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Research on the Design of Cultural and Creative Products for Macau Temples Based on SOR Model

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Abstract

This study aims to explore the design and research of cultural and creative products in Macao temples based on the Stimulus-Organism-Response (SOR) model. As a region with a long history and diverse culture, Macao's temple culture carries a rich historical heritage and folk customs. By excavating the history, architectural style, and religious beliefs of temples in Macao, this study first analyzes the impact of external stimuli on consumer behavior. Then, combined with the individual characteristics, emotions and attitudes of consumers, the internal factors in the design of cultural and creative products in Macao temples were discussed. Finally, from the perspective of consumers' behavioral responses, this paper takes the Macao Medical Spirit Temple as an example, and puts forward suggestions for the design of cultural and creative products of Macao temples, including cultural integration, emotional resonance, experience design and marketing strategies. Through the analysis of the SOR model, this study aims to provide theoretical guidance and practical reference for the design and research of cultural and creative products of temples in Macao, and promote the development and innovation of Macao's cultural tourism industry.

Keywords: Macau, temples, cultural and creative products, SOR model, prayer experience

1、 Preface

1.1 Research Background

As a region with a long history and diverse cultures, Macau's temple culture carries rich historical heritage and folk customs. With the rise of cultural and creative industries, more and more places are combining traditional culture with modern creativity, launching cultural and creative products with local characteristics to meet people's needs for cultural inheritance and personalized consumption. Although Macau has multiple temples, most of them still adhere to the traditional way of praying for blessings. In recent years, the Macau government has also begun to attach importance to the integration of culture and tourism development, creating iconic cultural and tourist attractions. By studying Macau's temple cultural and creative products, exploring Macau's unique blessing culture and historical background, understanding consumers' cultural consumption trends and tastes, targeted design of Macau's temple cultural and creative products can meet the needs of modern tourists.

1.2 Research Objective

This study explores the history, architectural style, and religious beliefs of Macau's temple culture, providing in-depth cultural background and materials for the design of cultural and creative products. Based on the Stimulus Organism Response (SOR) model, it analyzes the impact of external stimuli on consumer behavior and explores the role of factors such as temple culture in cultural and creative product design. Study the individual characteristics, emotions, and attitudes of consumers, and explore the internal factors in the design of cultural and creative products in Macau temples. By analyzing consumer behavior reactions and taking the Macau Medical Spirit Temple as a case study for design practice, design strategies are proposed for the current situation and historical culture of Macau Medical Spirit Temple. Propose suggestions and improvement plans for the design of cultural and creative products for Macau temples, including cultural integration, emotional resonance, experience design, and marketing strategies. Promote the innovation and development of cultural and creative products in Macau temples, enhance the praying experience of Macau tourists, and increase the competitiveness of Macau's tourism industry.

1.3 Research questions

Macao has numerous temples and a strong culture of praying for blessings. But the vast majority of temples in Macau still maintain the old process of praying and visiting. As a tourist city, Macau attracts a large number of visitors, but most of them have little

understanding of Macau's blessing culture. Cultural and creative products, as carriers of cultural dissemination in contemporary times, can effectively generate emotional identification among consumers when purchasing and using products, increase people's awareness and understanding of blessing culture. Therefore, how to integrate Macau temple culture into the design of cultural and creative products, attract consumers' purchase and emotional identification, and propose design strategies for Macau temple cultural and creative products is a worthwhile research question.

2、 Problems arising in the design of modern temple cultural and creative products

2.1 Weak cultural representativeness of temple cultural and creative products

In recent years, the popularity of "temple tours" has skyrocketed among young people. Data shows that since 2023, the popularity of "temple tourism" has skyrocketed, with ticket orders for related scenic spots increasing by 310% year-on-year. Therefore, now temples are breaking stereotypes and launching cultural products to cater to the preferences of young people. In the context of rapid commercialization of temple culture, some cultural and creative products may focus too much on business and marketing, copying popular cultural and creative products on the market while ignoring their own cultural value and connotation. Such products may overly emphasize product attributes and overlook the importance of cultural heritage and education, leading to a dilution or blurring of cultural representativeness. Such cultural and creative products may only remain on the surface, lacking in-depth exploration and interpretation of culture. Such products may simply use cultural symbols or elements without fully exploring and presenting the history, heritage, and significance behind them. Some cultural and creative products may overly focus on innovation and cater to the consumption preferences of modern young people, while neglecting the respect and inheritance of traditional culture. Such products may overlook the uniqueness and historical value of traditional culture, leading to a weakening of cultural representation. Therefore, when designing and promoting cultural and creative products, it is necessary to fully tap into the unique cultural characteristics and values of their locality, pay attention to respecting, inheriting, and innovating their own culture, enhance the cultural representativeness of cultural and creative products, and enhance consumers' unique cultural memory of the temple.

