

Using Cultural Products and Cultural Landscapes to Promotion Globalization of Cultural and Creative Ceramics Industry in Yingge

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Abstract

We investigate whether the Yingge Wares brand with marketing elements which include the quality of cultural products, cultural landscapes, and strategic alliances, affects the globalization and cultural consumption of the Yingge Ceramics Museum through brand value and place identity of customer recognition and attitude. The empirical results show that methods are provided for promotion through strategic alliance. Amongst, successful co-operation can develop customer brand awareness to increase profit and improve reputation

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to achieve cultural consumption. Additionally, enhancing the cultural landscape in Yingge can strengthen the customer's impression and achieve globalization. Consequently, Yingge Ceramics Museum manager can employ our results to develop marketing strategies for the Yingge Wares brand to achieve the goal of globalization.

Keywords: cultural landscape, strategic alliances, place identity, globalization, cultural consumption

1. INTRODUCTION

The paper proposed an integrated model to explore cultural brand attitudes and purchase likelihood of consumers. The purpose of this study is to show a causal relationship among marketing elements, consumer recognition and attitude, and company goals. The framework of our study is derived from three theoretical streams in consumer behavior: culture product theory, local identity model, and the strategic alliances network model. This causal relationship is an important issue in the field of San-Ying ceramics globalization because appropriate management tools can effectively enhance brand value and globalization. It can arouse the user's preference and company goals. The potential contribution of this study is to assist the development of the Yingge Ceramics Museum's brand (Yingge Wares). This study also establishes a conceptual framework among marketing elements, consumer recognition and attitude, and company goals, and addresses a predicted causal relationship that identifies their corresponding relationship attributes.

This study identifies the causal relationship among marketing elements, consumer recognition and attitude, and company goals. The goal of the company is a critical aspect of the San-Ying ceramics industry. The significance of this issue has recently become more apparent in Taiwanese cultural and creative industries because there it is now receiving more attention.

This new issue inspires a serial movement because the New Taipei City Government has become committed to the promotion of Taiwan's cultural industry. The Yingge Wares

Branding Project of the New Taipei City Yingge Ceramics Museum is a critical plan that responds to the country's recent cultural strategies and concepts of a new era (Yingge Ceramics Museum, 2010). Although the ceramic industry was popular during 1980s and 1990s, a fresh approach is required to revitalize the unique features of the ceramics industry. Therefore, we incorporate the output of the factories and studios of Yingge to re-interpret and present it an innovative approach. For example, people who visited the 2010 Shanghai World Expo Taiwan Pavilion, received a sky lantern mug, although there was no information provided on where the cup was designed or manufactured. Therefore, the establishment of the Yingge Wares brand is necessary to penetrate the international market. To serve an act of "consumption" (Heffetz, 2009), products must be agreed symbols; a quality obtained from a form of social coordination of valid, approved consumption symbols. The signals that the products consumed must be visible and widely recognized as a proper (and usually costly) symbol when products are consumed by customers seeking to gain social recognition or signal status. The Yingge Ceramics Museum is committed to the development of the Yingge Wares brand. It is crucial that people are able to recognize the brand. Furthermore, when people see logo, they can associate Yingge's ceramics, thereby promoting cultural consumption.

The causal relationship between consumer recognition and attitude and company goals is discussed in this paper. It is critical to recognize relationship values that enhance globalization; thus, Yingge Ceramics Museum can employ them to maximize their relationship value. In April 2010, when visiting Yingge Ceramics Museum, the Yingge Ceramics Museum staff was eager to promote the Yingge Wares brand first; and even identified with Yingge Wares' products. Before 2008, the Yingge ceramics industry frequently experiences issues with counterfeit products, resulting in poor product quality. Establish the Yingge Wares brand guarantees quality, and attracts consumer purchasing behavior.

