



**A STUDY OF THE INFLUENCE OF VALUE PERCEPTION OF  
INTANGIBLE CULTURAL HERITAGE HANDICRAFT  
PRODUCTS ON CONSUMERS' PURCHASE INTENTION**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF  
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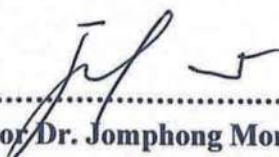
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This Independent Study has been Approved as a Partial Fulfillment of the  
Requirements for the Degree of Master of Business Administration

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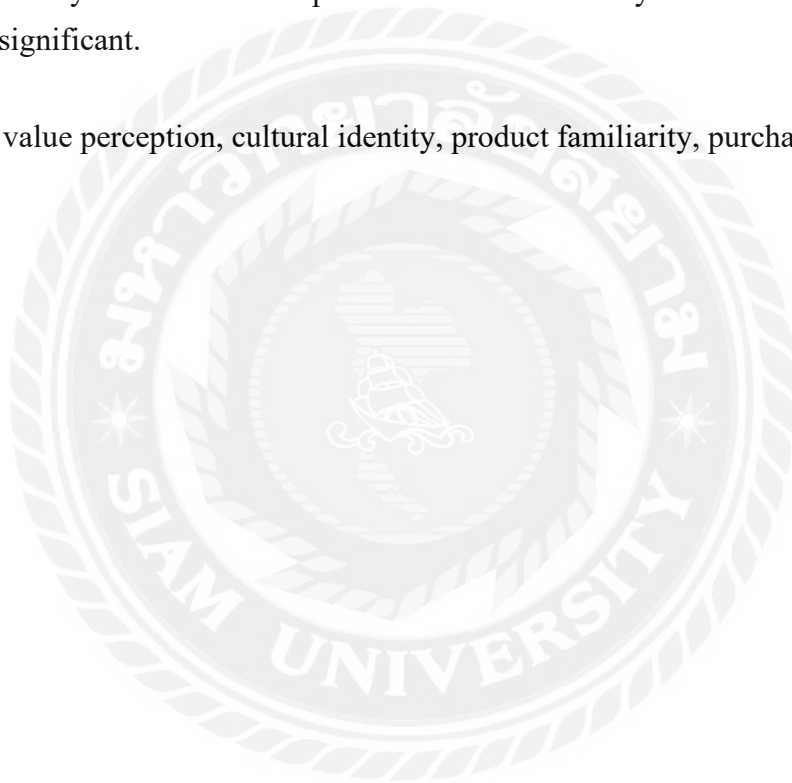
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### ABSTRACT

The improvement of living standards has prompted people to pursue the satisfaction of their spiritual needs, and non-heritage handicraft products with local cultural characteristics have attracted more and more attention. The industrialisation change brought about by the innovation of production technology has had a great impact on the survival and development of non-heritage handicraft products, and the productive protection of non-heritage handicrafts has received more and more attention from the society. From the perspective of consumers, complex psychological emotions affect consumers' perception of product value, which in turn affects their purchase intention and behaviour. It is of great significance for the survival and development of enterprises to explore the mechanism of value perception of non-heritage handicraft products on consumer purchase intention. Therefore, this study proposes the following research objectives: 1. To explore the impact of value perception (functional, emotional, knowledge and educational, social) of intangible cultural heritage artefacts on consumers' purchase intention. 2. To examine how value perception of intangible cultural heritage artefacts influences consumers' cultural identity. 3. To examine how cultural identity affects consumers' purchase intention. 4. To examine the mediating role of cultural identity in the relationship between value perception and purchase intention for intangible cultural heritage handicrafts. 5. To examine the moderating role of product familiarity in the relationship between value perception and purchase intention for intangible cultural heritage artefacts, and its moderating role on different dimensions of value perception (functional, emotional, knowledge and educational, social). 6. To examine the moderating role of product familiarity in the relationship between cultural identity and purchase intention.

This study used a quantitative research method to conduct a questionnaire survey on consumers who have experienced non-heritage handicraft products, and finally obtained 330 valid questionnaires, with a valid questionnaire recovery rate of 90.2%. The data were subjected to descriptive statistical analysis, reliability and validity analysis, correlation analysis and regression analysis, and the research hypotheses were tested. The results show that value perception significantly and positively affects consumer purchase intention, value perception significantly and positively affects cultural identity, cultural identity significantly and positively affects consumer purchase intention, the mediating effect of cultural identity on the relationship between value perception and purchase intention is significant, and the moderating effect of product familiarity on the relationship between cultural identity and consumer purchase intention is significant.

**Keywords:** value perception, cultural identity, product familiarity, purchase intention



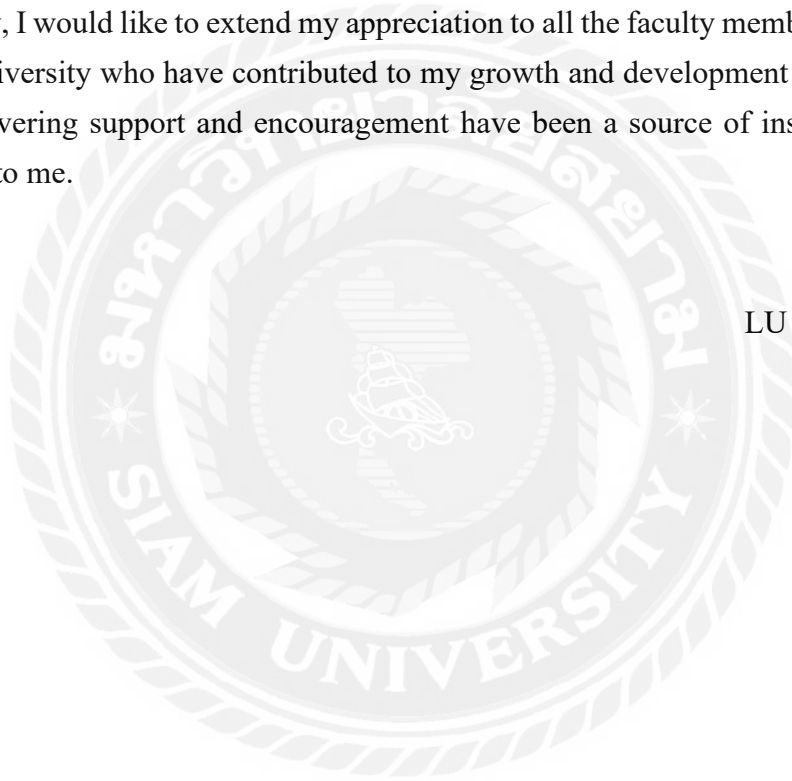
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LU HAIQIANG



## DECLARATION

*I, LU HAIQIANG, hereby certify that the work embodied in this independent study entitled “A STUDY OF THE INFLUENCE OF VALUE PERCEPTION OF INTANGIBLE CULTURAL HERITAGE HANDICRAFT PRODUCTS ON CONSUMERS' PURCHASE INTENTION” is result of original research and has not been submitted for a higher degree to any other university or institution.*

(LU HAIQIANG)

Dec 03, 2024



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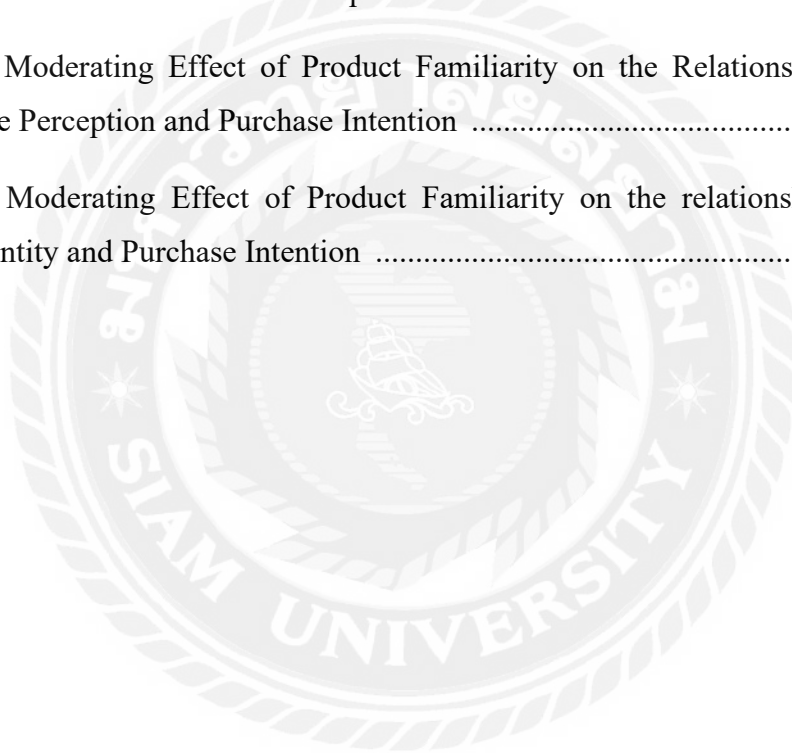
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# Chapter 1 Introduction

## 1.1 Background of the Study

The industrialization transformation brought about by the change and innovation of production technology has had a significant impact on the survival and development of intangible cultural handicraft products. Compared with standardized industrial products, intangible cultural handicrafts face challenges such as long production cycles, low production efficiency, and high production costs. These limitations have gradually marginalized their market presence, with some traditional crafts even facing the risk of extinction as they are replaced by mass-produced industrial goods (Ministry of Culture et al., 2017).

The tension between traditional craftsmanship and modern consumer demands has highlighted the need for innovation. The slow, meticulous nature of artisanal work often conflicts with the fast-paced culture of contemporary consumption. As a result, many enterprises producing intangible cultural handicrafts have recognized the necessity of driving product value improvement through innovation and optimizing marketing strategies to enhance consumer satisfaction (Yang, 2018).

The concept of "productive protection" for intangible cultural handicrafts has gained increasing social attention. In March 2017, the Ministry of Culture, the Ministry of Industry and Information Technology, and the Ministry of Finance jointly issued the Chinese Traditional Crafts Revitalization Plan. This policy provided a comprehensive framework for the revitalization and protection of intangible cultural heritage handicrafts, including the establishment of heritage databases, the training of inheritors, the improvement of production skills, and the promotion of innovative product development and marketing strategies (Ministry of Culture et al., 2017).

With the improvement of living standards, consumers have begun to prioritize spiritual and cultural fulfillment, leading to increased attention toward intangible cultural handicraft products that embody local cultural characteristics. According to the 2021 Intangible Cultural Heritage E-commerce Development Report (China Tourism News et al., 2021), 14 intangible cultural heritage handicraft industries on the Taobao platform achieved annual sales exceeding 100 million yuan, with nearly half located in rural or county-level areas, such as the Dehua Porcelain, Jingdezhen Ceramic, and Chaozhou Ceramic industry belts. These industries have become vital to regional economic development.

The report also highlighted three key trends in the consumption of intangible cultural heritage handicraft products on the Taobao platform: Increased Supply: The

number of intangible cultural heritage handicraft product stores exceeded 35,000 in 2021. Rising Sales: Annual sales of these products grew by over 20% year-on-year for two consecutive years. Expanding Consumer Base: The consumer population reached 100 million, with post-85s and post-90s generations emerging as the primary buyers (China Tourism News et al., 2021).

The rise of cultural tourism has further propelled the development of the intangible cultural heritage handicraft industry. The emergence of the "intangible cultural heritage +" model, which integrates handicrafts with tourism, scenic spots, traditional settlements, and themed venues, has provided more opportunities for product display and consumer engagement. This model allows consumers to experience the cultural depth of intangible heritage products, thereby enhancing awareness and recognition (China Tourism News et al., 2021).

## **1.2 Problems of the Study**

From the current domestic and international research and development status of related research on intangible cultural heritage handicraft products, some academic studies on intangible cultural heritage handicraft products have begun to emerge with the hotness of intangible cultural heritage tourism in recent years, but some of these studies are yet to be more in-depth. Therefore, the following research questions are proposed: 1. How do different types of value perception (functional, emotional, knowledge and educational, social) affect consumers' purchase intention for intangible cultural heritage artefacts? 2. How does value perception of intangible cultural heritage artefacts shape consumers' cultural identity? 3. How does cultural identity affect consumers' purchase intention for intangible cultural heritage artefacts? 4. What mediating role does cultural identity play in the relationship between value perception of intangible cultural heritage artefacts and consumers' purchase intention? 5. How does product familiarity moderate the relationship between value perception of intangible cultural heritage artefacts and purchase intention? 6. How does product familiarity moderate the relationship between cultural identity and consumers' purchase intention for intangible cultural heritage artefacts?

## **1.3 Objectives of the Study**

1. To explore the impact of value perception (functional, emotional, knowledge and educational, social) of intangible cultural heritage artefacts on consumers' purchase intention.

2. To examine how value perception of intangible cultural heritage artefacts influence consumers' cultural identity.
3. To examine how cultural identity affects consumers' purchase intention.
4. To examine the mediating role of cultural identity in the relationship between value perception and purchase intention for intangible cultural heritage handicrafts.
5. To examine the moderating role of product familiarity in the relationship between value perception and purchase intention for intangible cultural heritage artefacts, and its moderating role in different dimensions of value perception (functional, emotional, knowledge and educational, social).
6. To examine the moderating role of product familiarity in the relationship between cultural identity and purchase intention.

