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Research on influencing factors and guiding strategies of college students' digital culture consumption based on SEM analysis¹

Badanie czynników i strategii konsumpcji kultury cyfrowej przez studentów na podstawie analizy SEM

Abstract

It is of great significance for college students, being an important consumer group of digital cultural products and services, to study their consumption willingness and influencing factors. Based on six variables, namely: product attribute cognition, technology information cognition, product information acquisition, subjective norm, perceived behaviour control and consumption willingness, this paper constructs a structural equation model, explores the influencing factors, analyses the action path, and expands the research perspective of digital cultural consumption. It is found that the internal perception and external conditions of college students directly affect the emergence of consumption intention of digital culture; the attribute of cultural products will not directly contribute to the emergence of digital cultural consumption intention; information exchange can be used as an intermediary to promote emergence of digital cultural consumption intention; digital technology needs to play a promoting role with the help of normative forces. Based on that, this paper puts forward policy suggestions from strengthening environment creation, focusing on content upgrading, paying attention to platform functions, attaching importance to cultural norms, etc., in order to promote the quality and efficiency of digital cultural consumption.

Keywords

digital culture consumption, structural equation model, willingness to consume, PLE-SEM

Streszczenie

Ważną grupą konsumentów cyfrowych produktów i usług kulturalnych są studenci college'ów, dlatego niezwykle istotne jest badanie ich gotowości do konsumpcji kultury i czynników na nią wpływających. Na podstawie sześciu zmiennych, a mianowicie: poznawania atrybutów produktu, poznawania informacji technologicznych, nabywania informacji o produkcie, subiektywnej normy, postrzeganej kontroli zachowania i gotowości do konsumpcji, autorzy niniejszego artykułu konstruują model równań strukturalnych, badają wyróżnione czynniki, analizują ścieżkę działania i rozszerzają perspektywę badawczą cyfrowej konsumpcji kultury. W artykule stwierdzono, że wewnętrzna percepcja i warunki zewnętrzne bezpośrednio wpływają na pojawienie się u studentów college'ów intencji konsumpcji kultury cyfrowej; atrybuty produktów kulturalnych nie będą bezpośrednio przyczyniały się do pojawienia się zamiaru cyfrowej konsumpcji kultury; wymiana informacji może być wykorzystywana jako pośrednik w promowaniu pojawienia się intencji cyfrowej konsumpcji kultury; technologia cyfrowa musi odgrywać rolę promocyjną przy użyciu sił normatywnych. Na tej podstawie przedstawiono sugestie dotyczące polityki wzmacniania środowiska, skupiania się na ulepszaniu treści, zwracania uwagi na funkcje platformy, przywiązywania wagi do norm kulturowych itp., w celu promowania jakości i efektywności cyfrowej konsumpcji kultury.

Słowa kluczowe

konsumpcja kultury cyfrowej, model równań strukturalnych, gotowość do konsumpcji, PLE-SEM

JEL: C12, C51, D01, H83

Introduction

Consumer behaviour connects macro-economic reality with micro-residents' life, which is an unavoidable topic in economy that should be seen in the context of the impact of new situations such as an imbalance between supply and demand, digital technology, value conflict and personalized demand on the market. Guiding the steady growth of consumption is not only conducive to economic growth, but also to the multi-dimensional development of society, which should be the focus of government practice and policy research. Existing research focuses on the impact of household consumption on external space, such as environment (Ivanova et al., 2015), society (Cong et al., 2022), finance (Haushofer & Shapiro, 2017), and its adverse impact on household consumption. This kind of research proves practical significance and research value of consumption. The research on consumption categories is relatively concentrated in energy consumption (Cong et al., 2022), food consumption (Canella et al., 2014) and other fields, but pays little attention to cultural, artistic and spiritual consumption products.

