THE RESEARCH ON E-COMMERCE PLATFORM INVESTMENT PROMOTION COMMUNICATION STRATEGY EXAMPLE OF SHOPEE NET

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Abstract :

The e-commerce platform Shopee has launched a comprehensive domestic cross-border business under the background of this era and recruited sellers to settle on the platform. This article will combine Shopee platform's current cross-border business development status and investment promotion strategy, in-depth study of its investment strategy, and explore the enlightenment effect of this investment strategy model on other e-commerce platforms. In addition, according to Shopee net's own investment promotion appeals, a business promotion communication plan suitable for the Shopee platform was proposed.

Keywords: *Investment promotion strategy；Shopee; Electronic commerce.*

1. INTRODUCTION

21st century, the rapid development of the Internet has changed the way the masses receive and feedback information, and the resulting electronics The rapid growth of business has also made the competition between companies increasingly fierce. The changes in the Internet industry can even be described as rapid changes. Continuous development. At present, e-commerce has risen globally and has rapidly developed into a new and popular transaction model. However, the current e-commerce market has become saturated in many developed countries and some developing countries. Many small, medium and micro enterprises have difficulty seizing enough market share in this red sea because they are all seeking new breakthroughs. Compared with the European and American markets, the Southeast Asian market has developed rapidly in recent years and has a larger space for future development. Therefore, the Southeast Asian market has gradually become a hot target for domestic companies to go overseas.

As a newly emerging overseas social e-commerce platform, Shopee mainly targets the six Southeast Asian countries including Indonesia, Singapore, Thailand, Malaysia, Vietnam, and the Philippines, and seven markets in Taiwan, China. In 2018, Shopee became the world's number one c2c shopping app in downloads. , Which means that it has become the most influential e-commerce platform in the Southeast Asian market. In 2016, Shopee officially entered mainland China and Hong Kong, and began cross-border business for domestic sellers. In recent years, it has become the main cross-border business for Chinese companies going to Southeast Asia. One of the e-commerce platforms. Expanding the popularity of the Shopee platform among domestic sellers and recruiting merchants to settle in, on the one hand, fits the Shopee cross-border platform's own operational goals, on the other hand, it also expands the demand for domestic sellers to export to Southeast Asia. Therefore, optimizing the cross-border services of the commodity platform to expand the brand influence, perfecting its domestic promotion and activity strategies, helping domestic small, medium and micro enterprises to conduct cross-border exports better and more conveniently, making Shopee a bridge between domestic sellers and the blue ocean market in Southeast Asia. A win-win choice in the environment The Statement of the Problem.

2. RESEARCH OBJECTIVES

1. To explore the influence factors of product design with traditional cultural attributes on the behavior of young Chinese consumers, including: product attitude, purchase, perception, novel intention, perceived sustainability and perceived elasticity factors.

2. To study the perceived novelty of culturally innovative products and on consumer perceptions of the consumer perceptions of the sustainability of traditional cultural attributem and resilience of traditional cultural attribute.

3. To analyze on the relationship between perceived novelty of culturally innovative products and

purchase intentions.

4. To analyze the perceived novelty of culturally innovative products impact on product attitudes.

5. To analyze the perceived sustainability of traditional cultural attribute impact on product attitudes.

6. To study the perceived resilience of traditional cultural attribute, influenced by consumers' perception of the sustainability of traditional cultural attribute.

7. To study the perceived resilience of traditional cultural attribute and product attitude.

3. RESEARCH HYPOTHESIS

For this reason, the perceived novelty of culturally innovative products tend to affect perceived sustainability, perceived Resilience, product attitudes and purchase intentions. In view of the large amount of literature support on the perceived novelty of culturally innovative products, which may help to improve perceived sustainability, perceived Resilience, product attitudes and purchase intentions, then these hypotheses can be expected:

H1. The perceived novelty of culturally innovative products has a positive impact on consumer perceptions of the sustainability of traditional cultural attribute.

