

Research on the Influence Mechanism of Consumers' Willingness to Purchase Intangible Cultural Heritage Local Specialty Food under the Internet Channel-- Taking Mianyang Rice Noodles as an Example

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Abstract: In China, according to China's e-commerce report (2021), China's e-commerce transactions reached 42.3 trillion yuan. In the author's opinion, the intangible cultural heritage food products refer more to the local characteristic food of the intangible cultural heritage, which have an obvious local "brand", so they need to use the Internet to break through the restriction of "brand". This paper takes the consumers of Mianyang rice noodles as the research object, integrates the plan behavior theory with the customer perceived value, and builds a model to analyze the influence mechanism of the purchase intention of small consumers in Internet channels. This paper expects to obtain the influence of consumer area, customer perceived value, behavior attitude, supervisor norms and Gan behavior control on the purchase intention of Mianyang rice noodle consumers.

Keywords: Intangible Cultural Heritage; Local Characteristic Food; Consumer Area; Customer Perceived Value; Planning Behavior Theory

1. Background

In 2018, under the ministry of culture and tourism intangible department under the unified guidance, the Chinese cuisine association brought together food culture research, intangible protection research and the experts and scholars in various fields of catering industry jointly formed a "Chinese diet nongenetic bearing and protection team", and successfully held in Chengdu in 2019 the first national diet intangible heritage protection conference, at this point, "diet intangible heritage protection inheritance research" formally build scientific research base across the country. Under the promotion of the government and relevant organizations, the protective inheritance of dietary intangible cultural heritage has been effectively protected. The author thinks that only the protection and inheritance is far from truly realizing the protection of dietary intangible cultural heritage. The protection of dietary intangible cultural heritage must be accurately positioned in the whole intangible cultural heritage products, and establish its status in the regional economy, so as to protect the protection of dietary intangible cultural heritage more effectively. For example, neighboring Japan has made a good teacher. Japan attaches great importance to dietary intangible cultural heritage, looking for consumer groups and establishing consumer markets. In this way, dietary intangible cultural heritage products achieve their survival and development in the whole intangible cultural heritage products, and have also become a form of cultural export. Therefore, if the intangible cultural heritage diet products are to be successful in the domestic and global consumer markets and obtain market recognition, it is necessary to not only study the intangible cultural heritage diet products themselves, but also to determine the decision-making mechanism of the consumers of the intangible cultural heritage products. In China, according to China's e-commerce report (2021), China's e-commerce transactions reached 42.3 trillion yuan. In the author's opinion, the intangible cultural heritage food products refer more to the local characteristic food of the intangible cultural heritage, which have an obvious local "brand", so they need to use the Internet to break through the restriction of "brand".

2. Research objectives

Analyze the economic impact of the influencing factors on the purchase demand of intangible cultural heritage and local specialty food.

Explore the mechanism of influence between several groups of factors.

Formulate targeted marketing strategies to provide great suggestions for improving the purchasing power of local characteristic food of intangible cultural heritage and improving user stickiness.

