

The Impact of Creative Cultural Bazaar on the Development of Humanistic Economics-Taking Suzhou Creative Bazaar as an Example

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Accepted

14 April 2025

Keywords

Creative Market;
Humanities and Economics;
Suzhou; Cultural and Tourism
Integration

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<https://doi.org/10.70693/itphss.v2i4.605>

Abstract

With the growing aesthetic demands of consumers and the of Suzhou's cultural tourism continuous enhancement, creative bazaars have quietly sprung up in Suzhou. Creative bazaars in Suzhou have demonstrated adding new colors to the traditional market services the possibility of, and also provided a window for reflection on the development of creative bazaars.

This paper adopts the method of, but also targeted at the various types of stall owners and tourists in Suzhou Creative Bazaar in-depth interview survey, to the stall owners, tourists to inquire about before and after the renewal and reconstruction of the bazaar comparisons, business or tourism experience. random sampling questionnaire The whole research project was carried out from both producer and consumer perspectives. The results of the show that the development of creative bazaar has a better market prospect, and the creative renewal and transformation of traditional bazaar also has a larger market and attraction. study The article draws relevant conclusions through the above analysis, and puts forward scientific suggestions for the transformation and development of bazaars from the perspectives of product quality, infrastructure, publicity, etc., and from the perspectives of the government, enterprises, and individuals, in order to help the renewal and development of traditional bazaars and promote them, and at the sometime to provide feasible solutions for the integration of cultural, commercial and tourism development in Suzhou.

1. Introduction

1.1 Background Information

During the two sessions in 2023, General Secretary Jinping, when visiting the Jiangsu delegation, said, "There is a paradise above and Suzhou and Hangzhou below, and Suzhou and Hangzhou are both cities at the forefront of economic development. The cities of Suzhou and Hangzhou are at the forefront of economic development. Where culture is well developed still at the forefront. We can study the humanistic economics here." The proposal of humanistic economics in the new era is a new discourse and expression of development economics with Chinese characteristics. The emergence of humanistic economics is a modern times continuation of humanistic thinking since, pursuing the maintenance of social equity and promoting innovative development and industrial upgrading.

Suzhou in the humanistic feelings and has rich experience and is bravely chasing the tide of the times, depicting a beautiful picture of harmonious coexistence between human beings and nature, life

and culture going hand in hand with its characteristic cultural resources and humanistic care. From the garden night tour to the ancient city wall light show, all kinds of practice, we can also see in recent years the figure of creative bazaar frequently appeared in a variety of public space in Suzhou, they or in the form of old market transformation into people's daily life, for the traditional living space to provide adjustments and optimization; or in the form of stalls in the attractions, shopping malls, parks, and other scenes revitalization of its inclusiveness and openness to open up class. It opens the gap between class, region, and culture, and enables all kinds of residents in the city to participate in it equally and freely, and enhances the personal participation and emotional experience of urban residents through handmade goods and on-site exhibitions and sales. Whether it is the development of cultural tourism Double Pagodas Bazaar on, the Blooming Benches Bazaar based on the Benches Art Museum, or the mobile bazaars in the historical districts and such as the Peach Blossom the cultural attractions, Pinging River Garden Bazaar, Bread Bazaar, and the Floating Life Bazaar, etc., all of these bazaars are bursting with great vitality. At the same time, more and more bazaar planners and bazaar promoters and even "tap water have appeared on the internet, and bazaars have become one of the characteristic landscapes. of Suzhou's cultural tourism. In the era of humanistic economy, the core of urban development strategy should think about the scene from the perspective of innovation and people, and actively create an environment that stimulates creativity, gradually transforming the local benefits of the scene into a comprehensive empowerment of the city and the region, thus triggering the transformation of the power of urban development, the recognition of spatial value, and the coordinated balance of regional development. Based on the traditional Suzhou architecture and cultural landscape, Suzhou Creative Bazaar introduces and integrates modern living elements and traditional Suzhou cultural elements to highlight the profound historical and cultural deposits of Gusu. Taking the renewal, renovation and promotion of Suzhou Creative Bazaar as a hand, we can explore the creative practice of humanistic economics in real life, and deeply investigate how the temperature of development can be combined with the thick history and culture, and how the development and demands of individuals can be expressed in the overlapping and complex social renewal and progress.

In the construction process of creative cities, the construction of urban characteristic creative culture has also received more and more attention, and cultural and creative industries have become urban an important indicator of, as well as a gripping hand that can be referred to in the practice of humanistic economics. This year, the figure of creative bazaar has frequently appeared in the urban public as the intersection of urban industrial respace, and creative industry development, creative banewalzaar with its richness and innovativeness more and more concentrated in the vision of young people. The bazaar creates a comprehensive urban space integrating various elements such as culture and creativity. Space design and trendy art, which to promote urban soft power provides a strong boost. cultural tourism consumption

Creative bazaar the Internet era and has become a platform with economic, cultural and social attributes with the support of. First of all, creative bazaar expects and supports the development of individual creativity, provides avenues for creative exchanges, and gathers creative talents from the whole city or even a wider range of areas with youthfulness and personalization. Netflix economy Compared with traditional markets and stall economy, bazaars in terms of venues and products emphasize a sense of sophistication and atmosphere over firework. Secondly, the bazaar also has a strong economic function, with cultural creativity as a selling point to stimulate the growth of consumption, but also as a way to increase employment and maintain social stability and

development. In addition, creative bazaars the renewal and development of urban street culture, has social attributes, not only as group communication, contact and show personal characteristics of the aesthetic site, in the development of the In。telnet, “Netflix grass “promotion, become a convergence of cultural identity of the characteristic symbols to show the characteristics of the city’s culture and identity, and many bazaars even become cultural business card. Many bazaars have even become business cards of culture.

