

The Influence of Perceived Value, Cultural Identity, and Product Familiarity on Consumers' Purchase Intention of Jingdezhen Ceramic Products

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Abstract. This study explores the influence of the perceived value of Jingdezhen ceramic consumers on their purchase intention, as well as the mediating effect of cultural identity and the moderating effect of product familiarity. This study explores the effects of value perception, cultural identity and product familiarity on consumers' purchase intention of Jingdezhen ceramic products. The structural equation model was used to analyze the data of 400 tourists in Jingdezhen. The results show that functional value, emotional value, knowledge education value and social value have significant positive effects on purchase intention, and cultural identity plays a partial mediating role in these relationships. Product familiarity positively moderates the effects of value perception and cultural identity on purchase intention. This study is helpful to fully understand the influencing factors of consumers' willingness to buy cultural products, and provides important practical enlightenment for the marketing personnel of Jingdezhen ceramic industry.

Keywords: perceived value; Cultural identity; Product familiarity; Purchase intention

1. Introduction

Jingdezhen ceramics is an outstanding representative of Chinese excellent traditional culture, and its handmade porcelain skills have been listed as one of the national intangible cultural heritage. At present, Jingdezhen porcelain is divided into Linglong porcelain, blue and white porcelain, pastel porcelain, color glaze porcelain, thin body porcelain, sculpture porcelain, blue and white shadow celadon and other varieties, which can be described as brilliant, dazzling, renowned at home and abroad. But at present, there are many problems in Jingdezhen ceramics, such as rough production of art porcelain, sameness of daily ceramics and lack of cultural connotation. This not only can not meet the needs of consumers, but also is not conducive to the development of Jingdezhen ceramic industry. Therefore, statistical software such as SPSS.25.0 and AMOS.25.0 will be used in this study to explore the factors affecting the purchase intention of Jingdezhen ceramic consumers through an empirical research system, that is, to explore the impact of perceived value, cultural identity and product familiarity on the purchase intention of Jingdezhen ceramic consumers, focusing on solving the following problems. (1) What is the impact of consumers' perceived value on their purchase intention? (2) What is the relationship between perceived value and cultural identity? (3) What is the relationship between cultural identity and purchase intention? (4) What role does cultural identity play in the relationship between perceived value and purchase intention? (5) What role does product familiarity play between perceived value and purchase intention? This is undoubtedly of great value and significance for enterprises to improve operation and management, change marketing strategies, satisfy consumer needs, and promote the long-term development of Jingdezhen ceramic industry.

2. Theoretical Basis and Research Hypothesis

2.1 Theoretical Basis

(1) Rational behavior theory

The theory of rational behavior regards an individual's behavioral intention as a function of his or her attitude towards a certain behavior and subjective norms (Ajzen & Fishbein, 1975). Behavior attitude reflects the individual's perception of the evaluation of a certain behavior result. The subjective norm represents the evaluation of an individual's reference group (individual) on his or her behavior. Due to the effectiveness of rational behavior theory in predicting consumer behavior, this theory has been widely applied by scholars to a variety of research scenarios, such as consumption choice of green products, use of mobile payment tools, willingness to share knowledge, and use of shared bicycles. Therefore, this study uses rational behavior theory to analyze consumers' purchase intention, which has strong theoretical applicability.

(2) Social identity theory

Tajfel et al. (1971) proposed the theory of social identity on the basis of experiments, which proposed that the basis of group behavior is the individual's identification with the group. In 1986, in explaining the influence of identity on the consistency of group behavior, social identity was divided into three basic processes: generalization, identification and comparison. The progress and development of economy has prompted people to deeply explore a series of processes about social identity, so as to promote the development of relevant theories and practices. Yin et al. (2013) believed that the internal mechanism of identity formation is the positive emotions formed by individuals feeling local culture and psychological activities. In this field, 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 cultural identity, which requires extensive social contact with individuals with different beliefs and values. Therefore, a proper application of social identity theory to the study of the perceived value of intangible cultural heritage as an important cultural resource is conducive to the analysis of individual identity of intangible cultural heritage.

(3) S-O-R theoretical model

The S-O-R model consists of three elements, namely, environmental stimulus (S), organism state (O) and organism response (R). Among them, environmental stimulus (S) represents an external stimulus variable, which can be political, cultural, economic and other factors, or product characteristics, marketing methods and other factors, which can directly or indirectly affect the individual response and individual state of consumers. The organism state (O) is between the stimulus variable and the individual response variable, and is the process of internalizing the influence of the external environment to the organism, which is embodied in the emotional state and psychological cognition of the individual. Response variable (R) refers to the emotional and cognitive changes that occur after an individual is affected by stimulus variables, and then internal or external reactions occur. Generally, the internal reaction is reflected in the individual's will and attitude, and the external reaction is reflected in the consumer's approach or avoidance. Many scholars have applied S-O-R theory to study consumer behavior. Xiang and Chen (2022) applied S-O-R theory to study the impact of virtual community user experience on user engagement. Pan and Lv (2022) explored the impact of social support based on emotional mediation mechanism on user participation in online health communities based on the S-O-R model. Therefore, this paper uses S-O-R theory to study the purchase intention of Jingdezhen ceramic products and its influencing mechanism.

2.2 Research Hypothesis

(1) The relationship between perceived value and purchase intention

Perceived value is a judgment made by consumers after weighing the benefits of a product or service, and is one of the subjective evaluation indicators of consumers' overall satisfaction with a product (Lei & Yang, 2024). Based on scholars' research on perceived value, its functional value, emotional value and knowledge education value are often used to measure consumers' perceived value of products. Considering that ceramic products contain local cultural characteristics, this study not only includes functional value, emotional value and social value, but also adds the value of knowledge education as a dimension of the perceived value of Jingdezhen ceramic products. Functional value is the attribute value of products or services that can meet customer needs and expectations. If product attributes can provide consumers with functional values that meet the needs of life and work, it will stimulate consumers' purchase intention (Lu, 2022). Liu et al. (2022) pointed out that perceived value has become a major factor affecting consumers' purchasing decisions. When purchasing products, consumers will choose products according to their own needs and expectations, and evaluate them in subsequent use. Consumers will have a high degree of satisfaction, and satisfaction will positively affect consumers' purchase intention (Wang, 2022). Consumers will also consider whether the product is reliable, safe and trustworthy when purchasing and subsequent use, and the evaluation results will affect consumers' trust in the product, and trust will positively affect consumers' purchase intention (Liu & Li, 2021). The perceived value of a product will also affect consumers' word-of-mouth on the product. After purchasing a product, consumers will evaluate the product according to their own experience and feelings, and share their own views and opinions with others. If the product has a good reputation, it will be praised and recommended by more consumers, and consumers will be more inclined to buy the product (Ji et al., 2023). Similarly, product perceived value can influence consumers' brand loyalty. Brand loyalty refers to the degree of consumer loyalty to a certain brand, which is affected by many factors. Product value perception is an important factor affecting consumer brand loyalty. Generally speaking, consumers with high brand loyalty are more willing to buy products of this brand (Dai et al., 2021).