H2. The perceived novelty of culturally innovative products has a positive impact on consumer perceptions of the resilience of traditional cultural attribute.

H3. The perceived novelty of culturally innovative products has a positive impact on purchase intentions.

H4. The perceived novelty of culturally innovative products has a positive impact on product attitudes.

H5. The perceived sustainability of traditional cultural attribute has a positive impact on product attitudes.

H6. The perceived resilience of traditional cultural attribute is positively influenced by consumers' perception of the sustainability of traditional cultural attribute.

H7. The perceived resilience of traditional cultural attribute has a positive impact on product attitude.

4. LITERATURE REVIEW

Definition

1. E-commerce

E-commerce is the use of computer technology instead of work technology and telecommunications technology in the entire business process of electronic digitization and networking. It can be seen from this that it should include the use of physical electronic means and commercial activities on his Internet platform. What is the virtual information in the transaction? Compared with the traditional paper-based business operation model, it has been transformed into a simple network operation. process. The e-commerce transaction process is next Why do sellers who exchange information products publish information through the Internet, but publish bios through the Internet? They need to choose information about the goods. Buyers and sellers and the stage are both stages, and there is no real communication between transaction activities to reach a consensus, just stay based on communication between the buyer and the seller in the commodity contract. The commodity exchange stage is the state of e-commerce transactions. The seller provides food to the buyer, and the buyer pays the product cost to the seller. Distributed to buyers for online transactions, arrived in time via the Internet, and the space continues to expand. The market continues to expand the circulation space.

2. Platform investment

As a brand-new business operation model, e-commerce is an important boost for enterprises to achieve comprehensive development and rapid development, especially in the era of highly developed networks. E-commerce has become an important strategy for enterprises to maintain rapid development. The degree of development is related to the economic development of a country in the eleventh century. Therefore, it is of great significance to carry out e-commerce in the investment and franchise industry to achieve the rapid development of the business and franchise industry. In this way, we can greatly improve the level of our own business activities and service quality. Through the development of e-commerce, we can reduce operating costs and improve the level of internal management. Quickly understand and improve the overall competitiveness of enterprises according to market demand. The rapid development of Internet finance is bidding farewell to the traditional financial industry and changing its parents. Hanhui.com has not only obtained real gold, silver and copper in this transformation, the traditional financial industry has played a

role in warning and education. The Internet and its rapid development are inseparable from technology. The support and platform of the company is based on platform technology. Finance is based on the spirit of the Internet. Data is based on big data technology. With the continuous improvement of SMEs' awareness of B2B websites, the vast majority of SMEs need to carry out e-commerce through third-party e-commerce platforms for online marketing. Third-party e-commerce platforms such as business negotiation are divided into two types. Comprehensive platform customers. E-commerce sites serving multiple industries and fields. Industry vertical platforms. E-commerce sites designated in a specific profession.

3. Good network environment

E-commerce is developed on the telecommunications network. Therefore, advanced computer network infrastructure and loose telecommunications policies have become the prerequisites for the development of e-commerce. At present, the price of wire services is too high. Business constraints accelerate the construction of telecommunications infrastructure, break the monopoly of the telecommunications market, introduce a competition mechanism to ensure fair competition in telecommunications services, promote network integration, and ensure that users are provided with cheap, high-speed and reliable communication services.

4. Public electronic goods shopping guide platform

The public electronic shopping guide platform is a physical guarantee to ensure the smooth completion of online e-commerce activities. It mainly involves the construction of the network platform and the construction of the enterprise information database. The transaction information that people send to the Internet must be accurately and quickly sent to the supplier's distributor management department. Bank transportation and other departments only need to unify the standards and protocols of information storage and communication processing in various countries and departments. There is only a coordinated shopping guide platform. Commodity information database construction facilities are accessible at the same time. The basic enterprises of the platform do not have products that are consistent with the platform standards. Information database e-commerce has lost the basis for survival and the degree of informatization of state-owned enterprises is not high. At present, only a few enterprises, mainly information technology enterprises, have established information databases, which has slowed the construction of public electronic shopping guide platforms.