Digital finance promotes residents' consumption. Compared with traditional finance, digital technology reduces information asymmetry, saves transaction costs, enhances action execution, enhances security, and facilitates payment and transaction (Li et al., 2019). Rapid development of digital finance highlights the empowerment and transformation of digital technology and its impact on social consumption, which is also reflected in digital infrastructure (Tang & Yang, 2022), digital public services (Ha, 2022) and other fields. Digital technology not only has its own transformation function, but also comprehensively affects residents' consumption by driving the change of consumption environment.

The "cultural turn" in the field of consumption makes people pay gradually more and more attention to the symbolic field and cultural experience of consumption, instead of just taking consumption as a tool of acquisition, thus drawing attention to social significance of consumption (Warde, 2014). Against this background, more diverse consumption patterns have appeared one after another, and the research on consumption has steadily extended. Cultural industries, products, markets and consumption have gradually become new research focuses, such as the development cooperation mode and enterprise performance of cultural and creative industries (Santoro et al., 2018) and cultural ecosystem services (Fish et al., 2016). At the same time, the emergence and application of new technologies have constructed a new form in the field of cultural consumption. Platformization and related

digital technologies affect the production, distribution and circulation of cultural products, break the traditional dual structure, build a multilateral communication mode, and deliver new experiences to consumers (Nieborg & Poell, 2018). Many theoretical and conceptual studies have been launched one after another. In the context of digital technology empowerment, the digitalization trend of cultural production and consumption has gradually strengthened.

However, at present, in the digitalization of cultural industry, there are some problems regarding products and services, such as mismatch between supply and demand (Hylland & Kleppe, 2023), low quality, and unprominent cultural attributes, which restrict consumers' cultural consumption behaviour and fail to really drive the economic and social value of cultural consumption. Relevant research also confirms the current dilemma and solutions of cultural consumption from the perspectives of data-driven (Chen et al., 2022), social inequality brought by digitalization (Weingartner, 2020), media evaluation system construction (Carlson, 2018), public policy service and innovation (Cunningham et al., 2019), etc. Nevertheless, the existing macro research is difficult to fully explain the logic of consumers' behaviour; the micro discussion on consumers' cognition, literacy and experience is still lacking, and there are still limitations in exploring strategies to promote digital culture consumption.

Based on AISAS model and planned behaviour theory, combined with Chinese data, this paper constructs structural equation model to deconstruct the influencing factors of consumption behaviour, which is helpful to expand the research perspective of consumption behaviour. This work will also change the research perspective from macro-industry to micro-products, analyse the micro-mechanism of industrial development, and explore the promotion direction of digital cultural products and services. At the same time, it attempts to establish an analytical framework to analyse the influencing factors of consumption behaviour, and explore the direct or indirect ways to promote the generation of consumption willingness. Considering the social value of cultural products and the intrinsic norms of consumers, this paper takes the value norms as one of the key points of discussion, and provides help for positive development of market environment and cultural rationality in the digital age.

Theoretical assumptions

Planned behaviour theory is one of the most widely used theories in the field of analysing

human behaviour intention. The research and results in the fields of drinking consumption (Cooke et al., 2014), working environment behaviour (Greaves et al., 2013) or social media sharing (Hu et al., 2022) have been involved by planned behaviour theory, which provides evidence for the wide application of this theory. This theory points out that human behaviour is driven by behaviour will, and behaviour will is influenced by subjective norms, perceptual behaviour control and behaviour attitude (Ajzen, 1991), which puts forward a detailed idea for deconstructing human behaviour will. Subjective norms refer to the social pressure that individuals feel, and perceived behaviour control is further divided into self-efficacy and perception of external obstacles (Ajzen, 2002). In digital culture consumption, subjective norm refers to the attitude of surrounding groups and social environment towards digital culture consumption, which will reshape the value attitude of college students' consumers, and then affect consumption behaviour (Cooke et al., 2014). Perceived behaviour control refers to all kinds of resources that consumers have mastered, which, as external conditions, exert pressure on the generation process of consumers' behaviour willingness. These two variables are the direct factors leading to consumption impulse, which promote the emergence of consumption willingness by affecting consumers' mentality, confidence, ideas and cognition. Cultural products and services generally refer to experience, so the instrumental attribute of consumption is more hidden, which also increases the influence of individual internal factors on willingness.