To sum up, this study can make the following reasonable assumptions, the perceived value of products and its various dimensions will have an impact on consumers' purchase intention, namely:

H1: Consumer perceived value has a positive (+) influence on purchase intention.

H1a: Functional value has a positive (+) influence on purchase intention.

H1b: Emotional value has a positive (+) influence on purchase intention.

H1c: The value of knowledge education has a positive (+) influence on purchase intention.

H1d: Social value perception has a positive (+) influence on purchase intention.

(2) The relationship between perceived value and cultural identity

Yun et al. (2013) pointed out that cultural identity refers to an individual's sense of identity with the values, beliefs, customs, traditions and other aspects held by the cultural groups to which he belongs. According to the theory of social identity, the positive emotion formed by the individual feeling the local culture and through certain introspection activities is the internal mechanism of identity. In this field, the core of social identity is cultural identity, in which culture plays a key role.

Ye et al. (2020) pointed out that in tourism, place identity reflects tourists' psychological activities, and the essence of psychological activities at this time is a sense of belonging, through which tourists form their individual sense of local identity. Tourists' perception of the value of the tourist destination will positively affect their identification of the place. The higher the perceived value, the stronger the possibility of local identification. Individuals have the need to understand the local characteristics of culture, and Jingdezhen ceramic products, as an important carrier of regional history and culture, play an important role in the process of forming individual cultural identity. As an important part of Chinese civilization, Jingdezhen ceramic products represent the uniqueness and historical value of Chinese culture. When consumers buy products, they will be affected by their value perception, and value perception will have an impact on consumers' cultural identity. First, the historical value and cultural connotation of the product will make consumers better understand the local traditional culture, and may have a positive emotion for the place, and then form a sense of identity for the local culture. Second, the production process and skill inheritance of products will also affect the cultural identity of consumers. The production process and skill inheritance of products are an important part of traditional Chinese culture. If consumers feel that these traditional crafts and skills are worth protecting and inheriting, they will respect and may identify with the local traditional culture more. Third, product quality and design will also affect consumer cultural identity. If the quality and design of Jingdezhen ceramic products meet the needs and aesthetics of consumers, they will be more willing to buy these products, and the sense of identity of traditional culture will be stronger.

To sum up, this study can make the following reasonable hypothesis: Perceived value and its various dimensions have a positive (+) influence on cultural identity, that is

H2: Perceived value has a positive (+) effect on cultural identity.

H2a: Functional value has a positive (+) effect on cultural identity.

H2b: Emotional value has a positive (+) effect on cultural identity.

H2c: The value of knowledge education has a positive (+) influence on cultural identity.

H2d: Social values have a positive (+) effect on cultural identity.

(3) The relationship between cultural identity and purchase intention

The cultural identity reflected by consumers in the process of shopping refers to the positive emotion of consumers towards a certain culture, and the process of intentionally pursuing it and putting it into practice. The level of consumer's recognition of a culture can reflect the level of trust in the products under that culture, and high trust will lead to more likely purchase behavior (Qu & Zhang, 2021). Studies have shown that consumers' sense of cultural identity will affect their attitudes, and higher cultural identity will enhance consumers' sense of belonging and purchase intention. Consumers' identification with local culture will directly affect the resonance and purchase intention of regional consumers with local brands, and there is a positive correlation, that is, the higher the cultural recognition of consumers in a certain region, the stronger the resonance of regional consumers with local brands, and the more inclined they are to buy local brand products (Wang, 2023). Cultural identity can influence consumers' cognition, evaluation and choice of products in the process of purchasing decision. Just as the Chinese culture pays attention to the "exchange of gifts", when buying gifts, Chinese consumers often choose products with quality assurance and brand protection, which is closely related to the values of credibility, respect and etiquette in Chinese culture. Cultural identity can also

influence consumer purchase behavior, including purchase channel, purchase time and purchase place. Chinese people's consumption customs in traditional festivals are family reunion, family care and gift giving, so on the eve of the festival, consumers often choose to shop in supermarkets, shopping malls and other large shopping centers.

To sum up, cultural identity plays an important role in consumers' purchasing decisions. Therefore, the following hypothesis is proposed:

H3: Cultural identity has a positive (+) effect on purchase intention.

(4) The mediating effect of cultural identity

In the process of value perception, consumers will eventually form cultural identity through motivation, embodied perception, emotional turbulence, cognitive sublimation and other ways. Motivation is the logical starting point of the influence of value perception on cultural identity, and the active seeking motivation plays a more obvious role in the construction and strengthening of cultural identity. Self-perception is the external way that value perception affects cultural identity, connecting cultural heritage sites through individual perception, and establishing continuous connection. Emotional turbulence, on the other hand, is an internal way to continuously select and deepen cultural identity through changing and developing emotions. Cognitive sublimation is a conscious approach to value perception, which realizes the renewal and development of self-value through cognitive basis, authenticity perception, memory awakening and imagination simulation, and finally forms cultural identity (He et al., 2023). Cultural identity is a form of collective identity that connects individuals with a common cultural background. The influence of cultural identity on Chinese consumers is more pronounced than that of individualistic Western consumers. In the advertising strategy of ceramic products, cultural identity has a considerable influence on the diffusion of new products. The practice of ceramic product enterprises combining or emphasizing Chinese cultural elements or characteristics in the emotional expression of advertising strategies is conducive to strengthening the cultural identity of consumers. When consumers have a strong sense of cultural identity, they are more willing to buy new products, which can positively promote the proliferation of new products (Li, 2021). Intangible cultural heritage handicraft products are the physical expression of cultural connotation, and become the physical carrier of cultural tangible symbols and inner spirit. Therefore, the purchasing decision-making process of consumers is not only to confirm the symbols of cultural sharing, but also to seek the emotional attachment and sense of belonging of the community, which in turn strengthens the individual cultural identity, encourages consumers to have positive emotions on the product, and promotes the final purchase decision. In this process, cultural identity has an important impact on consumers' purchase decisions, which can influence consumers' purchase decisions on products, including product brand, price, channels, etc., as well as their satisfaction and feedback after purchase, as well as their choice and recommendation of brands (Tian, 2021). Therefore, this paper proposes the following hypothesis:

H4: Cultural identity plays a mediating role between perceived value and purchase intention.

