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The Impact of Cultural Identity on Consumer Purchase Intention for Leisurewear Incorporating Dunhuang Mural Elements

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Abstract

As an ancient cultural element, Dunhuang murals have strong historical and cultural inheritance significance. This study explores the impact of cultural identity on consumers' purchase intention, which has certain theoretical significance and practical value.Based on the existing literature on ancient culture and cultural identity, this study proposes a new research framework based on the theory of planned behavior (TPB) to empirically test the relationship between ancient cultural symbols, cultural identity, emotional value and consumer purchase intention. relation. By analyzing the collected data through structural equation modeling (SEM), the study draws the following conclusions: First, ancient cultural symbols significantly enhance an individual's sense of cultural identity and emotional value perception, thereby significantly affecting their purchase intention; second, ancient cultural symbols There is a direct or indirect positive correlation between cultural symbols and consumers' purchase intention through cultural identity and emotional value. Cultural identity also has a direct or indirect positive impact on consumers' purchase intention through emotional value; finally, ancient cultural symbols pass through The chain mediation effect of cultural identity and emotional value has a significant positive impact on purchase intention. In summary, ancient cultural symbols not only directly enhance cultural identity, emotional value and purchase intention, but also indirectly affect purchase intention through the intermediary effects of cultural identity and emotional value. The research results provide empirical basis for the use of traditional cultural symbols in product design and marketing strategies. In particular, they provide theoretical support for the marketing strategy of Dunhuang mural casual clothing, which helps to enhance consumers' cultural identity and purchase intention.

Keywords: Ancient cultural symbols, Cultural identity, Emotional value, Dunhuang murals leisurewear, Structural equation model, Purchase intention

INTRODUCTION

In recent years, fashionable clothing with ancient Chinese cultural elements has become a new growth point in the clothing consumption market, and more and more such clothing has been recognized by the market (Zheng, 2024). According to the "2024 China Douyin E-commerce Female Consumption Trend Data Report", in the past year, the number of orders for clothing with ancient Chinese cultural elements purchased by female consumers on the platform increased by 195% year-on-year (Securities Times, 2024), among which the number of orders for horse-faced skirts increased by 841% year-on-year, and the number of orders for Hanfu increased by 336% year-on-year. The rise of fashionable clothing with ancient Chinese cultural elements has not only enriched consumer choices, but also enhanced cultural experience.

The integration of ancient Chinese elements and clothing design can promote cultural dissemination through the economy. At present, this integration needs to move forward in keeping the integrity and innovation, integrate creativity, and produce high-quality products that are both practical, artistic, aesthetic and cultural (Dai, 2023). Dunhuang mural culture is an important manifestation of the country's cultural heritage. Recognition of it represents the affirmation and active practice of national cultural values, and reflects confidence in cultural vitality (Liu, 2024; Zhou, 2024). This study explores the mechanism of the influence of leisurewear with elements of ancient cultural Dunhuang murals on purchase intention from the perspective of the theory of planned behavior (TPB).

Shimp and Sharma (1987) introduced the concept of "consumer ethnocentric tendency (CET)" in the context of economic globalization, believing that consumers will prefer domestic products and have prejudices against foreign products when faced with domestic and foreign product choices. This tendency is particularly evident when the group is threatened by external threats (Zong, 2023). As an important carrier of culture, clothing is accelerating the growth of design, manufacturing and brand systems that demonstrate cultural confidence and are recognized by consumers. Luo and Li believe that in the context of cultural identity, Hanfu and traditional costumes have an impact on purchase intention. However, with globalization and cultural networking, personal life and cultural environment have become more diversified, and the purchase intention of leisurewear with elements of Dunhuang murals on consumer behavior is still unknown (ning, 2023).

Literature review shows that previous studies on the impact of Dunhuang mural culture on consumer purchase intention have mostly focused on the innovative design of cultural and creative products and qualitative research, and lack of quantitative research on the cultural identity of Dunhuang murals. There is almost no existing research on consumers' willingness to purchase Dunhuang mural leisurewear.

Based on the theory of cultural identity, this paper constructs an ancient cultural Dunhuang

mural identity influence model based on the investigation and literature review of ancient Chinese clothing elements, and based on the combination of Dunhuang murals and leisurewear, adds emotional value cognition as a mediating variable to explore the relationship between cultural identity and purchase intention of Dunhuang mural leisurewear. The research results can explain the consumption behavior of Dunhuang mural element leisurewear and provide suggestions and marketing strategies for enterprises.

This paper is organized as follows: the "Literature Review" section reviews relevant literature, proposes hypotheses, and establishes a research model; the "Methodology" section introduces the research methods, including questionnaire surveys and data collection; the "Research Results and Discussion" section discusses the research results; finally, the "Contributions and Impacts" section discusses the contributions, theoretical and managerial implications of the research, as well as the limitations of the research and the prospects for future research.

