

# The Influence of Cultural Heritage Values on Purchase Intention for Applied Design Ceramic Products Inspired by Vietnamese Fine Arts: An S-O-R Framework Approach

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## Abstract

*This study analyzes the factors influencing purchase intention for applied design ceramic products inspired by Vietnamese fine arts based on the Stimulus-Organism-Response (S-O-R) framework. Out of 217 survey participants, 216 indicated an intention or consideration to purchase these products and proceeded to answer questions regarding the influencing factors; one participant with no intention to purchase exited the survey at the screening question and was excluded from the model analysis. Data were analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS software. The analysis process comprised two stages: evaluating the reliability, convergent validity, and discriminant validity of the measurement model; followed by testing the path coefficients, effect sizes, explanatory power, and model fit through Bootstrapping,  $f^2$ ,  $R^2$ , and SRMR. The findings indicate that Cultural Heritage Values positively impact Perceived Authenticity ( $\beta = 0.926$ ) and Consumer Attitude ( $\beta = 0.251$ ). Perceived Authenticity further exerts a positive influence on Attitude ( $\beta = 0.634$ ) and Purchase Intention ( $\beta = 0.198$ ), while Attitude demonstrates a strong impact on Purchase Intention ( $\beta = 0.721$ ). All hypotheses were accepted at the 5% significance level. The results emphasize the critical role of explicitly integrating historical, aesthetic, and cultural identity values, ensuring authenticity in applying heritage elements, and fostering positive attitudes toward the products. Based on these insights, the study suggests that designers and businesses should clarify cultural sources of inspiration, respect heritage significance, combine traditional values with contemporary aesthetics and functionality, and enhance communication through design storytelling and reliable product information.*

**Keywords:** Cultural heritage values, perceived authenticity, consumer attitude, purchase intention, applied design ceramic products, Vietnamese fine arts, S-O-R

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## I. Introduction

In the context of growing cultural and creative industries, heritage is increasingly leveraged as a source of material for contemporary product design. UNESCO emphasizes that cultural products hold economic value while simultaneously conveying identity, values, and cultural meaning; at the same time, the field of design facilitates the connection between a designer's creativity and the artisans' knowledge, skills, and aesthetic values (UNESCO, 2005).

In this study, Vietnamese fine arts heritage is approached through a system of patterns, symbols, colors, forms, artisanal techniques, and plastic language developed across various historical periods. These elements can be transformed into applied design products such as household ceramics, decorative items, cultural gifts, souvenirs, and interior decor. Consequently, ceramic products inspired by Vietnamese fine arts not only fulfill functional and aesthetic needs but also carry the potential to convey historical, symbolic, educational, and cultural identity values. This approach aligns with the perspective that cultural products are not merely conventional commodities, but rather vehicles for expressing identity and cultural meaning (UNESCO, 2005).

However, the use of traditional motifs or symbols does not automatically guarantee an increase in perceived value or purchase intention. Research on cultural and creative products demonstrates that consumer responses also depend on how they evaluate the product's value, level of creativity, cultural fit, and authenticity (Li et al., 2021; Li et al., 2023). For heritage-related artisanal products, aesthetic and creative characteristics often influence purchase intention through consumer attitudes (Li et al., 2024). Therefore, the critical issue is not merely whether a product incorporates traditional elements, but whether consumers perceive it as containing clear heritage value, appropriately reflecting cultural spirit, and creatively transforming inspiration without distorting its original meaning.

From a consumer behavior perspective, the effect of cultural heritage values on purchase intention can be explained through an individual's internal reception and evaluation processes. According to the S-O-R framework, external stimuli influence the cognitive and affective states of consumers, which in turn shape their behavioral responses (Mehrabian & Russell, 1974). In this study, cultural heritage values serve as the stimulus (S); perceived authenticity and product attitude act as the internal evaluation states (O); and the purchase intention for applied design ceramic products inspired by Vietnamese fine arts represents the behavioral response (R). This conceptualization builds upon previous applications of the S-O-R framework in research on design and craft product purchasing intentions.

Prior studies have primarily examined cultural and creative museum products, traditional attire, or intangible cultural heritage craft products across various contexts (Li et al., 2024). Consequently, further empirical evidence is needed to clarify the mechanism underlying purchase intention for applied design ceramic products inspired by Vietnamese fine arts.

Against this backdrop, the study pursues three primary objectives: (1) to identify the factors influencing purchase intention for applied design ceramic products inspired by Vietnamese fine arts; (2) to evaluate the extent of influence exerted by cultural heritage values, perceived authenticity, and consumer attitude on purchase intention; and (3) to propose practical implications for designers, artisans, manufacturers, and business entities to enhance consumer acceptance and purchase intention.

## **II. Theoretical Background and Research Model**

### ***2.1. Concept and Characteristics of Applied Design Ceramic Products Inspired by Vietnamese Fine Arts***

Traditional cultural expressions can be manifested through art, design, signs, symbols, craft products, and various other creative forms; they contribute to preserving a community's knowledge, skills, values, and identity across generations (WIPO, n.d.). According to UNESCO (2005), cultural products possess not only commercial value but also the capacity to convey identity, values, and cultural meaning. The cultural content of a product is embodied in its symbolic meaning, artistic aspects, and values originating from or expressing cultural identity. These perspectives provide the foundation for considering ceramic products inspired by Vietnamese fine arts not merely as consumer goods, but as vehicles for cultural expression.