H1: Subjective norms positively influence the consumption willingness of digital culture.

H2: Perceived behaviour control positively influences the consumption willingness of digital culture.

AISAS model is developed from AIDMA model. Compared with traditional theory, AISAS model considers the influence of technology and environment on consumers' decision-making behaviour in the digital age. Concepts with more characteristics of the times, such as technology cognition and information search, are included in the research framework and become factors affecting consumers' behaviour willingness (Hawaldar et al., 2018). Technology information cognition refers to consumers' understanding of various digital technologies, which influences college students' understanding of the environment and themselves, and then their willingness to consume (Javed et al., 2022). Information dissemination and diffusion have a great influence upon consumers' self-confidence and perception

(Sokolova et al., 2020), and are the key variables of consumers' behaviour choice in the information society. The attribute of cultural products is the basic driving force to arouse consumers' interest and search for information. With the help of technical expression and information dissemination, it can realize the connection with consumers' perception and control in the digital age, and then exert an influence on consumption willingness (Javed et al., 2022).

Interest is the internal driving force of consumption, which is influenced by the aesthetic characteristics, cultural characteristics and imaginative characteristics of products and services in cultural consumption. The existence of digital technology enriches the expression and expands the scope of information dissemination, which is closely related to the consumption process. In the theoretical framework of AISAS, interest is the precondition of search, and it also profoundly influences the willingness to consume (Figure 1). Cognition of product attributes stimulates consumers' interest, encourages individuals to understand and use technology, and search product-related information. At the same time, technology information cognition and product information acquisition constitute a "technology intervention" stage, which becomes a bridge connecting interest and willingness, and promotes individuals to transform interest impulse into realistic will and action, and then complete the consumption process.

H3: Technical information cognition plays an intermediary role in product attribute cognition and consumption willingness.

H4: Product information acquisition plays an intermediary role in product attribute cognition and consumption willingness.

H5: Product attribute cognition positively influences technology information cognition.

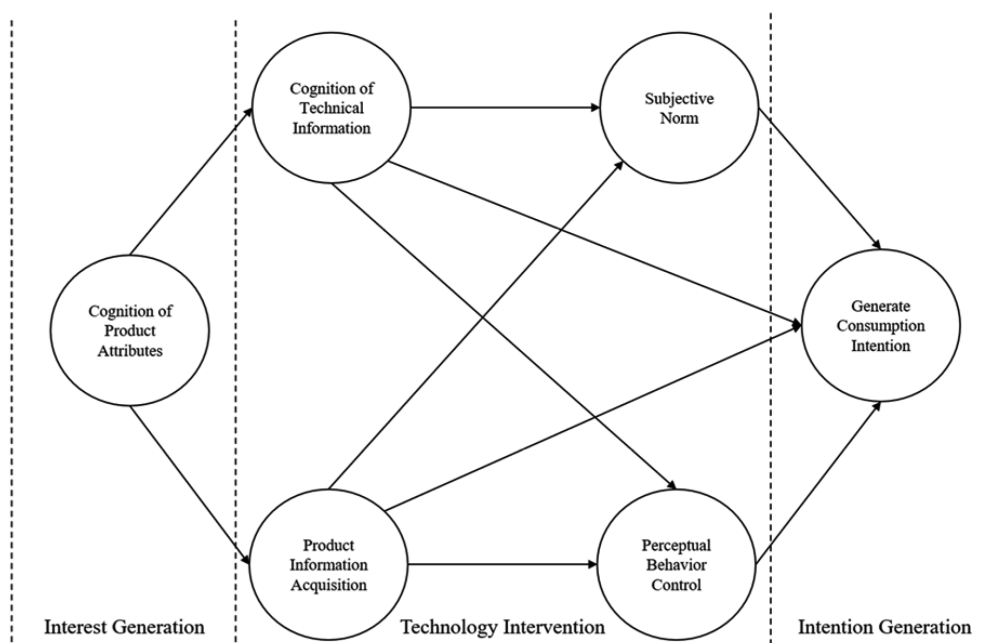
H6: Product attribute cognition positively influences product information acquisition.

