

The Influence of Perceived Cultural Identity on Consumer Purchase Intention of Ethnic Cultural Products: The Mediating Role of Perceived Value

-- A Case Study of Liangshan Yi Embroidery Cultural Products

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Abstract. Based on the theory of perceived value, this study focuses on the factors influencing consumer purchase intention of ethnic cultural products, with a particular emphasis on the impact of perceived cultural identity of ethnic cultural products on purchase intention. The study introduces perceived value theory as a mediating variable to examine how perceived cultural identity influences consumer purchase intention of ethnic cultural products through emotional value, social value, and functional value. Through descriptive statistics and bootstrap analysis, this study explores the effects of perceived cultural identity on consumer purchase intention of ethnic cultural products and the mediating role of perceived value. The results of the bootstrap analysis indicate that perceived cultural identity of ethnic cultural products does not directly affect consumer purchase intention, but emotional value, social value, and functional value positively influence consumer purchase intention and mediate the relationship between perceived cultural identity and purchase intention of ethnic cultural products.

Keywords: Ethnic Cultural Products; Perceived Culture; Perceived Value Theory; Bootstrap Method; Purchase Intention.

1. Introduction

During the 14th Five-Year Plan period, the proportion of cultural consumption in national economic and social development has become increasingly prominent. How to protect, inherit, develop, and utilize intangible cultural heritage has also become a major issue. Cultural consumption not only affects the satisfaction of the people with high-quality and distinctive cultural needs, but also reflects the spiritual life and vivid history of the Chinese nation (Ding, 2020). According to the special research on cultural consumption released by the China Tourism Research Institute, 57.4% of cultural and creative and trendy game buyers chose to spend on cultural consumption in 2021. The 2021 Intangible Cultural Heritage E-commerce Development Report released by the Cultural and Tourism Industry Index Laboratory showed that the annual turnover of 14 intangible cultural heritage industry belts on Taobao Tmall in 2021 exceeded 100 million yuan; As the consumption of cultural products continues to increase, government departments are also formulating corresponding policies to develop local cultural resources. In the Opinions on Promoting the Revitalization of Cultural Industries Empowered Rural Areas issued by the Ministry of Culture and Tourism, it is also proposed to use cultural industries to empower the protection and utilization of cultural and natural resources in rural areas, providing a policy basis for the development of cultural undertakings. At the same time, governments at all levels are strengthening the development deployment of characteristic cultural industries. In 2021, the 14th Five-Year Plan for National Economic and Social Development of Liangshan Yi Autonomous Prefecture and the Outline of the 2035 Long-term Goals" issued by Liangshan Prefecture frequently appeared in terms of ethnic crafts, intangible cultural heritage workshops, ethnic culture-related industries, and ethnic characteristic cultural industries. Liangshan has built a Daliangshan ethnic cultural and creative industrial park and 10 industrial bases, with an annual total output value of Yi embroidery industry of 139 million yuan, Helping about 200000 women with difficulties to achieve flexible employment at home has played an important role in poverty alleviation. How to stimulate the intrinsic potential of low-income groups and promote their

income improvement is an important path to achieving common prosperity (Shi et al., 2022). Fully utilizing local advantages, relying on unique cultural resources and ethnic characteristics, fully utilizing local advantages, protecting and inheriting the ethnic clothing culture of Nujiang Prefecture, and promoting the industrialization of ethnic clothing by relying on unique cultural resources, ethnic characteristics, and brand building models, Consolidate the achievements of poverty alleviation and ultimately achieve rural revitalization (Zhu et al., 2020). Therefore, the growth of consumption trends in cultural products and the urgent need for rural revitalization of characteristic industries provide a realistic and policy basis for the development and innovation of Yi embroidery cultural products. In the early stage of this study, based on a survey of the sales of Yi embroidery by Yi women in Liangshan Prefecture, it was found that the largest proportion of Yi embroidery sold to local people was 91.8%. In terms of sales methods, the largest proportion of Yi embroidery was received by family members and others, which was 61.97%. The proportion of offline sales methods was far higher than that of other sales methods. In addition, the current development of Yi embroidery cultural products is characterized by the fact that local party and government personnel use "purchase instead of donation" to develop and utilize cultural products Problems such as the inconsistency between the planning and the actual situation will seriously affect its sustainable development path in the long term, and there is a phenomenon that both opportunities and existing contradictions need to be addressed.

