

Cognitive Issues and Countermeasures of Lacquerware Product Users

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Abstract. This article aims to explore the current situation, existing problems, and corresponding optimization strategies of user cognition of lacquerware products. By analyzing the characteristics of lacquerware products, the main problems of insufficient public awareness of lacquerware products, deviation in price and cost-effectiveness perception, and disconnection between functionality and modern life are revealed. Propose optimization measures to address these issues, aiming to enhance public awareness of lacquerware products and promote the healthy development of the lacquerware market. Research has shown that by comprehensively applying these strategies, users' interest and acceptance of lacquerware products can be effectively enhanced, providing strong support for the inheritance and innovative development of the lacquerware industry.

Keywords: Lacquerware products; User cognition; Unique craftsmanship; Cultural Value.

1. Introduction

As an important component of traditional Chinese handicrafts, lacquerware carries rich historical and cultural connotations. In the context of rapid changes in modern society, the user perception of lacquerware products is facing challenges. The public's understanding of lacquerware products is limited, and there is a lack of sufficient cognitive channels, resulting in low market awareness. At the same time, the mismatch between users' high expectations for lacquerware prices and their actual value perception, as well as the disconnect between lacquerware product functions and modern lifestyles, further limits its market acceptance. This article deeply analyzes the current situation and problems of user cognition of lacquerware products, and proposes optimization strategies, providing useful references for the inheritance and development of the lacquerware industry.

2. Characteristics of User Perception of Lacquerware Products

2.1. Unique craftsmanship

One of the characteristics that users perceive about lacquerware products is their unique craftsmanship. During the lacquerware production process, craftsmen use multiple layers of lacquer painting techniques to repeatedly apply and polish, forming a smooth, delicate, and colorful surface. This process not only reflects the craftsmen's superb skills, but also endows lacquerware products with a unique texture and beauty. As another major feature of lacquerware art, inlay decoration cleverly embeds materials such as gold, silver, jade, and mother of pearl into the paint surface, forming a staggered and dazzling pattern, further enhancing the artistic value and ornamental value of lacquerware^[1]. These unique technological features deeply influence users' perception, allowing them to intuitively feel the unique charm of lacquerware products when they come into contact with them, leaving a deep impression in their hearts and enhancing their understanding and interest in lacquerware products.

2.2. Cultural Value

The second characteristic of user perception of lacquerware products is their profound cultural value. As a traditional handicraft with a long history, lacquerware not only carries rich historical stories and regional characteristics, but also demonstrates unique artistic aesthetic value. Each lacquerware piece contains the wisdom and emotions of the craftsman, telling touching stories and conveying the essence of regional culture through delicate lines, rich colors, and unique patterns. The

embodiment of this cultural value makes lacquerware products transcend the material level in the minds of users and become a bridge connecting the past and present, inheritance and innovation. In the process of appreciating and using lacquerware products, users can deeply feel the cultural heritage contained therein, generate emotional resonance, and further deepen their understanding and identification with lacquerware products.

2.3. Market positioning and diversity

The third characteristic of user perception of lacquerware products is reflected in their market positioning and diversity. Lacquerware products demonstrate diverse positioning in the market due to their exquisite craftsmanship and unique cultural connotations. On the one hand, lacquerware works in the high-end art market attract consumers who pursue unique aesthetic and cultural tastes due to their unique artistic and collectible value; On the other hand, lacquerware products in the daily necessities market have the characteristics of both practicality and aesthetics, meeting the public's demand for improving their quality of life. The types and styles of lacquerware products are equally diverse, ranging from traditional and antique classic styles to innovative works that integrate modern design elements. This diversity provides users with a wide range of choices, allowing users with different needs to find the ideal choice that meets their aesthetic and functional needs in lacquerware products^[2].

3. Problems in User Perception of Lacquerware Products

3.1. Lack of awareness

The lack of awareness among users of lacquerware products is a significant and urgent problem that needs to be solved. Although lacquerware, as a traditional Chinese handicraft, has a long history and profound cultural heritage, the public's understanding of it is relatively limited. This is mainly attributed to the lack of sufficient cognitive channels, which makes it difficult to widely disseminate information about lacquerware products. Although some museums, art galleries, and handicraft markets currently display and sell lacquerware products, the display platforms and promotional efforts for lacquerware are still insufficient compared to other more popular cultural products. Due to the complex craftsmanship and high cost of lacquerware production, the number of lacquerware products circulating in the market is limited, further restricting the public's opportunities to access and understand lacquerware.

