souvenir condition, handwritten (vs. machine-written) typeface leads to higher purchase intention. By contrast, under the utilitarian souvenir condition, there is no significant difference in purchase intention between the handwritten and machine-written typeface groups.

H4. Human presence and perceived authenticity mediate the interaction effect between souvenir type and typeface on purchase intention.

3.4. Moderating role of consumption goal

Consumer goal is an important factor that drives consumer purchase behavior (Deb & Lomo-David, 2020). Consumers make decisions during the purchase process by determining the extent to which product attributes satisfy their consumption goals. Yu et al. (2022) revealed that consumption goals moderate the relationship between consumers' perceptions of premiumness and purchase decisions. Green, Tinson, and Peloza (2016) stated that consumers have inconsistent preferences for the ethical attributes of products when purchasing for themselves and others. Vilches-Montero, Hashim, Pandit, and Bravo-Olavarria (2018) verified that consumption goals moderate the influence of shoppers' emotional attachment on the purchase intention of aesthetic product. Chitturi, Raghunathan, and Mahajan (2008) found that the nature of consumption goals and experiences connected with hedonic interests differs from those connected with utilitarian interests.

The factors influencing consumer goals for self-purchase and gift-giving are not parallel (Kim & Littrell, 2001). Wu and Lee (2016) demonstrated that consumption goals moderate the impact of popularity versus scarcity cues on self and other-purchase behaviors, and popularity cues are more effective in the context of other purchases. Lyu et al. (2022) demonstrated that consumers generally rely more on desirability relative to feasibility in gift-purchase than in self-purchase. In

gift-giving, consumers usually emphasize the social value of souvenirs (Baskin, Wakslak, Trope, & Novemsky, 2014). Accordingly, we propose that handwritten typeface souvenirs contribute to attaining gift-giving goals that moderate the influence of human presence and perceived authenticity on purchase intention. Thus, we propose the following hypothesis.

H5. Consumption goal moderates the impact of typeface on souvenir purchase intention. Under the gift-giving consumption goal condition, handwritten (vs. machine-written) typeface lead to higher purchase intention. By contrast, under the self-purchase consumption goal condition, there is no significant difference in purchase intention between the handwritten and machine-written typeface groups.

H6. Human presence and perceived authenticity mediate the interaction effect between consumption goals and typeface on purchase intention.

Fig. 1 illustrates the theoretical model proposed in this study.

4. Study 1

4.1. Pretest

In Study 1, we designed two typeface types of souvenir packaging to describe the performance and features of the souvenir: handwritten and machine-written (see Appendix A). A popular souvenir comb was chosen as the experimental material. The scenario realism was evaluated by rating two items: "In real life, such souvenir packaging could appear" and "I had no difficulty imagining myself seeing this souvenir packaging in real life." Participants also completed manipulation checks for handwritten and machine-written typeface types using one item: "The typeface of souvenir packaging looks handwritten." For the pretest, 60 students were recruited from a Chinese university. The results indicated that the manipulation was successful.

4.2. Main experiment

Design and participants. This experiment used a one-factor between-subjects design (handwritten vs. machine-written typefaces) with stimuli identical to those used in the pretest. To measure purchase intention, three items were modified based on Yin, Poon, and Su (2017) (Cronbach's $\alpha = 0.927$). In October 2022, we recruited 180 participants from Credamo (credamo.com), a reliable online survey platform in China. Appendix B presents the demographic characteristics of the participant.

Scenario realism and manipulation check. The results indicated that the participants believed that souvenir packaging could appear in real life ($M = 5.86$, $SD = 0.99$) and could imagine themselves seeing it in real life