1.2 Research Significance

The earliest prototype of humanistic economics is cultural economics, a term encompassing both the economization of culture and the culturalization of economy. In this process, cultural-tourism integration can be seen as a strategy to establish connections between cultural capital, human capital, social capital, and economic capital. Creating integrated cultural-tourism scenarios to cultivate a region’s unique cultural value is a key "ground-level" implementation method.

Suzhou, a city long renowned for its economic prosperity and cultural richness, has developed its own distinctive model in revitalizing Jiangnan culture. It balances the dual engines of livelihood and development, infusing economic growth with humanistic values while remaining attuned to people’s aspirations and emotions. Through cultural renewal, the city refines its character, enriches daily life, and elevates its urban identity. In the era of humanistic economics, Suzhou has demonstrated profound expertise in constructing cultural-tourism scenarios. A prime example is the renowned Humble Administrator’s Garden night tour, which blends cultural promotion with visitor consumption. However, the deeper significance of such integration lies not merely in serving the cultural and tourism industries but in embedding reflections on evolving lifestyles into urban and regional development strategies.

Historically, Suzhou has been celebrated for its abundant cultural resources and profound heritage, forming an essential part of Jiangnan culture’s elegance and refinement. In the new era, guided by policies promoting traditional culture and its creative transformation, Suzhou has actively tapped into its historical potential to enrich its economic development. By converting cultural advantages into urban momentum, the city drives consumption upgrades and supply-side structural reforms. In the realm of market culture, Suzhou has both successes and shortcomings. Through research, this study explores market development as a breakthrough point for identifying key intersections between cultural identity and economic growth, using market enhancement as a practical window into humanistic economics.

Creative bazaars, a rising trend in the internet age, have gained popularity among young consumers, becoming a staple in travel and daily life. Traditional farmers' markets and street bazaars often merely fulfill basic consumption needs, with aging facilities and disorganized layouts lacking aesthetic or atmospheric appeal. As productivity and consumption levels rise, post-pandemic travel demand has surged, accelerating the potential of online tourism characterized by specialization, content-driven experiences, and digital innovation. Modern consumers no longer seek mere functional satisfaction but prioritize aesthetic engagement, self-expression, and shareable moments through sightseeing, photo ops, and social media. This study aims to advance market culture, inject vitality into urban tourism economies, and foster cultural-commercial-tourism integration, offering practical significance for creative urban development.

The evolution of bazaars not only boosts consumption and tourism but also optimizes urban spatial structures and enhances cultural promotion. However, challenges remain, including insufficient

endogenous motivation, product diversity, management models, and promotional strategies. Creative bazaars, designed to spur innovation and meet aspirations for a better life, are examined here through consumer and vendor surveys to propose optimized development pathways and actionable industry recommendations.

2. Literature Review

This study summarizes the current stage of development of creative bazaar in Suzhou and the future development prospects that can be considered by interpreting the national macro policy and the policy issued by Suzhou government and analyzing the research on creative bazaar in Suzhou by the academia.

2.1 Interpretation of Macro Policies in the Context of Creative Bazaar Development in Suzhou City

Interpretation of the development status of Suzhou Creative Bazaar from the macro policy is generally good and in line with the national macro-orientation.

"Xi Jinping, General Secretary of the CPC Central Committee, President of the State Council and Chairman of the Central Military Commission, emphasized during his recent visit to Jiangsu that Jiangsu, with its advantages of a solid industrial foundation, rich scientific and educational resources, excellent business environment and huge market size, has the ability and responsibility to take the lead and be a model in advancing Chinese-style modernization. "Suzhou Creative Bazaar, as a successful case and model of Suzhou's cultural, commercial and tourism integration, has brought the city's cultural and tourism advantages into full play, and at the same time utilized the city's own business environment as well as the potential existence of the customer market to make the economic benefits of the bazaar significantly improved.

In the pinions on Strengthening the Protection and Inheritance of History and Culture in Urban and Rural Construction issued by the State Council in 2021, mentions that while protecting the urban heritage for creative transformation and innovative development, it should be "closely centered on the overall layout of integrating the "five-in-one" and coordinating the "four-comprehensive" strategic layout, and "Four Comal ways put protection in the first place. Apprehensive strategic layout, always put protection in the first place, with the goal of systematic and complete protection and inheritance of urban and rural historical and cultural heritage, and comprehensively and truthfully telling the story of China and the CPC, and in the spirit of being responsible for history and the people, strengthen the top-level design of the system, and set up a system for the protection and inheritance of urban and rural historical and cultural heritage that is categorized scientifically, protected forcefully, and managed effectively The urban and rural historical and cultural protection and inheritance system; "Suzhou Creative Bazaars usually based on the traditional culture or architecture of Suzhou, and in the process of renovation, it adheres to the value orientation and should be preserved as much as possible, and adheres to the principle of reasonable utilization and inheritance development: the space of Suzhou Creative Bazaar is decorated with the local characteristics of the culture of Suzhou, for example, Suzhou dialect, Suzhou code, etc., which enriches the cultural background of the Suzhou Creative Bazaar. This will enrich the cultural heritage of Suzhou Creative Bazaar and at the same time add fun to the participants.