Although, according to AISAS theory, technical cognition and abundant product information will promote the generation of will, normative forces and various material and conscious conditions relevant to individuals will also play a role in it, which is consistent with the theory of planned behaviour. Based on the analysis of the two theories, this paper makes the following assumptions:

H7: Subjective norm and perceived behaviour control have mediating effect between technology information cognition and consumption intention.

H8: Subjective norm and perceived behaviour control have mediating effect between product information acquisition and consumption intention.

Figure 1. Theoretical framework



Source: own work.

Research design

Methods and data

In this paper, 227 pieces of data from China are quantitatively studied using structural equation modelling. Each questionnaire contains 22 measurement items to test respondents' willingness to consume digital culture and its influencing factors. All measurement items are summarized into six latent variables: cognition of technical information (CTI), cognition of product attributes (CPA), product information acquisition (PIA), subjective norm (SN), perceived behaviour control (PBC) and generated consumption intention (GCI), so as to explore the correlation among variables (Table 1). Among them, CTI and CPA observation variables are selected from the observation of the reality of technological development and the characteristics of cultural products. PIA is more in line with AISAS theory, SN and PBC measurement items are selected from existing studies (Ajzen, 1991; Cooke et al. 2014; Sokolova et al., 2020), and GCI measurement items are mainly from the studies of Ullal, and Javed et al.

Regarding descriptive statistics of samples, men account for 36.6% and women for 63.4%, which fully considers the consumption habits and

thinking characteristics of different gender groups; the survey includes five different educational stages, considering the consumption attitude of different age groups; taking the economic level as a reference factor, it improves the representativeness of samples and the scientific nature of investigation.

Reliability and validity test

The Cronbach's alpha and Composite Reliability (CR) of all latent variables are greater than 0.7 after the PLS-SEM algorithm of smartPLS, which indicates that the model has good consistency and reliability.

Average Variance Extracted (AVE) is more than 0.5, indicating good convergence validity and strong explanatory power of each index. With the help of SPSS software, KMO is 0.896 and Bartlett spherical test is < 0.05, which shows that it is suitable for factor analysis. After comparing the AVE square root value of each variable with the correlation coefficient of each factor, it is found that the difference validity is good, which shows that the theoretical connotation of each variable is different and suitable for further analysis.

Table 1. Summary of latent variables and measurement items

Latent variable	Measurement item
Cognition of technical information (CTI)	I am interested in and will know about TV programs, radio broadcasting and other technologies
	I am interested in and will know about immersive high technology
	I am interested in and will understand the virtual experience scene constructed by meta-universe technology
Cognition of product attributes (CPA)	Intuitive and artistic features of cultural products and the richness of expression by digital technology will arouse my consumption interest
	Cultural characteristics of cultural products themselves will arouse my consumption interest
	All kinds of added value of cultural products will arouse my consumption interest
	The unique and novel way of publicizing cultural products will arouse my interest in consumption
Product information acquisition (PIA)	I will search for details of cultural products or services through various channels
	I will search for similar products through various platform software and analyse the advantages and disadvantages of different products in advance
	I will use information search to evaluate product platforms and company information, or find and choose high-profile and trustworthy platforms
	I will learn about related cultural products through the ratings and comments of major platforms and cultural circles
Subjective norm (SN)	I will actively observe and refer to the behaviour choices of my family and friends in order to reduce the consumption risk
	I am vulnerable to the influence of groups outside the policy and consumption
	I am willing to recommend the digital media I use and the cultural products and services
	I buy to my family and friends, introduce the consumption policy, and drive everyone to spend together
	I will consume digital culture under the condition of understanding recent policy information, product information and platform
Perceptual behaviour control (PBC)	I have sufficient leisure assets and related resources for digital culture consumption
	I don't reckon it difficult to find a suitable information acquisition platform and consumption platform
	I am interested in exploring more suitable digital media
	I have the idea of increasing the frequency of cultural consumption by digital media
Generate consumption intention (GCI)	I am willing to improve my cultural literacy, accumulate consumption experience and enhance my understanding of cultural consumption policies through digital cultural consumption
	I am willing to use various media to collect more information about cultural products and services and improve my cognition of consumer products
	If there is a corresponding demand, I am willing to use digital media to buy cultural products and services

