

# ***The Effects of Cultural and Creative Product Attributes on Consumers' Purchase Intention: Based on Customer Perception Value Theory***

**Xiaoyi Xu<sup>1,a,\*</sup>**

*1Beijing Etown Academy, Beijing, 100176, China*

*a. xuxiaoyi2005@gmail.com*

*\*corresponding author*

**Abstract:** It is still unclear how cultural and artistic product characteristics affect customers' purchase intention. Based on the comparative study of cultural and creative products in two typical museums—the Palace Museum and the British Museum—this paper explores the influence mechanism of product characteristics on purchase intention according to the theory of customer perceived value and finds that tool properties could promote functional value, the cultural metaphor could facilitate spiritual value, social orientation could enhance social value, and the richness of media has the function of promotion and spreading. The contribution of this study is to enlighten the marketing strategies of cultural and creative products.

**Keywords:** cultural and creative product, customer perceived value, marketing

## **1. Introduction**

With the development of society and economy, people have gradually met their needs for material products and thus have a higher pursuit of spiritual level. While looking into the future, the history and culture of a country or region are also increasingly valued. Therefore, cultural and creative products gradually come into people's vision and are also loved by people. Many museums have developed cultural and creative products, which has become a very common phenomenon. The development of cultural and creative products is extremely important: it can not only bring additional revenue to museums but also enhance the cultural confidence and cultural identity of the people. However, there are still many unsolved problems in the cultural and creative products of museums, such as uneven product quality, stagnant sales, poor practicality, etc. Therefore, it is very important to study the principles and mechanisms behind the existing problems of museum cultural and creative products, and it is also the key to solving these problems.

In view of these existing problems, many previous research topics mainly start from the perspective of product design but ignore the important role of consumer psychology, which leads to some research defects. As a result, from the perspective of consumer psychology, this paper uses the Palace Museum and the British Museum as examples to explore the influence of value perception on purchase intention through grounded research. This research can not only alleviate the existing problems of museum cultural and creative products but also put forward some practical suggestions and enlightenment for museum cultural and creative products.

## 2. Literature Review

Purchase intention is the customers' desire and preference to buy a brand or the willingness to pay for a product. It also shows the evaluation of customers toward the brand and products [1]. Several factors influence customer purchase intention, including customer knowledge, product design and packaging, and advertising and celebrity endorsement [2]. Satish, Kelly, and Peter concluded in the study that customer knowledge is an essential factor that contributes to customer purchase intention [3]. Rao and Monroe also conducted a study that customer knowledge is the major factor that influences purchase intention [4]. For cultural and creative products, customer knowledge may include understanding the cultural relics or historical background behind a certain creative product or understanding its culture. Product design and packaging significantly affect customers' purchase decisions [5]. For cultural and creative products, product and packaging designs are generally based on cultural relics or symbols with special meaning in a culture, and their style and design concepts play a key role. According to Levy and Gendel-Guterman's study, advertising is the most important factor in forecasting customer purchase intention and can affect perceived quality [6]. For cultural and creative products, advertising could be conducted through many accesses and platforms, including billboards, e-commerce platforms, video platforms, social media, and so on.

Customer perceived value theory was first suggested by Porter in the book competitive advantage [7]. It refers to the fact that when a customer buys a product, he or she will have a demand for one or some values of this product. Sheth, Newman, and Gross thought that there are five values, including functional, spiritual, social, epistemic, and conditional values [8]. However, in this study, only three values will be considered which are functional value, spiritual value, and social value. In this study, the relationship between these three values is parallel. A product may bring multiple values, but any value will not exclude the other two. Functional value refers to customer needs for performance and quality of products. Spiritual value refers to the brand identity generated by consumers through the purchase of products. Social value refers to the social meaning or shared values that consumers pursue by purchasing a product [9]. For different goods, the values they bring are different. For example, for daily necessities, functional value is more important because the differences between products of the same category are relatively small, and customers only expect the products to meet their daily needs without spiritual expectations. Luxury goods, it brings more spiritual value because customers hope to satisfy their vanity and express their sense of identity with a certain luxury brand by purchasing the product. Local brands, they bring more social value, which is reflected at the group level. Customers hope to express their support for their motherland and hometown by buying a certain local brand. The customer perceived value theory is widely applied to various industries and different products, including the research on cultural and creative products of museums [10].