Cultural products are focused on "service output of entertainment, education, and information", through which consumers build distinctive personalities, self affirmation, and social display (SCOTTJ, 2004). The core of cultural products is content, followed by attention and time (Tang, 2011). Compared to cultural products, ethnic cultural products have their unique ethnic and regional characteristics. National and folk culture is a cultural form created by the people of a specific region in the long-term life and production, embodying the spirit and wisdom of the nation, and bearing the blood and emotional factors of this national culture (Huang, 2008). Its economic function is increasingly valued, and its development efforts are also increasing (Li, 2020). Most ethnic minority areas are close to the border or mostly distributed in mountainous areas, which makes it difficult to fully develop ethnic culture into cultural products. The low consumption demand for cultural industries in ethnic minority areas means insufficient market demand. Therefore, it is necessary to take advantage of the uniqueness of cultural resources to make good use of the greatest resource advantage in the development of cultural industries in ethnic minority areas (Chen et al., 2021). Many scholars' research on cultural and creative products focuses on product design (Zhu, 2019). Transforming characteristic culture into products and giving full play to its value is conducive to achieving regional economic development. Purchase intention is the probability that consumers are willing to take a specific purchase behavior. It is a probability that a purchase behavior occurs (Feng, 2006) and can be used to predict consumers' purchase behavior (Wang, 2020). Can cultural innovation products be recognized and loved by consumers and then transformed into consumer behavior (Liu et al., 2019). The definition of purchasing intention for ethnic cultural products in this article is that consumers have a plan or a high probability of purchasing related products due to some influencing factors. Based on existing research, starting from the perspective of consumers, this article focuses on the factors that affect purchasing intention for ethnic cultural products and their influencing logic, and explores ways to better achieve innovative development.

2. Literature Review

Regarding the purchase intention of cultural products, many scholars have introduced the theory of perceived value as an intermediary variable into their research based on the positive impact of the theory of perceived value on consumers' purchase intention proposed by Sheth (1991) and Zeithaml (1988). However, the selected explanatory variables for perceived value vary. Yang et al. (2017) have studied that perceived value plays a positive role in perceived usefulness, perceived ease of use, and consumers' willingness to consume online cultural products, and plays a positive intermediary role in

cultural values, nostalgic inheritance, and cultural and creative product purchase intentions (Yang, 2019). Perceived quality has a significant impact on consumers' perceived value, and increasing the perceived entertainment of cultural creativity will have a positive impact on consumers' perceived value, thereby affecting consumers' purchasing attitudes (Yang, 2017; Wang, 2020). The development and innovation of traditional brand culture is positively affecting consumers' perceived emotional value, functional value, and social value, which in turn plays a role in their purchase intention (Luo, 2021). Shi et al. (2022) pointed out that consumers' perceived culture, perceived quality, and perceived usefulness of Qiang embroidery clothing cultural and creative products with intangible cultural heritage labels have a significant positive impact on them. Some scholars start from the perspective of customer satisfaction. Tian (2021) took Shaanxi intangible cultural heritage products as the research object, and concluded that effectively improving the hedonic value, practical value, and sales behavior ability of intangible cultural and creative products will have a positive impact on consumer satisfaction, leading to better consumer purchase intentions and behavior, and experience quality is also an important factor affecting consumer perceived value and satisfaction (Tang and He, 2020). Several scholars have introduced a similar dimension of cultural identity to conduct research on the positive impact of cultural identity on the purchase intention of intangible cultural heritage products. When consumers are at a high level of knowledge, consumers with strong cultural identity have a stronger purchase intention of intangible cultural heritage products (Gao et al., 2018), and there is a significant positive correlation between product cultural awareness and willingness to pay (Yue, 2020). Cultural elements such as cultural spirit in clothing and cultural products can satisfy consumers' inner pursuit and enjoyment, thereby generating their purchasing intention (Wang, 2019). Scholars such as Luo (2018) believe that personal cultural product consumption decisions are influenced by sociodemographic and social factors, and factors such as personal consumption experience and social impact should be included in the analysis framework.