## **1.4 Scope of the Study**

This study investigates the mediating role of cultural identity in the relationship between consumers' value perception of non-heritage handicraft products and their purchase intention. Additionally, it examines the boundary conditions of this relationship by exploring the moderating effect of product familiarity on the interplay between value perception, cultural identity, and purchase intention. This study adopted a quantitative research method, using a questionnaire survey to collect data, and the respondents were mainly the consumers of non-heritage handicraft products.

## **1.5 Significance of the Study**

**Theoretical significance:** At present, most scholars' research on non-heritage handicraft products mainly focuses on the cultural connotation, artistry, design and development of the products, and only a relatively small number of scholars have carried out empirical research on consumer value perception. This study introduces the rational behaviour theory, the social identity theory and the S-O-R theory to deeply analyse the relationship between value perception, consumer cultural identity and purchase intention for non-heritage handicraft products, and the moderating role of product familiarity, so as to further enrich the non-heritage handicraft product research results and related theories through empirical research.

**Practical significance:** Handicraft products combine commemorative, practicality and craftsmanship, meet consumers' needs. However, the current non-heritage handicraft products around China show the characteristics of uniformity, rough production and insufficient cultural connotation, which not only fails to meet the needs of consumers, but also is not conducive to the development of non-heritage handicraft

industry. Therefore, it is of great practical significance to explore how to enhance the value perception and consumer purchase intention of non-heritage handicraft products to promote the development of non-heritage handicraft industry.



## **Chapter 2 Literature Review**

### **2.1 Introduction**

This chapter first defines the concepts of intangible cultural heritage, non-heritage handicraft products, value perception, cultural identity, and product familiarity. Then, the theoretical basis is determined to support the research framework of this study. The rational behaviour theory, the social identity theory and the S-O-R theory are used as the theoretical support of this study. It lays an important theoretical foundation for the subsequent exploration of this study.

### **2.2 Intangible Cultural Heritage Crafts**

The research of scholars at home and abroad in this field of non-heritage handicrafts can be mainly divided into three aspects: protection research, inheritance research and development research.

Masoud et al. (2019) believed that the revitalisation of the use of non-renewable heritage (NRH) crafts in the form of modern tourism is the main way to protect NRH crafts, and at the same time, it is of great significance to drive the development of the local economy. Covarrubia (2019) sought to protect the NRH crafts through geographical indications, and puts forward the suggestion that the international community should protect the NRH crafts through the legislative acts of the state or inter-region, as well as the bilateral agreements to protect NRH crafts. Yang (2018), in her study on the digital protection of Huangmei picket, proposed that the protection of Huangmei picket be achieved through digital archiving and publication, the establishment of a dynamic capture database, the development of a digital auxiliary design system, and the expansion of mobile internet products, so as to allow national intangible heritage handicrafts to regain their vitality and creativity, and to highlight their greater artistic value. Zhou (2021), in his study on the protection of non-heritage handicrafts in Karuo District, Chamdo City, found that the current protection of non-heritage handicrafts exists in the problems of low level of education of craftsmen and weak language expression ability, serious loss of talents in the industry, destruction of non-heritage handicrafts caused by commercial development, and deficiencies in the mechanism of the non-heritage protection programme, and put forward the suggestions that the government should lead the industrial cooperation, formulate the relevant industry standards, develop vocational education, strengthening publicity activities and other suggestions.



Skrodenytė (2012) believed that an important way to pass on intangible crafts is to establish a centre for the safeguarding of intangible cultural heritage, which should be a centre for the safeguarding of intangible cultural heritage. Intangible Cultural Heritage Protection Centre, which should undertake the specific work of the inheritance of intangible handicrafts, be responsible for the cultivation of relevant talents, and provide training, consultation and other services for intangible handicrafts. Liu (2018) studied the impact of new media on the inheritance of non-heritage and found that the Internet + inheritance mode, Internet + inheritance form and Internet + inheritance culture are important for the innovation of the inheritance of non-heritage handicrafts. Wei (2021) explored the construction path of non-heritage handicrafts experience centre from the context of cultural industry, proposes to build diversified non-heritage handicrafts experience centre based on local cultural characteristics, sets up pavilion areas according to different functions, and improves the institutional mechanism of the non-heritage handicrafts experience centre, so as to inherit the non-heritage handicrafts. Zeng (2021) took clay sculpture in Rengong region of Qinghai as an example, and put forward the optimisation of the inheritance carriers of clay sculpture handicrafts from four aspects: craftsmen, regional culture, inheritance history, and production process. Liu (2021) proposed in his study that the government should pass on the non-heritage crafts well by establishing an external environment suitable for the development of non-heritage crafts and by improving the technical ability of craftsmen through education.

In terms of development research, Kenji (2004), in his study of Thai ceramics, found that the concepts brought by foreign tourists inspired local ceramists to create new products that retained traditions but were also innovatively developed. Wang (2020) explored the significance of contemporary design intervention in non-heritage crafts by studying the inheritance and cultural changes of the silver filigree technique in Chengdu, for example, and finds that the intervention of contemporary design can promote the innovative development of crafts. Zhu (2020) took Suzhou literati fan as an example, and finds that Suzhou literati fan has the problems of high difficulty in fan-making craft, and difficulty in the inheritance of skills and expansion of production. In this regard, the author proposes to promote the development of the literati fan craft from the inheritance and restoration of the literati fan craft, as well as the introduction, upgrading and innovation of the modern handicraft technology. Zhang (2021), in the study of Chinese furniture, found that the convergence of elements of non-heritage craftsmanship reduced the artistic taste of Chinese furniture and weakened the cultural heritage of Chinese furniture, and the author proposed that the development of Chinese

furniture should be promoted from the perspective of the combination of non-heritage craftsmanship and modern cultural elements.

Intangible handicrafts refer to arts and crafts with unique styles that are produced by manual labour, mainly including firing, woodworking, casting and forging, weaving, dyeing and weaving, painting and decorating, and sculpture. Intangible handcraft products refer to products made by hand or with the help of tools based on traditional skills in the intangible cultural heritage, and the handwork of craftsmen is the most important source of finished products. There are very many varieties of intangible handicrafts, such as ceramics, embroidery, costumes, wood carvings, clay sculptures, study cuttings and so on, which carry a long history of traditional craftsmanship, are rich in local flavour and contain strong local characteristics and culture, and at the same time, have a religious or social symbolic significance. It combines practicality, craftsmanship and commemorative nature, has certain aesthetic value and collection value, and is an important bridge for individuals to feel the local culture.

Chen (2012) regarded non-heritage handicrafts as objects with traditional cultural and spiritual connotations, and believes that the production process of each handicraft is a process of skill creation, in which the craftsman integrates his understanding of cultural heritage and life as well as his own creative thinking, and that the work itself contains the craftsman's intrinsic character and strong regional characteristics. The owner of the object can feel the texture of the material and communicate with the spirit of the object in the process of playing with it, and this identification and spiritual communication makes the object able to support the owner's emotions. According to Ma (2014), non-heritage handicraft products refer to products that are produced entirely by hand, or that rely on tools but are mainly handmade, which can satisfy the consumers' psychological personality of seeking knowledge, differences and newness, as well as the demand for "different" experiences.

Combing through the relevant literature in the field of marketing, it is found that scholars' research mainly focuses on aspects such as product development and promotion. Marcello (2011), by studying consumers' expectations of non-heritage handicraft products, found that changing the current marketing mode of non-heritage handicraft products, realising effective interactions between the products and consumers, and allowing consumers to better perceive the value of the products. Christian (2015) deeply analysed the marketing process of non-heritage handicraft products enterprises in the Internet era, and the analysis results showed that the effective combination of non-heritage handicraft products and network marketing can further broaden the influence of the products, so that the products can get a broader space for

development, and at the same time, it is also conducive to the protection and inheritance of the non-heritage handicrafts. ) selected the non-heritage handicraft product enterprises in Bali, Thailand, Malta, and the Costa Brava as the research object, and deeply analysed the process of the development and rise of these local enterprises with the help of tourism, and the results of the analysis showed that the product promotion of the enterprises with the help of tourism can provide them with sufficient development impetus, and it has a positive impact on the development of local non-heritage handicrafts. Yin (2021) in the non-heritage handicraft hat products research found that the current enterprise marketing there are limited product excavation and promotion efforts, insufficient investment, promotion of a single form and backward marketing approach shortcomings, and put forward from the product brand packaging, price positioning, to explore the product's cultural connotations and broaden the marketing channels to optimise the product marketing strategy in four aspects. Wu (2021) took sugar painting as an example and analysed the problems of sugar painting enterprises in marketing from four aspects: consumer characteristics of sugar painting, search index, shops, and dissemination of cultural connotations, and proposed that the product marketing strategy should be optimised from three aspects: publicity of cultural connotations, degree of exposure, and combination of online and offline. Wang (2021), in his study of Xuanyan inkstones in Anhui Province, found that consumers' expectations of the product have shifted and they have come to expect a more comprehensive sense of experience, which has led to a blurring of the boundaries between products and services. He suggests that Xuanyan inkstone companies should establish a brand symbol system, give symbols to products, let products replace symbols, use feasible symbol communication for non-heritage branding marketing, and better meet customer expectations by balancing customer needs and corporate capabilities.

This study defines non-heritage handicraft products as products based on non-heritage handicrafts, which are produced entirely by hand, or with the help of tools, but mainly rely on the handwork of craftsmen, and which carry a long history of traditional craftsmanship, are rich in local flavour and contain a strong culture of local characteristics, and at the same time have a certain symbolic significance.

## **2.3 Value Perception**

Value is a judgement made by consumers after weighing the benefits that a product or service can generate, and is one of the subjective evaluation indicators of consumers' overall satisfaction with a product. The perceived value of a product becomes the main

factor influencing consumers' purchasing decisions, and in the process of purchasing decisions, consumers will constantly weigh the benefits against the payments based on the perceived value, and when the perceived benefits are greater than the payments, it can drive consumers to purchase behaviour, and vice versa will hinder it.

Drucker first introduced the concept of customer value in his 1954 book *The Practice of Management*. He suggested that the survival and development of enterprises cannot be separated from customers, and that customers are the cornerstone of enterprises. Therefore, companies need to focus on customers to the level of marketing and innovation to create more customer value. Customers' purchasing behaviour is not only affected by the product itself, but more importantly, the value that customers feel. With the passage of time, more and more scholars began to pay attention to customer value, and the research results produced have continuously enriched and improved the theoretical framework of customer value perception. Porter put forward the theory of buyer's value in *Competitive Advantage* in 1985, which argues that the enterprise can create buyer's value by reducing the buyer's cost or increasing the buyer's benefit, and the customer determines the buyer's value through the trade-off between the perceived benefit and the perceived cost. Buyer value. This theory reveals that customer value consists of two factors, namely, benefit and cost, and it has become the main theory for scholars to study the perception of customer value later on.

Scholars' research on the value perception of non-heritage handicraft products mainly focuses on the dimensions of value perception and influencing factors, etc. Love and Sheldon (1988) argued that tourists buy non-heritage handicraft products as a souvenir to witness the tourism they have experienced, and proposes that measuring the value perception as a whole from the four dimensions of functionality, emotion, price, and social value can comprehensively reflect the feelings of tourists, and help to conduct a true analysis of the value perception of non-heritage handicraft products. handicraft products with authentic

Hoven (2005) argued that the main function of non-heritage handicraft products is to store and awaken the memories of tourism, and he divides the overall dimensions of value perception into price perception and quality perception, with price perception judged on the dimensions of monetary price and non-monetary value, and quality perception judged on the dimensions of emotion, reputation, and quality. Wilkins (2011) further divided the core functions of non-heritage craft products' core functions into witnesses of tourism experiences, evocative objects of tourism memories, and gift functions, and proposed a value perception model with five dimensions: perceived quality, emotional response, monetary price, behavioural price, and reputation.

Prebensen (2017) argued that the measurement dimensions of the value perception of NHH products should cover economic, quality, novelty, emotional, social, and knowledge values. Wang (2018) took international tourists in Thailand as the research object and found empirically that tourists' value perception of NRH handicraft products significantly and directly affects their satisfaction with the products, and among the six dimensions of value perception of NRH products, the impacts of functionality, emotion, experience, context, and aesthetics are positive, whereas the cost perception, which represents the price factor, produces a significantly negative effect. Most tourists will do multiple thinking when purchasing non-heritage handicraft products, from the appearance to the connotation of the product, from the memorability to the practicality, from the price to the quality, and from the self-perception enhancement brought by the product to the social value, all of which are factors tourists will consider.