H4a: Cultural identity plays a mediating role between functional value and purchase intention

H4b: Cultural identity plays a mediating role between emotional value and purchase intention

H4c: Cultural identity plays a mediating role between knowledge education value and purchase intention

H4d: Cultural identity mediates between social value and purchase intention

(5) The regulating effect of product familiarity

Product familiarity refers to the consumer's understanding and familiarity with a product, which usually includes the product's characteristics, functions, operation methods, advantages and disadvantages (Lou, 2010). The level of product familiarity directly affects people's experience and satisfaction with the product. Understanding a product before buying it can help people make a more informed choice. When using products, improving product familiarity allows people to use products more efficiently and avoid errors and waste caused by unfamiliar products. Consumers will evaluate various functions and attributes of products before forming purchase intention, and the level of consumer product knowledge

will directly affect this process. Previous studies have found that familiarity level will affect consumers' behavioral intention. Consumers with high familiarity pay more attention to product features and attributes, while consumers with low familiarity pay less attention to product attributes and generally only use surface information. Compared with those with low familiarity who only rely on the obvious public product information, consumers with high familiarity can use the information released by the product more effectively than those with low familiarity to evaluate the value, quality and risk of the product. In tourism, destination familiarity is the tourists' psychological or visual impression of the destination, including tourists' information acquisition, play experience and other dimensions. Empirical studies have proved that consumers with high familiarity have a higher sense of trust in destinations, and the influence of external negative information interference is less. Existing knowledge can regulate tourists' risk perception of destinations and help tourists make travel decisions (Wang et al., 2020). In addition, familiarity has a special meaning in tourism products. Since tourists cannot experience the unfamiliar environment in advance before arrival, there will be an information gap. Therefore, if the destination can give potential tourists a sense of familiarity, it will positively promote tourists' willingness to travel (Yang & Yu, 2009). Product familiarity will affect consumers' value perception of intangible cultural heritage handicraft products. When consumers are more familiar with the product, they will have a deeper understanding of the product's features, advantages and disadvantages, so that they can evaluate the value of the product more accurately, and can better judge whether the product meets their needs and preferences. Since familiarity has a significant impact on attitude and behavior, this paper proposes the following hypothesis:

H5: Product familiarity has a moderating effect between perceived value and purchase intention.

H5a: Product familiarity has a moderating effect between functional value and purchase intention.

H5b: Product familiarity has a moderating effect between emotional value and purchase intention.

H5c: Product familiarity has a moderating effect between knowledge educational value and purchase intention.

H5d: Product familiarity has a moderating effect between social value and purchase intention.

H6: Product familiarity has a moderating effect between cultural identity and purchase intention.

Theoretical model

Based on the above research results and in combination with the research field of Jingdezhen ceramic products, this paper selected four dimensions of functional value, emotional value, knowledge education value and social value to measure the perceived value of Jingdezhen ceramic products, and constructed a model with perceived value as the independent variable, cultural identity as the mediating variable, and product familiarity as the regulating variable. The theoretical model of consumer purchase intention as the dependent variable is shown in Figure 1.

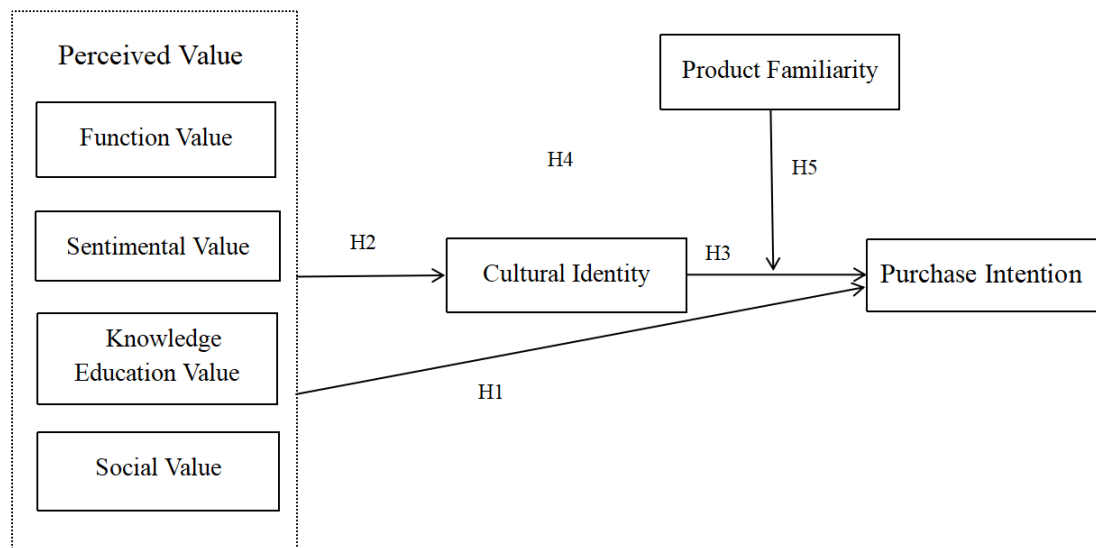


Fig. 1 Theoretical model

3. Research Methodology

3.1 Sample and data collection

According to the China Statistics Information Network, Jingdezhen has received a total number of passengers in the past five years, and the number of annual tourists exceeds 20 million. While some scholars argue that a larger sample is preferable to a smaller one, a very large sample can lead to incorrect conclusions. Thus, the study followed Israel (1992) recommendation of a sample size of 400 people for a population of more than 1 million.

The questionnaire was sent to the guests who came to Jingdezhen in the form of on-site survey. The issuance time is: May 1, 2023 - September 1, 2023, lasting 4 months. A total of 450 questionnaires were sent out, 414 questionnaires were collected, and 400 effective questionnaires were finally obtained after screening the collected questionnaire results one by one.