Furthermore, this framework includes a new variable, "place identity," which Larco (2009) proposed, as our intermediate variable to understand whether the phenomenon "local identity" would influence consumers' thoughts about brand value from different countries. To increase an organization's competitive advantage and create favorable brand image can bring international diversification from strategic foundations (Kim and Choi, 2010). In this

situation, local identity is not necessarily origin area, but is produced and commoditized to generate interest, tourism, residence, and commerce (Larco, 2009). No matter brand value or place identity of view. First, to promote consumer consumption, which we call cultural consumption, serve an act of cultural consumption (Heffetz, 2009), products must be have symbols, a quality they obtain from some form of social coordination on what is perceived as valid, approved consumption symbols. The signals that the consumed products provide must be visible and widely recognized as a proper (and usually costly) symbol when products are consumed by customers for gaining social recognition or signal status. Globalization is defined as a process of interaction and integration among people, companies, and governments of various nations. "Globalization" is becoming fashionable words of the political and academic debate, it is covering political, economic and cultural (Mitu, 2011).

Several management tools are employed to solve the management issues and problems encountered in our study. These tools comprise the cultural product quality, cultural landscape, and strategic alliances. These tools require analysis to determine an approach to promote globalization.

Thus, our study proposed a framework to study whether the Yingge Wares brand with marketing elements which include the quality of cultural products, cultural landscapes, and strategic alliances, affects the globalization and cultural consumption of the Yingge Ceramics Museum through brand value and place identity of customer recognition and attitude.

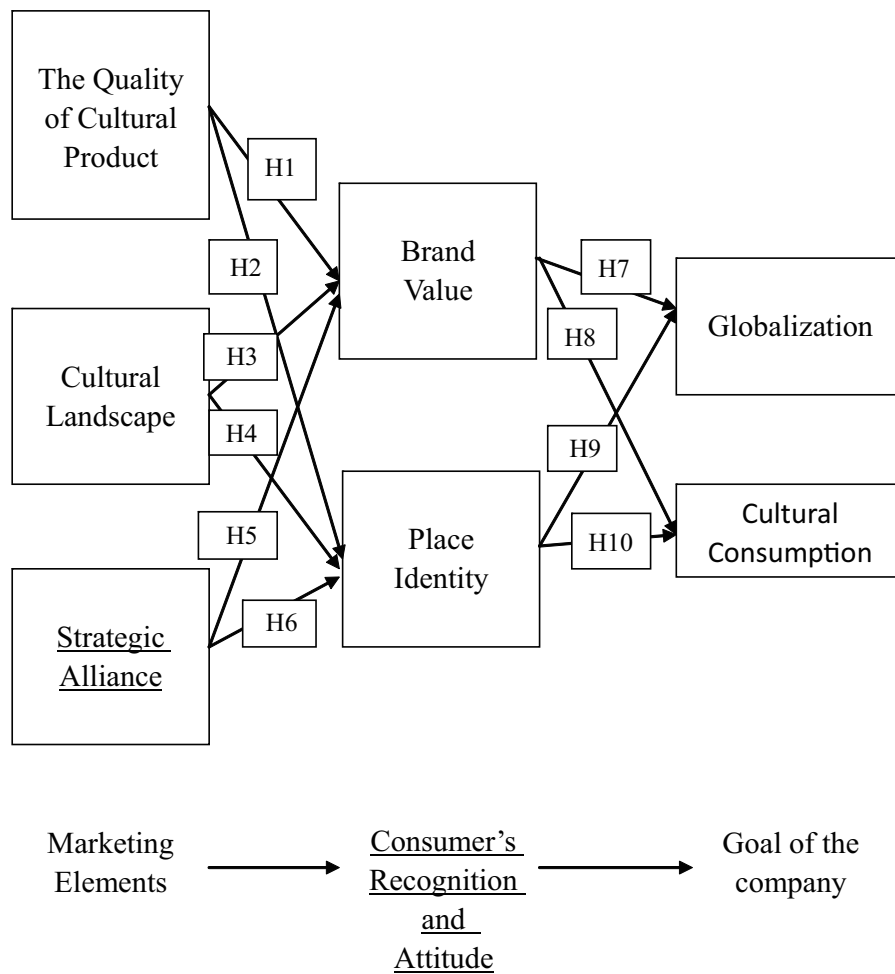


Figure 1 Research Framework

2. RESEARCH HYPOTHESIS

This framework is mainly derived from Kalandides and Kavaratzis (2009). The authors proposed an integrated model to explore cultural brand attitudes and purchase likelihood of consumers. Figure 1 displays the conceptual framework of this study. Consequently, the framework of our study is derived from three theoretical streams in consumer behavior: culture product theory, local identity model, and the strategic alliances network model. Product