In this study, "applied design ceramic products inspired by Vietnamese fine arts" are defined as products made from ceramic materials that serve functional, decorative, or gifting purposes, in which the shape, patterns, colors, composition, iconography, or design story are developed from elements of Vietnamese fine arts and cultural heritage. Cultural elements may be drawn from traditional decorative arts, architecture, sculpture, painting, handicrafts, or symbols associated with Vietnamese history and cultural life. These products may be stylized in a modern fashion and are not necessarily exact replicas of traditional artifacts.

This definition aligns with the culture-inspired design approach, wherein traditional elements are analyzed and transformed to suit product functionality and contemporary living needs, rather than merely being applied to surfaces as isolated decorative details (Qin & Ng, 2020). Research on cultural and creative products also demonstrates that the colors, patterns, imagery, and visual language of heritage can be integrated into everyday objects to create items that offer both practical utility and aesthetic and cultural value (Li et al., 2021).

Based on the conceptual scope defined above, the applied design ceramic products examined in this study exhibit several core characteristics:

- Specific utility: The products possess defined functional utility, including practical daily use, decoration, or gifting;
- Recognizable artistic elements: The products incorporate visual elements with an identifiable link to Vietnamese fine arts, such as motifs, icons, symbols, colors, composition, or execution techniques;
- Integration of tradition and modernity: The products combine traditional cultural values with contemporary design language;
- Creative adaptation: The products do not necessarily copy traditional artifacts verbatim; the creative process may involve simplification, stylization, recombination, or functional transformation of traditional elements, while maintaining a meaningful connection to the cultural source of inspiration.

By combining utility with cultural content, the ceramic products in this study embody multiple layers of value simultaneously. Functional value is reflected in their ability to fulfill daily living, decorative, or gifting

needs; aesthetic value stems from form, glaze color, pattern, and composition; while symbolic and cultural values are manifested through the connection between the product and Vietnamese history, tradition, and identity. This synthesis distinguishes applied design ceramic products inspired by Vietnamese fine arts from conventional ceramics that possess only functional or decorative value. Furthermore, these products differ from replicas of historical artifacts, as their emphasis lies in transforming heritage material into products suited to current consumption contexts and consumer demands.

## **2.2. The S-O-R Framework and Its Application in the Study**

The Stimulus-Organism-Response framework was developed in environmental psychology to explain how individuals respond to environmental inputs. According to Mehrabian and Russell (1974), external stimuli do not necessarily lead directly to behavior; rather, they first influence an individual's internal psychological states, which subsequently direct approach or avoidance responses toward the environment or perceived object. Compared to direct stimulus-response behavioral explanations, the S-O-R framework emphasizes the pivotal role of internal cognitive, emotional, and evaluative processes within the individual. The model comprises three sequential components:

- Stimulus (S): Represents external cues, attributes, or conditions that an individual receives from the environment or an object. In consumer behavior research, stimuli may stem from the retail environment, promotional activities, imagery, information, or a product's tangible and symbolic characteristics.
- Organism (O): Reflects the internal states formed after an individual receives and processes the stimulus, encompassing cognitive, affective, and evaluative dimensions.
- Response (R): Constitutes the outcome of this psychological processing, manifested as approach or avoidance tendencies, intentions, or explicit behaviors.

The S-O-R framework was subsequently expanded and widely applied in consumer behavior literature (Vieira, 2013). Eroglu et al. (2001) argued that environmental cues within a shopping context can affect consumers' cognitive and affective states, thereby triggering approach or avoidance behaviors. The value of the model lies not only in identifying which factors influence behavior, but also in elucidating the underlying psychological mechanisms through which these influences are transformed.

In the context of culture-infused design products, consumers receive not only physical attributes such as shape, color, or patterns, but also interpret the historical, symbolic, and identity meanings expressed through the product. A study by Qin et al. (2019) shows that cultural attributes embedded in product design can influence consumer responses through cognitive and cultural interpretation processes. Therefore, the S-O-R framework is appropriate for this research because the intention to purchase ceramic products is not viewed as an automatic reaction to the presence of traditional motifs, but rather as the outcome of a process in which consumers receive, interpret, and evaluate the cultural meaning of the product.

- Cultural Heritage Value (HV) is identified as the Stimulus (S) element. According to Fredheim and Khalaf (2016), HV reflects the historical, traditional, aesthetic, symbolic, and cultural identity values integrated into and conveyed through the form, patterns, color, visual language, and design story of ceramic products (as manifested through the attributes of applied design ceramics).

- The Organism (O) element comprises Perceived Authenticity (PA) and Consumer Attitude (ATT). PA reflects the cognitive process and evaluation of the degree to which a product authentically, consistently, reliably, and respectfully conveys cultural inspiration while honoring the significance of heritage. According to Morhart et al. (2015), authenticity represents a consumer's evaluation of the extent to which an object exhibits truthfulness, consistency, and alignment with its core essence or origin. In this study, PA thus expresses how consumers interpret the connection between ceramic products and Vietnamese fine arts inspiration. According to Ajzen (1991), attitude reflects the degree to which an individual evaluates an object or behavior as positive, favorable, or desirable.

- Purchase Intention (PI) is identified as the Response (R) element. PI reflects the extent to which consumers intend, consider, or are willing to choose the product in the future. Intention is regarded as a proximal indicator of behavior, as it demonstrates the readiness to perform an action after an individual has received and evaluated the target object (Ajzen, 1991; Spears & Singh, 2004).

