

Research on the Influence of Intangible Cultural Heritage Product Marketing Strategy on Guizhou Consumers' Purchase Intention

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Abstract: Traditional cultural products have been seen as part of sustainable social and economic development. Culturally innovative products with derivative elements are attracting more attention and becoming an essential tool for conveying product aesthetics and underlying traditional culture. Recently, the critical role of the younger generation in inheriting contemporary values has been much discussed on purchase intention with influencing factors of enjoyable value, practical value, sales behavior, consumer satisfaction, consumer perception, cultural recognition, and perceived scarcity. The three research objectives are; to analyze the influence of intangible cultural heritage product marketing strategies on consumers' purchase intention in Guizhou, to explore the impact of intangible cultural heritage product marketing strategy, and to suggest the improvement of purchase intention on intangible cultural heritage products.

Keywords: Intangible Cultural Heritage; Product Marketing Strategy; Purchase Intention

1. Introduction

Consumers' consumption of intangible cultural heritage products and industrially produced products have different consumption psychology and decision-making mechanisms. The influencing factors of consumers' willingness to purchase intangible cultural heritage products are worthy of in-depth study, promoting market practitioners to understand intangible cultural heritage products. And the consumer psychology mechanism of traditional handcraft products. The agglomeration function and cultural brand effect contained in intangible cultural heritage products determine the comprehensive competitiveness of a place. As an important symbol of regional soft power, it can promote the coordinated development of industrial clusters. Under the guidance of the "double innovation" concept of creative transformation and innovative development of Chinese excellent traditional culture, new changes have taken place in China's intangible cultural heritage protection from ideas to forms. In terms of thinking, from blood transfusion to hematopoiesis, the concept of sustainable development of intangible cultural heritage protection has gradually gained popularity; in terms of form, a variety of new models of cross-border integration have emerged, and the integration of intangible cultural heritage into modern life and consumption has gradually become a fashion. Therefore, based on consumer psychology, this topic explores the influencing factors of intangible cultural heritage product marketing strategies on consumer purchase intentions in Guizhou.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Combining the theory of identity value and the marketing theory of intangible cultural heritage products and focusing on the sampling area of consumers in Guizhou, this paper discusses and analyzes the influence of the marketing strategy of intangible cultural heritage products on the purchase intention of consumers in Guizhou, and further enriches the theory of identity value and intangible cultural heritage product marketing.

2.2 Practical meaning and value

This paper studies the influence of intangible cultural heritage products on the purchase intention of consumers in Guizhou to improve the marketing strategy of intangible cultural heritage products and provide a reference for the marketing and promotion of intangible cultural heritage products.

3. Understanding the Influence of Intangible Cultural Heritage Product Marketing Strategy on Guizhou Consumers' Purchase Intention

3.1 Identity theory of value

Han; & Lv. (2019) ^[1] explained commodity value is determined by identity value; the part of identity value that exceeds labor value is called additional identity value; identity value = labor identity value + additional identity value; labor identity value is related to the production process, and additional identity value has nothing to do with the production process; identity The role of sense in promoting consumption decisions is being strengthened layer by layer. In the classic theory, the brand has two core values, one is called quality assurance, and the other is called personality identity. In other words, consumers consume not only the product's functional attributes but also the projection of personal emotions. Intangible cultural heritage products refer to the purpose of cultural protection and dissemination. Through production, circulation, sales, and other media, the intangible cultural heritage of ethnic regions is combined with new elements such as technology and information and transformed into products that align with contemporary aesthetics to realize the intangible cultural heritage. Living protection of material cultural heritage. Intangible cultural heritage products are consumer goods in the market, and consumers influence their development. When consumers have a sense of identity with intangible cultural heritage products, consumers will be willing to understand and purchase intangible cultural heritage products, to meet consumers' cultural and spiritual needs for intangible cultural heritage.

3.2 Theoretical basis of intangible cultural heritage product marketing

Xia (2019) ^[2] ran through the whole process of marketing activities, restricting enterprises' marketing objectives and principles. It is the basic strategy and means to achieve marketing objectives. Whether the marketing concept is correct or not is directly related to the quality and effectiveness of an enterprise's marketing activities. The marketing concept believes that the key to achieving organizational goals is correctly identifying the needs and desires of the target market and delivering what the target market expects to meet more effectively and profitably than competitors. Marketing strategy is that enterprises take customer needs as the starting point, obtain information on customer demand and purchasing power and the expectations of the business community based on experience, and organize various business activities in a planned way. It is a series of measurable and controllable activities to improve manufacturers' sales and reputation for a specific target market. It combines various marketing methods such as products, prices, channels, promotions, and public relations strategies.

3.3 Study of purchase intention in heritage product

Gao; & Zhang. (2021) ^[3] believed many kinds of intangible cultural heritage products with rich connotations, including ceramics, wood carvings, stone carvings, tea, wine, food, clothing, and other material products, as well as intangible products such as folk art, traditional drama, traditional acrobatics, and folk literature, which can meet the material needs of the people, spiritual needs and many other needs for a better life. The marketing of intangible cultural heritage products can significantly expand the space for the people to purchase cultural products and life products, allow the people to widely appreciate the colorful cultural charm of intangible cultural heritage, improve their cultural accomplishment, and at the same time meet the people's daily needs such as food, clothing, and drinking.

4. The Conceptual Framework for the Research Study

4.1 Intangible cultural heritage product

Intangible cultural heritage is a practice, manifestation, expression, knowledge, or skill considered a place's cultural heritage by global standards. Buildings, historical places, monuments, and artifacts are all cultural properties. Intangible heritage includes intangible intellectual wealth such as folklore, customs, beliefs, traditions, knowledge, and language.

5. The Influence of Intangible Cultural Heritage Product Marketing Strategy on Guizhou Consumers' Purchase Intention

Shen (2021) ^[4] found the necessity of intangible cultural heritage product marketing, analyzed the problems existing in Jiangxi's intangible cultural heritage product marketing from the perspective of new media, and proposed corresponding new media marketing strategies. The market has a massive demand for intangible cultural heritage products. However, there are still many problems in marketing intangible cultural heritage products, such as insufficient investment in enterprises, single product promotion form, backward marketing methods, etc. Scientific and rational marketing is conducive to promoting culture To promote the sales of products and the promotion of intangible cultural heritage.

6. Conclusion

With the government's strong support and the extensive participation of society, and with the help of "Internet +" technology, the advantages of new media across time and space can be fully utilized. The marketing of intangible cultural heritage products can be better optimized, and the rational use of intangible cultural heritage product resources will be more fully utilized. , a new path for the integration and promotion of the development of characteristic local industries and the protection and inheritance of intangible cultural heritage will be steadily formed. Understanding the influence mechanism of production and consumption of intangible cultural heritage products and traditional handicraft products has important exploration significance, complementing and improving the research on intangible cultural heritage and traditional handicrafts. This exploration provides a new research perspective for research in related fields.

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