Source: own work.

Table 2. Reliability and validity test of model

Factor	Cronbach's alpha	CR (rho_a)	AVE
Subjective norm	0.748	0.760	0.569
Product information acquisition	0.790	0.797	0.617
Cognition of product attributes	0.840	0.841	0.675
Generate consumption intention	0.809	0.821	0.724
Cognition of technical information	0.739	0.843	0.649
Perceptual behaviour control	0.701	0.717	0.525

Source: own work.

Table 3. Results of differential validity test

Factor	SN	PIA	CPA	GCI	CTI	PBC
SN	0.754					
PIA	0.635	0.785				
CPA	0.493	0.658	0.822			
GCI	0.692	0.651	0.512	0.851		
CTI	0.320	0.255	0.417	0.227	0.805	
PBC	0.545	0.521	0.403	0.532	0.326	0.724

Source: own work.

Fitting and prediction ability

R^2 indicates the comprehensive influence of exogenous latent variables on endogenous latent variables, which is used to measure the prediction accuracy of the model. As shown in Table 4, R^2 is 0.561, indicating that the model has strong predictability and can predict residents' digital culture consumption behaviour. Q^2 is used to measure the prediction correlation of the model, and Q^2 of this model is 0.395, indicating that it has prediction correlation. GOF is the global fitting index of the model, which is calculated by the sum of the average value of AVE and the average value of R^2 . The GOF of this model is 0.998, which indicates that the global fitting degree is good.

Research results

According to the results of bootstrapping operation, the p value of the path "CTI $\rightarrow$ GCI" is 0.441, which fails to pass the significance test,

Table 4. Test of prediction ability and fitting degree

Inspection index	R^2	Q^2	GOF
Standard	> 0.19	> 0	> 0.1
Value	0.561	0.395	0.998

Source: own work.

indicating that technical information cognition cannot directly influence consumption willingness; The p value of "PBC $\rightarrow$ GCI" is 0.034, and the p values of other routes are all < 0.001, which are all valid through significance test (Table 5), and H1, H2, H5 and H6 are valid.

According to the results of mediating effect test, the p value of the path "CPA $\rightarrow$ CTI $\rightarrow$ GCI" is 0.451, which fails to pass the significance test, indicating that technical information cognition cannot play a role as the mediating variable between product attribute cognition and consumption willingness, and H3 is not valid; All

Table 5. Path coefficients

Path	<i>O</i>	<i>M</i>	<i>SD</i>	<i>T</i>	<i>P</i>	Supported or not
CPA → CTI	0.417	0.420	0.054	7.715	0.000	Yes
CPA → PIA	0.658	0.658	0.052	12.707	0.000	Yes
CTI → SN	0.169	0.172	0.049	3.484	0.000	Yes
CTI → PBC	0.207	0.205	0.060	3.425	0.001	Yes
CTI → GCI	-0.038	-0.034	0.049	0.771	0.441	No
PIA → SN	0.592	0.596	0.056	10.573	0.000	Yes
PIA → PBC	0.468	0.473	0.066	7.079	0.000	Yes
PIA → GCI	0.314	0.319	0.066	4.763	0.000	Yes
SN → GCI	0.423	0.419	0.078	5.417	0.000	Yes
PBC → GCI	0.150	0.148	0.071	2.124	0.034	Yes

Source: own work.