LITERATURE REVIEW

Cultural Identity

The study of cultural identity has a long history, involving fields such as philosophy, sociology, and psychology. Zhang Rulun (2001) first expounded the issue of cultural identity from a philosophical perspective. With the development of economic globalization, Olivier et al (2023). began to study the position and importance of cultural identity in the context of economic globalization. Subsequently, some scholars analyzed the path to achieve cultural identity from the perspective of the "Belt and Road Initiative". In recent years, cultural identity has gradually attracted attention in the field of marketing, such as the research of Zhang Jingyun et al.

An earlier study on the concept of cultural identity was conducted by foreign scholar Freud (1899). He believed that identity is a process of imitation and internalization at three levels: from the individual's feelings towards a certain group, to the individual's introjection of self-concept, to sharing the self-internalized characteristics with others. Huntington (2002) believed that cultural identity has a unique meaning for people. Different ethnic groups use their own exclusive symbols as a sign of cultural identity, and even define themselves with the help of "history, customs, ancestors, religion, language", etc. Song Shijie and Zuo Bin (2020) believe that cultural identity is a concept of a person's individual cognition, including nature, society and human beings themselves. It can show a person's worldview, values, and outlook on life, forming a complete system (Ning, 2022).

At the individual level, cultural identity emphasizes that individuals internalize their own culture and cultural groups and develop a sense of belonging. Erikson (1968) described this process and believed that cultural identity gradually develops in the process of individual socialization.

Phinney (1991) pointed out that strong mainstream identity is associated with high self-esteem only when actively adapting to mainstream culture. Hirai Kazuo (2016) believes that traditional culture represents all aspects of human activities and is preserved, learned and spread in each community or group for a long time.

Ancient cultural symbols

British scholar Terence Hawkes believes that "as long as anything exists independently, is connected to another thing, and can be "explained", then its function is a symbol." Symbols are the external form and material carrier of information meaning. They are an indispensable basic element in the expression and communication of things. Their function is to facilitate carrying and conveying meaning. Humans transmit information through symbols and symbol systems (Guo, 2011).

Ancient cultural symbols refer to symbols or signs with specific symbolic meanings and cultural connotations in ancient society, including text, patterns, artworks, buildings, etc. These symbols represent specific values, religious beliefs, historical traditions or social structures, and are tools for cultural exchange, expression of identity and inheritance (Hu, 2023).

As a symbol of ancient Chinese culture, Dunhuang murals are applied to modern clothing design to inspire consumers' sense of pride and belonging, thereby satisfying their cultural needs (Zhu, 2023). Therefore, in the field of clothing consumption, the application of ancient cultural symbols can easily inspire consumers' cultural identity to stimulate purchasing intention.The influence of Dunhuang mural elements on consumers' purchase intentions.

The influence of Dunhuang mural elements on consumers' purchase intentions

The consumer shopping process includes multiple steps, including knowledge, interest, evaluation and final decision. After the purchase intention is generated, consumers will choose the plan with the highest perceived value to make a purchase decision (Hu, 2021). Sheth (1991) proposed five dimensions of consumer values, including functional, social, emotional, cognitive and conditional value, to explain consumers' choice behavior. Chen Jie (2012) divided perceived value into utilitarian and hedonistic value, and established a model of the impact of perceived value on consumer attitudes and purchasing intentions(Yang, 2019).

The theory of planned behavior (TPB) is a further development of the theory of rational behavior (TRA), which is mainly used to explain that consumers' willingness to buy is the main factor affecting their purchasing behavior. In order to expand the applicability of the theory, Ajzen proposed TPB in 1991 and introduced the antecedent variable of "perceived behavioral control" to enhance the explanatory power of individual behavioral intentions(Zhu, 2023). By

expanding the theory of planned behavior and introducing factors such as cultural identity and emotional value, ancient cultural symbols are endowed with special cultural qualities to enhance consumers' emotional resonance and cultural identity (Hu, 2021). Based on the above findings, this study draws on the theory of planned behavior and proposes the following hypotheses from the perspective of ancient cultural identity:

H1: The degree of cognition of ancient cultural symbols has a positive impact on cultural identity.

H2: The degree of cognition of ancient cultural symbols has a positive impact on the emotional value of ancient culture.

H3: The stronger the consumer's cognitive ability of ancient cultural symbols, the stronger the consumer's willingness to buy Dunhuang mural element leisurewear.

H4: The degree of cultural identity has a positive impact on the emotional value of ancient culture.

H5: The stronger the consumer's cultural identity, the stronger the willingness to buy Dunhuang mural element leisurewear.

H6: The stronger the consumer's emotional value of ancient culture, the stronger the willingness to buy Dunhuang mural element leisurewear.

H7: Consumers' emotional value recognition of ancient culture has a mediating effect on the purchase intention of Dunhuang mural element leisurewear.

H8: Consumers' cultural identification with ancient culture has a mediating effect on the purchase intention of Dunhuang mural-themed leisurewear.

