

Influencing Factors of Improvement of Intangible Cultural Heritage Value Affecting Consumer Purchase Intention on Cultural Products in Deyang of Sichuan

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Abstract: Intangible cultural heritage can provide cultural value content for product development and marketing of cultural destinations, enabling these areas to obtain economic benefits. This study selects cultural identity as an antecedent variable. It applies the theory of planned behavior to construct the influence mechanism of cultural identity on Sichuan consumption intention in heritage tourism. In cultural development, visitors and residents have reached an everyday cognitive basis for cultural products through perceived value and cultural value perspective, guiding consumer purchase intention and promoting the continuous development of Deyang cultural products. The three research objectives are; to analyze the influence mechanism of intangible cultural heritage cultural values on consumers' intention to purchase intangible cultural heritage products in Deyang, Sichuan, to explore the influencing factors of intangible cultural heritage value on purchase intention, and to suggest the improvement of intangible cultural heritage value in cultural product sales in Deyang.

Keywords: Improvement of Intangible Cultural Heritage Value; Consumer Purchase Intention; Cultural Products

1 Introduction

In the context of the rise of intangible cultural heritage value, in recent years, the cultural and creative industry has become the fastest growing industry in the country with its high growth rate. Cultural and creative industries have the characteristics of a high return on investment, robust integration, and high added value, so many regions highly value them. After years of development, the consumption of cultural products in Deyang, Sichuan, has entered a bottleneck period, and its sales have slowed down and even begun to decline. This study takes consumers in Deyang City as the research object, adopts quantitative research methods, and is based on the theoretical model of planned behavior (TPB) as influencing mechanisms of cultural heritage product purchasing decisions. Through research and analysis, discover the advantages and disadvantages of intangible cultural heritage product sales and future development trends, and suggest feasible suggestions.

2. Theoretical Basis

2.1 Theoretical Significance and Value

This paper combines theories and methods of cultural values, planned behavior theory, perceived value theory, etc., focusing on the sampling area of consumers in Deyang, Sichuan, to discuss and analyze the influence mechanism of cultural values on Sichuan consumers' willingness to purchase intangible cultural heritage products, further enriching the corresponding theoretical content is of theoretical significance.

2.2 Practical meaning and value

Based on the literature analysis method, this paper summarizes and analyzes domestic and foreign scholars' research literature on cultural values, the theory of planned behavior, the theory of perceived value, and the influencing factors of

consumers' willingness to purchase intangible cultural heritage products, combined with relevant theoretical foundations. In the above, taking the Deyang area of Sichuan as the research scope, combined with the questionnaire survey method to conduct a questionnaire survey, collect the corresponding data, conduct reliability and validity analysis, demographic analysis, descriptive statistics, correlation analysis, and other research results analysis, from which to analyze cultural values. It is of practical significance to put forward corresponding suggestions on the influence mechanism of Sichuan consumers' willingness to purchase intangible cultural heritage products.

3. Understanding the Influencing Factors of Improvement of Intangible Cultural Heritage Value Affecting Consumer Purchase Intention on Cultural Products in Deyang of Sichuan

3.1 Consumer Value Theory

Yang (2010) ^[1] suggested that the enterprise's competitive advantage is the buyer's value and changes the enterprise's competitive advantage by adjusting the internal organization structure to the attention to the external market. Based on information processing, a customer value hierarchy theory model is proposed, which defines customer value as the customer's preference and evaluation of the product's performance, attribute performance, and use of the effect to achieve (or hinder) his purchase intention in a particular use environment—the definition of customer value, and further theoretical and empirical research on this basis. The theory of customer transfer value is put forward from the customer satisfaction perspective. Customer value is the difference between total customer value and total customer cost. The total customer value includes product value, service value, personnel value, and image value, and the total customer cost includes monetary, time, spiritual, and physical costs. At the same time, customer satisfaction maximizes customer value, and customers hope to obtain the lowest cost.

3.2 Planned Behavior Theory

Xie (2016) ^[2] determined the theory of planned behavior compensates for the shortcomings of the theory of rational behavior in non-self-conscious control by adding a predictor of "perceived behavioral control." The theory of planned behavior takes behavior attitude, subjective norm, and perceived behavior control as explanatory variables, behavior intention as the mediating variable, and actual behavior as the explained variable, which positively impact each other. The antecedents of this behavioral attitude are people's behavioral beliefs, normative beliefs, and control beliefs. These beliefs are very complex, and the reasons include people's intelligence, experience, age, cultural background, gender, and other factors. Behavioral attitude is an assessment of how much an individual likes or dislikes performing a specific behavior; subjective norm refers to the social pressure that an individual perceives when deciding whether to implement a particular behavior, and it reflects the influence of important others or groups on individual behavioral decision-making; Perceived behavioral control is the degree to which an individual perceives the ease or difficulty of performing a particular behavior.

3.3 Perceived Value Theory

Ouyang; & Zhang. (2017) ^[3] conducted the development of perceived value theory has been relatively mature. The concept, extension, characteristics, driving factors, result effects, and theoretical applications of customer value have been comprehensively explained. The point of view of the customer-perceived value theory is that customer value is customer-perceived value, and its core is the trade-off between perceived benefit and perceived effort.

4. The Conceptual Framework for the Research Study

4.1 Cultural Products

Under a broader definition, cultural products include the arts (performing arts, visual arts, architecture), heritage conservation (museums, galleries, libraries), cultural industries (written media, broadcasting, film, sound recording), and festivals.

5. The Influencing Factors of Improvement of Intangible Cultural Heritage Value Affecting Consumer Purchase Intention on Cultural Products in Deyang of Sichuan

Yi (2018)^[4] proposed as ideal, cross-situational goals. Different cultural values are of different importance and are guiding principles in people's lives. Cultural values are divided into core values and secondary values. Core values refer to the dominant values formed by a specific society or group in a certain historical period and are generally recognized and widely held by people. Secondary values refer to Secondary, subordinate values formed and held by a particular society or group over time. Cultural values are those formed by a characteristic society or group in a certain historical period. Interpretation of cultural values should be divided into three levels: (1) it is a value system; (2) most members of society believe in and generally accept this concept; (3) in the form of forming certain social norms, it affects members of social awareness and action. This study focuses on the personal field and believes that different people have commonalities and differences in cultural values, defined as "the perceptions of people affected by a specific social environment."

6. Conclusion

The state has recently attached great importance to developing the cultural and creative industry. It has continuously issued relevant policies to strengthen supervision and promote more healthy and standardized development of the cultural and creative industry. Cultural and creative products should first consider the cultural and creative nature of the product because babies are delicate and need special care. Then there's comfort and practicality. The second is the service, that is, the service is better, including in-sale and after-sales service, with a good attitude, and treating customers like friends. Attract repeat customers; customers recommend friends to buy. Both product quality and service levels are very important. Through the research of this paper, we can analyze the influence mechanism of Internet shopping mode on Sichuan consumers' willingness to buy cultural and creative products and put forward corresponding improvement suggestions to improve consumers' willingness to buy cultural and creative products.

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