

The Impact of User Design on Attitudes and Purchase Intentions toward Museum Cultural and Creative Products: The case of The Chinese Palace Museum

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Abstract

Previous studies have shown that the impact of user design varies depending on the product. This study aims to investigate the effect of user design on museum cultural and creative products and shed light on which factors affect purchase intention. This study uses a questionnaire submitted to individuals from China and takes the Palace Museum as a typical example of museum cultural and creative products. The results show that consumers are more likely to purchase the cultural and creative products of the Palace Museum if they feel they have an agentic feeling, find them useful, or perceive them as original. Moreover, the study shows that user design positively affects the originality of the cultural and creative products of the Palace Museum.

Keywords: *museum cultural and creative product; user design; product design*

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