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ENHANCING LEARNING ON THE BRAND BUILDING OF CULTURE AND CREATIVE INDUSTRIES COMPANIES INTEGRATING BRAND IDENTITY SYSTEM AND CREATIVE SUPPLY CHAIN THEORIES - AN ANALYSIS OF UNIVERSITY STUDENTS AMONG CHINA (ZHUHAI, HONG KONG AND MACAU STUDENTS), UK, US AND AUSTRALIA

Dr. Purrie, Pui-Yee Ng[1]

[1]Associate Professor, Culture, Creativity and Management, Beijing Normal University Hong Kong Baptist University

Abstract

For the past few decades, Culture and Creative industries have been promoted actively in China, UK, US and Australia with many successful cases in terms of innovation and profits of business management. Among the business concepts, although many companies have made use of brand development strategies and innovative operations in adding-values to their products and services for building up their reputation; however, little academic research have been conducted how to draw the interests and awareness of university students on the cultural and creative products in this emerging industry.

There are several problems associated with these:

(a) The definitions and scopes of the industry are very broad, which vary from place to place depending on their government policies, their own resources, economic and social development.
(b) The curriculum of cultural, creative industry being offered is very broad and newly developed, so there is room for more integration of the existing theories in an applicable manner.

With the promotion from the government, industry and educational organizations for the "Culture and Creative Industries" nowadays (see Fig. 1), human inputs are important to provide stable resources for the growth of the emerging industries. Thus there is a need to enhance or strengthen the students' brand interests and awareness of Brand Identity System to meet increasing competition for local and global needs of the Creative Industries. In order to put the issue in focus and to fill up these gaps, the research will investigate the integration of "Brand Identity System" Theory by David Aaker (1996) (see Fig. 2) and "Creative Value Chain Theory" by UNESCO (2009) (see Fig. 3) for more in-depth understanding of how to apply the theories during brand promotion. Regarding methodology, quantitative data was collected through questionnaires with 12 questions, using mainly closed-ended questions of 5 Likert scale, 1 ranking question (ordinal data) and a few demographic questions (for nominal data). The feedbacks collected are 119 respondents (China- Zhuhai), 113 respondents (Macau SAR), 111 respondents (Australia), 111 respondents (UK), 15 respondents (US), 5 HK SAR respondents respectively. The significant values of the study will be two-folds. Firstly, in general, it will increase the understanding of integrating the 2 theories together in culture and creative industries. Secondly, in specific, it will provide insight about the effect of brand development and their awareness in relation to the five stages of creative value chain in culture and creative industries.

Keywords

Culture and Creative industries, Brand Identity System, Creative Supply Chain Theories

1. Introduction

1.1 Background Information

As Harley (2005: 1,5) comments that the creative industries are variously defined have already playing significant components of advanced economies. The idea of the creative industries seeks to describe the conceptual and practical convergence of the Creative Arts (individual talent) with Cultural Industries (mass scale), in the context of new media technologies (ICTs) within a new knowledge economy, for the use of newly interactive citizen-consumers. As the 2 terms always create controversies, UNESCO (2015) clarifies that the concept of "cultural industries" is more related to cultural heritage and traditional forms of creation, while "creative industries" includes the applied arts practices, innovations and generating profit and creation of jobs by creating intellectual property. Under the concept of cultural and creative industries: Those sectors of organized activity that have as their main objective the production or reproduction, the promotion, distribution or commercialization of goods, services and activities of content derived from cultural, artistic or heritage origins.

Regarding the future of creative industries, extrapolating from earlier trends suggests that the creative economy can grow 40% by 2030, adding more than 8 million additional jobs in the 9 economies studied. The importance of the creative economy for overall economic performance is therefore likely to grow. How fast is the creative industry growing? With reference to *World Economic Forum*, their growth is fastest in developing countries. In the decade to 2011, exports of creative services grew by an average of 12.1% in emerging economies, compared with a global average of 8.8%. As creativity promotes "jobs and GDP" , the courses of creative industries are offered in higher education and universities with a direct stake in educating creative personnel, nurturing the next generation of wealth creators, and researching cultural and media policy.

The "creative industries" is a product not of industry but of history, both immediate and long-term. [1] Because it is historical rather than categorical, the "creative industries" idea varies geographically, depending on local heritage and circumstance. Among the 6 areas being selected for the research samples, there are both similarities and differences which are worthwhile to be explored. As Hartler (2005:5) analyzes that it is notably seen that USA creativity is consumer- and market-driven, whereas in Europe it is caught up in traditions of national culture and cultural citizenship. Meanwhile, it is worthwhile to explore how the cultural policies were implemented in different places in cultural and creative industries.

The initiation of Cultural policy and industries

United Kingdom: (Flew 2012: 9) The formal origins of the concept of creative industries can be traced back to 1998 when the UK Creative Industries Mapping Document produced by the UK DCMS. It defined the creative industries as 'those activities which have their origin in individual creativity, skill and talent and which have the potential for wealth and job creation through the generation and exploitation of intellectual property' (DCMS, 1998). It also identified 13 sectors as constituting the creative industries.

United States: (Flew 2012: 33) there is a substantive divide in thinking and calculation towards arts and culture on one hand and the entertainment/copyright industries on the other. Also, where the bulk of policy initiatives are highly localized and sub-national in their focus, as seen with the rise of the 'creative cities' movement.

Australia: (Flew 2012: 50-51) Both Australia and New Zealand adopted the creative industries policy agenda soon after it was put forward in the UK. In Australia, the creative industries that was largely adopted by Labor state governments, most notably in Queensland, promoting value-adding knowledge-intensive industries to reduce the state's historic reliance upon agriculture, mining and tourism as the foundation of economic growth.

China: (Flew: 2012: 48) In 2001, a cultural industries (*wenhua chanye)* development strategy was formulated as part of the recommendations of the Tenth Five-Year Plan (Wang, 2004). Creative industries emerged as a policy concept in 2004, a series of developments were promoting greater interest in creativity as diverse as wealth creation, productivity and environmental improvements, educational reform and the renewal of traditional cultural resources (Keane, 2007:128-129).

Note: In this study, since the territory of China is huge, so 3 particular regions in Greater Bay Area were selected including Zhuhai, Hong Kong SAR (HK SAR) and Macau SAR as convenience samples. The industries also play an essential role of economic development as Hong Kong and Macau are the Special Administrative Zones whereas Zhuhai is the threshold of the Greater Bay Area with the proximity of the 2 SAR zones.

HK SAR (China): (Flew:2012, 42, 48) The circulation of creative industries policy discourse from Britain started to uptake as a nodal policy concept in East Asia, most notably in the fast-developing 'tiger' economies including

Hong Kong from 1990-2000. The Hong Kong Baseline Study on the Creative Industries (HKCCPR, 2003) commented how to move from a 'Made in China' economic base, centred on low-cost, high-volume manufacturing, to a 'Created in China' paradigm, focusing on innovation, novelty ideas and concepts and intellectual property and quality products and services.

With the implementation of cultural policies, these are some significant figures of the growth of Creative Industries among the 6 regions/countries selected as target studies.

China: (UNCTAD: 2018,127-129) It is regarded as one of the developing countries had an annual average growth rate of 9 % between 2002 and 2015. In 2002, altogether, developing economies recorded a $84.3 billion in trade in creative goods. By 2015 this number had climbed to $265 billion. China has consistently moved toward a more creative, consumer- driven economy. The value added from China's culture-related sectors tallied $463.9 billion in 2016, a 13% rise from the previous year, according to data from the National Bureau of Statistics and reported by China Daily.

Australia: (UNCTAD: 2018, 57-59) Exports of creative services stood at $5.1 billion in 2014, with architectural, engineering, scientific, and other technical services at $1.49 billion and computer services at $1.4 billion. Creative services imports stood at $8.5 billion, the main ones being Architectural, engineering, scientific, and other technical services at $2.79 billion and computer services $1.8 billion, giving a creative services trade deficit of $2.4 billion. In 2014, more than half a million Australians now work in the creative sector, making it one of the fastest-growing, most dynamic segments of the national economy according to the ARC Centre Of Excellence for Creative Industries and Innovation.

United Kingdom (UNCTAD: 2018, 424-426): In 2016, the creative industries contributed a record £91.8bn to the UK economy in 2016, official statistics show. The contribution of the UK creative industries – as measured by Gross Value Added (GVA) – rose by 7.6% in 2016, or more than twice as fast as the average 3.5 % growth rate for this measure across the UK economy as a whole. The Creative Industries Council reported that in 2015, the value of services exported from the United Kingdom TV, film, radio and photography sector was £5.46 billion, up from £4.72 billion in 2014. It was the second-biggest exporting creative industry sector, after IT and computer services.

United States (UNCTAD: 2018, 427- 429): The creative industries in the United States were a major driver of economic growth, contributing $698 billion to the nation's economy and 4.7 million jobs, according to a 2015 report by the Bureau of Economic Analysis (BEA) and the National Endowment for the Arts (NEA). The United States' trade with Asia grew by 7% between 2005 and 2014, while European trade remained stable and trade with the Americas shrank by almost 10%. In 2014, the main destination markets for creative goods were the Americas (36%), Europe (34%), Asia (27%), Oceania (2%) and Africa (1%). In 2014, the United States exported creative goods mainly to Canada, Hong Kong (China), the United Kingdom, Switzerland, and Mexico. It had trade deficits with China, France, Mexico and Germany.

Hong Kong SAR (China) (UNCTAD: 2018, 130-132): It has developed a leading edge in key areas of creative industries like film, television, music, design, architecture, advertising, digital entertainment, and publishing and printing. The software, computer games and interactive media domain has been a dominant component among all CCI domains. It accounted for 31.6% of the total value added of CCI in 2005, growing to 42.4% in 2015. Hong Kong (China) is developing into a regional design centre. Design is playing an important role as a source of innovative content and a key driver of enhancing economic value of products and business competitiveness. In 2015, the value added of the design domain was $4.1 billion, accounting for 3.8% of the total value added of CCI.

Macau SAR (China) (UNCTAD: 2018, 133-135): In 2014, creative goods exports stood at $135 million. Design goods accounted for the largest share of exports led by jewelry at $74 million and design accessories at $42 million. Macao SAR has thriving industries such as textiles, electronics and toys, as well as a notable tourist industry. Imports stood at $2.3 billion mainly driven by the imports of jewelry. Macao SAR is an important marketplace for all sectors of the global jewelry industry, with a wide range of jewelry products, including antique and estate jewelry, fine jewelry, diamonds, pearls, gemstones.

1.2 *Problem* Statement

The significant values of the study are to provide more timely and updated information about this ever-growing industry. Although Creative Industries is one of the important pillars strongly promoted in China nowadays; however, there is little research have been conducted due to its multi-faceted and broad spectrum in nature. Among all the brand theories being used in business management, there is a shortage of integration of how to apply this in

the emerging industries. It is of great values to explore how the brand development theory being applied in creative industries for enhancing students learning and room of improvement in this area.

Aims: To provide an analysis of the brand awareness of university students in the 6 selected regions towards Culture and Creative Industries based on the integration of "Brand Identity" theory and "Creative Value Chain" theory.

Research Objectives

(a) To explore the integration of brand awareness of using variables of "Brand Identity" theory and "Creative Supply Chain" theory of the university students in these areas.
(b) To analyze the relationship of the two theories using quantitative research in Brand Identity theory.
(c) To recommend some possible means or solutions on the Brand Identity theory in knowledge and practice under conclusion.

