

# Experience Enhances Art Culture Identity? A Correlative Research on Aboriginal Culture Events and Images of Travelers

Ting-Yuan Chang, candidate of PH.D program in Creative Industry Design, Institute of Creative Industry Design, National Cheng Kung University, Taiwan

Shiann-Far Kung, Associate Professor, Institute of Creative Industry Design, National Cheng Kung University, Taiwan

Hsiang-Yung Feng, Assistant Professor, Department of Leisure, Recreation and Creative Industry Management, National Pingtung Institute of Commerce, Taiwan

## ABSTRACT

*Before the Han Chinese immigration began in the mid-1600s, Taiwan was inhabited by people belonging to the Austronesian race, the members of which lived in a vast area extending from Madagascar in the west to Hawaii and Easter Island in the east, and from New Zealand in the south to Taiwan in the north. Taiwan's aborigines are believed to have come from the Malay archipelago in different waves about 6,000 years ago at the earliest and less than 1,000 years ago at the latest. Since their languages are very different--more varied than those of the Philippines--some scholars suggest that Taiwan is the original homeland of all Austronesians. Archeological findings indicate that Taiwan had been inhabited by other people before the current aborigines came.*

*In order to preserve the aborigines in Taiwan, central and local governments are aggressive to promote and extend those aboriginal commodities which stand for unique national culture. The central government tries continuously to incubate aborigine artists, works, and preserve culture for these years; the locals, they budget aborigines subsidy to hold cultural activities to create tourism industry, for example, the annual Harvest Festivals. In recent years, this strategy has been succeed in promoting domestic residents and foreign tourists commercial values and creating cultural identify with Taiwanese residents.*

*The research finds those who owned traveling experience in aboriginal parks, or villages, are with stronger motivation to accept aboriginal culture. They will be motivated to purchase aboriginal commodities, or enhanced to concern future aboriginal culture. The method of cultural value created is not only impressed by images, but is to experience aboriginal culture to develop individual purchasing motivation. A lot of critical factors will influence customers to accept aboriginal culture, and believe they are special and unique.*

**Keywords:** *Aboriginal culture, Purchasing motivation, Culture identity, Culture image, Culture experience, Value Creation*

## INTRODUCTION

In recent years, many countries are trying to maintain and or enlarge their own conventional culture. Majority people knew that packaged or redesign merchandise with cultural elements can create value-added effect than the ones without culture. Culture creation value is a must-be way for global market. In the past time, OEM (Outsource Equipment Manufacture) will not be the only choice to develop national economy, culture industry development also stands a critical role for Asia Area countries, particular in Taiwan.

Art creation of art workers can provide audiences with value and non-value benefits. Some people can appreciate art merchandises without paying. Some others can be willing to pay for those discarnate spirit satisfactions without any mutual benefits. In Taiwan, quite a lot of aboriginal art goods can't make great business value, because lacks of many aesthetics capacities and identities from consumers or markets. Although Taiwanese government grant or subsidy aborigines budgets to develop their innate culture for aboriginal cultural preservation, long-term direct supporting results to aboriginal competitive abilities' reduction.

According to Cees (2000) travelling motivation research statements, emotional and experiential needs are relevant in pleasure-seeking and choice behavior. From an information processing point of view, it is suggested that mental imagery is an anticipating and motivating force that mediates emotional experiences, evaluations, and behavioral intentions. Therefore, mental imagery supposed to influence customers to go or not to go next step. If customers' motivation and pleasure can be anticipated through their image after experience, then aboriginal art goods should be estimated and decide what art works to go persistently. This study will model a process to realize relationship between customers' purchasing behaviors and aboriginal culture experiencing.

## **BACKGROUND LITERATURE**

### **Effect of Aboriginal Brand Identification**

Previous research has consistently shown that consumers in blind taste tests are unable to detect their own preferred brand. Allison and Uhl (1964) had beer drinkers with well-established preferences rate several brands in a blind taste test and again when the brands were identified. They found that the beer drinkers tended to rate the taste of their preferred brand significantly higher when it was identified than they did in the blind taste test. Moreover, the beer drinkers were unable to distinguish their preferred brand from the others tasted in the blind taste test. However, this study did not investigate questions related to choice and sampling of brands. The present study explores the effects of brand awareness on choice, brand sampling, and the frequency with which the highest-quality brand is chosen following a series of trials.

### **Effects of Prior Exposure of Stimuli**

A considerably greater amount of work has examined the effects of more elaborate knowledge structures (see Alba and Hutchinson 1987). A growing body of evidence, however, suggests that the consumer in many purchase situations is, at best, a passive recipient of product information and one who tends to spend minimal time and cognitive effort in choosing among brands (Hoyer 1984). In situations involving common, repeat-purchase products, consumer may choose a brand on the basis of a simple heuristic (e.g., brand awareness, pricing, package) and then evaluate the brand subsequent to purchase (Ray et al. 1973). In such instances, awareness results mainly from exposure to advertising and other sources of information.

