



## Research on Consumer Behavior Intention of Shanxi folk Hanxi Folk Art

Min Zheng\* Anong Rungsuk\*\*

\*PhD Candidate, School of Management, Shinawatra University

Email: johnny.liu@live.cn

\*\*Assistant Professor, School of Management, Shinawatra University

---

Received March 3, 2024 Revise March 15, 2024 Accepted April 30, 2024

### Abstract

With the increasing proportion of art consumption in people's daily lives, new demands and concepts for art consumption are constantly emerging. This article takes the consumption behavior intention of Shanxi folk art and cultural products as the research object. Based on the theories of art, psychology, marketing, management, economics and other disciplines, this paper uses statistics, Synergistics and other analytical methods to define the connotation of art consumption behavior intention and its formation mechanism, and establishes the theoretical hypothesis of the formation mechanism model of art consumption behavior, which is verified through empirical research. This article constructs a conceptual model for the formation mechanism of consumer behavior intention in folk art and cultural products; Extracting the main influencing factors of consumer behavior intention in folk art and cultural products, including marketing activities, past behavior, aesthetic perception, aesthetic needs, aesthetic expectations, aesthetic context, aesthetic understanding, aesthetic evaluation, aesthetic creation, emotional experience, subjective norms, perceived risks, and attitudes. Substitute these factors into the conceptual model to obtain a theoretical model for the formation mechanism of consumer behavior intention in folk art and cultural products. Collect survey data and verify the impact relationship between influencing factors using SPSS software and Mplus software. The biggest difference between Shanxi's artistic and cultural products lies in their creative design. Most of its designs come from collections and have unique cultural connotations. But for consumers, the first impression of artistic and cultural products lies in the visual sense rather than the design background. Strong visual sense is beneficial to enhance consumers' emotional value perception, and thus improve their purchase intention. Consumers choose Shanxi art and cultural products among the products with the same functions and are willing to pay higher prices for them, mainly because of the design sense of the products, rather than their own use value.

**Keywords:** Consumer behavior intention, Folk art and cultural products, Product awareness, Emotional response, Folk art

### Introduction

Folk art constantly reflects the spirit of the common people, mainly including the concept of gods, totem worship, exorcism and auspicious, the five elements of Yang Ting.



(2009).and the concept of auspiciousness (Ali, & Amgad, 2023). Folk art is a local art that is closely related to the way of life, products, and climate of the people of a place or region, thus possessing very distinct local cultural characteristics. From the early unearthed cultural relics, it is not difficult to see that our ancestors' worship of totems and deities was very prominent. Due to the underdevelopment of science, they were unable to explain natural phenomena, so naturally gods and totems emerged, which is a concrete act of unknown things (Anghel, 2022).

During the creative process, people integrate their own ideology into the work and ideas, which is reflected and sublimated, making their inner world feel happy. Inheritance refers to the fact that folk art is a manifestation of national culture, and the nation continues to inherit folk art through historical changes, possessing the basic characteristics of continuity. Cultural confidence is the full affirmation and active practice of one's own cultural values by a nation, a country, and a political party, and holds firm confidence in the vitality of their culture. We have every reason to rediscover the essence of traditional culture, to rediscover our own art, and to build a harmonious society is our common ideal and goal. Folk art has already done well, incorporating education into art.

The vast majority of folk-art creations promote traditional virtues. Folk art "is a relatively complex concept that includes both classification ideas and a certain evaluation. Folk art, as a cultural phenomenon, is a product of the intersection of technology and culture. It contains thousands of years of accumulated technical skills, scientific principles for designing chemical and metallurgical materials, mechanical processes, and other applications, as well as a wide range of cultural and artistic traditions such as folk literature, music and sculpture, decorative drama, painting, calligraphy, etc. It has a profound foundation and endless enjoyment. It is an excellent means of quality education and enjoys both refined and popular tastes, Suitable for all ages, easy to operate, and with significant results, it is a field that art education should focus on. Folklore has always been connected to the vulgar, which is neither elegant nor elegant, and feels unrelated to advanced culture. But folk art is closely related to folk customs and society. Folk art not only has aesthetic utilitarianism, but also moral utilitarianism, providing us with abundant artistic resources and an effective way to promote traditional Chinese virtues.