3.2 Measurement of variables

About the scale of perceived value, a total of 18 questions were designed, of which 6 were functional value, 4 were emotional value, knowledge education value and social value. The design of questions on functional value and emotional value mainly refers to the perceived value PERVAL scale developed by Sweeney and Soutar (2001), and the design of questions on knowledge education value mainly refers to the scale developed by Li et al. (2014). The questionnaire design of social value dimension mainly refers to the scale developed by Hou and Zhang (2015). The cultural identity was measured by a single-dimensional structural scale with 5 questions. For the design of cultural identity scale, this study mainly refers to the cultural identity scale used by Tian et al. (2020) in the conflict relationship between cultural identity and tourists. The product familiarity is measured by a single dimension structure scale with 4 questions. The measurement of product familiarity mainly refers to the test items used by Laroche et al. (1996) in studying the relationship between product familiarity and purchase intention. The purchase intention was measured by a single dimension structure scale with 4 questions. To measure purchase intention, this study adopted the scale of Vo and Nguyen (2015), Lee et al. (2015), Bhukhya and Singh (2014) with good reliability and validity, with a total of 6 questions. All questions were measured using Likert 5 scale. There is a gradual increase in approval from 1 to 5, with 1 indicating great disagreement and 5 indicating great agreement.

In this study, specific numbers were used to replace the corresponding variables. Functional value

was FV1-FV6, emotional value EMV1-EMV4, knowledge education value EDV1-EDV4, social value SV1-SV4, cultural identity CI1-CI5, product familiarity PF1-PF4, and purchase intention PI1-PI4.

3.3 Data analysis methods and procedures

This study mainly adopts quantitative research method and statistical software Spss.25.0 and Amos.25.0 are used to analyze the factors that affect consumers' willingness to buy ceramic products from Jingdezhen, China. The specific analysis is as follows: First, a descriptive analysis is carried out to analyze the demographic status of the respondents such as gender, age, education, annual salary and title. Secondly, the reliability and validity analysis are carried out. Krumbach coefficient is used for reliability test, which is a method to evaluate internal consistency. The value ranges from 0 (no internal consistency) to 1 (complete consistency). If the value is between 0.8 and 0.95, the questionnaire can be considered to have a high reliability level; if the value is greater than 0.6, it is considered to be an acceptable reliability level. Meanwhile, validity analysis was carried out. Confirmatory factor analysis (CFA) was performed on the scale of each variable to test the validity of the scale structure. First, the fit of the model was verified by the test results of Chi-square freedom ratio, RMSEA, IFI, TLI, CFI and AGFI index. Then, the convergence validity and combinational validity of the scale dimensions were evaluated by further testing the AVE and CR values of the scale. In order to judge the effectiveness of the scale, third, Pearson correlation analysis was used to explore the relationship between multiple variables to test whether there is correlation between them. Finally, the structural equation model is used to test the hypothesis, first to check whether the structural equation model between the variables has a good fit, and then to test the path relationship. At the same time, the relationship test of the adjustment effect is tested by the linear regression method and the adjustment effect analysis diagram.

4. Data analysis Results

4.1 Descriptive statistical analysis

The statistical software SPSS.25.0 was used to make a preliminary analysis of the collected data. From Table 1, in terms of gender, the percentages for men and women were 52% and 48%, respectively. In terms of age, most of the participants in the survey were young people, accounting for more than 60%. In terms of education, 57% of the respondents have a bachelor's degree or above, indicating that most of the respondents have a higher level of education. In terms of occupational segment, the number of enterprise/company employees is the largest among the surveyed tourists, accounting for 36%; The student population is next, accounting for 21%. In terms of consumption level, the proportion of income groups with an income of 3,000-10,000 yuan is nearly half, reaching 49%; People with an income of more than 10,000 yuan accounted for 25%, indicating that the subjects in this study generally have high consumption power. In terms of Jingdezhen ceramic product preferences, blue and white porcelain and pastel porcelain are the most popular, accounting for more than 50%; Exquisite porcelain and color glaze porcelain are the next favorite, but both are more than 30%; The subjects who preferred thin fetal porcelain, sculptural porcelain, blue and white shadow celadon accounted for 27.0%, 14% and 14% respectively. From the perspective of purchase channel preference, slightly more people choose to buy online, accounting for 55%, which may be due to the rapid development of online shopping platforms in recent years, through which people can more easily understand product information. From the point of view of the purpose of purchase, the number of Jingdezhen ceramic products for collection is the largest, accounting for 42%, followed by the use of daily life, accounting for 29%; Twenty-five percent chose to give them to friends and family as gifts.

Descriptive statistics were carried out on the mean value, standard deviation, population mean value and population standard deviation of the variables, and it was found that the mean value was above 3.7 and the standard deviation was between 0.9-1.2, which proved that the collected data had certain applicability, as shown in Table 2.

Table 1 Sample descriptive statistics

Demographic variable	Option	Frequency	Proportion
sex	man	208	52%
	woman	192	48%
age	18–25 years old	144	36%
	26–35 years old	108	27%
	35–45 years old	100	25%
	Over 45 years old	48	12%
educational status	High school and below	64	16%
	junior college	108	27%
	undergraduate course	152	38%
	Master	76	19%
occupation	full-time equivalence	84	21%
	Government/public institution employees	64	16%
	Enterprise / company employees	144	36%
	Self-employed / private business owners	72	18%
	liberal professions	36	9%
	Retired people	0	0%
	other	0	0%
Monthly income after tax	3,000 yuan and below	104	26%
	3001-5000 yuan	108	27%
	5001-10000 yuan	88	22%
	10001-20000 yuan	60	15%
	Over 20,000 yuan	40	10%
Jingdezhen Ceramic Products (multiple choice)	rice-pattern decorated porcelain	136	34%
	blue and white porcelain	204	51%
	famille-rose porcelain	212	53%
	Color glaze porcelain	156	39%
	egg shell china	108	27%
	statuary porcelain	56	14%
	Blue and white shadow celadon	56	14%
	other	12	3%
Purchase channel preference	on-line	220	55%
	offline	180	45%
Purchase purpose	For the use of daily life	116	29%
	For collection	168	42%
	As a gift to relatives and friends	100	25%
	other	16	4%

