

Research on the Influencing Factors of Consumers' Purchase Intention of Cultural and Creative Products of Intangible Cultural Heritage based on SOR Theory

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Abstract: The purpose is to explore the design path of cultural and creative products of intangible cultural heritage from a consumer perspective. The method is based on the SOR model. By constructing a structural equation model of the influencing factors of consumer purchase intention for cultural and creative products of intangible cultural heritages, the relationship between cultural value, aesthetic value, online word-of-mouth and other stimulating factors, consumer satisfaction, and purchase intention is empirically analyzed. Conclusion: The cultural value, aesthetic value, and online reputation of cultural and creative products of intangible cultural heritage are important factors that affect consumers' purchasing intentions. They can meet consumers' needs, improve consumer satisfaction, and thus generate purchasing intentions. This method not only provides scientific basis for the design of intangible cultural and creative products, but also expands the research ideas and methods of intangible cultural heritage.

Keywords: SOR; Cultural and Creative Products of Intangible Cultural Heritage; Purchase Intention; Influencing Factors.

1. Introduction

Non heritage cultural and creative products not only promote the inheritance and protection of intangible cultural heritage, but also promote the vigorous development of the cultural and creative industry. The inheritance and development of intangible cultural heritage is still thriving, and the comprehensive performance of cultural value, market value, industrial value, and other aspects of intangible cultural and creative products is particularly prominent. [1] Li Yuliang. Innovative design research on Chongqing Rongchang Xiabu, a non heritage cultural and creative product. [J]. Packaging Engineering, 2017, 38 (10): 180-183.

LI Yu liang Innovative Design of Intangible Cultural Heritage and Cultural Products of the Chongqing Rongchang Chinese Line [J] Packaging Engineering, 2017,38 (10): 180-183. has attracted the research interest of numerous experts and scholars, and has achieved rich research results. However, these academic studies mainly focus on building brand image by He Xiaoning Inheriting Intangible Cultural Heritage and Building Urban Brands: Taking the Innovative Research of Nanjing's Intangible Cultural Heritage Products as an Example Modern Urban Research, 2022 (7): 106-111.

HE Xiaoning Inheriting Intangible Cultural Heritage and Building City Brand: A Case Study on the Innovation of Cultural Creative Products of Intangible Cultural Heritage in Nanjing [J] Modern Urban Research, 2022 (7): 106-111. Industrial Integration: Zhang Yi, Yang Xiaomin The cultural composition and design transformation of intangible cultural heritage handicrafts in the context of cultural and tourism integration Art Hundred, 2022, 38 (6): 130-137.

ZHANG Yi, YANG Xiao min. Composition and Design Transformation of Rural Intangible Handicrafts under the Background of Combination of Culture and Tourism [J] Hundred Schools In Arts, 2022, 38 (6): 130-137. Digital Technology, Wang Jiachun, Cao Lei. Research on Design Strategies and Methods of Cultural and Creative Products Based on Intangible Cultural Heritage Themes. Packaging Engineering, 2022, 43 (12): 324-331.

WANG Jia chun, CAO Lei Design Strategy and Method of Cultural and Creative Products Based on Intangible Cultural Heritage Theme [J] Exploring the design of non heritage cultural and creative products in areas such as Packaging Engineering, 2022, 43 (12): 324-331, and quantitatively analyzing the design of non heritage cultural and creative products under the guidance of interdisciplinary concepts are rare. With the continuous improvement of living standards, a consumer led buyer's market has gradually formed. Cultural consumption, experiential consumption, and spiritual consumption are the main consumption characteristics at present. Consumers not only focus on the product itself, but also pay more attention to the experiential value that the product can provide, and are willing to pay a higher premium for it. Therefore, the design of non heritage cultural and creative products needs to be based on consumer love and preferences.

So, what factors will affect consumer satisfaction with non heritage cultural and creative products? Does the increase in satisfaction with non heritage cultural and creative products affect purchase intention? David believes that cultural products not only have economic value, but also generate cultural value. Cultural value is recognized by both producers and consumers, and to some extent supplements or exceeds pure economic value, which is different from other products. David Enrosby. Cultural Policy Economics. Translated by Yi Xin. Dalian: Northeast University of Finance and Economics Press, 2013:18.

David Nrosby The Economics of Cultural Policy [M] Yi Xin, Translation Dalian: Northeast University of Finance and Economics Press, 2013:18. This lays a research foundation for exploring the influencing factors of non heritage cultural and creative products in the future. Liu Ruidong et al. [1] Liu Ruidong, Jin Yingwei. Research on the Impact of Reference Prices and Cultural Values on the Purchase Intention of Cultural Innovation Products [J]. Science and Management, 2019,21 (04): 98-104.

Liu Ruidong, Jin Yingwei Research on the influence of reference price and cultural value on the purchase intention of

cultural innovation products [J] *Technology and Management* (2019,21 (04): 98-104.) believe that cultural value is the core of cultural consumption, reflecting the pursuit of deep cultural values by consumers and society. From the perspective of consumers, research has found that cultural value is an important factor affecting consumer behavior preferences. Whether non heritage cultural and creative products can gain consumer recognition and be transformed into purchasing behavior is crucial for consumers to judge their cultural value. Yao Jun. On Art Education and the Cultural Industry of the New Century. *Journal of Nanjing University of Technology* (Social Sciences Edition), 2001 (01): 89-92.