2.2 Low practical value of cultural and creative products

Some cultural and creative products enhance visual stimulation to consumers during the design process, overly pursuing artistic and unique qualities while neglecting the practicality and functionality of the product. These products may be more like artworks or decorations than actual usable items. Some temple cultural and creative products have unreasonable designs, such as overly complex shapes, unstable structures, and inconvenient operations, which lead to difficulties or inconveniences in actual use of the products. Many cultural and creative products are designed only for specific target groups, such as catering too much to the preferences of young people and ignoring the needs and preferences of other user groups, which limits their applicability in daily life. The low practical value of cultural and creative products may also cause some consumers to give up purchasing.

2.3 Serious homogenization of cultural and creative products

At present, the problem of homogeneous products has always existed, mainly due to the lack of innovation and characteristics in the products, as well as the mismatch between homogeneous products and the cultural or religious integration expressed by temple culture. The main reason why this phenomenon is becoming increasingly severe is that in a fast-paced work environment, developers hope to quickly gain profits through low investment and high return models, resulting in little or even no research time on temple culture. This also leads to developers forcibly combining cultural elements with material carriers without understanding their cultural connotations, presenting some temple cultures in a "awkward" form to consumers. This not only limits the development space of temple cultural and creative industries, but also creates certain obstacles for the dissemination of temple cultural values.

3. Case analysis of temple cultural and creative products

3.1 Participatory prayer cultural and creative products

Kiyomizu Temple in Kyoto, Japan was built in 778 AD and is the oldest temple in Kyoto, as well as a national treasure of Japan. As an ancient temple, Kiyomizu Temple has abandoned the traditional "pilgrim+sightseeing" temple tourism route and instead innovated its path, downplaying its religious attributes and expanding its prayer function. 16 major temples have been endowed with different blessing attributes, achieving vertical segmentation of blessing activities and meeting the blessing needs of different groups of people. Unlike typical temples

that display souvenirs at the entrance of scenic areas, Qingshui Temple has incorporated them into every prayer process, allowing every prayer to be transformed into a "product" for tourists to take away and give to their families and friends. This innovative form of purchasing blessing cultural and creative products effectively increases tourists' sense of blessing belief and experience, which is beneficial for tourists to preserve their local historical and cultural memories

3.2 Emotional experiential cultural and creative products

Most of the current popular temples have precise positioning based on their target users. Generally, temples should also target the worries, anxieties, and other needs of vertical segmented customer groups based on their cultural connotations and core characteristics, shape a distinct image to attract target consumers, and form a unique audience recognition. For example, I want to go to Mount Wutai for study and Yonghe Temple for career. Temples cater to the spiritual needs of users and launch products that contain emotional value, providing a spiritual foundation for attracting and retaining audiences. At the same time, they extend their own IP into multiple dimensions, from architecture to food to prayer experience, bringing users a more intuitive feeling and continuing their own cycle. Take Mount Wutai Cultural and Creative Ice Cream as an example. In addition to its beautiful appearance, the ice cream label is also set with random words with good wishes to achieve the common satisfaction of practical value, belief value and emotional value. Beneficial for enhancing tourists' up close experience of temple culture.

4 、 Analysis of the Relationship between Creative Products and User Behavior in SOR Model Construction:

Summarize consumers' acceptance needs for temple cultural and creative products through Maslow's theory of needs; Introducing the Stimulus Organism Response (SOR) theory, a design method model for temple cultural and creative products is proposed, which integrates the experience of cultural and creative products throughout their entire lifecycle (sales use recycling), and is practiced through a case study of cultural and creative product design at the Macau Medical Spirit Temple.

4.1 User Requirements Analysis:

Demand generates behavior, and long-term desire for demand will prompt users to exhibit

long-term behavior. According to Maslow's hierarchy of needs theory, human needs are classified from low to high into physiological needs, safety needs, belonging needs, esteem needs, and self actualization needs. Only when low-level needs are met will high-level needs be stimulated.