(a) In specific terms: This is an educational research project in course design. It aims at exploring, collecting and analyzing the data derived from the survey. Moreover, the opinions of the university students will be categorized according to what they learn about the details of brand development in the study. Whether any discrepancies between can be spotted, any room for improvement can be made in the course curriculum, learning and teaching activities.

(b) In general terms: The quantitative research will be conducted among university students from different regions/countries about the Creative industries.

2. Literature Review

There are 3 basic terms to be defined more clearly as follows:

(a) Categories of cultural and creative industries
(b) Creative Value Chain Theory
(c) 12 dimensions of Brand Identity theory

(a) Categories of cultural and creative industries

According to Rosamund (2012), the creative industries is an umbrella term that encompasses a variety of activities, products and services. They are all inter-related by 3 distinct characteristics (UNCTAD 2010:4). Firstly, they all demands some input of human creativity. Secondly, they act as tools for symbolic information. That means they are conveyors of meaning. Thirdly, they relate to some degrees of intellectual property either to a group or an individual.

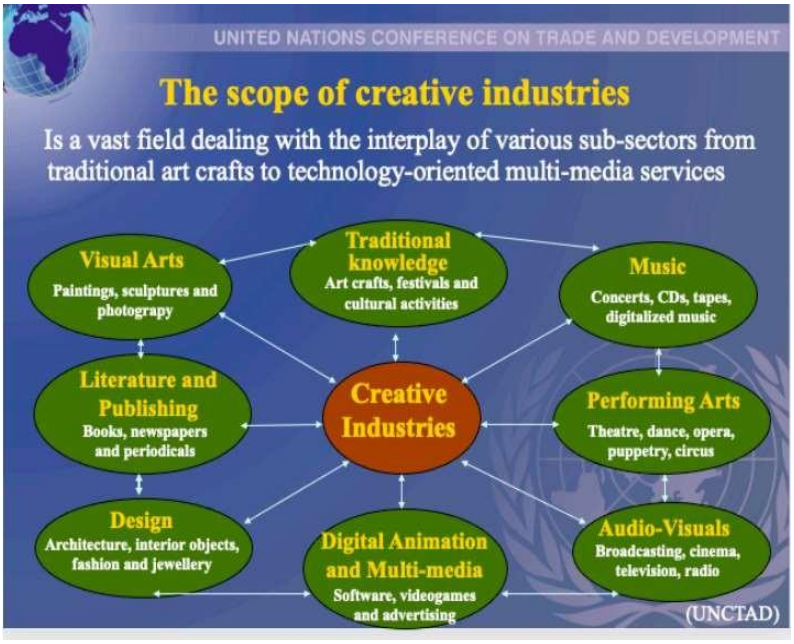


Fig. 1 The scope of Creative Industries (Source: http://city.cri.cn/20210507/633e86e4-7cc0-92c5-a18c-439c6dec1d4b.html)

With reference to the scope of creative industries as defined by the United Nations Center for Trade and Development (UNCTAD), it involves a vast field dealing with the interplay of various sub-sectors (Fig. 1) from traditional art crafts to technology-oriented multimedia services.

The theoretical framework is divided into 2 parts: Brand Identity System will provide a strategic framework whereas the Creative Supply Chain theory will give an operational guideline. By integrating these 2 theories, a more holistic outlook will be

perceived which will provide valuable pool of knowledge and professional practice in Cultural and Creative Industries.

(b) Creative Value Chain Theory Basically there are 5 stages:

1st stage is Creation: it puts emphasis on generating ideas and content (e.g. 2D design and 3D sculptures and literature or journals) and the output of one-off production (e.g. handicraft and paintings).

2nd stage is Production: the duplication of cultural formats (e.g. TV programs or videos), as well as the specialist tools, infrastructure and processes (e.g. the output of musical tools, the printing of newspapers).

3rd stage is Dissemination: it focuses on the mass-production of cultural goods to consumers and exhibitors (e.g. the wholesale, retail and rental of recorded music and computer games, film distribution). With the digital transmission, some goods and services will circulate from the creator to the consumer.

4th stage is Exhibition/Reception/Transmission: it means to refer to the venue of consumption and to the offer of live and/or unmediated cultural experiences to viewers by providing products or services in time-based cultural-related events (e.g. festival planning and production, opera performances, theatres, museums etc.). Whereas transmission offers the knowledge transfer and skills that may not relate to any commercial transaction and always occurs in informal settings, such as the transmission of intangible cultural heritage among different generations.

5th stage is Consumption / Participation: the participants and consumers purchase cultural products and take part in cultural activities with an accumulation of experiences for enriching their livelihood. (e.g. book reading, dancing, carnivals, watching videos and touring galleries).

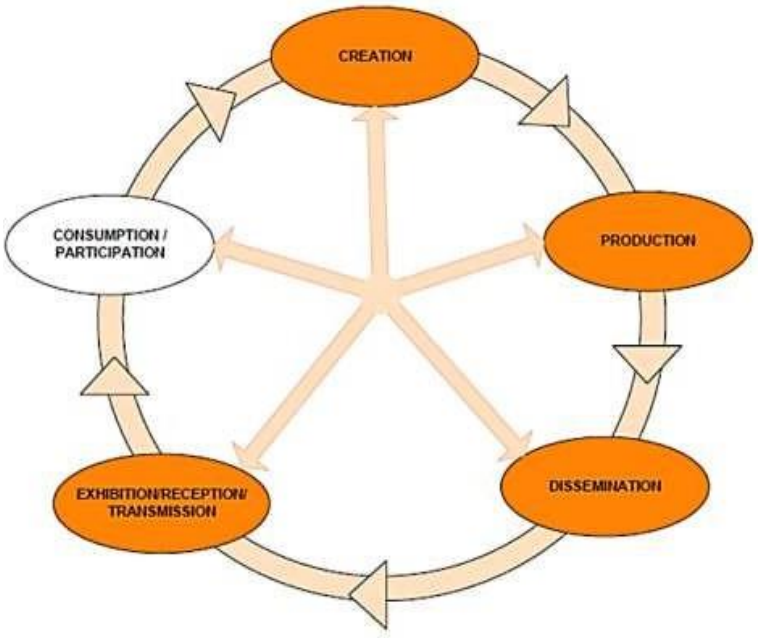


Fig. 2 The Creative Value Chain
Source: UNESCO (2009)

(c)12 dimensions of Brand Identity System

According to Aaker (1996, 68), "it is a unique set of brand associations that the brand strategist aspires to create or maintain. These associations represent what the brand stands for and imply a promise to customers from the organization members. Besides, it should help establish a relationship between the brand and the customer by generating a value proposition involving functional, emotional or self-expressive benefits. Brand identity consists of 12 dimensions organized around four perspectives – the brand-as-person (brand personality, brand-customer relationships), and brand-as-symbol (visual imagery/metaphors and brand heritage). Its structure is most likely to remain constant as the brand travels to new markets and products. The extended identity includes brand identity elements, organized into cohesive and meaningful groupings, that provide texture and completeness.

A brand is a 'name, symbol, design or mark that enhances the value of a product beyond its functional purposes' (Farquhar, 1989). Branding comprises four components. Among all, brand identity is a unique set of functional and mental associations the brand aspires to create or maintain. These associations represent what the brand should ideally stand for in the mind of the customers, and imply a potential promise to customers.

Brand Identity System (see Fig. 3), it includes a core identity and an extended identity. The former one is central to both the meaning and success of the brand, contains the associations that are most likely to remain constant as the brand travels to new markets and products. This identity for a strong brand should be more resistant to change than elements of the extended identity. (Aaker, 1996: 86-87) The extended brand identity includes elements that provide texture and completeness. It fills and adds details that illustrate the brands represent fully. It is because the core identity usually does not possess enough detail to fulfil all the functions of a brand identity. Even a well-thought-out and on-target core identity may finally be too ambiguous or incomplete for this task.

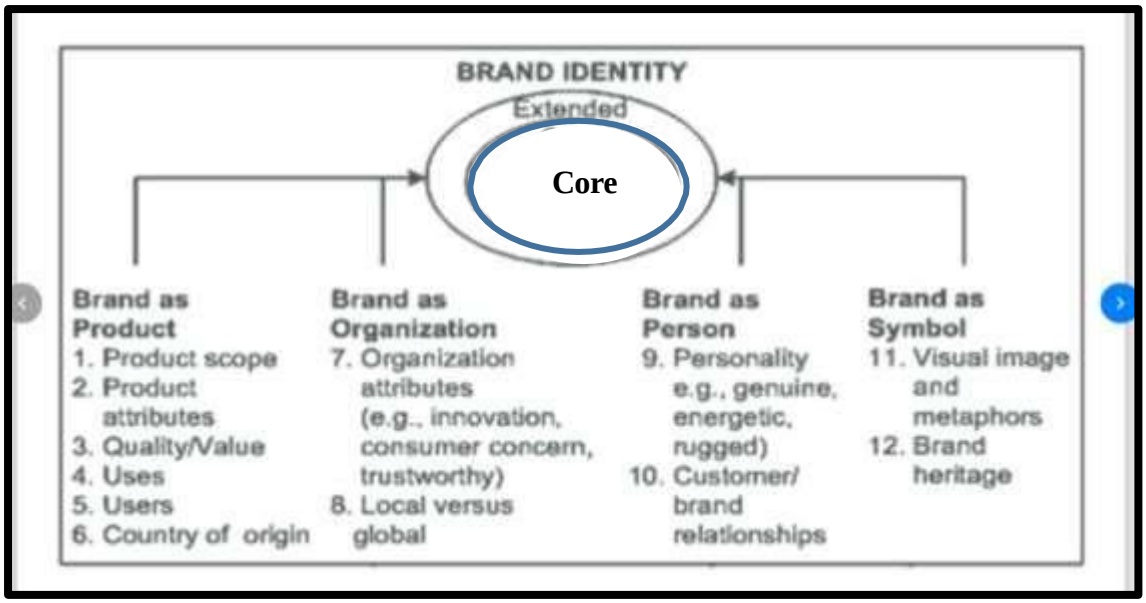


Fig. 3 Brand Identity System (Aaker & Joachimsthaler, 2000).

Brand identity structure (Aaker & Joachimsthaler, 2000). With reference to Fig. 3, the brand identity is divided into 2 different layers that consist of the core and extended identity. In order to exemply the theory, there are different dimensions under the 4 independent variables (IV), namely, Brand as Product, Brand as Organization, Brand as Person and Brand as Symbol. These 4 factors will increase more depth and breadth in understanding. All these elements will be used as testable factors for the questionnaires. There are totally 4 independent variables of 12 dimensions.

The 1st variable is Brand as Product, the factors include 1. Product scope 2. Product attributes 3. Quality/Value 4. Uses 5. Users 6. Country of origin

(Aaker 1996: 80-85) Aaker explains clearly the concepts as follows:

Product Scope: (Aaker 1996: 80) It is usually its product thrust, which will affect the type of associations that are desirable and feasible. A strong link to a product class means that the brand will be recalled when the product class is cued. A key identity issue arises when the scope of a product class is expanded for more product differentiations.