Several streams of research have reported perception of familiar stimuli to be associated with positive affect. For example, Titchener (1912) comments, "What . . . is the feeling [i.e., that experienced upon recognition]? In experiments upon recognition it is variously reported as a glow of warmth, a sense of ownership, a feeling of intimacy, a sense of being at home, a feeling of ease, a comfortable feeling. It is a feeling pleasurable in its affective quality, diffusively organic in its sensory character."

Berlyne (1970) argues that novel stimuli tend to be highly arousing and trigger aversive reactions. As a person gains familiarity with a stimulus through repeated exposure, however, positive affect and an approach tendency form. Perceived risk tends to decline and positive affect tends to increase with repeated exposure (Baker et al. 1986; Obermiller 1985).

Research by Zajonc (1980) and his colleagues on the mere exposure effect also indicate that familiar stimuli tend to be better liked than unfamiliar ones, even in the absence of recognition. The results of Zajonc and his colleagues, which have been extended in consumer research by Janiszewski (1988), suggest that familiarity leads to greater liking, even without the mediation of conscious awareness. It might thus be argued that the effects of awareness on choice cannot be separated from those of affect. Although it is clear that attempting to separate affect from awareness requires extremely tight internal laboratory controls, such experimental controls were not feasible in this study of consumer choice and brand sampling.

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subsequent to purchase (Ray et al. 1973). In such instances, awareness results mainly from exposure to advertising and other sources of information.

Awareness represents the lowest end of a continuum of brand knowledge that ranges from simple recognition of the brand name to a highly developed cognitive structure based on detailed information. Recognition is taken here to be the process of perceiving a brand as previously encountered (Mandler 1980).

The distinction between awareness and recognition is a subtle one, the former denoting a state of knowledge possessed by the consumer and the latter a cognitive process resulting from awareness. (D. Hoyer and P. Brown, 1990) With a simple rule such as "buy the best- known brand" unavailable, the decision maker must resort to other selection criteria. By providing an opportunity to sample among brands across several selection experiences, this study tested the prediction that subjects who cannot rely on the awareness heuristic will take greater advantage of the opportunity to sample.

From market communication to customers purchasing behavior happened, cognitive, affective, and behavior process always are discussed. The general model as the following (Figure 1), awareness is the initial thought and adoption (could be purchasing, action...) is the final result. When people own the aboriginal products purchasing experience, their awareness, even cognition, what can stimulate them purchasing related merchandise behavior occurred.

## METHOD

The hypotheses were tested with an experimental procedure that asked subjects to make a series of decisions regarding a aboriginal image choice for hand-made products (including of handcraft, painting, and foods) and art performance (including of aboriginal songs, dances, and created songs). After each selection, subjects were asked why they chose a particular good and why they want buy aboriginal merchandise? This study will analyze demographic, psychological factors and model their relationship. A series of product-usage and experience questions were presented to complete the session in the questionnaire. After finished questionnaire, respondents will grant a aborigine manufactured coffee to experience coffee flavor and recall their past consuming experience.

The study investigated 250 customers who could be experienced purchasing aboriginal products/ services and could be not. According to return questionnaires, analyze those who have experienced aboriginal culture parks, exhibition halls, or purchasing aboriginal products/ services before.

Stag	Cognitive			Affective		Behavior Stage	
AIDA Model	Attention			Interest	Desire	Action	
Hierarch-of – Effects Model	Awareness	Knowledge		Linking Preference	Conviction	Purchase	
Innovation Adopting Model	Awareness			Interest	Evaluation	Trial	Adopting
Communication Model	Exposure	Reception	Cognitive	Attitude	Intention	Behavior	

Source: E.K. Strong. The psychology of Selling (New York:McGraw-Hill, 1925); Robert J. Lavidge and Gary A Steiner, "A Model for Predictive Measurements of Advertising Effectiveness," Journal of Marketing (Oct 1961):61; Everett M. Rogers, Diffusion of Innovation(New York:The Free Press, 1962) pp.79-86; various source

**Figure 1: Response Model**

By figure 1, when customers buy aboriginal products, to decide to purchase or not will pass through many stages: cognitive, affective, and behavior stages. This study will focus on cognitive stages discussion. We will try to find those factors which drive purchasing behavior. Customers' knowledge of aboriginal performing ability and their experiences on aboriginal products-usage or service will be analyzed by influential factors on awareness.

Therefore, customers' knowledge and experience about aboriginal life, will be measured to evaluate their influence degree on adoption/ behavior. My hypothesis is the following statement:

1. If customers' aboriginal knowledge is positive on awareness, then adoption behavior will be proved.
2. If customers' aboriginal experience is positive on awareness, then adoption behavior will be also proved.
3. Experience will influence customers to buy aboriginal products or not.

**Figure 2: Research Structure**

Since the bottom of February, this study begun to collect customers purchasing behaviors and experience. After collection 250 respondents, this study did the correlation analysis. There are over half of interviewed customers visiting Aboriginal Culture Park. From these customers' experience, we try to compare impact degree between customers' knowledge and experience.

In this case, there are 104 male samples and 146 female samples. It's a proper distribution. In age index, most respondents range from 21 to 30 years old (57.2%). The second majority is under 20 years old. That means over 75% respondents are under 30 years old. On the other hand, 81.6% respondents own college or university education degree. It is worthy to discuss about the relationship between knowledge and experience, and influential degree related with consumption motivation of aboriginal art goods.

