

Research on Tourists' Perception and Attitude of Intangible Cultural Heritage Protection in Rural Areas of Sichuan Provincial - A Case Study of Lacquerware

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Abstract: In this study, a structural equation model for the development of rural intangible cultural heritage lacquerware souvenirs in Sichuan Provincial was established based on tourists' cognition, cognitive problems, cognitive value, customer participation and purchase intention as variables. At the same time, the influences of tourists' attitude towards the protection of intangible heritage lacquerware, cognitive problems, cognitive value and customer participation on the purchase intention of intangible heritage lacquerware souvenirs are discussed. In this study, 389 valid questionnaires were collected, and structural equation model (SEM) analysis was performed on the data using SPSS Amos. The results show that the attitude, cognitive value and customer participation of intangible cultural heritage lacquerware protection have a significant positive impact on the purchase intention of intangible cultural heritage souvenirs. Perceived value has the most significant positive impact on purchase intention, followed by customer participation and protection of intangible cultural heritage attitude. However, cognitive problems have a significant negative impact on the purchase intention of intangible cultural heritage lacquerware souvenirs. Finally, some suggestions for developing intangible heritage lacquerware souvenirs for traditional lacquerware are proposed.

Keywords: Intangible Cultural Heritage; Lacquerware Souvenirs; Cognitive Value

1. Introduction

1.1 Research Background

Lacquerware, an integral part of intangible cultural heritage, beautifully combines practicality and art throughout its rich history. Initially serving utilitarian purposes, it evolved over time to encompass aesthetics, ultimately becoming a significant handicraft.

In recent years, with the continuous development of social economy and culture, strengthening the protection and inheritance of intangible cultural heritage has become an important policy. Tourism development is a way of productive protection of intangible cultural heritage, among which souvenir development is an important part of tourism development. How to make use of the development of tourism industry to improve tourists' appreciation of lacquerware cultural products and their awareness of inheritance and protection is an important issue in the protection and inheritance of lacquerware intangible cultural heritage.

1.2 Research Significance

The development of intangible heritage lacquerware souvenirs should be based on tourists' preferences and cultural awareness to preserve and promote the rich history and culture of lacquerware. Tourists are at the core of tourism activities, making it essential to understand their psychological needs and behaviors. Therefore, examining the development of intangible heritage lacquerware from a tourist perspective can establish an effective feedback system.

This study initially reviewed relevant literature on four key variables: attitude, cognitive issues, cognitive value, tourist engagement, and purchase intent, concerning the protection of intangible heritage lacquerware products.

Subsequently, a theoretical model with associated hypotheses was constructed. In this framework, these four variables were found to have a positive impact on purchase intent.

The research method is detailed, including data collection through surveys and subsequent statistical analysis. The obtained data are thoroughly examined, discussed, and analyzed. Finally, corresponding measures and recommendations are proposed.

This research aims to better preserve and promote lacquerware culture based on tourists' current perceptions and has theoretical and practical significance for the development of other intangible heritage products.

2. Literature Review and Hypothesis

2.1 The Attitude and Purchase Intention of Protecting Intangible Cultural Heritage

Attitude refers to the long-term organization of our motivation, emotion, perception, and cognitive processes regarding specific aspects of our environment (Hawkins et al., 2004). It's crucial in influencing intention. Meitiana et al. (2019) applied the planned behavior theory to explore the link between attitude and behavioral intention. They discovered that authenticity and aesthetic attitudes significantly influenced purchase intentions.

In recent years, people have shown a positive attitude toward protecting intangible cultural heritage. Phosikham et al. (2015) approached heritage protection through a tourism perspective, encompassing aspects like traditional lifestyles, music, puppets, and dance. They investigated how tourists' attitudes toward heritage conservation impacted their satisfaction with tourism experiences, finding that well-preserved heritage enhanced tourist satisfaction.