Product Attributes: (Aaker 1996: 80-81) It can be directly related to the purchase or use of a product can provide functional benefits and sometimes emotional benefits for customers. A product-related attribute can create a value proposition by offering something extra (like features or services) or by offering something better.

Quality/Value: (Aaker 1996: 81) It is one product-related attribute important enough to consider separately. Many brands use quality as a core identity element. For example, iPhone is closely associated to Apple companies. Whereas Value relates to quality; it enriches the concept by adding the price dimension.

Associations with Use Occasion: (Aaker 1993: 81) Some brands successfully attempt to own a particular use or application, forcing competitors to work around this reality.

Associations with Users: A stronger user-type position can imply a value proposition and a brand personality. Eg. Steve Job is associated to the brand of Apple products.

Link to Country or Region: the brand's association with a country or region implies that the brand will provide higher quality, because that country or region has a heritage of making the best within that product class.

The 2nd variable is Brand as Organization, the factors include 7. Organization attributes (e.g. innovation, consumer concern, trustworthy) 8. Local versus global

***Brand-as-organization perspective*:** (Aaker 1996: 82-83) It focuses on attributes of the organization rather than those of product or service. Such organizational attributes as innovation, is a drive of quality, and concern for the environment are created by the people, culture, values, and programmes of the company. Organizational attributes

are more enduring and more resistant to competitive claims than are product attributes. Firstly, it is much easier to copy a product than to duplicate an organization with unique people, values and programs. Secondly, organizational attributes usually apply to a set of product classes, and a competitor in only one product class may find it difficult to compete. Thirdly, because organizational attributes such as being innovative are hard to evaluate and communicate, it is difficult for competitors to demonstrate that they have overcome any perceived gap. They can contribute to a value proposition. Associations such as customer focus, environmental concern, technological commitment, or a local orientation can involve emotional and self-expressive benefits based on admiration, respect, or simple liking. They can also provide credibility for the product claims of sub-brands, just as the Post-it products from 3M were undoubtedly helped by the 3M reputation for innovation.

The 3rd variable is **Brand as Person**, the factors include 9. Personality e.g. genuine, energetic etc. 10. Customer/brand relationships

***The brand-as-person perspective*:** (Aaker 1996: 83-84) It suggests a brand identity that is richer and more interesting than one based on product attributes. Like a person, a brand can be perceived as being upscale, competent, impressive, trustworthy, fun, active, humorous, causal, formal, youthful, or intellectual. It can create a stronger brand in several ways. Firstly, it can help create a self-expressive benefit that becomes a vehicle for the customer to express his or her own personality. For instance, an Apple user might identify himself or herself as causal, anti-corporate, and creative. Secondly, just as human personalities affect relationships between people, brand personality can be the basis of a relationship between the customer and the brand.

E.g. Hallmark a warm, emotional relative. Thirdly, a brand personality may help communicate a product attribute and thus contribute to a functional benefit.

The 4th variable is Brand as Symbol, include 11. Visual image and metaphors, 12. Brand image.

***The Brand-As-Symbol**:* (Aaker 1996: 84-85) it can provide cohesion and structure to an identity and make it much easier to gain recognition and recall. Its presence can be a key ingredient of brand development and its absence can be a substantial handicap. Elevating symbols to the status of being part of the identity reflects their potential power. Anything that represents the brand can be a symbol, including programs such as the Ronald McDonald House for McDonald's. Symbols involving visual imagery can be memorable and powerful. E.g. Nike's "swoosh", the Coke Classic can or bottle, and the Quaker Oats man. Symbols are more meaningful if they involve a metaphor, with the symbol or a symbol characteristic representing a functional, emotional or self-expressive benefit. E.g. Michael

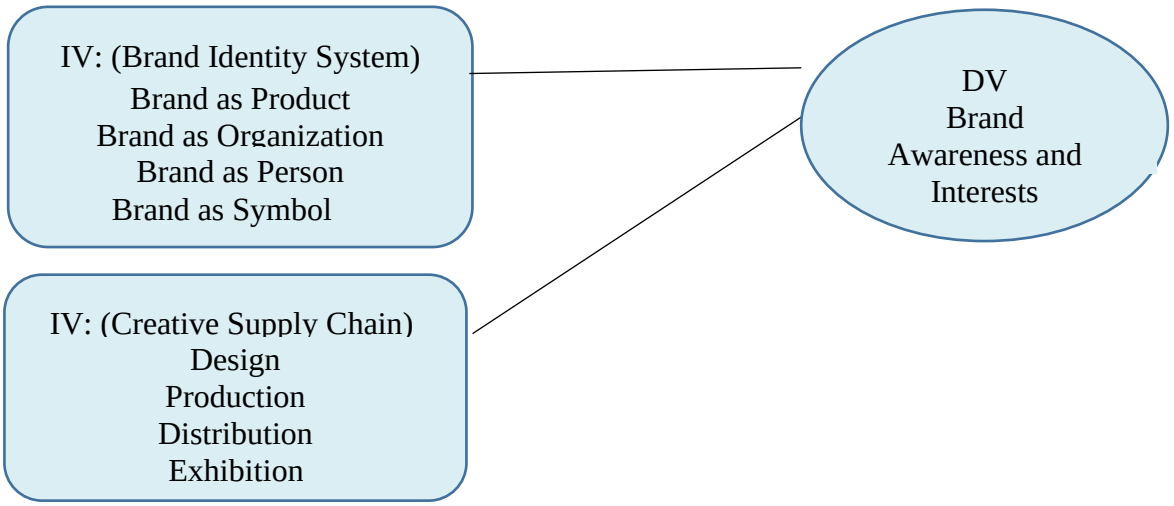


Fig. 4 Independent Variables (IV) and Dependent Variables (DV) of Research Model

Jordan's leaping ability for the performance of a Nike. A strong symbol can be the cornerstone of a brand strategy. A vivid, meaningful heritage also can sometimes represent the essence of the brand. For instance, Starbucks coffee has a link to the first coffeehouse in Seattle's Pike Place market.

3. Methodology

3.1 Research Design

Basically, the quantitative data were collected through a set of questionnaires of 12 questions. For the questionnaires, it is divided into 5 parts respectively: (a) Demographic Data (b) Brand as Product (c) Brand as Organization (d) Brand as Person (e) Brand as Symbol, including 12 questions. The questions are designed in 5-Likert scale.

3.2 Data Collection

The whole survey (English version – Australia, UK, US, HK or Chinese version – Zhuhai and Macau) was conducted from 2019-21. The results were collected and analyzed from 202122. The target groups are mainly the university students, including Year 1-4, Master and PhD students. Totally 472 samples (119+111+111+111+15+5) were collected from the respondents of the 6 regions/countries between 2020-21.

Limitation: At the beginning of the research, a few research assistants and CCM graduates assisted in conducting the survey in various parts of the region/countries. However, due to the massive social movement in Hong Kong and US starting from 2019 and sudden outbreak of Covid pandemic around the world, many places had been lockdown, the response rate from the questionnaires was low, especially in HK and USA. Improvement: with the existing data generated, this will bring insight for further development of the cross-cultural research study of brand identity system in cultural and creative industries in the future.

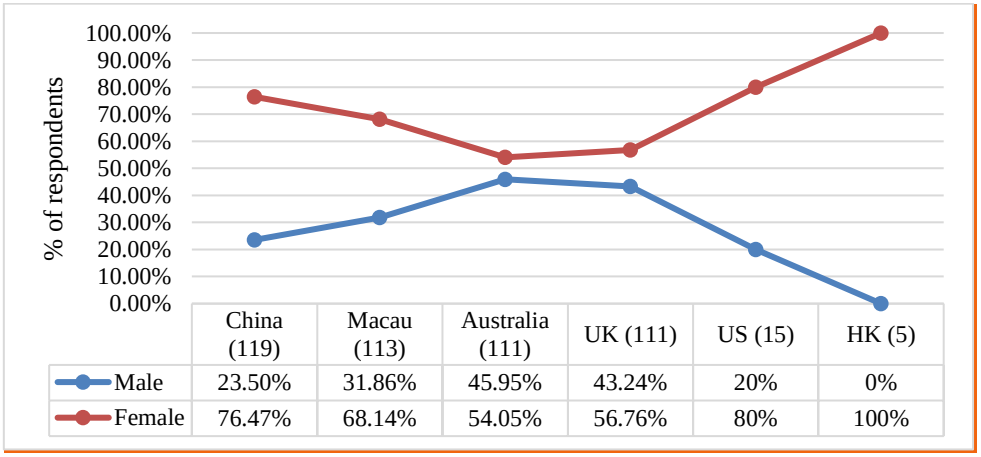
4. Findings and Analysis

Based on the findings derived from the questionnaires, these are the summary charts among the 6 regions/countries. Basically, descriptive data were collected and analysed through SPSS covering the 6 regions/countries. Then multiple linear regression[1] allows the prediction of one variable from several other variables.

4.1 Descriptive Data:

These are a series of summary charts describing the data among 6 regions/countries.

Q1. Gender

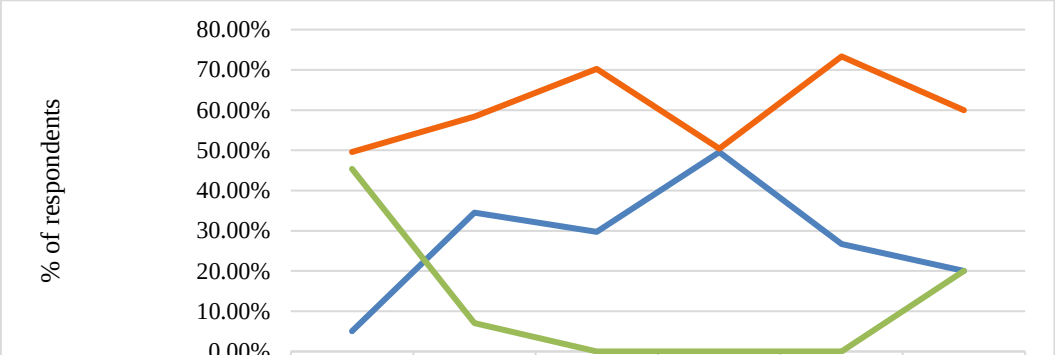


	China (119)	Macau (113)	Australia (111)	UK (111)	US (15)	HK (5)
Male	23.50%	31.86%	45.95%	43.24%	20%	0%
Female	76.47%	68.14%	54.05%	56.76%	80%	100%

Findings: Among the 6 countries or regions, the difference in male and female ranges from 8.1% (54.05%-45.95%) to 100% (100%-0%).