Table 2 Descriptive statistics of variables

variable	Measurement item	Mean value	Standard deviation	Mean value of variable	Standard deviation of variable
Functional value	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		
Sentimental value	EmV1	3.755	1.273	3.750	1.162
	EmV2	3.818	1.266		
	EmV3	3.697	1.318		

	EmV4	3.730	1.320		
Value of knowledge education	EdV1	3.676	1.307	3.752	1.175
	EdV2	3.715	1.336		
	EdV3	3.779	1.310		
	EdV4	3.839	1.228		
Social value	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		

4.2 Reliability and validity analysis

As can be seen from Table 3, Cronbach's α coefficient of all variable scales ranged from 0.886 to 0.946, all higher than 0.7, indicating that the scale met the internal consistency requirements and had good stability and reliability. The questionnaire structural validity was measured by exploratory factor analysis and confirmatory factor analysis. As can be seen from Table 2, KMO values of all variables were between 0.838 and 0.937, all greater than 0.7. The significance of Bartlett sphericity test was less than 0.01, indicating that the questionnaire was suitable for factor analysis. A common factor was extracted for each variable. As can be seen from Table 2, all explanatory variances reached more than 70%, and all eigenvalues were greater than 1, indicating that each variable had strong variance explanatory ability. In addition, the factor load of each measure is above 0.6, indicating that each measure has good convergence validity in factor 1, and factor 1 has good explanatory power for all measures.

Table 3: KMO and Bartlett sphericity test and reliability analysis of variables

variable	Cronbach's α coefficient	KMO	Bartlett sphericity test	Measurement item	Factor 1	eigenvalue	Percentage of explained variance (%)	Cumulative explained variance percentage (%)
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Functiona l value	0.946	0.937	Approximate chi-square =1727.107, degrees of freedom =15, Significance =0.000	FV1	0.882	4.721	78.681	76.681
				FV2	0.903			
				FV3	0.887			
				FV4	0.886			
				FV5	0.883			
				FV6	0.881			
Sentimen tal value	0.919	0.850	Approximate chi-square =953.685, degrees of freedom =6, Significance =0.000	EmV1	0.880	3.222	80.543	80.543
				EmV2	0.900			
				EmV3	0.899			
				EmV4	0.910			
Value of knowledg e education	0.928	0.862	Approximate chi-square =1026.710, degrees of freedom =6, Significance =0.000	EdV1	0.906	3.291	82.263	82.263
				EdV2	0.909			
				EdV3	0.909			
				EdV4	0.905			
Social value	0.907	0.852	Approximate chi-square =847.316, degrees of freedom =6, Significance =0.000	SV1	0.866	3.129	78.225	78.225
				SV2	0.885			
				SV3	0.883			
				SV4	0.904			
Cultural identity	0.929	0.905	Approximate chi-square =1397.733, degrees of freedom =10, Significance =0.000	CI1	0.898	4.012	80.233	80.233
				CI2	0.910			
				CI3	0.867			
				CI4	0.907			
				CI5	0.897			
Product familiarit y	0.886	0.860	Approximate chi-square =1051.851, degrees of freedom =6, Significance =0.000	PF1	0.905	3.297	82.417	82.417
				PF2	0.932			
				PF3	0.909			
				PF4	0.885			
Purchase intention	0.941	0.838	Approximate chi-square =717.428, degrees of freedom =6, Significance =0.000	PI1	0.825	2.984	74.596	74.596
				PI2	0.883			
				PI3	0.875			
				PI4	0.870			

4.3 Confirmatory factor analysis

In this paper, the software AMOS25.0 was used to conduct confirmatory factor analysis on the file data. It can be seen from Table 4 that $X^2/df= 1.166<3$, $RMR=0.052$, $RMSEA=0.022$, $GFI=0.915$, $AGFI=0.897$, all of which reached the acceptable standard. $NFI=0.945$, $RFI=0.939$, both greater than 0.9, the above results indicate that the overall model has a good fit.

It can be seen from Table 4 that the standard factor load of the measurement items of each variable is above 0.7 and greater than 0.5. Both AVE values were greater than 0.5 and CR values were greater than 0.7, indicating that the convergence validity of the measurement scale met the requirements.

Table 4 Results of overall model goodness of fit and convergence validity analysis

variable	Measurement item	Standard factor load	AVE	CR	Overall model goodness of fit
Functional value	FV1	0.853	0.745	0.946	$X^2/df=1.166$, $RMR=0.052$, $RMSEA=0.022$, $GFI=0.915$, $AGFI=0.897$, $NFI=0.945$, $RFI=0.939$
	FV2	0.884			
	FV3	0.859			
	FV4	0.861			
	FV5	0.860			
	FV6	0.860			
Sentimental value	EmV1	0.824	0.741	0.920	
	EmV2	0.864			
	EmV3	0.862			
	EmV4	0.892			
Value of knowledge education	EdV1	0.871	0.763	0.928	
	EdV2	0.880			
	EdV3	0.878			
	EdV4	0.866			
Social value	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 Correlation Analysis

As can be seen from Table 5, the four dimensions of perceived value, cultural identity, product familiarity and purchase intention are significantly positively correlated with each other ($p < 0.001$). In addition, it can be seen that the maximum correlation coefficient between each two variables is 0.624(< 0.8), indicating that there is no serious collinearity problem between the variables.

Table 5 Results of correlation analysis

variable	Functional value	Sentimental value	Value of knowledge education	Social value	Cultural identity	Product familiarity	Purchase intention
Functional value	1						
Sentimental value	0.474***	1					
Value of knowledge education	0.354***	0.479***	1				
Social value	0.478***	0.372***	0.485***	1			
Cultural identity	0.538***	0.449***	0.471***	0.512***	1		
Product familiarity	0.296***	0.400***	0.354***	0.486***	0.370***	1	
Purchase intention	0.523***	0.505***	0.518***	0.620***	0.624***	0.484***	1

4.5 Regression Analysis

4.5.1 Relationship between perceived value and purchase intention

As shown in Table 6, in Model 1, gender, age, education level, income and purchase purpose are put into control variables, and the dependent variable is the purchase intention. The results show: Education level had a significant impact on purchase intention ($\beta=0.171$, $p < 0.01$) Income level had a significant impact on purchase intention ($\beta=0.109$, $p < 0.01$), purchase purpose had a significant impact on purchase intention ($\beta=0.145$, $p < 0.05$). It shows that the difference of education level, income level and purchase purpose will make consumers different purchase intention of Jingdezhen ceramic products, but has no effect on gender and age.