## **2.3. Proposed Research Model**

Based on the S-O-R framework and the characteristics of applied design ceramic products inspired by Vietnamese fine arts, this study proposes a conceptual model comprising four constructs: Cultural Heritage Values (HV), Perceived Authenticity (PA), Consumer Attitude (ATT), and Purchase Intention (PI). The model examines five structural relationships, including the effects of HV on PA and ATT; the effects of PA on ATT and PI; and the effect of ATT on PI.

The proposed research model is illustrated in Figure 1.

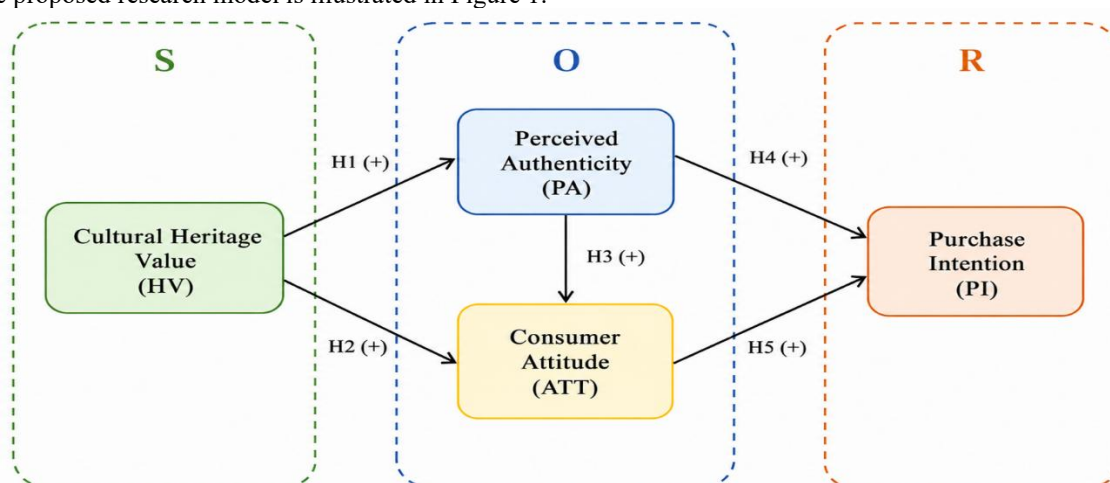


Figure 1: Proposed Research Model

Source: Authors' proposal

### Research Hypotheses:

Based on the proposed conceptual model, hypotheses were developed to elucidate the relationships among cultural heritage values, perceived authenticity, consumer attitude, and purchase intention for applied design ceramic products inspired by Vietnamese fine arts:

**H1 (+):** Cultural Heritage Values (HV) positively impact Perceived Authenticity (PA).

**H2 (+):** Cultural Heritage Values (HV) positively impact Consumer Attitude (ATT).

**H3 (+):** Perceived Authenticity (PA) positively impacts Consumer Attitude (ATT).

**H4 (+):** Perceived Authenticity (PA) positively impacts Purchase Intention (PI).

**H5 (+):** Consumer Attitude (ATT) positively impacts Purchase Intention (PI).

### Measurement Scales

The measurement scales in this study were adopted and adapted from prior literature to fit the context of applied design ceramic products inspired by Vietnamese fine arts. Four constructs-comprising Cultural Heritage Values, Perceived Authenticity, Consumer Attitude, and Purchase Intention-were measured using 13 observed variables. The details of the proposed measurement scales are presented in Table 1.

Table 1: Proposed Measurement Scales

| Construct                     | Code | Item Description                                                                                | Source                                                                                                                  |
|-------------------------------|------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Cultural Heritage Values (HV) | HV1  | The ceramic products demonstrate the historical and traditional values of Vietnam.              | Adapted from Fredheim and Khalaf (2016), Qin et al. (2019), Tu et al. (2019), Li and Li (2022), and Liu and Zhao (2024) |
|                               | HV2  | The ceramic products convey Vietnamese cultural identity.                                       |                                                                                                                         |
|                               | HV3  | The ceramic products reflect the distinctive aesthetic values of Vietnamese fine arts.          |                                                                                                                         |
|                               | HV4  | The ceramic products convey traditional cultural values in a way that fits contemporary design. |                                                                                                                         |
| Perceived Authenticity (PA)   | PA1  | The ceramic products authentically represent the inspiration from Vietnamese fine arts.         | Morhart et al. (2015)                                                                                                   |
|                               | PA2  | Cultural elements are appropriately applied in the ceramic products.                            |                                                                                                                         |
|                               | PA3  | The ceramic products demonstrate respect for traditional cultural values.                       |                                                                                                                         |
| Consumer Attitude (ATT)       | ATT1 | I consider choosing these ceramic products to be a good choice.                                 | Adapted from Ajzen (1991); Spears and Singh (2004)                                                                      |
|                               | ATT2 | I feel interested in these ceramic products.                                                    |                                                                                                                         |
|                               | ATT3 | Overall, my attitude toward these ceramic products is positive.                                 |                                                                                                                         |
| Purchase Intention (PI)       | PI1  | I intend to purchase these ceramic products when the need arises.                               | Adapted from Ajzen (1991); Spears and Singh (2004)                                                                      |
|                               | PI2  | I will consider choosing these ceramic products when the need arises.                           |                                                                                                                         |
|                               | PI3  | I am willing to prioritize purchasing these ceramic products.                                   |                                                                                                                         |

### III. Research Methodology

This study employs a quantitative research design to test the structural relationships among Cultural Heritage Values, Perceived Authenticity, Consumer Attitude, and Purchase Intention. Data were collected via an

online questionnaire and analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS software. The analytical procedure was conducted in two sequential stages: the evaluation of the measurement model followed by the evaluation of the structural model, adhering to established PLS-SEM protocols in the literature.