Yao Jun. On Aesthetic Education and Cultural Industry in the New Century [J] *Journal of Nanjing University of Science and Technology* (Social Science Edition), 2001 (01): 89-92. It is pointed out that in the era of great development of the cultural industry, consumers are more inclined to pursue the aesthetic value of products, are willing to pay high prices, and even the reason consumers purchase products is their unique beauty. Aesthetic value is also one of the important factors affecting consumers to purchase non heritage cultural and creative products, so aesthetic value is considered as the second influencing factor in this study. In addition, word-of-mouth plays an important role in consumer purchasing decisions. Compared to traditional forms of word-of-mouth, online word-of-mouth has a wider range of dissemination and greater influence. A survey shows that nearly 90% of consumers obtain various information online, and the prevalence of online word-of-mouth has become a hot topic of concern for consumers and businesses. Therefore, online word-of-mouth is regarded as the third influencing factor for consumers to purchase non legacy cultural and creative products. Famous designer Gregory pointed out in "Design Methods" that "the highest level of design is satisfaction.". Modern enterprises are difficult to distinguish between high and low in product technology, production, and other aspects, and the non heritage cultural and creative products circulating in the market tend to be the same, making it difficult for consumers to feel the unique intangible cultural heritage culture. At this point, the importance of cultural and creative product design strategies centered on consumer satisfaction is highlighted, becoming a key factor in enhancing the competitiveness of cultural and creative products, and "satisfaction" becomes an important factor in consumer purchase intention.

Based on this, this article starts from the perspective of consumers and constructs a structural equation model based on SOR theory to empirically analyze the influencing factors of consumer purchase intention for non heritage cultural and creative products, providing more objective suggestions for the design of non heritage cultural and creative products.

2. Research Methods and Hypotheses

2.1. Research Methods

Choosing appropriate research methods can help cultural and creative product designers transform consumer needs into design concepts to the greatest extent possible, and obtain the best design solutions J A. Johnston H L, Breckon D J. Using QSR-NVivo to facilitate the development of a grounded theoretical project: an account of a worked example [J] *International Journal of Social Research Methodology*, 2010,13 (4). The SOR model mainly studies human behavior, namely stimulus organism response, first proposed by

scholars Mehrabian and Russell in 1974. It is mainly used to analyze the internal and external environmental conditions that stimulate the psychological activities of users, trigger a series of emotional changes and cognitive behaviors, and then make corresponding body reactions [] MEHRABIAN A, RUSSELL J A. *An Approach to Environmental Psychology* [M]. Boston: The MIT Press, 1974:132-135.]. Nowadays, some experts and scholars use the SOR model to explain consumer purchasing intention, which has become an important framework for studying consumer purchasing intention and behavior. The SOR model includes stimulus factors (S), psychological reactions (O), and purchase intentions (R), which refer to the psychological reactions of consumers in the product and purchase process under internal and external stimuli, ultimately triggering consumer purchase intentions. Based on the previous analysis, for non heritage cultural and creative products, the stimulating factors are manifested as cultural value, aesthetic value, and online reputation. The psychological response of non heritage cultural and creative products is manifested as consumer satisfaction, which ultimately leads to consumer purchase intention. The cultural value, aesthetic value, and online reputation of non heritage cultural and creative products can enhance consumers' perception of non heritage cultural and creative products, meet their needs for non heritage cultural and creative products, thereby improving consumer satisfaction and influencing their purchase intention.

Therefore, this study is based on the S-O-R research model to explore the influencing factors and mechanisms of consumer purchase intention for non heritage cultural and creative products. Using structural equation modeling, the research hypothesis of the interaction between influencing factors is demonstrated, providing reference suggestions for the design of non heritage cultural and creative products.

2.2. Research Hypotheses

2.2.1. Cultural Value, Aesthetic value, and Consumer Satisfaction

Non heritage cultural and creative products are supported by culture, meeting the cultural needs of consumers at the internal level, and using cultural and creative products as carriers for artistic integration. They have both cultural connotations and aesthetic values, and have a promoting effect on enhancing consumer cultural cognition and aesthetic taste. Li Nan. Analysis of Visual Expression in Cultural and Creative Product Design. *Packaging Engineering*, 2023,44 (04): 336-338+342.

LI Nan Visual Expression in the Design of Cultural and Creative Products [J] *Packaging Engineering*, 2023,44 (04): 336-338+342. believes that in the design process of cultural and creative products, not only should aesthetic tension be emphasized, but also cultural aspects should be enriched, and the external and internal quality of cultural and creative products should be elevated to obtain consumer satisfaction and favor. Dai Lei Innovative exploration of product design in the context of the new era *Packaging Engineering*, 2023,44 (10): 320-323.

DAI Lei Exploration on Innovation of Cultural and Creative Product Design under the Background of New Era [J] *Packaging Engineering*, 2023,44 (10): 320-323.] believes that in the context of the new era, the design of cultural and creative products should start from cultural and aesthetic aspects, achieve innovation in cultural and creative products, and adapt to the diverse needs of consumers; Xue Huan The

integration of auspicious elements in cultural and creative product design [J] *Packaging Engineering*, 2023,44 (12): 378-380399.