Based on the above hypothesis, combined with the theory of cultural identification and related research on TPB behavioral intention, a conceptual model is constructed, as shown in Figure 1. The model explains the inherent relationship between consumers' ancient cultural identification and consumers' behavioral intention to purchase, with consumers' emotional value as the mediator.
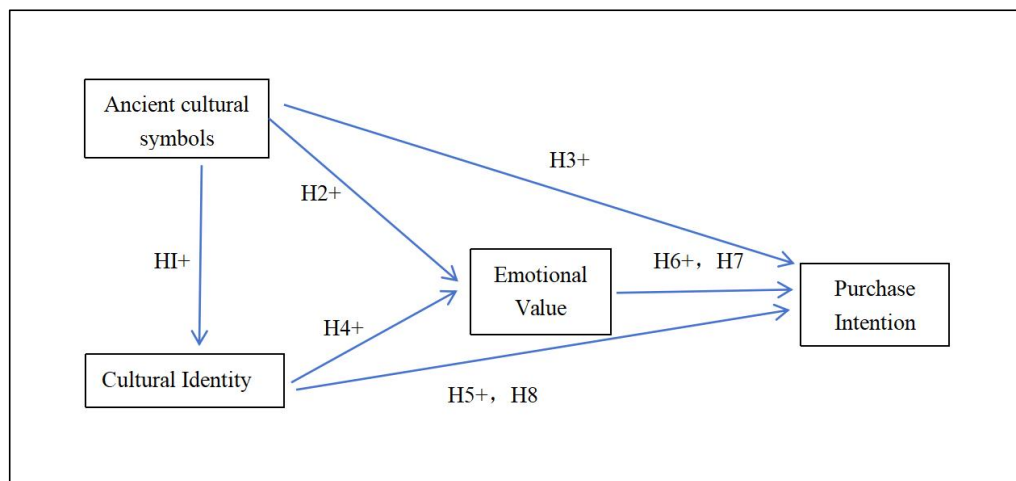
Figure 1. Conceptual model of Ancient culture on purchase intention

Measure	Item	Frequency	%
gender	Male	228	47.2
	Female	255	52.8
	Under 17 years old	19	3.9
	18-23	188	38.9
Age	24-27	147	30.4

METHODOLOGY

Procedure and Sample

The reason why Dunhuang mural leisurewear is the subject of this study is based on a variety of data. According to Qiangua data, from January to October 2023, the number of grass-planting notes related to ancient Chinese element clothing on the Xiaohongshu platform increased by more than 110% year-on-year compared with 2022, with an average of more than 10,000 notes per month and a total of more than 20 million interactions throughout the year. Therefore, the main research is on leisurewear with ancient Chinese elements, and the young consumer group is targeted, combining ancient Chinese cultural elements with fashion trends. In addition, the data from the Dewu APP also shows that in the consumption of ancient Chinese element clothing in 2023, those born after 1995 and 2000 are becoming the main consumers, accounting for 82.6% of the consumption of domestic "trendy products", of which those born after 2000 account for nearly 60%. Therefore, Dunhuang mural leisurewear is a typical example of the influence of ancient culture on consumers' willingness to buy. The questionnaire on the consumer behavior of Dunhuang murals is very representative.

Before officially distributing the questionnaire, the study first selected 50 consumers for a pilot study (song, 2020). At the same time, the analysis resulted in the deletion of test items with a score <0.5 or greater than 0.5, repeated adjustments of unclear and inaccurate test items, and finally retained 22 test items as the official scale. This study mainly used the convenience sampling method. After the pre-test phase, data was collected online using social software such as QQ and WeChat, and a total of 524 questionnaires were collected. After manual screening, the questionnaires that were filled in and contradictory were eliminated, and 483 valid questionnaires were left, with an efficiency of 92.18%. Then statistical analysis began. The sample data statistics are shown in Table 1.

Table 1. Subject's demographic and usage behavior

	28-32	77	15.9
	Above 33 years old	52	10.8
Highest education level	High school and below	36	7.5
	College	10	2.1
	Undergraduate	308	63.8
	Master and above	129	26.7
Monthly income	≤3000	125	25.9
	3001-6000	197	40.8
	6001-8000	66	13.7
	≥8000	95	19.7
Dunhuang murals	Yes	377	78.1
	No	40	8.3
	Have heard of it, but don't know much	66	13.7
Seen casual clothing information with Dunhuang murals on social media	Yes	301	62.3
	No	182	37.7
Liked casual clothing information with Dunhuang murals on social media	Yes	282	58.4
	No	201	41.6
Received relevant information and followed the publisher on social media platforms	Yes	262	54.2
	No	221	45.8

Valid n=483.

Descriptive statistical analysis shows that among all the respondents, the largest number of female respondents (255 people), accounting for 52.8% of the total number of respondents, and the number of male respondents is 228, accounting for 47.2% of the total number of respondents. The overall age of the respondents is relatively young, and the respondents under 32 years old account for 89.2%. Most of the respondents have a bachelor's degree or above (378 people, accounting for 90.5%), including 308 people with a bachelor's degree (63.8%) and 129 people with a master's degree (26.7%). The income level is mostly between 3,000 and 6,000, with 197 people (40.8%). Most people know about Dunhuang murals, 377, accounting for 78.1%. Among them, 66 people have heard of it but don't know it very well, accounting for 13.7%, and 40 people don't know it, accounting for 8.3%. Most people have seen casual clothing information with Dunhuang mural elements on social media, 301 people, accounting for 62.3%. 282 people have liked casual clothing information with Dunhuang mural elements on social media, accounting for 58.4%, and 262 people have received relevant information on social media platforms and followed the publisher, accounting for 54.2%.