Table 6. Mediation effect test

Path	<i>O</i>	<i>M</i>	<i>SD</i>	<i>T</i>	<i>P</i>	Supported or not
CTI → SN → GCI	0.072	0.071	0.022	3.264	0.001	Yes
PIA → SN → GCI	0.250	0.250	0.052	4.841	0.000	Yes
PIA → PBC → GCI	0.070	0.070	0.036	1.973	0.049	Yes
CTI → PBC → GCI	0.031	0.030	0.016	1.962	0.050	Yes
CPA → PIA → GCI	0.207	0.210	0.047	4.440	0.000	Yes
CPA → CTI → GCI	-0.016	-0.015	0.021	0.754	0.451	No

Source: own work.

the other mediating effects have passed the test, and all the mediating effects are above 20%, which indicates that mediating effects exist, and H2, H7 and H4 hold true. The mediating effect of SN in "CTI → SN → GCI" was 69.9%, and that of PBC in "CTI → PBC → GCI" was 30.1%. The mediating effect of SN in "PIA → SN → GCI" was 77.9%, and that of PBC in "PIA → PBC → GCI" was 21.8%. The mediating effect of PIA in "CPA → PIA → GCI" was 46.5% (Table 6).

Conclusion

The internal perception and external conditions of college students directly affect the generation of digital cultural consumption intention (H1 and H2 hold). Subjective norms and perceived behaviour

control significantly affect the generation of consumption willingness, which shows that the consumption willingness and behaviour of digital culture of college students conform to the internal logic of planned behaviour theory, and proves that the difference of individual characteristics of consumers is an important factor affecting consumption willingness (Liu et al., 2021). Peripheral group behaviour and social pressure will increase consumer willingness by influencing consumers' value perception, while media resources and time ability will change consumer behaviour by influencing consumers' behaviour judgment.

Intuitive attributes of cultural products will not directly contribute to the generation of digital cultural consumption intention. At present, the artistic and cultural characteristics of digital

cultural products do not directly trigger the consumption willingness of college students, which shows that the innovation of the content and expression of digital cultural products need to be strengthened, and the attraction to college students' consumers is not strong enough. It also reflects that campus aesthetic literacy and cultural education still need to be strengthened, and cultivating digital cultural consumption literacy and willingness is a two-way project. The establishment of H5 and H6 shows that consumers' interest in digital cultural products is a direct impulse to trigger search behaviour and technology application, and indirectly affects the generation of consumption willingness. Therefore, doing a good job in product content expression is an important measure to stimulate digital cultural consumption.

Information exchange can be used as an intermediary to promote the generation of digital cultural consumption intention (H4 holds). Product information acquisition can be used as an intermediary factor between product attribute cognition and consumption willingness, and some intermediary effects can reach 45.5%, indicating that information exchange in the digital age is of great significance for supply and demand docking. For consumers, information search ability is the guarantee for comprehensively understanding cultural products and increasing consumer confidence. For producers, the ability of information release is a means to introduce products completely and achieve profit goals. Therefore, efficient and true circulation of information in the digital culture market and the establishment and perfection of the information summary platform are important conditions for promoting the consumption willingness of digital culture.

Digital technology needs to play a promoting role with the help of normative forces (H7 and H8 are established). Subjective norms and perceived behaviour control play a mediating role in technological cognition and consumption intention, and their partial mediating effects are 69.9% and 30.1% respectively, which indicates that technological cognition cannot directly translate into consumption impulse, but needs to be internalized into consumption intention by means of value norms and behaviour control. This conclusion shows that digital cultural consumption still needs to return to the people-oriented value orientation, technicalism cannot fully assume and replace the role of individual perception and social norms, and there is a long way to go to realize the chimerism between digital technology and cultural consumption.

