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A Study on the Influencing Factors of Local Cultural Elements on Consumers' Purchase Intention of Tourism Cultural and Creative Products

-- Taking Nanjing as an Example

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Abstract: There are many kinds of cultural and creative products, which can be used not only for tourism, but also for local publicity. Taking Nanjing as an example, this paper deeply discusses how local cultural elements affect consumers' willingness to buy tourism cultural and creative products. With the vigorous development of cultural tourism industry, tourism cultural and creative products, as an important carrier to spread local culture and enhance tourism experience, their market acceptance and consumers' willingness to buy have become research hotspots.

Keywords: Local cultural elements; Tourism cultural and creative products; Purchase intention

1. Introduction

In recent years, Nanjing has actively responded to the national call for the integrated development of cultural tourism, and constantly explored new development models such as "scenic spot+cultural creation" and "museum+cultural creation". How to further explore and utilize local cultural elements in Nanjing to enhance the creativity and cultural connotation of products; How to better meet the individual needs of consumers and improve their willingness to buy and satisfaction; How to strengthen brand building and marketing, and expand the popularity and influence of products are all urgent problems to be solved at present.

2. Research significance and value

2.1 Theoretical significance and value

It can reveal the decision-making mechanism and behavior pattern of consumers in the process of purchasing cultural products. Promote the protection, inheritance and innovation of local culture. Encourage local communities and enterprises to better safeguard and inherit local cultural heritage.

2.2 Practical significance and value

The development and sales of local cultural creative products not only help to protect and inherit local cultural heritage, but also promote the development of local economy and promote the diversification and sustainable development of local economy in Nanjing.

3. Theoretical basis

3.1 Channels and modes of local cultural elements in the development of tourism cultural and creative products

The development channels and modes of tourism cultural and creative products are diverse, mainly including the following: offline physical stores, e-commerce platform sales, theme cultural stores, partner sales, customized services and gift markets, and cultural and creative markets. These different sales channels and modes can be flexibly combined and selected according to product characteristics, target consumer groups and market environment.

3.2 Consumer sociology

Consumption is an important link in economic activities, closely linked with production, distribution and exchange, and has strong economic significance. It is not only an economic activity, but also a social behavior, which involves many social factors and has a certain influence on social development. The research on consumption is often not limited to the field of economics^[1], but also can be extended to other research fields such as psychology and sociology. Symbolic consumption theory liberates consumption activities from product consumption

from the perspective of economics, and commodities construct symbolic consumption significance in the flow of producers, media and consumers, which reacts on the whole consumption process itself^[2]. For example, Wang Ning (2001) took identity as a new analytical framework^[3], deeply analyzed the individual factors in consumption behavior, and introduced the paradigm of self-purpose and tribalism^[4] to explain the group consumption activities.

3.3 Purchase intention

Ma Linye (2023) pointed out that the purchase intention is a subjective possibility for customers to finally make a purchase decision when purchasing services or products.^[5]

4. Research and conceptual framework of research

4.1 Purchase intention

Dodds et al. (1991) think that purchasing intention is the possibility that consumers have a subjective tendency to buy a commodity^[6]. He Tianlong (2011) thinks that the purchase intention is the possibility of buying a product after stimulating consumers' psychology through marketing means^[7]. Feng Jianying and others (2006) think that the purchase intention is the probability that consumers are willing to buy^[8].

4.2 Perceived value

The perceived value of brand personality has an important theoretical basis for the formation of purchase intention. Perceived value of brand personality refers to consumers' cognition and perception of brand uniqueness, cultural symbols and values conveyed by brands.

4.3 Cultural value

Perceived value of cultural values refers to consumers' cognition and perception of cultural meaning, social value and moral concept conveyed by products.

4.4 Subjective norms

Subjective norms refer to an inherent sense of social pressure or moral obligation suffered by individuals in the decision-making process, that is, the degree of internalization of individual's social expectations and norms.

5. The Influence of Local Cultural Elements on Consumers' Willingness to Buy Tourism Cultural and Creative Products

5.1 Perceived value

It is found that the unique cultural elements in Nanjing (such as historical relics, folk customs, non-legacy skills, etc.) can significantly enhance the perceived value of consumers when they are skillfully integrated into cultural and creative products.

5.2 Subjective norms

The research reveals that consumers' purchasing decisions are often influenced by the surrounding people, and this influence is manifested in the form of subjective norms. When consumers perceive that people around them have positive comments or purchase behaviors on Nanjing cultural and creative products, they are more likely to be encouraged, form a positive purchase attitude, and then increase their purchase intention.

5.3 Emotional attitude

Consumers' emotional connection and identity with Nanjing local culture is an important driving force for them to buy cultural and creative products. When Wenchuang products can touch the emotional resonance of consumers, such as arousing their nostalgia for Nanjing history, pride in local culture or yearning for a better life, this positive emotional attitude will be transformed into a strong purchase intention.

6. Conclusion

As a unique cultural symbol and value carrier, local cultural elements play a vital role in tourism cultural and creative products. They not only enrich the cultural connotation of products, enhance the uniqueness and recognition of products, but also significantly promote consumers' purchasing intention by stimulating their perceived values (such as cultural identity, aesthetic enjoyment, emotional resonance, etc.), enhancing their subjective norms (such as social identity, word-of-mouth effect, group belonging, etc.) and positive emotional attitudes (such as love, interest, trust, etc.).

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