[1] Multiple linear regression assumes that all variables are interval or ratio-scaled. Besides, the dependent variable should be normally distributed around the prediction line. This, of course, assumes that the variables are related to each other linearly. All variables should be normally distributed. Dichotomous variables are also acceptable as independent variables. (Cronk: 2008, 49)

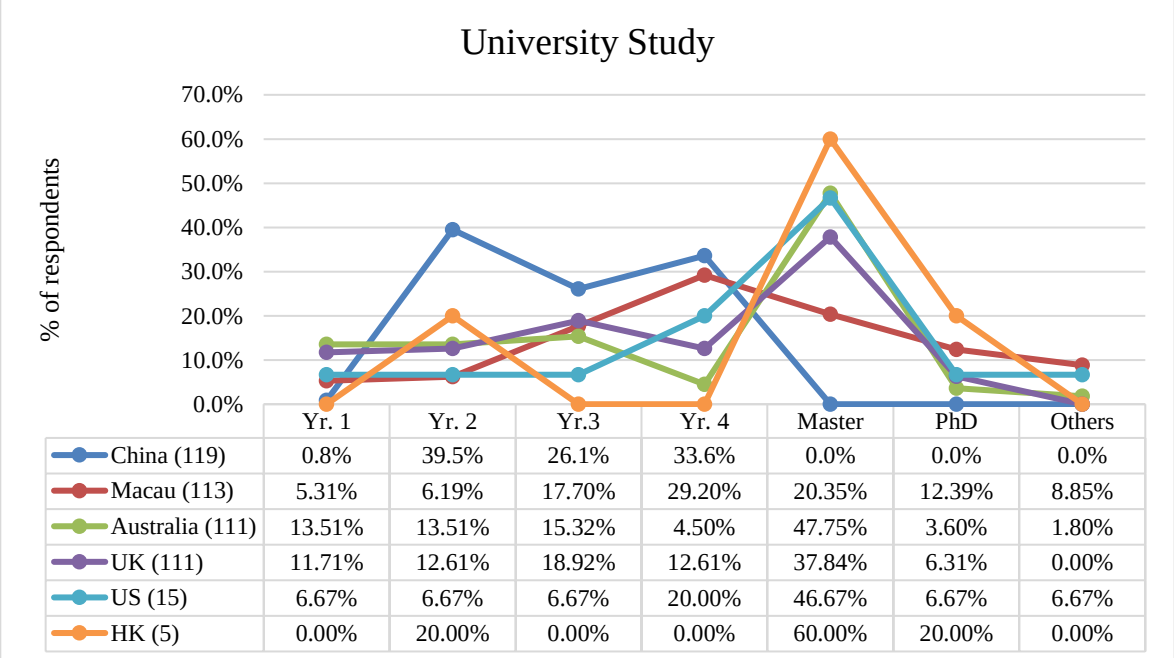
Q2. Educational Background



	China (119)	Macau (113)	Australia (111)	UK (111)	US (15)	HK (5)
Local students	5.04%	34.51%	29.73%	49.55%	26.67%	20%
Overseas students	49.58%	58.41%	70.27%	50.45%	73.33%	60%
Others	45.38%	7.08%	0%	0%	0%	20%

Findings: Among the 6 countries or regions, the % of overseas students exceed 49.58% (China) to 73.33% (US) than local students and others.

Q3. Year of University Study



	Yr. 1	Yr. 2	Yr.3	Yr. 4	Master	PhD	Others
China (119)	0.8%	39.5%	26.1%	33.6%	0.0%	0.0%	0.0%
Macau (113)	5.31%	6.19%	17.70%	29.20%	20.35%	12.39%	8.85%
Australia (111)	13.51%	13.51%	15.32%	4.50%	47.75%	3.60%	1.80%
UK (111)	11.71%	12.61%	18.92%	12.61%	37.84%	6.31%	0.00%
US (15)	6.67%	6.67%	6.67%	20.00%	46.67%	6.67%	6.67%
HK (5)	0.00%	20.00%	0.00%	0.00%	60.00%	20.00%	0.00%

Findings: Among the 6 countries or regions, most of the universities students are quite fairly distributed (between 0 to 30%) except the % of Master students is distinctly seen 46.67% (US), 47.75% (Australia) and 60% (HK)

Q4 The top 3 interests among cultural & creative industries categories and items (Ranking from 1 to 10)

	Mainland China (119)		Macau (113)		Australia (111)		UK (111)		US (15)		HK (5)	
1st	Creative Services	6.8	Performing Arts	6.2	Audiovisuals	7.4	Cultural sites	7	Cultural sites	7.2	Visual Arts	7
2nd	Audiovisuals	6.6	Audiovisuals	6.1	Performing Arts	7.1	Performing Arts	6.7	Traditional cultural expressions	7.1	Performing Arts	7
3rd	Design	6.4	Visual Arts	6	Cultural sites	6.4	Visual Arts	6.4	Visual Arts	6.7	Cultural Sites	6

Findings: Among them, the 3 top most interesting categories are shown:
the 1st one is Performing Arts (26.8),
the 2nd one is Cultural sites (26.4),
the 3rd one is Visual Arts (26.11).

Q5. CI Categories (List 3 most favourable choices)

Mainland Chinese	Macau	Australia	UK	US	Hong Kong
Social Media: 112 (94.12%)	Internet: 91 (80.53%)	Internet: 92 (82.88%)	Social Media: 76 (68.47%)	Social Media: 14 (93.33%)	Internet: 5 (100%)
Internet: 104 (87.39%)	Social Media: 88 (77.88%)	Social Media: 86 (77.48%)	Internet: 63 (56.76%)	Internet: 12 (80%)	Social Media: 4 (80%)
Magazines: 57 (47.9%)	Family or friends: 47 (41.59%)	Family or friends: 56 (50.45%)	Magazines: 51 (45.95%)	Family or friends: 11 (73.33%)	Family or friends: 3(60%)

Findings: Among them, the average of the 3 top favourable choices of knowing the CI categories are as follows:
the 1st one is Social Media (81.87%),
the 2nd one is Internet (81.26%) and
the 3rd one is Family or friends (56.34%)

Q6. Consumption ranges per year (Top 3)

Ranges	Mainland Chinese	Macau	Australia	UK	US	Hong Kong
2500 or below 2501-5000 500110000	50 (42.02%) 42 (35.29%) 21 (17.65%)	61 (53.98%) 24 (21.24%) 20 (17.7%)	46 (41.44%) 34 (30.63%) 21 (18.92%)	22 (19.8%) 41 (36.94%) 29(26.13%)	**4 (26.67%)** 7 (46.67%) 3 (20.00%)	**3 (60%)** 1 (20%) 0 (0%)

Findings: Among them, the average consumption range per year are as follows:
2500 or below is 40.65%,
2501-5000 is 31.80%
5001-10000 is 16.73%

Q7. The 3 Most interesting stages of Creative Value Chain to the respondents are:

	Mainland Chinese	Macau	Australia	UK	US	Hong Kong	Average
Creation & Design	4.35	3.77	3.58	3.9	4	3.8	3.89
Exhibition	3.67	2.88	3.15	3	3.5	3.8	3.33
Participation or Consumption	2.75	2.52	3.14	2.8	3.1	2.2	2.76

Findings: Among them, the average weighting of the most interesting stages of Creative Value Chain are (1-mostly interested to 5-least interested):

- Creation & Design: 3.89
- Exhibition: 3.33
- Participation or Consumption: 2.76

Q8. The Attributes of Products

	Mainland Chinese	Macau	Australia	UK	US	Hong Kong
The attitudes of "Product Attributes"	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**
Scope	73 (61.34%) 23 (19.33%)	56 (49.56%) 14 (12.39%)	54 (48.65%) 10 (9.01%)	52 (46.85%) 29 (26.13%)	9(60.00%) **2 (13.33%)**	4 (80%) 0 (0%)
Physical properties	56 (47.06%) 55 (46.22%)	53 (46.9%) 29 (25.66%)	63 (56.76%) 31 (27.93%)	58 (52.25%) 27 (24.32%)	9 (60.00%) (33.33%)	**3 (60%)** **2 (40%)**
Product values	51 (42.86%) 58 (48.74%)	43 (38.05%) 43 (38.05%)	53 (47.75%) 27 (24.32%)	54 (48.65%) 28 (25.23%	(40.00%) 4 (26.67%)	**2 (40%)** 1 (20%)

Findings: Among them, the average % of Agreeing the attributes of products (Strongly Agree and Agree) are listed:

- Scope: 71.10% (57.73% and 13.37%)
- Physical properties: 86.74% (53.83% and 32.91%)
- Product values: 73.39% (42.89% and 30.50%)
-

Q9. The Attributes of Organization and Global Sales

	Mainland Chinese	Macau	Australia	UK	US	Hong Kong
10 The attitudes of	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**
Organization	63 (52.94%) 24 (20.17%)	58 (51.33%) 21(18.58%)	70 (63.06%) 15 (13.51%)	59 (53.15%) 36 (32.43%)	9 (60.00%) **4(26.60%)**	**3 (60.00%)** 1 (20.00%)
Global Sales	52 (43.7%) 14 (11.76%)	48(42.48%) 18(15.93%)	50 (45.05%) 10 (9.01%)	51 (45.95%) 30 (27.03%)	**4 (33.33%)** 5 (33.33%)	**3(60.00%)** 0 (0%)

Findings: Among them, the average % of Agreeing the attributes of Organization and Global Sales (Strongly Agree and Agree) are listed:

- Organization : 78.63% (56.75 % and 21.88%)
- Global Sales: 61.26% (45.09% and 16.18%)

Q10. The Attributes of Personality and Customer relationship

	Mainland Chinese	Macau	Australia	UK	US	Hong Kong
11 The attitudes of	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**
Personality:	58 (48.74%) 40 (33.61%)	44 (38.94%) 32 (28.32%)	57 (51.35%) 34 (30.63%)	65 (58.56%) 39 (35.14%)	7 (46.47%) (33.33%)	**3 (60.00%)** 1 (20.00%)
Customer relationship:	64 (53.78%) 33 (27.73%)	50 (44.25%) 30 (26.55%)	54 (48.65%) 31 (27.93%)	53 (47.75%) 39 (35.14%)	6 (40%) 5 (33.33%)	1(20.00%) 1 (20.00%)

Findings: Among them, the average % of Agreeing the attributes of personality and customer relationship (Strongly Agree and Agree) are listed:

- Personality: 82.35% (50.68% and 31.67%)
- Customer Relationship: 70.85% (42.41% and 28.45%)

Q11. The Attributes of Imagery and Brand History

	Mainland Chinese	Macau	Australia	UK	US	Hong Kong
12. The attitudes of	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**	**Agree & Strongly Agree**
Imagery:	56 (47.06%)	54 (47.79%)	54 (48.65%)	60 (54.05%)	7 (46.67%)	**2(40%)**
	(46.22%)	30 (26.55%)	39 (35.14%)	32 (28.83%)	7 (46.67%)	**2 (40%)**
Brand history:	(47.06%)	48 (42.48%)	58 (52.25%)	57 (51.35%)	7 (46.67%)	**2 (40%)**
	39 (32.77%)	33 (29.2%)	32 (28.83%)	41 (36.94%)	6 (40.00%)	2 (40%)

Findings: Among them, the average % of Agreeing the attributes of Imagery and Brand History (Strongly Agree and Agree) are listed:

- Imagery: 84.61% (47.47% and 37.24%)
- Brand History: 81.26% (46.64% and 34.62%)

4.2 Data Analysis: Multiple Linear Regression

Since there is not much research have been conducted in the Culture, Creative Industries using these two theories together, so Multi-linear regression is an initial attempt to explore the prediction of the relationship between the Creative Value Chain Theory and the Brand Identity System.

These are a series of summary charts of analyzing the data using SPSS Multi-linear regression. Assumptions:

(a) All the variables are interval-scaled using 5 Likeret-scale for these two theories.
(b) The 5 stages of Creative Value Chain Theory are used as Dependent variables.
(c) The 12 Dimensions under the 4 Categories of the Brand Identity System are used as Independent variables.