XUE Huan Integration of Auspicious Elements in the Design of Cultural and Creative Products *Packaging Engineering* (2022,44 (12): 378-380399.) believes that the integration of cultural and aesthetic values with the design of cultural and creative products allows consumers to obtain their inherent cultural significance from the appreciation of the beauty of cultural and creative products. Yang Huijun et al. Yang Huijun, Tan Ting A Study on the Impact of Customer Purchase Intention of Qin Embroidery Cultural and Creative Products Based on S-O-R Theory [J] *Packaging Engineering*, 2022, 43 (24): 287-293.

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Huang Min. The Influence of Online Celebrity Product Presentation Content and Form on Consumers' Consumption Intention: The Adjusting Role of Aesthetic Expectation [J] Through the presentation of internet celebrity products, research has shown that aesthetic value has a positive impact on consumer satisfaction. Therefore, the key to consumer satisfaction lies in the cultural and aesthetic value of non heritage cultural and creative products. In summary, the hypothesis is proposed:

H1: The cultural value of non heritage cultural and creative products significantly affects consumer satisfaction.

H2: The aesthetic value of non heritage cultural and creative products significantly affects consumer satisfaction.

2.2.2. Online Reputation and Consumer Satisfaction

The popularity of the Internet and the emergence of e-commerce platforms have provided a new stage for the display and sales of non heritage cultural and creative products. The 2022 Intangible Cultural Heritage Innovation Consumption Report shows that e-commerce platforms have become the main sales channel for non heritage cultural and creative products, and the online consumer scale of non heritage cultural and creative products has reached billions, with overall sales increasing by 176% year-on-year. According to a survey conducted by China Youth Daily, nearly 90% of participants stated that they would refer to online reviews and other forms of user feedback before engaging in online shopping, while over 40% believe that online reviews have a significant impact on their purchasing decisions. Consumers no longer rely solely on traditional friend recommendations or merchant word-of-mouth to decide whether to purchase products, but instead obtain evaluations and opinions from other consumers through search engines, social media, shopping platforms, and other channels, which can help consumers make purchasing decisions with higher credibility and objectivity. Zhang Shuning et al., Li Yongquan, Ruan Wenqi Reception, resonance, and sharing: The process mechanism of promoting the fan effect of internet celebrity restaurants through online word-of-mouth *Nankai Management Review*, 2021, 24 (3): 37-49.

Zhang Shuning, Li Yongquan, Ruan Wenqi Accept, Resolve and Share: The Process Mechanism of EWOM Promoting the Fan Effect of Internet Celebrity Restaurant [J] Through studying the fan effect of internet celebrity restaurants, it was found that positive online word-of-mouth has a guiding effect, helping consumers resonate in the actual experience process and improving consumer satisfaction; Kupor D et al A study found that positive online word-of-mouth increases consumer purchase rates. Positive online word-of-mouth not only helps consumers understand product attributes and related information, but also increases product purchase rates. In the process of online shopping, consumers form preliminary judgments based on the true evaluations of already purchased consumers and their own understanding of the product. Online online word-of-mouth has become an important factor affecting consumer purchases. In the process of purchasing non heritage cultural and creative products, consumers receive positive online word-of-mouth about non heritage cultural and creative products, which will form a good impression, enhance liking and satisfaction, and thus trigger purchase intention. In summary, the hypothesis is proposed:

H3: Positive online word-of-mouth of non heritage cultural and creative products significantly affects consumer satisfaction.

2.2.3. Consumer Satisfaction and Purchase Intention

Consumer satisfaction reflects the degree of satisfaction of consumers with different aspects and levels of products or services, and is a key factor affecting consumer purchase intention. For example, Liu Yiwei et al. [J] Liu Yiwei, Wang Yubin. Perceived Value, Satisfaction, and Behavioral Intention of Consumer Specialty Agricultural Products: Based on a Survey of Donkey Meat Consumption among Urban Residents in Shandong and Hebei [J]. *Journal of China Agricultural University*, 2021,26 (05): 232-244.

LIU Yiwei, WANG Yubin. Perceived value, satisfaction and behavioral intention of consumer featured agricultural products: Based on donkey meat consumption of urban residents in Shandong and Hebei provinces [J] Research has shown that consumer satisfaction promotes consumer intention to purchase specialty agricultural products; Pan Mengshi et al. [J] Pan Mengshi, Li Pei. Research on the Impact of Perception of Clothing Personalization Customization System on Purchase Intention [J]. *Journal of Beijing Institute of Fashion (Natural Science Edition)*, 2020,40 (04): 48-54.

PAN Meng shi, LI Pei Research on the Influence of Clothing Customization System Awareness on Purchase Behavioral Intention [J] *The Journal of Beijing Institute of Clothing Technology*, 2020,40 (04): 48-54. A study found that satisfaction levels have an impact on consumers' intention to continue purchasing, with the more satisfied consumers are, the more likely they are to generate sustained purchasing intention. Consumer satisfaction comes from meeting their needs. When their needs are effectively matched, it leads to a sense of pleasure and spiritual enjoyment, resulting in an increase in consumer satisfaction. Consumer satisfaction is the basis for determining purchase intention, and the more satisfied consumers are, the more likely they are to trigger purchase intention. In summary, the hypothesis is proposed:

H4: Consumer satisfaction with non heritage cultural and creative products significantly affects the purchase intention of non heritage cultural and creative products.