Kim & Littrell (2001) emphasized that tourists' attitudes toward other cultures affected their souvenir-buying behavior. Additionally, ethnocentrism played a role in purchase intentions. Tourists with high ethnocentrism preferred buying souvenirs from their own country, believing it benefited the local economy. Thus, the hypothesis is as follows:

H1: The attitude of protecting intangible cultural heritage has a significant positive impact on purchasing intention of intangible cultural heritage souvenirs.

2.2 Perception Problems and Purchase Intention

Customers' perception of product issues, specifically how they view them, impacts their purchase intention. Wang (2017) found that when merchants don't inform customers in advance, postage is perceived as an unnecessary expense, lowering the perceived value of the product and hindering purchase intention.

Cheng and Du (2018) noted that customers' perception of agricultural insurance costs negatively affects their satisfaction. Higher costs lower the perceived value of the insurance. Government premium subsidies alleviate farmers' burden and increase satisfaction.

Thomas and Tsai (2012) identified psychological distance as a key factor in decision making. Tourists' perception of psychological distance influences perceived value and travel intention.

Zhang and Tian (2016) mentioned that factors like excessive commercialization, limited tourist activities, high prices, and product quality concerns indirectly and positively affect tourists' purchase intention. Thus, the hypothesis is as follows:

H2: Perception problems have a significant positive impact on ICH souvenir purchase intention.

2.3 Perceived Value and Purchase Intention

Perceived value (PV) is linked to customer value, as discussed by Zeithaml (1988), who identified various facets of PV. These include low price, customer desires, the quality relative to the price paid, and what customers receive. PV is a key factor in studying customer purchase behavior, enriched through the integration of consumer psychology.

Pham et al. (2020) discovered that optimism and innovation positively influenced PV, while insecurity had a negative impact. PV, in turn, positively affected customer satisfaction and purchase intention. Customer satisfaction also had a positive impact on purchase intention.

Curvelo et al. (2019) emphasized that PV influences the purchase intention of organic food, increasing the likelihood of consumers choosing organic products. In the B2C context, Civelek and Ertemel (2019) found that PV significantly impacts brand loyalty, which, in turn, influences purchase intention. Therefore,

H3 can be stated as follows:

H3: Perceived value significantly and positively affects ICH souvenir purchase intention.

2.4 Customer Participation and Purchase Intention

Customer participation, stemming from customers' voluntary engagement with external businesses, holds significant influence. Kantamneni & Coulson (1996) noted that customer participation in new product development elevates their social status, self-satisfaction, and purchase intention.

Even after participation ends, customers' desire to buy self-designed products remains strong due to the product's symbolic value (Elliott, 1997). Cermak et al.'s (1994) empirical study in the service industry revealed that customer participation positively affects customer

satisfaction and repurchase behavior.

Ennew & Binks (1999) argued that customer participation positively shapes perceptions of service quality and satisfaction, indirectly influencing repurchase behavior and enhancing corporate financial performance. Moreover, involving tourists in souvenir development by assessing their needs guides production decisions.

Therefore, the hypothesis can be summarized as follows:

H4: Customer participation significantly and positively impacts ICH souvenir purchase intention.

3. Research Methods

3.1 Model Construction

Model construction can be seen in Figure 1.