Interpretation of Expected Final Outcomes:

(a) If the ANOVA find a significant relationship between the two theories, the Sig. section of the output will be less than 0.05, and the regression equation is significant. That means the 12 dimensions of the Brand Categories are a significant predictor of the Creative Value Chain theory.

Reasons: The dependent variables are normally distributed around the prediction line. This, of course, assumes that the variables are related to each other linearly.

(b) If the ANOVA does not find a significant relationship between the two theories, the Sig. section of the output will be greater than 0.05, and the regression equation is not significant. That means the 12 dimensions of the Brand Categories are not a significant predictor of the Creative Value Chain theory.

Reasons: The dependent variables are not normally distributed around the prediction line

Summary of using Multiple Linear Regression

	China (Zhuhai)		China (Macau)		Australia		UK		US		China (HK SAR)	
Independent Variables (IV)	Significant values	Insignificant (p<0.05)/ Statistically significant (p<0. 05)	Significant values	Insignificant (p<0.05)/ Statistically significant (p<0. 05)	Significant values	Insignificant (p<0.05)/ Statistically significant (p<0. 05)	Significant values	Insignificant (p<0.05)/ Statistically significant (p<0. 05)	Significant values	Insignificant (p<0.05)/ Statistically significant (p<0. 05)	Significant values	Insignificant (p<0.05)/ Statistically significant (p<0. 05)
Creation and Design	0.014	Significant (p<0.05)	0.88	Insignificant (p>0.05)	0.355	Insignificant (p>0.05)	0.2	Insignificant (p>0.05)	0.001	Significant (p<0.05)	N/A	Too small sample sizes
Production	0.006	Significant (p<0.05)	0.599	Insignificant (p>0.05)	0.642	Insignificant (p>0.05)	0.177	Insignificant (p>0.05)	Excluded variable	N/A	N/A	
Dissemination	0	Significant (p<0.05)	0.07	Insignificant (p>0.05)	0.143	Insignificant (p>0.05)	0.63	Insignificant (p>0.05)	0.003	Significant (p<0.05)	N/A	
Exhibition	0.025	Significant (p<0.05)	0.555	Insignificant (p>0.05)	0.629	Insignificant (p>0.05)	0.988	Insignificant (p>0.05)	0.002	Significant (p<0.05)	N/A	
Consumption	0.02	Significant (p<0.05)	0.514	Insignificant (p>0.05)	0.924	Insignificant (p>0.05)	0.689	Insignificant (p>0.05)	0.002	Significant (p<0.05)	N/A	

	China (Zhuhai)		**China (Macau)**		**Australia**		**UK**		**US**		**China (HK SAR)**	
Independent Variables (IV)	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/
Creation and Design	0.012	Significant (p<0.05)	0.508	Insignificant (p>0.05)	0.355	Insignificant (p>0.05)	0.696	Insignificant (p>0.05)	0.667	Insignificant (p>0.05)	N/A	Too small sample sizes
Production	0.01	Significant (p<0.05)	0.707	Insignificant (p>0.05)	0.642	Insignificant (p>0.05)	0.535	Insignificant (p>0.05)	Excluded variable	N/A	N/A	
Dissemination	0	Significant (p<0.05)	0.12	Insignificant (p>0.05)	0.143	Insignificant (p>0.05)	0.986	Insignificant (p>0.05)	0.912	Insignificant (p>0.05)	N/A	
Exhibition	0.03	Significant (p<0.05)	0.979	Insignificant (p>0.05)	0.629	Insignificant (p>0.05)	0.929	Insignificant (p>0.05)	0.241	Insignificant (p>0.05)	N/A	
Consumption	0.058	Significant (p<0.05)	0.478	Insignificant (p>0.05)	0.924	Insignificant (p>0.05)	0.162	Insignificant (p>0.05)	0.725	Insignificant (p>0.05)	N/A	

	China (Zhuhai)		**China (Macau)**		**Australia**		**UK**		**US**		**China (HK SAR)**	
Independent Variables (IV)	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/
Creation and Design	0.48	Insignificant (p>0.05)	0.937	Insignificant (p>0.05)	0.355	Insignificant (p>0.05)	0.721	Insignificant (p>0.05)	0.489	Insignificant (p>0.05)	N/A	Too small sample sizes
Production	0.016	Significant (p<0.05)	0.884	Insignificant (p>0.05)	0.642	Insignificant (p>0.05)	0.551	Insignificant (p>0.05)	Excluded Variable	N/A	N/A	
Dissemination	0.001	Significant (p<0.05)	0.768	Insignificant (p>0.05)	0.143	Insignificant (p>0.05)	0.835	Insignificant (p>0.05)	0.296	Insignificant (p>0.05)	N/A	
Exhibition	0.105	Insignificant (p>0.05)	0.201	Insignificant (p>0.05)	0.629	Insignificant (p>0.05)	0.782	Insignificant (p>0.05)	0.601	Insignificant (p>0.05)	N/A	
Consumption	0.349	Insignificant (p>0.05)	0.859	Insignificant (p>0.05)	0.924	Insignificant (p>0.05)	0.652	Insignificant (p>0.05)	0.688	Insignificant (p>0.05)	N/A	

	China (Zhuhai)		**China (Macau)**		**Australia**		**UK**		**US**		**China (HK SAR)**	
Independent Variables (IV)	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/
Creation and Design	0.032	Significant (p<0.05)	0.358	Insignificant (p>0.05)	0.355	Insignificant (p>0.05)	0.21	Insignificant (p>0.05)	0.751	Insignificant (p>0.05)	N/A	Too small sample sizes
Production	0.024	Significant (p<0.05)	0.744	Insignificant (p>0.05)	0.642	Insignificant (p>0.05)	0.425	Insignificant (p>0.05)	Excluded variable	N/A	N/A	
Dissemination	0	Significant (p<0.05)	0.089	Insignificant (p>0.05)	0.143	Insignificant (p>0.05)	0.836	Insignificant (p>0.05)	0.195	Insignificant (p>0.05)	N/A	
Exhibition	0.045	Significant (p<0.05)	0.161	Insignificant (p>0.05)	0.629	Insignificant (p>0.05)	0.788	Insignificant (p>0.05)	0.754	Insignificant (p>0.05)	N/A	
Consumption	0.234	Insignificant (p>0.05)	0.526	Insignificant (p>0.05)	0.924	Insignificant (p>0.05)	0.137	Insignificant (p>0.05)	0.142	Insignificant (p>0.05)	N/A	

	China (Zhuhai)		China (Macau)		Australia		UK		US		China (HK SAR)	
Independent Variables (IV)	Significant values	Insignifica nt (p>0.05) Statistically significant/ (p<0. 05)/	Significant values	Insignifica nt (p>0.05) Statistically significant/ (p<0. 05)/	Significant values	Insignifica nt (p>0.05) Statistically significant/ (p<0. 05)/	Significant values	Insignifica nt (p>0.05) Statistically significant/ (p<0. 05)/	Significant values	Insignifica nt (p>0.05) Statistically significant/ (p<0. 05)/	Significant values	Insignifica nt (p>0.05) Statistically significant/ (p<0. 05)/
Creation and Design	0.022	Significant (p<0.05)	0.555	Insignificant (p>0.05)	0.355	Insignificant (p>0.05)	0.247	Insignificant (p>0.05)	0.319	Insignificant (p>0.05)	N/A	Too small sample sizes
Production	0.069	Insignificant (p>0.05)	0.914	Insignificant (p>0.05)	0.642	Insignificant (p>0.05)	0.796	Insignificant (p>0.05)	Excluded Variable	N/A	N/A	
Dissemination	0.115	Insignificant (p>0.05)	0.295	Insignificant (p>0.05)	0.143	Insignificant (p>0.05)	0.592	Insignificant (p>0.05)	0.335	Insignificant (p>0.05)	N/A	
Exhibition	0.248	Insignificant (p>0.05)	0.5	Insignificant (p>0.05)	0.629	Insignificant (p>0.05)	0.912	Insignificant (p>0.05)	0.401	Insignificant (p>0.05)	N/A	
Consumption	0.098	Insignificant (p>0.05)	0.73	Insignificant (p>0.05)	0.924	Insignificant (p>0.05)	0.111	Insignificant (p>0.05)	0.029	Significant (p<0.05)	N/A	

	China (Zhuhai)		**China (Macau)**		**Australia**		**UK**		**US**		**China (HK SAR)**	
Independent Variables (IV)	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/	Significant values	Insignifica (p<0. Statistically nt (p>0.05) 05)/ significant/
Creation and Design	0.401	Insignificant (p>0.05)	0.165	Insignificant (p>0.05)	0.355	Insignificant (p>0.05)	0.001	Significant (p<0.05)	0.876	Insignificant (p>0.05)	N/A	Too small sample sizes
Production	0.065	Insignificant (p>0.05)	0.634	Insignificant (p>0.05)	0.642	Insignificant (p>0.05)	0.779	Insignificant (p>0.05)	Excluded Variable	N/A	N/A	
Dissemination	0.635	Insignificant (p>0.05)	0.906	Insignificant (p>0.05)	0.143	Insignificant (p>0.05)	0.367	Insignificant (p>0.05)	0.462	Insignificant (p>0.05)	N/A	
Exhibition	0.021	Significant (p<0.05)	0.088	Insignificant (p>0.05)	0.629	Insignificant (p>0.05)	0.258	Insignificant (p>0.05)	0.977	Insignificant (p>0.05)	N/A	
Consumption	0.586	Insignificant (p>0.05)	0.052	Insignificant (p>0.05)	0.924	Insignificant (p>0.05)	0.201	Insignificant (p>0.05)	0.245	Insignificant (p>0.05)	N/A	

	China (Zhuhai)		China (Macau)		Australia		UK		US		China (HK SAR)	
Independent Variables (IV)	Significant values	Insignificant (p<0. 05)/ Statistically significant/ (p>0.05)	Significant values	Insignificant (p<0. 05)/ Statistically significant/ (p>0.05)	Significant values	Insignificant (p<0. 05)/ Statistically significant/ (p>0.05)	Significant values	Insignificant (p<0. 05)/ Statistically significant/ (p>0.05)	Significant values	Insignificant (p<0. 05)/ Statistically significant/ (p>0.05)	Significant values	Insignificant (p<0. 05)/ Statistically significant/ (p>0.05)
Creation and Design	0.323	Insignificant (p>0.05)	0.222	Insignificant (p>0.05)	0.355	Insignificant (p>0.05)	0.202	Insignificant (p>0.05)	0.68	Insignificant (p>0.05)	N/A	Too small sample sizes
Production	0.026	Significant (p<0.05)	0.81	Insignificant (p>0.05)	0.642	Insignificant (p>0.05)	0.89	Insignificant (p>0.05)	Excluded Variable	N/A	N/A	
Dissemination	0.992	Insignificant (p>0.05)	0.256	Insignificant (p>0.05)	0.143	Insignificant (p>0.05)	0.497	Insignificant (p>0.05)	0.561	Insignificant (p>0.05)	N/A	
Exhibition	0.008	Significant (p<0.05)	0.557	Insignificant (p>0.05)	0.629	Insignificant (p>0.05)	0.117	Insignificant (p>0.05)	0.954	Insignificant (p>0.05)	N/A	
Consumption	0.347	Insignificant (p>0.05)	0.629	Insignificant (p>0.05)	0.924	Insignificant (p>0.05)	0.802	Insignificant (p>0.05)	0.917	Insignificant (p>0.05)	N/A	