5. Construction of E-commerce websites for merchants and franchise enterprises

When registering a domain name and having a unique identification on the global network, it is also the house number and entry sign for social users to browse the corporate website. Because the Wang Zhihuan of the Minchang Factory is like a trademark, it is widely circulated on the Internet. Good corn will help you shape yourself in the future. The international image of children on the Internet. The resources of a unique domain name in the world are relatively limited. Whoever registers first has no right to use it, so you should now consider whether there is a common domain name that protects your intangible assets on the Internet. A common domain name is defined as an international domain name. In addition to considering the nature of the company and the characteristics of the information content, the domain name should also be used. This name is concise. The instrument has an impact. The website operation mode. Once you have your own domain name and house number, you need a space to cover your own company in the room. This space is on the Internet. It means that the server usually recovers economic losses and can be used by enterprises to choose virtual hosting. Independent server website development planning can design the website by yourself or through professional web design talents. First, determine the scope of content and the content to be introduced in the overall planning of the entire webpage system. After the destination, you need to collect all the text, information, pictures, etc. that need to be on the website. Provide the collected information to professionals. Determine whether to use both Chinese and English versions according to the company's business scope. The most important task after the completion of the web design is to prompt that the update of the web content cannot take a long time. The phenomenon of not changing web pages and surfing the Internet affects the number of website visits. Website demand planning. First of all, the awareness of the company's own business promotion website. Add the company's website address wherever company information appears.

6. Merchants and franchise enterprises transform

E-commerce B2B development model. B2B setup for e-commerce transactions. Both the supply and demand sides are merchants. They use Internet technology and various business network platforms to complete the process of business education. E-commerce is a specific main manifestation given by the current P2P model. The B2B model is a vertical model, a comprehensive model, and a B2B business model for the intermediate trading market. The industry leader writes self-recommendation. The B2B model is the current industry leader. Enhancement of the business platform-related model and the improvement of the breadth and

accuracy of the e-commerce transaction platform information. Integrating and neutralizing the B2B business model and the vertical b2c model The cross-industry e-commerce platform e-commerce b2c development model under the establishment of the countdown e-commerce model is also Tang Tang said that direct-to-consumer sales of products and services, a commercial retail model, this form of e-commerce is generally based on the online retail industry, using the Internet to carry out online sales activities b2c and enterprises through the Internet to provide consumers with a new shopping environment online Shop consumers complete their consumption behavior by shopping and payment on the Internet.