globalization and cultural consumption construct the core of culture product theory (Barnett and McKendrick, 2004; Heffetez, 2009). Cultural product quality is the degree of how well the product specification meets customer expectations (Saravanan and Rao, 2006). The growth of global consumer segments parallels the emergence of global consumer cultures, generally accepted beliefs and consumer tendencies toward globally shared consumption-related symbols such as brands, product categories, and consumption activities and events from a cultural perspective (Terpstra and David, 1991). The phenomenon “local identity” or “place identity” would influence consumers’ thoughts about brand value from different countries (Larco, 2009). Consumer identity is based on social identity. It is said that a social-identity approach to consumption decision making and consumer judgments (consumer’s brand opinion) leads to fruitful research in consumer behavior that involves the self-concept (Reed, 2002). Strategic alliance is a formal agreement between two or more business organizations to pursue a set of private and common interests through the sharing of resources in contexts involving uncertainty over outcomes (Arino and Torre, 1998). Rahman (2006) suggests that alliance performance comprises two elements both of which are necessary to assure alliance performance: goal accomplishment and relational harmony.

Furthermore, this framework includes a new variable, “place identity,” which Larco proposed in 2009, as our intermediate variable to understand whether the phenomenon “local identity” would influence consumers’ thoughts about brand value from different countries. According to Barnett and McKendrick’s study (2004) about brand globalization and Heffetez’s study (2009) about symbolic consumption, we choose the two important variables, globalization and cultural consumption, involved in our model. Using this framework, we then investigated the customers’ impression on Yingge to marketing program.

2.1 Relationship between the Quality of Cultural Product and Brand Value and Place Identity

Cultural product quality is defined as the degree of how well the product specification meets customer expectations. If people think a product specification fits their need, they are more likely engage in purchasing behavior. Service quality is defined as the degree of how well service delivery meets customer needs. People generally believe that greater customer

satisfaction creates higher perceived value for customers (Anderson *et al.*, 1994; Saravanan and Rao, 2006; Westlund, *et al.*, 2005; Zeithaml, 2000).

Brand value is a concept that is not clearly defined (Zeithaml, 1988). It relates to the influence of a brand in the marketing mix or the impact of the brand name on reactions to other features of the marketing mix, such as consumer reactions to the actual product.

The construction of place brands is frequently based on the principle that places should be treated like products, as if they can be sold (Kalandides & Kavaratzis, 2009). It has been expected that there is something called “place identity” that brand producers can manipulate.

The quality of cultural products reminds consumers of a product and place; their impression of an image related to the product may motivate repurchase, cumulating the brand value. Once consumers’ confidence in a cultural product is established, they develop identification with a place, and subsequent purchases may create a connection between the product and place.

Brand value considers the role of relationships in value creation because value is provided when a brand is perceived to provide a consumer with savings, possess higher product quality, or improve convenience (Chandon *et al.*, 2000; Chandon *et al.*, 2011). Furthermore, people have a psychological need to attach themselves to their environment (Scannell & Gifford, 2010), and to fulfill this need, they need to link certain types of meanings to the environment.

Hypothesis 1: The quality of cultural product has a positive effect on brand value.

Hypothesis 2: The quality of cultural product has a positive effect on place identity.

2.2 Relationship between the Cultural Landscape and Brand Value and Place Identity

Landscape is an area, perceived by people, that acquires character because of action and interaction of natural and/or human factors (Council of Europe, 2000). The cultural landscape's character reflected values of people who have designed it, and to buy it (Taylor, 2009). Consumer can develop brand by (1) brand is a part of people conception (2) it has instrumental value (Park *et al.*, 2010). In other words, cultural landscape attracts consumers

to visit a location, and reflects consumer's value of landscape, even to purchase products within the cultural landscape. After the reputation is developed, it also creates the cultural landscape's brand value. Cultural landscapes are an imprint of human history (Taylor, 2009).

Cultural landscapes are symbols can remind us of the past. According to the record of history, cultural landscape and product that we learn to interpret cultural landscapes and history. They contain a wealth of evidence of our social and material history with which we readily associate heritage values.

Hypothesis 3: Cultural Landscape has a positive effect on brand value.

Hypothesis 4: Cultural Landscape has a positive effect on place identity.