2.2.4. The Intermediary Benefits of Consumer Satisfaction

Through literature review, it was found that some experts and scholars consider consumer satisfaction as a mediating factor. For example, Cui Tongtong et al. [21] took the Mogao Grottoes of Dunhuang as an example to empirically analyze the positive impact of consumer satisfaction on on-site tourism intention in an indirect way; Zheng Yuhao et al. [] Zheng Yuhao, Chen Ting. Mechanism analysis of the effect of multi-channel service level on brand assets of retail enterprises [J]. Business Economics Research, 2022 (12): 126-129.

Zheng Yuhao, Chen Ting The Effect Mechanism of Multi channel Service Level on Brand Equity of Retail Enterprises [J] The Journal of Commercial Economics (2022 (12): 126-129.) empirically analyzed the mediating effect of consumer satisfaction on multi-channel service levels and brand assets of retail enterprises. The SOR model indicates that various internal and external stimuli need to rely on user psychology to generate responses. Therefore, this study uses consumer satisfaction as a mediating factor, and consumers form purchase intentions under the stimulation of cultural value, aesthetic value, and online word-of-mouth factors. In summary, the hypothesis is proposed:

H5: Consumer satisfaction plays a mediating role between cultural values and purchase intention.

H6: Consumer satisfaction plays a mediating role between aesthetic value and purchase intention.

H7: Consumer satisfaction plays a mediating role between online word-of-mouth and purchase intention.

Based on all the above assumptions, construct a conceptual model for studying the influencing factors of consumer purchase intention of non heritage cultural and creative products, as shown in Figure 1.

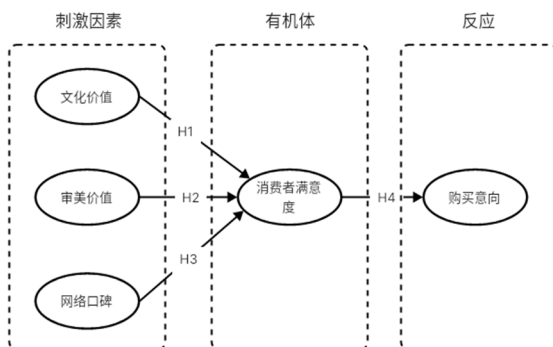


Figure 1. A study model diagram on the influencing factors of consumer purchase intention for non heritage cultural and creative products

3. Research Design

3.1. Variable Measurement

To ensure the validity and accuracy of this questionnaire, reference was made to mature scales used by domestic and foreign scholars, and specific measurement items were modified based on the research hypotheses to develop a questionnaire scale that is suitable for this study. This study involves five variables: cultural value, aesthetic value, online word-of-mouth, consumer satisfaction, and purchase intention. Among them, cultural values refer to Mottner S et al. [] MOTTNER S. Measuring Non profit Marketing Strategy Performance: The Case of Museum Stores [J] Journal of Business Research, 2005, 58 (6): 829-840;

Aesthetic Value Reference Yan Xing et al. [] Yan Xing, Wu Jinfeng. The Impact of Blind Box Customer Experience on Consumer Repurchase Intention [J]. China Circulation Economy, 2021,35 (07): 85-95.

YAN Xing, WU Jin feng The Effect of Blind Box Customer Experience on Repeated [J] China Business and Market, 2021,35 (07): 85-95; Reference for online reputation: Zhang Wei et al. Zhang Wei, Wang Xiao, He Dongxia A study on the impact mechanism of positive online word-of-mouth on consumer green consumption intention [J] Management Review, 2023,35 (2): 193-204.

Zhang Wei, Wang Xiao, He Dongxia Research on the Mechanism of How Positive E-commerce Network Word of Out Influences Consumers Green Consumption Intention [J] Management Review, 2023,35 (2): 193-204 Research; Consumer satisfaction refers to research by Yang Huijun et al. [10]; Purchase intention reference Liang Yumei et al. [] Liang Yumei, Li Congyuan. The impact of characteristic elements of e-commerce stores on consumer sustained purchase intention [J]. Business Economics Research, 2023 (11): 77-81

Liang Yumei, Li Congyuan The Influence of Characteristic Elements of E-commerce Stores on Consumers Purchase Intention Journal of Commercial Economics [J], 2023 (11): 77-81. This questionnaire uses the Likert 5-point scale, with scores of 1-5 representing "strongly disagree", "disagree", "average", "agree", and "strongly agree".

3.2. Sample and Data Collection

This survey questionnaire was created through Wenjuanxing and collected through two channels: online and offline. The online platform is mainly WeChat, QQ, and other social platforms, while the offline platform is mainly distributed within Anhui Province. The questionnaire is divided into two parts: the first part mainly includes the basic information of the questionnaire respondents and two measurement items, namely the frequency of purchasing non heritage cultural and creative products and the decisive factors affecting the purchase of non heritage cultural and creative products; The second part mainly investigates the influencing factors of non heritage cultural and creative purchase intention. The initial draft of this questionnaire was distributed for pre testing among university teachers and students from July 1 to July 13, 2023, and adjustments were made in a timely manner based on feedback from pre testers. Officially distributed on July 17, 2023, a total of 408 questionnaires were collected. In order to ensure the validity of the questionnaires, 67 questionnaires that had never purchased non heritage cultural and creative products were sorted out, leaving 341 valid questionnaires. The questionnaire response rate was 83.57%.