Under the current social context, people's choices of products are no longer limited to product performance itself, and the demand for additional services of products is increasing. Consumers are willing to pay additional fees for the product. Therefore, cultural and creative products should be designed in accordance with the current consumer background. In the design of cultural and creative products, it is necessary to start from a humanistic perspective, consider the actual needs of users, enhance the practicality of cultural and creative products, integrate the value of cultural and creative products throughout the entire life cycle of user consumption and use, and improve user experience. While fulfilling the basic cultural symbol carrier function of cultural and creative products, increasing the guidance and participation of blessing value, and enhancing the aesthetic and additional practicality of temple cultural and creative products. By adding value, we aim to enhance the consumption experience of temple cultural and creative products, and improve the prayer experience for tourists in the Medical Spirit Temple. The design of temple cultural and creative products with multiple values can attract consumers' attention, increase their usage cycle of cultural and creative products, extend their cultural memory cycle, and achieve cultural value while meeting functional requirements.

From the perspective of tourists, the process of purchasing temple cultural and creative products mainly goes through three stages: terminal sales, product use, and recycling, as shown in Figure 1. In the terminal sales process, the cultural connotation of the cultural and creative products of Yiling Temple is mainly reflected in the fact that the cultural and creative products (in the overall sales process) can effectively highlight the unique historical and cultural stories of Yiling Temple, and are rich in beautiful blessings and wishes. In the use of cultural and creative products, the practicality of cultural and creative products is demonstrated, which is conducive to preservation and use value; In the recycling of cultural and creative products, it is manifested as the reusability and preservation of cultural memory of cultural and creative products. Therefore, from the perspective of consumers, the scope of use of cultural and creative products should be expanded. The cultural and practical aspects of cultural and creative products should not only be limited to the terminal sales process, but should be integrated throughout to improve their utilization rate and prolong tourists' cultural

memory of the Medical Spirit Temple.

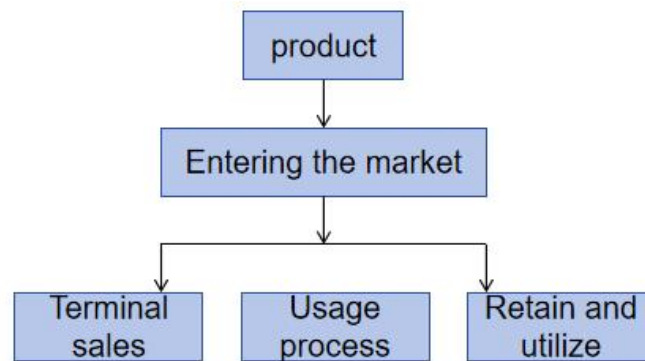


Figure 1 Life cycle flowchart of cultural and creative products

4.2 SOR model:

Tolman proposed the Stimulus Organism Response (SOR) theory as a general model of human behavior; He places the user at the center and emphasizes the mediating role of the 'internal state of the organism', i.e. the individual's internalized perception. Therefore, based on the analysis of user needs and the purchase and use process of cultural and creative products mentioned above, the SOR model is used to guide consumer demand, promote consumer behavior, and achieve the goal of tourists continuously retaining cultural memories. The SOR model has been applied to consumer behavior analysis in the retail industry since the 1980s.

Among them, S mainly refers to the internal and external environment, and the stimulus variable (S) refers to the stimulus attributes that can trigger the body's response, which have various forms. For example, external stimuli and internal stimuli refer to the stimuli caused by the external environment and internal changes of the body; Natural and social stimuli refer to stimuli such as sound, temperature, expectations, disappointment, etc; Concrete stimuli and abstract stimuli refer to stimuli such as changes in things, text, symbols, images, etc. The intensity of stimulation affects the speed of the body's response time. When the duration of sensory stimulation remains constant, the intensity of stimulation is weak and the body's response time is longer; The intensity of stimulation is increased, and the body's response time is shortened. O refers to consumers' emotional perception, and the bodily variable (O) refers to an individual's own characteristics. Human individuals have differences in many aspects, such as their own experiences, self-cultivation, personality traits, etc. The state of individual characteristics also varies, which can be physiological or psychological; It can be persistent or variable. Stimulus variables affect response variables by influencing body

variables. External stimuli can have an impact on the body, causing changes in users' emotional cognition and emotional responses to determine their behavior. Body variables, as intermediate variables, can be divided into observed variables and latent variables. The former refers to variables that can be directly observed by the body, while the latter refers to variables that need to be measured through several observed variables and cannot be directly observed. R includes consumers' internal psychological reactions (such as satisfaction) and external behavioral reactions (such as avoidance behavior). The response variable (R) refers to the types and characteristics of responses caused by stimuli that lead to changes in behavior. Behavioral psychology divides user behavior into two types: approach and avoidance. Approaching refers to the motivation that users are stimulated to approach, and approaching behavior includes the user's continued use of the product, purchase intention, sustained attention, and other behaviors. Avoidance refers to the avoidance motivation generated by users being stimulated, and avoidance behavior includes users' resistance, disagreement, cessation of use, and other behaviors towards the product.