Gordon (1986) argued that non-heritage handicraft products are special tools for conveying information, and emphasises the gift-giving role of non-heritage handicraft products, which are usually shared with family members and friends as souvenirs, and that tourists buy such products as a way to turn untouchable experiences into touchable ways of retaining them, and that different motivations for travelling lead to different value perceptions, and that the dimension or degree of tourists' perceptions changes with changes in motivations for travelling. The dimension or degree of tourists' perceptions will change with the change of tourism motives, and in addition, tourists' value perceptions are unstable and random, and will not remain unchanged for a long period of time. Littrell (1993) raised a question about the authenticity of NHH products, and argued that the authenticity of the products will have an impact on tourists' value perceptions, and took the uniqueness of the products, aesthetic value, use value, cultural connotation, historical integrity and factualism, as well as the personal characteristics of the craftsmen as the basis for judging the NHH crafts. characteristics as important criteria for judging the authenticity of NRH products, and he also believes that NRH products have a strong symbolic meaning for tourists' enjoyable travel experience. Asplet and Cooper (2000) presented a study on product authenticity using NRH clothing products in New Zealand as an example, and the study found that authenticity is significant for the perceived value of non-heritage handicraft products. Dai (2020) focused on the impact of the authenticity and quality of NRH products on the value perception of tourists, and through empirical analyses concluded that the quality of NRH products positively increased the value perception of tourists. High-quality NRH handicraft products demonstrate their importance in terms of functional and economic value, and those NRH products that meet consumers' needs for use, are well-made and

of excellent quality can provide tourists with a sense of security, thus increasing their value perception.

At present, the research on value perception is mainly carried out from three dimensions: one is introspective, i.e., to study the formation of product value from the dimension of consumers' internal emotional changes; the second is correlative, i.e., to study the degree of correlation between intrinsic, extrinsic, active, and passive value of the product and the consumers; and the third is hierarchical, i.e., to conduct a longitudinal study in the aspect of consumers' needs. Based on their respective research background, purpose and object, scholars divide customer value perception into multiple dimensions. Their definitions of value perception are basically the same, i.e., the result of weighing and comparing consumers' perceived gains and losses of a product or service. Value perception can be divided into two major dimensions: functional value perception and non-functional value perception, and non-functional value perception can be further dimensioned based on different research backgrounds, purposes and objects. This study, therefore defines value perception as the overall evaluation formed after weighing and comparing the perceived gains and perceived losses of customers with specific needs and intentions for a specific product or service. Based on the background, purpose and target of this study, value perception is divided into functional value perception, emotional value perception, knowledge and education value perception and social value perception.

## **2.4 Cultural Identity**

Choi (2004) defined cultural identity as the confirmation of shared beliefs and culture among individuals or individuals and groups. This identity is based on the use of the same cultural symbols, following shared modes of thinking and behavioural norms, and common cultural ideas. One of the basic functions of culture is identity, and therefore having a common culture is often the basis for national and social identity. Individuals' identification with society is mainly reflected in their socialisation, i.e. learning and accepting the culture created and owned by the society, while society's identification with individuals is reflected in the popularisation, promotion and acceptance of the basic cultural norms of the society among individuals. Cultural identity between individuals is manifested in the fact that both parties share the same or similar cultural background and cultural atmosphere or the recognition and acceptance of each other's culture. According to Dong (2014), on a macro level, cultural identity consists of two aspects, a national identity, which is the recognition of the culture of the nation to which one belongs, and a national identity, which is the

recognition of the culture of the country to which one belongs; and on a micro level, cultural identity contains multidimensional characteristics, including psychological processes such as cognition, attitudes, and emotions towards a specific community. Cultural identity exists not only at the individual level, but also at the social level, which is the process by which individuals make decisions about their self-orientation and attitudes towards culture in different contexts and within different groups, and gradually adapt to a certain community. Yu (2022) defined cultural identity as the communal and shared knowledge, feelings and beliefs of community members. A community creates a certain self-image, and cultural identity is the process by which an individual's emotions and identity match that image. The process of cultural identity encompasses two levels: the individual level, which is the individual's identification with the subject's identity; and the collective level, which is the individual's identification with the culture of the nation and the state. The two levels of cultural identity are interrelated and are formed in the interaction between the individual and the subject's status. In the case of intangible cultural heritage, at the level of individual identity, when experiencing intangible cultural heritage, the individual will trigger a re-cognition of culture, self and society, and a re-discovery of his or her social role, thus creating an identity with the local culture. At the level of collective identity, collective identity is the embodiment of identifying with a wide range of NRM practices and symbolic NRM, establishing links between the past, present and future through the media, transmitting the values necessary for the formation of behavioural norms and identities, forming a cohesive structure, and constructing cultural scenarios and places of memory in order to consolidate the common feelings of attachment.

This study defines cultural identity as the recognition of shared knowledge, feelings, and beliefs among individuals or individuals and groups. On a macro level, cultural identity includes identification with the nation to which one belongs and the country to which one belongs; on a micro level, cultural identity refers to the internal psychological process of identifying with the cognition, attitudes, and emotions of a particular group.

## **2.5 Product Familiarity**

Park (1981) argued that product familiarity reflects the level of experience consumers acquire in relation to a product and is an important dimension in determining a buyer's product-related knowledge. There are two main measures of product familiarity: subjective familiarity, which indicates consumers' self-rated familiarity with a product, and objective familiarity, which reflects consumers' true level of

knowledge about a product. Yuan (2007) distinguished product familiarity into subjective and objective familiarity. Subjective familiarity measures consumers' own subjective perception of the level of product knowledge, and the study of subjective familiarity can contribute to the understanding of the formation of systematic bias in consumers' decision-making and choice appraisal; whereas objective familiarity is mainly concerned with consumers' long-term product memory, and the study of objective familiarity can help to make clear the impact of memorised knowledge on consumers' appraisal and choice decision-making. The study of objective familiarity can help to clarify the impact of memory knowledge on consumers' evaluation and choice decisions. Lou (2010) defined product familiarity as a customer's self-rated level of knowledge about a product or service. Familiarity with the product or service will make customers feel more controllable and less risky, and then dare to try and participate; on the contrary, unfamiliarity with the product or service will make customers feel stronger uncertainty, and thus afraid to try easily. Product familiarity directly affects consumers' perception, reaction and evaluation of external factors, and also influences consumer behaviour. Usually, increased familiarity will help customers build a more rigorous cognitive structure, and customers with different levels of product awareness and familiarity will often refer to different standards and information when evaluating the same product, and will assign different weights to the same attribute or select different attributes when judging the same product.

The concept of product familiarity adopted in this study refers to the customer's self-perceived level of knowledge about a product or service. In addition to influencing consumers' behavioural intentions, product familiarity also affects their perceptions, evaluations and reactions to other external factors.

## **2.6 Purchase Intention**

Purchase intention is evolved from the word willingness in psychology, that is, the customer is willing to buy a certain product or service, the chance of occurrence of the purchase behaviour is high or low. Fishbein (1975) firstly defined the concept of purchase intention, he defines willingness as the individual's subjective thinking for the purpose of achieving a specific goal, purchase intention is the probability of consumer purchase intention to buy a certain product or service or subjective willingness to perform a specific behaviour. Mullet (1985) suggested that consumer purchase intention is generated by a combination of external factors and their own existing knowledge of the product or service, and that purchase intention can be used as an independent variable to analyse and predict consumer behaviour. Sheth (1991) defined



purchase intention as a subjective preference that measures the customer's likelihood of consuming a particular product or service. likelihood. Dodds (2003) suggested that purchase intention as a behavioural tendency is a product of the combination of subjective attitudes and objective factors of consumers towards a particular product or service, reflecting their attitudes and the probability of adopting purchasing behaviour. Feng (2006), in a review of research on customer purchase intention, suggested that customer purchase intention is a component of their consumer psychological activity, a possibility of the occurrence of a purchase behaviour, and can be used to predict consumer behaviour.

## **2.7 Theory of Reasoned Action**

Fishbein et al. (1975) introduced the rational behaviour theory by studying individual behavioural intentions. The Theory of Reasoned Action views an individual's behavioural intention as a function of his or her attitude towards a behaviour and subjective norms. The attitude reflects the individual's perception of the outcome of a behaviour, while the subjective norm represents the evaluation of the individual's reference group (individuals) for adopting the behaviour. Given the effectiveness of the rational behaviour theory in the field of predicting consumer behaviour, the theory has been widely applied by scholars to a variety of research contexts, such as green product consumption choices, mobile payment tool use, knowledge sharing willingness, and bicycle sharing use, among others. Therefore, this study has strong theoretical applicability by using the rational behaviour theory to analyse consumer purchase intention.

## **2.8 Social Identity Theory**

Tajfel (1971) conducted 'microgroup experiments' using the minimalist group paradigm, and based on these experiments he proposed a theory of social identity, which suggests that the basis of group behaviour is the individual's identification with the group. Tajfel continued to refine the theory and in 1986 explained the role of identity in influencing the consistency of group behaviour, dividing social identity into three basic processes: categorisation, identification and comparison. Analogising refers to the individual's inclusion in a community; identifying is to perceive oneself as possessing the common characteristics of the community's people; and comparing is to evaluate the status, strengths and weaknesses, and reputation of the community with which one identifies in relation to other communities. Through these three processes, people can enhance their social status and self-esteem.

Economic progress and development have led to an in-depth exploration of a range of processes regarding social identity as a means of contributing to the development of related theories and practices. Liu (2013) argued that the positive emotions formed by individuals experiencing the local culture and through mental activities are the intrinsic mechanism of identity formation. In this area, cultural identity is the core of social identity in which culture plays a key role. The phenomenon of cultural identity is caused by the development of a sense of cultural identity, which requires extensive social contact with individuals with different beliefs and values. Therefore, the appropriate application of social identity theory to the study of the value perception of intangible cultural heritage as an important cultural resource is conducive to analysing the identity of individuals towards intangible cultural heritage.

## **2.9 S-O-R Theory**

The S-O-R theoretical model was originally proposed in the field of psychology to explain the effects of the external environment on an individual's psychological and behavioural responses. The model consists of three elements, which are the environmental stimulus (S), the organismal state (O) and the organismal response (R). Among them, the environmental stimulus (S) represents an external stimulus variable, which can be factors such as politics, culture, economy, etc., as well as factors such as product features, marketing methods, etc., and can directly or indirectly influence consumers' individual responses and individual states. Organism state (O) is in the middle of the stimulus variables and individual response variables, which is the process of internalising the influence of the external environment into the organism, embodied in the individual's emotional state and psychological cognition. Response variable (R) is the individual affected by the stimulus variable produces emotional and cognitive changes, and then appeared in the internal or external response, generally internal response is reflected in the individual's willingness and attitude, the external response is reflected in the consumer approach or avoidance.

Many scholars have applied the S-O-R theory to study consumer behaviour. Xiang (2022) applied S-O-R theory to study the influence of virtual community user experience on user stickiness. Based on the S-O-R model, Pan (2022) explored the influence of social support based on emotional mediation mechanism on user participation in online health communities. Therefore, it is applicable for this study to apply S-O-R theory to investigate the purchase intention of non-heritage handicraft products and its influence mechanism.

## 2.10 Conceptual Framework

This study selects four dimensions of value: functional value, emotional value, knowledge and education value and social value to examine the value perception of intangible cultural heritage handicraft products, and constructs a theoretical framework that takes the value perception of intangible cultural heritage handicraft products as an independent variable, cultural identity as a mediating variable, product familiarity as a moderating variable, and consumer purchase intention as a dependent variable.

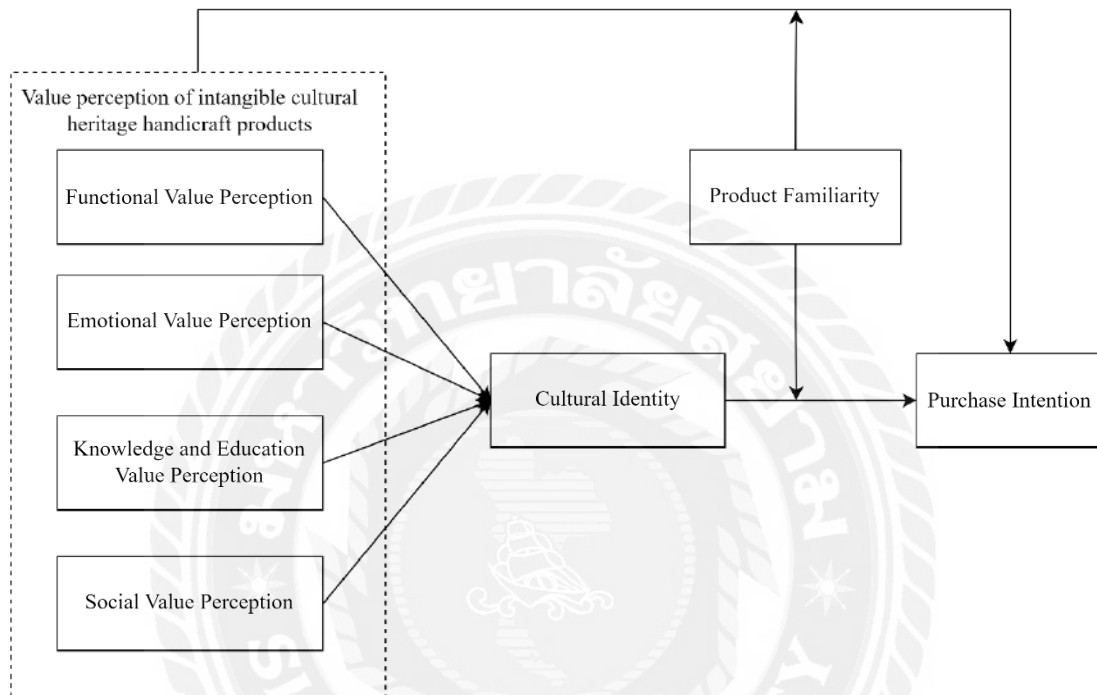


Figure 2.1 Conceptual Framework

## **Chapter 3 Research Methodology**

### **3.1 Research Design**

The construction of the research model in this study involves four variables, namely, value perception, cultural identity, product familiarity and purchase intention of non-heritage handicraft products. This study used a quantitative research method. A questionnaire was designed to collect data from respondents.