2.3 Relationship between Strategic Alliances and Brand Value and Place Identity

Via a marketing strategic alliance, members of the group can integrate marketing resources and marketing activities, even share risks and costs; to implement strategic and achieve the goal (Samiee, 2008). Furthermore, Arend and Amit (2005) indicated that marketing channels and promotion activities are marketing strategic alliances activities. Day and Nedungadi (1994) stressed strategic alliance requires marketing ability of complex and marketing knowledge to negotiate their resource and overall performance of the alliance.

One factor that has been offered as a means to increase alliance cooperation is reputation (Houston, 2003; Stump and Heide, 1996). Firm reputation is a critical resource (Barney, 1991) that can attract alliance partners (Dollinger *et al.*, 1997) and contribute to alliance success (Michelet, 1992; Saxton, 1997). The majority of consumer-behavior research indicates that people's decisions are based primarily on their attitudes toward their available choices (Petty *et al.*, 1991). Following this view, consumers' attitudes toward brand alliance should influence related behaviors. Research suggests that favorable attitudes toward brand alliance can positively affect both partners (Simonin and Ruth, 1998). In addition, after a successful alliance, consumer attitudes toward both brands become more accessible (Fazio, 1995; Fazio and Williams, 1986). That is, a better strategic alliance can create reputation and influence consumer behavior thereby increasing brand value. After creating reputation, strategic alliances attract consumers to purchase the product in Yingge. As time passes, people

have the impression here. Therefore, when people think of the product, they also think of the place.

Hypothesis 5: Strategic alliance has a positive effect on brand value.

Hypothesis 6: Strategic alliance has a positive effect on place identity.

2.4 Relationship between the Brand Value and Globalization and Cultural Consumption

Globalization is defined as a process of interaction and integration among the people, companies, and governments of different nations. However, globalization is not new. And globalization refers to fundamental changes in the spatial and temporal contours of social existence, of culture, of human physical well-being, according to which the significance of space or territory undergoes shifts in the face of a no less dramatic acceleration in the temporal structure of crucial forms of human activity. As a process, globalization involves continuous motion and respect for human rights, cultural identity, and autonomy. Furthermore, it requires education beyond the requirements of the national education; an education globally validated social values, such as cultural pluralism, freedom, equality, solidarity, and democracy (Barnett & McKendrick, 2004).

To serve an act of “symbolic consumption” (Heffetz, 2009), products must be agreed symbols, a quality obtained from some form of social coordination on what are valid, approved consumption symbols. The signals the consumed products provide must be visible and widely recognized as a proper (and usually costly) symbol when the purpose of consumption is to gain social recognition or signal status.

To maintain international diversification can create competitive advantage for future. That is to say, global brand value has relationship with international diversification. Hence, international diversification is a foundation that create brand image, even increasing organization's competitive advantage (Kim & Choi, 2010). As soon as a company has brand value, it can create more diversified products for customers. Ultimately, it achieves the goal of globalization. Brand value is widely regarded as an influential factor, it can understand consumer consumption value and determine of consuming everyday products and service. Most of companies to establish and maintain global brand images (Park & Rabolt, 2009).

Hypothesis 7: Brand value has a positive effect on globalization.

Hypothesis 8: Brand value has a positive effect on cultural consumption.

2.5 Relationship between the Place Identity and Globalization and Cultural Consumption

In this situation, local identity is not necessarily origin area, but is produced and commoditized to generate interest, tourism, residence, and commerce (Larco, 2009). In other words, once people develop a strong interest in a place, regardless of the product, so long as the products are recognized, they will recommend it to others from local place to other place, a good chance to visit this region, resulting in globalization. People will purchase the product because of interest, resulting in cultural consumption.

Hypothesis 9: Place identity has a positive effect on globalization.

Hypothesis 10: Place identity has a positive effect on cultural consumption.

3. RESEARCH METHOD

3.1 Measurement and Scale

We setup our research framework and set the linear structure relationship path between the cultural products quality, cultural landscape, strategic alliances, brand value, place identity, globalization, and cultural consumption. The linear structure relationship model contains two parts: (1) structural equation model: includes latent variable and observed variable, and it also reveals the causal relationship between latent variables. (2) measurement model: includes latent variable and observed variable, and it also reveals the causal relationship between latent variables. Note that it is designed primarily for structural equation modeling, path analysis, and covariance structure modeling. It not only integrates the path analysis, but combines confirmatory factor analysis (CFA) and statistical method.

