

Emotional Marketing Strategy for Bamboo Culture and Creative Industry in Nantou

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Abstract

Industrialization of culture and the culturalization of industry is important measure implemented in current cultural policy in Taiwan. Local culture has received more attention, bringing significant economic profits, while government also has established strategies for the cultural and creative industries. This study takes the bamboo culture and creative industry in Nantou as key subject using the five factors of emotional marketing and relevant literature on emotional marketing to explore the attraction of bamboo art industry as perceived by consumers, proposing references for the management of bamboo industry businesses.

This study uses in-depth interviews in qualitative research and quantitative questionnaire surveys for research and analysis. Results show (1) Story: an educational tourism institution should be established for uniqueness, diversity, and local culture. (2) Relation: images of Nantou should be connected to bamboo arts, to increase international characteristics and innovation. (3) Experience: there should be more management, the activities should present positive feelings such as delightful surprise, uniqueness, and creativity. (4) Creativity: bamboo art products can consider sample designs with modern design sense, creativity, and art, use various marketing methods to increase the intricacy. (5) Value: bamboo art in Nantou has value in terms of local characteristics, cultural heritage, economy, and innovation. Various dimensions of the bamboo art industry in Nantou have received positive evaluation from people. The five factors research can be used to determine future direction for bamboo art industry in Nantou, which can help operators receive positive feedback and responses from consumers in their product design and bamboo art

products.

Keywords Five factors, Cultural and creative industries, Emotional marketing, Bamboo culture and creative industry in Nantou

1. Introduction

Taiwan is currently entering a brand new age. Due to a stable society and wealthy economy, the people have an elevated standard of life. Increased quality of life has led to diversified demand for products. Thus, development of various design industries has continued to grow, such as in green design, cultural and creative design, and generalized design. Currently, products in the Taiwanese lifestyle are returning to traditional plainness and seeking the original nature of objects, thus some traditional crafts have received attention. The government has been promoting the policy of one specialty from one township, Taiwanese traditional crafts have a new outlet, and a trend has become to establish consumption cultures belonging to various locales.

In recent years, the cultural and creative industries have gradually received more attention. For different counties and cities, if the traditional industries of their townships can be developed into culture, or the so-called culturalization of industry, it would certainly bring significant economic benefit to the localities while maintaining local traditions and features. In cultural and creative industries, emotions are very important elements, and they are also important bases in whether consumers would buy a product. In other words, "it is necessary to construct consumers' emotional identification with products; identify with people, events, objects, and other possible matters, because emotions can create the meaning and depth of human life, because emotions are the heart's most basic needs, and a part of the pursuit of satisfaction and life. Huang (2010) once stated that The local culture and local industries

once were regarded as vulnerable development and even as any of its self-destruction in the trend of globalization. But there is an opposite view of globalization to support the development of local culture and local industries for seeking the critical path of self-development. Lin (2005) indicated that although globalization brings us the convenience of material life, the product design emphasizing on the cultural characteristic provides human variety and rich quality of life and psychiatric implications. Recently, people attempt to seek the products with the difference and cultural identity because the consumers-oriented marketing trend is rising. Taiwan also rises the reflection of the nostalgic roots in local culture. This trend reacts on the life aspects including food, clothing, living, transportation, education, and recreation. Peng (2007) pointed out that in Chinese society, bamboo art products are not just an important traditional craft and culture, but are important design products; they are unique objects for Chinese people. Bamboo is also a specialty of Taiwan, making it very reasonable for Taiwan to develop bamboo art products (Guy, 2006).

Currently, Nantou County is an important site for the development of bamboo art industry in Taiwan. However, in recent years, due to the import of cheap bamboo art products from China and Southeast Asia, the malicious price competition of these foreign products, along with shortages of domestic raw materials have significantly affected bamboo arts business operators in Taiwan. The domestic market has gradually atrophied and declined. Thus, there need to be coping methods in management and marketing to improve the negative situation. In order to promote the bamboo arts, we must

use innovative marketing approach instead of the traditional marketing method. Meanwhile, modern more emphasis on the feelings of products. Thus, we must find the potential emotional factors of the bamboo arts and transfer them to the marketing strategy and method. The theory of emotional marketing (Robinette, 2001) can help analysis consumers' potential emotional requirements by using five factors including story, relation, experience, creativity, value. Therefore, the core question of this study is how to use the thinking of emotional marketing to find the local characteristics of domestic bamboo art products, and use the ideas of cultural and creative industries to appeal to the creation of industrial attraction, so that more consumers will understand the bamboo arts culture of Nantou County, and achieve diversified and effective marketing (Holbrook, 2000).

This study hopes to use the thinking of emotional marketing through quantitative research surveys to analyze the bamboo art industry and understand its fundamental value. Past changes, current developments, and planning of future visions can be used to establish the most effective marketing strategy; it is expected to offer important referential bases for managers of the bamboo art industry in future managerial decisions.

The research procedures of this study are shown in Figure 1:

- (1) The research background, motives, and purposes are used to delineate the research scope.
- (2) Literature on "bamboo culture and history," "emotional marketing," "Taiwan's bamboo art industry," and "cultural and creative industries" are reviewed for in-depth exploration.
- (3) Based on the five factors of emotional marketing, this study extracts emotional E factors from "business operators," "bamboo art masters," and "administrators," establishing the survey questionnaire for Nantou County bamboo art industry five factors.

- (4) The second stage is an expanded study for consumers, surveying residents of Nantou County and people from other areas, using the analytical results to propose suggestions for future research.