### **3.2 Questionnaire Design**

For the design of value perception scale, based on the research of scholars and combining with the relevant characteristics of non-heritage handicraft products, this study finally introduces four dimensions of functional value perception, emotional value perception, knowledge and education value perception and social value perception to be measured in the research. Among them, the functional value perception and emotional value perception mainly refer to the perceived value PERVAL scale designed and developed by Sweeney and Soutar (2001), the knowledge and education value perception refers to the scale designed and developed by Wang (2014) and Li (2020), and the social value perception mainly refers to the scale designed and developed by Shu (2021). For the design of the cultural identity scale, this study mainly refers to the cultural identity scale used by Tang and Zhu (2015) et al. in their study on the relationship between cultural identity and tourists' loyalty. The measure of product familiarity mainly refers to the measurement items used by Laroche et al. (1996) in their study of the relationship between product familiarity and purchase intention. There are many well-established scales for the measurement of purchase intention, among which the Likert five-level scale has been shown to have good reliability and validity. Therefore, this study utilized the items designed by Shu (2021) and others to measure purchase intention.

The measurement items in this study were obtained by appropriate modifications based on the mature scale, and all the items were measured using the Likert five-point scale, with 1-5 points increasing in the degree of approval, 1 point indicating strong disagreement, and 5 points indicating strong agreement. The measurement items are shown in Table 3.1:

Table 3.1 Measurement Items for Variables

Variable	Subject	Item
Functional Value Perception	FV1	NRM products can remind me of an experience
	FV2	Non-heritage handicraft products have strong practicality and can be useful in ordinary life
	FV3	NRH handicraft products are artistic and can be collected
	FV4	Non-heritage handicraft products are artistic and can be used as gifts for friends and relatives
	FV5	The cultural significance of non-heritage handicraft products can bring me unique meaning, such as wood carvings that symbolize three suns
	FV6	Non-heritage handicraft products can enrich my knowledge
Emotional Value Perception	EV1	I like NRH handicraft products
	EV2	Non-heritage craft products make me feel new
	EV3	Non-heritage craft products bring me joy
	EV4	Non-heritage craft products trigger emotional associations for me
Knowledge and Education Value Perception	KV1	Non-heritage handicraft products can make me understand traditional skills
	KV2	Non-heritage handicraft products let me understand regional cultural characteristics
	KV3	Non-heritage handicraft products let me feel the folk customs
	KV4	Non-heritage handicraft products can make me enhance the awareness of non-heritage protection
Social Value Perception	SV1	Using non-heritage handicraft products will give me praise
	SV2	Using non-heritage handicraft products will give me social recognition
	SV3	Using non-heritage handicraft products will leave a good impression on others
	SV4	Using non-heritage handicraft products will improve others' perception of me
Cultural Identity	CI1	I pay attention to information about the culture of the location of NRH handicraft products
	CI2	I understand the connotation and characteristics of the culture where the NRH craft product is located
	CI3	I am willing to participate in the cultural activities of the place where the NRH craft product is located if there is an opportunity

	CI4	The culture of the place where the NRH craft product is located would have an impact on me
	CI5	The location of the NRH craft product is special to me
Product Familiarity	PF1	I am able to regularly see presentations or advertisements for NRH craft products
	PF2	I can often see non-heritage craft products being sold in physical stores or online stores
	PF3	I can often hear people discussing non-heritage craft products
	PF4	I have experience of buying NHBC products
Purchase Intention	PI1	I would consider buying non-heritage craft products
	PI2	I would like to buy non-heritage craft products in the future
	PI3	I am willing to praise non-heritage handicraft products in front of friends and relatives
	PI4	I am willing to recommend people around me to buy non-heritage handicraft products

### 3.3 Hypothesis

H1: Value perception of intangible cultural heritage handicraft products has a positive impact on purchase intention.

H1a: Functional value perception has a positive impact on purchase intention.

H1b: Emotional value perception has a positive impact on purchase intention.

H1c: Knowledge and education value perception has a positive impact on purchase intention.

H1d: Social value perception has a positive impact on purchase intention.

H2: Value perception of intangible cultural heritage handicraft products has a positive impact on cultural identity.

H2a: Functional value perception has a positive impact on cultural identity.

H2b: Emotional value perception has a positive impact on cultural identity.

H2c: Knowledge and education value perception has a positive impact on cultural identity.

H2d: Social value perception has a positive impact on cultural identity.

H3: Cultural identity has a positive impact on purchasing intention.

H4: Cultural identity plays a mediating role in the relationship between value perception of intangible cultural heritage handicraft products and purchase intention.

H4a: Cultural identity plays a mediating role in the relationship between functional value perception and purchase intention.

H4b: Cultural identity plays a mediating role in the relationship between emotional value perception and purchase intention.

H4c: Cultural identity plays a mediating role in the relationship between knowledge and education value perception and purchase intention.

H4d: Cultural identity plays a mediating role in the relationship between social value perception and purchase intention.

H5: Product familiarity plays a moderating role in the relationship between value perception of intangible cultural heritage handicraft products and purchase intention

H5a: Product familiarity plays a moderating role in the relationship between functional value perception and purchase intention

H5b: Product familiarity plays a moderating role in the relationship between emotional value perception and purchase intention

H5c: Product familiarity plays a moderating role in the relationship between knowledge and education value perception and purchase intention

H5d: Product familiarity plays a moderating role in the relationship between social value perception and purchase intention

H6: Product familiarity plays a moderating role in the relationship between cultural identity and purchase intention

### **3.4 Sampling and Data Collection**

This study adopted a quantitative research method, and the respondents were mainly the consumers of non-heritage handicraft products. The questionnaires were distributed and collected through social media platforms, edited using an online platform, restricted to the same IP to prevent duplication and the emergence of invalid questionnaires, and restricted conditions were added through the setting options provided by the website to ensure the validity and completeness of the questionnaires: A total of 366 questionnaires were collected, and the collected questionnaires were screened one by one to eliminate invalid questionnaires, including questionnaires with too short response time (less than 60 seconds), and questionnaires with the same answer to each question. Finally 330 valid questionnaires were obtained, and the recovery rate of the valid questionnaires was 90.2%.

### **3.5 Data Analysis**

Descriptive statistical analysis, reliability analysis, correlation analysis, regression analysis, and hypothesis testing were applied to the sample data using SPSS and AMOS. Combining the results of the study and the hypothesis test results, the basic conclusion

of this study was drawn, and from this conclusion, relevant suggestions were summarized to provide some reference for the marketing of non-heritage handicraft products.

### 3.6 Reliability and Validity Analysis of the Scale

Reliability is used to test the level of consistency and stability of the results measured by the scale instrument, which can reflect the degree of truth of the data measured. In this study, the Cronbach's  $\alpha$  reliability coefficient method, which is widely used by scholars, was adopted to import the survey data of the four dimensions of value perception of non-heritage handicraft products, cultural identity, product familiarity, and consumers' willingness to purchase in the questionnaire into the SPSS software. The Cronbach's  $\alpha$  coefficient of the total scale is 0.941, indicating that the overall reliability of the questionnaire is very good.

In the subscales, the Cronbach's alpha coefficient of the Functional Value Perception Scale is 0.946, the Cronbach's alpha coefficient of the Emotional Value Perception Scale is 0.919, and the Cronbach's alpha coefficient of the Knowledge and Education Value Perception Scale is 0.928, and the Cronbach's alpha coefficient of the Social Value Perception Scale is 0.928, which indicates that the overall reliability of the questionnaire is very good. Cronbach's alpha coefficient of the Social Value Perception Scale is 0.907, Cronbach's alpha coefficient of the Cultural Identity Scale is 0.938, Cronbach's alpha coefficient of the Product Familiarity Scale is 0.929, and the Purchase Intention Scale is 0.941. The Cronbach's alpha coefficient of all the variable scales is higher than 0.8, which indicates that the scale meets the internal consistency requirements and has good stability and reliability.

Table 3.2 Results of Reliability Analysis for Each Variable

Variable	Number of questions	Cronbach 's $\alpha$
Functional Value Perception	6	0.946
Emotional Value Perception	4	0.919
Knowledge and Education Value Perception	4	0.928
Social Value Perception	4	0.907
Cultural Identity	5	0.938
Product Familiarity	4	0.929
Purchase Intention	4	0.941



Table 3.3 KMO and Bartlett's Test<sup>a</sup>

Functional Value Perception	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.937
	Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.	1727.107 15 0.000
Emotional Value Perception	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.850
	Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.	953.685 6 0.000
Knowledge and Education Value Perception	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.862
	Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.	1026.710 6 0.000
Social Value Perception	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.852
	Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.	847.316 6 0.000
Cultural Identity	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.905
	Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.	1397.733 10 0.000
Product Familiarity	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.860
	Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.	1051.851 6 0.000
Purchase Intention	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.838

	Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.	717.428 6 0.000
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It can be seen from Table 3.3 that the KMO value of functional value perception is greater than 0.7, which is 0.937, and the significance of Bartlett spherical test is less than 0.05, which is 0.000, all of which meet the requirements. The KMO value of emotional value perception is greater than 0.7, which is 0.850, and the significance of Bartlett spherical test is less than 0.05, which is 0.000, all of which meet the requirements. The KMO value of the perceived value of knowledge and education is greater than 0.7 and is 0.862, and the significance of the Bartlett spherical test is less than 0.05 and 0.000, all of which meet the requirements. The KMO value of the social value perception is greater than 0.7, which is 0.852, and the significance of the Bartlett spherical test is less than 0.05 and 0.000, all of which meet the requirements. The KMO value of cultural identity is greater than 0.7, which is 0.905, and the significance of the Bartlett spherical test is less than 0.05, which is 0.000, all of which meet the requirements. The KMO value of product familiarity is greater than 0.7, which is 0.860, and the significance of Bartlett spherical test is less than 0.05 and 0.000, which all meet the requirements, so it is suitable for further factor analysis. The KMO value of the purchase intention is greater than 0.7, which is 0.838, and the significance of the Bartlett spherical test is less than 0.05, which is 0.000, all of which meet the requirements.

## Chapter 4 Findings

### 4.1 Descriptive Statistical Analysis

In order to analyze the demographic characteristics of the respondents as well as the distribution of each research variable in the collected questionnaires, descriptive statistical analyses of the demographic characteristics of the respondents as well as the variables were conducted in this study. The results of the statistical analysis are shown in Table 4.1.

Table 4.1 Demographic Characteristics of sample

Variable	Option	Frequency	%
Gender	Male	172	52.1%
	Female	158	47.9%
Age	18-25	118	35.8%
	26-35	88	26.7%
	35-45	84	25.4%
	Above 45 years	40	12.1%
Educational	High school and below	52	15.8%
	College	90	27.3%
	Bachelor	124	37.6%
	Master	64	19.4%
Occupation	Student	71	21.5%
	Government / Institution Staff	52	15.8%
	Business/ Company Staff	118	35.8%
	Self-employed/private entrepreneurs	59	17.9%
	Freelance	30	9.1%
	Retirees	0	0.0%
	Others	0	0.0%
Monthly income after tax	3000 Yuan and below	85	25.8%
	3001-5000	90	27.3%
	5001-10000	71	21.5%
	10001-20000	50	15.2%
	Above 20,000	34	10.3%

Preference of non-heritage handicraft products (multiple choice)	Ceramics	113	34.2%
	Embroidery	169	51.2%
	Wood carving, tooth carving, bamboo carving, etc.	175	53.0%
	Clothing	129	39.1%
	Study-cutting	89	27.0%
	Kites	45	13.6%
	Clay Sculpture	45	13.6%
	Others	11	3.3%
Purchase Channel Preference	Online	181	54.8%
	Offline	149	45.2%
Purpose of Purchase	For daily use	96	29.1%
	For collection	139	42.1%
	As a gift to friends and relatives	82	24.9%
	Other	13	3.9%

The characteristics of the sample can be seen in Table 4.1:

(1) In terms of gender, the proportion of males and females is 52.1% and 47.9% respectively, and the difference in the number of sample is very small, which shows that the sample collected has a more balanced distribution of gender ratio.

(2) In terms of age, 62.5% of the subjects are between 18 and 35 years old, indicating that most of the subjects in this study are young people.

(3) In terms of education level, 57.0% of the subjects have a bachelor's degree or above, indicating that most of the subjects have higher education level.

(4) In terms of occupation, the largest number of subjects are employees of enterprises/companies, accounting for 35.8%. The second largest group is students, accounting for 21.5%; other subjects are also distributed in many other industries.

(5) In terms of monthly income, since there are more students in the sample, the proportion of those with an income of less than 3,000 yuan reaches 25.8%.