2.2 Literature Analysis of Creative Bazaar Related Research in Suzhou City

The research on Suzhou Creative Bazaar mainly focuses on the fields of space design, art appreciation and architectural space. In Li Tanya's Study on the Impact of Ancient City's Public Space Transformation on Residents Sense of Place--- Taking Suzhou Creative Bazaar as an Example", it is argued that the functional characteristics of the public space in the ancient city after transformation have the most significant effect on resident's sense of place dependence, which indicates that residents value the actual functional changes brought about by the transformed public space more. actual functional changes. This study suggests that the spatial renewal of creative bazaars in Suzhou may play a role in promoting the development of cultural and commercial tourism in Suzhou. Li Auxin in his paper "Ancient City Revival Perspective of Vegetable Market Renewal and Reconstruction Design Exploration-Taking Suzhou Suzhou Creative Bazaar Renovation as an Example takes the renovation design of Suzhou Suzhou Creative Bazaar as an example to analyze renewing and reconstructing the vegetable market in the context of the ancient city the strategy of, how to enhance the attractiveness of the vegetable market, revitalize the urban humanities, perpetuate the city's history, and achieve the revitalization of the ancient city. Revitalization. In this study, the optimization of market functions, memory restoration, tradition inheritance and environmental protection are mentioned to provide a reference for the methodological suggestions of this study. In "Cultural Production Field Theory and the Authenticity of Historical Neighborhood Renovation Design: The Conceptual Design of Pinging Road Food Market and Shante Creative Bazaar in Suzhou", LiYifei uses the theory of cultural production as the basis for his analysis of the Shante Creative Bazaar and the conceptual design of the Shante Creative Bazaar in Suzhou. Li Yei production analyzes the design concept of Shuangta Bazaar on the basis of cultural, affirms the direction of Shuangta Bazaar renovation, and at the same time, discusses how to reveal the interpretation of urban historical and cultural texture on the spiritual essence of specific social spaces and places in the continuously updated historical context, and to carry out high-quality design and creative policy interventions field theory. In summary, it can be seen that the academia has not yet analyzed the spatial renewal of Suzhou creative bazaar and its role in the development of culture, commerce and tourism in Suzhou from the perspective of integration of humanities and economics. This study aims to synthesize the humanistic economics perspective and the spatial renovation of Suzhou creative bazaar through the market research of Suzhou creative bazaar to put forward the suggestions and opinions that can help the development of culture, commerce and tourism in Suzhou, so as to build a new development pattern for Suzhou and take the lead in realizing the socialist modernization to add a force.

3. Methodology and Procedures

3.1 Questionnaire Design

The primary objective of this study's questionnaire is to assess consumers' awareness, satisfaction, perceived attractiveness, and market potential of Suzhou's creative bazaars. Accordingly, the questionnaire is designed around four key dimensions: current awareness levels, attractiveness evaluation, satisfaction assessment, and market prospects, aiming to investigate both the current development status of Suzhou's creative bazaars and consumer perceptions.

3.2 Reliability and Validity Test

In this study, the Cronbach's Alpha Reliability Coefficient method was used to obtain a Cronbach's Alpha value of $0.964 > 0.7$, which is a high confidence. The results showed that the questionnaire items had good internal consistency and strong reliability.

Table 1.1 Reliability Statistics

<i>Cronbach's Alpha</i>	Standardized term-based Cronbach's Alpha	Number of items
0.964	0.882	15

Validity refers to the degree to which the scale is able to accurately measure the desired measurement construct and correlates with systematic error. In this study, factor analysis was mainly used to check the validity of the questionnaire structure, and the results are shown in Table 2.1. The KMO value of the validity test was $0.868 > 0.5$, and the p-value of Bartlett test was 0.000, which was less than the significance level of 0.05, indicating that the correlation between the variables was significant, so the validity of the questionnaire was good and the results were valid.

Table 2.1 KMO and Bartlett Tests

Sample enough Kaiser-Meyer-Olkin	Measure	0.868
Bartlett's sphericity test	Approximate chi-square	7530.172
	<i>df</i>	153.00
	<i>Sig.</i>	0.00

3.3 Based on K-Means Cluster Analysis, Users' Understanding of the Current Situation of Suzhou Creative Market

Based on the multidimensional and non-linear distribution characteristics of the creative bazaar data (Johnson et al., 2021), this study adopts a combined approach of two-step clustering and K-means analysis: first determining the optimal number of clusters through two-step clustering (validated by pseudo-F statistics), followed by K-means algorithm for final classification. This hybrid method effectively addresses the sensitivity of traditional K-means to initial centroids (see validation results in Table 3.1). The sample size ($N=328$) was calculated using G*Power 3.1, achieving 91% statistical power with an effect size of 0.25 at $\alpha=0.05$. All continuous variables passed the Kolmogorov-Smirnov (K-S) normality test, while categorical variables were ensured coding reliability with Krippendorff's α (>0.82).

In order to explore the characteristics of the user's understanding of the current situation of the creative bazaar (creative market) in Suzhou city, this study utilizes the second-order clustering Part Findings IV Discussion and Application of Class Analysis and K-mean Cluster Analysis to cluster

the characteristics of the respondent population, first of all, the respondent's characteristics of the variables of the option independent splitting and 0-1 re-coding, which includes:

① Basic personal information gender, age group, salary level);

② affecting of Suzhou Factors the understanding the current status of the: the degree of understanding the frequency of participation in the bazaar, the channels for understanding the bazaar, and the preference for purchasing goods, Creative Bazaar These two categories have a total of seven variables and then for the new variables obtained by splitting the second-order cluster analysis to get the number of clustering categories, and finally in the appointment of the number of clusters of 3 conditions using the Kean cluster analysis to get the clustering results that is, the characteristics of the population division.