## Research Objective

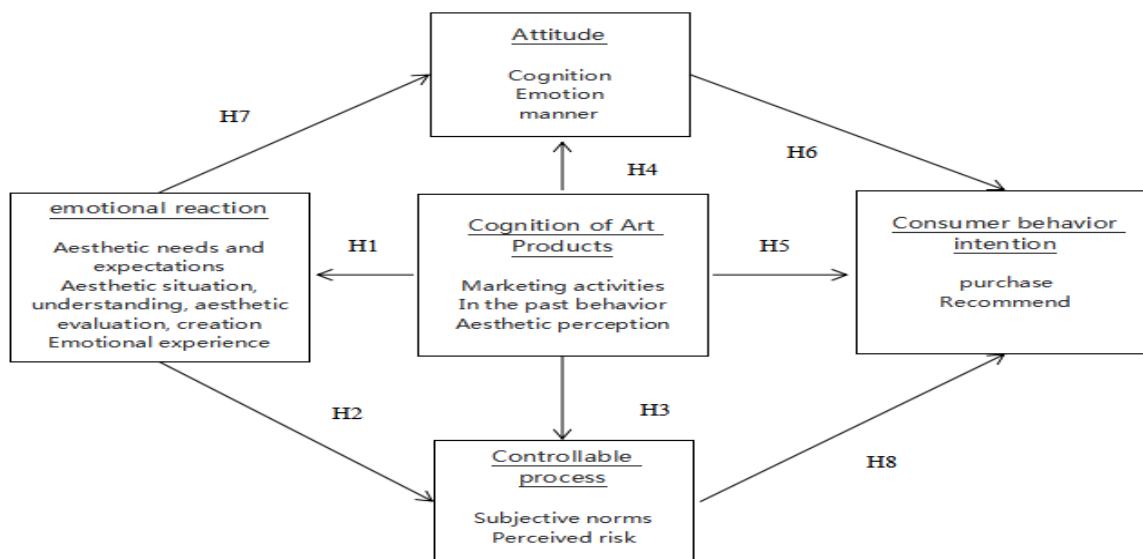
1.Define the concept of consumer behavior intention of folk art and cultural products, analyze its characteristics, and clarify the direction and scope of theoretical research on consumer behavior intention of art products.

2.study the relationship between the influencing factors of consumer intention of folk art and culture, and establish the formation mechanism model of consumer behavior intention of folk art and culture.

## Conceptual Framework

Use scientific methods to screen out the sub-factors related to the constituent factors of the conceptual model of the formation mechanism of the consumer behavior intention of folk art products, replace these sub-factors into the conceptual model of the formation mechanism

theory of the consumer behavior intention of folk art products, establish the theoretical model of the formation mechanism of the consumer behavior intention of folk art products, and explain the variables in the model and put forward theoretical assumptions. See Figure 1 for details.



**Figure 1** The process of constructing the mechanism model of artistic consumption behavior intention

First, this section systematically combs and summarizes the literature of art appreciation theory, art consumption behavior decision-making theory and general consumption behavior intention theory, and extracts the factors related to the formation mechanism of folk art consumption behavior intention.

Secondly, by using the method of literature analysis and questionnaire survey, statistical analysis is carried out, and various factors are substituted into the conceptual model of the formation mechanism of folk art consumer behavior intention, and the theoretical model of the formation mechanism of folk art consumer behavior intention is constructed, and the connotation of its constituent factors is accurately explained.

Finally, according to the relationship between the factors expressed in the theoretical model of the formation mechanism of consumer behavior intention of folk art and cultural products, establish theoretical assumptions and determine the object of empirical research.

## Literature review

### The Theory of Planned Behavior (TPB)

The effect of cognition on emotion can be expressed as "generating positive or negative emotions by evaluating whether objective information objects meet the needs of cognitive subjects". Lazarus (Beck L, Ajzen I. (1991) pointed out that emotional response is a response to cognitive activities, and the ultimate significance of cognitive process is to achieve emotional response. Therefore, cognitive variables are sufficient and necessary conditions for



emotional response variables. The cognitive variables of art products in this paper include marketing activities, past behavior, aesthetic perception, and emotional response variables include aesthetic needs, aesthetic expectations, aesthetic situations, aesthetic understanding, aesthetic evaluation, aesthetic creation, and emotional experience. The hypothetical relationship between product cognitive variables and emotional response variables refers to the impact of marketing activities, past behavior and aesthetic perception on aesthetic demand, aesthetic expectation, aesthetic situation, aesthetic understanding, aesthetic evaluation, aesthetic creation and emotional experience. When studying the consumer behavior of Shanxi folk art and culture products, theoretical frameworks such as PBC and TPB can be used to collect data of consumers' attitudes, subjective norms and perceived behavior control through questionnaire survey, field observation or in-depth interview, so as to analyze and explain their decisions and behaviors of purchasing folk art and culture products (Gan, 2012).