## 3. Research Process

The study took a grounded theory approach. Grounded research is a qualitative method of collecting original information and materials directly from observation and summarizing systematic theories. To summarize the most suitable marketing strategy for museum cultural and creative products, the study selected two museums as examples for comparative research: the Palace Museum and the British Museum. The reason for choosing these two museums is that they are both typical and representative museums worldwide. The Palace Museum is China's largest and most famous museum, representing Oriental culture. At the same time, the Palace Museum has also made significant achievements in developing and marketing cultural and creative products since 2008. The British Museum contains cultural relics from all over the world and mainly represents the culture of Western countries. The British Museum has also begun to develop and sell cultural and creative products in recent years.

To summarize the different values that the cultural and creative products of the Palace Museum and the British Museum bring to customers, including functional, spiritual, and social values, from Taobao and Dianping platforms, I collected the introduction of the store details page, the introduction of the product details page, the comments of buyers, and the comments of the participants in related activities. The following table shows some typical information:

Table 1: Data analysis process.

Values	The Palace Museum	Summary	British Museum	Summary
Functional	Armadillo throw pillow details page: there is a soft blanket hidden in its belly, which the zipper can access. It's a multifunctional and warm throw pillow, which can bring you Milky Way dreams.	Multifunctional	Anderson Buster's four-wire portable power bank comment: The power bank is cute, can display the power and has a fast charging speed, which meets the needs of many different models of mobile phones. It is especially convenient that I don't need to take another wire when going out!	Practical and convenient
Spiritual	Crystal Bracelet details page: Plum Blossom—bring spring with joy; Peach Blossom—Wish always be happy and safe; Osmanthus fragrans—the good meaning of the moon rabbit; Orchid—the beauty of delicacy.	Cultural metaphor	Gaia Anderson cat watch details page: It symbolizes protection, warmth and joy.	Cultural metaphor (protection, warmth, and joy)
Social	Taobao official flagship store details page: Since its establishment in 2008, the official flagship store of The Palace Museum has been innovative, always devoted to the fashion design of traditional culture, and has always been dedicated to the exquisite polishing of product materials.	Keep traditional and also be innovative	Taobao Details Page: The British Museum always adheres to the concept of “the British Museum, the world's museum”, based on the core spirit of serving the world. From the dawn of human history to the present day, the British Museum collections have told the cultural stories of the world.	Museum that belongs to the whole world

#### 4. Theory Mechanism

According to the theory of customer perceived value, a product can bring customers three values: functional, spiritual, and social, which can all lead to the purchase intention. Media plays an essential role in promoting the process of the perception of value to the behavior of buying the product. The media transform the product's characteristics into the value given to consumers and provide consumers with channels to reach the product through advertising and other promotional strategies to stimulate purchase behavior. Therefore, it is imperative to explore the factors leading to consumer perceived value for developing cultural and creative products, which can help improve the sales of cultural and creative products and attract more customers. In addition, it is also crucial to explore the richness of the media. The promoting effect of the media is as essential as the product's characteristics.

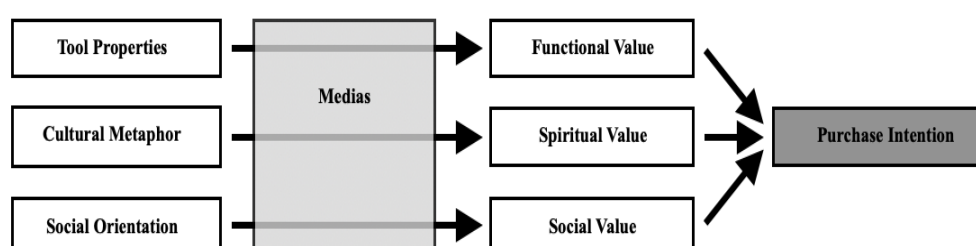


Figure 1: The effects of cultural and creative product attributes on consumers' purchase intention.

As for many cultural and creative products, most of them, whether produced by the Palace Museum or the British Museum, are daily necessities, so functional value is significant. Based on the information in Figure 1, many products with functional value have “tool properties,” which means that by using these cultural and creative products, consumers add comfort and convenience to their lives, or they achieve a certain goal or complete a certain thing with the help of the product. The Palace Museum and the British Museum both have products with tool properties. For example, the Armadillo Throw Pillow of the Palace Museum is multifunctional. The Taobao details page says that “there is a soft blanket hidden in its belly, which the zipper can access.” The multifunctions of this product provide a great convenience for consumers and meet various needs: consumers don’t have to bring another blanket when napping. Similarly, Anderson Buster's Four-wire Portable Power Bank is also designed for customer convenience. A comment said, “the power bank is cute, can display the power, and has a fast charging speed, which meets the needs of many different models of mobile phones. Conveniently, I don’t need to take another wire when going out!” From the above two examples, we can see that cultural and creative product is inseparable from functional value.