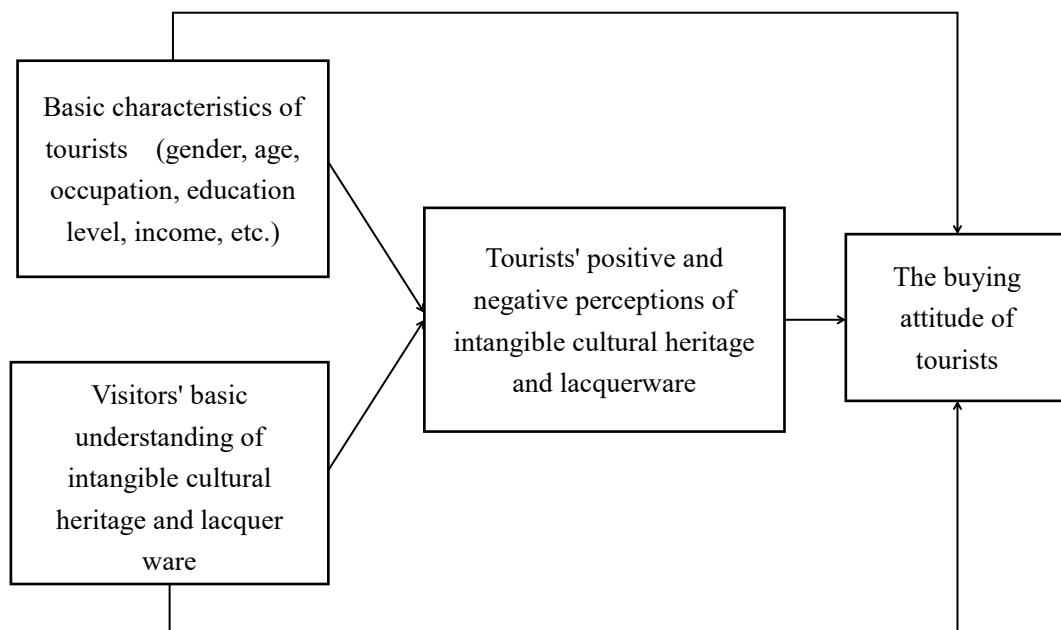


Figure 1. A Preliminary Model of Tourists' Perception and Attitude Towards Lacquerware of Intangible Cultural Heritage

3.2 Data Acquisition

Affected by the epidemic, the questionnaire adopted the method of combining field survey with online survey. This survey takes tourists in southwest Chongqing, Sichuan and other places as the research object. The survey sites are mainly in tourist attractions, shopping centers, hotels, shops, cafes and other places. Questionnaires were distributed by sampling of online survey and field survey. A total of 420 questionnaires were sent out, 406 were recovered, 389 were valid, with a response rate of 96.7% and an effective rate of 92.6%. Meet

the requirements of the number of valid questionnaires.

3.3 Reliability and Validity

3.3.1 Reliability test

In order to consider whether the constructed evaluation system can feedback effective information, the author uses SPSS software to test the reliability of the data obtained from the questionnaire. The reliability of tourists' perception of intangible cultural heritage is 0.838. The reliability of tourists' attitude towards lacquer ware was 0.823. According to

the opinion of general experts, when the reliability coefficient is above 0.9, the reliability of the test or scale is very good. When the reliability coefficient is above 0.8, the reliability is good. When the reliability coefficient is above 0.65, the reliability is

normal but acceptable. Reliability coefficient below 0.65 is not reliable. It can be seen that the reliability of the questionnaire quantity in this paper is good.

3.3.2 Validity test

Table 1. Validity analysis results

The dimension		KMO test and Bartlett's test		
Attitude towards intangible cultural heritage		KMO value		0.716
		Bartlett sphericity test	The approximate chi-square	257.379
			df	21
			p	0.000 * * *
Attitude towards lacquer ware		KMO value		0.784
		Bartlett sphericity test	The approximate chi-square	680.777
			df	21
			p	0.000 * * *

It can be seen from Table 1, The KMO value of the attitude toward intangible cultural heritage was 0.716, and the significance P value was 0.000***, presenting significance at the level, rejecting the null hypothesis. There was correlation among variables, and the factor analysis was effective, and the degree was suitable. The KMO value of lacquer ware was 0.784, and the significance P value was 0.000***, presenting significance at the level, rejecting the null hypothesis. There was correlation between variables, and the factor analysis was effective, and the degree was suitable. Therefore, all indicators have good structural validity, and the questionnaire is generally good.