3.2. Price and cost-effectiveness cognitive bias

Another problem with user perception of lacquerware products is the deviation between price and cost-effectiveness. Due to the complex production process and high material costs of lacquerware, as well as its cultural and artistic aesthetic value, lacquerware products are often expensive. Some users have a clear mismatch between their high expectations for the price of lacquerware products and their actual value perception when purchasing them. On the one hand, due to a lack of in-depth understanding of lacquerware production techniques and cultural connotations, users regard high prices as a simple luxury symbol and fail to fully recognize the unique value and collectible significance of lacquerware products; On the other hand, there are also some low-quality and high priced lacquerware products in the market, further exacerbating users' doubts about the cost-effectiveness of lacquerware^[3]. This deviation in price and cost-effectiveness perception not only affects users' purchasing decisions, but also hinders the healthy development of the lacquerware market.

3.3. The disconnect between functionality and modern life

The third problem with user perception of lacquerware products is the disconnect between their functions and modern lifestyles. Although lacquerware is favored by some consumers for its exquisite

craftsmanship and unique cultural connotations, in the context of the increasingly fast-paced modern lifestyle, the design and functions of lacquerware products often fail to fully integrate into modern lifestyles. On the one hand, traditional lacquerware products focus more on aesthetics and decoration, but lack practicality, making it difficult to meet the modern people's needs for functionality and convenience; On the other hand, the rapid iteration of modern design concepts and the diversification of consumer preferences have made lacquerware products appear relatively lagging behind in design innovation, making it difficult to attract the attention of young consumers. The disconnect between this feature and modern lifestyle not only limits the user acceptance of lacquerware products, but also affects their competitiveness in the modern market.

4. Optimization Strategies for User Perception of Lacquerware Products

4.1. Enhance public education and publicity

The primary strategy for optimizing user awareness of lacquerware products is to enhance public education and promotion. By holding lacquerware cultural exhibitions, not only can the exquisite and diverse lacquerware products be visually displayed, but the interactivity of the exhibition can also deepen the public's understanding of lacquerware production techniques and cultural connotations. At the same time, workshop activities will be held, inviting lacquer masters to demonstrate the production process on site, allowing the public to personally experience the joy of lacquerware production and enhance their sense of identification with lacquerware culture. By utilizing online platforms to offer courses on lacquerware culture, breaking geographical limitations, more people can conveniently access lacquerware knowledge, and enhance public awareness of lacquerware products^[4]. These educational and promotional measures establish a comprehensive and multi-level lacquerware culture dissemination system, laying a solid foundation for the expansion of the lacquerware product market.

4.2. Value reshaping and price transparency

The second strategy to optimize the user perception of lacquerware products is value reshaping and price transparency. As a traditional handicraft, lacquerware's unique cultural and artistic aesthetic values are its core competitiveness. It is recommended to explore the cultural stories and historical origins behind lacquerware through storytelling, brand building, and other means, in order to enhance the cultural added value of lacquerware and form a unique brand image in the market. Simultaneously implementing a price transparency strategy, clearly marking the price composition of lacquerware products, including factors such as material cost, process complexity, cultural value, etc., to help users understand the rationality and value behind lacquerware prices. This strategy of value reshaping and price transparency enhances users' awareness of the value of lacquerware products, increases their acceptance of prices, and promotes the healthy development of the lacquerware market.

4.3. Design Innovation and Lifestyle

In the strategy of optimizing user perception of lacquerware products, design innovation and lifestyle are indispensable. To broaden the market acceptance of lacquerware products, designers should be encouraged to incorporate modern aesthetic elements and functional requirements while retaining the essence of traditional craftsmanship, and make bold innovative attempts. By developing more lacquerware products that are suitable for daily use, such as tableware, tea sets, decorations, etc., not only can the practicality of lacquerware be improved, but also lacquerware culture can be brought closer to modern life, enhancing user stickiness. Simultaneously, design innovation can also stimulate the market vitality of lacquerware products, attract more young consumers' attention and love, and inject new impetus into the sustainable development of the lacquerware industry^[5].

5. Summary

This article conducts in-depth research on the characteristics, existing problems, and optimization strategies of user cognition of lacquerware products, and draws the following conclusions: firstly, lacquerware products form the basis of user cognition due to their unique craftsmanship, cultural value, and diverse market positioning; The second issue is the insufficient public awareness of lacquerware products, the deviation in price and cost-effectiveness perception, and the disconnection between functionality and modern life, which seriously restricts the expansion of the lacquerware market; Thirdly, by enhancing public education and publicity, implementing value reshaping and price transparency strategies, and promoting design innovation and lifestyle, users' awareness and acceptance of lacquerware products can be effectively improved, providing strong guarantees for the sustainable and healthy development of the lacquerware industry.

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