	China (Zhuhai)		**China (Macau)**		**Australia**		**UK**		**US**		**China (HK SAR)**	
Independent Variables (IV)	Significant values	Insignificant (p<0.05) Statistically significant/	Significant values	Insignificant (p<0.05) Statistically significant/	Significant values	Insignificant (p<0.05) Statistically significant/	Significant values	Insignificant (p<0.05) Statistically significant/	Significant values	Insignificant (p<0.05) Statistically significant/	Significant values	Insignificant (p<0.05) Statistically significant/
Creation and Design	0.198	Insignificant (p>0.05)	0.571	Insignificant (p>0.05)	0.355	Insignificant (p>0.05)	0.024	Significant (p<0.05)	0.579	Insignificant (p>0.05)	N/A	Too small sample sizes
Production	0.4	Insignificant (p>0.05)	0.443	Insignificant (p>0.05)	0.642	Insignificant (p>0.05)	0.831	Insignificant (p>0.05)	Excluded Variable	N/A	N/A	
Dissemination	0.065	Insignificant (p>0.05)	0.34	Insignificant (p>0.05)	0.143	Insignificant (p>0.05)	0.974	Insignificant (p>0.05)	0.827	Insignificant (p>0.05)	N/A	
Exhibition	0.331	Insignificant (p>0.05)	0.523	Insignificant (p>0.05)	0.629	Insignificant (p>0.05)	0.682	Insignificant (p>0.05)	0.414	Insignificant (p>0.05)	N/A	
Consumption	0.232	Insignificant (p>0.05)	0.482	Insignificant (p>0.05)	0.924	Insignificant (p>0.05)	0.438	Insignificant (p>0.05)	0.081	Insignificant (p>0.05)	N/A	

5. Conclusions and Recommendations

Based on the sources provided by (a) the secondary research from literature review and (b) the initial data collected from the survey through primary research, some points can be drawn in the conclusion.

5.1 Conclusion

Interpretation of Final Outcomes:

A. In China (Zhuhai), there are more significant and positive relationship can be seen along the linear progression. It is especially seen under the DV (Physical characteristics (form/color/texture), Nonphysical quality and values, Functional uses (utility), user background (hobbies and preferences) and the 5 stages of Creative Supply Chain of Cultural and Creative Industries. These can be explained that the data are closely reflect the assumptions as listed.

If the ANOVA find a significant relationship between the two theories, the Sig. section of the output will be less than 0.05, and the regression equation is significant. That means the 12 dimensions of the Brand Categories are a significant predictor of the Creative Value Chain theory. Reasons: The dependent variables are normally distributed around the prediction line. This, of course, assumes that the variables are related to each other linearly.

B. On the other hand, the significant relationship are sparsely distributed among the other regions/countries (Macau, Australia, UK, US and HK). This can be explained after referring to the assumptions which have put down before.

If the ANOVA does not find a significant relationship between the two theories, the Sig. section of the output will be greater than 0.05, and the regression equation is not significant. That means the 12 dimensions of the Brand Categories are not a significant predictor of the Creative Value Chain theory.

Reasons: The dependent variables are not normally distributed around the prediction line.

On the whole, the research objectives have been achieved, including the exploration and analysis of integrating brand interests of using the variables extracted from the 2 theories on university students in the 6 selected regions. Due to the social and pandemic reasons, 4 out of 6 are regarded successful with over 100 samples were collected. 2 other regions, such as US and HK are not satisfactory due to the low response rate. At the end, some recommendations have been in education and in practice for future research.

5.2 Limitations

The target groups are focused on university students, from Yr. 1 to postgraduate students (Master or PhD). There may be some sample bias. This is an exploratory survey for looking for the relationship between Creative Value Chain Theory (by UNESCO) and the Brand identity system (by Aaker) for understanding brand interests and awarenesss in the Cultural, creativity industries.

Due to the unexpected Covid-19 pandemic impact around the world and social movement in HK and US since 2019 to the present, there were difficulties in obtaining response from US and HK, thus the response rates were obviously much lower despite repeated attempts. As a result, the progress of research had been unfortunately affected by environmental and social issues in these few years.

5.3 Recommendation

There are a few points of improvement:

Firstly, it is worthwhile to make use of the initial data to continually conduct the cross-cultural survey with larger age segment and sample sizes for obtaining more reliable and valid data in the future. These can be furtherly expanded to other target groups such as young adults, middle-aged to elderly people for probing their interests in brand products and services.

Secondly, it is a possible means to build up networking through the establishment of some academic research groups or alumni in different countries/regions and conduct the survey using on-line meetings and emails as a future research trend.

Appendix A: Creative Value Chain

1. **Creation:** the originating and authoring of ideas and content (e.g. sculptors, writers, design companies) and the making of one-off production (e.g. crafts, fine arts).
2. **Production:** the reproducible cultural forms (e.g. TV programs), as well as the specialist tools, infrastructure and processes used in their realization (e.g. the production of musical instruments, the printing of newspapers).
3. **Dissemination:** the bringing of generally mass-produced cultural products to consumers and exhibitors (e.g. the wholesale, retail and rental of recorded music and computer games, film distribution). With digital distribution, some goods and services go directly from the creator to the consumer.
4. **Exhibition/Reception/Transmission:** refers to the place of consumption and to the provision of live and/or unmediated cultural experiences to audiences by granting or selling access to consume/participate in time-based cultural activities (e.g. festival organization and production, opera houses, theatres, museums). Transmission relates to the transfer of knowledge and skills that may not involve any commercial transaction and which often occurs in informal settings. It includes the transmitting of intangible cultural heritage from generation to generation.
5. **Consumption / Participation:** the activities of audiences and participants in consuming cultural products and taking part in cultural activities and experiences (e.g. book reading, dancing, participating in carnivals, listening to radio, visiting galleries).

Appendix B-1

A survey on the brand building of Culture and Creative

Dear all,

I am Dr. Purrie Ng, the Programme Director of Culture, Creativity and Management (CCM), Division of Culture and Creativity of United International College, which is co-organized by the Normal Beijing University and the Hong Kong Baptist University in Zhuhai. Currently we are conducting an educational research project for UIC which will bring great benefits to the society.

The title is "Enhancing Learning on the Brand Building of Culture and Creative Industries Companies integrating Brand Identity System and Creative Supply Chain Theories - An analysis of University Students among China (Zhuhai, Hong Kong and Macau Students), UK, US and Australia".

Please solicit your valuable time and complete the survey in a few min. Your kind cooperation and insights are greatly appreciated.

My phone is 86-756-3620885 or 86-756-15626970496 or (M) 852-90866107

In case of queries, please feel free to contact me at ngpurrie@uic.edu.hk

Yours sincerely,
Dr. Purrie Ng
Associate Professor, Programme Director
CCM, DCC
United International College
BNU-HKBU

1. Gender [单选题] *

○Male
○Female

2. Educational background [单选题] *

○Local students
○Overseas students
○Others _____

3. Year of university study [单选题] *

○Year 1
○Year 2
○Year 3
○Honour
○Master
○PhD
○Others _____

4. (Ranking) Among all the cultural and creative industries categories and items, please indicate your interest from 1 to 10 [排序题，请在中括号内依次填入数字] *

(1 – is the most favourable one; 10 - is the least favourable one)

[ ]a. Cultural sites: museums, libraries, exhibitions etc.
[ ]b. Traditional cultural expressions: Arts and crafts, festivals and celebrations
[ ]c. Visual Arts: Paintings, sculptures, photography and antiques
[ ]d. Performing Arts: Live music, theatre, dance, opera, circus, puppetry, etc
[ ]e. Audiovisuals: Film, television, radio and other broadcasting
[ ]f. Publishing and printed media: Books, press and other publications
[ ]g. New Media: Software, videogames, digitised creative content
[ ]h. Design: Interior, graphic, fashion, jewellery and toys
[ ]i. Creative Services: Architectural, advertising, creative R & D, cultural and recreational
[ ]Others

5. Following Question 4, please give 2 examples under your 3 most favorable choices.

Most favorable categories : 1. _____ 2. _____ 3. _____
2 Items under 1st category: 1. _____ 2. _____
2 Items under 2nd category: 1. _____ 2. _____
2 Items under 3rd category: 1. _____ 2. _____ [填空题] *

6. (Multiple choices) Sources of knowing cultural and creative products [多选题] *

□Internet
□Social Media
□Magazines
□Recommended by family or friends
□Others _____

7. Average budget of consuming cultural and creative products per year (Australian $) [单选题] *

○500 or below
○501-1000
○1001-2000
○2001-3000
○3001 or above
○Others _____

8. (Ranking) Among the cultural and creative processes, please indicate your interest from 1 to 5 [排序题，请在中括号内依次填入数字] *

(1 – is the most favourable one; 5 - is the least favourable one)
[ ]Creation and design (think up a new idea, design the product)
[ ]Production (generate actual modules)
[ ]Distribution (distribute the modules among marketing channels and wholesalers)
[ ]Exhibition (display the product to the public)
[ ]Participation or consumption (purchase for use)

9. Please indicate your attitudes about "Factors Increase Your Interest and Awareness of Brand Products/Building/Collection in Cultural, Creative Industries"[矩阵单选题] *

When Brand As Product/Building/Collection

	Strongly Disagree	Disagree	Non-applicable	Agree	Strongly Agree
Scope and ranges (product lines/series)	○	○	○	○	○
Physical characteristics (form/color/texture)	○	○	○	○	○
Non-physical quality and values	○	○	○	○	○
Functional uses (utility)	○	○	○	○	○
Users background (hobbies, preferences)	○	○	○	○	○
Country of Origin	○	○	○	○	○

10. Following Q 9, please indicate your attitudes about "Factors Increase Your Interest and Awareness of Brand Products/Building/Collection in Cultural, Creative Industries[矩阵单选题] *

When Brand as Organization

	Strongly Disagree	Disagree	Non-applicable	Agree	Strongly Agree
Organization Characteristics	○	○	○	○	○
Global sales	○	○	○	○	○

11. Following Q 9, please indicate your attitudes about "Factors Increase Your Interest and Awareness of Brand Products/Building/Collection in Cultural, Creative Industries"[矩阵单选题] *

When Brand as Person (celebrities, artists, stars)

	Strongly Disagree	Disagree	Non-applicable	Agree	Strongly Agree
Personality	○	○	○	○	○
Brand-customer relationships	○	○	○	○	○

12. Following Q 9, please indicate your attitudes about "Factors Increase Your Interest and Awareness of Brand Products/Building/Collection in Cultural, Creative Industries"

[矩阵单选题] *

When Brand as Symbol

	Strongly Disagree	Disagree	Non-applicable	Agree	Strongly Agree
Visual Images	○	○	○	○	○
Brand Heritage	○	○	○	○	○

Data obtained from SPSS

1. China (Zhuhai)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.028	5	3.206	6.605	.000[b]
	Residual	54.846	113	.485		
	Total	70.874	118			

a. Dependent Variable: 9、**物理特征**（**形状**/颜色/纹理）

b. Predictors: (Constant), 8、(**参与或消**费（购买使用）), 8、(**展**览（向公众展示产品）), 8、(**分**销（在营销渠道和批发商之间分配模块）), 8、(**生**产（生成实际模块）), 8、(创作和设计（想出新的想法，设计产品））