To sum up, the factors affecting the consumption willingness of digital culture are multi-dimensional and multi-level. In addition to

macro factors such as cultural market, product production and economic policy, objective conditions and subjective cognition of individual consumers are equally important. Objective conditions are mainly reflected in money, time, platform, media and other elements, which are the focus of current policies. Subjective cognition is mainly reflected in cultural literacy, proficiency in digital technology, information acquisition, understanding of value norms, etc. These factors are difficult to improve, slow in action and complicated in process, but nonetheless they still have gradually become important and urgent policy issues.

The action process of multi-dimensional factors neither simple nor single – they are complex and multi-level instead, and there are mutual influences, promotion, intermediary relationships and adjustment among various factors. Therefore, it should be a systematic work to promote the generation of consumption willingness. Taking convenient access to cultural product information as an example, besides directly mobilizing consumption willingness, it is capable of not only enlarging the expression of innovative products to enhance consumption interest, but also enhancing consumption confidence and control individual behaviour towards consumption, which is a multi-level process. In this multi-level process, digital technology plays an essential role. Similarly, improving residents' digital literacy should also be paid attention to.

Nevertheless, this paper still has some limitations. First, it considers the overall digital cultural products and services, and surveys consumers from the conceptual category, which has not fully reflected the characteristic differences between different products. Therefore, a comparative study of different types of cultural products should be fully considered in the subsequent research. Secondly, this paper also takes digital technology as a whole concept for empirical research, which does not fully consider the application fields and logical characteristics of different technologies, and loses its practicability in different scenarios while improving the generality of conclusions. Especially with the emergence of more new technologies, the research on a specific digital technology should be considered next.

Discussion

In order to promote college students' willingness to consume digital culture, based on the exploration results of influencing factors and action paths, this paper puts forward the following policy suggestions:

- 1) Strengthen environmental construction. Because H1 and H2 are established, it shows that consumers' internal understanding and mastery of resources directly promote the generation of consumption willingness, such as the attitude of surrounding groups, the formulation of policy objectives, money and time ability, etc. Therefore, through systematic policy tools, creating a good consumption environment for consumers is helpful to directly promote the generation of consumption willingness. For college students, the government should carry out cultural cooperation with colleges and universities, promote interesting activities such as explaining cultural policies into campus, experiencing public digital cultural platform, simulating product producers etc., promote cultural products into campus, stimulate students' individual consumption desire, and then form a good atmosphere on campus, change students' thinking and behaviour in a subtle way, and play a promoting role in subjective norms and perceptual behaviour control, thus promoting the generation of consumption willingness. Further on, they should strengthen digital literacy education and technical ability cultivation (Eshet-Alkalai, 2004), reduce the friction cost of consumption, and promote the connection between supply and demand. At the same time, by improving supervision methods, strengthening legal support and standardizing platform operation, we can create a high-quality and transparent market environment, breed more suitable consumption platforms and media, lower the use threshold, promote convenient access and improve the use efficiency of digital platforms.
- 2) Focus on content upgrade. According to the establishment of H4–H6 and the overall path, consumers' cognition of cultural product attributes, or consumption interest, is the starting point of the whole consumption behaviour, which is also consistent with AISAS theory. Therefore, from the perspective of supply side and market, how to cater to consumers' interests has become the key issue to sell goods and expand market share. More directly, this is about how to attract consumers by transforming various characteristics of products (such as culture, artistry, added value, etc.), so the government should consider how to foster effective matching of the supply and demand ends. Under the guidance and support of the government, the cultural market should change the operation mode of "attention economy", return to the cultural information and artistic characteristics contained in cultural products, and actively promote the high-quality production of product cultural content and the self-renewal of expression and publicity. At the same time, further measures should include enriching the publicity and promotion methods of cultural products, building a bridge for cultural products to go to the market, enhancing the understanding of potential consumers on cultural products, stimulating consumers' interest in searching information, actively conducting market research and understanding, breaking through the blocking points of product sales, and optimizing consumption experience.
- 3) Pay attention to platform functions. The establishment of H4 shows that consumption information is the key element in the whole consumption chain, while explanatory variables and questionnaires show that most people will obtain information through various online platforms to slow down information asymmetry. Therefore, it is more important to pay attention to the platform function and improve the operation effect, which is related to whether the consumption interest can be smoothly transformed into the consumption intention, so that its intermediary role is more obvious. However, improving the platform with large number of users and rich functions requires not only technological progress, but also an intervention and promotion by relevant departments. Public digital cultural service platform is a medium to display different cultural resources and product information, which is of great significance for consumers to contact cultural products and services (Plantin et al., 2018), and is also an important target of government policies. Building a cultural platform with real and rich information content, efficient adaptation of front-end technology, stable and feasible underlying technology and good immersion in use experience plays a fundamental role for consumers to break the information gap between supply and demand and find their favourite products. The government should also pay attention to the integrated development and innovation drive of the cultural platform, deepen the information exchange function of the cultural platform (Nieborg & Poell, 2018), eliminate the obstacles of consumers' use, and activate the elements of secondary innovation.
- 4) Attach importance to cultural norms. The results show that H7 and H8 hold true, which indicates that there is still a need to build a bridge between pure technology intervention and consumption intention. As mentioned above, digital technology needs normative power to play its role to the greatest extent. As a multi-dimensional and multi-level factor