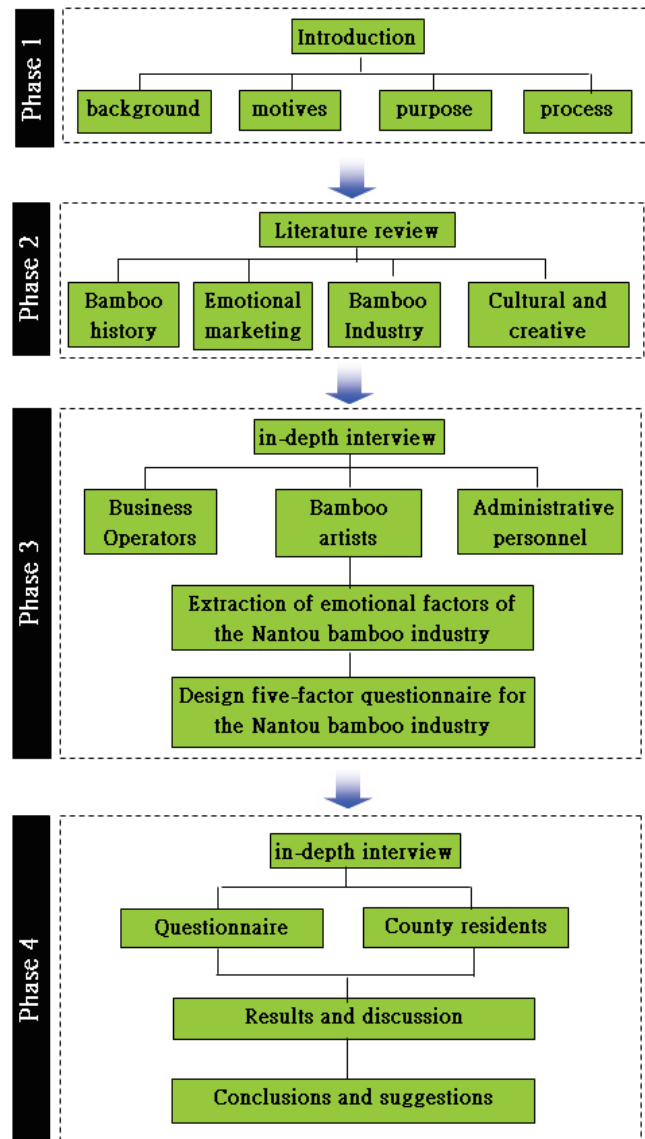


Figure 1. Research procedures and framework

2. Related works

There have always been people who liked bamboo, and it has been widely applied in food, clothing, residence, transportation, education, and entertainment. Many people plant, cultivate, paint, and praise bamboo, and understand the music of bamboo; there are many literati who understand and hear bamboo. They appreciate the straight beauty of bamboo, praise the horizontal hollowness of bamboo sections, as well as the bold, independent, straight, and beautiful form of bamboo (Media Central Inc. 2005). Its straightness and hollow

interior allude to morals, so it has been seen as the “virtuous” gentleman plant. From some ancient books and historical documents, we can glimpse the grandness of “bamboo” in history. Bamboo has a significant influence on the cultural development and spiritual cultural formation in Eastern history, with close and long relationships with poetry, calligraphy, painting, gardening, and architecture; bamboo is closely connected to the lives of people in the East (Margaret, 2005). We refer to the effect and impact of bamboo on human material civilization and spiritual civilization as bamboo culture in Figure 2.

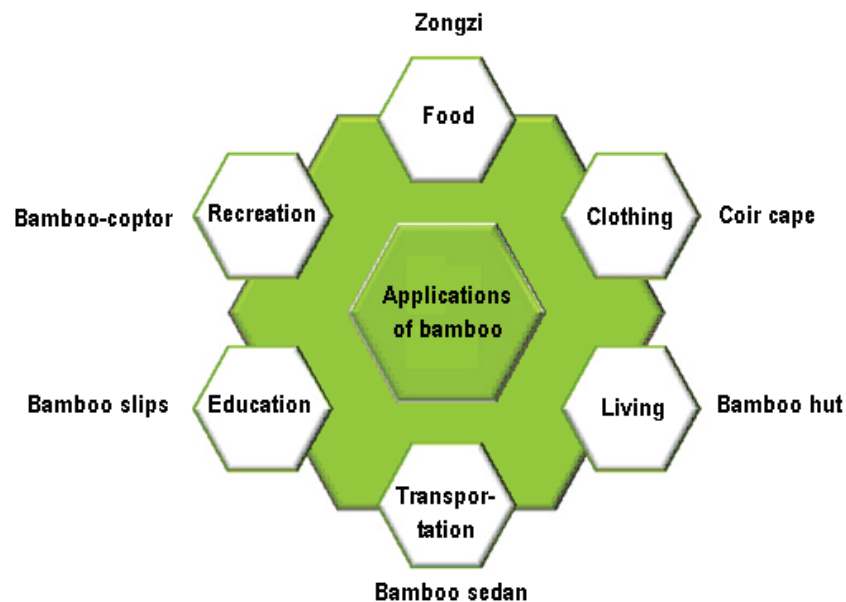


Figure 2. Types of bamboo art products applied to life

2.1 Emotional marketing

What is emotion? Consumer psychologist Michael Iverson believes that “emotion is in our experiences, feelings, and they influence us so we can be moved; emotions are in our memories, relationships, and decisions, thus Pawle and Cooper (2006) depicted that

emotions are the center of human life”. The emotion in corporations is trust, with win-win as the considerations in decisions to achieve a high degree of trust and inspire consumers to act. The most important principle in the corporate pursuit for success is to follow ethical virtues and brand commitments. If it is possible to incorporate the dreams of consumers into corporate vi-

sions, it would be able to create impressive emotional experiences (Lan and Kao, 2004).