First, PBC (perceived behavioral control) refers to an individual's subjective perception of their ability to control a particular behavior. In the consumption of folk art and culture products in Shanxi Province, PBC can be reflected as the self-evaluation of consumers' ability to purchase such products. For example, consumers may consider whether they have enough financial resources to buy folk art and culture products, whether they have enough time and energy to know and appreciate such products, and whether they have enough expertise to judge the quality and value of products (Hoffmann, & Mai 2022). Consumers' subjective perception of these aspects will affect their confidence and ability to purchase behavior.

Attitude refers to the individual's cognitive evaluation of purchasing folk art and culture products, including the product quality, artistic value, personal interest and other aspects of the view (Hennequin, T., Huijbregts, M. A. J., & van Zelm, R. (2023). Consumers' attitudes towards these aspects will directly affect their willingness to buy.

Perceptual behavioral control refers to the individual's subjective perception of the control power of purchasing behavior. Consumers may consider various factors in purchasing folk art and culture products, such as price, convenience, product availability, etc. Their subjective perception of these factors will determine whether they think they have enough control to make a purchase (Huang, Wang, Xiong, & Lin, 2014).

### **Assumptions of cognitive variables of art products on volition-control variables**

In the formation mechanism model of consumer behavior intention of folk art and cultural products constructed in this paper, the cognitive variables of art products include marketing activities, past behavior, aesthetic perception, and the will control variables include subjective norms and perceived risk (Guo, & Zhai, 2022). The hypothetical relationship between product cognitive variables and will-control variables refers to the impact of marketing activities, past behavior and aesthetic perception on subjective norms and perceived risks, respectively. Marketing activities have a significant impact on subjective norms; Past behaviors have a significant impact on subjective norms; Aesthetic perception has a significant impact on subjective norms; Marketing activities have a significant impact on perceived risk; Past behavior has a significant impact on perceived risk; Aesthetic perception has a significant impact on perceived risk.



\*\*\*\*\*

### **Assumptions of cognitive variables of art products on attitude variables**

In the formation mechanism model of consumer behavior intention of folk art and cultural products, the cognitive variables of art products include marketing activities, past behavior and aesthetic perception. The hypothetical relationship between product cognitive variables and attitude variables refers to the influence of marketing activities, past behavior and aesthetic perception on attitude.

According to psychology, cognition is the basis of attitude and affects the formation of attitude. Similarly, for art consumers, before making artistic consumption decisions, they should first extract the information of artistic consumption objects from the social environment and their own experience memory, and form their attitudes towards artistic consumption behavior through the reaction of psychological factors such as art consumers' cognition, emotion and will, and then generate the intention of certain artistic consumption behavior, Promote the occurrence of final art consumption behavior (Gkikas, D. C., Theodoridis, P. K., & Beligiannis, G. N. (2022). Promote the occurrence of final art consumption behavior. Therefore, this paper puts forward the following assumptions

### **Assumption of cognitive variables of art products on consumer behavior intention variables of folk art and cultural products**

The consumer cognitive behavior model believes that consumers, as information processors, collect and evaluate product (activity) information and strive to make correct decisions. It can be seen that product cognition is an important explanatory variable and a significant factor affecting behavioral intention or behavior. The richer the amount of product information cognition, the higher the level of consumer cognition, and the greater the possibility of making choices about the product (activity).

In the formation mechanism model of consumer behavior intention of folk art and cultural products, the cognitive variables of art products include marketing activities, past behavior and aesthetic perception. The hypothetical relationship between product cognitive variables and consumer behavior intention variables of folk art and cultural products means that marketing activities, past behavior, and aesthetic perception affect consumer behavior intention of folk art and cultural products respectively.