In Model 2, the perceived value is put into the independent variable, and the purchase intention is the dependent variable. The results showed that perceived value had a significant positive impact on purchase intention ($\beta=0.738$, $p < 0.001$), H1 was established. At the same time, it was observed that income level significantly affected purchase intention ($\beta=0.080$, $p < 0.05$), indicating that people with different income levels may have different perceived value of Jingdezhen ceramic products.

In Model 3, functional value is put into the independent variable and purchase intention is the dependent variable. The results showed that functional value significantly positively affected consumers' purchase intention ($\beta=0.367$, $p < 0.001$), H1a was established. At the same time, it was

observed that income level had a significant effect on purchase intention ($\beta = 0.107$, $p < 0.01$), which may be related to the different functional values of Jingdezhen ceramic products in different income groups.

In Model 4, emotional value is put into the independent variable and purchase intention is the dependent variable. The results showed that affective value had a significant positive impact on consumers' purchase intention ($\beta = 0.293$, $p < 0.001$), and H1b was established. At the same time, it was observed that education level had a significant impact on purchase intention ($\beta = 0.142$, $p < 0.01$), income level had a significant impact on purchase intention ($\beta = 0.095$, $p < 0.05$), and purchase purpose had a significant impact on purchase intention ($\beta = 0.119$, $p < 0.05$). This shows that groups with different education levels, income levels and purchase purposes may have differences in the emotional value of Jingdezhen ceramic products.

In Model 5, knowledge education value is put into the independent variable, and purchase intention is the dependent variable. The results showed that the value of knowledge education significantly positively affected consumers' purchase intention ($\beta = 0.330$, $p < 0.001$), and H1c was established. At the same time, it was observed that education level had a significant impact on purchase intention ($\beta = 0.0107$, $p < 0.05$), and income level had a significant impact on purchase intention ($\beta = 0.096$, $p < 0.05$), which indicates that groups with different education levels and income levels may have different levels of educational value of Jingdezhen ceramic product knowledge.

In Model 6, social value is put into the independent variable and purchase intention is the dependent variable. The results showed that social perceived value had a significant positive impact on consumers' purchase intention ($\beta = 0.416$, $p < 0.001$), and H1d was established. At the same time, it is observed that income level has a significant impact on purchase intention ($\beta = 0.079$, $p < 0.05$), which indicates that groups with different income levels may have different levels of social value of Jingdezhen ceramic products.

In Model 7, gender, age, education level, income and purchase purpose are included in the control variables, and the dependent variable is cultural identity. The results show: Age had a significant impact on cultural identity ($\beta = 0.151$, $p < 0.05$), education level had a significant impact on cultural identity ($\beta = 0.186$, $p < 0.01$), income level had a significant impact on cultural identity ($\beta = 0.119$, $p < 0.05$). This suggests that differences in age, education and income levels may lead to differences in consumer attitudes.

4.5.2 The relationship between perceived value and cultural identity

In Model 8, perceived value is put into the independent variable and cultural identity is the dependent variable. The results showed that value perception had a significant positive impact on cultural identity ($\beta = 0.676$, $p < 0.001$), and H2 was established. At the same time, it was observed that income level significantly affected cultural identity ($\beta = 0.092$, $p < 0.05$).

In Model 9, functional value is put into the independent variable and cultural identity is the dependent variable. The results showed that functional value significantly positively affected cultural identity ($\beta = 0.385$, $p < 0.001$), H2a was established. At the same time, it was observed that income level significantly affected cultural identity ($\beta = 0.117$, $p < 0.01$).

In Model 10, emotional value is put into the independent variable and cultural identity is the dependent variable. The results showed that affective value significantly positively affected cultural identity ($\beta = 0.260$, $p < 0.001$), H2b was established. At the same time, it was observed that educational level significantly affected cultural identity ($\beta = 0.160$, $p < 0.05$), and income level significantly affected cultural identity ($\beta = 0.107$, $p < 0.05$).

In Model 11, the value of knowledge education is put into the independent variable, and cultural identity is the dependent variable. The results showed that the value of knowledge education significantly positively affected cultural identity ($\beta = 0.302$, $p < 0.001$), H2c was established. At the same time, it was observed that educational level significantly affected cultural identity ($\beta = 0.127$, $p < 0.05$), and income level significantly affected cultural identity ($\beta = 0.108$, $p < 0.05$).

In Model 12, social value is put into the independent variable and cultural identity is the dependent variable. The results showed that social value significantly positively affected cultural identity ($\beta=0.341$, $p< 0.001$), H2d was established. At the same time, it was observed that age significantly affected cultural identity ($\beta= 0.126$, $p< 0.05$), income significantly affected cultural identity ($\beta=0.095$, $p< 0.05$).

Table 6 Regression analysis results of perceived value, purchase intention and cultural identity

Variable name	Purchase intention						Cultural identity					
	1	2	3	4	5	6	7	8	9	10	11	12
Sex	0.170	0.138	0.183	0.151	0.128	0.164	0.095	0.066	0.109	0.079	0.057	0.09
Age	0.042	0.049	0.005	0.003	0.004	0.011	0.151*	0.068	0.102	0.112	0.109	0.126*
Educational level	0.171**	0.041	0.093	0.142**	0.107*	0.087	0.186**	0.067	0.105	0.16*	0.127*	0.117
Monthly income after tax	0.109**	0.080*	0.107**	0.095*	0.096*	0.079*	0.119*	0.092*	0.117**	0.107*	0.108*	0.095*
Purpose of purchase	0.145*	0.046	0.083	0.119*	0.093	0.095	0.106	0.015	0.041	0.083	0.058	0.065
Perceived value		0.738***						0.676***				
Functional value			0.367***						0.385***			
Sentimental value				0.293***						0.26**		
Value of knowledge education					0.33**						0.302***	
Social value						0.416***						0.341**
—cons	4.639	1.530	3.041	3.516	3.194	2.856	4.018	1.169	2.345	3.020	2.696	2.557
F	6.880***	40.06***	19.23***	14.56***	17.32**	23.11***	6.82**	22.76***	15.94**	10.43**	12.21**	13.04**
R ²	0.096	0.427	0.263	0.213	0.243	0.3	0.095	0.297	0.229	0.162	0.185	0.195
Adjusted R ²	0.082	0.416	0.250	0.198	0.229	0.287	0.081	0.284	0.214	0.147	0.170	0.180

4.5.3 Relationship between cultural identity and purchase intention

As shown in Table 7, in model 13, cultural identity was put into the independent variable and purchase intention was taken as the dependent variable. The results showed that cultural identity had a significant positive effect on purchase intention ($\beta=0.398$, $p< 0.001$), and H3 was established. At the same time, it was observed that education level significantly affected purchase intention ($\beta=-0.097$, $p< 0.05$).