In 2001 Robinette, Brand, and Lenz proposed the concept of emotional marketing, a theory based on the brand concept of Hallmark Card, exploring the feelings that the Hallmark Card brand gives to consumers, and how it maintains customer loyalty to gradually increase market acceptance. The definition of emotional marketing includes making customers feel “cared for.” In other words, “Care is an abstract and intangible service, as long as consumers can feel happy, trustful, and their emotions are moved to carry out some consumption behavior” (Peng, 2007). *Emotion Marketing* mentioned: emotional marketing makes consumers feel “cared for,” and while care conforms to commercial profit, it is also a bridge between satisfaction and satisfaction. Emotional marketing uses concrete methods of verification to help consumers understand the genuine sincerity of sellers (Shiu, 2009).

2.2 Emotional marketing E factors

Emotional marketing must begin with emotional theory and extend marketing concepts that are suitable for bamboo art in Nantou cultural and creative industries. It includes the five conceptual values of story, nature, experience, creativity, and value (Pine, 2003).

From the brand trust, consumption experience, and spent time among emotional E factors, as well as the product and price among rational factors, it is known that not every factor has to be equivalent. Reasonable price is a necessary cost for entering the market, but in the long run, brands cannot only rely on products and prices. Rational factor thinking is common on the market, and if the three main factors of emotional E factors, or brand trust, consumption experience, and spent time can also be used, it would be more possible to consolidate market position (Robinette et al., 2001).

2.3 Bamboo art industry in Taiwan

In Taiwan, bamboo art products are seen as a cultural product in Taiwan. What is a cultural product? Wen-tung Chen’s thesis mentioned that “cultural products” can be explained from its component words, “culture” and “product” connected to each other by using thought and methods of design to convert “understood culture” into cultural symbols and imagery, applying them to products. Through the presentation of cultural products, consumers understand local cultural features. When local characteristics gradually become well-known, a unique cultural identity can be forged, and formation of “cultural identity” is the lifestyle passed down for a people. Products form because of culture, but in turn produce culture; different product forms and metaphorical conveyance arising from different cultures are all different (Chen, 2010).

2.4 Concepts and development of cultural and creative industries

As for the origins of cultural and creative industries, Peng Ying-chun mentioned in a dissertation that the creative industry originated in the United Kingdom. In the 1980s and 1990s, it was an important time for economic structural transformation in the UK, and it was the origins of the Industrial Revolution. It was gradually losing its leadership position, and sought the opportunities for industrial upgrading, thus it turned to industrial design and creativity, which was popular among the people, changing the content of the UK’s singular culture, incorporating diversity and local cultural characteristics in local industry for rich expressions, thus the creative industry was incorporated into the country’s focus in development (Pine, 1998). Therefore, cultural and creative industries do not only focus on singular professional industrial management, but rather to show a unique industry in the ecological system, the industry which needs sustainable capital and cities with regional features as basis to promote

cultural and creative industries (Petkus, 2004) .

3. Research Method

3.1 In-depth interviews

In-depth interviews are dialogues based on specific issues, the purpose of which is to discover rich and detailed materials for analysis (Jen and Wang, 2005), engaging in in-depth exploration for special topics or experiences.

Interview method: the subjects are first contacted and told about the research topic, so that interview subjects can confirm whether one-on-one interviews are possible. If the subject agrees, then the time and place are confirmed for the interview. Two or three days before the interview, the interview agenda is given to the subjects so they can prepare relevant data. Audio for the interviews are recorded, so subjects must first give consent; if they disagree then there are only textual notes taken. Both recordings and text records must be organized after the interview.

3.1.2 Subjects of in-depth interviews

Based on the research purpose of this study, this study uses personnel in the bamboo arts cultural and creative industries in Nantou County Zhushan area as research subjects, selecting ten people who are highly involved with bamboo art products for in-depth interviews. In the following chart, the business operators have considerable relation to the bamboo art industry, most subjects have a background as a bamboo art master, and they can provide different interpretations of the bamboo art industry as an cultural and creative industry, making them good subjects for in-depth interviews for this study.

There are 10 interviews subjects of two types, there are 6 in the first group, who are business operators, bamboo art masters, or both, and they are numbered A01-A06; there are 4 in the second type, who are in the public sector, numbered B01-B04. This study evaluates the extent of emotional marketing in bamboo art in Nantou cultural and creative industries. The subjects of the in-depth interviews are summarized in Table 1.

Table 1. List of interview subjects

No	Type	Name	Interview subject	Code	Interview date
1	Composite management	Bamboo Culture Park	Bamboo art master and operator	A01	2012/02/06
2	Bamboo weaving management	Brocade Bamboo Weaving Workshop	Bamboo art master and operator	A02	2012/02/07
3	Composite management	Fuhlin Crafts Society	Bamboo art master and operator	A03	2012/02/07
4	Workshop	Free creative artist	Bamboo art master and operator	A04	2012/02/08
5	Industrial management	Home of Crafts	Bamboo art masters	A05	2012/02/09
6	Workshop	Shengzhihua Taiwan Bamboo Arts Hall	Bamboo art master and operator	A06	2012/02/13
7	Public sector	Zhushan Cultural Park	Administrator	B01	2012/02/8
8	Public sector	Zhushan Cultural Park	Administrator	B02	2012/02/9
9	Public sector	Zhushan Cultural Park	Administrator	B03	2012/02/21
10	Public sector	Zhushan Cultural Park	Administrator	B04	2012/02/21

3.2 Questionnaire design

This study released 120 questionnaires, after the first draft was complete a pretest (20 questionnaires) was conducted for the questionnaire. Based on the suggestions of subjects regarding the questionnaire's semantics, sentences were added or deleted from the questionnaire, and the words were revised for the final version. The pretest subjects of this study are the students in the school's Department of Design. The questionnaire was modified as follows: based on the five factors, the questionnaire is divided into story, relation, experience, creativity, and value. The original questionnaire only had five single-answer items and five corresponding adjectives, and it was found that this cannot confirm ideas about the topic and whether there was any experience, thus each question had an additional option, about whether one has experienced the topic, then the questionnaire asks about feelings regarding the topic.