system, cultural norms not only can connect "technology" and "emotion", but can also help create a good consumption environment, guide the market to transform product content, and present the effect of "aggregation and promotion". Therefore, the government needs to take the initiative to standardize the values, improve the value judgment standard dwarfed by the intervention of digital technology, standardize the value expression of cultural products "responsibly" (Doezema & Frahm, 2023), and integrate the character of cultural rational development into the promotion process of cultural industry development and transformation. It should also promote the development and application of safer and more efficient new technologies (Waldfoegel, 2017), optimize the use of technologies in a way that is more in line with consumers' value perception, and promote positive promotion efficiency of technologies.

Nowadays, with the update and iteration of digital technology, digitalization has gradually become an important force for the transformation and upgrading of national cultural industry and the improvement of government's cultural governance capacity, and has become a new form to promote global cultural governance and sustainable development of world culture. The trend of digitalization has had a far-reaching impact on the cultural policies of various countries. Many countries have issued a series of policies around the construction of digital culture legal system, digital government, public digital culture strategic planning, the construction of digital culture resource integration platform, the development of new technologies, and the

construction of digital culture service performance indicators, which have profoundly promoted the improvement of national governance capacity, created a good atmosphere for improving the quality and efficiency of digital culture consumption, and also have reference significance for the improvement of China's digital culture policies.

In the future, facing an in-depth integration of digital technology, cultural industries and cultural undertakings and the progress of global cultural governance (Fish et al., 2018), China also needs to improve its policy layout in the field of digital culture. More specifically, it should focus on the digitalization of cultural policies, continuously develop new technologies and promote the integration and development of technologies, and cultivate new forms of consumption and new industrial formats; pay attention to the refinement of cultural policies (Cunningham et al., 2019), build a resource integration platform, ensure that digital cultural dividends benefit various consumer groups, and cultivate diversified consumer groups; standardize the value orientation of digital culture, cultural policies should highlight the localization value of culture, promote cultural identity, realize cultural self-improvement, and provide conditions for participating in global cultural exchanges and promoting cultural diversity and sustainable development; grasp the governance value of digital technology, build a joint participation network of cultural governance with the help of integration technology, improve public participation, provide political power for cultural innovation and development, and promote the improvement of national cultural governance level.

Notes/Przypisy

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Zapowiedzi

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