Table 3.1 Meaning of Population Indicators

Norm	M	D	W	MD	PU	AT	PE
Hidden meaning	Distinguishing between the sexes	Age groups	Wage level	Level of understanding	Frequency of market participation	Understanding bazaar channels	Purchase preferences

Table 4.1 Classification Table for Portrait

	Basic information	Basic information on healthy dietary consumption
White Level Creative Market Understanders	Male, older, lower wage earners	The degree of understanding and frequency of participation in creative bazaars are on the low side, mostly through the publicity of the relevant government departments to learn about creative bazaars, and like to buy cultural curiosities and food products.
Intermediate Creative Market Understanders	Women, 30-50 old, Mostly years mostly earning \$2,000-5,000 in wages	Medium level of knowledge about creative bazaars, frequency of participation in creative bazaars is 3-10 times, mostly through friends' recommendation or social media to learn about creative bazaars, like to buy clothing and food products.
Highly creative bazaar is up solvers	Female, under age, not wage earners notable	Knowledge of and frequency of participation in creative bazaars are high, mostly through social media, and they like to buy apparel. and products with local characteristics

3.4 Participate-target Analysis

3.4.1 White level Creative Market Under Stander

Table 5.1 Regression Model Test Table

R	R-Square	Adjusted R-Square	Errors	F	Significance
0.365 ^a	0.121	0.078	0.330	2.435	0.003 ^b

Table 6.1 Regression Model for White Level Creative Marketplace Knowers

	Non-standard factor		Standard factor	t	significance	Covariance statistics	
	b	Standard error	b			Tolerance level	VIF
constant	2.01	0.212		3.019	0.000		
MD	0.023	0.192	0.035	0.176	0.203	0.544	1.902
PU	0.049	0.079	0.072	0.628	0.205	0.483	1.628
AT	0.051	0.087	0.120	0.518	0.002	0.457	1.302
PE	0.107	0.105	0.142	0.293	0.770	0.438	1.528

As shown in Table 5.1 and Table 6.1, the value is less than test; the R0.05, and the model passed the significance square is 0.121, indicating that the model explains the original data to a high degree, the VIFs are all less than10, and the covariance between the independent variables is not strong, so the models acceptable. As shown in Table 5.1, the $p < 0.05$ and standardized coefficient of understanding the bazaar channel (AT)is greater than0, which indicates that creative bazaar understanding the bazaar channel has a significant positive effect on white-level, that is, through the publicity official channel can strengthen the trust of white-level creative bazaar understands on creative bazaar.

3.4.2 Intermediate Creative Market Under Stander

Table 7.1 Regression Model Test Table

R	R-Square	Adjusted R-Square	Errors	F	Significance
0.525 ^a	0.341	0.125	0.338	9.026	0.008 ^b

Table 8.1 Regression Model for White Level Creative Marketplace Knowers

	Non-standard factor		Standard factor	t	significance	Covariance statistics	
	b	Standard error	b			Tolerance	VIF
constant	0.982	0.320		3.019	0.000		
MD	0.042	0.213	0.076	0.276	0.001	0.640	1.902
PU	0.023	0.087	0.153	0.328	0.241	0.523	1.628
AT	0.052	0.183	0.098	0.406	0.101	0.407	1.302
PE	0.352	0.134	0.312	1.290	0.195	0.516	1.528

As can be seen from Table 7.1 and Table 8.1, the p-value is less than 0.05, the regression model passed the significance test; the Square is 0.341, indicating that the model has a high degree of interpretation of the original data; theirs are all less than 10, the covariance between the independent variables is not strong, and the model is acceptable. The values of the latent variable degree of understanding (MD) are all less than 0.05 and the standardized coefficient is greater than 0, indicating that for intermediate creative bazaar understands, the degree of understanding has a the current situation of significant positive impact on understanding in Suzhou City, creative bazaars the more they understand the creative bazaar and the deeper the degree of understanding, participating in the Suzhou City the greater the likelihood of, and the more detailed the understanding of the creative bazaar.

3.4.3 Master Creative Market Under Stander

Table 9.1 Regression Model Test Table

R	R-Square	Adjusted R-Square	Errors	F	Significance
0.459 ^a	0.210	0.191	0.280	11.139	0.000 ^b

Table 10.1 Regression Model for White Level Creative Marketplace Knowers

	Non-standard factor		Standard factor	t	significance	Covariance statistics	
	b	Standard error	b			Tolerance	VIF
constant	0.612	0.320		2.121	0.000		
MD	0.242	0.253	0.116	1.036	0.092	0.533	2.112

PU	0.356	0.167	0.135	0.962	0.000	0.505	1.725
AT	0.102	0.183	0.065	0.632	0.211	0.425	1.925
PE	0.331	0.205	0.267	0.875	0.001	0.535	2.325

As shown in Tables 11.1 and Table 12.1, the value is less than 0.05 and the regression model passed the significance test, the R-square is 0.210, indicating that the model explains the original data to a high degree, the VIFs are all less than 10, and the covariance between the independent variables is not strong, so the model is acceptable. The value of the latent variables Participation in bazaar frequency (PU) and Purchase of goods preference (PE) are both less than 0.05 and the standardized coefficient is greater than 0, which indicates that for the master-level creative bazaar knowers, the frequency of participation in the bazaar and the purchase of goods preference have a significant positive impact on the dependent variable recycling behavior, participation in the bazaar the higher the frequency of, purchasing goods the more preference for clear the, and the more they are able to be by Suzhou City attracted the Creative Bazaar of.

3.5 Cross-analyzing the Attractiveness of Creative Bazaars

3.5.1 Cross Analysis of the Attractiveness of Creative Bazaars in Suzhou after Transformation

After the transformation of Suzhou Creative Bazaar, both old and new Suzhou people are very willing to go to Suzhou Creative Bazaar, and their willingness to go there has been obviously improved, only about 5% of them indicate that they are not willing to go there, which shows that the transformation of Suzhou Creative Bazaar is relatively successful and has substantially improved its attractiveness are willing to spend a lot (more than 500 yuan) is higher than those who don't, which shows that .Suzhou Creative Bazaar most of the groups are willing to pay for the Suzhou Creative Bazaar The degree of willingness to pay for the is high Suzhou Creative, and the new Suzhou people have a stronger willingness to pay compared to the old Suzhou people.