First, the marketing activities on consumer behavior intention of folk art and cultural products. The view that marketing activities can promote the formation of consumer behavior intention and even the final consumer behavior has been recognized by the industry. Hsu, M. H. & Yen, C. H. & Chiu, C. M. (2006). Defined product attributes as the characteristics or characteristics of products that can meet consumer needs to a certain extent. According to the literature review on consumer behavior intention, consumer behavior intention is determined by the internal and external clues of the product. Some scholars also found that the attributes of the product affect one of the important factors of consumer purchase intention. For the search of product information, the information conveyed by marketing activities to art consumers through commercial media is an important channel, and the stimulation of marketing activities plays a great role in consumer behavior intention of folk art and cultural products. Therefore,



this paper puts forward the following assumptions:

The summary of research assumptions proposed in this study is shown that

H1. Marketing activities have a significant impact on emotional response variables

H2. Past behavior has a significant impact on emotional response variables

H3. Aesthetic perception has a significant impact on emotional response variables

H4. Art product cognition has a significant impact on volition-control variables

H5. Marketing activities have a significant impact on attitudes

H6. Past behaviors have a significant impact on attitudes

H7. Aesthetic perception has a significant impact on attitude

H8. Past behavior has a significant impact on consumer behavior intention of folk art and cultural products

## Methodology

Expert opinion method refers to the method of seeking opinions from authoritative experts in an anonymous way according to a certain procedure to obtain centralized consensus

### 1) Investigation purpose

First, based on the opinions of experts, analyze whether the extraction of consumer behavior intention factors of folk art and cultural products is consistent with the concept;

Second, whether the item setting for factor measurement is appropriate;

Third, whether the words used in the questionnaire are professional, whether there is ambiguity, and whether art consumers can understand.

### 2) Investigation process

First, interview experts and scholars in practice, find out the problems in the questionnaire theoretically and make revisions;

Second, the actual interview with the on-the-job personnel engaged in art marketing work, to test whether the words and expressions in the questionnaire fit the actual experience in practice, to eliminate the accumulation of conceptual theories, and to ensure the authenticity and practicality of the questionnaire effect.

Third, the actual interview with the master and doctor graduate students of the art major will purify the problem setting in operation.

## Research results

This study makes frequency statistics on the age, marital status, professional title status, educational background and other information of the respondents in the basic data, and the percentage of each option in the total number. The results are shown in Table 4.1. From the perspective of gender, there are relatively more "men" in the sample, accounting for 50.21%. Another 49.79% of the samples were women. In terms of age, there are relatively more "26-35



"years old" in the sample, accounting for 36.29%. The proportion of "master's degree and above" in the sample is 35.58%. The proportion of college or undergraduate samples is 30.80%. In terms of income distribution, most of the samples are "3000~5000 yuan", with a total of 250.0, accounting for 35.16%. From the perspective of occupation, there are relatively more "private enterprise owners or employees" in the sample, accounting for 34.46%.

**Table 1** Description of basic information

Name	Option	Frequency	Percentage (%)	□
Gender	Male	357	50.211	
	Female	354	49.789	
Age	Under 18	46	6.470	
	18-25 years old	174	24.473	
Age	26-35 years old	258	36.287	
	36-45 years old	143	20.113	
	Above 45	90	12.658	
Record of formal schooling	Junior high school and below	22	3.094	
	High school or technical secondary school	217	30.520	
	Diploma or undergraduate	219	30.802	
	Master or above	253	35.584	
Income	Less than 3000 yuan	188	26.442	
	3000~5000 yuan	250	35.162	
	5000~10000 yuan	156	21.941	
	More than 10000 yuan	117	16.456	
Occupation	Workers in the field of education, scientific research or health	107	15.049	
	Staff of government agencies, public institutions and state-owned enterprises	80	11.252	
	Owners or employees of private enterprises	245	34.459	
Occupation	Self-employed owners or employees	83	11.674	
	Retired/unemployed	48	6.751	
	Student	61	8.579	
	Other	87	12.236	
	total	711	100.000	

### Mediation effect test

The reliability analysis not only guarantees the effectiveness of the model fitting assessment and the assumption test, but also guarantees the reliability and stability of the survey. In this article, Cronbach's Alpha Confidence Factor is applied to evaluate the reliability of the questionnaire, which means the more reliable it is, the more reliable it is. As the study goes on, more and more researchers demand the reliability of the question- $\alpha$  survey whose index is above 0.5 is an acceptable one, and the one with a factor above 0.7 is a highly reliable one.



Recent studies will show that a factor of 0.6 is a threshold for the acceptability of a questionnaire, when a factor of 0.8 or even more than 0.9 can be regarded as a good reliability. In this paper, 0.7 is used as an acceptable range. The results are presented in Table 2

**Table 2** Reliability analysis

Variable	Number of terms	Clone Bach Alpha
Art product cognition	22	0.923
Emotional response	40	0.937
Volitional control	16	0.934
manner	6	0.898
Consumer behavior intention of folk art and cultural products	4	0.887

From Table 2, it can be seen that the cloned Bach Alpha of art product cognition, emotional response, will control, attitude and consumer behavior intention of folk art and cultural products are all greater than 0.8, indicating that all dimensions of the scale have good reliability. On the whole, the questionnaire has good reliability.