Summary of Previous Study

No.	Topic	Author	Variables	Objective
1	Emotional Contagion Effects on Product Attitudes	Daniel J. Howard Charles Gengler	Facial Expressions, Product Attitudes, Emotional Contagion, Manipulation Checks.	emotional contagion effects, product attitudes, emotional contagion, consumer behavior.
2	Effects of price, brand, and store information on buyers'product evaluations	WilliamB. Dodds, Kent B. Monroe, Dhruv Grewal	Objective price, Perception of price, Perceived Quality, Perceived Sacrifice, Perceived Value, Willingness to Buy	price,brand, store information, product quality, product value.
3	Measures of perceived sustainability	Juran Kim, Charles R. Taylor, K yung Hoon Kim and Ki Hoon Lee	Economic sustainability, Social sustainability, Environmental sustainability, Value equity, Brand equity, Relation equity	perceived sustainability; measures of perceived sustainability; customer equity; customer equity driver
4	Firm's resilience tosupply chain disruptions: Scale development and empirical examination	Saurabh Ambulkar, Jennifer Blackhurst∗, Scott Grawe	Supply Chain Disruption orientation, Resource Reconfiguration, Risk Management Infrastructure, Firm Resilience,	Supply chain Resilience Scale development Risk management
5	Consumer purchase intention for organic personal care products	Hee Yeon Kim and Jae-Eun Chung	Consumer values, attitude, Subjective norms, Perceived behavioral control, Past experiences with organic products	Consumer behavior, Value analysis, Purchasing, Personal hygiene,
6	Product Perceived Quality and Purchase Intention with Consumer Satisfaction	Asma Saleem, Abdul Ghafar, Muhammad Ibrahim,Muhammad Yousuf & Naveed Ahmed	Customer satisfaction, Product Perceived Quality,Purchase Intention	product perceived quality, customer satisfaction, and purchase intention
7	Measuring psychographics to assess purchase intention and willingness to pay	Nelson Barber, Pei-Jou Kuo, Melissa Bishop and Raymond Goodman	Self-transcendence; Conservation values;Self-enhancement values; Environmental consequences; Individual consequence.; Purchase intention	Purchase intention, Willingness to pay, Sustainable,Psychographics, Market segmentation, Consumer behavior
8	Green product purchase intention: impact of green brands, attitude, and knowledge	Norazah Mohd Suki	Position, Attitude, Knowledge, Products Purchase Intention.	Partial least squares, attitude, knowledge, position, products purchase intention
9	Consumer behavior and purchase intention for organic food: A review and research agenda	Jyoti Rana &Justin Paul	Health Consciousness Quality & Safety Environment Friendly Willingness to Pay Certification Fashion Trend & Unique Life Style Social Consciousness	Consumer attitude Purchase intention Organic food Organic farming Green products

7. Relationship between the perceived novelty of culturally innovative products and perceived sustainability, perceived Resilience, product attitudes, purchase intentions

The study of traditional culture is complex and multidisciplinary. In the field of product design research, researchers have proposed an internal-Chinese-foreign cultural model to study how people interpret the meaning of traditional culture through product design (Siu, 2005). Design products that carry the internal levels of culture can influence and change people's ever-changing Behaviors and ways of thinking in the environment. Because of this, people's product attitude or consumers' purchase intention are often encouraged because of The perceived novelty of culturally innovative products. However, this is rarely considered in the study of the perceived resilience of traditional cultural attribute (C. Chai et al., 2018).

In addition, traditional cultural innovation products can become an important stimulus factor that influences consumers' perceptions of cultural development with local characteristics. By improving consumers' attitudes towards cultural products, it becomes vital to the development of cultural sustainability. Through the perception of product novelty, it examines cultural innovation products that involve inner elements derived from the traditional cultural attribute, and studies the traditional cultural attribute's performed sustainability and performed resilience to influence consumer product attitudes and consumer behavior (Chakrabarti & Khadilkar, 2003).

5.   RESEARCH METHOOLOGY

This chapter covers population and sample selection, data collection, research methods and reliability analysis of research instruments. Therefore, the additional information in this chapter is as follows.
Population and sample selection

The data used in this study was obtained through an online survey of young people in China. The researcher will determine sample size by applying an equation proposed by Yamane (1967) at confidences level of 95% and precision levels = 0.05

Anticipated effect size:	0.1
Desired statistical power level:	0.8
Number of latent variables:	5
Number of observed variables:	14
Probability level:	0.05

Calculate!

Minimum sample size to detect effect: **1,599**
Minimum sample size for model structure: **232**
Recommended minimum sample size: **1,599**

Figure 1Sampla size

Collection of Data
In order to perform statistical analysis on the collected data, we use SPSS 20.0 for Windows and AMOS 24.0. Use SPSS analysis software to test the reliability and demographic information of the measurement items. At the same time, AMOS analysis software was used to conduct confirmation factor analysis (CFA) on the research framework, test hypotheses 1-8, and analyze the structural equation framework (SEM).
Descriptive Statistics Analysis
The data is presented in the form of tables, graphs and the figure below to draw the profile of the respondents and the distribution of factors that influence the willingness of college students to purchase products with traditional cultural elements. The calculation of averages, frequency distributions, and percentage distributions are the most common forms of aggregated data (Zikmund, 2003).