In addition, pretest subjects stated that since it has been some time since these experiences took place, their memories were somewhat unclear, so some images should be added for reference. Thus, for more specific questions, relevant images are added to guide the questionnaire questions to facilitate the accuracy of the questionnaires.

In terms of basic data, number 8 asks whether they have participated in bamboo arts activities in Nantou County or held by local organizations, and the number of times of participation? The end includes the names of activities they participated in, in order to understand which activities relating to bamboo arts Taiwanese people are more familiar with at the present time.

After the above process, 120 modified official questionnaires were released. The questionnaire includes 158 closed questions, using random sampling. In order

to analyze the statistic data more objectively, the research population comes from two groups including inside the county and outside the county. This can avoid the deviation causing in the research results. In fact, we adopt the paper questionnaires for investigating inside the county and internet questionnaires for outside the county. We hope to collect more samples inside the county than outside the county because it can reflect more really the general consumers' thinking and opinions about bamboo arts. Finally, there are the overall 120 validated samples including 40 participants inside the county and 80 participants outside the county.

The questionnaire in this study includes six main parts, which are story, relation, experience, creativity, value, and basic data. The basic data in the questionnaire uses non-quantitative measurements for accounting, and the other five parts utilize the Method of Semantic Differential, or SD method, which is measured using the Likert 5-point scale for the survey, so that subjects can use their agreement with descriptive sentences to convey their feelings about them. The above content are explained as concepts:

Part 1: Basic data

This part seeks to understand the demographic data and economic variables of the consumers. Questions in this study include gender, age, ethnic group, education, occupation, area of residence, income, whether one has participated in bamboo arts activities held by Nantou County or local organizations, the number of times of participation, where they heard about information relating to the bamboo arts activities. As for age, each ten years is seen as a unit, beginning with those under 19 years, with other groups being 20-29, 30-39, 40-49, 50-59, and over 60 years of age. "Education" is divided into less than junior high school, high (vocational) school, university, and graduate school and

above. For occupations, considering that tourists come from various different areas, they are divided into seven types of military, civil servant, educator, industry and commerce, service industry, self-employed, home-maker, students, and other. In terms of residence, counties and cities in Taiwan are used to divide them into northern, central, southern, eastern, and other. In terms of income, under 20,000 is the first choice, and each increment adds 15,000 upwards.

Part 2: Story

Literature shows that bamboo products are produced all over Taiwan, but Nantou is the main area of development, and later the bamboo industry has become a focus in Nantou County, and Zhushan is a source of the raw materials, development of which can be traced back to the early Qing Dynasty. Therefore, the story portion is divided into five sets of questions, to ask for views regarding the overall cultural and innovation environment in Nantou, regarding the cultural festivals on bamboo arts in Nantou, the questionnaire asks whether subjects have visited the Nantou Tsaotun Craft Research and Development Institute, whether they have visited the Bamboo Art Museum, whether they have visited the Bamboo Art Tourism Factory, and the focus content of these items seek to understand the views of the people in regards to the natural landscape and bamboo art culture in Nantou.

Part 3: Relation

The impressions of consumers in regards to symbols are internal emotions, and the object is to create emotional memories with deep impressions. Thus, in terms of relation, this study mentions relational issues such as Nantou and the place of origin, developmental conditions, bamboo art products, and cultural parks, in order to understand the symbolic memory connections of the people to the bamboo art industry in Nantou.

Part 4: Experience

Focuses on the five senses of the people in response to the bamboo culture and creative industry in Nantou, including sight, smell, taste, sound, and touch, for the bamboo arts experiential hostels, bamboo arts DIY production, and bamboo arts and experiential games. The five senses elicit emotions, which result in paradigm shifts, and the behaviors are connected with real actions and life to convey true feelings. It is hoped that the response content can be used to understand the extent of consumer feelings toward bamboo arts experiential hostels, bamboo arts DIY production, and bamboo arts experiential games.

Part 5: Creativity

Products referred to in this study are all products relating to bamboo arts cultural and creative industries. Creativity is in that bamboo art products themselves have infinite possibility and various feelings, and the products would give different emotions to consumers based on their personalities. The diversified development of bamboo art products would influence the choices of consumers. Products in bamboo arts cultural and creative industries have two types of characteristics, the first is tangible form, for instance: the external form of bamboo art products, experiential hostels, bamboo art product sales, and the other refers to the intangible content, such as the sense of culture, beauty, and nature of bamboo arts cultural and creative industries, which are internal factors. These factors are used to understand how consumers view the cultural and creative products in the bamboo arts cultural and creative industries; this is the focus of this item.

Part 6: Value

This portion primarily measures the value and sensations in people's hearts in regard to the bamboo art culture. Considering the currently highly mature consumption behavior, the people maintain cautious atti-

tudes toward choices in products to face such diverse choices. However, people would compare the real value of products to the value in their hearts, to see which is higher. Actually in the minds of consumers there are personal standards that consider whether it is worthy, determined by the internal thinking of consumers. This study uses semantic differential method to find the extent to which they agree and identify with the questions.

Five options are given using semantic differences from the second to the sixth parts for the survey. It refers to an experiment method for product sample images for

test subjects (Osgood, 1999), which are referred to as “common feeling,” which refer to the feelings that arise for subjects after experiencing some sensory stimulus.

The measurement method uses a scale formed by adjectives with opposite meanings, so that subjects can evaluate them as events or concepts. The scale of semantic differential method is the same in principle as that of the Likert scale, but the difference is that semantic differential method uses two opposing adjectives, while the Likert scale is expressed in complete sentences (Chiu, 2005). The example is shown as Table 2.

Table 2. Questionnaire format

How do you feel about the overall cultural and creative environment in Nantou?					
	highly agree	agree	neutral	agree	highly agree
cultural	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
					modern

This is used to understand the image identification of the people toward the story, relation, experience, creativity, and value in emotional marketing of the bamboo culture and creative industry in Nantou.