4.3 Construction of Relationship Model between Cultural and Creative Products and User Behavior:

This study conducted on-site investigations of temple cultural and creative products in the market through interview methods and studied the psychological behavior of their consumers, in order to obtain consumers' acceptance psychology towards temple cultural and creative products; 104 users were randomly selected from different age groups for interview research. The survey results show that 75% of consumers forget the cultural connotations contained in cultural and creative products after traveling, as shown in Figure 2; The main reasons for this are the weak representativeness of the historical and cultural connotations exhibited by cultural and creative products after leaving their territory, as well as the division between the user experience and cultural experience of cultural and creative products, as shown in Figure 3;

Do you still remember the historical and cultural context of the cultural and creative products you purchased

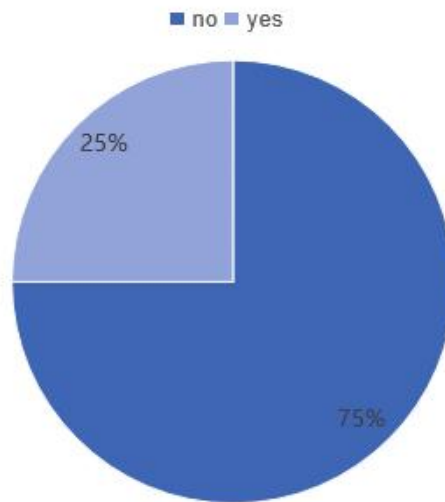


Figure 2 Life cycle flowchart of cultural and creative products

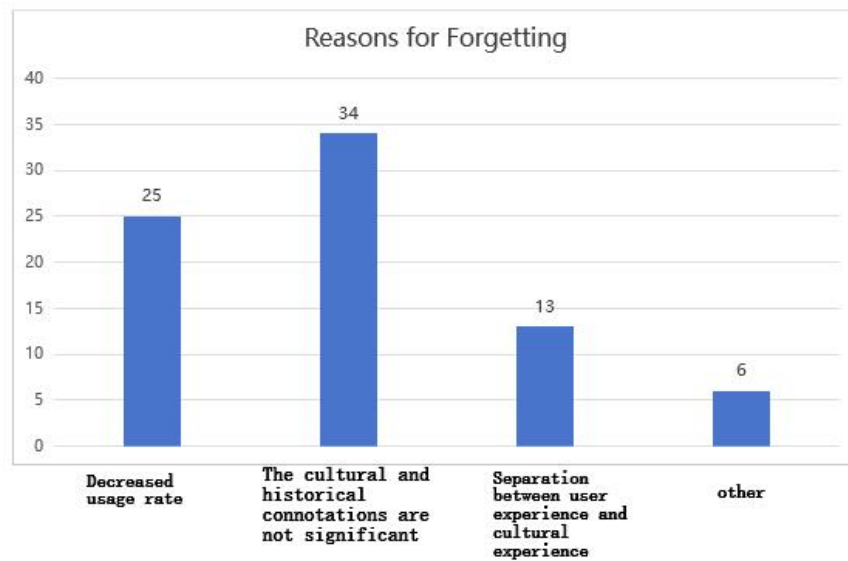


Figure 3 Causes of Forgetting

Therefore, applying the SOR model to the sales process of cultural and creative product display, analyzing consumer behavior, and setting the functional relationship between consumers and cultural and creative products, namely $S' \rightarrow O' \rightarrow R'$. Among them, S' mainly refers to the display of the terminal sales process, O' refers to the consumer's perception of the usage process, and R' refers to the consumer's internal psychological response to the acceptance and external behavioral response of temple cultural and creative products. From

this, it can be seen that the aesthetic appearance, cultural representativeness, and practicality of cultural and creative products affect users' perceptual structure, which in turn enhances their satisfaction and belief in blessings.

The study selected two different forms of temple cultural and creative products on the market and conducted interviews with consumers. There are two types of temple cultural and creative products: P1 (see Figure 4), which are common cultural pattern reproductions, and P2 (see Figure 5), which have the experience of praying for blessings and multifunctionality. At the same price point, consumers are more likely to choose P2; When the price increases and the price range does not exceed 5% of the original price, consumers will still choose P2. From this, it can be seen that consumers are willing to pay for the added value of cultural and creative industries, and also have a willingness to use them sustainably. Therefore, the greater the appeal of the blessing experience and multifunctionality of temple cultural and creative products, the stronger the user's perception ability, the higher their satisfaction, and the stronger the preservation of historical and cultural memories of the temple. Based on this, a theoretical model of temple cultural and creative products is constructed (see Figure 6), proposing to integrate experiential elements throughout the entire lifecycle of temple cultural and creative products, and expand their memory of the local historical and cultural heritage.