Scale Design

This study explores the ancient cultural identity and purchase intention of Dunhuang mural casual wear. Based on past research, a literature scale was designed (Table 2). The first part measures consumers' cognition of ancient cultural symbols. The second part measures

consumers' emotional attitudes towards Dunhuang mural casual wear, such as sense of identity and belonging, based on the research scales of Ning (2022) and Hu (2021) (2010). The third part is to measure consumers' purchase intention. Based on previous research, a questionnaire was designed to understand the characteristics of the respondents. A Likert 5-level scale was used, with 1 to 5 representing very disagree, disagree, average, agree, and very agree; respondents answered based on their actual experience.

Table 2. Measurement items.

Dimension	NO.	Description
Ancient cultural symbols	ACS1	I understand the ancient cultural symbol of Dunhuang murals
	ACS2	I think Dunhuang murals have high cultural value
	ACS3	I think Dunhuang murals have a very stable cultural image
	ACS4	I think Dunhuang murals have a long history
	ACS5	I think the current Dunhuang murals give people a fresh and interesting feeling
Cultural Identity	CI1	I understand the cultural background of Dunhuang murals, and I often discuss the design of leisurewear with Dunhuang mural elements with people
	CI2	I think Chinese clothing brands should promote the spread of Dunhuang mural elements and leisurewear.
	CI3	I will actively collect relevant information on the integration of Dunhuang mural elements into leisurewear, and try my best to contact relevant information.
	CI4	I have a strong sense of belonging to Dunhuang mural elements in leisurewear. I will actively protect and promote, and rescue modern Hanfu culture.
	CI5	I have a positive attitude towards the development of Dunhuang mural elements into casual design.
Emotional Value	EV1	I think Dunhuang murals leisurewear can show the excellent ancient culture of our country
	EV2	I think the combination of Dunhuang murals and leisurewear is a kind of cross-cultural inheritance
	EV3	I think the combination of Dunhuang murals and leisurewear is a cross-cultural inheritance
	EV4	Dunhuang murals leisurewear emphasizes the inner beauty and is consistent with my values
	EV5	I think Chinese fashion brands should promote the dissemination of modern Dunhuang leisurewear culture
	PI1	I am willing to buy Dunhuang murals leisurewear

Purchase Intention	PI2	I will encourage friends and relatives to try to buy Dunhuang murals leisurewear
	PI3	I think the combination of the ancient culture of Dunhuang murals and leisurewear is in line with the current fashion trend
	PI4	I oppose the combination of Dunhuang murals with leisurewear with fashionable and popular elements
	PI5	I think the combination of Dunhuang murals culture and fashionable leisurewear has cultural reserves
	PI6	I think the design of Dunhuang murals ancient culture combined with leisurewear is novel and charming
	PI7	I think the combination of Dunhuang murals and leisurewear is in line with personal aesthetics

Reliability analysis

Reliability analysis is a statistical method used to evaluate the reliability of a measurement tool. It mainly focuses on whether the measurement tool can stably measure the variable to be measured, that is, whether it can obtain consistent results when repeated measurements are taken. Reliability analysis can be subdivided into multiple types, including test-retest reliability, parallel form reliability, internal consistency reliability, etc. (Fink, 1995).

This study uses Cronbach's alpha of internal consistency reliability as an evaluation tool. Internal consistency reliability refers to the degree of consistency between the various items in a test or scale, which reflects the measurement effect of all the questions in the scale as a whole. Cronbach's coefficient is the most commonly used statistical indicator to measure internal consistency. Its value ranges from 0 to 1. The higher the value, the better the internal consistency of the scale. Specifically, a Cronbach's alpha coefficient lower than 0.6 is generally considered to have poor internal consistency of the scale, and the structure or questions of the scale need to be reviewed; 0.6 to 0.7 indicates that the internal consistency of the scale is acceptable, but may need further improvement; 0.7 to 0.8 is generally considered to be an acceptable level of internal consistency; 0.8 to 0.9 indicates that the scale has good internal consistency; more than 0.9 indicates that the internal consistency level is very good.

According to the results shown in Table 3, the ancient cultural symbol dimension contains 5 items, and its Cronbach's alpha coefficient is 0.884, indicating that there is a strong internal consistency between these items, that is, the items are highly correlated when measuring ancient cultural symbols, and the reliability of the measurement tool is high. The cultural identity dimension also contains 5 items, and the Cronbach's α coefficient is 0.843, indicating that these items are also highly consistent in measuring cultural identity and can stably reflect the cultural identity status of the subjects. The Cronbach's α coefficient of the emotional value dimension is 0.810, indicating that these items show good internal consistency when measuring emotional

value and can effectively capture the characteristics of emotions. The purchase intention dimension contains 7 items, and its Cronbach's α coefficient is 0.915, showing a very high level of internal consistency, indicating that when evaluating purchase intention, these items are highly correlated with each other and can reliably reflect the purchase intention of the subjects. In summary, the overall measurement tool contains 22 items, and its overall Cronbach's α coefficient is 0.941, indicating that the overall measurement tool has a very high internal consistency. This means that the measurement tools used in the study show a high level of reliability in different dimensions, providing a solid foundation for the reliability of the research results.