- Data collection method: The survey questionnaire was developed based on the proposed conceptual model and measurement scales adapted from prior literature. The online questionnaire was administered via Google Forms (link: <https://forms.gle/AREHqfA7bmLyDjvZ8>) using a 5-point Likert scale anchored as follows:

1. *Strongly disagree*
2. *Disagree*
3. *Neutral*
4. *Agree*
5. *Strongly agree*

After constructing the initial questionnaire, a pilot test was conducted with five randomly selected consumers to refine the measurement scales before the full-scale survey was launched. To obtain an adequate sample size, data collection employed a combination of convenience sampling and snowball sampling techniques (recruiting subsequent participants through referrals from preceding respondents). In total, 217 responses were gathered. Upon receiving an introduction to applied design ceramic products inspired by Vietnamese fine arts, one respondent indicated no purchase intention and was screened out, while the remaining 216 respondents answered "yes" or "would consider," subsequently completing the questions regarding influencing factors.

- **Data analysis methods:** Descriptive statistics-including frequencies, percentages, mean values, and standard deviations-were compiled into tables and charts to summarize demographic characteristics and evaluate responses for each indicator item.

The research model was tested using PLS-SEM executed via SmartPLS software. The analytical procedure comprised the following steps:

- Evaluation of the measurement model: Assessed through outer loadings, Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE).

- Evaluation of discriminant validity: Assessed via the Fornell-Larcker criterion.

- Evaluation of the structural model: Analyzed through path coefficients ( $\beta$ ), p-values, coefficient of determination ( $R^2$ ), effect size ( $f^2$ ), and standardized root mean square residual (SRMR).

The empirical findings are presented in tables and path diagrams detailing outer loadings, Cronbach's alpha, Composite Reliability, AVE, the Fornell-Larcker matrix, path coefficients, t-values, p-values,  $R^2$ ,  $f^2$ , and SRMR. Based on these statistical metrics, hypotheses were either accepted or rejected, and the relative impact of each relationship within the model was evaluated.

## IV. Research Results

### 4.1. Descriptive Statistics of the Research Sample

The survey yielded a total of 217 responses. The preliminary screening results indicated that 23 respondents (10.6%) had never heard of applied design ceramic products inspired by Vietnamese fine arts; 142 respondents (65.4%) had heard of them but lacked a clear understanding; and 52 respondents (24.0%) were already familiar with or had previously consumed these products. Thus, while the majority of participants had been exposed to the concept, their level of understanding remained relatively limited.

After being provided with introductory information about the product, one respondent indicated no purchase intention and exited the survey. A total of 216 respondents selected "yes" or "would consider" purchasing the product and proceeded to complete the questions regarding the factors influencing purchase intention. Consequently, 216 valid responses were utilized for the structural model analysis.

**Table 2: Sample Demographic Characteristics**

| Characteristic         | Category                        | Frequency | Percentage (%) |
|------------------------|---------------------------------|-----------|----------------|
| Gender                 | Male                            | 57        | 26.4           |
|                        | Female                          | 153       | 70.8           |
|                        | Prefer not to say               | 6         | 2.8            |
| Average Monthly Income | No income                       | 63        | 29.2           |
|                        | Below 10 million VND            | 46        | 21.3           |
|                        | From 10 to below 30 million VND | 68        | 31.5           |
|                        | 30 million VND and above        | 19        | 8.8            |
|                        | Prefer not to say               | 20        | 9.3            |

*Source: Survey findings compiled by the authors*

Regarding gender distribution, females constituted the largest proportion at 70.8%, whereas males accounted for 26.4%. This composition indicates that the survey findings predominantly reflect the perspectives

of female consumers. In terms of monthly income, the group earning between 10 million and below 30 million VND represented the largest segment at 31.5%, followed by those with no income at 29.2% and those earning below 10 million VND at 21.3%.

When asked about intended usage purposes, 160 respondents selected decoration or decor (74.1%); 120 respondents selected daily household utility (55.6%); and 100 respondents chose gifting (46.3%). Collecting was selected by 28 respondents, corresponding to 13.0%, while other purposes accounted for 3.7%. Since this was a multiple-response question, the cumulative percentage exceeds 100%. These results indicate that the products attract the greatest interest for decorative purposes, while simultaneously possessing strong potential to meet practical utility and gifting demands.

The respondents' level of interest in the products achieved a mean score of approximately 3.87 out of 5. Specifically, 73 respondents rated their interest at level 4 (33.8%); 65 respondents rated it at level 5 (30.1%); and 67 respondents gave a rating of level 3 (31.0%). Only 5.1% of respondents selected level 1 or level 2. Consequently, nearly two-thirds of the sample exhibited a high level of interest in applied design ceramic products inspired by Vietnamese fine arts.