4. Empirical Analysis

4.1. Descriptive Statistics

Descriptive statistical analysis was conducted on 341 valid questionnaires, as shown in Table 1. From the perspective of gender ratio, 47.2% and 52.8% are male and female respectively, with the majority of women purchasing non heritage cultural and creative products; From the perspective of age characteristics, 14.4% are under 20 years old, 43.3% are between 20-30 years old, 43.1% are between 30-40 years old, 30.2% are between 30-40 years old, and 12.3% are over 40 years old. Young and middle-aged people who purchase non heritage cultural and creative products tend to live in

groups; From the perspective of education level, 17.3% are below high school level, 22% are junior college level, 36.1% are undergraduate level, and 24.6% are above master's level. The majority of buyers have received higher education; From a career perspective, students account for 36.7%, teaching and research personnel account for 20.5%, personnel from enterprises and institutions account for 24.6%, freelancers account for 13.8%, and other personnel account for 4.4%, indicating that the occupational population of non heritage cultural and creative products is relatively broad; In terms of monthly income, 37.5% are between 1000 and 3000 yuan, 28.4% are between 3000 and 5000 yuan, 25.2% are between 5000 and 10000 yuan, and 8.8% are above 10000 yuan. The middle-income group who purchase non heritage cultural and creative products accounts for a relatively high proportion;

From the frequency of purchasing non heritage cultural and creative products, the frequency of 1-2 purchases accounts for 28.4%, the frequency of 3-4 purchases accounts for 39.2%, and the frequency of purchases more than 5 times accounts for 35.7%. Consumers have a strong willingness to purchase non heritage cultural and creative products; From the perspective of the decisive factors affecting the purchase of non heritage cultural and creative products, cultural value accounts for 32.2%.

Aesthetic value accounts for 30.4% of the value, online word-of-mouth accounts for 27.8%, and other factors account for 9.3%, indicating that cultural value, aesthetic value, and online word-of-mouth play a significant role in determining the purchase of non heritage cultural and creative products.

Table 1. Three Scheme comparing

variable	option	frequency	Proportion
Gender	male	161	47.2%
	female	180	52.8%
age group	Under 20 years old	49	14.4%
	20-30 years old	147	43.1%
	30-40 years old	103	30.2%
	Over 40 years old	42	12.3%
Education level	High school and below	59	17.3%
	Specialist	75	22.0%
	Undergraduate degree	123	36.1%
	Master's degree or above	84	24.6%
occupation	student	125	36.7%
	Teachers and researchers	70	20.5%
	Employees of enterprises/institutions	84	24.6%
	Freelancers	47	13.8%
	other	15	4.4%
monthly income	1000-3000 yuan	128	37.5%
	3000-5000 yuan	97	28.4%
	5000-10000 yuan	86	25.2%
	Over 10000 yuan	30	8.8%
Frequency of purchasing non heritage cultural and creative products	More than 5 times	122	35.7%
	3-4 times	134	39.2%
	1-2 times	97	28.4%
The decisive factors affecting the purchase of non heritage cultural and creative products	Cultural values	110	32.2%
	aesthetic value	104	30.4%
	Online reputation	95	27.8%
	Other factors	32	9.3%

4.2. Reliability and Validity Analysis

Data quality inspection is an important prerequisite for ensuring subsequent analysis. Conduct reliability and validity tests using SPSS 26.0. Firstly, using Cronbach's coefficient α) The reliability test method is used to analyze the internal consistency of the scale, and the Cronbach's of this questionnaire scale α At 0.925, Cronbach's for each measurement dimension α The questionnaire has good internal consistency and reliability with various measurement dimensions, ranging from 0.859 to 0.9. Secondly, KMO and Bartlett's sphericity were used to analyze the structural

validity of the scale. According to Table 2, the KMO coefficient of the questionnaire was 0.926, indicating a significant P-level in Bartlett's sphericity test. Therefore, model validation can be conducted.

Table 2. KMO and Bartlett spherical test analysis

KMO sampling suitability quantity		0.926
Bartlett's sphericity test	Approximate chi square	3752.472
	degree of freedom	190
	Significance	0

4.3. Convergence and Differentiation Analysis

Convergence validity and discriminant validity tests are important indicators for evaluating questionnaire quality. Perform convergence validity and discriminant validity tests using AMOS23.0. Among them, the standardized load factor and Cronbach's coefficient (Cronbach's α), Combination reliability (CR) and mean variance extraction (AVE) are important parameters for measuring the convergence of structural models. According to Table 3, the standardized load factors for each measurement dimension range from 0.749 to

0.819, and the Cronbach's for each measurement dimension α Between 0.859 and 0.9; Using the EXPS calculator to calculate the standardized load factors for each measurement dimension, Table 4 shows that the CR values are between 0.859 and 0.882, the AVE values are all between 0.599 and 0.653, the CR values are all greater than 0.7, and the AVE values are all greater than 0.5. Moreover, the standardization coefficients for each measurement dimension are all less than the square root of the corresponding AVE values. Therefore, this questionnaire has good convergence and discriminant validity.