3. Research scope

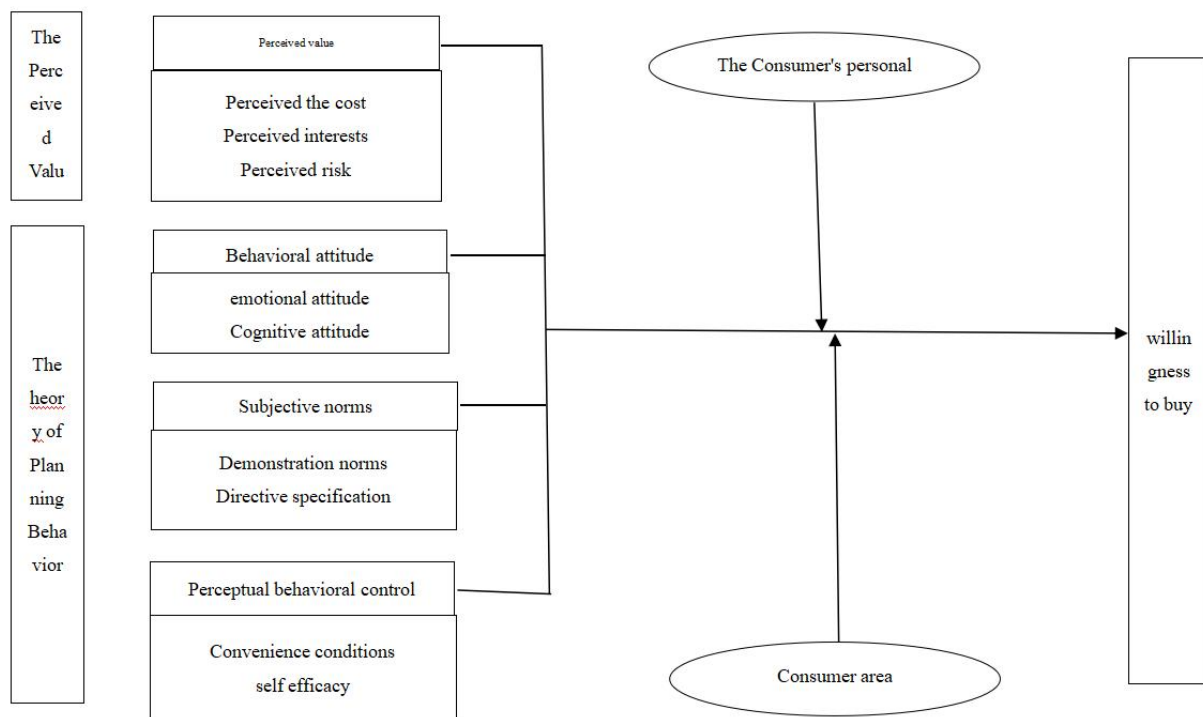
3.1 Significance and value

On the one hand, this paper can make up for the lack of research on local characteristic food, and understand the theoretical guiding value of customer perceived value theory and planned behavior theory; on the other hand, it can provide a useful perspective on how to break through the gap, and finally have some value to enrich and improve the existing consumer decision theory. The research in this paper provides the "wings" for the development of the regional economy. First, the expansion of the local characteristic food sales provides real strength for the development of the local characteristic food, which helps to understand the region and drive the local tourism.

3.2 Regional demographic characteristics of the study

Through the analysis, Mianyang rice noodles have regional characteristics and a certain popularity in China, which is very conducive to the development of this study. In order to study the issues concerned about in this paper, the author distinguishes the survey objects, that is, the sample population of this paper, into living inside Sichuan and living outside Sichuan. I have worked in many universities in China, and I can collect local data through my local colleagues, and the research will not be affected by the sample collection.

4. The conceptual framework of the research:



5. Theoretical basis

In 1991, Ajzen proposed the theory of planned behavior to improve the prediction accuracy of the model. The theory of planned behavior, like the rational behavior theory, holds that the behavior intention is the most important factor affecting the behavior. In the theoretical model of planning behavior, there are progressive relations among the variables.

Zeithaml (1988) put forward the theory of customer-perceived commodity value from the perspective of customers, and the customer-perceived value theory has become one of the basic theories of modern marketing. In Zeithaml's paper, treating customer perceived value is a trade-off between the perceived benefit and the perceived cost of obtaining and enjoying the product or service, that is, the trade-off between gain and loss. In other words, when customers consume a product, they will weigh their pay and their income. When they pay more than their income, they will not consume, and otherwise, they will consume.

6. Related research

Yang Qiang and Dong Zirui (2015) studied the generation mechanism of the early public purchase behavior based on the planned behavior theory. The research results show that the behavior attitude, subjective norms and perceptual behavior control can all have a significant impact on consumers' purchase intention. Based on the social exchange theory, Peng Yuhong and Han Huan (2021) studied the influence and driving mechanism of different types of e-commerce live broadcast relationship ties on consumers' online purchase intention, and analyzed the regulatory role of time pressure, an external environmental factor. Their research shows that consumers' willingness to buy online is directly and positively affected by e-commerce.

Conclusion

First of all, the local characteristic food should be paid attention to the influence of regional factors in the publicity. Different consumer regions have positive effects on the purchase intention of intangible cultural heritage local characteristic food. Different consumer regions will also affect the influence of customers' perceived value, customer behavior attitude, subjective norms and perceptual behavior control on the purchase intention of intangible cultural heritage local characteristic food. Secondly, the intangible cultural heritage local characteristic food must pay attention to the influence of customer perceived value when promoting. Customers will buy when they perceive their advantage, so their marketing must consider the customer's perceived value. Finally, the publicity of intangible cultural heritage local characteristic food should take into account the influence of consumers' attitude, subjective norms and perceptual behavior control.

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