The deep reason why consumers buy cultural and creative products is the cultural value behind them, which satisfies consumers' needs for improving their cultural level and spiritual life, and deeply explores their cultural connotation. Consumers' perception of cultural and creative products has a high impact on satisfaction. By improving the expressiveness and practicality of cultural and creative elements in new products, consumer satisfaction can be improved (Guo, 2018). Currently, many cultural and creative product designs only extract cultural elements, lacking their own regional culture and characteristics, and it is necessary to play a positive role in promoting perceived culture (Wang, 2020). However, there are few studies on perceived culture and willingness to purchase cultural products. As one of the national cultural products, Yi embroidery is a commodity with both cultural value and use value. Based on previous research by scholars, this article takes Liangshan Yi embroidery cultural products as the object of a questionnaire survey, combining with the theory of perceived value, using perceived value as an intermediary variable and perceived culture as an explanatory variable, and using Bootstrap to conduct an impact test on the purchase intention of national cultural products.

3. Research Design

Guo Meini believes that perceived culture refers to consumers' cultural awareness of cultural and creative products during the consumption process, while Wang Peiyao defines it as consumers' understanding of the historical and cultural knowledge of cultural products and their special cultural connotations, including their own unique cultural and creative factors. The perception of culture in this article refers to how much consumers understand the historical knowledge and cultural connotation of ethnic cultural products, combine their own cultural background, and constantly recognize the culture in the process of an activity. It refers to the perception, experience, and understanding of their culture during the process of purchasing ethnic cultural products. In 1988, Zeithaml first proposed the value theory of customer perception from the perspective of customers, that is, the overall evaluation of the effectiveness of a product or service after weighing the perceived

benefits of customers against the costs they pay in obtaining the product or service. Sweeney (2001) proposed a perceived value scale that includes four dimensions: quality, price, emotional value, and social value. Quality and price are subcomponents of functional value. The perceived value of this article includes functional value, social value, and emotional value. Figure 1 shows a hypothetical model diagram for this article.

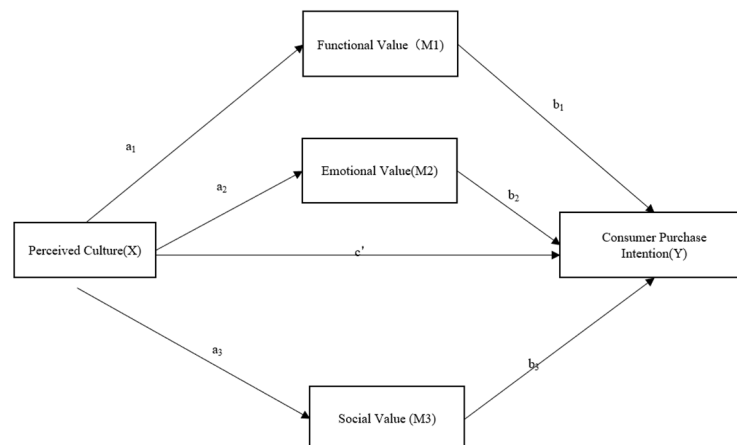


Figure 1. Perceived Value Mediation Model Diagram

To sum up, the following assumptions are proposed:

3.1 Perceived Culture and Consumer Buying Intention

When consumers come into contact with national cultural products, the reason may be that they are interested in the culture of this nation, fully displaying the unique features of the nation (such as musical instruments, totems, patterns, traditional color combinations, etc.), allowing consumers to experience the charm of their culture, increasing their willingness to purchase their peripheral products, and generating actual consumption behavior. Perceived culture directly affects consumers' purchase intention to a certain extent. The richer their understanding of objective knowledge such as the nature of the product and the humanities and other cultures in the product, the greater their likelihood of purchasing the product. Based on this, this article proposes assumptions:

H1: Perceived culture positively affects consumers' willingness to purchase Yi embroidery cultural products.

