

***Tourists Explore the Cultural and Creative Products for Purchase Intention:
A Case Study in Kinmen Images***

Hui-Ping Chen, National Quemoy University, Taiwan
Neng-Huei Lee, National Quemoy University, Taiwan
Cheng-Shih Lin, National Quemoy University, Taiwan
Guo-Shi Gung, National Quemoy University, Taiwan

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Abstract

Cultural creative industries are considered a crucial indicator of a country's soft power. Amidst the wave of globalization, cultural and creative products of a region, which are rich in cultural content and characterized by local images of that region, have attracted the attention of tourists and became a memento of their travel experiences. Under this trend, cultural historians and developers in Kinmen have also become involved in developing cultural and creative products, including a product that is most representative of Kinmen—the *huapei* (花帔). *Huapei* is a traditional baby wrap used in Kinmen and features Min Nan elements as well as black and white square grid patterns. Subsequently, *huapei* was skillfully transformed and applied to a wide variety of products such as thermos bag, tent, picnic mat, chairs, and carrier bags. In addition to functionality, product aesthetics is now also a new requirement that consumers seek in the products they purchase.

This study adopted the image of Kinmen as the research topic to design a virtual cultural and creative product. Two elements of appeal, emotional and rational appeals, were incorporated to develop two types of advertisement proposals, which were then used in an experimental design to investigate the effects of different appeals on consumer purchase intention. The experimental results indicated that the emotional appeal was more effective than the rational appeal in advertising the designed virtual product. Therefore, cultural and creative workers should adopt emotional appeals in their marketing approach to attract consumers and increase their purchase intention.

Keyword: Hua-pei, Cultural and Creative Industry, KIMMEN

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Introduction

Background and Motivation

Cultural and Creative Industry is considered the 4th wave of economic energy after the IT Industry, which was regarded as the 3rd one. It also the important index of national “Soft Power”. Countries around the world all actively promote the Cultural and Creative Industry.

In the trend of globalization, the unique traditional cultural features from various regions seemed as local characteristics. All the Cultural Industries are also positively develop toward the direction of cultural theme.

Taiwan National Palace Museum designed the Imperial Rescript Palace Memorials from Qing Court Communication as Reflected Brush and Ink of Kangxi Emperor into paper tapes-“Zhen Zhi Dao Le” which means “I know” in Chinese. Four words are simple but domineering. Not only Taiwanese loves it, foreign tourists are competing to buy.

Another example: In Taiwan, the traditional Hakka printed clothes, which has vivid red peony flowers, symbolizes festivity and rich. Sometimes, they printed some lucky patterns like dragon and phoenix on. It also modified into rice bag and develops appealing wedding presents called “Happiness rice” these years.

In Kinmen, under the impact of global cultural and arts, many local cultural and historical workers and designers also use Kinmen cultural elements to develop the distinctive cultural and creative products, in which, the “Hua-pei”, integrating into basic Min-Nan elements is one of the most representative cultural and creative merchandise. Black and white checkered pattern is a traditional receiving blanket in Kinmen, and it called “Hui-pei”. People use their creativity to develop many different kinds of products like Insulation bag, tent, picnic mats, chair, or purses, etc. For the consumer demands, they are not only focus on functionality but increase the beauty image of those products.

During the tourists’ travel schedule, they in addition to enjoying the natural living style and experiencing the local cultural features, most of them would buy the local representatives of souvenirs or specialties.

After local traditional features develop into the direction of cultural theme, the products represented the local images. The tourists will generate the sense of self-satisfaction, by the extension of products, which stand for a memory or experience. Consumers used these physical products to recollect their travel memories.

In Taiwan, the disadvantage of selling souvenirs or promote the cultural & creative products are: No matter where it is, consumers can’t buy products which represent different local images around Taiwan. The products are short of unique and regional properties, so people can’t have the feelings about they must buy our products in here when they’re visit Kinmen. As a result, in this study, we use Appeal Strategies to explore consumers’ needs and stimulate their purchase intention, finally show the real purchase behavior.

The Appeal Strategies can divide into two kinds: One is emotional appeals, the other is rational appeals. The print Ad was distinguished by Kinmen image products into rational and emotional appeals. The research was designed by 3 cultural images combined with 2 Appeal strategies. The Quemoy University students are used as the main research objects.

Literature review

Cultural and Creative Industry

Cultural creativity

“Culture” is the living style or behavior of a particular group of people. Living in the same society, people will have similar living habits but express out different behavior and values due to from different ethnic groups. Taiwanese society is full of different multiculturalism like ethnic traditions, religions, and languages. These abundant cultural images are an important element to develop Cultural and Creative Industry.

Cultural creativity

which means under the conditions of pre-existing cultural arts, generated a new combination of old elements (Robinson, 2004). Creation makes things have a new perspective, mix in some creativity and design, endow the culture a new style and value and boost the overall vitality of the community culture.

