

Preserving Cultural Heritage in the Place Branding Field: A New Lineup of Predictors and Moderator of Craft Consumption

Christian Munaier

Tecnologico de Monterrey

Anil Yasin Ar

Tecnologico de Monterrey

Jose Mazzon

University of Sao Paulo

Reyna Aguilera

Tecnológico de Monterrey

Cite as:

Munaier Christian, Ar Anil Yasin, Mazzon Jose, Aguilera Reyna (2026), Preserving Cultural Heritage in the Place Branding Field: A New Lineup of Predictors and Moderator of Craft Consumption. *Proceedings of the European Marketing Academy*, 55th, (132334)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



Preserving Cultural Heritage in the Place Branding Field: A New Lineup of Predictors and Moderator of Craft Consumption

Abstract

This study explores how functional, symbolic, and cultural factors influence consumer intention to purchase artisanal products rooted in intangible cultural heritage. Focusing on the endangered craft of leather-ball making in San Miguelito, Mexico, the research tests a theoretical model integrating perceived quality, social responsibility, brand equity, nostalgia, cultural heritage, and collector behavior. Using PLS-SEM with data from 99 Mexican consumers, results show that purchase intention is driven by both perceived quality and brand equity, while collector behavior also emerges as a significant predictor. Nostalgia and the value placed on cultural heritage strongly shape collector tendencies. Engagement with socially responsible enterprises moderates the effect of perceived quality on purchase intention. The findings highlight how cultural identity, ethical values, and emotional factors interact in the consumption of place-based crafts.

Track: Product and Brand Management