3.2 Functional Value

Functional value refers to the ability of a product or service itself to solve the actual needs of customers, and is the subjective perception of consumers about the functions that related products or services can provide. Zhang and You (2009) pointed out that this functional value can meet the needs of customers for consumer experience, and is completely created by the enterprise. Its specific performance is the quality, function, and practicality of the product; "Or the quality of service delivery, the efficiency of service output, and the smoothness of the service process. In the questionnaire, consumers were mentioned about the craftsmanship, quality, and ease of use of Yi embroidery cultural products, and their recognition of this aspect was investigated.". The clearer consumers' subjective perceptions of the functions and quality of ethnic cultural products, the greater the likelihood of purchasing related products. Therefore, it is assumed that:

H2: Perceived culture may have a positive and indirect impact on the purchase intention of ethnic cultural products through the mediation of functional value.

3.3 Social Value

Social value refers to the perception of social utility brought about by consumer experience after consumption. The high-level needs in Maslow's needs theory, namely, sense of belonging, respect, and self realization, correspond to social values. Carbone and Haechel (1994) proposed that the

consumer's consumption goal is not only to use value, but also to establish a social relationship, seek a sense of social belonging and identity, reflect their own outlook on life and values from consumption, and position their social identity. This article mainly focuses on the sense of identity, importance, and self-confidence brought to consumers by using Yi embroidery products, and proposes that the greater the social value of consumers, the higher their willingness to consume Yi embroidery products.

H3: Perceived culture has a positive and indirect impact on the purchase intention of ethnic cultural products through the intermediary role of social value.

3.4 Emotional Value

Emotional value refers to the emotions, emotions, or moods caused by customers during the consumption process, and is an important factor that affects customer consumption behavior. Li and Fan (2006) pointed out that consumer emotions are subtle and complex, divided into positive emotions and negative emotions. In the process of consumption, consumers will always be accompanied by certain emotions or emotions, such as the happy emotions brought about by using Yi embroidery products in data topics, and the chagrin emotions brought about by inappropriate products. This emotional response not only affects consumers' consumption behavior, but also an important factor affecting consumer satisfaction. It is believed that positive emotions can improve consumption willingness, while negative emotions can reduce Yi embroidery consumption willingness.

H5: Perceived culture has a positive and indirect effect on the purchase intention of ethnic cultural products through the mediation of emotional value.

3.5 Data Collection

Due to the consumer orientation of the survey, research samples were collected in the form of a questionnaire and scored using the Likert 5-level scale. The scale of perceived cultural, functional, emotional, social, and purchase intention used the scales presented by Guo Meini, Wang Peiyao, and Yang Chuyao in their research. The composite reliability of this scale is 0.97. The main content of the questionnaire also includes basic consumer information, product type, purchase frequency and price, as well as consumer perceived value. The questionnaire was collected in November 2022, with a total of 520 data collected. The demographic characteristics of the sample are shown in Table 1.