### Validity test and exploratory factor analysis

The effectiveness analysis is one of the most important components in the demonstration. In general, there is insufficient time and resources for the development of new measuring instruments. Thus, to reduce time and expense, current measuring instruments like a survey can be employed to determine if identical measuring instruments are compatible between different research areas. So, it is essential to examine if these measuring instruments can be used and explained in an efficient and accurate way.

In the survey, we generally adopt the content validity and the structural validity measure. Content effectiveness is the appropriateness and logic coherence between the project and the measurement variables (Zhu, L.J, 2011). This research adopts a survey of related data to demonstrate the relation among various variables or construct a relational model. Based on preliminary investigation findings, terms, presentation methods, and so on. After further revision and improvement, we can conclude that this scale is of the desired content effectiveness. This research focuses on structure effectiveness, that is, the measurement capability of an item (Yi, L. H. (2021). The structure effectiveness of this questionnaire was validated by means of EFA.

In general, it is necessary to satisfy the following two requirements in order to carry out an exploratory factor analysis: (1) KMO is greater than 0.7, (2) Bartlett sphere is significantly ( $\text{Sig.} < 0.05$ ).

The KMO and Bartlett ball experiments were conducted by means of exploration factor analysis. The results are as follows.

#### 1) Validity analysis of art product cognition

Validity research is used to analyze the rationality and significance of the research project. The validity analysis is based on the data analysis of factor analysis. The KMO value, the

common degree, the variance explanation rate and the factor load factor are used to evaluate the validity of the data. The suitability of information extraction is determined by KMO, the common value is excluded from the unreasonable research project, the degree of information extraction is described by the variance interpretation rate, and the factor (dimension) is measured by factor load coefficient. As shown in the table below, the KMO value is 0.943, which is more than 0.7. Furthermore, the ANOVA of these three factors was 32. 287%, 20. 149%, 10. 710%. The ANOVA was  $63.146\% > 50\%$ . It means that the data of the research project can be extracted efficiently. Finally, if the factor load of one factor and subject is less than 0.5, it indicates that the factor is highly correlated with the subject, and the three common factors are in agreement with the number of items in the measure dimension.

**Table 3** KMO and Bartlett test of art product cognition

KMO sampling suitability quantity.	0.943
	Approximate chi-square
Bartlett sphericity test	9113.086
	free degree
	231
	conspicuousness
	0.000

### 2) Validity analysis of emotional response

The validity analysis of emotion response scale indicates that KMO is 0.939, above 0.7. Furthermore, the ANOVA of the 7 factors was 13.292%, 12.533%, 9.426%, 8.841%, 8.656%, 7.959%, 5.206%, and 5.206% respectively, and the ANOVA was  $65.914\% > 50\%$ . It means that the data of the research project can be extracted efficiently. Finally, if the factor load of one factor and subject is less than 0.5, it indicates that the factor is highly related to the topic, and the seven common factors are in agreement with the number of items in the measure dimension.

**Table 4** KMO and Bartlett test of emotional response

KMO sampling suitability quantity.	0.939
	Approximate chi-square
Bartlett sphericity test	16292.086
	free degree
	780
	conspicuousness
	0.000

### 3) Analysis of the validity of will control

The Will Control Scale shows a KMO of 0.955, higher than 0.7. Moreover, ANOVA for the 2 variables were 40.342% and 22.489% respectively, ANOVA was  $60.832\% > 50\%$ . Which is to say, it is possible to extract the information of a study item effectively. Lastly, when the factor load under 0.5, it shows that there is a high correlation between this factor and the theme, and both are consistent with the quantity of the measurement.

**Table 5** KMO and Bartlett test of volitional control

KMO sampling suitability quantity.	0.955
	Approximate chi-square
Bartlett sphericity test	6943.981
	free degree
	120



conspicuousness	0.000
-----------------	-------

#### 4) Analysis of the validity of the attitude scale

Through analyzing the effectiveness of the posture scale, it is found that KMO is 0.909, above 0.7. Furthermore, the ANOVA of a single factor was 66.702%, and the ANOVA was  $670702\% > 50\%$ . That is, it is possible to efficiently extract the data of a study project. Last but not least, if the factor load of one element and one subject is not smaller than 0.5, this indicates that this factor is highly correlated to the subject. The extraction factor corresponds to the quantity of the measure dimension, which corresponds to the expected value, i.e., it has been validated.