Part 1: Closed-end questions about the demographic characteristics of the participants, including gender, and income.
1.Gender
□Male
□Female
2.Income (monthly)
□Less than 3000 RMB

□3001-6000 RMB
□6001-9000 RMB
□More than 9001 RMB

Part 2: 14 closed-ended answer questions about 5 factors that influence purchase intention, including:

Table 2 Number of questionnaires for 5 factors that affect purchase intention

Table 1 questionnaries

Product Attitude	3 Questions
Purchase Intention	3 Questions
Perceived Novelty	2 Questions
Perceived Sustainability	3 Questions
Perceived Resilience	3 Questions

This part is measured on an interval scale by using a Five-point Likert Scale to measure the level of agreement.

Table 3 Five-point Likert Scale

Strongly Agree	5 points
Agree	4 points
Neutral	3 points
Disagree	2 points
Strongly Disagree	1 points

The following questions are the further meaning of each question mentioned in the questionnaire.

Table 4 Summary of source for questionnaire items

	Source
Product Attitude	
This product is desirable	Howard and Gengler, 2001
This product is pleasant.	
This product is attractive.	
Purchase Intention	
I am willing to buy this product.	Doddset al.1991
The likelihood for me to purchase this lamp is product.	
The probability that I would consider buying this product is high.	
Perceived Novelty	
This product satisfies my sense of curiosity.	Unger&Kernan, 1981
I feel like I'm exploring new worlds regarding this product.	
Perceived Sustainability	
I am full of confidence in traditional culture.	Kimetal.,2015
I think traditional culture has a good future.	Kimetal., 2015
I'd be happy to tell my friends about this traditional culture experience.	
Perceived Resilience	
I think traditional culture can respond quickly to the impact of various shocks.	Ambulkaret al. 2015
I think traditional culture have enough capacity to adapt to all kinds of impact.	
I think traditional culture can quickly adjust operations to cope with all kinds of impact.	

Reliability Test

Use Cronbach's alpha test to test the reliability of each variable. If a musical instrument has a minimum

alpha score of 0.6 and an overall reliability of 0.7 or higher, it has good reliability (Bagozzi & Yi, 1988). The greater the accuracy factor, the confidence of the measurement. Scholar DeVellis (1991) outlines the following: 0.60~0.65 (preferably not); 0.65~0.70 (minimum acceptable value); 0.70~0.80 (very good); 0.80~0.90 (very good) Therefore, a good reliability scale or questionnaire should be within an acceptable range of 0.80 to 0.70 to 0.80. The sub-scale is preferably above 0.70, and is acceptable between 0.60 and 0.70. Therefore, it isnecessary to conduct a pretest to check whether the research tool can be used for this research.

Criteria of Reliability

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.80-1.00	Very High	Excellent
070-0.79	High	Good
0.50 — 0.69	Medium	Fair
0.30-0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

Correlation test

CPDA data analysis can measure the strength of the correlation between two variables in the correlation coefficient. The correlation coefficient most commonly used by data analysts is called the Pearson product-moment correlation coefficient. It is used to measure the strength of linear correlation between variables measured by interval or ratio scales. The sign and absolute value of the correlation coefficient describe the direction and magnitude of the relationship between the two variables. The phase relationship value in the data is between -1 and 1. The greater the absolute value of the correlation coefficient, the stronger the linear relationship. The strongest linear relationship is represented by the correlation coefficient -1 or 1. The weakest linear relationship is represented by the correlation coefficient equal to zero. Positive correlation means that if one variable becomes larger, the other variable tends to become larger. A negative correlation means that if one variable becomes larger, the other variable tends to become smaller.

Path Analysis

The main purpose of this research is to understand the impact of the perceived novelty of cultural innovation products on the sustainability and resilience of Traditional Cultural Attributes. In order to analyze the relationship in the research framework, we conducted a path analysis based on the structural equation model (SEM).