The definition and category of the world

Cultural & Creative Industry is a group of people living in a society, who combined the customs and traditions, historical culture with cultural and creative, developing the characteristics of intangible assets and concepts, and endowed the culture a new style and value.

The definition of Cultural & Creative Industry

Country/Institution	Noun.	Definition
UNESCO	Cultural Industry	In UNESCO, the cultural industries are regarded as those industries that “combine the creation, production and commercialization of contents which are intangible and cultural in nature. These contents are typically protected by copyright and they can take the form of goods or services”.
UNCTAD	Creative Industry	The cultural industries are the cycles of creation, production and distribution of goods and services that use creativity and intellectual capital as primary inputs; constitute a set of knowledge-based activities, focused on but not limited to arts, potentially generating revenues from trade and intellectual property rights; comprise tangible products and intangible intellectual or artistic services with creative content, economic value and market objectives.
Japan	Cultural Industry	The purpose is to create a cultural symbol and sell the culture or symbols.
Taiwan the Law for the Development of the Cultural and Creative Industries in 2010.	Cultural & Creative Industry	the Cultural & Creative Industries which are originated from the accumulation of culture and creation, and which have a potential for wealth and job creation to promote life quality through the generation and exploitation of intellectual property.

What is Kinmen Images?

Kinmen Images	Minnan Culture	<p>“Min” is the abbreviation of Fujian and Minnan is the southern areas of Fujian. Traditional Minnan-style architecture is the most abundant cultural assets in Kinmen.</p> <p>The on-top edges of architecture roof decorated by red tiles and stone walls and located in the village, and it has sharp or round style. It is common in the southern of China, and also popular in Minnan regions. Kinmen’s traditional residences are characterized by "swallow tail" or horseback shapes ridges. They respectively represent different meanings:</p> <p>Swallow tail shape ridges: It is the style of main ridges of both ends become warped, and looked like swallow tails bifurcation. In early period, it used on temple events, courtiers, architectural relics or fame people. Local people called it tilted ridge to represent positions of power.</p> <p>Horseback shape ridges: It is the style of main ridges of both ends not cocked up, so the vertical ridges slide from the front slope to the back one. Thus, it is a gable that looked like a horse back. It can be seen on most people’s home.</p>
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	The battlefield Culture	<p>During the civil war, at the forefront site of Kinmen, for the purpose of preventing communist armies landed, people bury large number of landmines and “defenders” in the coastal areas. Along with cross-strait situation easing, Kinmen experienced from “Hot War” to “Cold War”, going toward “peaceful coexistence” stage now. Kinmen is the unique war cultural heritage sites in the world.</p> <p>Landmine mark</p> <p>Due to the war, people buried lots of landmines along coastal areas. Landmine is a low destruction weapon, so it widely used in war. After the war, landmines lose its function but create a threat to local residents. Thus, you can usually see the orange-colored skull warning signs, which commonly made by iron and its shape is triangle. Except for being warning signs, it also is one of the military fans and tourists’ favorite collections.</p>
	Natural Ecology	<p>Kinmen geographically located in the transition area of the east Asia. Owing to its distance close to China, Kinmen is also a stop for migratory birds coming to the south from the north. Thus, Kinmen has abundant bird species, which has been included in a list total about 300 kind of birds. Among them, migratory birds accounting for 45% as the largest, passage of birds during the winter accounting for 25% as the second, the non-migratory birds and vagrant birds accounting for each 13%, and summer visitors accounting for 4%, which are the least.</p> <p>In Kinmen, the Blue-failed Bee Eaters are the most distinctive species of migratory birds during summertime.</p>

Appeal Strategy

What is appeal? The definition of advertising appeal is to attract customers’ attention and try to affect their attitude and affection to products or services. Appeals not only the place where advertising persuasion ability lies, it is a way to impress consumers and stimulate their purchase intentions.

In others words, appeal strategy can clearly express some kind of benefits, excitation, identity or reasons, and tell why consumers should care or buy the products. Appeals are used to attract customers’ attention and try to affect their attitude and affection to products or services.

Most of the advertising strategy use the way of interspersed with icon to attract consumers’ attention. However, for the copywriting-based keyword advertising, which pursue on design and express the concepts of major products in rational or emotional appeals’ texts. Through this way that consumers have the cognitive

perceptual reaction. Most of people, during the information processing, there are more than 70% of messages obtained through visual cognition (Sanders & McCormick, 1993).

Different products copywriting designs usually have different layout arrangement and advertising slogans, of which presented for characteristics of products and marketing themes to emphasize its demands. Also, they will design pictures or texts to draw consumers' attention. As a result, for the ad results which formed by consumers, we need to have different advertising effects.

Rational appeals

The Rational appeals emphasizes on providing the fact that the message about the product information, or its characteristics, property or interests.

Emotional appeals

The Emotional appeals, a kind of commitment contained in the ads, which can meet consumers' social and psychological needs, and stimulate their sentiment (emotions) and feelings, inducing them to resonate.