3.3 Data analysis methods

In recent years, domestic social science scholars have emphasize quantitative study for statistical and research method analysis. For the statistical software, this study uses SPSS For Windows and mySurvey online questionnaire survey system for data analysis and processing, and the data analysis methods are described as follows:

(1) Descriptive statistics:

Based on data analysis in this study, the necessary methods of descriptive statistics include frequency distribution and ratios, which shows the data distribution,

forming the basis for inferential statistics. At the same time, it can reduce the complexity of data analysis.

(2) Inferential statistics:

In terms of inferential statistics, The data analysis is reliability analysis, which is described as follows:

The significance of reliability analysis is that it determines the reliability of measurement results. In reliability analysis, the most commonly used test method is the Cronbach Alpha coefficient. Alpha coefficient is the function of internal consistency, as well as of the mutual correlations among the test questions. Alpha value is between 0 and 1, and Alpha value needs to be at least over 0.6. If the Alpha value is greater, it means the reliability of the test is greater. Usually, Alpha value is sufficient at 0.5 or 0.6, but when the purpose is to develop a measurement tool, Alpha value should be over 0.7;

when the purpose is basic research, Alpha value should be over 0.8. Schmitt (1999) also pointed out the following, that α coefficient values between 0.6 and 0.65 should be discarded; α coefficient values between 0.65 and 0.7 are the minimum acceptable values; α coeffi-

cient values between 0.7 and 0.8 are quite good; α coefficient values between 0.8 and 0.9 are very good (Wu, 2003). The five factor analysis of emotional marketing of bamboo culture and creative industry in Nantou is shown in the following Table 3.

Table 3. Reliability analysis chart

	story	relation	experience	creativity	value	overall
Alpha	0.777	0.713	0.431	0.437	0.634	0.598

The chart shows that the reliability of story is greatest, followed by relation, and the reliability of experience is lowest. The overall questionnaire reliability is 0.598, which means the reliability of the questionnaire is above the standard.

4. Results and Discussion

(1). Qualitative analysis of bamboo culture and creative industry in Nantou

Qualitative research emphasizes the description and interpretation of meaning in daily life by researchers and the researched people, even though life seems chaotic, but in fact there is rational construction and development (Graduate Institution of Education, National Chung Cheng University, 2002). Qualitative research emphasizes research validity, in turn explores descriptive validity, interpretive validity, and academic validity (Scott, 2003). This study uses the in-depth interviews in qualitative research and quantitative questionnaire surveys to confirm the real appearance for the research purpose (Table 4).

After completing the in-depth interviews, the operational procedures of open encoding are used to evaluate the interview content, then they are transcribed into transcripts, then systematic and logical methods

are used to conduct data arrangement, presenting them in code for further data analysis and exploration, to form the basis of marketing and promotion of bamboo culture and creative industry in Nantou. All the title items after organization are defined and classified, so that all the interview content can be systematically connected to the research content. Narrative based on the literature also needs practical proof to approach the core of the main research scope.

The qualitative analysis in this study uses EXCEL to manually encode the transcripts for data classification to complete the analysis. The data is professionally analyzed to present it more systematically. The researcher confirms the whole research framework to find the key points of the problem, then applies data for comprehensive interpretation and analysis, so that the practical experiences and discourse of groups, organizations, and businesses can be systematically arranged using qualitative analysis, converting it into data, to integrate such data into how various organizations market and promote bamboo culture and creative industry in Nantou. Shown as images:

Table 5 encoding statistics are used to summarize the questions of five factors in emotional marketing for the bamboo culture and creative industry in Nantou. Story: cultural and creative environment, bamboo art cultural

Table 4. Open code frequency statistics on emotional marketing in bamboo arts cultural and creative industries

Story keywords	Frequency of appearance	Related keywords	Frequency of appearance	Experience keywords	Frequency of appearance
Grandeur	1	Life	1	Studio	3
Feeling	1	Studio	4	Bamboo weaving	3
Painted with dragons	1	Open showroom	1	Bamboo carving	2
Luxury	1	Contest	3	Open experience	3
Simple	1	Exhibition	5	Experiential activity	2
Ethereal	1	Activity	5	Bamboo braiding	2
Abundant	1	Skills	2	Experiential vocation house	1
Bamboo carving	1	Life	3	Bamboo space creation	2
Craft works	1	Bamboo	6	Bamboo products experience	3
Art works	1	Use of bamboo	1	Experiential marketing	3
Multi-ethnic	1	Relevance	2	Bamboo products affection	2
Diversity	1	Tradition	3	Plastic product	2
Miss	1	Competition	3	Bamboo product	1
Culture	11	Story marketing	2	Product value	2
Life	3	Sense marketing	3	Knowledge economy	3
Life experience	1	Experiential marketing	2	Labor economy	2
Share	1	Experiential economy	2	Environmental	3
Environment allocation	1	Free trial	1	Emotional experience	1
Narrative	3	Relevance	2	Professional	2
Delicate	3	Indirect relevance	3	Experiential marketing	2
Marketing	1	Zhushan culture park	3	Bamboo furniture	1
Bamboo art factory	1	Richness	2	Bamboo food	3
Industry relocation	1	Bamboo arts knowledge	2	Identity	1
Sunset industry	1	Roving exhibition	1	Bamboo craft value	1
Exquisite	1	Crafts group exhibition	2	Beauty of bamboo crafts	1
Crafts	10	Traditional culture heritage	4	Value of plastic products	1
Industrialization	1	Folk arts	1	Grass-roots bamboo	2
Elaboration	1	Decline of folk arts	1	Interactive facilities	1

festivals and events, Tsaotun Craft Research and Development Institute, Bamboo Art Museum, Bamboo Art Tourism Factory; relation: impression of Nantou Zhushan, origin of bamboo art culture, developmental conditions, bamboo art products, Zhushan Cultural Park; experience: DIY bamboo arts experiences, experiential

hostels, bamboo art experiential games; creativity: creative competitions in bamboo arts, cultural and creative products, modern and intricate bamboo art products, traditional bamboo products, bamboo art installations; value: cultural heritage value, economic value, artistic value, innovative value, and local characteristics value.