The questionnaires we adopt refer to the studies of foreign researchers, and we measure these seven variables by using a six-point Likert scale with item in questionnaires. There are comprise the items and variable constructs as follow.

The Quality of Cultural Product: We use the variable of the quality of cultural product

suggested by Garvin (1987), and adopt the three dimensions of features, reliability and aesthetics to measure it in our study. *Cultural landscape*: We use the variable of cultural landscape suggested by Lothian (1999), and adopt the four dimensions of stewardship, coherence, visual scale and complexity to measure it. *Strategic Alliance*: We use the variable of strategic alliance suggested by Zhang *et al.* (2010), and adopt the five dimensions of the commitment to cooperation, quality control system, sales service, the potential market and plant and production capabilities to measure it.

Brand Value: We use the variable of brand value suggested by Lasser *et al.* (1995), and adopt the four dimensions of performance, trustworthiness, attachment and social image to measure it. *Place Identity*: We use the variable of place identity suggested by Relph (1976), and adopt the three dimensions of physical, human activities and meanings to measure it.

Globalization: We use the variable of the globalization suggested by Luo *et al.* (2005), and adopt the three dimensions of market sourcing, market seeking and partnership to measure it. *Cultural Consumption*: We use the variable of the cultural consumption suggested by Hoyer and MacInnis (1997), and adopt the four dimensions of emblematic, role acquisition, connectedness and expressiveness to measure it in our study.

3.2 Survey Method and Questionnaire Design

Our main survey area is the Great Taipei Area, and we separate the Great Taipei Area into two parts: Taipei City and New Taipei City.

We analyze the population and age in each area and then develop the proportion of each area. In this way, we can know how many questionnaires we should make in each area. Therefore, the outcome of this study will be more valid.

The questionnaire sample are from Yingge due to we want to explore the customer's image in Yingge. Therefore, we chose the customers who visited Yingge before; otherwise, if we chose the customers who never visit Yingge, the result of questionnaire is likely to have errors.

We sent 420 questionnaires from 2012 Spring and divided the sample according to age and gender in each distinct. The sample medium age was 38 years in Great Taipei Area, therefore, we divided into two age groups, 18 to 38 years, and 39 to 60 years (see Table 1).

4. EMPIRICAL RESULTS

4.1 The Result of Basic Statistic Analysis

We sent 420 questionnaires and resumed 412 questionnaires from 2012 January to March. The ratio of questionnaires return was 98.1%. All of 412 questionnaires, 23 questionnaires were invalid that missing values or incomplete answers. The questionnaires of valid response rate were 94.42%.

4.2 Reliability Analysis and Validity Analysis

We conduct the reliability through using Cronbach's coefficient to measure the consistency reliability of the constructs. In terms of a good reliability construct, the Cronbach's coefficient should larger than 0.70 (Nunnally, 1970). In the formal test examination, most Cronbach's coefficient of all dimensions are larger than 0.70.

Furthermore, we assess the reliability jointly for all items of a construct by computing the composite reliability (CR). According to Fornell and Larcker (1981), if the composite reliability is larger than 0.6 that indicates an acceptable fit of the data.

In addition, this article computes the average variance extracted (AVE) to confirm the discriminate validity in our study (Fornell and Larcker, 1981). If the AVE value is larger than 0.4, it exhibits that this questionnaire possesses the high discriminate validity (Batra and Sinhe, 2000). We find that AVE is almost not smaller than 0.5 which indicate that an acceptable fit of a great discriminate validity of the data (Fornell and Larcker, 1981). Concerning evaluation of on convergent validity, we can test it by employing a confirmatory factor analysis (CFA) model. And we find all values of AVE are larger than 0.5. Consequently, it reveals that our research has the discriminate validity.