## 4.2. Results of Research Model Testing

### Testing the quality of observed variables

The research team executed the structural model, evaluating indicator quality through outer loadings. The quality of the observed variables across the influencing factors is presented in Table 3.

**Table 3: Outer Loadings of Factors Influencing Purchase Intention for Applied Design Ceramic Products Inspired by Vietnamese Fine Arts**

|      | ATT   | HV    | PA    | PI    |
|------|-------|-------|-------|-------|
| ATT1 | 0.940 |       |       |       |
| ATT2 | 0.939 |       |       |       |
| ATT3 | 0.941 |       |       |       |
| HV2  |       | 0.967 |       |       |
| HV3  |       | 0.955 |       |       |
| HV4  |       | 0.917 |       |       |
| PA1  |       |       | 0.956 |       |
| PA2  |       |       | 0.966 |       |
| PA3  |       |       | 0.964 |       |
| PI1  |       |       |       | 0.943 |
| PI2  |       |       |       | 0.949 |
| PI3  |       |       |       | 0.929 |
| HV1  |       | 0.968 |       |       |

Source: Results of the research team's testing

The results presented in Table 3 indicate that the outer loadings of all indicator variables measuring the factors influencing purchase intention for applied design ceramic products inspired by Vietnamese fine arts exceeded the recommended threshold of 0.7 (Hair et al., 2017), demonstrating that all observed variables possess satisfactory statistical reliability and validity.

### Scale Reliability Assessment

The construct reliability of the measurement scales for the factors influencing purchase intention for applied design ceramic products inspired by Vietnamese fine arts was evaluated in PLS-SEM using two primary metrics: Cronbach's Alpha and Composite Reliability (CR).

**Table 4: Construct Reliability Coefficients (Cronbach's Alpha) and Composite Reliability (CR) of Factors Influencing Purchase Intention for Applied Design Ceramic Products Inspired by Vietnamese Fine Arts**

|     | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|-----|------------------|-------|-----------------------|----------------------------------|
| ATT | 0.934            | 0.935 | 0.958                 | 0.884                            |
| HV  | 0.965            | 0.965 | 0.975                 | 0.906                            |
| PA  | 0.960            | 0.961 | 0.974                 | 0.926                            |

|    |       |       |       |       |
|----|-------|-------|-------|-------|
| PI | 0.934 | 0.935 | 0.958 | 0.884 |
|----|-------|-------|-------|-------|

Source: Results of the research team's testing

As shown in Table 4, the scale reliability assessment via Cronbach's alpha revealed that all constructs satisfied the threshold condition of being greater than 0.7 (DeVellis, 2012). Furthermore, none of the indicator items violated any deletion rules; consequently, no items were eliminated, confirming the internal consistency and reliability of the scales.

The Composite Reliability (CR) values for all latent variables also exceeded the recommended threshold of 0.7 (Bagozzi & Yi, 1988). Therefore, the measurement scales demonstrate high reliability and statistical significance, justifying their inclusion in subsequent modeling analysis.

### Convergent Validity

According to the analytical results in Table 4, the Average Variance Extracted (AVE) values for all constructs were greater than 0.5 (Hock & Ringle, 2010), demonstrating that the measurement model satisfies the requirements for convergent validity.

### Discriminant Validity

The results presented in Table 5 regarding the Fornell-Larcker criterion (1981) confirm that the measurement model for factors influencing purchase intention for applied design ceramic products inspired by Vietnamese fine arts achieves satisfactory discriminant validity. Specifically, the square root of the AVE for each construct along the diagonal is greater than its correlation coefficients with all other constructs off the diagonal. Thus, discriminant validity is fully established under both the cross-loadings evaluation and the Fornell-Larcker criterion.

**Table 5: Fornell-Larcker Criterion Matrix for Factors Influencing Purchase Intention for Applied Design Ceramic Products Inspired by Vietnamese Fine Arts**

|     | ATT   | HV    | PA    | PI    |
|-----|-------|-------|-------|-------|
| ATT | 0.940 |       |       |       |
| HV  | 0.838 | 0.952 |       |       |
| PA  | 0.866 | 0.926 | 0.962 |       |
| PI  | 0.893 | 0.796 | 0.823 | 0.940 |

Source: Results of the research team's testing

### $f^2$ Effect Size

The  $f^2$  effect size measures the impact of a specific construct when it is omitted from the structural model. According to Cohen (1988),  $f^2$  values of 0.02, 0.15, and 0.35 represent small, medium, and large effect sizes, respectively. An effect size below 0.02 ( $f^2 < 0.02$ ) is considered to have no effect.

**Table 6. Summary of  $f^2$  Values**

|     | ATT   | HV | PA    | PI    |
|-----|-------|----|-------|-------|
| ATT |       |    |       | 0.671 |
| HV  | 0.037 |    | 6.032 |       |
| PA  | 0.237 |    |       | 0.050 |
| PI  |       |    |       |       |

Source: Results of the research team's testing

The results presented in Table 6 show significant variations in the magnitude of influence among the constructs:

- Consumer Attitude (ATT) exerts a large effect on Purchase Intention (PI), with  $f^2 = 0.671$ . This value substantially exceeds the 0.35 threshold, highlighting that attitude plays a crucial role in explaining variations in consumers' purchase intention toward applied design ceramic products inspired by Vietnamese fine arts. When consumers form favorable evaluations and feel interested in the products, their inclination to consider and purchase them increases markedly.