Table 5. Qualitative analysis bamboo culture and creative industry in Nantou

Item	Content
Sources of visitors	1. Festivals 2. Consumers who purchase bamboo artifacts 3. Recreational park
Representative of the bamboo culture and creative industry of Nantou	National Taiwan Crafts Development and Research Institute
Five emotional factors	Story: cultural and creative environment, Bamboo crafts festivals, National Taiwan Crafts Development and Research Institute, Nantou Bamboo Art Museum, Bamboo Art Tourism Factory Correlation: impression of Chushan, Nantou , the cultural origin of bamboo art, the current development situation, Chushan Cultural Park Experience: bamboo art DIY, B&B, bamboo games Creativity: bamboo art creation competition, cultural and creative products, modern bamboo art boutique, traditional bamboo products, bamboo installation art Value: cultural heritage value, economic value, artistic value, innovative value, local special value

Table 6 Frequency distribution ratios of ethnic groups (N=120)

Ethnic group	Item	Number	Ratio (%)
1	Taiwanese	64	53.3%
2	Hakka	19	15.8%
3	Mainlander	16	13.3%
4	Aborigine	7	5.8%
5	New immigrants	0	0.00%
6	Other	14	11.7%

Table 6 shows that in terms of ethnic groups that have participated in activities relating to bamboo arts, most are Taiwanese at 53.3%, 15.8% are Hakka, 13.3% are

Mainlander, and only 5.8% are Aborigine. The rest in the other category are bi-ethnic, like Taiwanese and Hakka or Mainlander and Taiwanese, at 11.7%.

Table 7. Participation in bamboo arts activities frequency distribution ratio (N=120)

Have you participated in bamboo arts activities? How many times have you participated? Please list the activity names in the end.	Item	Number	Ratio (%)
1	Never participated	65	54.2%
2	1-2 times	50	41.7%
3	3-4 times	2	1.7%
4	5-6 times	1	0.8%
5	every single time	0	0.00%

Table 7 shows that many tourists (65) have never participated in activities relating to bamboo arts, at 54.2%, and 41.7% have participated 1-2 times, no tourists participated every single time. Therefore, among all the tourists, the lowest group of participation is 5-6 times, at only 0.8%. This shows that even though the government has devoted itself to the promotion of cultural and creative industries, and it has promoted traditional craft arts in Taiwan for some time, many people still have never participated in cultural and creative activities, and maybe this is a direction for exploration. For other portions, other people have mentioned that they had participated in bamboo culture and creative industry festivals in Nantou as well as guided tours at Tsaotun Bamboo Art Museum, which increase their understanding of bamboo arts.

(2) Quantitative analysis of story

This study shows that local characteristics and cultural heritage should be strengthened, the people still identify with and are interested in tourism institutions and activities with local characteristics, for instance, the

Bamboo Art Museum. With the rise of cultural and creative industries, increase of tourism consciousness, the people are more concerned with the quality of life. The tourism institutions that are educational will become more developed, but the survey shows that there needs to be more promotions. Culture and locality are the characteristics of story, and if some uniqueness and diversity can be added, it not only strengthens emotions toward the land but also strengthen the uniqueness of bamboo art industry in Nantou, which will open a new horizon for the bamboo culture and creative industry in Nantou.

(3) Quantitative analysis of relation

The study shows that most respondents know Zhushan, and identify Zhushan as the origin of bamboo arts, which means that it is possible to broaden these characteristics to all of Nantou, so that bamboo arts becomes the special value of Nantou, or strengthening the link between Nantou and bamboo arts, so that when people think of Nantou they also think of bamboo arts. In terms of the overall development of

Nantou, it is widely believed that internationalization, diversity, and innovation should be enhanced, which can attract more tourists to increase the tourism production value. However, innovation also has to have nostalgia and restore history, such combination of new and old in cultural and creative industries is increasingly

preferred by the people. Bamboo art products are old-style products that are common in Taiwan; if it is possible to package them in innovative thought, increasing their intricacy, aesthetics, and artistic character, more people can again come to understand the beauty of bamboo arts.

Table 8. Overall statistics on items for Bamboo Art Museum

	scale mean at item deletion	scale variance at item deletion	modified total correlation of item	multiple correlation squares	Cronbach's Alpha value at item deletion
interesting or boring	8.82	8.271	.723	.673	.761
diverse or singular	8.59	6.766	.728	.603	.755
famous or not famous	8.48	7.002	.696	.784	.763
cultural or trendy	9.10	10.093	.287	.272	.840
features	8.82	7.854	.729	.779	.755

Table 9. How does the Bamboo Art Museum make you feel?