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.826	.484		3.774	.000	.867	2.784
	8、(创作和设计（想出新的想法，设计产品）)	.169	.067	.231	2.503	.014	.035	.302
	8、(**生**产（生成实际模块）)	.172	.062	.255	2.789	.006	.050	.294
	8、(**分**销（在营销渠道和批发商之间分配模块）)	.218	.052	.364	4.239	.000	.116	.320
	8、(**展**览（向公众展示产品）)	.140	.062	.203	2.269	.025	.018	.263
	8、(**参与或消**费（购买使用）)	.130	.055	.216	2.356	.020	.021	.240

a. Dependent Variable: 9、**物理特征**（**形状**/颜色/纹理）

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.36	4.52	4.34	.369	119
Residual	-3.249	.808	.000	.682	119
Std. Predicted Value	-8.097	.483	.000	1.000	119
Std. Residual	-4.664	1.160	.000	.979	119

a. Dependent Variable: 9、**物理特征**（**形状**/颜色/纹理）

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.555	5	3.311	6.814	.000[b]
	Residual	54.907	113	.486		
	Total	71.462	118			

a. Dependent Variable: 9、产品质量和价值观

b. Predictors: (Constant), 8、(**参与或消**费（购买使用）), 8、(**展**览（向公众展示产品）), 8、(**分**销（在营销渠道和批发商之间分配模块）), 8、(**生**产（生成实际模块）), 8、(创作和设计（想出新的想法，设计产品）)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.841	.484		3.805	.000	.883	2.800
	8、(创作和设计（想出新的想法，设计产品）)	.172	.067	.235	2.548	.012	.038	.306
	8、(**生**产（生成实际模块）)	.163	.062	.240	2.638	.010	.040	.285
	8、(**分**销（在营销渠道和批发商之间分配模块）)	.217	.052	.360	4.214	.000	.115	.319
	8、(**展**览（向公众展示产品）)	.189	.062	.273	3.059	.003	.067	.311
	8、(**参与或消**费（购买使用）)	.106	.055	.175	1.915	.058	-.004	.216

a. Dependent Variable: 9、产品质量和价值观

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.31	4.62	4.36	.375	119
Residual	-3.162	.804	.000	.682	119
Std. Predicted Value	-8.136	.696	.000	1.000	119
Std. Residual	-4.536	1.153	.000	.979	119

a. Dependent Variable: 9、产品质量和价值观

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.940	5	3.188	4.752	.001[b]
	Residual	75.808	113	.671		
	Total	91.748	118			

a. Dependent Variable: 9、功能用途（效用）

b. Predictors: (Constant), 8、(参与或消费（购买使用）), 8、(展览（向公众展示产品）), 8、(分销（在营销渠道和批发商之间分配模块）), 8、(生产（生成实际模块）), 8、(创作和设计（想出新的想法，设计产品）)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.840	.569		3.235	.002	.713	2.966
	8、(创作和设计（想出新的想法，设计产品）)	.172	.079	.207	2.172	.032	.015	.329
	8、(生产（生成实际模块）)	.166	.072	.216	2.293	.024	.023	.310
	8、(分销（在营销渠道和批发商之间分配模块）)	.222	.061	.326	3.672	.000	.102	.342
	8、(展览（向公众展示产品）)	.147	.073	.188	2.031	.045	.004	.291
	8、(参与或消费（购买使用）)	.078	.065	.113	1.197	.234	-.051	.207

a. Dependent Variable: 9、功能用途（效用）

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.45	4.51	4.21	.368	119
Residual	-3.003	1.047	.000	.802	119
Std. Predicted Value	-7.514	.822	.000	1.000	119
Std. Residual	-3.666	1.278	.000	.979	119

a. Dependent Variable: 9、功能用途（效用）

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.922	.566		3.396	.001	.801	3.043
	8、(创作和设计（想出新的想法，设计产品）)	.056	.079	.068	.709	.480	-.100	.212
	8、(生产（生成实际模块）)	.176	.072	.232	2.440	.016	.033	.319
	8、(分销（在营销渠道和批发商之间分配模块）)	.211	.060	.312	3.498	.001	.091	.330
	8、(展览（向公众展示产品）)	.118	.072	.152	1.636	.105	-.025	.261
	8、(参与或消费（购买使用）)	.061	.065	.090	.941	.349	-.067	.189

a. Dependent Variable: 9、用户背景 (兴趣，偏好等)

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.55	4.21	3.97	.354	119
Residual	-2.155	1.260	.000	.798	119
Std. Predicted Value	-6.826	.695	.000	1.000	119
Std. Residual	-2.644	1.546	.000	.979	119

a. Dependent Variable: 9、用户背景 (兴趣，偏好等)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.916	5	1.383	2.032	.079[b]
	Residual	76.933	113	.681		
	Total	83.849	118			

a. Dependent Variable: 9、原产国家

b. Predictors: (Constant), 8、(参与或消费（购买使用）), 8、(展览（向公众展示产品）), 8、(分销（在营销渠道和批发商之间分配模块）), 8、(生产（生成实际模块）), 8、(创作和设计（想出新的想法，设计产品）)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.56	0.573		2.73	0.01	0.428	2.698
	8、(创作和设计（想出新的想法，设计产品）)	0.19	0.08	0.233	2.32	0.02	0.027	0.343
	8、(生产（生成实际模块）)	0.13	0.073	0.182	1.83	0.07	-0.011	0.278
	8、(分销（在营销渠道和批发商之间分配模块）)	0.1	0.061	0.148	1.59	0.12	-0.024	0.218
	8、(展览（向公众展示产品）)	0.09	0.073	0.113	1.16	0.25	-0.06	0.23
	8、(参与或消费（购买使用）)	0.11	0.066	0.166	1.67	0.1	-0.021	0.239

a. Dependent Variable: 9、原产国家

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.43	3.63	3.28	.242	119
Residual	-2.279	1.808	.000	.807	119
Std. Predicted Value	-7.618	1.457	.000	1.000	119
Std. Residual	-2.762	2.191	.000	.979	119

a. Dependent Variable: 9、原产国家

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.239	5	.848	1.457	.209[b]
	Residual	65.744	113	.582		
	Total	69.983	118			

a. Dependent Variable: 10、全球销售情况

b. Predictors: (Constant), 8、(参与或消费（购买使用）), 8、(展览（向公众展示产品）), 8、(分销（在营销渠道和批发商之间分配模块）), 8、(生产（生成实际模块）), 8、(创作和设计（想出新的想法，设计产品）)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.730	.530		5.155	.000	1.681	3.779
	8、(创作和设计（想出新的想法，设计产品）)	.062	.074	.086	.842	.401	-.084	.209
	8、(生产（生成实际模块）)	.126	.067	.187	1.861	.065	-.008	.259
	8、(分销（在营销渠道和批发商之间分配模块）)	-.027	.056	-.045	-.476	.635	-.139	.085
	8、(展览（向公众展示产品）)	.159	.068	.231	2.346	.021	.025	.293
	8、(参与或消费（购买使用）)	.033	.061	.055	.547	.586	-.087	.153

a. Dependent Variable: 10、全球销售情况

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.71	4.16	3.62	.190	119
Std. Predicted Value	-4.791	2.833	.000	1.000	119
Standard Error of Predicted Value	.098	.638	.155	.072	119
Adjusted Predicted Value	2.28	4.38	3.63	.220	119
Residual	-2.690	1.519	.000	.746	119
Std. Residual	-3.527	1.992	.000	.979	119
Stud. Residual	-3.676	2.024	-.004	1.015	119
Deleted Residual	-2.923	1.718	-.009	.820	119
Stud. Deleted Residual	-3.901	2.052	-.004	1.028	119
Mahal. Distance	.944	81.606	4.958	8.874	119
Cook's Distance	.000	1.135	.021	.110	119
Centered Leverage Value	.008	.692	.042	.075	119

a. Dependent Variable: 10、全球销售情况

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.767	.542		5.110	.000	1.694	3.840
	8、(创作和设计（想出新的想法，设计产品）)	.075	.076	.100	.993	.323	-.075	.225
	8、(生产（生成实际模块）)	.156	.069	.225	2.255	.026	.019	.292
	8、(分销（在营销渠道和批发商之间分配模块）)	-.001	.058	-.001	-.010	.992	-.115	.114

8、(展览（向公众展示产品）)	.188	.069	.266	2.723	.008	.051	.325
8、(参与或消费（购买使用）)	.059	.062	.094	.945	.347	-.064	.181

a. Dependent Variable: 11、品牌和客户的关系

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.66	4.58	4.04	.226	119
Std. Predicted Value	-6.102	2.382	.000	1.000	119
Standard Error of Predicted Value	.100	.653	.159	.074	119
Adjusted Predicted Value	2.41	4.64	4.05	.228	119
Residual	-3.014	1.244	.000	.763	119
Std. Residual	-3.864	1.595	.000	.979	119
Stud. Residual	-3.897	1.663	-.003	1.008	119
Deleted Residual	-3.064	1.591	-.008	.824	119
Stud. Deleted Residual	-4.169	1.676	-.007	1.024	119
Mahal. Distance	.944	81.606	4.958	8.874	119
Cook's Distance	.000	.931	.017	.089	119
Centered Leverage Value	.008	.692	.042	.075	119

a. Dependent Variable: 11、品牌和客户的关系

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.916	5	1.383	2.032	.079[b]
	Residual	76.933	113	.681		
	Total	83.849	118			

a. Dependent Variable: 9、原产国家

b. Predictors: (Constant), 8、(参与或消费（购买使用）), 8、(展览（向公众展示产品）), 8、(分销（在营销渠道和批发商之间分配模块）), 8、(生产（生成实际模块）), 8、(创作和设计（想出新的想法，设计产品）)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.563	.573		2.728	.007	.428	2.698
	8、(创作和设计（想出新的想法，设计产品）)	.185	.080	.233	2.316	.022	.027	.343
	8、(生产（生成实际模块）)	.134	.073	.182	1.833	.069	-.011	.278
	8、(分销（在营销渠道和批发商之间分配模块）)	.097	.061	.148	1.586	.115	-.024	.218
	8、(展览（向公众展示产品）)	.085	.073	.113	1.162	.248	-.060	.230
	8、(参与或消费（购买使	.109	.066	.166	1.668	.098	-.021	.239

a. Dependent Variable: 9、原产国家

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.43	3.63	3.28	.242	119
Residual	-2.279	1.808	.000	.807	119
Std. Predicted Value	-7.618	1.457	.000	1.000	119
Std. Residual	-2.762	2.191	.000	.979	119

a. Dependent Variable: 9、原产国家

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.239	5	.848	1.457	.209[b]
	Residual	65.744	113	.582		
	Total	69.983	118			

a. Dependent Variable: 10、全球销售情况

b. Predictors: (Constant), 8、(参与或消费（购买使用）), 8、(展览（向公众展示产品）), 8、(分销（在营销渠道和批发商之间分配模块）), 8、(生产（生成实际模块）), 8、(创作和设计（想出新的想法，设计产品）)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.730	.530		5.155	.000	1.681	3.779
	8、(创作和设计（想出新的想法，设计产品）)	.062	.074	.086	.842	.401	-.084	.209
	8、(生产（生成实际模块）)	.126	.067	.187	1.861	.065	-.008	.259
	8、(分销（在营销渠道和批发商之间分配模块）)	-.027	.056	-.045	-.476	.635	-.139	.085
	8、(展览（向公众展示产品）)	.159	.068	.231	2.346	.021	.025	.293
	8、(参与或消费（购买使用）)	.033	.061	.055	.547	.586	-.087	.153