The proportion of people with income below RMB 3,000 reaches 25.8%; the proportion of people with income between RMB 3,000 and RMB 10,000 reaches 48.8%; and the proportion of people with income higher than RMB 10,000 reaches 25.5%, which indicates that the subjects in this study generally have higher consumption ability.

(6) For the survey on the preference of non-heritage handicraft products, this study designed multiple-choice questions. From the results, embroidery, wood carving, tooth

carving and bamboo carving were the most popular, accounting for more than 50%; ceramics and clothing products were the second most popular, but also more than 30%; study-cutting, kites and clay sculpture accounted for 27.0%, 13.6% and 13.6% respectively; and there were also 3.3% of people who chose other products, such as knotting products.

(7) In terms of purchasing channel preference, more people chose to purchase online, accounting for 54.8%, which may be due to the fact that online shopping platforms have become more popular in recent years, through which people can learn about the products more easily and can screen the products in a shorter time to get better products at a lower cost.

(8) In terms of the purpose of purchase, the number of people who use non-heritage handicraft products for collection is the largest, accounting for 42.1%, followed by daily life use, accounting for 29.1%; 24.9% chose to give them as gifts to friends and relatives; in addition, 3.9% chose others.

Table 4.2 Descriptive Statistics of Variables

Variable	Items	Mean Value	Standard Deviation	Mean value of the variable	Variable standard deviation
Functional Value Perception	FV1	3.752	1.341	3.797	1.126
	FV2	3.776	1.271		
	FV3	3.848	1.260		
	FV4	3.827	1.217		
	FV5	3.706	1.298		
	FV6	3.870	1.230		
Emotional Value Perception	EV1	3.755	1.273	3.750	1.162
	EV2	3.818	1.266		
	EV3	3.697	1.318		
	EV4	3.730	1.320		
Knowledge and Education Value Perception	KV1	3.676	1.307	3.752	1.175
	KV2	3.715	1.336		
	KV3	3.779	1.310		
	KV4	3.839	1.228		
Social Value Perception	SV1	3.803	1.211	3.832	1.094
	SV2	3.794	1.260		
	SV3	3.870	1.235		
	SV4	3.861	1.245		

Cultural Identity	CI1	3.745	1.305	3.806	1.140
	CI2	3.748	1.298		
	CI3	3.915	1.190		
	CI4	3.821	1.277		
	CI5	3.800	1.294		
Product Familiarity	PF1	3.606	1.385	3.689	1.239
	PF2	3.682	1.396		
	PF3	3.667	1.401		
	PF4	3.800	1.277		
Purchase Intention	PI1	4.048	1.076	4.016	0.973
	PI2	4.009	1.120		
	PI3	4.006	1.138		
	PI4	4.000	1.170		

According to the statistical results in Table 4.2, the mean value of functional value perception is 3.797 and the standard deviation is 1.126, and among its six items, the mean value of FV6 is the largest (3.870) and the mean value of FV5 is the smallest (3.706). The mean value of emotional value perception is 3.750 and standard deviation is 1.162, among its four items, EV2 has the largest mean value (3.818), EV3 has the smallest mean value (3.697). The mean value of knowledge and education value perception is 3.752 and standard deviation is 1.175, among its four items, the mean value of KV4 is the largest (3.839) and the mean value of K1 is the smallest (3.676). The social value perception had a mean of 3.832 and a standard deviation of 1.094, and of its four question items, SV3 has the largest mean (3.870) SV2 has the smallest mean (3.794). The cultural identity has a mean of 3.806 and a standard deviation of 1.140, and among its five question items, CI1 has the lowest mean (3.745) and CI3 has the highest mean (3.915). The product familiarity has a mean of 3.689 and a standard deviation of 1.239, and among its four question items, PF1 has the lowest mean (3.606) and PF4 has the highest mean (3.800). The purchase intention has a mean of 4.016 and a standard deviation of 0.973, and among its four items, PI1 has the highest mean (4.048) and PI4 has the lowest mean (4.000).

## 4.2 Confirmatory Factor Analysis

In the data fitting index of confirmative factor analysis, this study comprehensively considers the determination methods of the values of the RMR, RMSEA, AGFI, GFI, and the value-added adaptability indicators NFI and RFI in the data fitting index of confirmative factor analysis.  $\chi^2/df$  is the ratio of chi-square to

degrees of freedom. The smaller the value of  $\chi^2/df$ , the better the model effect. Generally speaking, the value of  $\chi^2/df$  should be less than 3. In the absolute adaptability index, RMR represents the root mean square residual value. Normally, the value of RMR should be below 0.05, indicating that the model adaptability is good. RMSEA is the root mean square of the approximate error. Normally, RMSEA should be less than 0.8. GFI refers to the goodness of fit index. The closer its value is to 1, the higher the fit of the model. The value of GFI is usually above 0.9. AGFI is an adjusted good fit index. Its value range is  $0 < AGFI < 1$ . When the value is closer to 1, it indicates that the model has a higher fit degree. In the value-added fit index, NFI is the standard moderation index. Its value range is  $0 < NFI < 1$ . When the value is closer to 1, it indicates that the model has a better fit degree. When  $NFI > 0.9$ , it indicates that the model has a good fit degree. RFI is a relative fit index. Its value range is  $0 < RFI < 1$ . When the value is closer to 1, it indicates that the model has a better fit degree. When the RFI is higher than 0.9, it indicates that the model fits well.

The overall model goodness of fit results are as follows,  $\chi^2/df = 1.166 < 3$ ; RMR = 0.052, RMSEA = 0.022, GFI = 0.915, AGFI = 0.897, all meeting acceptable standards; NFI = 0.945, RFI = 0.939, all greater than 0.9, the above results show that the overall model fits well.

Table 4.3 Overall Model Fit Superiority Results

Indicator	$\chi^2/df$	RMR	RMSEA	GFI	AGFI	NFI	RFI
Dimension	1.166	0.052	0.022	0.915	0.897	0.945	0.939

### 4.3 Convergent Validity

Validated factor analysis was used to derive the standardized factor loadings for each variable, and on the basis of the standardized factor loadings, AVE values and CR values were derived. The AVE value is the average variance extracted from the indicators of each variable, and the CR value reflects the internal consistency of the indicators of each variable. When the AVE value is greater than 0.5 and the CR value is greater than 0.7, it means that the convergent validity of the questionnaire scale meets the standard. As shown in Table 4.4, the standardized factor loadings of the indicators of the functional value perception are all greater than 0.5, with an AVE value of 0.745 and a CR value of 0.946; the standardized factor loadings of the indicators of the emotional value perception are all greater than 0.5, with an AVE value of 0.741 and a CR value of 0.920; and the standardized factor loadings of the indicators of the knowledge and education value perception are all greater than 0.5, with an AVE value is 0.763, CR value is 0.928; the standardized factor loadings of the indicators of social

value perception are all greater than 0.5, AVE value is 0.710, CR value is 0.907; the standardized factor loadings of the indicators of cultural identity are all greater than 0.5, AVE value is 0.753, CR value is 0.938; the standardized factor loadings of the indicators of product familiarity are all greater than 0.5, the AVE value is 0.766, and the CR value is 0.929; the standardized factor loadings of the indicators of purchase intention are greater than 0.5, the AVE value is 0.661, and the CR value is 0.886. From the data, it can be seen that the standardized factor loadings of the indicators of the variables are greater than 0.5, the AVE values of the variables are greater than 0.5, and the CR values of the variables are greater than 0.7, which means that the convergent validity of this scale meets the requirements. convergent validity meets the requirements.

Table 4.4 Results of Convergent Validity Analysis

Variable	Items	Standardized Factor	AVE	CR
Functional Value Perception	FV1	0.853	0.745	0.946
	FV2	0.884		
	FV3	0.859		
	FV4	0.861		
	FV5	0.860		
	FV6	0.860		
Emotional Value Perception	EV1	0.824	0.741	0.920
	EV2	0.864		
	EV3	0.862		
	EV4	0.892		
Knowledge and Education Value Perception	KV1	0.871	0.763	0.928
	KV2	0.880		
	KV3	0.878		
	KV4	0.866		
Social Value Perception	SV1	0.805	0.710	0.907
	SV2	0.848		
	SV3	0.837		
	SV4	0.879		
Cultural Identity	CI1	0.875	0.753	0.938
	CI2	0.891		
	CI3	0.817		
	CI4	0.888		



	CI5	0.865		
Product Familiarity	PF1	0.870	0.766	0.929
	PF2	0.924		
	PF3	0.877		
	PF4	0.827		
Purchase Intention	PI1	0.729	0.661	0.886
	PI2	0.842		
	PI3	0.836		
	PI4	0.840		

#### 4.4 Distinguishing Validity

The discriminant validity was used to test whether there is a significant correlation between the variables, the correlation coefficient between the variables is less than the square root of the AVE value, then the discriminant validity is good. From the test results in Table 4.5, the correlation coefficients between variables are less than the square root of the AVE value, and the correlation coefficients of the variables are below 0.85, which indicates that there is a certain degree of correlation between the variables and a certain degree of differentiation, and the overall discriminant validity is ideal.

Table 4.5 Results of Distinguished Validity Analysis

Variable	Functional Value Perception	Emotional Value Perception	Knowledge Education Value Perception	Social Value Perception	Cultural Identity	Product Familiarity	Purchase Intention
Functional Value Perception	<b>0.863</b>						
Emotional Value Perception	0.474***	<b>0.861</b>					
Knowledge and Education Value Perception	0.354***	0.479***	<b>0.874</b>				
Social Value Perception	0.478***	0.372***	0.485***	<b>0.843</b>			

Cultural Identity	0.538***	0.449***	0.471***	0.512***	<b>0.868</b>		
Product Familiarity	0.296***	0.400***	0.354***	0.486***	0.370* **	<b>0.875</b>	
Purchase Intention	0.523***	0.508***	0.518***	0.620***	0.624* **	0.484***	<b>0.813</b>

Note: Numbers on the diagonal are the arithmetic square root of the AVE value, numbers below the diagonal are the correlation coefficients between the variables, and \*\*\* indicates a p-value of <0.001

#### 4.5 Correlation Analysis

This study analyzed the correlation coefficients between variables for the independent, dependent, mediating, and moderating variables to further determine whether there is a correlation between the variables and the direction of the association. As can be seen from Table 4.6, the four dimensions of value perception of non-heritage handicraft products, cultural identity, product familiarity, and purchase intention have a significant positive correlation with each other ( $p < 0.001$ ). In addition, it can be seen that the correlation coefficient between every two variables is maximum 0.624 ( $< 0.8$ ), indicating that there is no serious covariance problem between the variables.

Table 4.6 Correlation Analysis

Variable	Functional Value Perception	Emotional Value Perception	Knowledge Education Value Perception	Social Value Perception	Cultural Identity	Product Familiarity	Purchase Intention
Functional Value Perception	1.000						
Emotional Value Perception	0.474***	1.000					
Knowledge and Education Value Perception	0.354***	0.479***	1.000				

Social Value Perception	0.478***	0.372***	0.485***	1.000			
Cultural Identity	0.538***	0.449***	0.471***	0.512***	1.000		
Product Familiarity	0.296***	0.400***	0.354***	0.486***	0.370***	1.000	
Purchase Intention	0.523***	0.508***	0.518***	0.620***	0.624***	0.484***	1.000
Note: *** denotes $p < 0.001$ , ** denotes $p < 0.01$ , * denotes $p < 0.05$ (same below)							

## 4.6 Regression Analysis

### 4.6.1 Value Perception and Purchase Intention of Non-heritage Handicraft Products

The results of the regression analysis of the value perception of non-heritage handicraft products and its four dimensions and purchase intention are shown in Table 4.7 below.

Table 4.7 Results of Regression Analysis of Value Perception and Purchase Intention

Variable	Purchase Intention					
	1	2	3	4	5	6
Gender	-0.170	-0.138	-0.183	-0.151	-0.128	-0.164
Age	0.042	-0.049	-0.005	-0.003	-0.004	0.011
Education	-0.171**	-0.041	-0.093	-0.142**	-0.107*	-0.087
Monthly income after taxes	0.109**	0.080*	0.107**	0.095*	0.096*	0.079*
Purpose of purchase	-0.145*	-0.046	-0.083	-0.119*	-0.093	-0.095
Value Perception		0.738***				
Functional Value Perception			0.367***			

Emotional Value Perception				0.293***		
Knowledge and Education Value Perception					0.330***	
Social Value Perception						0.416***
_cons	4.639	1.530	3.041	3.516	3.194	2.856
F	6.880** *	40.060** *	19.230** *	14.560** *	17.320** *	23.110** *
R <sup>2</sup>	0.096	0.427	0.263	0.213	0.243	0.300
Adjusted R <sup>2</sup>	0.082	0.416	0.250	0.250	0.229	0.287

As shown in Table 4.7, in Model 1, gender, age, education, income, and purchase purpose were put into the control variables, and the dependent variable was purchase intention. The results show that education level has a significant effect on purchase intention ( $\beta=-0.171$ ,  $p<0.01$ ), income level has a significant effect on purchase intention ( $\beta=0.109$ ,  $p<0.01$ ), and purchase purpose has a significant effect on purchase intention ( $\beta=-0.145$ ,  $p<0.05$ ), which indicates that the differences in education level, income level, and purchase purpose make consumers have different demands for non-heritage handicraft products. Handicraft products have different needs.