Table 1 Sample Structure of Quota Sampling

Area		18-38 years old		39-60 years old		Sample Structure
		Male	Female	Male	Female	
Taipei City	East Side	11	11	11	11	44
	West Side	9	9	9	9	36
	South Side	10	10	10	10	40
	North Side	10	10	10	10	40
New Taipei City	East Side	11	12	11	12	46
	West Side	14	14	14	14	56
	South Side	23	23	23	23	92
	North Side	11	12	11	12	46
Sub-total		99	101	99	101	400
Total		200		200		400

4.3 Results of LISREL Analysis

Table 3 displays the structural model with the coefficient and almost significant relationship between variables and variables are followed the hypothesized direction. These results provide us the reasonably evidence for the model. The quality of cultural product has effect on brand value ($H_{1a}:\beta_1$ 0.654, t -value=17.024) and also has effect on place identity ($H_{1b}:\beta_2$ 0.531, t -value=12.334). Cultural landscape has effect on brand value ($H_{2a}:\beta_3$ 0.586, t -value=14.231) and place identity ($H_{2b}:\beta_4$ 0.682, t -value=18.348). Strategic alliance has effect on brand value ($H_{3a}:\beta_5$ 0.711, t -value=19.874) and place identity ($H_{3b}:\beta_6$ 0.596, t -value=14.615). However, brand value has both effect on globalization ($H_{4a}:\beta_7$ 0.731, t -value=21.064) and cultural consumption ($H_{4b}:\beta_8$ 0.741, t -value=21.730). Finally, Place identity has influence on globalization ($H_{5a}:\beta_9$ 0.732, t -value=21.143) and cultural consumption ($H_{5b}:\beta_{10}$ 0.684, t -value=18.428).

Table 2 Reliability and Validity Analysis of Variables

Construct	Item	Cronbach's α	Item to total correlation	Cronbach's α if item deleted	Loading	Composite Reliability (CR)	Average Variance Extracted (AVE)
The Quality of Cultural Product	Features	0.747	0.628	0.604	0.764	0.755	0.508
	Reliability		0.502	0.743	0.625		
	Aesthetics		0.598	0.635	0.742		
Cultural Landscape	Stewardship	0.844	0.621	0.826	0.777	0.848	0.583
	Coherence		0.681	0.804	0.814		
	Visual Scale		0.748	0.733	0.765		
	Complexity		0.675	0.804	0.695		
Strategic Alliance	Quality control system	0.836	0.670	0.790	0.750	0.835	0.559
	Sales Service		0.668	0.791	0.782		
	The potential market		0.664	0.797	0.708		
	Plant and production capabilities		0.679	0.791	0.750		
Brand Value	Performance	0.878	0.767	0.831	0.827	0.881	0.649
	Trustworthiness		0.742	0.843	0.823		
	Attachment		0.716	0.852	0.770		
	Social Image		0.725	0.848	0.800		
Place Identity	Physical	0.594	0.579	0.312	0.506	0.688	0.429
	Human activities		0.381	0.621	0.694		
	Meanings		0.343	0.578	0.742		
Globalization	Market sourcing	0.688	0.526	-	0.737	0.687	0.523
	Market seeking		0.526	-	0.709		
Cultural Consumption	Emblematic	0.884	0.758	0.847	0.842	0.889	0.666
	Role acquisition		0.778	0.848	0.825		
	Connectedness		0.767	0.844	0.800		
	Expressiveness		0.733	0.863	0.797		

The GFI (goodness-of fit index) is a measure of the relative amount of variance and covariance in sample data that is jointly explained by sample data (Jöreslog and Sörbom, 1984). If the model possesses a good fit, then the value is usually above 0.90. And the AGFI (adjusted goodness-of-fit index) adjusts for the number of degrees of freedom in the specified model. If the model possesses a good fit, then the value is usually above 0.90. Beside,

the NFI (normed fit index) and CFI (comparative fit index) use an “independence model” as a basis of comparison by which to assess the hypothesized model. These values range from 0 to 1. In our research, GFI is 0.802, AGFI is 0.755, NFI is 0.843, NNFI is 0.857, and CFI is 0.875.