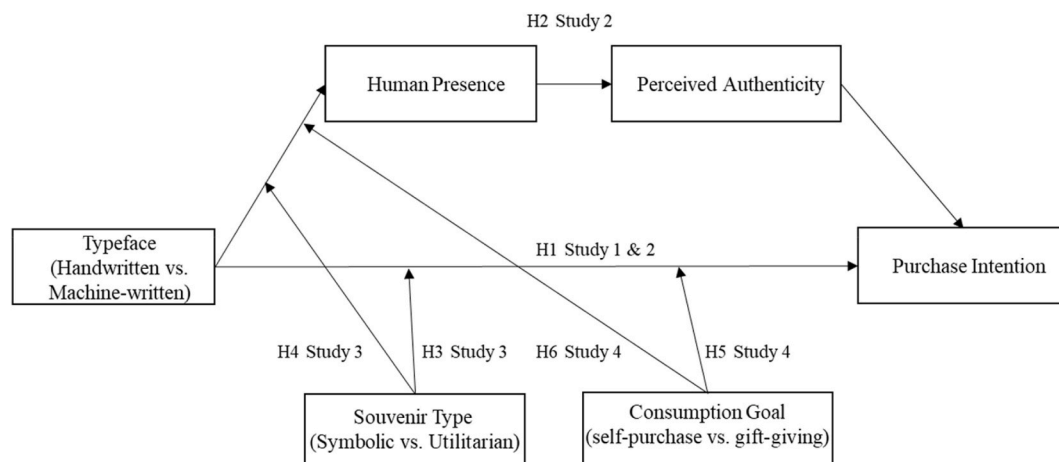


Fig. 1. Theoretical model.

($M = 5.98$, $SD = 1.15$). The results also showed a significant difference between the feedback from the two groups, indicating that the manipulation was successful ($M_{\text{handwritten}} = 5.95$, $SD = 0.75$, vs. $M_{\text{machine-written}} = 1.98$, $SD = 1.09$, $F = 8.66$, $t = 28.29$, $p < 0.001$).

Main effects of typeface types of souvenir motivation purchase intention. To test H1, we performed an independent sample *t*-test. The results indicate that the purchase intention of the handwritten typeface group was significantly higher than that of the machine-written typeface group ($M_{\text{handwritten}} = 5.17$, $SD = 1.14$, vs. $M_{\text{machine-written}} = 4.26$, $SD = 1.48$, $F = 17.6$, $t = 4.67$, $p < 0.05$). Thus, H1 is supported.

5. Study 2

5.1. Method

In Study 2, we investigated the sequentially mediating effects of human presence and perceived authenticity. This situational experiment used a one-factor between-subjects design (handwritten vs. machine-written typefaces) with the same stimuli as in Study 1. Five items, adapted from Schroll et al. (2018), were used to measure human presence (Cronbach's $\alpha = 0.955$). Three items adapted from Fuchs, Schreier, and van Osselaer (2015) were employed to measure perceived authenticity (Cronbach's $\alpha = 0.883$) (see Appendix C). We recruited 296 participants from Credamo.com (handwritten typeface $n = 149$ vs. machine-written typeface $n = 147$).

5.2. Results

Scenario realism and manipulation check. The results indicated that the participants believed that souvenir packaging could occur in real life ($M = 5.90$, $SD = 0.93$) and that they could imagine themselves seeing it in real life ($M = 5.89$, $SD = 1.02$). The results showed that the manipulation was successful ($M_{\text{handwritten}} = 6.12$, $SD = 0.73$, vs. $M_{\text{machine-written}} = 1.84$, $SD = 0.96$, $F = 5.42$, $t = 42.93$, $p < 0.001$).

Main effects of typeface types of souvenir motivation purchase intention. An independent sample *t*-test was used to examine H1. The results indicate that the purchase intention of the handwritten typeface group was significantly higher than that of the machine-written typeface group ($M_{\text{handwritten}} = 5.28$, $SD = 1.09$, vs. $M_{\text{machine-written}} = 3.81$, $SD = 1.58$, $F = 45.04$, $t = 9.30$, $p < 0.05$). Thus, H1 is supported.

Mediating effect of human presence and perceived authenticity. The mediating effect was tested using bootstrapping with 5000 resamples and a 95% confidence interval. PROCESS Model 6 indicated that human presence and perceived authenticity sequentially mediated the relationship between typeface types and purchase intention (95% CI: [0.54, 1.26], $SE = 0.19$, $b = 0.88$). The direct effect of typeface types on purchase intention was significant (95% CI: [0.24, 0.84], $SE = 0.15$, $b = 0.54$). The results supported the idea that human presence and perceived authenticity play a partly mediating role between typeface types on purchase intention. Hence, H2 is supported.

6. Study 3

Study 3 was designed to test whether souvenir type moderates the effect of typeface types on purchase intention.