Table 3. Reliability analysis results

Dimension	number of items	Cronbach's α coefficient
Ancient cultural symbols	5	0.884
Cultural identity	5	0.843
Emotional value	5	0.810
Purchase intention	7	0.915
Overall	22	0.941

Validity analysis

Validity analysis evaluates whether the measurement tool accurately captures predetermined variables or dimensions to ensure the accuracy and reliability of the research results. Exploratory factor analysis (EFA) is a commonly used statistical technique to examine the structural validity of the scale. Through EFA, It is possible to identify which items cluster together to form specific factors, thereby verifying whether the scale structure meets theoretical expectations (zhao, 2023).

When conducting exploratory factor analysis to examine validity, there are several key statistical indicators: (1) Kaiser-Meyer-Olkin (KMO) measure: The KMO test is an indicator used to evaluate the suitability of data for factor analysis. The KMO value ranges from 0 to 1. The closer the value is to 1, the more suitable the data is for factor analysis. It is generally believed that a KMO value greater than 0.6 means that the data is suitable for factor analysis (ning, 2022). (2) Bartlett's test of sphericity: This test is used to evaluate whether the correlation matrix is significantly different from the identity matrix, that is, whether there is a pattern of correlation in the data. If the test result is significant (p value less than 0.05), then It means that there are meaningful correlations between variables or dimensions in the data, making it suitable for factor analysis. (3) Factor loading value: Factor loading refers to the coefficient of a variable on a factor, which reflects the strength of the correlation between the variable and the factor. High factor loading values (usually greater than 0.3 or 0.4) indicate that the variable is highly correlated with

the factor. (4) Characteristic root: Characteristic root is the amount of variance explained by each factor in factor analysis. Characteristic root greater than 1 is usually considered meaningful, indicating that the factor can explain a considerable amount of the total variance. (5) Cumulative variance explanation rate: refers to the percentage of the total variance explained by all extracted factors. A high cumulative variance explanation rate means that most of the variance of the items in the scale can be explained by a few factors. It is generally believed that the cumulative variance explanation rate A rate of more than 60% is more appropriate.

According to the results shown in Table 4, the KMO value is 0.938, and the significance level of Bartlett's sphericity test is less than 0.001, indicating that the sample data is very suitable for factor analysis and that there is a correlation structure between variables.

The initial factors were extracted by principal component analysis, and then rotated using Kaiser normalization maximum variance method to obtain a more easily interpretable component matrix. The rotation converged after 6 iterations, indicating that a stable state had been reached. The rotated component matrix reveals four main factors, corresponding to ancient cultural symbols (ACS), cultural identity (CI), emotional value (EV), and purchase intention (PI).

Eigenroots and cumulative variance explained provide a quantitative assessment of the explanatory power of a factor. According to the results shown in Table 5, the characteristic roots are 10.002, 1.773, 1.452 and 1.232 respectively, indicating the amount of variance explained by each factor. The cumulative variance explanation rate is 65.721%, which means that these four factors jointly explain most of the total variance of the data, showing high explanatory power.

The first factor is mainly related to the variables of ancient cultural symbols (ACS), the second factor is mainly composed of variables of cultural identity (CI), the third factor is mainly composed of variables of emotional value (EV), and the fourth factor It is mainly composed of variables of purchase intention (PI), and the factor loading coefficients of each variable are greater than 0.4, indicating that these variables have a good correlation with the corresponding factors.

Table 4. KMO and Bartlett's test

KMO sampling suitability measure		0.938
Bartlett's test of sphericity	Approximate chi-square	6684.992
	degrees of freedom	231
	Significance	<0.001

Table 5 . Factor loading coefficients

	Element			
	1	2	3	4
ASC1	0.651			
ASC2	0.735			
ASC3	0.788			
ASC4	0.714			
ASC5	0.674			
CI1		0.758		
CI2		0.789		
CI3		0.719		
CI4		0.722		
CI5		0.522		
EV1			0.684	
EV2			0.731	
EV3			0.769	
EV4			0.738	
EV5			0.42	
PI1				0.782
PI2				0.738
PI3				0.74
PI4				0.792
PI5				0.763
PI6				0.542
PI7				0.569
Characteristic root	10.002	1.773	1.452	1.232
Cumulative variance explained (%)		65.721		