	Highly agree	Agree	No opinion	Disagree	Highly disagree	
Interesting	30 25%	62 51.7%	8 6.7%	3 2.5%	0 0.00%	boring
Diverse	38 31.7%	41 34.2%	9 7.5%	15 12.5%	0 0.00%	singular
Famous	27 22.5%	40 33.3%	16 13.3%	14 11.7%	0 0.00%	not famous
Cultural heritage	56 46.7%	41 34.2%	5 4.2%	1 0.8%	0 0.00%	trendy
Features	39 32.5%	41 34.2%	23 19.2%	0 0.00%	0 0.00%	no features

Table 10. Overall statistics on impressions of Nantou Zhushan

	Scale mean at item deletion	Scale variance at item deletion	Modified total correlation of item	Multiple correlation squares	Cronbach's Alpha value at item deletion
Local or international	7.75	3.926	.502	.406	.676
Amiable or aloof	7.64	3.024	.693	.602	.601
Warm or cold	7.54	3.062	.775	.682	.572
Traditional or modern	7.81	4.229	.355	.492	.716
Identity	7.35	3.983	.359	.494	.720

Table 11. Overall statistics on overall bamboo art in Nantou

	Scale mean at item deletion	Scale variance at item deletion	Modified correlation of item	total Multiple correlation squares	Cronbach's Alpha value at item deletion
Local or international	13.26	15.909	.641	.592	.657
Singular or diverse	12.80	18.401	.577	.498	.684
Retro or novel	13.71	15.023	.692	.765	.637
Cultural or trendy	14.74	20.788	.360	.228	.739
Retro and novel	13.37	15.269	.702	.713	.635

Table 12 How should bamboo art in Nantou be developed overall?

	Highly agree	Agree	No opinion	Agree	Highly agree	
Local	8	32	2	16	34	International
	6.7%	26.7%	1.7%	13.3%	28.3%	
Singular	3	17	4	35	33	Diverse
	2.5%	14.2%	3.3%	29.2%	27.5%	
Retro	19	30	5	13	25	Novel
	15.8%	25%	4.2%	10.8%	20.8%	
Cultural heritage	38	41	3	3	7	Trendy
	31.7%	34.2%	2.5%	2.5%	5.8%	
ancient	17	12	21	12	30	Novel
	14.2%	10%	17.5%	10%	25%	

(4) Quantitative analysis of experience

Experience is the most lacking for development of bamboo arts cultural and creative industries in Nantou. The research shows that most people have no experience in the experiential activities and games mentioned among these five items. This means that the Nantou government needs to work harder on this, both in terms of promotions and in holding actual events. Some people who have experienced these activities or games expressed delightful surprise for these unique and creative events, and they can identify with them. This shows that these activities are actually very popular among the people, but there is a lack of planned organization and implementation. If it is possible to focus more on this, it will certainly increase more economic production value for the development of bam-

boo art in Nantou.

(5) Quantitative analysis of creativity

In terms of creativity, the study points out that most people have purchased cultural and creative products, they understand what modern and intricate bamboo art products are, and they all enjoy such products, believing that they have a sense of design, creativity, artistic, and uniqueness. Therefore, in terms of creativity, it is suggested that the bamboo art industry in Nantou can consider how to package the bamboo industry, so that more people will like it, in turn help the development of bamboo art industry in Nantou. In addition, people would feel a sense of belonging and that bamboo art products are useful, so if it is possible to consider these factors when developing innovative prod-

ucts, the development of the bamboo art industry in Nantou would further improve.

Table 13. How can experiential games develop

	Highly agree	Agree	No opinion	Agree	Highly agree	
Innovative	43	36	1	2	1	Retro
	35.8%	30%	0.8%	1.7%	0.8%	
Unique	35	51	0	0	0	Regular
	29.2%	42.5%	0.00%	0.00%	0.00%	
Delightful surprise	35	51	0	0	0	Ordinary
	29.2%	42.5%	0.00%	0.00%	0.00%	
Features	42	44	1	0	0	No features
	35%	36.7%	0.8%	0.00%	0.00%	
Amiable	35	51	0	0	0	Aloof
	29.2%	42.5%	0.00%	0.00%	0.00%	

Table 14. Overall statistics of feelings about bamboo art cultural and creative products

	Scale mean at item deletion	Scale variance at item deletion	Modified correlation item	total of Multiple correlation squares	Cronbach's Alpha value at item deletion
Design or ordinary	11.49	12.234	.803	.770	.710
Creative or uncreative	11.66	13.473	.782	.908	.725
Artistic or practical	11.27	11.503	.695	.594	.741
Special or regular	11.62	13.449	.767	.904	.728
Automatic or handmade	10.03	15.311	.299	.134	.843

Table 15. How do bamboo art cultural and creative products make you feel ?

	Highly agree	Agree	No opinion	Agree	Highly agree	
Design	30	50	4	26	1	Ordinary
	25%	41.7%	3.3%	21.7%	0.8%	
Creative	31	50	16	13	0	Uncreative
	25.8%	41.7%	13.3%	10.8%	0.00%	
Artistic	30	45	1	23	12	Practical
	25%	37.5%	0.8%	19.2%	10%	
Special	28	55	12	16	0	Regular
	23.3%	45.8%	10%	13.3%	0.00%	
Automatic	4	25	5	39	38	Handmade
	3.3%	20.8%	4.2%	32.5%	31.7%	

(6) Quantitative analysis of value

From the research analysis, value shows that all five characteristics are very important for the development of bamboo art in Nantou, but these five items can be divided into two categories, the first is local cultural characteristics, and the second is innovative economic value. Local culture emphasizes local uniqueness, and people believe that developing cultural and creative industries in Nantou County requires a sense of belonging, identity, richness, and intricacy of local culture.

Development in these items into famous features can help bamboo art industry in Nantou.

As for innovative economic value, it hopes to combine art and innovative thinking so that bamboo culture and creative industry in Nantou can increase some design and modern elements, to enrich the culture of bamboo arts, in turn motivating the overall economic value of Nantou.

Table 16. Overall statistics on the items under value for the Nantou economy

	Scale mean at item deletion	Scale variance at item deletion	Modified total correlation of item	Multiple correlation squares	Cronbach's Alpha value at item deletion
Benefit or no benefit	8.58	11.368	.696	.548	.823
Possible or unknown	8.42	11.193	.621	.416	.835
Development or stagnation	8.60	8.891	.857	.786	.785
Forward-looking or conservative	8.41	8.893	.794	.722	.803
Expectation or disappointment	8.77	10.931	.755	.597	.812

Table 17. How do you feel about the economic value of Nantou?