6.1. Pretest

This experiment was designed for single-factor subjects (symbolic vs. utilitarian souvenirs). In this study, we chose Weifang Kite and Yunnan Flower Cake as symbolic and utilitarian souvenirs, respectively. Weifang Kite is included on the list of representative items of China's national intangible cultural heritage. With a long history and exquisite production, Weifang Kite is a traditional Chinese handicraft with high cultural significance and symbolic value. Yunnan Flower Cake is a crispy cake made from Yunnan's unique edible rose. Yunnan Flower Cake has high

health and beauty value and is a natural and healthy food product. Participants completed manipulation checks for symbolic and utilitarian souvenir types using one item: "This is a symbolic souvenir." For the pretest, 56 students were recruited from a Chinese university. The results showed that manipulation was successful.

6.2. Main experiment

Design and participants. This situational experiment had a 2 (typeface types: handwritten vs. machine-written) \times 2 (souvenir types: symbolic vs. utilitarian) between-subjects design, using the same stimuli as in the pretest of Studies 3 (see Appendix D). We recruited 248 participants from the Chinese Credamo survey platform.

Scenario realism and manipulation check. The results indicated that the participants believed that souvenir packaging could occur in real life ($M = 6.10$, $SD = 0.87$) and could imagine themselves seeing it in real life ($M = 5.95$, $SD = 0.99$). The manipulation of typeface types ($M_{\text{handwritten}} = 5.94$, $SD = 0.98$, vs. $M_{\text{machine-written}} = 1.68$, $SD = 0.78$, $F = 0.34$, $p > 0.05$, $t = 38.07$, $p < 0.001$) and souvenir types ($M_{\text{symbolic}} = 6.16$, $SD = 0.74$, vs. $M_{\text{utilitarian}} = 3.47$, $SD = 1.39$, $F = 66.95$, $t = 18.98$, $p < 0.001$) was successful.

Moderating effect. To test the moderating effect of souvenir type, a 2 \times 2 ANOVA was conducted. The results showed a statistically significant interaction ($F_{1, 244} = 7.98$, $p = 0.005$) (Fig. 2). In the symbolic souvenir condition, the handwritten typeface group's purchase intention was significantly ($F_{1, 245} = 7.98$, $p < 0.01$) higher ($M = 6.07$, $SD = 0.69$) than that of the machine-written typeface group ($M = 5.04$, $SD = 1.49$). In the utilitarian souvenir condition, statistically significant differences in tourists' purchase intention between handwritten and machine-written ($M_{\text{handwritten}} = 4.53$, $SD = 1.93$; $M_{\text{machine-written}} = 4.59$, $SD = 1.61$) were not identified ($F_{1, 245}$, $p > 0.05$). Thus, H3 is supported.

Moderated mediation effect. PROCESS Model 86 used to test the moderated mediation model. The moderated mediation effect was significant (95% CI: [−0.24, −0.05], $SE = 0.07$, $b = -0.08$). Specifically, this mediation was significant in the symbolic souvenir condition (95% CI: [−0.48, −0.07], $SE = 0.11$, $b = -0.25$) but not in the utilitarian souvenir condition (95% CI: [−0.61, 0.09], $SE = 0.13$, $b = -0.33$). Thus, H4 is supported.

7. Study 4

Study 4 was designed to test whether consumption goals moderate the effect of typeface types on purchase intention.

7.1. Method

This situational experiment had a 2 (typeface types: handwritten vs. machine-written) \times 2 (consumption goal: gift-giving vs. self-purchase) between-subjects design, using the same stimuli as in Study 1. Based on previous situational experiments focusing on consumption goals (Das et al., 2021; Lyu et al., 2022), the participants imagined that they would buy souvenirs for themselves or as gifts for their friends (see Appendix E). We recruited 282 participants from the Chinese Credamo survey platform.

7.2. Results

Scenario realism and manipulation check. The results indicated that the participants believed that the souvenir packaging could happen in real life ($M = 5.90$, $SD = 0.92$) and that they could imagine themselves seeing it in real life ($M = 5.89$, $SD = 1.02$). The manipulation of the typeface types ($M_{\text{handwritten}} = 6.25$, $SD = 0.67$, vs. $M_{\text{machine-written}} = 1.53$, $SD = 0.65$, $F = 0.19$, $p > 0.05$, $t = 60.02$, $p < 0.001$) and consumption goals ($M_{\text{gift-giving}} = 6.80$, $SD = 0.53$, vs. $M_{\text{self-purchase}} = 1.32$, $SD = 0.61$, $F = 8.10$, $t = 80.54$, $p < 0.001$) was successful.