4. Research and Analysis

4.1 Descriptive Statistical Analysis

The questionnaire research was further analyzed and processed with the help of social and economic statistical analysis software package SPSS.

Research investigation the majority of tourists are female, accounting for 63.2%. The majority of occupations are students and professional

and technical personnel, accounting for 30.8% and 20.6% respectively. Excluding students, other groups account for 69.2%. This group has relatively strong purchasing power compared with students. In terms of education level, most of them were bachelor degree, accounting for 66.6%. In terms of income, those with 0-5,000 yuan accounted for 55.8%, and those with 5000-10,000 yuan or more accounted for 44.2%.

Research investigation tourists generally have a high recognition of intangible cultural heritage, and this phenomenon also extends to the intangible cultural heritage of lacquer ware, with an average score of more than 4 points.

Research investigation tourists' understanding of intangible cultural heritage and lacquerware is relatively low in general.

4.2 Difference Analysis

4.2.1 Chi-square analysis

Question 1: Is there a relationship between lacquer appeal and gender difference?

H0: Lacquerware attraction is correlated with gender;

H1: Lacquer appeal has nothing to do with gender.

Table 2. Chi-Square Analysis of Lacquer Attractiveness

project		male	female
Appeal of lacquerware: I am willing to buy lacquerware related products	Strongly disagree	2.8%	3.3%
	Don't agree with	7.0%	5.3%
	general	30.8%	30.1%
	agree	24.5%	35.0%
	Couldn't agree more	23.2%	38.2%
		X ² =0.844 df=4 p=0.932	

It can be seen from Table 2, The results show that $\chi^2=0.844$, degree of freedom $V=1$, check

table $X^2_{0.05}(1) = 3.84 > 0.844$, it can be seen that the purchase of lacquer ware is related to gender, and H_0 is accepted.

Table 3.Independent Sample Test

item		T value	Sig.	P values	95% confidence interval for difference	
					The lower limit	ceiling
I think participation in the protection of intangible cultural heritage helps to increase knowledge	Assuming that the variances are equal	-2.583	0.002	0.01 **	-0.380	-0.052
	Assuming that the variances are not equal	-2.484			0.014 *	-0.387
I would like to buy lacquerware related products	Assuming that the variances are equal	.526	0.980	0.599	-0.284	0.164
	Assuming that the variances are not equal	-.527			0.599	-0.284

$P < 0.05$ -- * difference $P < 0.01$ -- ** significant difference $P < 0.001$ -- *** very significant difference

It can be seen from Table 3, In the item that I think participation in intangible cultural heritage protection helps to increase knowledge, $P < 0.05$, indicating that this item has an impact on tourists' purchase of lacquerware souvenirs.

4.2.2 Single factor variance

Question 1: Are there any differences in the purchase of lacquerware among different educational backgrounds?

H_0 : There is no difference in the purchase of lacquer ware among different educational backgrounds?

H_1 : Are there differences in the purchase of

lacquerware among different academic backgrounds?

Research investigation, there was no significant difference between educational level and purchase intention of intangible cultural heritage lacquerware according to variance analysis $P (.0.194) > 0.05$, which was in line with H_0 . However, according to the analysis, there is a great difference in the inheritance of lacquerware to traditional culture, with a significant difference $P (.0.006**) < 0.01$. The possible reason is that people have a vague concept of lacquerware, so it is necessary to strengthen the propaganda of inheritance of lacquerware and enhance their understanding.

4.3 Correlation Analysis

Table 4. Correlation Matrix of Consumer Value Factors on Lacquerware

	1. The style of lacquer	2. Commercial value of lacquer ware	3. Cultural connotation of lacquer ware	4. The making process of lacquer ware
1. The style of lacquer	—	.598**	.745**	.733**
2. Commercial value of lacquer ware		—	.593**	.549**
3. Cultural connotation of lacquer ware			—	.782**
4. The making process of lacquer ware				—

** was significantly correlated at .01 level (bilateral).

$P < 0.05$ -- * difference $P < 0.01$ -- ** significant difference $P < 0.001$ -- *** very significant difference

It can be seen from Table 4 that the commercial value, cultural connotation and manufacturing

technology of lacquerware are significantly positively correlated with the willingness of tourists to buy lacquerware souvenirs, indicating that lacquerware has typical characteristics of handicrafts and collectible in consumers' cognition.