6. DATA ANALYSIS

Reliability test of Research instrument

Descriptive research is a common project research method. It refers to the different factors faced by different aspects of research, data collection, and data recording, and focuses on the static description of objective facts. Most marketing research is descriptive. Researching customers' purchase intentions for products with traditional designs of your culture is defined as marketing research; therefore, the company's marketing operations strategy may use descriptive research.

Quantitative research is used to determine the number of things in a certain amount of scientific research, that is, use many questions and phenomena to represent samples, and then analyze, test, and explain to obtain meaningful research methods and processes. The sample survey is not a comprehensive survey. This is a survey method used to survey certain units of all interviewees and estimate and extrapolate all responses based on this. This study uses online and offline questionnaires to collect the necessary information. Communication with the target sampling group is a simple method. Researchers distributed the questionnaire via the Internet.

Use Cronbach's alpha test to test the reliability of the question for each variable. The reliability assessment is defined as Cronbach's alpha. If a musical instrument has a minimum alpha score of 0.6 and an overall reliability of 0.7 or higher, it has good reliability (Bagozzi & Yi, 1988). Therefore, it is necessary to do a pre-test to check whether the research tool can be used in this research. A pilot study was introduced to check whether the questionnaire was constituted correctly to explore and verify the above research questions. 29 Xiang Xinjie, Supot Rattanapun, Arus Kongrungchok. (2023). The Research on E-commerce platform Investment Promotion Communication Strategy Example of Shopee Net. IJISS.1(2) Page 1-11.

Chinese young people participated in the preliminary survey. We checked the consistency of the survey and revised the redundant questions to make the survey as clear as possible.

Reliability Test for Questionnaire from Each Dimension

Variable	Alpha Test	Number of Questions
Product Attitude	0.912	3
Purchase Intention	0.935	3
Perceived Novelty	0.892	2
Perceived Sustainability	0.955	3
Perceived Resilience	0.953	3

As can be seen from the above table, pre-test data was collected from 29 samples. The Alpha reliability values of all variables are greater than 0.6. Therefore, the questionnaire can be used for this personal research.

Demographic Data

Variables	Frequency (f)	Percentage (%)
Male	120	27.71%
Female	313	72.29
Total	433	100%

As shown in Table G, approximately 72.29% (N = 313) of the participants were women, while men accounted for 27.71% (N = 120).

Frequency of Monthly Income

Variables	Frequency (f)	Percentage (%)
Below 3000 RMB	80	18.5%
3001-6000 RMB	169	39%
6001-9000 RMB	157	36.3%
More than 9001 RMB	27	6.2%
Total	433	100%

As shown in the table, about 39% (N = 169) of participants have a monthly income between 301-6000 yuan, and participants with a monthly income of less than 3000 yuan accounted for 18.5% (N = 80). 6001-9000 yuan accounted for 36.3% (N =157), and income above 9001 yuan accounted for 6.2% (N = 27).

Mean and Standard Deviation
Averaged Variances Expected

Variable	C.R.	AVE
Product Attitude		0.811
This product is desirable	-----	
This product is pleasant.	24.314	
This product is attractive.	22.186	
Purchase Intention		0.828
I am willing to buy this product.	-----	
The likelihood for me to purchase thislamp is product.	30.998	
The probability that I would consider buying this product is high.	28.201	
Perceived Novelty		0.813
This product satisfies my sense of curiosity.	-----	
I feel like I'm exploring new worlds regarding this product.	24.502	