FINDINGS AND DISCUSSION
Structural Equation Model

Structural Equation Modeling (SEM) is a multi-variable statistical analysis technique used to analyze the relationship between variables. It combines factor analysis and multi-variable regression analysis to simultaneously examine multiple dependencies (i.e. cause and effect). relationship) (Luo, 2021). Structural equation modeling is particularly suitable for testing and validating complex theoretical models, including relationships between latent variables (i.e. variables that are not directly observed) and observed variables (variables that can be directly measured). When evaluating the goodness of fit of a structural equation model, a variety of statistical indicators are used. The following are some commonly used indicators: (1) Chi-square/degrees of freedom (Chi-square/df): Chi-square value divided by degrees of freedom. A ratio less than 3 indicates that the model fits the data well. However, chi-square/degrees of freedom are sensitive to sample size, and large samples tend to get significant chi-square values,

so a value less than 5 is acceptable for larger samples. (2) Goodness of Fit Index (GFI): The value ranges from 0 to 1. The higher the value, the better the model fits the data. It is generally believed that a GFI value greater than 0.90 indicates a good fit, and a GFI value greater than 0.80 indicates an acceptable fit. (3) Tucker-Lewis Index (TLI): also known as Non-normed fit index (NNFI). The closer the TLI value is to 1, the better the model fit. TLI values greater than 0.90 are generally good, and greater than 0.80 are acceptable. (4) Relative Fit Index (RFI): Similar to TLI, it is used to evaluate the fitting degree of the model. (5) Incremental Fit Index (IFI): Measures the degree of improvement of the model relative to a baseline model (usually the zero model, that is, there is no relationship). The closer the IFI value is to 1, the greater the improvement of the model relative to the baseline model. (6) Comparative Fit Index (CFI): Similar to IFI, CFI measures the degree of fit of the model relative to the zero model. CFI values greater than 0.90 to 0.95 are generally considered a good fit. (7) Standardized root mean square residual (Normalized Fit Index, NFI): measures the degree of improvement of the model relative to the zero model. The closer the NFI value is to 1, the better the model fit. A value greater than 0.80 is acceptable. (8) Root Mean Square Error of Approximation (RMSEA): Provides an estimate of the degree of fit between the model and the data. An RMSEA value less than 0.05 indicates a very good fit, 0.05 to 0.08 indicates an acceptable fit, and greater than 0.10 indicates a poor model fit.

AMOS28.0 is used to analyze the proposed theoretical model and verify the hypotheses. According to the results in Table 6, the fitting indicators of the structural equation model (SEM) are all within the acceptable range, indicating that the tested model has a good fit with the actual observation data. Specifically, the chi-square degree of freedom ratio (chi-square/df) is 3.739, GFI is 0.871, TFI is 0.904, IFI is 0.916, CFI is 0.915, NFI is 0.888, and RMSEA is 0.075, among which TFI, IFI, and CFI all reach Although the chi-square degree of freedom ratio (chi-square/df), GFI, and NFI did not reach the ideal standard, they still reached the acceptable standard.

Therefore, the model is statistically well supported and can be considered a model with a high degree of fit. The path analysis diagram and specific analysis results are shown in Figure 1 and Table 5 respectively.

Table 6. Structural equation model fit indicators

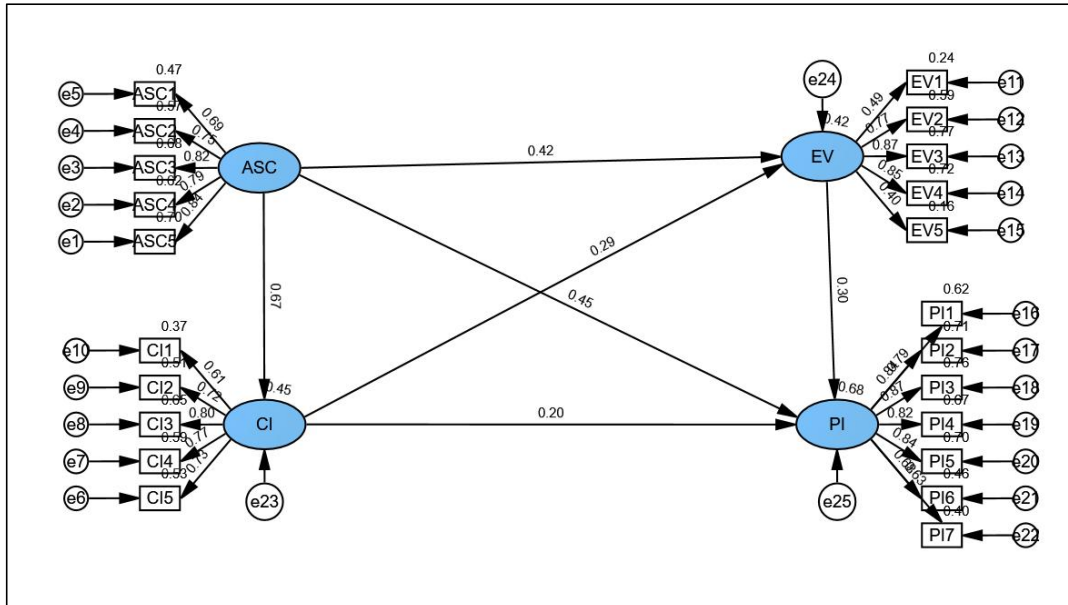| Fit index	Chi-square/df	GFI	TFI	IFI	CFI	NFI	RMSEA
Index value	3.739	0.871	0.904	0.916	0.915	0.888	0.075
Ideal standard	<3	>0.9	>0.9	>0.9	>0.9	>0.9	<0.08
Acceptable standard	<5	>0.8	>0.8	>0.8	>0.8	>0.8	<0.05