	Highly agree	Agree	No opinion	Disagree	Highly disagree	
Beneficial	41 34.2%	54 45%	18 15%	3 2.5%	0 0.00%	Not beneficial
Possibility	32 26.7%	61 50.8%	18 15%	5 4.2%	2 1.7%	Unknown
Development	56 46.7%	41 34.2%	5 4.2%	12 10%	3 2.5%	Stagnation
Forward-looking	48 40%	41 34.2%	10 8.3%	16 13.3%	3 2.5%	Conservative
Expectation	60 50%	39 32.5%	18 15%	0 0.00%	1 0.8%	Disappointment

Basically, our research hypothesis is that the human's feelings and emotions can influence the purchasing behavior. Thus, we utilize emotional marketing theory to study this bamboo arts issue thought investigation.

The results indicate that the human's purchasing behavior can be affected indeed by their feelings and emotions. We can find some consumers' tendencies about bamboo arts in five factors form above analysis:

Table 18. How can Nantou develop its innovative values?

	Highly agree	Agree	No opinion	Disagree	Highly disagree	
Rich	61 50.8%	53 44.2%	5 4.2%	0 0.00%	0 0.00%	Poor
Diverse	69 57.5%	45 37.5%	1 0.8%	4 3.3%	0 0.00%	Singular
Modern	45 37.5%	51 42.5%	10 8.3%	1 0.8%	12 10%	Traditional
Beautiful	71 59.2%	42 35%	2 1.7%	4 3.3%	0 0.00%	Ugly
Natural	30 25%	16 13.3%	23 19.2%	26 21.7%	24 20%	Modern sense

(1) Story

Consumers still have the identification and interested in related developing history and knowledge of bamboo arts. They also desire to participate in the local characteristic activities and visit local museum.

(2) Relation

All consumers agree that the bamboo is the representative product of Nantou. It have the strengthening relationships between bamboo arts and Nantou. People will think Nantou when seeing bamboo arts. The bamboo arts can become the special value of Nantou.

(3) Experience

Consumers would like to participate in the related experiential games and activities about bamboo arts but they seldom experience these games and activities. One reason is the activities of bamboo arts have seldom been holded before and the other is the promotion of the related activities is not enough and no effect.

(4) Creation

Consumers all have seen the products made of bamboo. They feel that the product categories of bamboo arts

are too less. The style of traditional bamboo art products is too old-fashioned and the quality is not good.. This can be improved by the concept of the cultural and creative design.

(5) Value

Consumers all have bought the cultural and creative products but they think the bamboo art products have the cheap image. They agree the bamboo art products can be enhanced the added-value by design. The bamboo art products can have more sense of design, creativity, art sense and unique.

5. Conclusions and Suggestions

This study uses the bamboo culture and creative industry in Nantou as the subject of study, using the five factors of emotional marketing and relevant literature on emotional marketing to explore the attraction of bamboo art industry as perceived by consumers, proposing references for the management of bamboo industry businesses.

This study uses in-depth interviews in qualitative research and quantitative questionnaire surveys for re-

search and analysis. After the research and survey, in regards to bamboo art in Nantou cultural and creative industries, this study summarizes the following conclusions.

(1) Story

- Establish an educational tourism institution of bamboo arts for the promotion of uniqueness, diversity, and local culture.
- Establish local museum and hold the related exhibitions of bamboo arts.
- Communicate the local story of the bamboo arts development by the decoration-art building.
- It will help promote the bamboo arts through the introduction of the bamboo history and culture in the museum.
- In order to satisfy the consumers' knowledge need about bamboo arts, the administrators should widely introduce the story of the bamboo arts development in the newspapers and magazines.

(2) Relation

- Images of Nantou should be connected to bamboo arts for increasing international characteristics and innovation.
- Hold related bamboo arts exhibitions to enhance the connecting images of the bamboo arts and Nantou.
- Introduce the applications and benefits of the bamboo material for strengthening the relations between the bamboo arts and Nantou.
- Build big entrance image of bamboo arts to enhance the association of the bamboo arts and Nantou.
- All products of bamboo arts must be marked with Nantou.

(3) Experience

- There should be more management, the activities should present positive feelings such as delightful surprise, uniqueness, and creativity.
- Hold related experiential activities of bamboo arts to let consumers deeply realize the advantages of the bamboo material and accept it in everyday life.
- Offer the related bamboo arts programs for people discovering the beauty of bamboo arts and crafts.
- Provide DIY activities of bamboo arts to enhance the participating motivation for parents and children.
- Hold the eco-tourism of bamboo arts for increasing the experience of bamboo arts.

(4) Creativity

- Bamboo art products can be considered as sample designs with modern design sense, creativity, and art, using various marketing methods to increase the intricacy.
- Apply bamboo materials to design the living products by the cultural and creative concept.
- Introduce the various applications of bamboo materials in food, clothing, living, transportation, education, and recreation.
- Hold design competitions of bamboo arts to increase the creativity of bamboo arts development.
- Teach consumers to design simple life products by the DIY activities of bamboo arts.

(5) Value

- Bamboo arts in Nantou has value in terms of local characteristics, cultural heritage, economy, and innovation, and should be better managed in hopes that it can motivate the production value of cultural and creative industries in Nantou.
- Enhance the economic value of bamboo art products by the cultural and creative design concept.
- Increase the design sense of bamboo art products for raising the purchase motivation by inviting famous designers participation.

- Promote the widely applications of bamboo arts for consumers realizing the advantages of bamboo arts.
- Introduce the nature characteristic of bamboo arts to advocate the environment protection. Let people know the bamboo is a kind of eco-material.

This study uses qualitative interviews and quantitative questionnaire surveys to research and explore the operational strategies, without in-depth study of actual product design, thus the research results are not very complete. It is hoped that researchers interested in this topic can emphasize actual product design so as to supplement this study.

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