Perceived Sustainability		0.842
I am full of confidence in traditional	-----	

The study uses maximum likelihood (ML) estimation to evaluate the CFA framework. To make it clear, the standards we use in this framework include comparative fit index (CFI), root mean square residual (RMSR), goodness of fit index (GFI), and adjusted goodness of fit index (AGFI) And then, the convergent validity refers to the degree of mutual connection between two measures that should theoretically establish a connection. Separately, the threshold of convergence validity is evaluated by the critical ratio (CR, value equal to or greater than 2), standardized factor load (value equal to or greater than 0.5), and expected average variance (AVE, equal to or greater than 0.5). In the research framework, the lowest CR (= 22.186) is much higher than the "2" threshold; the smallest normalized factor load (= 0.869) exceeds the "0.5" threshold, and the calculated lowest AVE (= 0.811) is much higher than the 0.50 threshold. Therefore, the convergent validity of the research framework is considered acceptable. Identify whether concepts or metrics that are not relevant to the validity test are irrelevant.
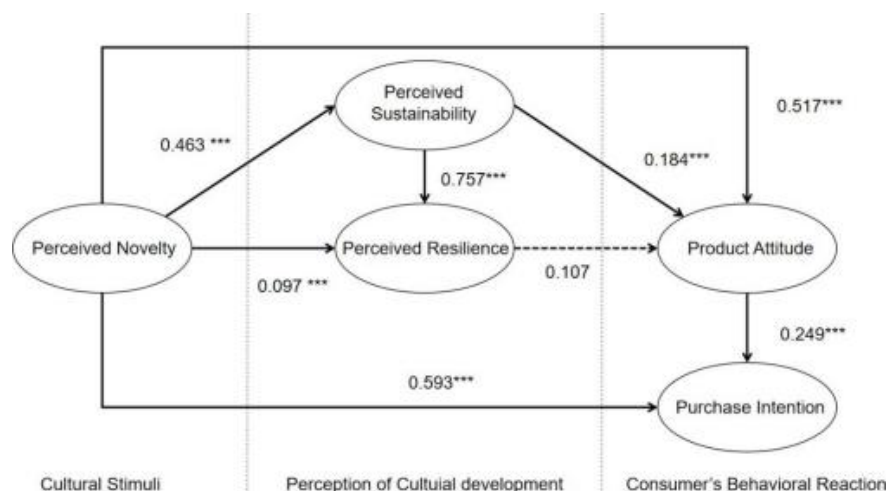
Hypothesis test

The main purpose of this research is to understand what impact the novelty of cultural innovation products will have on the perception of traditional cultural attributes' sustainability and resilience, thereby affecting consumer behavior. In order to analyze the relationship in the research framework, the researchers conducted a path analysis based on the structural equation model (SEM). Figure 3 shows the output of this analysis, and Table 10 shows the standardized coefficients for each path and the hypothetical results.

Hypothesis	Path	Standardized Coefficient	C.R. (t-Value)	Standard Error
H1	Perceived Novelty-> Perceived Sustainability	0.463 ***	11.641	0.039
H2	Perceived Novelty-> Perceived Resilience	0.097 ***	3.055	0.034
H3	Perceived Novelty-> Purchase Intention	0.593***	9.187	0.066
H4	Perceived Novelty-> Product Attitude	0.517***	12.334	0.043
H5	Perceived Sustainability->Product Attitude	0.184***	2.729	0.065
H6	Perceived Sustainability- > Perceived Resilience	0.757***	18.301	0.041
H7	Perceived Resilience - > Product Attitude	0.107	1.610	0.068

Path Coefficients Resulting from Structural Equation Modeling (SEM)
Note: * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$.