In Model 2, value perception is put into the independent variable and purchase intention is the dependent variable. The results show that value perception significantly and positively affects purchase intention ( $\beta=0.738$ ,  $p<0.001$ ), and H1 is established. Meanwhile, it is observed that income level significantly affects purchase intention ( $\beta=0.080$ ,  $p<0.05$ ), indicating that there may be differences in the value perception of non-heritage handicraft products among people with different income levels.

In Model 3, functional value perception is put into the independent variable, and purchase intention is the dependent variable. The results show that functional value perception significantly and positively influences consumers' purchase intention ( $\beta=0.367$ ,  $p<0.001$ ), and hypothesis H1a is established. At the same time, it is observed that income level significantly influences purchase intention ( $\beta=0.107$ ,  $p<0.01$ ), which

may be related to the fact that groups with different income levels have different perceptions of the functional value of non-heritage handicraft products.

In Model 4, emotional value perception is put into the independent variable and purchase intention is the dependent variable. The results show that emotional value perception significantly and positively influences consumers' purchase intention ( $\beta=0.293$ ,  $p<0.001$ ), and H1b is established. Meanwhile, it is observed that education level significantly affects purchase intention ( $\beta=-0.142$ ,  $p<0.01$ ), income level significantly affects purchase intention ( $\beta=0.095$ ,  $p<0.05$ ), and purchase purpose significantly affects purchase intention ( $\beta=-0.119$ ,  $p<0.05$ ), which suggests that the groups with different education level, income level, and purchase purpose may have different perceptions of the non-heritage craft products' emotional value perception may be different.

In Model 5, the perceived value of knowledge and education is put into the independent variable, and purchase intention is the dependent variable. The results show that perceived value of knowledge and education significantly and positively influences consumers' purchase intention ( $\beta=0.330$ ,  $p<0.001$ ), and H1c is established. At the same time, it is observed that education level significantly affects purchase intention ( $\beta=-0.107$ ,  $p<0.05$ ), and income level significantly affects purchase intention ( $\beta=0.096$ ,  $p<0.05$ ), which indicates that the level of perceived value of knowledge and education of non-heritage handicraft products may be inconsistent among groups with different education and income levels.

In Model 6, social value perception is put into the independent variable, and purchase intention is the dependent variable. The results show that social value perception significantly and positively affects consumers' purchase intention ( $\beta=0.416$ ,  $p<0.001$ ), and H1d is established. At the same time, it is observed that income level has a significant effect on purchase intention ( $\beta=0.079$ ,  $p<0.05$ ), which indicates that the level of social value perception of non-heritage handicraft products may be inconsistent among groups with different income levels.

#### 4.6.2 Value Perception of Non-heritage Handicraft Products and Cultural Identity

The results of the regression analysis of the value perception of NHH products and its four dimensions and cultural identity are shown in Table 4.8 below.

Table 4.8 Results of Regression Analysis of Value Perception and Cultural Identity

Variable	Cultural Identity					
	7	8	9	10	11	12
Gender	-0.095	-0.066	-0.109	-0.079	-0.057	-0.090

Age	0.151*	0.068	0.102	0.112	0.109	0.126*
Education	- 0.186**	-0.067	-0.105	-0.160*	-0.127*	-0.117
Monthly income after taxes	0.119*	0.092*	0.117**	0.107*	0.108*	0.095*
Purpose of purchase	-0.106	-0.015	-0.041	-0.083	-0.058	-0.065
Value Perception		0.676***				
Functional Value Perception			0.385***			
Emotional Value Perception				0.260***		
Knowledge and Education Value Perception					0.302***	
Social Value Perception						0.341***
_cons	4.018	1.169	2.345	3.020	2.696	2.557
F	6.820** *	22.760** *	15.940** *	10.430** *	12.210** *	13.040** *
R <sup>2</sup>	0.095	0.297	0.229	0.162	0.185	0.195
Adjusted R <sup>2</sup>	0.081	0.284	0.214	0.147	0.170	0.180

As shown in Table 4.8, in Model 7, gender, age, education, income, and purchase purpose are put into control variables, and the dependent variable is cultural identity. The results show that age has a significant effect on cultural identity ( $\beta=0.151$ ,  $p<0.05$ ), education level has a significant effect on cultural identity ( $\beta=-0.186$ ,  $p<0.01$ ), and income level has a significant effect on cultural identity ( $\beta=0.119$ ,  $p<0.05$ ), which

suggests that the differences in age, education level, and income level may make the consumers' ideology differently.

In Model 8, value perception is put into the independent variable and cultural identity is the dependent variable. The results show that value perception significantly and positively affects cultural identity ( $\beta=0.676$ ,  $p<0.001$ ), and H2 holds. Also, it is observed that income level significantly influences cultural identity ( $\beta=0.092$ ,  $p<0.05$ ).

In Model 9, perceived functional value is put into the independent variable and cultural identity is the dependent variable. The results show that functional value perception significantly and positively affects cultural identity ( $\beta=0.385$ ,  $p<0.001$ ) and H2a holds. Meanwhile, income level is observed to significantly influence cultural identity ( $\beta=0.117$ ,  $p<0.01$ ).

In Model 10, perceived emotional value is put into the independent variable and cultural identity is the dependent variable. The results show perceived emotional value significantly and positively affects cultural identity ( $\beta=0.260$ ,  $p<0.001$ ) and H2b holds. Meanwhile, it is observed that education level significantly influences cultural identity ( $\beta=-0.160$ ,  $p<0.05$ ) and income level significantly influences cultural identity ( $\beta=0.107$ ,  $p<0.05$ ).

In Model 11, perceived value of knowledge and education is put into the independent variable and cultural identity is the dependent variable. The results show that perceived value of knowledge and education significantly and positively affects cultural identity ( $\beta=0.302$ ,  $p<0.001$ ), and H2c holds. Meanwhile, it is observed that education level significantly influences cultural identity ( $\beta=-0.127$ ,  $p<0.05$ ) and income level significantly influences cultural identity ( $\beta=0.108$ ,  $p<0.05$ ).

In Model 12, social perception value is put into the independent variable and cultural identity is the dependent variable. The results show that perceived social value significantly and positively affects cultural identity ( $\beta=0.341$ ,  $p<0.001$ ) and H2d holds. It is also observed that age significantly influences cultural identity ( $\beta=0.126$ ,  $p<0.05$ ) and income significantly influences cultural identity ( $\beta=0.095$ ,  $p<0.05$ ).

#### 4.6.3 Cultural Identity and Purchase Intention

The results of the regression analysis of cultural identity and purchase intention are shown in Table 4.9 below.

Table 4.9 Results of Regression Analysis of Cultural Identity and Purchase Intention

Variable	Purchase Intention	
	1	13
Gender	-0.170	-0.132
Age	0.042	-0.018

Education	-0.171**	-0.097*
Monthly income after taxes	0.109**	0.061
Purpose of purchase	-0.145*	-0.103
Cultural Identity	-	0.398***
_cons	4.639	3.041
F	6.880***	22.260***
R <sup>2</sup>	22.260***	0.293
Adjusted R <sup>2</sup>	0.082	0.279

As shown in Table 4.9, in Model 1, gender, age, education, income, and purpose of purchase are put into the control variables, and the dependent variable is purchase intention.

In Model 13, cultural identity is the independent variable and purchase intention is the dependent variable. The results show that cultural identity significantly and positively affects purchase intention ( $\beta=0.398$ ,  $p<0.001$ ), and H3 holds. Meanwhile, it is observed that education level significantly affects purchase intention ( $\beta=-0.097$ ,  $p<0.05$ ).

#### 4.7 Mediating Effect Test

This study used hierarchical regression to verify the mediating effect of cultural identity. The results of the hierarchical regression are shown in Table 4.10.

Table 4.10 Results of Regression Analysis of Value Perception and Cultural Identity

Variable Type	Variable Name	Cultural Identity			Purchase Intention		
		1	2	3	4	5	6
Control Variable	Gender	-0.095	-0.066	-0.17	-0.138	-0.132	-0.125
	Age	0.151*	0.068	0.042	-0.049	-0.018	-0.063
	Education	-0.186**	-0.067	-0.171**	-0.041	-0.097*	-0.028
	Monthly income after taxes	0.119*	0.092*	0.109**	0.109**	0.061	0.061
	Purpose of purchase	-0.106	-0.015	-0.145*	-0.046	-0.103	-0.043
Independent Variable	Value Perception		0.676***		0.738***		0.604***
Mediating Variable	Cultural Identity					0.398***	0.198***
	_cons	4.018	1.169	4.639	1.53	3.041	1.298



F	6.820***	22.760***	6.880***	40.060***	22.260***	39.920***
R <sup>2</sup>	0.095	0.297	0.096	0.427	0.293	0.465
Adjusted R <sup>2</sup>	0.081	0.284	0.082	0.082	0.279	0.453

As shown in Table 4.10, in Model 1, gender, age, education, income, and purchase purpose are put into control variables, and the dependent variable is cultural identity. The results show that age has a significant effect on cultural identity ( $\beta=0.151$ ,  $p<0.05$ ), education level has a significant effect on cultural identity ( $\beta=-0.186$ ,  $p<0.01$ ), and income level has a significant effect on cultural identity ( $\beta=0.119$ ,  $p<0.05$ ).

In Model 2, based on model 1, the independent variable of value perception is added. The results show that value perception significantly and positively influences cultural identity ( $\beta=0.676$ ,  $p<0.001$ ). Meanwhile, it is observed that income level significantly influences cultural identity ( $\beta=0.092$ ,  $p<0.05$ ).

In Model 3, gender, age, education level, income, and purchase purpose are put into control variables, and the dependent variable is purchase intention. The results show that education level has a significant effect on purchase intention ( $\beta=-0.171$ ,  $p<0.01$ ), income level has a significant effect on purchase intention ( $\beta=0.109$ ,  $p<0.01$ ), and purpose of purchase has a significant effect on purchase intention ( $\beta=-0.145$ ,  $p<0.05$ ).

In Model 4, based on model 3, the independent variable of value perception is added. The results show that value perception significantly and positively influences purchase intention ( $\beta=0.738$ ,  $p<0.001$ ). Meanwhile, it is observed that income level significantly influences purchase intention ( $\beta=0.080$ ,  $p<0.05$ ).

In Model 5, based on model 3, the mediating variable of cultural identity is added. The results show that cultural identity significantly and positively affects purchase intention ( $\beta=0.398$ ,  $p<0.001$ ). Meanwhile, it is observed that education level significantly influences purchase intention ( $\beta=-0.097$ ,  $p<0.05$ ).

In Model 6, gender, age, education, income, and purchase purpose are put into control variables, value perception is put into the independent variable, cultural identity is put into mediating variable, and purchase intention is the dependent variable. The results show that value perception significantly and positively affects purchase intention ( $\beta=0.604$ ,  $p<0.001$ ), cultural identity significantly and positively affects purchase intention ( $\beta=0.198$ ,  $p<0.001$ ), and the standardized coefficient of value perception decreases from 0.738 to 0.604, and the adjusted R<sup>2</sup> grows from 0.416 to 0.453, so that the cultural identity has a significant role in the relationship between value perception and purchase intention. Therefore, the mediating effect of cultural

identity on the relationship between value perception and purchase intention is significant and partially mediated, and H4 is established.

Table 4.11 Mediating Effect of Cultural Identity on the Relationship between Functional Value Perception and Purchase Intention

Variable Type	Variable Name	Cultural Identity	Purchase Intention	
		7	8	9
Control Variable	Gender	-0.109	-0.183	-0.150
	Age	0.102	-0.005	-0.036
	Education	-0.105	-0.093	-0.062
	Monthly income after taxes	0.117**	0.107**	0.072*
	Purpose of purchase	-0.041	-0.083	-0.071
Independent Variable	Functional Value Perception	0.385***	0.367***	0.252***
Mediating Variable	Cultural Identity			0.301***
	_cons	2.345	3.041	2.335
	F	15.940***	19.230***	25.800***
	R <sup>2</sup>	0.229	0.263	0.359
	Adjusted R <sup>2</sup>	0.214	0.250	0.345

As shown in Table 4.11, Model 7 adds the independent variable of functional value perception to Model 1. The results show that perceived functional value significantly and positively affects cultural identity ( $\beta=0.385$ ,  $p<0.001$ ). Meanwhile, income level was observed to significantly affect cultural identity ( $\beta=0.117$ ,  $p<0.01$ ).

In Model 8, based on Model 3, the independent variable of functional value perception is added. The results show that functional value perception significantly and positively influences purchase intention ( $\beta=0.367$ ,  $p<0.001$ ). Meanwhile, it is observed that income level significantly influences purchase intention ( $\beta=0.107$ ,  $p<0.01$ ).