Table 3. Analysis of Combination Reliability and Convergence Reliability Testing

path			Standardized load factor	Cronbach's α	CR	AVE
Cultural values	--->	Row1	0.784	0.859	0.860	0.605
	--->	Row2	0.8			
	--->	Row3	0.752			
	--->	Row4	0.775			
aesthetic value	--->	Row1	0.812	0.883	0.883	0.653
	--->	Row2	0.791			
	--->	Row3	0.811			
	--->	Row4	0.819			
Online reputation	--->	Row1	0.771	0.859	0.859	0.605
	--->	Row2	0.795			
	--->	Row3	0.774			
	--->	Row4	0.77			
Consumer satisfaction	--->	Row1	0.792	0.856	0.857	0.599
	--->	Row2	0.749			
	--->	Row3	0.777			
	--->	Row4	0.778			
Purchase intention	--->	Row1	0.796	0.873	0.873	0.633
	--->	Row2	0.789			
	--->	Row3	0.805			
	--->	Row4	0.792			

Table 4. Analysis of discriminant validity test

	Purchase intention	Consumer satisfaction	Online reputation	aesthetic value	Cultural values
Purchase intention	0.796				
Consumer satisfaction	0.562**	0.774			
Online reputation	0.522**	0.552**	0.778		
aesthetic value	0.519**	0.595**	0.547**	0.808	
Cultural values	0.529**	0.552**	0.567**	0.482**	0.778
AVE	0.633	0.599	0.605	0.653	0.605

5. Structural Model Verification Analysis

5.1. Hypothesis Testing of Structural Models

The model fit analysis was conducted using AMOS23.0, and the results are shown in Table 5. The X2/df value is 1.122, which is greater than 1 but less than 3; The GFI, CFI, NFI, and TLI values were 0.949, 0.995, 0.953, and 0.994, all greater than 0.9; The RESEA value is 0.019; The SRMR value is 0.0341, all less than 0.05, and the fitting results of the actual values of various fitting indicators meet the standards. Therefore, the fitting between the structural model and actual data is ideal.

Table 5. Model Fit Analysis

Fit indicators	evaluation criterion	actual value	Fitting results
X2/df	0<X2/df<3	1.122	excellent
GFI	>0.9	0.949	excellent
CFI	>0.9	0.995	excellent
NFI	>0.9	0.953	excellent
TLI	>0.9	0.994	excellent
RMSEA	<0.05	0.019	excellent
SRMR	<0.05	0.0341	excellent

Construct a structural equation model using AMOS23.0 to verify research hypotheses, and obtain model paths and coefficients. According to Table 6 and Figure 2, cultural values have a significant positive impact on consumer

satisfaction ($\beta= 0.279$, $p<0.001$), H1 hypothesis holds; Aesthetic value has a significant positive impact on consumer satisfaction ($\beta= 0.362$, $p<0.001$), H2 hypothesis holds; Online word-of-mouth has a significant positive impact on consumer

satisfaction ($\beta= 0.223$, $p=0.001$), H3 hypothesis holds; Consumer satisfaction has a significant positive impact on purchase intention ($\beta= 0.609$, $p<0.001$), H4 hypothesis holds.

Table 6. Model standardization coefficient and hypothesis testing analysis

Path relationship	Non standardized coefficient	Standardization coefficient	S. E. value	C. R. value	P value	Assumption results
H1: Cultural values ->Consumer satisfaction	0.304	0.279	0.072	4.195	***	support
H2: Aesthetic value ->Consumer satisfaction	0.351	0.362	0.063	5.55	***	support
H3: Online reputation ->Consumer satisfaction	0.24	0.223	0.075	3.197	0.001	support
H4: Consumer satisfaction ->purchase intention	0.595	0.609	0.062	9.57	***	support