4. Main Results

4.1 Sample Description Statistics

As shown in Table 1, among the population participating in this questionnaire survey, women accounted for 81%, while men accounted for 19%. The proportion of women was relatively high, while the proportion of men was relatively low; Among them, people aged 18 and under account for 9%, those aged 19 to 24 account for 82.9%, those aged 25 to 30 account for 4.8%, those aged 31 to 36 account for 1%, those aged 36 to 40 account for 0.2%, and those aged over 40 account for 2.1%; From the perspective of education background, undergraduate education accounts for a large proportion, with primary school and below accounting for 1.7%, junior high school accounting for 3.5%, senior high school accounting for 9.2%, undergraduate education accounting for 82.5%, and master's degree and above accounting for 3.1%; From the perspective of occupation, the consumer group that has known or purchased is concentrated in school students, accounting for 86.3%. From the perspective of income, the proportion of consumers below 1000 yuan and between 1000 and 3000 yuan is relatively high, accounting for 31% and 58.7%, respectively. The proportion of consumers between 3000 and 5000 yuan is 5.6%, the proportion of consumers between 5000 and 8000 yuan is 3.1%, the proportion of consumers between 8000 and 10000 yuan and above is 0.2% and 1.5%, respectively. Overall, the gender, age, educational background, and other structures of the surveyed population participating in the questionnaire survey meet the research expectations.

Table 1. Demographic characteristics of the sample table

variable	option	frequency	percentage
Gender	male	99	19%
	female	421	81%
Age	Under 18 years of age	47	9%
	19-24 years old	431	82.90%
	25-30 years old	25	4.80%
	31-36 years old	5	1%
	36-40 years old	1	0.20%
	Over 40 years old	11	2.10%
Highest educational background	Primary school and below	9	1.70%
	junior high school	18	3.50%
	high school	48	9.20%
	undergraduate college	429	82.50%
	Master's degree or above	16	3.10%
occupation	Students in school	449	86.30%
	clerk	17	3.30%
	Government and undertakings Unit personnel	13	2.50%
	professional	21	4%
	other	20	3.80%
Residential City	Sichuan Province	383	73.70%
	Other provinces	137	26.30%
monthly income	1000 yuan And below	161	31%
	1000-3000 yuan	305	58.70%
	3000-5000 yuan	29	5.60%
	5000-8000 yuan	16	3.10%
	8000-10000 yuan	1	0.20%
	10000 yuan and above	8	1.50%
	total	520	100%

4.2 Hypothesis Testing

The hypothesis testing in this study was conducted using SPSS 26 software with the Process v4.1 plugin developed by Andrew F. Hayes. Following the approach proposed by Jiao et al. (2008), alpha coefficient was used as the reliability indicator for the measurement data when the distribution of data was normally distributed. Through reliability testing in SPSS, the Cronbach's alpha coefficient for the scale was found to be 0.973, and the regression standardized residuals were normally distributed, indicating good questionnaire reliability. The Durbin-Watson test was 2.02, indicating independence among the samples. Prior to conducting the mediation analysis, regression analysis was performed with perceived cultural identity, functional value, emotional value, and social value as independent variables, and consumer purchase intention as the dependent variable. The results, as shown in Table 1, indicated that perceived cultural identity did not have a significant impact on purchase intention of ethnic cultural products, suggesting that the H1 hypothesis was not supported. However, perceived cultural identity had significant positive effects on functional value, emotional value, and social value with p-values of 0.000, indicating that consumers' cultural cognition of ethnic cultural products can enhance their utilitarian consumption experience, identification, and sense of belonging. Functional value, emotional value, and social value also had significant positive coefficients on purchase intention with p-values of 0.000, indicating a positive correlation. Higher levels of consumption experience, positive emotions, and resonance derived from the product were associated with higher purchase intention among consumers.

Table 2. Model testing results

Dependent Variable	Predictors	Fit Indices		Significance of Coefficients	
		R2	F-value	t-value	β
Purchase Intention	Perceived Cultural Sensitivity	0.792	489.107	1.458	0.038
Function Value	Perceived Cultural Sensitivity	0.312	234.751	3.575	0.544**
Emotional Value	Perceived Cultural Sensitivity	0.299	221.074	14.869	0.551**
Social Value	Perceived Cultural Sensitivity	0.243	166.685	12.911	0.506**
Purchase Intention	Function Value	0.613	821.046	28.654	0.847***
	Emotional Value	0.768	1712.951	41.388	0.917***
	Social Value	0.597	767.56	27.707	0.794**
Note: ** $p < 0.01$					