Since the design of most cultural and creative products comes from museum exhibits and has a special meaning to a particular culture, many cultural and creative products have spiritual value. Based on the information in Figure 1, many products with spiritual value have “cultural metaphor,” which means that integrating the design of product appearance into the thing with special implication in culture to connect the explicit characteristics with the implicit meaning, to make customers feel spiritual pleasure and cultural inspiration. Both the Palace Museum and the British Museum have products that are designed with cultural metaphors. For example, on the details page of the Crystal Bracelet of the Palace Museum, there are different meanings for four bracelets designed with different flowers: “Plum Blossom——bring spring with joy; Peach Blossom——Wish always be happy and safe; Osmanthus fragrance——the good meaning of the moon rabbit; Orchid —— the beauty of delicacy.” By reading these introductions, customers can choose the implied meaning they want according to their own needs and thus perceive the spiritual value. Similarly, Gaia Anderson's cat

watch also has the design of cultural metaphor. The details page writes that “it symbolizes protection, warmth, and joy.” Such cultural metaphors, whether bought for personal use or given away as a gift, can bring value to customers that no other brand can.

Finally, cultural and creative products can also convey social value because they are public products with a collectivist orientation. Many of the Palace Museum's products, for example, have Chinese characteristics and nationalistic overtones. To some extent, these products can represent Chinese and even oriental culture. Therefore, consumers can perceive the social value by purchasing cultural and creative products from the Palace Museum. Both the Palace Museum and the British Museum deliver social value to consumers. The introduction of the Palace Museum cultural and creative products Taobao store writes that “Help cultural self-confidence and national rejuvenation,” which means that the Palace Museum hopes to let the public feel that cultural and creative products bring them a sense of collective belonging and identity with the national culture so that consumers will have a preference for the brand and increase their purchase intention. Similarly, in the introduction of the British Museum's cultural and creative products Taobao store writes that “The British Museum always adheres to the concept of ‘the British Museum, the world's museum’, based on the core spirit of serving the world. From the dawn of human history to the present day, the British Museum collections have told the cultural stories of the world.” The British Museum wants to let consumers feel the culture and history of different regions in the world through cultural and creative products to arouse people around the world to buy the cultural and creative products of the British Museum.

Although product design plays a direct role, the medium also plays a role in facilitating and spreading. The same product characteristic will have different effects on perceived values due to different media channels, especially under the influence of big data and the popularity of digital platforms. For example, Taobao, as one of the leading sales channels for cultural and creative products of both the Palace Museum and the British Museum, plays a very significant role in conveying values. Through Taobao, consumers can comprehensively understand the product through the introduction of the details page and other users' comments on the product. On the details page, the store can add product pictures, descriptions, introductory videos, and other content to convey the design concept of the product. Different wording and introduction can bring different values to the audience. The museums can selectively communicate the most important or influential values to consumers. In addition, comments from other customers can give consumers a different perspective. The pictures taken by consumers can reflect the appearance and function of the product more realistically without modification and filter, and the product description enables consumers to know whether the value provided by the product is what they want from the perspective of a user. Both the detail page and the comments are likely to influence customers' purchase intention. In addition to Taobao, Microblog is one of the main channels through which the two museums communicate with consumers. Microblog not only serves a similar function to Taobao: it can also provide a channel for merchants to write product profiles, photos, and videos to deliver value but also different from Taobao in that Microblog is highly interactive—consumers can not only comment directly under the blogs but also send private messages to the bloggers. Also, bloggers can launch voting, lottery, and other activities on Microblog to improve the interaction to enhance users' preference and familiarity with the brand, which also improves consumers' purchase intention.

## 5. Conclusion

Based on the study of cultural and creative products of the Palace Museum and the British Museum and the analysis of the values conveyed by them, the following conclusions are drawn. As for the functional value, the tool properties of cultural and creative products are the main factor affecting this value; as for the spiritual value, the cultural metaphor could be influential; as for the social value, the

tendency of social orientation can strengthen the effect. By enhancing the values that a cultural and creative product can express through improving these three factors, customer purchase intention will be led. On top of that, the richness of media play the role of promoting and spreading, which provides customers accesses to perceive values and facilitates purchase intention.

From the perspective of theory, much previous research on the marketing strategy of cultural and creative products focused on product design, 4P theory, 4C theory, etc. Still, this paper provides a relatively novel angle: from the perspective of consumer psychology, through the analysis of customer perceived value theory to determine the factors that influence purchase intention. This paper makes a supplement in this area. This research can help the marketers and product designers put forward new proposals that cause the customer's emotional resonance according to the market and society orientation and the theory of customer perceived value, which could promote the product development and sales of cultural and creative products, including but not limited to the products of the Palace Museum and the British Museum to increase the capital source channels and expand the influence.

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