Table 3 Results of Research Hypothesis (AMOS)

Hypothesized Path	Coefficient	T-value	Hypothesis
H _{1a} : The Quality of Cultural product→Brand Value	$\beta_1=0.654$	17.024**	Non-Reject
H _{1b} : The Quality of Cultural Product→Place Identity	$\beta_2=0.531$	12.334**	Non-Reject
H _{2a} : Cultural Landscape→Brand Value	$\beta_3=0.586$	14.231**	Non-Reject
H _{2b} : Cultural Landscape→Place Identity	$\beta_4=0.682$	18.348**	Non-Reject
H _{3a} : Strategic Alliance→Brand Value	$\beta_5=0.711$	19.874**	Non-Reject
H _{3b} : Strategic Alliance→Place Identity	$\beta_6=0.596$	14.615**	Non-Reject
H _{4a} : Brand Value→Globalization	$\beta_7=0.731$	21.604**	Non-Reject
H _{4b} : Brand Value→Cultural Consumption	$\beta_8=0.741$	21.730**	Non-Reject
H _{5a} : Place Identity→Globalization	$\beta_9=0.7322$	1.1434**	Non-Reject
H _{5b} : Place Identity→Cultural Consumption	$\beta_{10}=0.684$	18.428**	Non-Reject
Indicator	Empirical Results		
χ^2/df	1105.916/262 =4.221		
Comparative fit index (CFI)	0.875		
Non-normed fit index (NNFI)	0.857		
Normed fit index (NFI)	0.843		
Goodness of fit index (GFI)	0.802		
Adjusted goodness of fit index (AGFI)	0.755		
Root mean square residual (RMR)	0.032		
Root mean square error of approximation (RMSEA)	0.090		

Please note that we had adopted ANOVA determine whether or not there were any effects of the sample demographic characteristics on globalization. According to the one-way ANOVA, no significant differences were found (P-value > 0.05), indicating the sample as reasonably representative. From the result of Table 4, we acquire gender, age, education level, occupation and income level have not significant differences related to globalization (P-value >0.05). It represents that consumers do not have the different globalization with regard to the different demographic characteristics. Table 4 present the ANOVA analysis in demographic characteristics and globalization. Similar results also are obtained when the cultural

consumption variable is used.

Table 4 ANOVA Analysis of Globalization and Cultural Consumption

Globalization	Gender	Age	Education level	Occupation	Income
F-value	1.959	2.180	5.137	1.722	9.764
P-value	0.162	0.090	0.089	0.092	0.067
Cultural Consumption	Gender	Age	Education level	Occupation	Income
F-value	0.001	4.773	5.383	2.831	6.174
P-value	0.976	0.053	0.066	0.054	0.078

5. CONCLUSION

In our study, we investigated the customers' impression on Yingge to marketing program. To promote a brand, we think we should do it from the inside to the outside. Under this research issue, we then choose the quality of cultural product, cultural landscape and strategic alliance as dependent variables and try to investigate about which variable can attract the attention of customers to achieve the globalization and cultural consumption goals. Thus, our study is derived from three theoretical streams in consumer behavior: culture product theory, local identity model, and the strategic alliances network model as the research problem. Moreover, we choose the brand value and place identity as intermediary variables to explore customers' recognize and attitude, so the Yingge Ceramics Museum can understand how they achieve their goals.

The first factor is that strategic alliance influences cultural consumption through brand value. One factor that has been offered as a means to increase alliance cooperation is reputation (Houston, 2003; Stump & Heide, 1996). Firm reputation is an important resource (Barney, 1991) that can attract alliance partners (Dollinger *et al.*, 1997), as well as contribute to alliance success (Michelet, 1992; Saxton, 1997). Research indicates that favorable attitudes toward a brand alliance can positively affect both partners (Simonin & Ruth, 1998). In addition, after a successful alliance, consumers' attitudes toward both brands become more accessible (Fazio, 1995; Fazio & Williams, 1986). Customers can recognize a new brand

through partnerships, resulting in greater profits and reputation. That is, a successful strategic alliance attracts consumers to engage in purchase behavior and creates brand value. Nevertheless, the customers used to buying original products that are locally made promote cultural consumption. According to our study, if the Yingge Ceramics Museum achieves the cultural consumption plan, we recommend forming strategic alliances.

The secondary factor is that cultural landscape influences globalization through place identity. Cultural landscapes are an imprint of human history (Taylor, 2009). They can tell us, if we care to read and interpret them, something about the achievements and values of our predecessors. It is crucial that we learn to interpret cultural landscapes as living history and as part of national identities. They contain a wealth of evidence of our social and material history with which we readily associate heritage values. Therefore, the most important thing is to make customers understand the historical background of Yingge, which can create a sense of place identity, regardless of where customers come from. We can also follow this process to achieve the globalization of the Yingge's brand.