Moderating effect. To test the moderating effect of consumption goals,

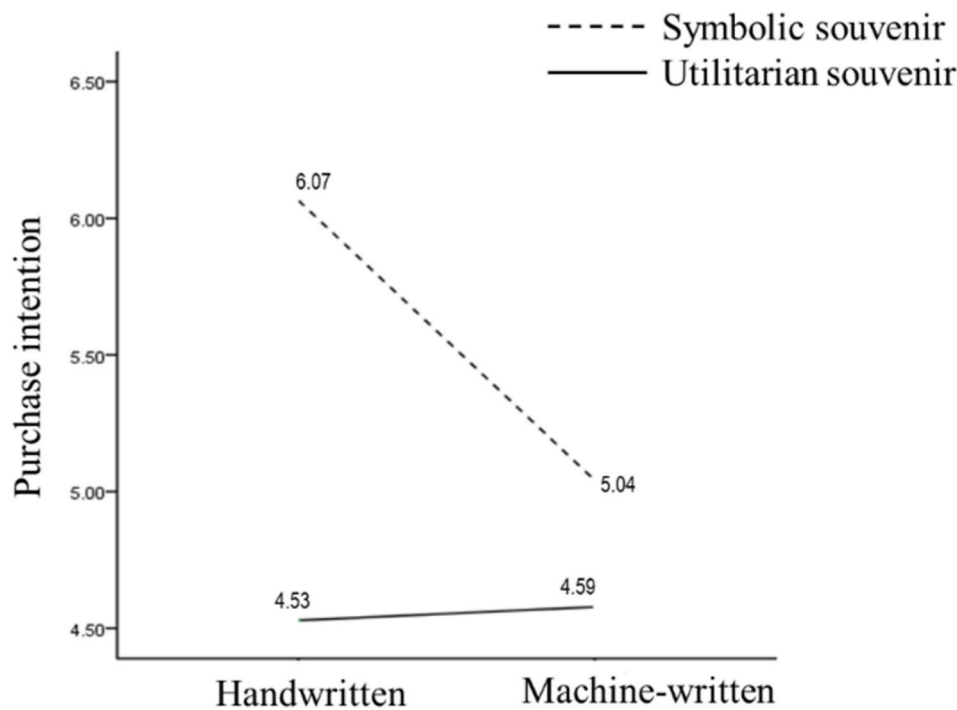


Fig. 2. Moderating role of souvenir type.

a 2×2 ANOVA was conducted. The results showed a statistically significant interaction ($F_{1, 278} = 5.06, p < 0.05$) (see Fig. 3). In the gift-giving condition, the handwritten typeface group's purchase intention was significantly ($F_{1, 279} = 12.29, p < 0.01$) higher ($M = 5.54, SD = 0.66$) than that of the machine-written typeface group ($M = 4.12, SD =$

1.67). In the self-purchase condition, no statistically significant differences in tourist purchase intentions between handwritten and machine-written versions ($M_{\text{handwritten}} = 4.70, SD = 1.59; M_{\text{machine-written}} = 4.07, SD = 1.74$) were identified ($F_{1, 279}, p > 0.05$). Thus, H5 is supported.