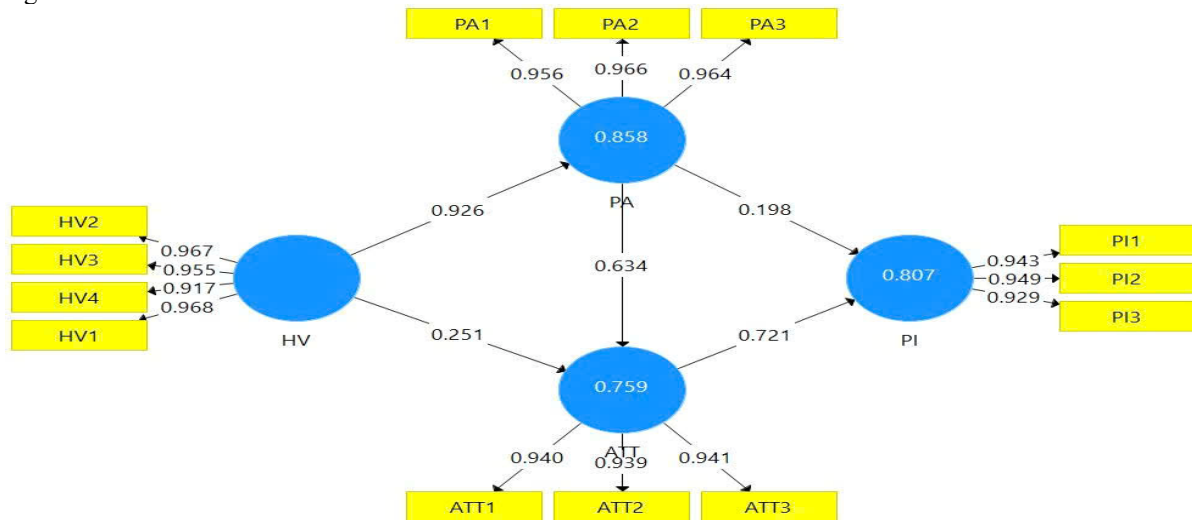
- Cultural Heritage Values (HV) have a small effect on ATT ( $f^2 = 0.037$ ), but exert a remarkably strong effect on Perceived Authenticity (PA) ( $f^2 = 6.032$ ). This finding indicates that HV primarily drives consumer evaluations regarding the cultural authenticity and appropriateness of the products.

- Perceived Authenticity (PA) exhibits a medium effect on ATT ( $f^2 = 0.237$ ) and a small effect on PI ( $f^2 = 0.050$ ). Thus, PA plays a more prominent role in fostering positive attitudes than in directly driving purchase intention.

#### 4.3. Results of Assessing the Degree of Influence Using the Structural Model

##### Assessment of Influential Relationships

The structural relationships and magnitude of influence among the factors influencing purchase intention for applied design ceramic products inspired by Vietnamese fine arts, as modeled in SmartPLS, are illustrated in Figure 2.



**Figure 2: Factors Influencing Purchase Intention for Applied Design Ceramic Products Inspired by Vietnamese Fine Arts**

Source: Results of Validation Using SMARTPLS by the Research Team

Bootstrap analysis results at a 5% significance level reveal that all structural relationships within the model are statistically significant ( $p < 0.05$ ).

HV positively affects PA ( $\beta = 0.926$ ,  $p = 0.000$ ); hypothesis H1 is supported.

HV positively affects ATT ( $\beta = 0.251$ ,  $p = 0.037$ ); hypothesis H2 is supported.

PA positively affects ATT ( $\beta = 0.634$ ,  $p = 0.000$ ); hypothesis H3 is supported.

PA positively affects PI ( $\beta = 0.198$ ,  $p = 0.033$ ); hypothesis H4 is supported.

ATT positively affects PI ( $\beta = 0.721$ ,  $p = 0.000$ ); hypothesis H5 is supported.

The structural regression equations are specified as follows:

$$PA = 0.926 \cdot HV$$

$$ATT = 0.251 \cdot HV + 0.634 \cdot PA$$

$$PI = 0.198 \cdot PA + 0.721 \cdot ATT$$

**Table 7. Path Coefficients of the Structural Model**

|           | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ( O/STDEV ) | P Values |
|-----------|---------------------|-----------------|----------------------------|--------------------------|----------|
| ATT => PI | 0.721               | 0.726           | 0.088                      | 8.208                    | 0.000    |
| HV => ATT | 0.251               | 0.252           | 0.120                      | 2.090                    | 0.037    |
| HV => PA  | 0.926               | 0.924           | 0.016                      | 56.227                   | 0.000    |
| PA => ATT | 0.634               | 0.632           | 0.123                      | 5.152                    | 0.000    |
| PA => PI  | 0.198               | 0.193           | 0.093                      | 2.138                    | 0.033    |

Source: Results of Validation Using SMARTPLS by the Research Team

##### Evaluation of the Overall Coefficient of Determination $R^2$ (R Square)

The results from the PLS Algorithm yield the  $R^2$  values, which reflect the degree to which the independent variables explain the variance in the dependent variables. According to Hair et al. (2017),  $R^2$  values of 0.75, 0.50, and 0.25 can be described as substantial, moderate, and weak, respectively.