**Table 1: Characters of Sample (N=250)**

Classification	Items	Frequency	Percentage
Gender	Man	104	41.6
	Woman	146	58.4
Age	Under 20	49	19.6
	21~30	143	57.2
	31~40	22	8.8
	41~50	24	9.6
	Above 51	12	4.8
Education	Senior high school or less	46	18.4
	University/ Collage	190	76.0
	Graduate school	14	5.6
Monthly income	Under 20,000NT.	148	59.2
	20,001~40,000NT	75	30.0
	40001~60000NT.	20	8.0
	Above 60,001NT	7	2.8

## RESULTS

1. Over 80% respondents are agreed with aboriginal abilities which owned sing, dance, music compose, handcraft-making. High respondents agree that aboriginal culture could represent Taiwanese culture.

**Table 2: Image to Aboriginal Talents (N=250)**

Opinion	Inherent Singers	Inherent Dancers	Inherent Music Composers	Inherent Handcraft Makers	Aborigines Represents Major Culture
Agree	86.8%	81.2%	79.6%	80.8%	81.0%
Disagree	2.4%	5.2%	4.8%	7.2%	5.2%
Others	10.8%	13.6%	15.6%	12.0%	13.8%

2. Unfortunately, even most respondents agree aboriginal culture could represent Taiwanese culture, but less they prefer purchasing aboriginal products. According to the following figure 2, customers prefer buying color glazed bead to buying others. Maybe the Taiwanese film “Cave No.7” creates glazed bead value. It made glazed bead well-known all around the Taiwan Island. It seems that aboriginal products have not created cultural value for themselves.

**Table 3: Purchasing Experience of Respondents (N=250)**

Products	Color Glaze Bead	Pottery	Wooden Crafts	Painting	Foods
Buying experience	26.0%	9.6%	9.6%	9.2%	17.6%
Never experience	58.0%	74.4%	74.4%	74.8%	66.4%
Others	16.0%	16.0%	16.0%	16.0%	16.0%

3. In order to find the relationship between knowledge and experience on customers’ awareness, this study did the correlation analysis. Assume those customers experienced Aborigine Culture Park, joined aboriginal related associations will make them prefer purchasing aboriginal products. Actually, there is no significant relationship between experience and awareness (As Fig 3.). On the contrary, knowledge will significantly influence customers to decide to buy aboriginal products or not.

**Figure 3: Consumers’ experience don’t affect purchasing behavior of aboriginal goods**

4. In terms of the above data analysis, evidence show us that knowledge related aborigines is more important and significantly influence customers decision to buy or not than customers experience on aboriginal culture, products, environment.(As Fig 4)

**Figure 4: Consumers’ knowledge affects purchasing behavior of aboriginal goods**

## SUGGESTION

According to the above figure 3, anyone (no matter governments, or aborigine shops businessmen) should know that to extend aboriginal products had better extend aboriginal related knowledge to customers. In past time, people will establish an aboriginal environment to encourage customers to buy products. Actually, experience will not significantly influence on purchasing aboriginal products effects. But aboriginal identification seems not came from customers' experience, but from customers' aboriginal related knowledge (i.e., aboriginal history, aboriginal tribes' knowledge.....)

Aboriginal culture needs to be extended to mass people's cognition in Taiwan. Culture can induce customers to decide if accept aboriginal related goods or services. It is not the best way to enhance people impression of aboriginal culture through culture experiencing. In this study, we find to increase aboriginal related knowledge teaching, rather than to offer many experience opportunities, will be more effective to influence customers' purchasing behavior.

In the past time, culture experiencing chances can't capture customers' intention. We find that aboriginal goods or services are hard to make high-value profits. The reasons why not success are maybe experiencing environment not good for customers, or are lack of cultural expression to enhance customers' cultural knowledge. According to this study result, enhancing customers' knowledge which is related with aboriginal culture can capture customers' identification. By increasing customers' intentions and identification will stimulus them to purchase goods or services. With providing the opportunities to experience aboriginal culture was inferior to impart customers to know aboriginal culture knowledge.

As table 4, most of respondents own the experiences of visiting aboriginal scenic spots, museums, or related facilities. Customers own related experience can't influence them to buy goods or to accept services. On the contrary, customers own related aboriginal knowledge can be stimulus to purchase aboriginal goods or services. It is better to express culture meaning to customers than to stimulus their emotional sense.

**Table 4: The Differences Comparison between Experienced and Non-experienced Purchasers (N=250)**

Aboriginal Image	Experienced	Without Any Experienced
Aborigine Culture Park	56.0%	40.4%
Literature & Education Association	21.2%	75.2%
Color Glaze Bead Workshop	37.3%	59.0%
Rukai Culture Exhibition	15.6%	80.8%
Tea Village Forest Playground	12.8%	83.6%
Wutai Art Village	17.2%	79.2%
Aboriginal Young People Workshop	4.8%	91.6%
Others	4.4%	92.0%

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