In Model 9, gender, age, education level, income, and purchase purpose are put into control variables, perceived functional value is put into independent variable, cultural identity is put into mediating variable, and purchase intention is the dependent variable. The results show that: functional value perception significantly positively affects purchase intention ( $\beta=0.252$ ,  $p<0.001$ ), cultural identity significantly positively

affects purchase intention ( $\beta=0.301$ ,  $p<0.001$ ), the standardised coefficient of functional value perception decreases from 0.367 to 0.301, and the adjusted  $R^2$  grows from the original 0.250 to 0.345, therefore cultural identity is the most important factor in functional value perception. Therefore, the mediating effect of cultural identity on the relationship between perceived functional value and purchase intention is significant and partially mediated, and H4a is established. Meanwhile, it is observed that income level significantly affects purchase intention ( $\beta=0.072$ ,  $p<0.05$ ).

Table 4.12 Mediating Effect of Cultural Identity on the Relationship between Emotional Value Perception and Purchase Intention

Variable Type	Variable Name	Cultural Identity	Purchase Intention	
		10	11	12
Control Variable	Gender	-0.079	-0.151	-0.125
	Age	0.112	-0.003	-0.041
	Education	-0.160*	-0.142**	-0.088
	Monthly income after taxes	0.107*	0.095*	0.059
	Purpose of purchase	-0.083	-0.119*	-0.091
Independent Variable	Emotional Value Perception	0.260***	0.293***	0.204***
Mediating Variable	Cultural Identity			0.339***
	_cons	3.020	3.516	2.492
	F	10.430***	14.560***	24.270***
	$R^2$	0.162	0.213	0.345
	Adjusted $R^2$	0.147	0.198	0.331

As shown in Table 4.12, Model 10 builds on Model 1 by adding the independent variable of perceived emotional value. The results show that emotional value perception significantly and positively affects cultural identity ( $\beta=0.260$ ,  $p<0.001$ ). Meanwhile, education level is found to significantly influence cultural identity ( $\beta=-0.160$ ,  $p<0.05$ ), and income level significantly influences cultural identity ( $\beta=0.107$ ,  $p<0.05$ ).

Model 11 is based on Model 3, with the addition of the independent variable of emotional value perception. The results show that emotional value perception significantly and positively influences purchase intention ( $\beta=0.293$ ,  $p<0.001$ ). At the

same time, it is observed that education level has a significant effect on purchase intention significantly ( $\beta=-0.142$ ,  $p<0.01$ ), income level significantly influences purchase intention ( $\beta=0.095$ ,  $p<0.05$ ), and purchase purpose significantly influences purchase intention ( $\beta=-0.119$ ,  $p<0.05$ ).

In Model 12, gender, age, education level, income, and purchase purpose are put into control variables, emotional value perception is put into independent variable, cultural identity is put into mediating variable, and purchase intention is the dependent variable. The results show that: emotional value perception significantly positively affects purchase intention ( $\beta=0.204$ ,  $p<0.001$ ), cultural identity significantly positively affects purchase intention ( $\beta=0.339$ ,  $p<0.001$ ), the standardised coefficient of emotional value perception decreases from the original 0.293 to 0.204, and the adjusted  $R^2$  grows from the original 0.198 to 0.331, so the mediating effect of cultural identity on the relationship between functional value perception and purchase intention is significant and partially mediated, and H4b is established.

Table 4.13 Mediating Effect of Cultural Identity on the Relationship between Knowledge and Education Value Perception and Purchase Intention

Variable Type	Variable Name	Cultural Identity	Purchase Intention	
		13	14	15
Control Variable	Gender	-0.057	-0.128	-0.110
	Age	0.109	-0.004	-0.039
	Education	-0.127*	-0.107*	-0.066
	Monthly income after taxes	0.108*	0.096*	0.062
	Purpose of purchase	-0.058	-0.093	-0.074
Independent Variable	Knowledge and Education Value Perception	0.302***	0.330***	0.233***
Mediating Variable	Cultural Identity			0.321***
	_cons	2.696	3.194	2.328
	F	12.210***	17.320***	25.740***
	$R^2$	0.185	0.243	0.359
	Adjusted $R^2$	0.170	0.229	0.345

As shown in Table 4.13, Model 13 adds the independent variable of knowledge and education value perception to Model 1. The results show that perceived value of

knowledge and education significantly and positively affects cultural identity ( $\beta=0.302$ ,  $p<0.001$ ). Meanwhile, it is observed that education level significantly influences cultural identity ( $\beta=-0.127$ ,  $p<0.05$ ) and income level significantly influences cultural identity ( $\beta=0.108$ ,  $p<0.05$ ).

Model 14 is based on Model 3 with the addition of the independent variable of perceived value of knowledge and education. The results show that knowledge and education value perception significantly and positively influences purchase intention ( $\beta=0.330$ ,  $p<0.001$ ). Meanwhile, it is observed that education level significantly influences purchase intention ( $\beta=-0.107$ ,  $p<0.05$ ), income level significantly influences purchase intention significantly ( $\beta=0.096$ ,  $p<0.05$ ).

In Model 15, gender, age, education level, income, and purchase purpose are put into control variables, perceived value of knowledge and education is put into independent variable, cultural identity is put into mediating variable, and purchase intention is the dependent variable. The results show that: knowledge and education value perception significantly positively affects purchase intention ( $\beta=0.233$ ,  $p<0.001$ ), cultural identity significantly positively affects purchase intention ( $\beta=0.321$ ,  $p<0.001$ ), and the standardised coefficient of knowledge and education value perception decreases from the original 0.330 to 0.233, and the adjusted  $R^2$  grows from the original 0.229 to 0.345, so the mediating effect of cultural identity on the relationship between perceived value of knowledge education and purchase intention is significant and partially mediated, and H4c is established.

Table 4.14 Mediating Effect of Cultural Identity on the Relationship between Social Value and Purchase Intention

Variable Type	Variable Name	Cultural Identity	Purchase Intention	
		16	17	18
Control Variable	Gender	-0.090	-0.164	-0.137
	Age	0.126*	0.011	-0.026
	Education	-0.117	-0.087	-0.052
	Monthly income after taxes	0.095*	0.079*	0.051
	Purpose of purchase	-0.065	-0.095	-0.076
Independent Variable	Social Value Perception	0.341***	0.416***	0.315***
Mediating Variable	Cultural Identity			0.296***

	_cons	2.557	2.856	2.100
	F	13.040***	23.110***	30.280***
	R <sup>2</sup>	0.195	0.300	0.397
	Adjusted R <sup>2</sup>	0.180	0.287	0.384

As shown in 4.14, Model 16 builds on model 1 by adding the independent variable of perceived social value. The results show that perceived social value significantly and positively affects cultural identity ( $\beta=0.341$ ,  $p<0.001$ ). It is also observed that age significantly influences cultural identity ( $\beta=0.126$ ,  $p<0.05$ ) and income level significantly influences cultural identity ( $\beta=0.095$ ,  $p<0.05$ ).

In Model 17, based on Model 3, the independent variable of perceived social value is added. The results show that social value perception significantly and positively affects purchase intention ( $\beta=0.416$ ,  $p<0.001$ ). Meanwhile, it is observed that income level significantly influences purchase intention ( $\beta=0.079$ ,  $p<0.05$ ).

In Model 18, gender, age, education level, income, and purchase purpose are put into control variables, perceived social value is put into independent variable, cultural identity is put into mediating variables, and purchase intention is the dependent variable. The results show that perceived social value significantly and positively affects purchase intention ( $\beta=0.315$ ,  $p<0.001$ ), cultural identity significantly and positively affects purchase intention ( $\beta=0.296$ ,  $p<0.001$ ), and the standardised coefficient of perceived social value decreases from 0.416 to 0.315, and the adjusted R<sup>2</sup> grows from 0.287 to 0.384, so the mediating effect of cultural identity on the relationship between perceived social value and purchase intention is significant and partially mediated, and H4d is established.

In order to further test the mediating effect of cultural identity, this study also verifies the above hierarchical regression results by Bootstrap (sample 3000, confidence interval 95%), as shown in Table 4.15.

Table 4.15 Bootstrap Mediation Test Results

Variable	Item	Purchase intention			
		Effect	BootSE	95% confidence interval	
				BootLLCI	BootULCI
Perceived Value	Mediating effect of cultural identity	0.134	0.033	0.070	0.198
	Direct effect	0.604	0.059	0.488	0.720

Functional Value Perception	Mediating effect of cultural identity	0.116	0.028	0.061	0.170
	Direct effect	0.252	0.051	0.151	0.352
Emotional Value Perception	Mediating effect of cultural identity	0.088	0.026	0.038	0.138
	Direct effect	0.204	0.040	0.125	0.284
Knowledge and Education Value Perception	Mediating effect of cultural identity	0.097	0.026	0.047	0.147
	Direct effect	0.233	0.043	0.148	0.318
Social Value Perception	Mediating effect of cultural identity	0.101	0.026	0.050	0.151
	Direct effect	0.315	0.054	0.210	0.421

As shown in the table above:

(1) The mediating effect of cultural identity on the relationship between value perception and purchase intention is 0.134, with a standard error of 0.033, BootLLCI=0.070, BootULCI=0.198, which does not include 0 in the 95% confidence interval; the direct effect of value perception on purchase intention is 0.604, with a standard error of 0.059, BootLLCI=0.0488, BootULCI=0.720, which does not include 0 in the 95% confidence interval. 0.0488, BootULCI=0.720, in the 95% confidence interval does not contain 0. It shows that the mediating effect of cultural identity on the relationship between value perception and purchase intention is significant and partially mediated.

(2) The mediating effect of cultural identity on the relationship between functional value perception and purchase intention is 0.116, with a standard error of 0.028,

BootLLCI=0.061, BootULCI=0.170, which does not include 0 in the 95% confidence interval; the direct effect of functional value perception on purchase intention is 0.251, with a standard error of 0.051, BootLLCI=0.151, BootULCI=0.151, BootULCI=0.170, which does not include 0 in the 95% confidence interval. = 0.151, BootULCI = 0.352, in the 95% confidence interval does not contain 0. It shows that the mediating effect of cultural identity on the relationship between functional value perception and purchase intention is significant and partially mediated.

(3) The mediating effect of cultural identity on the relationship between emotional value perception and purchase intention is 0.088, with a standard error of 0.026, BootLLCI = 0.038, BootULCI = 0.138, which does not contain 0 in the 95% confidence interval; the direct effect of functional value perception on purchase intention is 0.204, with a standard error of 0.040, BootLLCI = 0.125, BootULCI = 0.284, in the 95% confidence interval does not contain 0. It shows that the mediating effect of cultural identity on the relationship between emotional value perception and purchase intention is significant and partially mediated.

(4) The mediating effect of cultural identity on the relationship between knowledge and education value perception and purchase intention is 0.097, with a standard error of 0.026, BootLLCI=0.047, BootULCI=0.147, which does not include 0 in the 95% confidence interval; the direct effect of knowledge and education value perception on purchase intention is 0.233, with a standard error of 0.043, BootLLCI=0.043, BootULCI=0.144, and BootULCI=0.147, which does not include 0 in the 95% confidence interval. BootLLCI=0.148, BootULCI=0.318, at 95% confidence interval does not contain 0. The results indicate that cultural identity plays a significant mediating role in the relationship between knowledge and educational value perception and purchase intention, demonstrating partial mediation.

(5) The mediating effect of cultural identity on the relationship between social value perception and purchase intention is 0.101, with a standard error of 0.026, BootLLCI = 0.050, BootULCI = 0.151, and does not contain 0 in the 95% confidence interval; the direct effect of social value perception on purchase intention is 0.315, with a standard error of 0.054, BootLLCI = 0.210, BootULCI = 0.421, at the 95% confidence interval does not contain 0. It shows that the mediating effect of cultural identity on the relationship between social value perception and purchase intention is significant and partially mediated.



#### 4.8 Moderating Effect Test

This study used hierarchical regression analysis to investigate the moderating effect of product familiarity, as shown in Table 4.16 below.

Table 4.16 Moderating Effect of Product Familiarity on the Relationship between Value Perception and Purchase Intention

Variable		Purchase Intention		
		1	2	3
Dependent Variable	Value Perception	0.738***	0.665***	0.389***
Moderating Variable	Product Familiarity		0.120**	0.108**
Cross-multiplier term	Value Perception × Product Familiarity			-0.285***
	_cons	0.306	0.279	0.317
	F	40.060***	36.950***	44.750***
	R <sup>2</sup>	0.427	0.446	0.527
	Adjusted R <sup>2</sup>	0.416	0.433	0.516

As shown in Table 4.16, in the third level of regression, value perception, product familiarity, and value perception × product familiarity were used as independent variables, and purchase intention was the dependent variable. The results show that value perception × product familiarity has a significant effect on purchase intention ( $\beta = -0.285$ ,  $p < 0.001$ ), with an adjusted  $R^2 = 0.516$ , which is significantly larger than the  $R^2$  in the first and second level regression. It indicates that product familiarity plays a negative moderating role in the influence of value perception on purchase intention and the moderating effect is significant, H5 is established.