4.4 Regression Analysis

4.4.1 Linear regression

As can be seen from Figure 2, the style, commercial value, cultural connotation and manufacturing technology of lacquerware are significantly positively correlated with

consumers' purchase of lacquerware, while gender, educational background, occupation and income are not highly correlated.

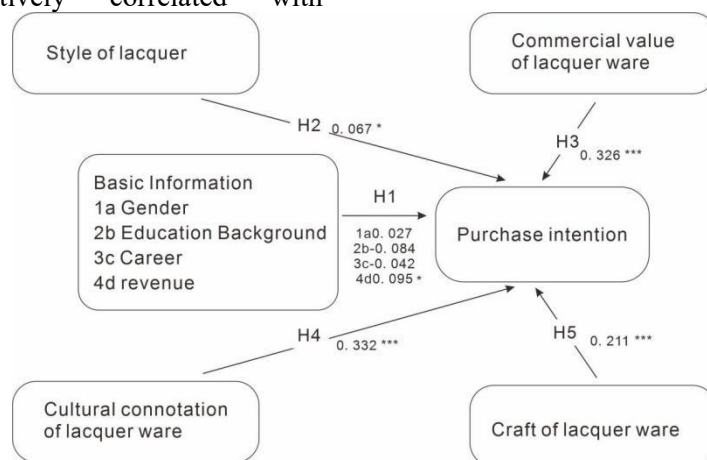


Figure2. Linear Regression of Purchase Influencing Factors

4.4.2 Binary regression

It can be seen from Table 5 that the commercial value, cultural connotation and production

process of lacquer ware have a very good linear nature. Combined with the above analysis, it has a good positive linear relationship with the purchase intention of tourists.

Table5. Binary Regression Table of Consumer Value Factors for Lacquerware

	Unnormalized coefficient		Bata	t	p	Collinearity statistics	
	B	Se				tolerance	VIF
constant	-.013	.189		-.069	.945		
1. The style of lacquer	.077	.066	.067	1.170	.243	.363	2.758
2. Commercial value of lacquer ware	.229	.043	.236	5.275	.000	.590	1.695
3. Cultural connotation of lacquer ware	.396	.074	.332	5.379	.000	.311	3.220
4. The making process of lacquer ware	.248	.070	.211	3.551	.000	.336	2.977
R ² =.545 adj R ² =.541 F= 115.104p =.000							

5. Research Conclusions and Suggestions

In this study, a structural equation model for the development of rural intangible cultural heritage lacquerware souvenirs in Sichuan Provincial was established with tourists' cognition, cognitive problems, cognitive value, customer participation and purchase intention as variables.

The results show that the attitude, cognitive value and customer participation of intangible cultural heritage lacquerware protection have a significant positive impact on the purchase intention of intangible cultural heritage souvenirs. Perceived value has the most significant positive impact on purchase intention, followed by customer participation and protection of intangible cultural heritage. However, cognitive problems have a significant negative impact on the purchase intention of intangible cultural heritage

lacquerware souvenirs.

From the research results, visitors to the protection of intangible cultural heritage and inheritance with good intention, but the lacquer ware in southwest tourist group awareness is low. And then from the intangible cultural heritage protection and inheritance of the point of view, should make full use of new media intensify propaganda, good combination with tourism. To realize the inheritance and development of intangible cultural heritage of lacquerware, it is a good idea to give full play to the characteristics of lacquerware handicraft and collection in product design, and focus on three aspects of commercial value, cultural connotation and production technology.

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