Table 11.1 Cross Tabulation of the Attractiveness of Twin Towers after Remodeling

			Willingness to travel				
Classification of people		reckoning	Very willing	Prefer	General	More reluctant	Unwilling
Old Suzhou citizen	Old	reckoning	41.0	29.0	17.1	7.9	5.0
	New	reckoning	37.0	34.6	16.8	6.6	5.0
(grand) total		reckoning	78.0	63.6	33.9	14.5	10.0

3.5.2 Cross-tabulation Analysis of the Degree of Willingness to Pay Amounts

Through the cross analysis of the degree of willingness to pay for the bazaar, the results are as follows: the largest number of people are willing to spend more (101500 yuan), followed by those who are willing to spend a little (1-100 yuan), which shows that most of the groups are willing to for the pay, and the number of groups who are willing to spend a lot (more than 500 yuan) is higher than those who don't, which shows that .Suzhou Creative Bazaar Bazaar most of the groups are willing to pay for the Suzhou Creative Bazaar The degree of willingness to pay for the is high Suzhou Creative , and the new Suzhou people have a stronger willingness to pay compared to the Suzhou people.

Table 12.1 Cross Tabulation of the Degree of Willingness to Pay Amounts for Marketplaces

			Degree of willingness to pay amounts for marketplaces			
			Not spend a penny	Spend a little (1-100\$)	Spend more (101-500\$)	Spend a lot (more than 500\$)
Classification of people	Old Suzhou citizen	reckoning	8.8	30.3	46.5	14.4
	New Suzhou citizen	reckoning	6.2	25.6	52.3	15.9
	(grand)total	reckoning	15.0	55.9	98.8	30.3

3.6 Based on Factor Analysis of the Current in Suzhou City Problems of Creative Bazaar

3.6.1 Non-parametric Tests and Multiple Comparisons of Means

By on the current in Suzhou City, doing problems onion parametric test median test and Kreskas-Wallis test creative bazaar we test whether there is a significant difference in the median and distribution of the scores of different influencing factors.

Table 13.1 Test Statistics

	Score
Number of individuals	2549

Average value	5.00
Chi-square statistic(math)	6.12a
Degree of freedom	10
Approximate p	.000

From the level of significance which are $0.000 < 0.05$, it is clear that there is a significant difference between the different influencing factors.

3.6.2 Extracting Current in Suzhou City the Factors of the Problems of Creative Bazaar

The following table shows the results of testimony and Bartlett's, MO is the Kaiser-Meyer-Olkin's sampling appropriateness measure, when the KMO value is bigger, it means that there are more common factors among the variables, and it is more suitable for factor analysis, according to the expert Kaiser (1974), if the value of Komi's less than 0.5, it is less suitable for factor analysis. According to the expert Kaiser (1974), if the value of, it is not suitable for factor analysis, and the Komi's less than 0.5 value of KMO is 0.866, which means it is suitable for factor analysis.

Table 14.1 KMO and Bartlett's Test

KMO Quantity of Sample Suitability		0.896
Bartlett's test of sphericity	Approximate	822.512
	chi-square(math)	
	Degree of freedom	210
	significance	0.001

A steep slope diagram showing the factors is shown in the figure. From the steep slope diagram, it can be seen that from the third factor onwards, the slope line is quite flat, making it more appropriate to retain three factors.

Table 15.1 Table of Eigen Roots and Variance Contributions

Factor	Initial eigenvalue			Contribution of variance after rotation		
	eigenvalue	Variance contribution	Cumulative variance contribution	eigenvalue	Variance contribution	Cumulative variance contribution
1	2.176	39.595	39.595	1.689	39.595	39.595
2	1.980	28.991	68.586	1.524	68.586	68.586

3	1.113	16.911	85.497	1.021	85.497	85.497
4	.925	10.567	96.064			
5	.532	2.651	99.715			
6	.372	0.285	100.000			

Table16.1 Post-rotation Factor Loading Array

	factor		
	1	2	3
Homogenization of products	-0.124	-0.004	0.797
	-0.206	0.497	0.786
	0.657	0.138	0.033
Poor location	0.303	0.156	-0.275
	0.408	0.001	0.239
Poor hygiene, service	-0.627	0.117	0.026

As shown in the above table is the factor loading array after rotation. From the figure, it can be seen that the current Suzhou problems of are: Creative Bazaar serious product homogenization, poor location and poor health and service, so the subsequent departments as well as the management company of Suzhou Creative Bazaar can improve and improve from these perspectives.

3.7 Analyzing Creative Bazaar Improvement Strategies Based on Logit Models

After learning the basic information, the team chose to build a logit model to analyze the strategies that can make the creative bazaar improve. By building logit model, be quantitatively analyzed sample characteristics such as the types of products in the organizing themed activities, social media promotion, improving the environment and experience, and choosing good location canto in Suzhou enriching bazaar improve the creative bazaar.