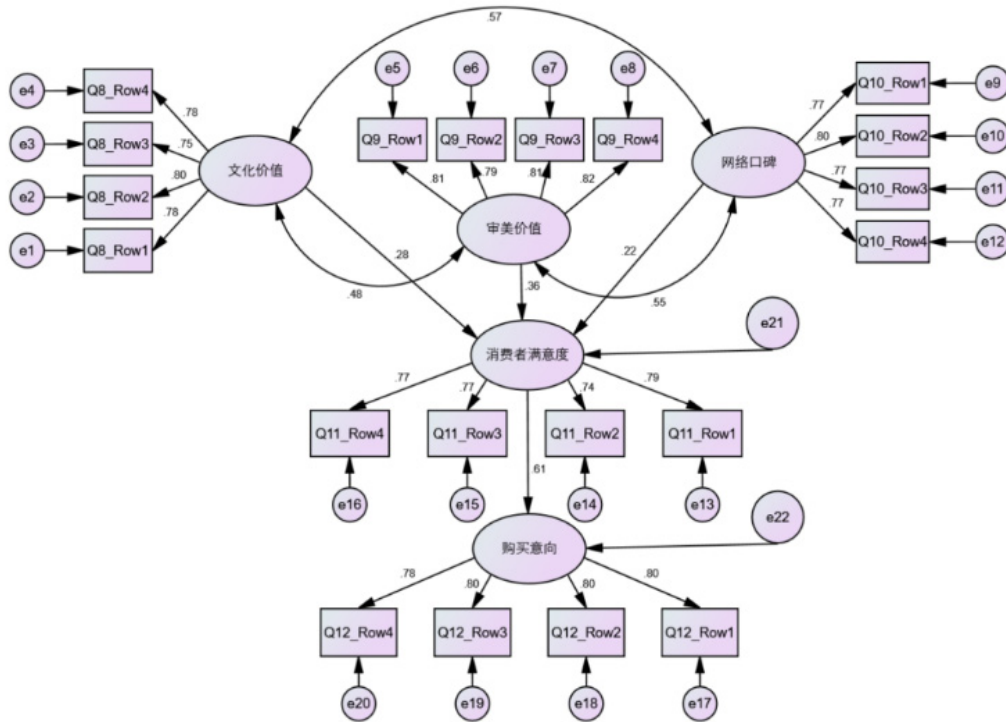


Figure 2. Structural Equation Modeling and Path Coefficients

5.2. Mediation Effect Test

Based on research hypotheses and verification of the path relationship between variables, it can be concluded that cultural value, aesthetic value, and online word-of-mouth affect purchase intention by increasing consumer satisfaction. Therefore, in order to determine whether the mediating effect of consumer satisfaction exists, the Bootstrap method is used to test the mediating effect of consumer satisfaction between cultural value, aesthetic value, online word-of-mouth, and purchase intention. According to Table 7, the direct effects

[0.2006, 0.4046] and indirect effects [0.0981,0.2352] of cultural value within the 95% confidence interval do not include 0; The direct effects [0.2733, 0.1718] and indirect effects [0.169, 0.103] of aesthetic value within a 95% confidence interval, excluding 0; The direct effects [0.2839, 0.1841] and indirect effects [0.097, 0.2318] of online word-of-mouth within a 95% confidence interval, excluding 0, indicate that consumer satisfaction has a significant mediating effect between cultural value, aesthetic value, positive online word-of-mouth, and purchase intention. Hypotheses H5, H6, and H7 are valid.

Table 7. Bootstrap mediation effect test

Bootstrap95%CI				
	Effect relationship	Effect value	LLCI	ULCL
Cultural values	Total effect	0.4659	0.3704	0.5613
	Direct effects	0.3026	0.2006	0.4046
	Indirect effects	0.1633	0.0981	0.2352
aesthetic value	Total effect	0.4423	0.3504	0.5343
	Direct effects	0.2733	0.1718	0.5343
	Indirect effects	0.169	0.103	0.2456
Online reputation	Total effect	0.4454	0.352	0.5389
	Direct effects	0.2839	0.1841	0.3836
	Indirect effects	0.1616	0.097	0.2318

6. Conclusion and Recommendations

6.1. Research Conclusion

Based on the SOR structural equation model, this study explores how cultural value, aesthetic value, and online word-of-mouth factors can increase consumer satisfaction and trigger purchase intention. The following conclusions are drawn.

Firstly, the cultural value, aesthetic value, and positive online reputation of non heritage cultural and creative products significantly affect consumer satisfaction. The consumer's perception of non heritage cultural and creative products is largely influenced by cultural values, aesthetic values, and online word-of-mouth. The richer the cultural connotation, the higher the consumer satisfaction; When the aesthetic value of non heritage cultural and creative products is higher, it can improve consumer satisfaction; In the process of purchasing non heritage cultural and creative products, consumers receive positive online word-of-mouth about non heritage cultural and creative products, which forms a good impression. When the signals received by consumers are consistent with the actual experience process, it improves consumer satisfaction and triggers purchase intention.

Secondly, consumer satisfaction has a significant mediating effect between cultural value, aesthetic value, online reputation, and purchase intention. The higher the satisfaction of consumers with non heritage cultural and creative products, the more it helps to promote their purchase intention and trigger their purchase behavior. Therefore, the key to improving consumer purchase intention of non heritage cultural and creative products is to enhance their satisfaction. The consumer satisfaction of non heritage cultural and creative products significantly affects their purchase intention. When non heritage cultural and creative products satisfy consumers, they trigger purchase intention and behavior.

6.2. Suggestion

Based on the above research conclusions, this article proposes the following suggestions:

Firstly, fully utilize cultural values to encourage consumers to generate cultural consumption motivation. From the perspective of product design, based on the coupling theory, with cultural and creative innovation as the main line, a coupling steady-state mechanism for innovative design of non heritage cultural and creative products is established from three aspects: coupling content, coupling relationship, and

coupling degree, to achieve deep integration of intangible cultural heritage culture and cultural and creative products. In the coupling process, firstly, by coupling content such as shape, color, and material, traditional intangible cultural heritage craftsmanship is continued, maintaining its own cultural heritage in details, finding the integration point between intangible cultural heritage culture and products, pursuing differentiation on the basis of commonality, exploring potential value and development prospects; The second is to build a theme unified scenario coupling relationship, that is, in the cultural context, intangible cultural heritage culture and cultural and creative products need to achieve unity through the integration of elements, so that consumers can deeply experience the inherent cultural connotations in the process of understanding intangible cultural and creative products, and increase their demand for uniqueness and sensitivity. The perfect coupling between intangible cultural heritage culture and product form, shifting from simple resemblance to a combination of form and meaning, concretizing the meaning of intangible cultural heritage form, enables the design of intangible cultural and creative products to achieve the best effect, and stimulates consumer cultural consumption willingness. In addition, it is also necessary to pay attention to cultural experience and create a cultural atmosphere. For example, by holding cultural markets and traditional cultural festivals, consumers can experience the charm of cultural and creative products up close, stimulate their curiosity and curiosity, and stimulate their cultural consumption motivation.