**Table 6** KMO and Bartlett test of attitude scale

KMO sampling suitability quantity.	0.909
Approximate chi-square	2366.900
Bartlett sphericity test	Free degree
Conspicuousness	15
	0.000

#### 5) Validity analysis of consumer behavior intention scale

The validity analysis of the consumer behavior intention scale shows that the KMO value is 0.834, greater than 0.7, and the data can be effectively extracted. In addition, the variance interpretation rate of one factor is 74.938%, and the cumulative variance interpretation rate after rotation is  $74.938\% > 50\%$ . It means that the amount of information of the research item can be effectively extracted. Finally, if the factor load of a factor and a topic is not less than 0.5, it means that the factor has a relatively high correlation with the topic. The extracted factor matches the number of items in the measurement dimension and is consistent with the expectation, that is, it passes the validity test.

**Table 7** KMO and Bartlett test of consumer behavior intention scale

KMO sampling suitability quantity.	0.834
Approximate chi-square	1583.734
Bartlett sphericity test	Free degree
Conspicuousness	6
	0.000

When using SEM as the validation of the theoretical model, a good model fit (Byrne, 2010) is a necessary condition for SEM analysis. The degree of consistency between the expected covariant matrix estimated by the fit researcher's model and the sample covariant matrix, the better the fit, the closer the model is to the sample. To achieve this goal, researchers should consider the important relevant statistical indicators provided by SEM. In this study, several indicators were selected to evaluate the fitness of the overall model, including CMIN test, CMIN/DF ratio, fitness index (GFI), adjusted fitness index (AGFI), mean square root of approximate error (RMSEA), non-benchmark fitness index (NNFI), incremental fitness index (IFI), and comparative fitness index (CFI). Each indicator should be considered comprehensively when evaluating the fitting degree of the model and data, When most

indicators meet the requirements, it can be considered that the model and data fit well.

Through the reliability and validity test of the questionnaire, we have concluded that all scales of the questionnaire in this study have good reliability and validity, and further use AMOS for hypothesis test, and the results are shown in the figure below.