The study found that the non-parametric Bootstrap method is the optimal approach for testing multiple mediator effects in data analysis (Fang et al., 2011). When analyzing Bootstrap results, it is important to first determine the presence or absence of intermediate paths, then examine the significance of the direct effects of independent variables on dependent variables, and finally focus on the coefficients of the hypothesized model (Chen et al., 2013). Building upon existing methods for testing mediation effects in previous research, this study employs functional value, emotional value, and social value as mediator variables in the path between perceived cultural identity and purchase intention, to examine whether perceived cultural identity of consumers can influence their purchase intention of ethnic cultural products through these mediator variables.

Table 3. Decomposition of multiple mediation effects

Effect		Effect	BootSE	95% Confidence Interval	
				BootLLCI	BootULCI
Total Effect		0.493	0.038	0.416	0.566
Indirect Effects	Functional Value	0.075	0.027	0.023	0.127
	Emotional Value	0.331	0.04	0.25	0.41
	Social Value	0.088	0.028	0.038	0.148
Direct Effect	X→Y	0.038	0.026	-0.013	0.089

The Bootstrap confidence interval method was used to test the interval of the mediation effects, and if the confidence interval does not include zero, it indicates a significant mediation effect (Wen et al., 2014). Therefore, from the analysis results in Table 2, it can be seen that the confidence interval for functional value is [0.0223, 0.127], which does not include zero, indicating a significant mediation effect. This suggests that when consumers perceive more cultural connotations of products through functional and diverse ethnic cultural products, their purchase intention becomes stronger. The confidence interval for emotional value is [0.25, 0.41], which also does not include zero, indicating that positive emotional attachment to ethnic cultural products has a significant effect on consumers' purchase intention, based on their increased cultural awareness. The confidence interval for social value is [0.038, 0.148], which also does not include zero, suggesting that when consumers have a stronger sense of identification and belongingness towards the cultural spirit and significance behind the ethnic cultural products, it can promote their purchase intention. In conclusion, hypotheses H2, H3, and H4 are supported, indicating that functional value, emotional value, and social value mediate the relationship between perceived cultural identity and purchase intention, with emotional value showing the largest magnitude of mediation effect.

5. Conclusion and Countermeasures

5.1 Research Conclusion

This article constructs the influencing factors and mechanism of purchasing intention of ethnic cultural products, examines the mediating effect of consumer perceived value on the relationship between purchasing intention of ethnic products, and finds that: The path p-value from perceived culture to purchase intention is not significant and cannot directly affect the purchase intention of ethnic cultural products; The p-value of the path from functional value, emotional value, and social value to purchase intention is less than 0.01, which has a significant impact; Perceived culture positively affects the purchase intention of ethnic cultural products through perceived value.

5.2 Countermeasures and Suggestions

Based on the above conclusions, in order to promote the promotion of Yi ethnic products, thereby promoting the development of ethnic cultural industries, while inheriting culture, achieving its economic benefits, consolidating the achievements of poverty alleviation in ethnic areas, and assisting in rural revitalization. This article proposes the following suggestions and strategies for improving the perceived cultural quality of ethnic cultural products and exerting the intermediary role of perceived value to increase consumers' willingness to buy:

5.2.1 Continue to Explore the Cultural Spirit of National Cultural Products and Enrich Their Cultural Connotations

The core content of cultural products must be the cultural meaning behind them, emphasizing the actual historical inheritance. One is to build a bridge between consumers and internal cultural exchanges by absorbing content related to national cultural products from various cultural carriers such as ancient books and folk circulation, and extend the application to the development of product cultural significance; Secondly, combining major national festivals and other activities, create unique national cultural experiences, enhance more functional experiences of cultural products, attract consumers, and drive the sales of cultural products; Third, we can try to cooperate with other cultural and creative products, and clarify the cultural positioning and development direction of our own cultural products through cultural collision.