7. CONCLUSION AND DISCUSSION

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This study has made a number of theoretical contributions to the commercialization and sustainability of traditional cultural factors. The results of the study firstly verify from the statistical data that the moderate commercialization of cultural capital often has a positive contribution to teenagers' perceptual knowledge of traditional cultural factors. It can be preliminarily understood that the inherent intangible aspect of commercial development of cultural capital is a feasible way to improve the materialization of traditional cultural elements and promote the modern lifestyle with local cultural characteristics. In addition, the study found that the novelty of cultural and creative products will affect consumers' purchase intention and attitude. This in turn will have a positive impact on the cognition of traditional cultural factors from the perspective of the sustainability and resilience of the younger generation. Therefore, this study also tends to answer the question whether the commercialization of cultural capital can provide information for sustainable development. Previous studies have explored how design centered cultural products affect consumers' cultural perception; This study presents a quantitative study to understand consumers' attitudes towards cultural innovative design and sustainability. In this study, young people's cognition of sustainability is greatly affected by the novelty of cultural products, which means that in the context of cultural sustainability, relatively innovative design can improve people's cognition of traditional culture. approval. method. Future research can further study the economic model and strategy, improve the understanding of traditional cultural factors. The results show that the cognition of traditional cultural factors on cultural sustainability significantly affects consumers' product attitude. It can be inferred that people's motivation and identity for cultural development have a potential impact on the commercialization of cultural capital. In the future, more research should start from consumers' views on cultural development and study the marketing strategy of cultural products.

This study believes that the novelty of cultural products is a factor beyond the surface material level, while the profound influence of cultural products with internal intangible factors is studied from the traditional cultural factors. The results further show that cultural innovative design plays an important role in shaping young consumers' purchase intention. From the perspective of statistics, managers and designers of cultural industry should be encouraged to develop more innovative products from the internal level of traditional cultural factors. In addition, scholars and designers should explore more innovative cultural product design methods and applications while considering cultural sustainability. Future research should expand the research mode of this study to the context of cultural innovation design derived from traditional cultural factors.

The results showed that seven of the eight hypotheses were supported. It was found that the significant path coefficients for the novelty of cultural products were 0.463 and 0.097, respectively, and were found to affect the perceived sustainability and resilience of traditional cultural factors, verifying H1 and H2. This finding is attributed to the fact that product characteristics derived from the inherent aspects of traditional cultural factors have played an important role in improving the sustainability and resilience awareness of the younger generation. Especially young consumer groups need stronger and more spiritual media to understand the inner

In addition, the perceived novelty of cultural innovation products reveals a significant correlation between the perceived sustainability and elasticity of traditional cultural factors, and the coefficient supporting H6 is 0.757. This research shows for the first time evidence of how perceived sustainability affects the perceived elasticity of traditional cultural factors. The connection between the two concepts is essential to support the theory of cultural sustainability in the context of people-oriented development.

The novelty of cultural innovative products directly affects the attitude of young consumers, and the coefficient is 0.517. The influence coefficient of traditional culture on product attitude is 0.184, which supports H4 and H5. This shows that the novelty and sustainability of cultural products can significantly improve the product attitude and cognition of the younger generation. This is because the concept of cultural capital is not a static asset, but tends to encourage more innovative design thinking and convey the profound cultural vitality of traditional cultural factors. Previous studies tried to explore different ways to improve consumers' awareness of cultural products.

On the other hand, the impact of perceived elasticity on product attitude is not significant; therefore, H7 is not supported. The path coefficient of 0.107 shows that consumers' behavior towards new cultural products has less connection with how they view the elasticity of traditional cultural factors in the cultural context.

Moreover, the influence of the perceived novelty of cultural product on the

attitudinal purchase intention was confirmed with the coefficient of 0.593, the H3 was verified. This statistical evidence first establishes the theoretical relationship between the novelty of cultural products and purchase intention. Our finding can support Leong et al., Chai et al., and Lin's previous studies that higher cultural level design of cultural products can strengthen consumer attitudes and further verify its impact on consumers'

purchase intention (J. Chai & Ngai, 2015).

Finally, it confirmed the influence of consumers' attitudes towards cultural products on purchasing behavior. H8 is supported because the coefficient of this relationship is 0.249. Although some studies have verified the influence of consumer

brand attitudes on purchase intention in green marketing, this discovery first establishes the theoretical relationship between product attitude and purchase intention in cultural product discourse. From this result, it can be reasonably assumed that the novel features of product design can encourage large-scale cultural product consumption.

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