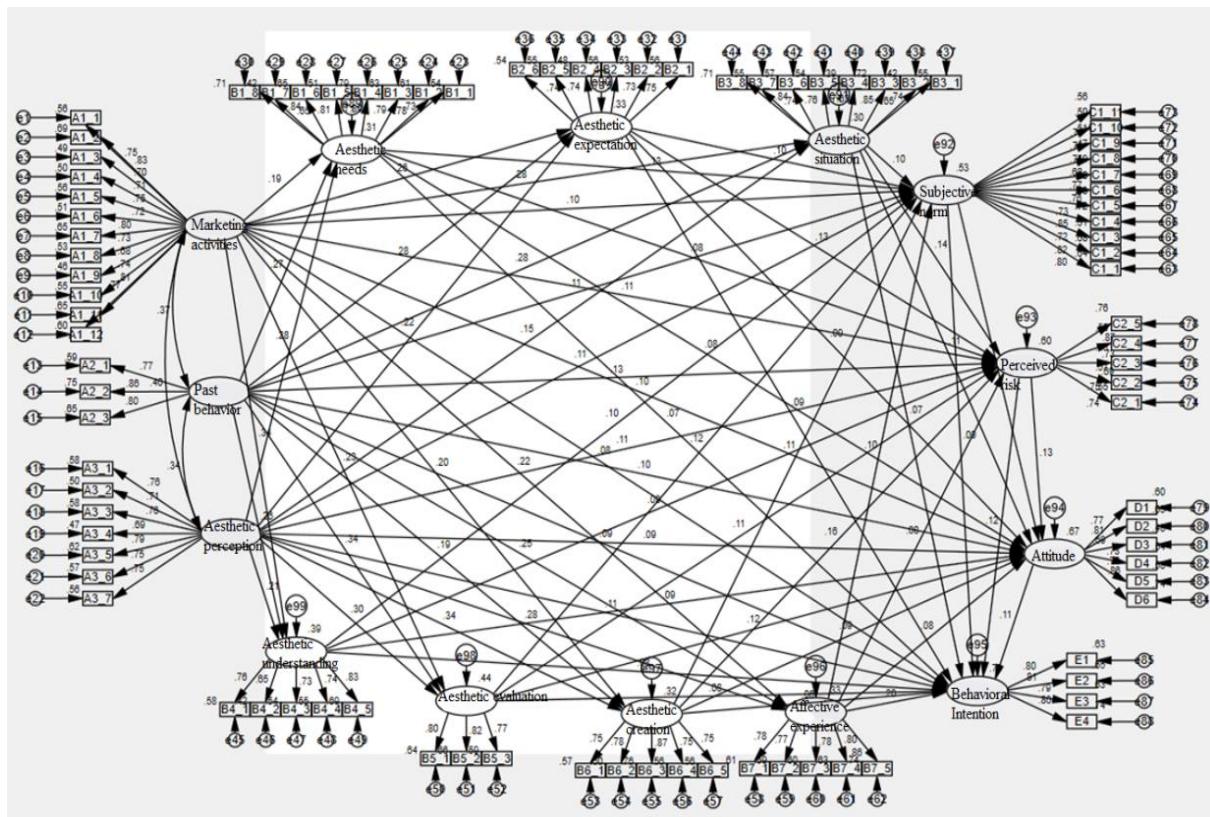


Figure 2 Operating results of structural equation model

## Discussions

On the basis of summarizing the relevant research results at home and abroad, such as general consumer behavior, consumer behavior intention, art consumption, consumer behavior intention of folk art and cultural products, and formation mechanism, this paper defines the relevant concepts of consumer behavior intention of folk art and cultural products, analyzes its characteristics, constructs the formation mechanism model of consumer behavior intention of folk art and cultural products, and verifies and improves it through empirical research. The main conclusions of this study are as follows:

1) From the perspective of discipline attribute and research path of consumer behavior intention theory of folk art and cultural products, the principle of "collaborative optimization" is proposed; The principle of "scientific norms" is put forward from the perspective of the empirical research method of "putting forward theoretical hypotheses - testing hypotheses - optimizing models", which is based on the construction of theoretical models using collaborative research methods, induction methods and literature research methods; According to the requirements of scientific, objectivity and feasibility of data collection in empirical



research, the principle of "objective feasibility" is put forward.

2) Construct the conceptual model of the formation mechanism theory of consumer behavior intention of folk art and cultural products; The main influencing factors of consumer behavior intention of folk art and cultural products are extracted, including marketing activities, past behavior, aesthetic perception, aesthetic needs, aesthetic expectations, aesthetic situations, aesthetic understanding, aesthetic evaluation, aesthetic creation, emotional experience, subjective norms, perceived risks and attitudes, and the factors are substituted into the conceptual model to obtain the theoretical model of consumer behavior intention formation mechanism of folk art and cultural products. same approach Doo Syen Kang, (2010) study Understanding of consumption behaviors in art and cultural sectors for developing successful communication plans The results identifies how people behave differently and determines which items are valid for segmenting people based on the engagement levels. The persuasive messages targeting a specific group of people will boost more participation in the art and cultural sectors and play a role to enlighten people and policy makers.

3) Through the measurement index system and survey scale of the influencing factors of the formation mechanism of consumer behavior intention of folk art and cultural products developed and designed in this paper, the survey data were collected, and the reliability and validity of the obtained first-hand data were tested, and the effective first-hand data of the empirical study of consumer behavior intention analysis model of folk art and cultural products were obtained.

4) Using SPSS software and Mplus software to verify the effect relationship between the influencing factors, the results show that the influencing factors of consumer behavior intention of folk art and cultural products include "marketing activities", "past behavior", "aesthetic expectation", "aesthetic situation", "emotional experience" and "attitude"; The effect relationship between the variables "art product cognition", "emotional response", "will control", "attitude" and "consumer behavior intention of folk art and cultural products" is that "art product cognition", "emotional response" and "will control" affect "attitude" and "consumer behavior intention of folk art and cultural products" respectively; "Art product cognition" has an impact on "emotional response"; "Attitude" has a significant impact on "consumer behavior intention of folk art and cultural products".

## Suggestions

### 1 The development of artistic and cultural products focuses on practicality and diversification

Chinese consumers pay more attention to practical rationality in terms of cultural values, and generally prefer to pursue higher "cost performance" by "comparing goods with three" when purchasing products. Traditional artistic and cultural products and souvenirs mostly show simplification, mechanization and homogeneity in product functions. In addition to different appearance designs for different exhibits, the types of products are limited to refrigerator stickers, canvas bags, postcards, replicas and audio-visual products. These products are generally less practical, which is not conducive to the long-term promotion and sales of



products after Chinese consumers have passed the freshness period for ordinary IP. In recent years, with the upgrading of products, the practicability of the products has been improved compared with the "old products", but in the process of product development, more attention should be paid to the functions of the products themselves.