5.2.2 Pay Attention to the Teaching of Ethnic Cultural Knowledge, and Promote the Inheritance and Protection of Ethnic Culture

The government should strengthen cooperation with local colleges and universities, provide teaching courses on cultural knowledge, promote and enhance the local people's love for relevant culture, and promote the inheritance and protection of national culture. With the understanding of national cultural knowledge, consumers may more identify with the cultural value contained in their cultural products, establish emotional bonds between consumers and cultural products, fully leverage the intermediary role of emotional value, and enhance their consumption willingness. Therefore, strengthening the teaching of ethnic cultural knowledge and promoting the inheritance and protection of their culture can help enhance consumers' willingness to purchase, promote the promotion of products, promote the development of ethnic cultural industries, and promote regional economic development.

5.2.3 Strengthen Talent Training and Improve Process Shortcomings

Firstly, the establishment of training courses should be combined with the actual local situation, not only pursuing an increase in the number of people, but also truly gathering willing producers to improve training efficiency and provide certain planning suggestions for their product production direction and prospects. In the early stage, certain subsidies can be provided based on the training and output situation to enhance their confidence and supply willingness; Secondly, the local government should truly implement the establishment of production bases for ethnic cultural products, learn from and draw on the talent cultivation models of other well-known ethnic handicrafts, and combine the

actual situation to set up training courses to understand and master consumer consumption trends of cultural products, so that production meets the functional and spiritual needs of consumers. This article found through on-site research that there are generally aging, low education level, and few employees in the supply side of Yi embroidery. Therefore, relevant departments can regularly organize embroidery women to participate in Yi embroidery skill training, gradually improve industry technology, and improve product appearance design. The government should also strengthen supervision over the development of training activities in the base. Local universities should cooperate with training bases to inject fresh energy into industrial development. In areas with good prospects for the development of ethnic cultural products, local universities can even establish characteristic majors related to ethnic cultural products and cooperate with the government to establish relevant research bases. To enable students to master the production and operation methods of traditional ethnic cultural handicrafts while obtaining nationally recognized academic qualifications, providing strong guarantees for cultivating inheritors and improving the level of industry craftsmanship.

5.2.4 Create Influential Local Ethnic Cultural Product Brands and Strengthen Brand Promotion

We can start from two stages: in the initial stage, the government cooperates with the base to pilot a Yi embroidery base that combines "design, production, and sales", creating an official workshop brand that has a certain demonstration effect in various aspects such as product type, quality, price, and sales channels; In the second stage, producers or sellers of Yi embroidery cultural products learn from official experience and gradually form their own brands on different platforms, enriching the brand in the market. Enterprises can promote their own brand through new media platforms and use the Internet to form high-quality promotion channels. For example, enterprises can develop their own websites and software, regularly upload images, text, and videos of new product production to attract attention. They can also collaborate with video bloggers, cultural and tourism departments, and other organizations to advertise local cultural products and attract popularity. Strengthening brand promotion through emerging media can not only attract more consumers but also attract more young people to join the industry team, reserve talents, ensure high-quality product supply, and promote the development and growth of the ethnic cultural industry.

5.2.5 Establish an Innovation Incentive Mechanism to Promote the Creative Design of Local Ethnic Cultural Products

This study found a positive and significant relationship between functional value and purchase intention. The richer the functions and styles of ethnic cultural products, the more likely they are to increase consumers' willingness to buy through increased perceived value. Therefore, with the leadership of the government and the participation of enterprises, a national cultural product innovation center should be established, with the selection of producers with certain innovation capabilities, training, and regular submission of their own designed products by participants. During holidays, public exhibitions should be held, and visitors should be invited to vote, to reward the creators of the works with the highest votes.

5.3 Limitations

This article still has certain limitations. Firstly, the national cultural product questionnaire in this article is a sample data collection and analysis of consumption of Liangshan Yi embroidery cultural products, and the universality of the research results remains to be verified. Secondly, the sample size collected this time is relatively small, and subsequent research can increase the number of sample collection objects to further verify the theoretical research framework and logic proposed in this article.

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