Moderated mediation effect. PROCESS Model 86 was utilized to test

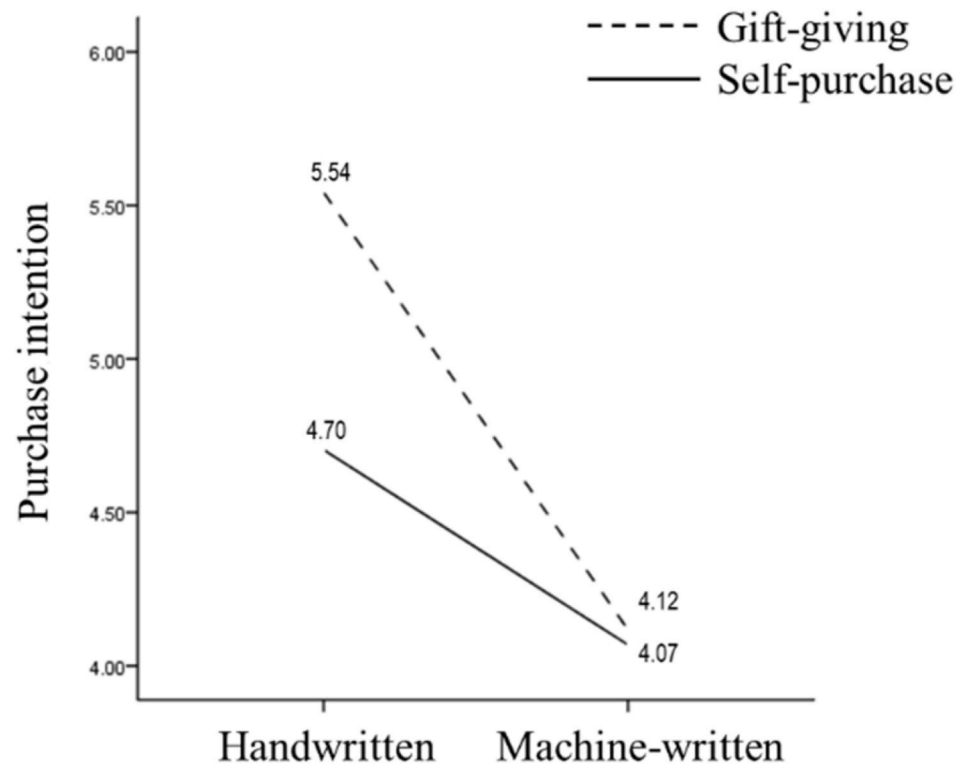


Fig. 3. Moderating role of consumption goal.

the moderated mediation model. The moderated mediation effect was significant (95% CI: $[-0.07, -0.06]$, $SE = 0.03$, $b = -0.01$). Specifically, this mediation was significant in the gift-giving condition (95% CI: $[-0.43, -0.02]$, $SE = 0.11$, $b = -0.16$) but not in the self-purchase condition (95% CI: $[-0.42, 0.02]$, $SE = 0.11$, $b = -0.16$). Thus, H6 is supported.

8. Discussion and implications

8.1. Theoretical contributions

This study contributes important theoretical implications to the tourism literature by validating handwritten typeface effect in souvenir packaging design. This study revealed the mediating role of perceived human presence and authenticity in the handwritten typeface effect, and the moderating role of souvenir types and consumption goals. Thus, this study enriches the application of spreading activation and consumption goal theories in tourist souvenir research. This study also provides valuable perspectives on the role and functions of typeface types of souvenir packaging and the driving mechanisms of purchase intention.

Previous literature has overlooked the differential influence of the two typeface types in souvenir design on uniqueness and authenticity, as well as their subsequent impact on tourists' purchase intention. This study fills this gap by investigating how the typeface types affect tourists' purchase intentions. The findings reveal that souvenirs with handwritten typefaces lead to higher purchase intentions than those with machine-written typefaces. This conclusion is particularly relevant to the Chinese cultural context. Handwriting, or calligraphy, is an important Chinese cultural feature (Li et al., 2014; Zhang, Zhang, Cheng, Lu, & Shi, 2012; Zhou, Zhang, & Edelman, 2013). Involving cultural sensitivities into product design through handwriting can inspire consumer purchase intentions. These findings also support the arguments of Zhang, Guo, Guo, and Jolibert (2023), who emphasized that the cultural identity of intangible cultural heritage products positively affects purchase intention. When tourists are unfamiliar with souvenirs, they tend to use packaging cues such as typeface to form attitudes toward and impressions of souvenirs.

Furthermore, this study explored the psychological mechanism of how tourists' purchase intentions are formed when they encounter typeface types designs in souvenirs. Drawing on spreading activation theories, this study examined the sequentially mediating roles of human presence and perceived authenticity between typeface types design and tourists' purchase intentions. A souvenir with handwritten typeface activates a strong sense of human presence, leading to a positive perceived authenticity and enhancing the intention to purchase the souvenir. The human attributes of souvenirs, activated by handwritten typeface, enhance tourists' emotional attachment to souvenirs, leading to more favorable product evaluations. These findings are consistent with the notion that handwriting, accompanied by sincerity, effort, and genuineness, signals authenticity (Yu et al., 2020). Our findings demonstrate the importance of the sense of human presence as a mediator and expand the application of the human presence theory.