Figure 2. Path analysis diagram

According to the path test results in the table below（Table 7）., it can be seen that ancient cultural symbols have a significant positive impact on cultural identity. The unstandardized coefficient is 0.496, the standardized coefficient is 0.672, the standard error is 0.042, the critical ratio (C.R.) is 11.926, and the P value is less than 0.001, so the hypothesis H1 is established, indicating that the perception and understanding of ancient cultural symbols can significantly enhance an individual's cultural identity. Ancient cultural symbols also have a significant positive impact on emotional value. The unstandardized coefficient is 0.228, the standardized coefficient is 0.416, the standard error is 0.040, the C.R. value is 5.725, and the P value is less than 0.001. Assuming that H2 is established, it shows that ancient cultural symbols can Enhance individuals' emotional value perception of related products or services. Ancient cultural symbols also have a significant positive impact on purchase intention. The unstandardized coefficient is 0.390, the standardized coefficient is 0.446, the standard error is 0.048, the C.R. value is 8.097, and the P value is less than 0.001. Hypothesis H3 is established, confirming the influence of ancient cultural symbols. Perception can positively influence an individual's purchase intention.

Cultural identity has a significant positive impact on emotional value. The unstandardized coefficient is 0.215, the standardized coefficient is 0.290, the standard error is 0.051, the C.R. value is 4.263, and the P value is less than 0.001. The hypothesis H4 is established, indicating that the stronger the individual's cultural identity. The stronger, the higher the emotional value perception of the product or service. Cultural identity has a significant positive impact on purchase intention. The unstandardized coefficient is 0.242, the standardized coefficient is 0.205, the standard error is 0.061, the C.R. value is 3.963, and the P value is less than 0.001. Assuming that H5 is established, it means that the enhancement of cultural identity will Increase individual purchase intention.

Emotional value has a significant positive impact on purchase intention. The unstandardized coefficient is 0.470, the standardized coefficient is 0.295, the standard error is 0.083, the C.R. value is 5.671, and the P value is less than 0.001. Assuming that H6 is established, it shows that emotional value drives purchase. Willingness plays an important role.

Table 7. Path coefficients of the structural equation model and hypothesis test results

Hypothesis	Path	Unstandardized Coefficients	Standardized coefficient	S.E.	C.R.	P	Results
H1	Ancient cultural symbols → cultural identity	0.496	0.672	0.042	11.926	<0.001	Supported
H2	Ancient cultural symbols → emotional value	0.228	0.416	0.040	5.725	<0.001	Supported
H3	Ancient cultural symbols → willingness to buy	0.390	0.446	0.048	8.097	<0.001	Supported
H4	Cultural identity → emotional value	0.215	0.290	0.051	4.263	<0.001	Supported
H5	Cultural identity → willingness to buy	0.242	0.205	0.061	3.963	<0.001	Supported
H6	Emotional value → willingness to buy	0.470	0.295	0.083	5.671	<0.001	Supported

The Bootstrap method is a statistical technique used to test mediation effects. Bootstrap is a non-parametric statistical method that estimates the distribution of a statistic by repeatedly sampling (with replacement) from the original sample. In mediating effect analysis, the Bootstrap method can be used to evaluate the significance of the mediating effect of mediating variables on the causal relationship. This study used AMOS28.0 to test the mediating effect. The results are shown in Table 8 below.

In Path 1, the path effect value is 0.137, and the standard error is 0.040. The 95% Bootstrap confidence interval (Bias-corrected 95%CI) is from 0.067 to 0.227, excluding zero, indicating that cultural identity plays an important role in ancient cultural symbols and purchase intention. It plays a significant mediating role, that is, ancient cultural symbols can have a significant positive impact on purchase intention through cultural identity.

In Path 2, the path effect value is 0.123 and the standard error is 0.033. Its 95% Bootstrap

confidence interval is from 0.067 to 0.200, excluding zero, confirming that the mediating effect of emotional value between ancient cultural symbols and purchase intention is significant, that is, ancient cultural symbols can have an impact on purchase intention through emotional value. Significant positive impact.

In Path 3, the path effect value is 0.058 and the standard error is 0.019. The 95% Bootstrap confidence interval is from 0.028 to 0.104, excluding zero, indicating that cultural identity and emotional value jointly mediate the impact of ancient cultural symbols on purchase intention. That is to say, ancient cultural symbols can have a significant positive impact on purchase intention through the chain mediation of cultural identity and emotional value.