**Table 8: Coefficient of Determination (R Square)**

|     | R Square | R Square Adjusted |
|-----|----------|-------------------|
| ATT | 0.759    | 0.757             |
| PA  | 0.858    | 0.857             |
| PI  | 0.807    | 0.805             |

Source: Results of the research team's testing

The analytical results demonstrate that the research model possesses high explanatory power across the target constructs:

- Consumer Attitude (ATT) achieved an  $R^2$  value of 0.759, indicating that Cultural Heritage Values (HV) and Perceived Authenticity (PA) explain 75.9% of the variance in ATT. The adjusted  $R^2$  value is 0.757.
- Perceived Authenticity (PA) achieved an  $R^2$  value of 0.858, indicating that Cultural Heritage Values (HV) account for 85.8% of the variance in PA. The adjusted  $R^2$  value is 0.857.
- Purchase Intention (PI) achieved an  $R^2$  value of 0.807, indicating that Perceived Authenticity (PA) and Consumer Attitude (ATT) explain 80.7% of the variance in PI. The adjusted  $R^2$  value is 0.805.

Overall, all  $R^2$  metrics reach substantial levels, demonstrating the robust explanatory capacity of the proposed model, particularly regarding consumers' purchase intention toward applied design ceramic products inspired by Vietnamese fine arts.

### Model Fit Assessment (SRMR)

The Standardized Root Mean Square Residual (SRMR) metric evaluates overall model fit. According to Hu and Bentler (1999), an SRMR value below 0.08 indicates a good model fit.

**Table 9: Standardized Root Mean Square Residual (SRMR) Model Fit Index**

|      | Saturated Model | Estimated Model |
|------|-----------------|-----------------|
| SRMR | 0.036           | 0.036           |

Source: Results of the research team's testing

The SRMR result presented in Table 9 indicates an SRMR value below 0.08. Consequently, the proposed structural model demonstrates a good fit for empirical data analysis.

## V. Discussion of Findings and Practical Recommendations

### 5.1. Discussion of Findings

The empirical results provide robust evidence supporting the structural mechanism underlying the formation of purchase intention for applied design ceramic products inspired by Vietnamese fine arts within the S-O-R framework. All proposed hypotheses (H1-H5) were supported at the 5% significance level. Specifically, Cultural Heritage Values (HV) exert positive effects on Perceived Authenticity (PA) and Consumer Attitude (ATT); PA sequentially drives ATT and Purchase Intention (PI); simultaneously, ATT positively impacts PI. These findings align logically with the S-O-R paradigm, wherein product cultural signals are converted into behavioral responses through consumers' internal cognitive and evaluative processes.

Specifically, Cultural Heritage Values primarily enable consumers to discern whether a product authentically and respectfully conveys Vietnamese fine arts inspiration. This perceived authenticity then fosters a favorable attitude, which ultimately emerges as the strongest predictor of purchase intention. Although direct paths from HV to ATT and from PA to PI remain statistically significant, their corresponding effect sizes are relatively modest. The detailed discussions are structured as follows:

#### (1) The Influence of Cultural Heritage Values

HV positively influences PA ( $\beta = 0.926$ ) and ATT ( $\beta = 0.251$ ). This marked difference indicates that the historical, traditional, aesthetic, and identity values embedded in products play a far more prominent role in guiding consumers' authenticity evaluations than in directly generating favorable attitudes.

The  $f^2$  effect sizes further validate this observation: HV exerts a remarkably large effect on PA ( $f^2 = 6.032$ ), whereas its direct effect on ATT is small ( $f^2 = 0.037$ ). This implies that when Vietnamese cultural elements are seamlessly and consistently integrated into form, motifs, color palettes, and design narratives, consumers possess a concrete foundation to assess the cultural authenticity of the products. This finding aligns with Qin et al. (2019), who emphasized that traditional cultural attributes in product design effectively direct consumers' cultural perceptions and interpretations. However, the relatively weak direct link between HV and ATT suggests that embedding heritage values alone does not automatically guarantee strong consumer affection. Attitude formation depends heavily on how effectively these cultural values are translated into compelling, relevant, and meaningful products for modern consumers.

## **(2) The Role of Perceived Authenticity**

PA positively impacts ATT ( $\beta = 0.634$ ) and PI ( $\beta = 0.198$ ), demonstrating that perceived authenticity plays a substantially stronger role in nurturing positive attitudes than in directly motivating purchase behavior. This is further corroborated by the effect sizes, where PA exhibits a medium effect on ATT ( $f^2 = 0.237$ ) but only a small direct effect on PI ( $f^2 = 0.050$ ).

When consumers perceive that Vietnamese artistic elements are applied authentically, appropriately, and respectfully toward traditional heritage, they tend to form more positive product evaluations. This result accords with Morhart et al. (2015), who argued that authenticity reinforces trust and favorable brand evaluations. Nevertheless, perceiving a product as authentic does not immediately trigger a buying decision. Authenticity must first be transformed into brand favorability, product interest, and positive general attitudes before driving explicit purchase tendencies.

## **(3) The Effect of Attitude on Purchase Intention**

ATT exerts a strong positive effect on PI ( $\beta = 0.721$ ) with a substantial effect size ( $f^2 = 0.671$ ). This represents the most powerful path toward purchase intention within the structural model, significantly surpassing the direct effect of PA on PI. This outcome confirms that consumer attitude serves as the proximal psychological state driving purchase intentions for culturally inspired ceramics.