This study verified that the typeface types design has a dissimilar impact on tourists. In this respect, souvenir type moderated the effects of typeface on the purchase intention of souvenirs. These findings support the arguments of Doyle and Bottomley (2006), who emphasize that typeface styles can differ in their appropriateness for describing certain types of products. Symbolic souvenirs are ambassadors of the place culture of a tourist destination, and handwritten typeface amplifies the cultural representations of souvenirs and the efforts of designers embedded in them. The sense of human presence and perceived authenticity conveyed by handwritten typeface design in symbolic souvenirs increases tourists' preferences for the souvenirs and further enhances their purchase intentions. Matching symbolic souvenirs and handwritten typefaces allows souvenir designers to meet the trends of tourists seeking authentic souvenir shopping experiences. This study

integrated souvenir types into the research framework and determined the boundary conditions for the main effects and mediation mechanisms.

Finally, we examined how tourists' consumption goals moderate the effect of typeface on souvenir purchase intention. Tourists' gift purchasing behavior is more likely to value the cultural significance of souvenirs, which can be activated and conveyed through handwritten typeface. Previous studies have found that gift appropriateness enhanced by packaging is one of the souvenir attributes most valued by tourists (Amaro et al., 2020). When a tourist's souvenir consumption goal is gift-giving, handwritten typeface designs lead to higher purchase intention than machine-written designs. These findings support the arguments of Lyu et al. (2022), who highlighted that consumers prefer desirability more in gift-purchases than in self-purchases. This study introduced consumption goals to the field of tourist shopping and, for the first time, focused on their moderating effect on the type effect of typeface design. These findings provide insights into how to improve souvenir marketing strategies by considering the boundary effects of consumption goals.

8.2. Managerial implications

These findings have significant implications for souvenir designers and retailers in destinations. First, it provides new insight into how souvenirs can successfully use the typeface effect to attract tourists. Our findings indicate that the use of handwritten typeface is beneficial for promoting souvenirs. This study suggests that designers should incorporate more handwritten typeface or calligraphic elements to provide unique and authentic souvenirs. Souvenir designers and retailers in destinations should rely on typeface designs to create visual distinctiveness and attract tourist attention.

The second implication is that handwritten typeface can activate consumers' perceived human presence and authenticity. In destinations marketing practice, the retailer should intentionally communicate the designer's efforts with the tourist and place the culture embodied in handwritten souvenirs. As a high-contact experiential activity, a strong sense of human presence in tourism can significantly improve tourist satisfaction. Handwritten typeface on souvenir packaging can significantly improve the perceived human presence and authenticity of souvenirs, thereby increasing tourists' purchase intentions.

Third, the findings highlight the linkages between souvenir type and typeface design. For symbolic souvenirs, handwritten typeface is helpful in attracting tourists. Matching symbolic souvenirs with handwritten typefaces can further enhance tourists' perceptions of human presence and strengthen the authenticity of souvenirs. Symbolic and handwritten souvenirs bring the best of one another. When the typeface design is properly aligned with the souvenir type, it leads to better goal fulfillment for designers and retailers.

Finally, consumption goal play a significant role in the influence of typeface on tourists' intentions to purchase souvenirs. Retailers should recommend handwritten typeface souvenirs to tourists who purchase gifts for others. For gift giving, handwritten typeface souvenir designs are more favorable than machine-written typeface designs. When recommending souvenirs to tourists purchasing gifts for others, retailers should strongly emphasize the perceived authenticity that handwriting brings to souvenirs.

8.3. Limitations and future directions

Although this study makes important contributions to the literature and practice, it is not without limitations. First, this study is limited to a small number of souvenirs. Although the souvenirs were carefully selected to increase generalizability, future studies should extend our findings to other souvenir types to further increase the generalizability of our findings. Second, people's sensitivity to specific visual information is closely related to the cultural background in which they live for a

long time. Consumers who grow up in different cultures have different perceptions of typefaces. Future studies should examine tourists from different countries and cultural backgrounds.

Author contributions

Yongrui Guo: Conceptualization; Writing; Data curation; Formal analysis; Funding acquisition; Investigation; Methodology; Project administration.

Xiaotian Cui: Conceptualization; Formal analysis; Writing.

Yuzong Zhao: Conceptualization; Writing; Supervision.

Declaration of competing interest

The authors report there are no competing interests to declare.

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Appendix A. Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.jhtm.2024.02.009>.

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