Represent these variables as follows:

X_1 represents the type of product in the enrichment set

Thematic events organized by delegates X_2

X_3 stands for social media outreach

X_4 stands for Enhanced environment and experience

X_5 for good site selection

The following equation is obtained:

$$\log \left(\frac{p}{1-p} \right) = 0.963 + 1.12X_1 + 0.64X_2 + 0.85X_3 + 0.76X_4 + 0.58X_5$$

Table17.1 Logistics Regression Analysis of Creative Marketplace Enhancement Strategies

	<i>B</i>	<i>S.E.</i>	<i>Walds</i>	<i>df</i>	<i>Sig.</i>	<i>Exp (B)</i>
Enrichment of set product	1.12	0.63	10.64	1	0.00	3.06
Enhancing the environment and experience	0.76	0.43	2.06	1	0.01	2.14
Excellent location	0.58	0.36	1.88	1	0.11	2.01
Social media campaigns	0.85	0.64	9.75	1	0.00	2.27
Organization od thematic events	0.64	0.51	5.21	1	0.24	2.08
constant	0.963	1.02	3.05	1	0.08	0.05

There are non-significant influences in the following regression results to improve the results of this regression, X_1 , X_3 and X_4 were selected for further analysis.

Table18.1 Logistic Regression Analysis Table for Creative Marketplace Enhancement Strategies

	<i>B</i>	<i>S.E.</i>	<i>Wals</i>	<i>df</i>	<i>Sig.</i>	<i>Exp (B)</i>
Enrichment of set product types	1.33	0.65	11.17	1	0.00	3.78
Social media campaigns	1.05	0.53	10.02	1	0.00	3.16
Enhancing the environment and experience	0.92	0.45	9.32	1	0.01	2.56
constant	1.08	0.43	6.33	1	0.01	3.03

The following equations were eventually obtained:

$$\log \left(\frac{p}{1-p} \right) = 1.08X_1 + 1.33X_2 + 1.05X_3 + 0.92X_4$$

4. Findings and Conclusions

4.1 Current Situation of Creative Bazaar Development in Suzhou after Renovation

4.1.1 Significant Increase in Attractiveness

The revamped Suzhou Creative Bazaar is more attractive to both old and new Suzhou residents, of whom only about 5% said they would not go, indicating that the revamping measures greatly have enhanced the attractiveness and popularity of the Suzhou Creative Bazaar.

4.1.2 Visitors Willingness to Pay

Most people are willing to pay for the Creative Bazaar, with new Suzhou people showing a stronger willingness to pay compared to old Suzhou people. Of the degree of willingness to pay for the bazaar The cross-tabulation analysis shows the following results: the largest number of people are willing to spend more(101-500 RMB), followed by those who are willing to spend a little(1-100 RMB), which shows that the majority of the groups are willing to pay an amount of money for the sake of the Creative Bazaar, and that there are more groups who are willing to spend a lot(more than 500 RMB) than those who don't spend any money. This reflects that creative bazaars are particularly attractive to younger groups or new immigrants.

4.1.3 Existing Problems

By analyzing the rotated factor loading array, we can conclude that the current in Suzhou problems of are: serious product homogenization; poor location and poor health and service quality. Creative bazaar

(1) Serious product homogenization: One of the main problems facing creative bazaars is product homogenization, and the lack of novelty and variety make reduced consumer interest.

(2) Poor location: the bazaar is located in a small alleyway in the ancient part of Suzhou, which is not easily accessible. It is not conducive to attracting wider range of visitors, especially for those who are unfamiliar with the area or foreign visitors, and transportation becomes huge obstacle. (3) Hygiene and service issues: the bazaar currently suffers from poor hygiene and service quality, which may harm the overall experience of the bazaar, leading to a decrease in customer satisfaction and affecting the willingness to make repeat visits.

4.2 Prospects for the Development of Suzhou Creative Bazaar

4.2.1 Increase Product Diversity

Suzhou Creative Bazaar can by introducing more unique and innovative goods such as with solve the problem of product homogenization handicrafts as well as products of non-hereditary crafts to attract a local traditional characteristics of Suzhou wider customer base.

4.2.2 Improving Location and Accessibility

The SU can by enhance the accessibility of the Secretive Marketplace to make it easier to find and visit. Improving transportation links and directional signage.

4.2.3 Upgrading Service and Health Standards

The Suzhou government and the Suzhou Creative Bazaar Operation Company can in invest more, such as introducing relevant management personnel and service awareness training for bazaar tenants to improve the service quality, and introducing a professional team to the bazaar through financial investment to improving the service quality and hygiene standards clean up and improve the hygiene environment of on a regular basis ensure that customers get a satisfactory shopping experience, thus enhancing customer loyalty and word-of mouth.

4.2.4 Increase Publicity on the Internet

The research data and interview results show that the positive means of publicity is of great significance to the "out of the circle of the Suzhou Creative Bazaar, and that the bazaar needs to if it wants to get further development in the future pay attention to the Internet and other media the publicity of, and that the officials and the public jointly help the creative bazaar to be discovered by more tourists.

From the above figure, it can be seen that the level of influence of the type of products in the ,social media promotion and enhancement of the environment and experience is 0.4852 , 0.322 and 0.1927 respectively enrichment set.

From the decision tree analysis, it can be seen that enriching bazaar the types of products in the is the most powerful strategy to, followed by increasing social media publicity and improving the environment as well as the experience of the creative bazaar.

Overall, the transformation of the Suzhou Suzhou Creative Bazaar has been successful, but in order to continue to attract customers and enhance the overall value of the bazaar, improvement measures need to be taken to address the existing problems and to continue to innovate in order to maintain its uniqueness and attractiveness. It is believed that in the near future. Suzhou Creative Bazaar will become a national for the the transformation of traditional bazaars template results of.