Table 7 Regression analysis results of cultural identity and purchase willingness

Variable name	Purchase intention	
	1	13
sex	0.170	0.132
age	0.042	0.018
Educational level	0.171**	0.097*
Monthly tax revenue	0.109**	0.061
Purpose of purchase	0.145*	0.103
Cultural identity	—	0.398***
—cons	4.639	3.041
F	6.88***	22.26***

R ²	0.096	0.293
Adjusted R ²	0.082	0.279

4.6 Mediating effect test

In this study, hierarchical regression was used to verify the mediating effect of cultural identity.

(1) Gender, age, education level, income and purchase purpose were put into the control variables, perceived value into the independent variables, cultural identity into the intermediary variables, and purchase intention as the dependent variables. The results show: Perceived value had a significant positive impact on purchase intention ($\beta=0.604$, $p< 0.001$), and cultural identity had a significant positive impact on purchase intention ($\beta= 0.198$, $p< 0.001$). The standardization coefficient of perceived value decreased from 0.738 to 0.604, and the adjusted R² increased from 0.416 to 0.453. Therefore, the mediating effect of cultural identity between perceived value and purchase intention is significant and partial, and H4 is established.

(2) Gender, age, education level, income and purchase purpose were put into the control variables, functional value into the independent variables, cultural identity into the intermediary variables, and purchase intention as the dependent variables. The results show: Functional value had a significant positive impact on purchase intention ($\beta=0.252$, $p< 0.001$), and cultural identity had a significant positive impact on purchase intention ($\beta=0.301$, $p< 0.001$). The standardization coefficient of functional value decreased from 0.367 to 0.301, and the adjusted R² increased from 0.250 to 0.345. Therefore, the mediating effect of cultural identity between functional value perception and purchase intention is significant and partial, and H4a is established. At the same time, it was observed that income level significantly affected purchase intention ($\beta=0.072$, $p< 0.05$).

(3) Gender, age, education level, income and purchase purpose were put into the control variables, emotional value into the independent variables, cultural identity into the intermediary variables, and purchase intention as the dependent variables. The results show: Affective value had a significant positive impact on purchase intention ($\beta=0.204$, $p< 0.001$), and cultural identity had a significant positive impact on purchase intention ($\beta=0.339$, $p< 0.001$). The standardization coefficient of affective value decreased from 0.293 to 0.204, and the adjusted R² increased from 0.198 to 0.331. Therefore, the mediating effect of cultural identity between functional value and purchase intention is significant and partial, and H4b is established.

(4) Gender, age, education level, income and purchase purpose were put into the control variables, knowledge education value into the independent variables, cultural identity into the intermediary variables, and purchase intention as the dependent variables. The results show: The value of knowledge education had a significant positive impact on purchase intention ($\beta=0.233$, $p< 0.001$), and cultural identity had a significant positive impact on purchase intention ($\beta=0.321$, $p< 0.001$). The standardization coefficient of knowledge education value decreased from 0.330 to 0.233. After adjustment, R² increased from the original 0.229 to 0.345. Therefore, the mediating effect of cultural identity between knowledge education value and purchase intention is significant and partial, and H4c is established.

(5) Gender, age, education level, income and purchase purpose were put into the control variables, social value into the independent variables, cultural identity into the intermediary variables, and purchase intention as the dependent variables. The results show: Social value had a significant positive impact on purchase intention ($\beta=0.315$, $p< 0.001$), and cultural identity had a significant positive impact on purchase intention ($\beta=0.296$, $p< 0.001$). The standardization coefficient of social value decreased from 0.416 to 0.315, and the adjusted R² increased from 0.287 to 0.384. Therefore, the mediating effect of cultural identity between social value and purchase intention is significant and partial, and H4d is established.

In order to further test the mediating effect of cultural identity, Bootstrap (sample 3000, confidence interval 95%) was also used to verify the above hierarchical regression results.

4.7 Moderating effect test

In this paper, hierarchical regression analysis is used to study the regulating effect of product familiarity, and the regulating effect of product familiarity is tested in three parts.

(1) In the third level regression, perceived value, product familiarity and perceived value * product familiarity are the independent variables, and purchase intention is the dependent variable. The results show that perceived value * product familiarity has a significant impact on purchase intention ($\beta = -0.285$, $p < 0.001$), and the adjusted $R^2 = 0.516$ is significantly larger than the R^2 of the first and second level regression (0.416 and 0.433). This indicates that product familiarity plays a negative moderating role in the influence of perceived value on purchase intention and the moderating effect is significant, and H5 is established.

(2) In the third level regression, functional value, product familiarity and functional value * product familiarity are the independent variables, and purchase intention is the dependent variable. The results showed that: functional value * product familiarity had a significant effect on purchase intention ($\beta = -0.276$, $p < 0.001$), and the adjusted $R^2 = 0.485$ was significantly greater than the R^2 of the first and second level regression (0.250 and 0.322). It shows that product familiarity plays a negative moderating role in the influence of functional value on purchase intention and the moderating effect is significant, H5a is established.

(3) Sentimental value, product familiarity and sentimental value * product familiarity are independent variables, and purchase intention is the dependent variable. The results showed that affective value * product familiarity had a significant effect on purchase intention ($\beta = -0.220$, $p < 0.001$), and the adjusted $R^2 = 0.377$ was significantly larger than the R^2 of the first and second level regression (0.198 and 0.267). It shows that product familiarity plays a negative moderating role in the influence of emotional value on purchase intention and the moderating effect is significant, H5b is established.