## 2 Enhance the sense of product design and stimulate the emotional reaction of consumers

In addition to functional value, giving full play to the role of emotional value is conducive to improving consumers' willingness to buy. Compared with tourist souvenirs, the biggest difference between Shanxi's artistic and cultural products lies in their creative design. Most of its designs come from collections and have unique cultural connotations. But for consumers, the first impression of artistic and cultural products lies in the visual sense rather than the design background. Strong visual sense is beneficial to enhance consumers' emotional value perception, and thus improve their purchase intention. Consumers choose Shanxi art and cultural products among the products with the same functions and are willing to pay higher prices for them, mainly because of the design sense of the products, rather than their own use value.

## 3 Jointly launch to create the peripheral effect of IP

Animation, film and other film and television industries are at the forefront of cultural and creative industries in terms of cultural authorization. If Shanxi's artistic and cultural products want to achieve substantial development, they need to build Shanxi's artistic and cultural IP with the help of various forces, and give play to the surrounding effects of Shanxi's artistic and cultural IP. It is a mature and efficient way of cultural authorization to cooperate with major brands in other industries and launch co-branded products. This way can not only better develop the local cultural IP, play the role of cultural authorization, but also effectively realize the transformation of fans, attract loyal customers of co-branded brands, improve the popularity of Shanxi art and culture itself, so as to guide consumers to pay attention to the cultural and creative products independently developed by Shanxi art and culture from co-branded products, and gradually cultivate high-loyalty consumers, and increase customer stickiness.

## References

Ali A. et al.(2023). Tabash, Abdulmalek M.M. Saeed. COVID-19 pandemic roles on consumer behaviour towards sustainable transitions: a retail industry survey. **International Journal of Innovation and Sustainable Development**, 17(1-2).

Anghel, M. A. (2022). Modeling consumer behavior – Psychological paradigm. **Journal of Education, Society & Multiculturalism**, 3(1), 203-210.

Beck L, Ajzen I. (1991). Predicting dishonest actions using the theory of planned behavior. **Journal of Research in Personality**..3:285-301.

Kang, D.S. (2010) Understanding of consumption **Journal of Targeting, Measurement and Analysis for Marketing** behaviors in art and cultural sectors for developing successful communication plans., 18,263–279,

Gan, P. (2012). On the influence of cultural values on consumer behavior. Business Times, 11, 17-18.



\*\*\*\*\*

Guo, S. J., & Zhai, R. B. (2022). E-commerce precision marketing and consumer behavior models based on the clustering algorithm. **Journal of Cases on Information Technology** (JCIT), 24(5), 1-21. <https://doi.org/10.4018/JCIT.302244>

Gkikas, D. C., Theodoridis, P. K., & Beligiannis, G. N. (2022). Enhanced marketing decision making for consumer behaviour classification using binary decision trees and a genetic algorithm wrapper. **Informatics**, 9(2), 45.

Hsu, M. H., Yen, C. H., & Chiu, C. M. (2006). A longitudinal investigation of continued online shopping behavior: An extension of the theory of planned behavior. **International Journal of Human-Computer Studies**, 64(9), 889-904. <https://doi.org/10.1016/j.ijhcs.2006.04.004>

Hoffmann, S., & Mai, R. (2022). Consumer behavior in augmented shopping reality: **A review, synthesis, and research agenda**. **Frontiers in Virtual Reality**, 3, 1-24. <https://doi.org/10.3389/fvr.2022.961236>

Hennequin, T., Huijbregts, M. A. J., & van Zelm, R. (2023). The influence of consumer behavior on the environmental footprint of passenger car tires. **Journal of Industrial Ecology**, 27(1), 96-109. DOI: 10.1111/jiec.13334

Huang, J., Wang, C., Xiong, X. M., & Lin, Q. L. (2014). The influence of cultural beliefs on Yi, L. H. (2021). Research on night food culture experience model and consumer behavior. **Journal of Food Safety**, 35, 162-164.

Yang Ting. (2009). **The impact of Perceived Behavioral Control on Sustainable Consumption Behavior**. Changsha: Hunan University.

Zhu, L. J. (2011). **Research on Influencing factors of mobile phone consumers' purchase decision-making process based on cognition**. Jinan: Shandong University