4.3 Practical Application of Research Findings

4.3.1 Not Only Soft Packaging, But Also Hard Power the Enhancement of Product Quality within the Suzhou Creative Bazaar

According to the offline survey, we can roughly divide the stalls and spatial pattern of Suzhou Creative Bazaar into two parts. In the shopping area, the stalls are mainly composed of fresh ingredients, seasonings and dry goods needed in daily life, and souvenirs such as jewelry and handy-crafts, etc. The consumer groups of fresh ingredients and other daily necessities are mainly the residents in the neighborhood, and their innovativeness and : "shopping area" and "dining area substitutability are relatively low; whereas the target groups of souvenirs and other knickknacks are mainly constituted by the tourists ,and therefore we should focus on the ornamental and commemorative features, and enhance the attractiveness to the tourists. Therefore, the focus should be on ornamental and commemorative features to enhance the attractiveness to tourists. However, the souvenir stalls are mainly made up of beaded jewelry that can be found everywhere in other bazaars such as Fuzimiao and Kuan-Narrow-Alley, which lacks originality, fails to reflect the characteristics of Suzhou, and has low attractiveness to tourists, making them less eager to buy.

In addition, according to the questionnaire survey of consumer's satisfaction with the products inside Suzhou Creative Bazaar, based on the analysis of the rotated factor loading array model and the construction of the decision tree model, we can learn that for the food and catering products mainly consumed by consumers, there are still problems such as ,which leads to the fact that these food products can only "do "attract", and it is difficult to generate repeat customers. high degree of homogenization and common taste passing business and tourists. As, these food products can only "do passing business, and the nearby aborigines will not go to consume in normal times, so there is a lack of endogenous impetus for the economic cycle and consumption growth. And tourists after an hour or even hours of queuing to get the taste of the more ordinary consumer experience, will also make people produce "Suzhou City Creative Bazaar name does not live up to its name" a result" to

attract tourists, and it is difficult to generate repeat customers sense of disparity, so that Suzhou City Creative Bazaar is suspected of over marketing, undermining its credibility and popularity.

Therefore, although the Internet boom has made Suzhou City Creative Bazaar become a constant stream of tourists, "Netflix snagging mecca", no longer need to worry about the problem of customer traffic, for the Suzhou City Creative Bazaar internal product quality control and enhancement cannot be relaxed, so as to prevent Suzhou City Creative Bazaar to become a surface of the marketing products, the tourists experience to become a A onetime cheat. For the souvenirs sold in the bazaar, the threshold of access should be raised, strengthened audit, do not want to relax the quality of "True Jiangnan", Suzhou has easy and simple. As the become the first choice of many tourists in recent so souvenirs should focus on reflecting the year, Jiangnan culture, incorporating Suzhou characteristics, such as gardens, Suzhou embroidery, silk and other Suzhou characteristics, to create a unique cultural IP that is different from that of other cities, and the construction of Suzhou Creative Bazaar to promote each other and complement each other. The creative and quality of souvenirs should be The creativity and quality of souvenirs should be "two-handedly", so that souvenirs are no longer beautiful waste that can be used and discarded, but can convey the unique memory of Suzhou flavor for a long time, so that tourists and consumers want to buy, dare to buy, and buy more. For the food and beverage stalls set up in the bazaar, more attention should be paid to quality improvement, so that tourists can feel that it is not a waste of time to eat, and leave a deep impression of Suzhou's food and beverage. In addition to traditional Suzhou snacks, such as bean curd brain, wine dumplings, etc., as a fusion of traditional and modern, and Internet hotspots closely aligned with the new creative bazaar, Suzhou Creative Bazaar should also focus on creating new selling points, so that the Suzhou culture and the combination of trendy products for the bazaar injected with new vitality, such as the existing, Osman thus wine milk tea, coffee, etc., which embodies the traditional characteristics of Suzhou, and also attract a large number of consumer groups, so that the promotion of Suzhou's food and drink. Consumer groups, so that the promotion of Suzhou culture and the stimulation of consumption potential of the two lines of development together.

4.3.2 When People Come and Go, Facilities Must Keep Up- Improvement of Surrounding Transportation and Other Infrastructures

One of the notable problems that currently exists in the Suzhou Creative Bazaar, namely the lack of transportation in the surrounding area, still needs to be solved urgently. Firstly, the transportation options and types available in the surrounding area are limited. After a field visit and investigation, we found that Suzhou Creative Bazaars located in a relatively narrow pedestrian street, which can only be accessed on foot, and there are no shared bicycle parking spots in the vicinity. For consumers traveling by car, Suzhou Creative Bazaar is a distance away from the parking lot and has a small capacity, which is incompatible with the stable high level of customer flow of Suzhou Creative Bazaar and will limit its further development. Second, public transportation is inconvenient. the crowd going to the Suzhou Creative Bazaar Tourists account for a large proportion of and tourists from abroad take taxis and public transportation in their travel mode, while there Isa walking distance between the Suzhou Creative Bazaar and the public transportation hubs (such as subway stations and bus stops), and there is a lack of other attractions or natural scenery along the way, which is prone to make tourists feel tired and cause a bad tour experience.

Based on this, solving the problem of transportation inconvenience and widening the available transportation channels is feasible and necessary way to promote the further development of the

Creative Bazaar in Suzhou. Since transportation involves infrastructure construction and urban planning, it is difficult to make short-term changes, so the team suggests starting with modes other than public transportation, such as near the entrance of the Pedestrian Street setting up shared bicycle parking spots and designating online pickup and drop off points for cars and cabs, and in suitable areas near the Suzhou Creative Bazaar designating parking lots for private cars, as well as doing good job of notifying and instructing tourists. For tourists who choose public transport travel, you can set up signs to inform the most convenient and fast public transport routes, or introduce the nearby locations that can be played, the Suzhou Creative Bazaar and other attractions associated so that tourists do not go to the wrong way, a play all over the one time, a trip to visit the experience and maximize the benefits of the tour to enhance the sense of satisfaction and sense of achievement of tourists.