(4) In the third level regression, knowledge education value, product familiarity and knowledge education value * product familiarity are the independent variables, and purchase intention is the dependent variable. The results showed that: knowledge education value * product familiarity had a significant effect on purchase intention ($\beta = -0.0187$, $p < 0.0001$), and the adjusted $R^2 = 0.383$ was significantly larger than the R^2 of the first and second level regression (0.229 and 0.297). It shows that product familiarity plays a negative moderating role in the influence of knowledge education value on purchase intention and the moderating effect is significant. H5c is established.

(5) In the third level regression, social value, product familiarity and social value * product familiarity are the independent variables, and purchase intention is the dependent variable. The results showed that: social value * product familiarity had a significant impact on purchase intention ($\beta = -0.222$, $p < 0.001$), and the adjusted $R^2 = 0.419$ was significantly larger than the R^2 of the first and second level regression (0.287 and 0.327). It shows that product familiarity plays a negative moderating role in the influence of social value on purchase intention and the moderating effect is significant, H5d is established.

(6) In the third level regression, cultural identity, product familiarity and cultural identity * product familiarity are the independent variables, and purchase intention is the dependent variable. The results showed that cultural identity * product familiarity had a significant impact on purchase intention ($\beta = -0.250$, $p < 0.001$), and the adjusted $R^2 = 0.489$ was significantly larger than the R^2 of the first and second level regression (0.279 and 0.341). This indicates that product familiarity plays a negative moderating role in the influence of cultural identity on purchase intention and the moderating effect is significant, and H6 is established.

5. Discussion

The purpose of this study is to propose and evaluate the factors that affect consumers' willingness to buy Jingdezhen ceramic products. To this end, this study explores the relationship between different dimensions of perceived value, customer perceived quality and customer purchase intention. From the results, H1 confirms that consumers' perceived value has a positive impact on the perceived quality of

Jingdezhen ceramic products. This is consistent with the view of Cicia et al. (2002).

H2 also has support. The functional value of consumers is positively correlated with the purchase intention of consumers. This shows that when consumers believe that the product has the desired function, and provides excellent value for the price paid, their intention to buy Jingdezhen ceramic products will increase. The findings are consistent with those of Rashid et al. (2016), who emphasized that the perceived value of money has a considerable impact on product acceptability. Kakkos et al. (2015) confirmed that when consumers think their income is higher, they are more inclined to buy Jingdezhen ceramic products.

The results of the study showed that cultural identity had a positive impact on the purchase intention of Jingdezhen ceramic products, and H3 was supported. This shows that when consumers believe that Jingdezhen ceramic products give them a cultural identity, it helps to improve people's perception of perceived quality. This is consistent with the conclusion of Ma et al. (2016), that is, the higher the cultural recognition of consumers in a certain region, the stronger the resonance of consumers in the region with the local brand, and the more inclined they are to buy the local brand products. The results show that cultural identity plays a mediating role between the perceived value and purchase intention of Jingdezhen products, and H4 is supported.

The research results show that H5 is also supported, and product familiarity plays a regulating role between the perceived value and purchase intention of Jingdezhen ceramic products, which is also proved by Yuan et al. (2007). Consumers with high familiarity pay more attention to product characteristics and attributes, while consumers with low familiarity pay less attention to product attributes. Usually, only surface information is used. It also proves that H6 product familiarity plays a moderating role between cultural identity and purchase intention.

5.1 Theoretical Significance

This study has enriched the connotation of rational behavior theory, social identity theory and S-O-R theory, and deepened the academic research on the relationship between knowledge value, consumer cultural identity and purchase intention, as well as the moderating role of product familiarity. At the same time, this study also provides an important theoretical support for further exploring the mechanism of consumers' willingness to buy Jingdezhen ceramic products.

5.2 Theoretical Significance

Since customers' perceived value of Jingdezhen ceramic products can have a positive impact on their purchase intention, it is necessary for Jingdezhen ceramic industry enterprises to make efforts in the functional value, emotional value, knowledge education value and social value of products, and constantly improve customers' perceived value of Jingdezhen ceramic products. Cultural identity plays a mediating role between perceived value and purchase intention. When consumers have a strong sense of cultural identity, consumers are more willing to buy new products, which can positively promote the spread of new products. Therefore, ceramic products enterprises should combine or emphasize Chinese cultural elements or characteristics when carrying out emotional expression of advertising strategies, which is conducive to strengthening consumers' cultural identity and enhancing customers' purchase willingness. Product familiarity plays a moderating role between perceived value and purchase intention as well as between cultural identity and purchase intention. When consumers are more familiar with the product, they can more accurately evaluate the value of the product, so that they can better judge whether the product meets their needs and preferences, so as ceramic products enterprises need to increase publicity through the network, advertising and other ways, so that people can fully understand the characteristics, advantages and disadvantages of Jingdezhen ceramic products. Improve customer experience and satisfaction with the product.

6. Conclusions

This study follows the scientific paradigm and builds a model of the influence of Jingdezhen ceramic

product value perception on purchase intention by combining relevant literature and theories. Through empirical research, some valuable conclusions are obtained. However, due to the influence of the research object and the number of samples, there are still some limitations, which need to be further improved. First, the samples of this study are concentrated, mainly those with high education, people under 35 years old, enterprise employees and students, which makes it impossible to fully carry out analysis on other groups. Therefore, in the future research, we will try to collect survey data in a wider range to make the sample data more extensive and representative. On this basis, the conclusions obtained by the research can more comprehensively reflect the consumers' evaluation of Jingdezhen ceramic products, and also have more guiding significance for the development of Jingdezhen ceramic products. Second, this study mainly adopts the questionnaire survey method to collect data, and there may be some cases that the respondents did not read the questions carefully and filled them out randomly. In addition, respondents may be affected by emotions and attitudes when giving answers, which does not reflect their true thoughts, resulting in data quality being affected. Therefore, in future studies, objective and high-quality data can be collected by combining experimental methods. Third, due to the stability of the model, this study studies cultural identity as a whole variable, which only reflects how the overall cultural identity is affected by value perception and how it affects consumers' purchase intention, and fails to deeply explore the differential impact among various dimensions of cultural identity. Therefore, in future studies, we can further divide cultural identity into dimensions and analyze the mediating mechanism of different dimensions. Fourth, this study only takes product familiarity as the regulating variable, and the study on product familiarity is not deep enough. Therefore, in the future research, it is necessary to deepen the study of product familiarity, and conduct in-depth analysis of its formation mechanism and influencing factors.

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