Table 4.17 Moderating Effect of Product Familiarity on the Relationship between Functional Value Perception and Purchase Intention

Variable		Purchase Intention		
		1	2	3
Dependent Variable	Functional Value Perception	0.367***	0.318***	0.232***
Moderating Variable	Product Familiarity		0.223***	0.198***

Cross-multiplier term	Functional Value Perception × Product Familiarity			-0.276***
	_cons	0.420	0.337	0.345
	F	19.230***	23.310***	39.730***
	R <sup>2</sup>	0.263	0.336	0.498
	Adjusted R <sup>2</sup>	0.250	0.322	0.485

As shown in Table 4.17, in the third level regression, functional value perception, product familiarity, and functional value perception × product familiarity were used as the independent variables, and purchase intention was the dependent variable. The results show that functional value perception × product familiarity has a significant effect on purchase intention ( $\beta = -0.276$ ,  $p < 0.001$ ), and the adjusted  $R^2 = 0.485$ , which is significantly larger than the  $R^2$  in the first and second level regression. This indicates that product familiarity plays a negative moderating role in the effect of functional value perception on purchase intention and the moderating effect is significant, H5a is established.

Table 4.18 Moderating Effect of Product Familiarity on the Relationship between Emotional Value Perception and Purchase Intention

Variable		Purchase Intention		
		1	2	3
Dependent Variable	Emotional Value Perception	0.293***	0.230***	0.165***
Moderating Variable	Product Familiarity		0.222***	0.173***
Cross-multiplier term	Emotional Value Perception × Product Familiarity			-0.220***
	_cons	0.597	0.494	0.519
	F	14.560***	18.140***	25.900***
	R <sup>2</sup>	0.213	0.283	0.392
	Adjusted R <sup>2</sup>	0.198	0.267	0.377

As shown in Table 4.18, in the third level of regression, emotional value perception, product familiarity, and emotional value perception × product familiarity were used as

the independent variables and purchase intention as the dependent variable. The results show that emotional value perception  $\times$  product familiarity has a significant effect on purchase intention ( $\beta=-0.220$ ,  $p<0.001$ ), with an adjusted  $R^2=0.377$ , which is significantly larger than the  $R^2$  in the first and second level regression. This indicates that product familiarity plays a negative moderating role in the influence of emotional value perception on purchase intention and the moderating effect is significant, H5b is established.

Table 4.19 Moderating Effect of Product Familiarity on the Relationship between Knowledge and Education Value Perception and Purchase Intention

Variable		Purchase Intention		
		1	2	3
Dependent Variable	Knowledge and Education Value Perception	0.330***	0.274***	0.213***
Moderating Variable	Product Familiarity		0.218***	0.178***
Cross-multiplier term	Knowledge and Education Value Perception $\times$ Product Familiarity			-0.187***
	_cons	0.417	0.344	0.369
	F	17.320***	20.860***	26.480***
	$R^2$	0.243	0.312	0.398
	Adjusted $R^2$	0.229	0.297	0.383

As shown in Table 4.19, in the third level of regression, perceived value of knowledge and education, product familiarity, and perceived value of knowledge and education  $\times$  product familiarity were used as the independent variables, and willingness to buy was the dependent variable. The results show that knowledge and education value perception  $\times$  product familiarity has a significant effect on purchase intention ( $\beta=-0.187$ ,  $p<0.001$ ), with an adjusted  $R^2=0.383$ , which is significantly larger than the  $R^2$  in the first and second level regression. It indicates that product familiarity plays a negative moderating role in the effect of knowledge and education value perception on purchase intention and the moderating effect is significant, H5c is established.

Table 4.20 Moderating Effect of Product Familiarity on the Relationship between Social Value Perception and Purchase Intention

Variable		Purchase Intention		
		1	2	3
Dependent Variable	Social Value Perception	0.416***	0.347***	0.216***
Moderating Variable	Product Familiarity		0.174***	0.134***
Cross-multiplier term	Social Value Perception × Product Familiarity			-0.222***
	_cons	0.434	0.380	0.278
	F	23.110***	23.830***	30.690***
	R <sup>2</sup>	0.300	0.341	0.433
	Adjusted R <sup>2</sup>	0.287	0.327	0.419

As shown in Table 4.20, in the third level of regression, social value perception, product familiarity, and social value perception x product familiarity were used as the independent variables and purchase intention as the dependent variable. The results show that social value perception × product familiarity has a significant effect on purchase intention ( $\beta = -0.222$ ,  $p < 0.001$ ), with an adjusted  $R^2 = 0.419$ , which is significantly larger than the  $R^2$  in the first and second level regression. This indicates that product familiarity plays a negative moderating role in the effect of social value perception on purchase intention and the moderating effect is significant, H5d is established.

Table 4.21 Moderating Effect of Product Familiarity on the Relationship between Cultural Identity and Purchase Intention

Variable		Purchase Intention		
		1	2	3
Dependent Variable	Cultural Identity	0.398***	0.344***	0.261***
Moderating Variable	Product Familiarity		0.208***	0.152***
Cross-multiplier term	Cultural Identity			-0.250***

	×Product Familiarity			
	_cons	0.539	0.448	0.514
	F	22.260***	25.340***	40.320***
	R <sup>2</sup>	0.293	0.355	0.501
	Adjusted R <sup>2</sup>	0.279	0.341	0.489

As shown in Table 4.21, in the third level of regression, cultural identity, product familiarity, and cultural identity × product familiarity were used as the independent variables and purchase intention as the dependent variable. The results show that cultural identity × product familiarity has a significant effect on purchase intention ( $\beta = -0.250$ ,  $p < 0.001$ ), with an adjusted  $R^2 = 0.489$ , which is significantly larger than the  $R^2$  of the first and second level regression. It indicates that product familiarity plays a negative moderating role in the influence of cultural identity on purchase intention and the moderating effect is significant, H6 is established.

## **Chapter 5 Conclusion and Recommendation**

### **5.1 Conclusion**

This study took consumers who have experienced non-heritage handicraft products as the research subjects to carry out research on the influence of value perception on consumers' purchase intention. On the basis of the existing research, combined with the characteristics of non-heritage handicraft products, the value perception of the products is divided into four dimensions: functional value perception, emotional value perception, knowledge and education value perception and social value perception. On this basis, the rational behavior theory, the social identity theory and the S-O-R theory are used as the theoretical foundation to analyze in depth the relationship between value perception and purchase intention, the relationship between value perception and cultural identity, the relationship between cultural identity and purchase intention, the mediating role of cultural identity and the moderating role of product familiarity. The following are the conclusions of this study:

First, the perceived value of NRH handicraft products and its four dimensions significantly and positively affect consumer purchase intention. The results of the analysis show that the higher the value perceived by consumers, the stronger their consumer purchase intention. Among them, social value perception has the greatest influence on purchase intention, followed by functional value perception, then knowledge and education value perception and emotional value perception. Second, the value perception of non-heritage handicraft products and its four dimensions significantly and positively affect cultural identity. The higher the value perceived by consumers, the easier it is to form an identity with the local culture. Third, cultural identity significantly and positively affects purchase intention. The higher the consumers' identification with the local culture, the stronger their consumer purchase intention for NRH handicraft products. Fourth, cultural identity plays a partial mediating role in the relationship between value perception of NRH handicraft products and purchase intention. The results of the analysis show that consumer value perception significantly affects cultural identity, i.e. the higher the value consumers perceive from the product, the easier it is for them to feel the unique charm of the local culture, thus realising the resonance with the local culture and generating the emotion of identification. Cultural identity significantly affects consumer purchase intention, i.e., the higher the consumer's recognition of the local culture, the more likely they are to want to learn more about the local culture, and non-heritage handicraft products, as a carrier of the local culture, are likely to stimulate consumer purchase intention. Fifth,

product familiarity plays a negative moderating role in the influence of value perception of non-heritage handicraft products on purchase intention. The reason for this negative moderating effect, this study suggests, may be due to the fact that non-heritage handicraft products are relatively expensive in consumers' perceptions.

## **5.2 Recommendation for Future Study**

This study combines relevant literature and theories to construct a model of the influence of value perception on purchase intention of non-heritage handicraft products, and obtains conclusions through quantitative research, but due to the influence of factors such as the research object and the number of samples, certain limitations remain and need to be further perfected in the subsequent research.

First of all, the sample of this study was relatively concentrated, mainly high educated people, people under 35 years old, enterprise employees and students, which leads to the inability to fully carry out the analysis of other groups. Therefore, the future research should try to collect survey data in a wider range, so that the sample data will be more extensive and representative, and the conclusions obtained from the research on this basis can more comprehensively reflect the evaluation of consumers on non-heritage handicraft products, and be more guiding significance for the development of non-heritage handicraft products.

Secondly, this study mainly adopted the questionnaire survey method for data collection, which may result in the situation that respondents do not read the questions carefully and fill them out randomly; moreover, respondents may be affected by their emotions and attitudes when answering the questionnaires and do not reflect their true inner thoughts, which results in the quality of the data being affected. Therefore, in future research, objective and high-quality data can be collected by combining the experimental method.

Again, this study studied cultural identity as an overall variable for model stability considerations, which only reflects how cultural identity as a whole is affected by value perception and how it affects consumers' purchase intention, and fails to explore in depth the differential influence between the dimensions of cultural identity. Therefore, in future research, cultural identity can be further divided into dimensions to analyze the mechanisms by which different dimensions play a mediating role. This study concludes that cultural identity plays a partial mediating role between value perception and its four dimensions and purchase intention, indicating that there may be other mediating variables between value perception and its four dimensions and purchase intention, which can be explored in depth in future research to enrich the content of the

study and better provide suggestions for the innovation of non-heritage handicraft products.

Finally, this study only used product familiarity as a moderating variable, and the research on product familiarity is not deep enough. Therefore, it is necessary to deepen the study of product familiarity in future research, and analyze the mechanism of its formation and influencing factors in depth.





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## Appendix

Dear Sir/Madam,

Greetings! Thank you for taking the time to fill out this questionnaire. This survey is conducted anonymously and does not involve any privacy concerns. The results will be used solely for academic research and will not have any adverse impact on you. Your participation is of great help to this research. Thank you for your cooperation, and I wish you success in your work and happiness in your life.

### Part One: Demographic Information

Your Gender:

- A. Male
- B. Female

Your Age:

- A. 18–25 years old
- B. 26–35 years old
- C. 36–45 years old
- D. Over 45 years old

Your Education Level:

- A. High school or below
- B. Associate degree
- C. Bachelor's degree
- D. Master's degree or above

Your Current Occupation:

- A. Student
- B. Government/Institution employee
- C. Corporate employee
- D. Self-employed/Business owner
- E. Freelancer
- F. Retired
- G. Other

Your Average Monthly Income (after tax):

- A. 3,000 RMB or less

- B. 3,001–5,000 RMB
- C. 5,001–10,000 RMB
- D. 10,001–20,000 RMB
- E. Over 20,000 RMB

Have you ever experienced intangible cultural heritage handicrafts?

- A. Yes
- B. No

If you have a desire to purchase, which types of intangible cultural heritage handicrafts would you prefer? (Multiple choice):

- A. Ceramics
- B. Embroidery
- C. Wood, ivory, or bamboo carvings
- D. Clothing
- E. Study-cutting
- F. Kites
- G. Clay sculptures
- H. Other: \_\_\_\_\_

Which channel do you prefer for purchasing intangible cultural heritage handicrafts?

- A. Online
- B. Offline

The maximum price you are willing to pay per item:

- A. 100 RMB or less
- B. 101–300 RMB
- C. 301–500 RMB
- D. Over 500 RMB

Your main purpose for purchasing intangible cultural heritage handicrafts:

- A. Daily use
- B. Collection
- C. As gifts for friends or relatives
- D. Other: \_\_\_\_\_



## Part Two

Please recall your real experiences with intangible cultural heritage handicrafts. Read the following statements and select the value that best matches your true feelings. The options represent your level of agreement (1 = strongly disagree, 5 = strongly agree). The higher the number, the greater your agreement.

No.	Item	1	2	3	4	5
1	Intangible cultural heritage handicrafts help me recall memories.					
2	These handicrafts are practical and can be used in daily life.					
3	These handicrafts are artistic and suitable for collection.					
4	They are artistic and make great gifts for friends or family.					
5	Their cultural symbolism brings unique meanings (e.g., wood carvings symbolizing auspiciousness).					
6	These handicrafts enrich my knowledge.					
7	I like intangible cultural heritage handicrafts.					
8	These handicrafts feel novel and unique.					
9	They bring me happiness.					
10	They evoke emotional associations in me.					
11	They help me understand traditional techniques.					
12	They help me understand local cultural characteristics.					
13	They let me experience folk customs.					
14	They enhance my awareness of cultural heritage protection.					
15	Using them earns me approval from others.					
16	Using them gains me social recognition.					
17	Using them leaves a good impression on others.					
18	Using them improves others' perception of me.					
19	I pay attention to cultural information about their origins.					
20	I understand the cultural connotations and characteristics of their origins.					
21	I am willing to participate in cultural activities related to their origins.					
22	The culture of their origins influences me.					
23	Their origins are special to me.					
24	I frequently see advertisements or introductions about them.					
25	I often see physical or online stores selling these handicrafts.					
26	I often hear others discussing these handicrafts.					
27	I have experience purchasing these handicrafts.					
28	I will consider purchasing these handicrafts.					

- 29 I am willing to purchase these handicrafts in the future.
- 30 I am willing to praise these handicrafts to friends and family.
- 31 I am willing to recommend others to purchase these handicrafts.