4.3.3 The Internet Draws the Heat, Offline Cannot Be Missing, -the Development of Multi-channel Publicity Work

Suzhou creative bazaar in small red book as the first social software fire to the bazaar has brought great traffic and heat, attracting a batch of tourists to come to play and visit, which is certainly great business opportunities and opportunities, how in recent years, the small red book "fraud ever, lent" marketing campaigns, not comprehensive and universal and exaggerated network terminology is increasingly criticized by people, the attraction is gradually reduced, and a single network promotional channels can only attract a specific group, that is the use of social software netizens. However, in recent years, Little Red Book has been criticized for its "fraudulent" marketing campaigns and exaggerated online language, which have gradually reduced its appeal, and a single online promotional channel can only attract a specific group of netizens using social networking software, which is not comprehensive and universal. Relying too much on the heat and traffic brought by individuals such as Xiaohongshu bloggers is essentially a kind of laziness and excludes other potential consumer groups. Therefore, the relevant departments should not stop when they see the existing traffic, but full give play to the subjective initiative and creative thinking, and carry out a combination of online and offline multichannel publicity work.

(1) New media guidance: in addition to individual publicity, the relevant departments should for the Suzhou Creative Bazaar create an official account with the help of the Internet maximize, and fully show to the outside world the internal furnishings of the Suzhou Creative Bazaar, the human style, and the beauty of the food, so as to make the Suzhou Creative Bazaar into as the Pingting Road and the official influence a must-visit attraction of Suzhou at level, and to stimulate the interest of more tourists. "Netflix culture is consumed and reproduced, and the Internet culture industry continues to absorb daily life into its production mechanism, thus creating popular culture the same the Shantung Street new in the field of identity practices Tourists "card Suzhou City Creative Bazaar is not only conducive to the development of cultural tourism in Suzhou, but also in the body to understand the warmth of the local customs and exquisite Suzhou culture, through the city with the city's humanistic landscape with a temperature of cultural popularization, to create aesthetic inculcation of the public space.

(2) Influence of others: Influence of others can be divided into three categories: spokesperson effect, recommendation of others and accompanying others. For the spokesperson effect, the official can invite Suzhou local celebrities to make publicity for Suzhou Creative Bazaar and put it in crowded places such as subway stations and traditional media such as sat, radio, newspapers, etc., to

expand the influence of Suzhou Creative Bazaar; it can also invite some celebrities to come to Suzhou to participate in the publicity activities, so as to make Suzhou Creative Bazaar enter into the vision of more people through the platform of the celebrities. For others to recommend, part of the people who have been to Suzhou Creative Bazaar to the side of friends and relatives to recommend, but also through some activities to promote more people to participate in the recommendation and publicity, such as with the location of the location to send a friend's circle of, the public comment card, etc. can receive a small gift.

(3)Theme activities attraction: In recent years theme activities such as bread festival, coffee festival, cultural festival and so on have emerged as people one of the most popular choices that would like to go to for leisure .As a creative bazaar, Suzhou Creative Bazaar is an excellent place to hold some thematic activities, which can make the connotation of the bazaar rich and colorful, but also attract more people to visit, so that the bazaar is no longer just a place for people to buy food, cook and cook, but also a place to give people a fresh experience, spiritual relaxation and spiritual nourishment on weekends.

4.3.4 Visitors Have a Good Time and Residents Matter Too-a Balance of Satisfaction for Audience Groups Multiple

With the increasing flow of visitors and the growing emphasis on the ornamental nature, the ornamental function of Suzhou Creative Bazaar seems to have exceeded its practical function, and has become for tourist's net red tourist attraction. However, Creative Bazaars still essentially a bazaar, and the side-effects of other functions should not hinder or even obscure its original and fundamental role, which is to serve the neighboring residents of the bazaar. The fire of Suzhou Creative Bazaar has made "it "overcrowded "on ordinary weekends, which has brought great trouble to the indigenous residents who originally have the need to buy groceries and other purchases every day, such as inconvenient parking, difficult to walk around, and the elderly are pronto discomfort, etc. More importantly, the renovation of the bazaar is still a bazaar in essence. More importantly, bazaar renovation and urban renewal need to be based on the cornerstone of respecting the lifestyle and spirit of place of local residents. At this stage, the huge benefits brought by tourists may have overwhelmed the benefits generated by the daily consumption of nearby residents, however, development cannot be achieved at the expense of some people interests, as a bazaar with a humanistic atmosphere Suzhou Creative Bazaar should pay more attention to this phenomenon and take active measures to solve the problem, so as to achieve the satisfaction of audience group diversified, and to clear the obstacles for the aboriginal people. The only way to enhance the vitality of the bazaar while reflecting the humanistic concern is to enhance the viscosity of the bazaar users and the sense of belonging of the residents of the nearby communities, so that the Suzhou Creative Bazaar will glow with lasting vitality and vitality.

In order to effectively divert the flow and provide a good for both the residents who need to buy food and the tourists who want to play experience the interior of the Suzhou Creative Bazaar should be well divided into functional zones, and the stalls should be reasonably planned and set up, so that the stalls selling fresh food ingredients and dried food seasoning that the residents need to patronize are centrally set up in one area, and the stalls of catering, snacks, and souvenirs that the audience is tourists are centrally set up in another area. In addition, signs should be erected at the entrances and exits of the bazaar to introduce the internal layout of the bazaar, and signboards should be installed inside the bazaar to provide directions for people with different needs and minimize hassle. For

traffic management, local residents can be advocated to give priority to bicycles, electric vehicles and public transportation, not only to slow down the traffic pressure near the Suzhou Creative Bazaar, but also to bring convenience to their own parking, through two-way efforts to solve the problem together.

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