Figure 4 Cultural and Creative Product p1



Figure 5 Cultural and Creative Product P2

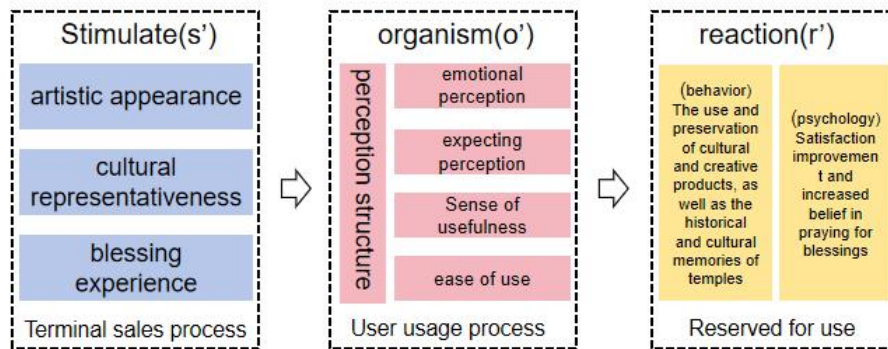


Figure 6 SOR Model of Factors Influencing the Purchase and Use Behavior of Temple Cultural and Creative Products

5、 Design Strategy for Cultural and Creative Products of Macau Medical Spirit Temple Based on SOR Model

By analyzing the influencing factors of consumers' purchase and use of temple cultural and creative products, this study takes the Macao Medical Spirit Temple as an example to explore its historical and cultural connotations, and proposes its cultural and creative product design scheme from the perspective of consumer behavior response.

5.1 Stimulus Stage Design Strategy

The Yiling Temple was originally a charitable cultural organization that raised donations from philanthropists for various purposes such as "delivering medicinal pills and powders, donating doctors, preaching, delivering books of kindness, and holding calligraphy papers" to serve the community. Inside the hall, there is also a deity named 'Medical Spirit Emperor' worshipped by people to pray for blessings, longevity, and good health. After later reshaping, the Medical Spirit Emperor did not specifically refer to any deity, but rather to divine physicians, including Hua Tuo, Yan Emperor, Sun Simiao, Bian Que, and others. The Yiling Temple contains a unique historical background and cultural connotation, which can excavate the classic historical stories of different divine doctors, design distinctive image IPs, and enable tourists to better understand the historical connotation of Yiling Temple, increasing their interest and memory points.

5.2 Individual Stage Design Strategy

Based on the unique historical background of the Medical Spirit Temple, a blessing process is established. During the blessing process, a lottery is set up to select health tea bags

representing different immortals. With the lottery, corresponding health tea samples can be obtained to increase tourists' participation in blessing, enhance their belief in blessing, and add souvenirs to their blessing process. This is conducive to attracting tourists and increasing their desire to purchase cultural and creative products. At the same time, it promotes the historical and cultural significance of the temple and deepens tourists' cultural memory of the Medical Spirit Temple.

5.3 Reaction Stage Design Strategy

By understanding the historical stories of the Yiling Temple, searching for the historical achievements of different traditional Chinese medicine practitioners, designing multiple health preserving tea bags and drinks for different IP images, and designing different packaging types, such as beverage categories and packaging gift boxes, to meet the needs of different consumers. The packaging design is inspired by different historical stories, increasing consumers' emotional resonance with cultural and creative products. It can also design commemorative products that can be saved after use, bringing users a more intuitive experience and continuing their own cycle. The common satisfaction of practical value, belief value, and emotional value. Beneficial for enhancing tourists' up close experience of the historical and cultural significance of the Medical Spirit Temple.

6、 Conclusion

Through the comprehensive analysis of the SOR model, it is possible to better understand consumers' cognition, attitudes, and behavioral reactions towards cultural and creative products in Macau temples. Taking the Macau Yiling Temple as a practical case, the SOR model is designed for the three stages of purchasing cultural and creative products, emphasizing a comprehensive understanding and effective application of the relationship between cultural stimuli, individual factors, and product reactions. This provides design strategies for the cultural and creative product design of Macau Yiling Temple, aiming to provide effective guidance and reference for the design of cultural and creative products in Macau.

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