

Evaluation of Involvement and Multi-Dimensions for Cultural Creativity Products in Remote Districts

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ABSTRACT The main purpose of the study is to evaluate the product involvement and multi-dimensions evaluation for innovative and cultural creativity products of the remote districts in Taiwan. A total of 120 subjects divided into two groups (including local group and non-local group) participated in the investigation. In order to achieve the research objective, revised Personal Involvement Inventory designed by Zaichkowsky was applied to evaluate product involvement of the cultural creativity products with Pingtung image. In addition, this study adopted the multi-dimensions evaluation scale to assess four dimensions including the coincidence degree of the cultural image, utility, preference, and intention to purchase. Results showed that “the spice jar with the image of the Onion”, “the spice jar with the image of the Sisal”, and “the spice jar with the image of the Port” were relatively good cultural creativity products on the evaluations of the product involvement and multi-dimensions evaluation by local group and non-local group. Furthermore, it is expected that the research model can be expanded to other remote districts in Taiwan for the research and development of cultural creativity products and can be a model of cultural and creative industries with the combination of cultural creativities and economy to provide the highly valuable reference for industries, officials, and academic research.