From the perspective of the Yingge Ceramics Museum, it is necessary to examine customer perception of Yingge. By understanding the Yingge Ceramics Museum marketing elements (cultural product quality, cultural landscape, and strategic alliances), we can gain a deep understanding of customer recognition and attitude (brand value, and place identity) toward Yingge. Finally, we can determine a suitable marketing goal for the Yingge Ceramics Museum to promote their brand (globalization, and cultural consumption). In our research, we proposed three factors to assist the Yingge Ceramics Museum to conduct strategies and use programs to investigate thoroughly. The most critical variable is strategic alliance, followed by cultural landscape affecting cultural consumption and globalization, respectively.

According to what we studied, Teece (1986, 1992), Pisano (1990), Barney and Baysinger (1990), Steensma (1996), and Beechman and Cordey-Hayes (1998) indicated three theoretical views: (1) Transaction Costs: The transaction costs as the main orientation. Through cooperation technological upgrading can be achieved, even reducing the risk of production and R&D costs. (2) Strategic Management: Strategy as the main orientation. International business' strategy-oriented motivation through R&D, and to control the resource exchange can lead position to consolidate the competitive advantage in the market (Fölster, 1995).

That is, an international business' competitive position affects the market value of the enterprise (Contractor & Lorange, 1988; Kogut, 1991; Barney, 1991). (3) Interactive Organization: Resource exchange and learning as the orientation. The resource dependency motivation includes the partners' trusts for each other under a strategic alliance and has well communication (Morgan & Hunt, 1994). Learning-oriented motivation is the main of requiring complementary assets. International businesses hope that they can establish their own core of capability and the value through technology and cooperation (Kogut, and Singh 1998; Hamel, 1991).

Based on these views, we present the following two suggestions: (1) Cooperation with established coffee shops such as Starbucks. (2) Aritayaki is a successful example of cooperation with Starbucks. Products must be refined and unique so that it attracts customers to engage in purchasing behavior. The details are described as follows:

The first is to cooperate with famous designers. For example, Uniqlo and the famous designer Jil Sander cooperated with the "+J" series, and ZARA cooperated with John Galiano to join the clothing case. They are short-term cooperation cases. The central concept is that it can develop a reputation that encourages customers to engage in purchasing behavior. Therefore, the Yingge Ceramics Museum can also employ this approach. The second is to educate foreigners on the history of Taiwan. Our government can also present the ceramics to other countries as a national treasure, encouraging other countries to develop interest in the products and their history.

The local industry and landscape are special for the combination of their unique and cultural history and it can promote the industrial and cultural landscape specialization. Consequently, making the local industry and cultural landscape requires unique and monopoly power on the meaning and value. Through the operation and power of distribution of global capital, it can create substantial profits (Harvey, 2002). We believe that the cultural landscape can be regarded as a valuable and irreplaceable. For example, Jingdezhen has a long cultural history, but also maintains the ancient tradition building, even some building has been modernized, but it still uses "ceramic" materials for landscaping. It tells us that we cannot live without ceramics that leave a deep impression on customers.

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運用文化產品與文化地景來推動鶯歌陶瓷文化 創意產業邁向國際化

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摘 要

本研究是在探討鶯歌陶瓷博物館在推動品牌—鶯歌燒時，以這些行銷要素（文化產品品質、文化地景、策略聯盟）是否會透過顧客的認知與態度（品牌價值、地點認同），最後影響到公司的目標（全球化、文化消費）。在此研究裡，我們利用 SPSS 與 AMOS 來檢驗每個變數間的因果關係，並在大台北地區（台北市、新北市）進行配額抽樣。實驗結果顯示，本研究的假說幾乎成立，在此也提供了兩個方案給鶯歌陶瓷博物館管理者。最有效的辦法是管理者可以找尋適合的產業進行策略聯盟。成功的合作可以讓顧客認識新品牌，也會帶來更多的利潤和聲譽，而達到文化消費。另外，也可透過強化鶯歌的文化地景來加深顧客的印象，最後達成全球化的目標。在此，鶯歌陶瓷博物館管理者可以藉由本研究結果去發展其品牌-鶯歌燒的行銷策略進而達到全球化的目標。

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