Secondly, pay attention to the timeliness of aesthetics and meet the aesthetic needs of consumers. Aesthetic timeliness refers to the subject's appreciation and pursuit of beauty changing over time and always in a dynamic state. There are significant differences in consumer aesthetic standards and concepts across different periods and cultural backgrounds. According to the timeliness of aesthetic needs, non heritage cultural and creative products can be divided into fashionable and classic types. Firstly, fashionable non heritage cultural and creative products have the characteristics of short time, limited quantity, and fast consumption. This determines that designers must have a keen perception, be able to quickly capture current hot information, closely integrate it with intangible cultural heritage culture, create phenomenon level "explosive products", and use hot topics as an important way to transform non heritage cultural and creative products, satisfying consumers' aesthetic experiences of surprise and excitement. Secondly, classic non heritage cultural and

creative products should maintain the authenticity of traditional culture, weaken the influence of modern Western design aesthetic concepts, construct aesthetic value standards dominated by the traditional culture of our own nation, and inject vitality into non heritage cultural and creative products. In addition, by transforming the narrative perspective of non heritage cultural and creative products, the effectiveness of their aesthetic experience can be extended, effectively improving the level of consumer aesthetic experience and bringing consumers a beautiful aesthetic enjoyment.

Thirdly, strengthen the construction of online reputation and expand the influence of non heritage cultural and creative products. With the new business model based on the Internet, the scale of online transactions continues to expand. In the online shopping mode, consumers are constrained by the trading venue and cannot directly contact the product to form correct judgments. Online word-of-mouth has become the main way for consumers to understand the product. Therefore, on the one hand, it is necessary to strengthen the management of online word-of-mouth, guide consumers to make positive online evaluations, pay special attention to the opinions and suggestions of already purchased consumers, communicate with consumers in a timely manner, and make corresponding corrections based on feedback; On the other hand, IP interconnection is realized through co branding, authorization and other ways to expand the consumer market and attract the attention of young consumers. At the same time, with the help of Xiaohongshu, Tiktok and other social media, efficient drainage is carried out to comprehensively improve the platform data management level, increase the exposure of non legacy cultural and creative products, and expand the influence of non legacy cultural and creative products. The government should introduce relevant policies to support the dissemination of non heritage cultural and creative products, and build a good platform for the online dissemination of non heritage cultural and creative products.

Fourthly, strive to improve consumer satisfaction and stimulate purchase intention. In the context of the experience economy, consumers' understanding and needs for products are not only limited to functionality and performance, but also pay more attention to the emotional experience and psychological satisfaction that products can bring. Bidirectional communication experience has become a new trend. Firstly, in the design process of non heritage cultural and creative products, we adhere to the concept of "people-oriented" and introduce the concept of "five senses" to enrich the consumer experience level, so that consumers can feel the charm of non heritage cultural and creative products from all aspects and angles, and improve consumer satisfaction. Secondly, it is necessary to increase consumer led practical activities, provide consumers with space to freely express themselves, immerse themselves in the process of non heritage cultural and creative products, and effectively transform it into a pleasant feeling in the minds of consumers, thereby forming a path tendency in purchasing intentions. Furthermore, non heritage cultural and creative products carry profound historical, cultural, and spiritual connotations, organically embedded in emotional experiences, endowing non heritage cultural and creative products with unique emotional experiences, allowing consumers to deeply feel the differences between different non heritage cultural and creative products, improving consumer satisfaction, and stimulating purchase intentions.

7. Conclusion

This study quantitatively analyzed the influencing factors of consumer purchase intention for non heritage cultural and creative products. The results showed that there was a significant relationship between cultural value, aesthetic value, positive online word-of-mouth, and consumer satisfaction. There was a significant relationship between consumer satisfaction and purchase intention, and consumer satisfaction had a significant mediating effect on the cultural value, aesthetic value, and positive online word-of-mouth of non heritage cultural and creative products. Therefore, the design of non heritage cultural and creative products must deeply explore cultural connotations, continuously strengthen aesthetic expression, and pay attention to guiding positive online word-of-mouth to meet consumer needs, improve consumer satisfaction, and generate purchase intentions. There are still some shortcomings in this study: firstly, this empirical study only considered cultural value, aesthetic value, and explicit stimuli of online word-of-mouth, and did not comprehensively consider other potential stimuli. There are still some weaknesses, and in the future research process, the author will construct a more systematic stimulus factor system; Secondly, due to geographical limitations, this survey questionnaire is only available within Anhui Province, and future research can expand the scope of questionnaire distribution.

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