Table 8. Mediation test

	Intermediary Path	Effect size	SE	Bias-corrected 95%CI		
				Lower	Upper	P
1	Ancient cultural symbols → cultural identity → willingness to buy	0.137	0.040	0.067	0.227	0.001
2	Ancient cultural symbols → emotional value → willingness to buy	0.123	0.033	0.067	0.200	<0.001
3	Ancient cultural symbols → cultural identity → emotional value → willingness to buy	0.058	0.019	0.028	0.104	<0.001

The research results show that Dunhuang mural casual wear, as a commodity, must have attributes that are common to all commodities. Existing research has shown that for products with traditional elements, cultural identity and emotional value will positively affect purchase intention, and cultural identity of the product is an important antecedent of emotional value. Ancient cultural symbols have a strong correlation with cultural identity, consumers' emotional value and purchase intention. Dunhuang mural casual wear with ancient cultural symbols has been endowed with cultural significance and can directly affect consumers' purchasing intentions. In addition, cultural identity and emotional value play a significant intermediary role in ancient cultural symbols and consumer purchase intention. The higher the awareness of ancient cultural symbols, the higher the emotional value.

Secondly, there is a direct and indirect positive correlation between the Dunhuang mural casual wear of ancient cultural symbols and consumers' purchase intention through cultural identity or emotional value. There is also a direct and indirect positive correlation between cultural identity and consumer purchase intention through emotional value. Related. Finally, emotional values and cultural identity play a mediating role in the indirect effects of Dunhuang mural casual wear and cultural identity on purchase intention. This is consistent with past research results on product identification of traditional cultural symbols. Under the influence of the deepening

awareness of Dunhuang murals in casual wear, the recognition of Dunhuang murals has been strengthened, thereby enhancing their emotional value and leading to consumers purchasing.

CONTRIBUTIONS AND IMPLICATIONS / CONCLUSION

In the influence of Dunhuang mural casual wear on purchase intention, cultural identity and emotional value play an obvious chain mediating role, which in turn affects consumers' purchases. First, this paper studies the influence mechanism of Dunhuang mural casual wear on consumer purchases, enhances consumers' emotional connection with Dunhuang mural casual wear, and enhances consumers' sense of cultural belonging. Secondly, this study expands the relationship between cultural identity and consumer purchase intention, using Dunhuang mural casual wear as the leading commodity, and using ancient cultural symbols to study the influence on consumer purchase intention through cultural identity and emotional value as the mediator, which is conducive to the popularization of ancient cultural symbols in the field of consumer purchase. Finally, this study provides a new perspective for the development of Chinese fashion brands and improves consumers' brand awareness. Through the emergence of Dunhuang mural casual wear, it can enhance consumers' emotional value, promote the development of Chinese fashion enterprises, and propose targeted marketing strategies.

1) Enhance consumers' emotional connection with Dunhuang mural casual wear. The ancient culture of Dunhuang murals carries thousands of years of Chinese cultural history. Marketers should take the cultural value of Dunhuang murals as a foothold to make Dunhuang mural casual wear a unique existence in the current market, so that consumers can resonate with the cultural added value of Dunhuang mural casual wear emotionally, enhance consumers' cultural identification with Dunhuang mural casual wear, and thus increase consumers' purchase rate of Dunhuang mural casual wear.

2) Establish a Dunhuang mural casual wear cultural community to enhance consumers' sense of belonging. In the context of community economy, more and more companies are promoting their brands or products through various social media. With the help of WeChat, Weibo, Baidu, Zhihu and other forums, a platform for Song Dunhuang mural casual wear enthusiasts to gather and communicate can be built. Young and middle-aged people have become the main consumers in the market, and socializing through online media is a favorite way for modern young people. This method can increase the sense of belonging of the communicators, thereby increasing the willingness of potential consumers to purchase Dunhuang mural casual wear.

3) Improve consumers' brand awareness. Companies can use different marketing methods and other promotion methods to establish consumers' beautiful associations with Chinese fashion brands, enhance cultural identity and emotional value. On the one hand, we focus on the design and promotion of Dunhuang mural casual wear to enhance consumers' cultural recognition of

Dunhuang mural casual wear, so that consumers will have a strong sense of emotional value when purchasing Dunhuang mural casual wear. Studies have shown that people with a higher level of education and relatively young people are more likely to understand a certain culture and thus have a sense of cultural identity (Ning, 2021). Therefore, brands should use younger communication methods in publicity and promotion to enhance their cultural recognition and emotional value.

Insufficiency and Prospects

Although this study strives to be rigorous, there are still limitations: First, from the perspective of questionnaire survey, due to the limitations of practical conditions, a non-random sampling method is used, and the data representativeness is low; second, from the perspective of measurement items, the scale accuracy is insufficient, and some respondents have ambiguity in understanding; third, from the perspective of model construction, there are many factors that can affect consumers' willingness to buy, and other variables may be more research-oriented, but this study did not involve them. Based on the above shortcomings, the future prospects are: first, use the final data to conduct a more representative method in the survey stage; second, introduce other new variables, find specific factors to optimize the model, and make it more explanatory; finally, based on this model, the study can add factors such as moderating variables to the discussion of factors affecting consumers' willingness to buy, which will be a very meaningful innovation.

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