This finding aligns with the Theory of Planned Behavior (Ajzen, 1991), which posits that individuals are more inclined to form behavioral intentions when they evaluate the behavior favorably. In the context of this study, when consumers perceive applied ceramic products as a valuable choice, express interest, and hold positive evaluations, their willingness to consider and purchase the products increases markedly. Furthermore, this highlights that communicating cultural values and authenticity translates into actual purchase intention most effectively when it successfully fosters a positive overall consumer attitude.

## **5.2. Practical Implications and Recommendations**

The empirical findings demonstrate that Cultural Heritage Values (HV) exert a powerful effect on Perceived Authenticity (PA), which in turn positively influences Consumer Attitude (ATT). Ultimately, ATT stands out as the most dominant determinant of Purchase Intention (PI). Consequently, stimulating purchase intention relies not merely on the passive presence of traditional elements, but more critically on how effectively these values are translated into genuine perceptions and positive attitudes toward the product. Based on these insights, the study proposes the following managerial implications:

- Clarifying the origin and heritage values integrated into products: Designers and manufacturers should explicitly identify the historical sources inspiring their patterns, symbols, color schemes, and structural design language. Information regarding historical eras, cultural regions, symbolic meanings, or artistic stories should be concisely displayed on product packaging, labels, or via QR codes. This transparency enables consumers to recognize that the products do not merely utilize traditional motifs as superficial decoration, but authentically convey historical, aesthetic, and cultural identity values of Vietnam.

- Ensuring authenticity during the cultural adaptation process: Given the exceptionally strong impact of HV on PA, adapting heritage elements demands appropriateness, consistency, and respect for underlying cultural significance. Designers should rigorously consult original historical archives, master artisans, fine arts experts, or cultural scholars during product development. While stylization and innovation are essential, developers must avoid superficial copying, arbitrary blending, or distorting the intrinsic meaning of traditional iconography.

- Harmonizing cultural authenticity with contemporary functionality and aesthetics: PA exhibits a more prominent influence on ATT than its direct impact on PI, indicating that a culturally authentic product alone may not guarantee purchase intention if it lacks aesthetic appeal or practical usability. Therefore, products must simultaneously align with modern living spaces, offer daily operational convenience, and feature diverse dimensions, colorways, and silhouettes. Survey results highlight that consumers express the highest interest in decorative use, daily household utility, and gifting; thus, businesses can develop specialized product lines tailored to each specific usage scenario.

- Cultivating positive attitudes through visual experiences and design storytelling: Because ATT exerts the strongest direct influence on PI, marketing communications should aim to make consumers feel that the product is aesthetically pleasing, meaningful, and worth selecting. Businesses should leverage high-quality visual content showcasing display spaces, short videos detailing prototyping, crafting, and finishing processes, alongside narratives explaining how traditional artistic elements are reinterpreted into contemporary design. Immersive experiences—such as physical exhibitions, curated retail stores, hands-on workshops, or cultural events—can further deepen consumer appreciation and emotional attachment.

- Bridging the gap between interest and purchase behavior: Although 63.9% of survey respondents expressed a high degree of interest (rating 4 or 5 out of 5), the majority had previously only "heard of but lacked a clear understanding" of applied ceramic products. Therefore, enterprises must combine educational awareness

initiatives with sales enablement tactics-such as offering tiered pricing structures, developing smaller gift sets, limited-edition runs, or themed collections. Furthermore, transparent information regarding pricing, functional utility, dimensions, care instructions, and delivery policies should be clearly communicated to minimize consumer hesitation during the decision-making process.

## VI. Conclusion

This study applied the S-O-R framework to analyze the influence of Cultural Heritage Values on purchase intention for applied design ceramic products inspired by Vietnamese fine arts. Empirical results indicate that Cultural Heritage Values (HV) exert the strongest direct effect on Perceived Authenticity (PA) ( $\beta = 0.926$ ), underscoring that historical, traditional, aesthetic, and identity values embedded within products serve as a foundational premise for consumers to evaluate the authenticity of cultural inspiration. Furthermore, PA positively affects Consumer Attitude (ATT) ( $\beta = 0.634$ ), which subsequently exerts a powerful influence on Purchase Intention (PI) ( $\beta = 0.721$ ). These findings suggest that purchase intention is primarily formed when cultural values are interpreted as authentic by consumers and translated into positive attitudes toward the product. The proposed model exhibits substantial explanatory power ( $R^2 = 85.8\%$  for PA,  $R^2 = 75.9\%$  for ATT, and  $R^2 = 80.7\%$  for PI). Overall, these results confirm the applicability and validity of the S-O-R framework in explicating the psychological mechanism connecting product cultural attributes to internal evaluative states and consumer purchase intention within the studied sample.

Nevertheless, this study is subject to several limitations. First, data were gathered using convenience and snowball sampling techniques, resulting in a sample with a relatively high proportion of female respondents, which may limit the generalizability of the findings to the broader consumer population. Second, the conceptual model focused on four specific constructs (HV, PA, ATT, and PI), whereas consumer purchasing decisions may also be influenced by additional factors such as price, perceived quality, design uniqueness, cultural involvement, affordability, and product availability. Future research should aim to broaden sample demographics across gender, age groups, income levels, and geographic regions, while prioritizing respondents who have previously purchased or utilized culturally inspired ceramic products. Additionally, the conceptual model could be expanded to incorporate constructs such as perceived quality, symbolic value, cultural connectedness, price sensitivity, or willingness to pay.

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