a. Dependent Variable: 10、全球销售情况

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.767	.542		5.110	.000	1.694	3.840
	8、(创作和设计（想出新的想法，设计产品）)	.075	.076	.100	.993	.323	-.075	.225
	8、(生产（生成实际模块）)	.156	.069	.225	2.255	.026	.019	.292
	8、(分销（在营销渠道和批发商之间分配模块）)	-.001	.058	-.001	-.010	.992	-.115	.114
	8、(展览（向公众展示产品）)	.188	.069	.266	2.723	.008	.051	.325
	8、(参与或消费（购买使用）)	.059	.062	.094	.945	.347	-.064	.181

a. Dependent Variable: 11、品牌和客户的关系

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.66	4.58	4.04	.226	119
Std. Predicted Value	-6.102	2.382	.000	1.000	119
Standard Error of Predicted Value	.100	.653	.159	.074	119
Adjusted Predicted Value	2.41	4.64	4.05	.228	119
Residual	-3.014	1.244	.000	.763	119
Std. Residual	-3.864	1.595	.000	.979	119
Stud. Residual	-3.897	1.663	-.003	1.008	119
Deleted Residual	-3.064	1.591	-.008	.824	119
Stud. Deleted Residual	-4.169	1.676	-.007	1.024	119
Mahal. Distance	.944	81.606	4.958	8.874	119
Cook's Distance	.000	.931	.017	.089	119
Centered Leverage Value	.008	.692	.042	.075	119

a. Dependent Variable: 11、品牌和客户的关系

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.948	.523		5.633	.000	1.911	3.985
	8、(创作和设计（想出新的想法，设计产品）)	.095	.073	.133	1.296	.198	-.050	.239
	8、(生产（生成实际模块）)	.056	.067	.086	.845	.400	-.076	.188
	8、(分销（在营销渠道和批发商之间分配模块）)	.104	.056	.177	1.864	.065	-.007	.214
	8、(展览（向公众展示产品）)	.065	.067	.097	.977	.331	-.067	.198
	8、(参与或消费（购买使用）)	.072	.060	.122	1.200	.232	-.047	.191

a. Dependent Variable: 12、品牌历史传承

2. Macau SAR

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.054	5	2.211	2.593	.030[b]
	Residual	91.212	107	.852		
	Total	102.265	112			

a. Dependent Variable: 9、物理特徵（形狀/顏色/紋理）

b. Predictors: (Constant), 8、(參與或消費（購買使用）), 8、(創作和設計（想出新的想法，設計產品）), 8、(展覽（向公眾展示產品）), 8、(生產（生成實際模塊）), 8、(分銷（在營銷渠道和批發商之間分配模塊）)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.534	.139		25.361	.000	3.258	3.810
	8、(創作和設計（想出新的想法，設計產品）)	-.010	.065	-.016	-.151	.880	-.138	.119
	8、(生產（生成實際模塊）)	-.032	.060	-.076	-.528	.599	-.151	.088
	8、(分銷（在營銷渠道和批發商之間分配模塊）)	.105	.058	.280	1.831	.070	-.009	.219
	8、(展覽（向公眾展示產品）)	.034	.058	.074	.592	.555	-.081	.150
	8、(參與或消費（購買使用）)	.034	.052	.080	.655	.514	-.070	.138

a. Dependent Variable: 9、物理特徵（形狀/顏色/紋理）

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.952	5	4.390	4.920	.000[b]
	Residual	95.481	107	.892		
	Total	117.434	112			

a. Dependent Variable: 9、功能用途（效用）

b. Predictors: (Constant), 8、(參與或消費（購買使用）), 8、(創作和設計（想出新的想法，設計產品）), 8、(展覽（向公眾展示產品）), 8、(生產（生成實際模塊）), 8、(分銷（在營銷渠道和批發商之間分配模塊）)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.453	.143		24.220	.000	3.170	3.736
	8、(創作和設計（想出新的想法，設計產品）)	-.061	.066	-.094	-.924	.358	-.193	.070
	8、(生產（生成實際模塊）)	.020	.062	.045	.328	.744	-.102	.142
	8、(分銷（在營銷渠道和批發商之間分配模塊）)	.101	.059	.251	1.719	.089	-.016	.218
	8、(展覽（向公眾展示產品）)	.084	.059	.169	1.413	.161	-.034	.202
	8、(參與或消費（購買使用）)	.034	.054	.074	.636	.526	-.072	.140

a. Dependent Variable: 9、功能用途（效用）

a. Dependent Variable: 9、用戶背景 (興趣，偏好等)

b. All requested variables entered.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.507	5	.901	1.221	.304[b]
	Residual	78.962	107	.738		
	Total	83.469	112			

a. Dependent Variable: 9、用戶背景 (興趣，偏好等)

b. Predictors: (Constant), 8、(參與或消費（購買使用）), 8、(創作和設計（想出新的想法，設計產品）), 8、(展覽（向公眾展示產品）), 8、(生產（生成實際模塊）), 8、(分銷（在營銷渠道和批發商之間分配模塊）)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.570	.130		27.532	.000	3.313	3.827
	8、(創作和設計（想出新的想法，設計產品）)	.005	.060	.009	.079	.937	-.115	.125
	8、(生產（生成實際模塊）)	.008	.056	.022	.146	.884	-.103	.119
	8、(分銷（在營銷渠道和批發商之間分配模塊）)	.016	.054	.046	.295	.768	-.090	.122
	8、(展覽（向公眾展示產品）)	.070	.054	.166	1.286	.201	-.038	.177
	8、(參與或消費（購買使用）)	.009	.049	.022	.178	.859	-.088	.105

a. Dependent Variable: 9、用戶背景 (興趣，偏好等)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.673	.129		28.429	.000	3.417	3.929
	8、(創作和設計（想出新的想法，設計產品）)	.040	.060	.070	.665	.508	-.079	.159
	8、(生產（生成實際模塊）)	.021	.056	.053	.377	.707	-.090	.132
	8、(分銷（在營銷渠道和批發商之間分配模塊）)	.084	.053	.235	1.568	.120	-.022	.189
	8、(展覽（向公眾展示產品）)	-.001	.054	-.003	-.026	.979	-.108	.105
	8、(參與或消費（購買使用）)	.035	.049	.085	.712	.478	-.062	.131

a. Dependent Variable: 9、產品質量和價值觀

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.674	5	.335	.338	.889[b]
	Residual	106.079	107	.991		
	Total	107.752	112			

a. Dependent Variable: 9、原產國家

b. Predictors: (Constant), 8、(參與或消費（購買使用）), 8、(創作和設計（想出新的想法，設計產品）), 8、(展覽（向公眾展示產品）), 8、(生產（生成實際模塊）), 8、(分銷（在營銷渠道和批發商之間分配模塊）)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	3.530	.150		23.493	.000	3.232	3.828
8、(創作和設計（想出新的想法，設計產品）)	-.041	.070	-.066	-.592	.555	-.180	.097
8、(生產（生成實際模塊)	.007	.065	.016	.108	.914	-.122	.136
8、(分銷（在營銷渠道和批發商之間分配模塊）)	.065	.062	.169	1.051	.295	-.058	.188
8、(展覽（向公眾展示產品）)	-.042	.063	-.089	-.677	.500	-.167	.082
8、(參與或消費（購買使用）)	-.020	.056	-.044	-.346	.730	-.132	.092

a. Dependent Variable: 9、原產國家

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.915	5	1.583	2.249	.055[b]
	Residual	75.307	107	.704		
	Total	83.221	112			

a. Dependent Variable: 10、全球銷售情況

b. Predictors: (Constant), 8、(參與或消費（購買使用）), 8、(創作和設計（想出新的想法，設計產品）), 8、(展覽（向公眾展示產品）), 8、(生產（生成實際模塊）), 8、(分銷（在營銷渠道和批發商之間分配模塊）)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	3.429	.127		27.079	.000	3.178	3.680
8、(創作和設計（想出新的想法，設計產品）)	.082	.059	.150	1.398	.165	-.034	.199
8、(生產（生成實際模塊）)	.026	.055	.069	.478	.634	-.082	.135
8、(分銷（在營銷渠道和批發商之間分配模塊）)	.006	.052	.018	.118	.906	-.097	.110
8、(展覽（向公眾展示產品)	-.091	.053	-.218	-1.724	.088	-.196	.014
8、(參與或消費（購買使用)	.094	.048	.242	1.968	.052	-.001	.188

a. Dependent Variable: 10、全球銷售情況

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.081	5	2.016	2.549	.032[b]
	Residual	84.645	107	.791		
	Total	94.726	112			

a. Dependent Variable: 11、品牌和客戶的關係

b. Predictors: (Constant), 8、(參與或消費（購買使用）), 8、(創作和設計（想出新的想法，設計產品）), 8、(展覽（向公眾展示產品）), 8、(生產（生成實際模塊）), 8、(分銷（在營銷渠道和批發商之間分配模塊）)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	3.538	.134		26.356	.000	3.272	3.804
8、(創作和設計（想出新的想法，設計產品)	.077	.063	.131	1.229	.222	-.047	.201
8、(生產（生成實際模塊)	-.014	.058	-.035	-.241	.810	-.129	.101
8、(分銷（在營銷渠道和批發商之間分配模塊)	.063	.055	.175	1.143	.256	-.047	.173
8、(展覽（向公眾展示產品）	.033	.056	.074	.589	.557	-.078	.144
8、(參與或消費（購買使用）	.024	.050	.059	.485	.629	-.076	.125

a. Dependent Variable: 11、品牌和客戶的關係

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.388	5	.878	1.260	.287[b]
	Residual	74.533	107	.697		
	Total	78.920	112			

a. Dependent Variable: 12、品牌歷史傳承

b. Predictors: (Constant), 8、(參與或消費（購買使用）), 8、(創作和設計（想出新的想法，設計產品）), 8、(展覽（向公眾展示產品）), 8、(生產（生成實際模塊）), 8、(分銷（在營銷渠道和批發商之間分配模塊）)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	3.756	.126		29.819	.000	3.506	4.006
8、(創作和設計（想出新的想法，設計產品)	-.033	.059	-.062	-.568	.571	-.150	.083
8、(生產（生成實際模塊)	.042	.054	.114	.771	.443	-.066	.150
8、(分銷（在營銷渠道和批發商之間分配模塊)	.050	.052	.151	.959	.340	-.053	.153
8、(展覽（向公眾展示產品)	-.034	.053	-.083	-.641	.523	-.138	.070
8、(參消費（購買使用)	.033	.047	.089	.706	.482	-.060	.127

a. Dependent Variable: 12、品牌歷史傳承

3. Australia

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.860	5	.572	.930	.464[b]
	Residual	64.563	105	.615		
	Total	67.423	110			

a. Dependent Variable: 9、Physical characteristics (form/color/texture)

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Production (generate actual modules)), 8、(Exhibition (display the product to the public)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.873	.264		14.662	.000	3.349	4.396
	8、(Creation and design (think up a new idea, design the product))	-.045	.048	-.091	-.928	.355	-.141	.051
	8、(Production (generate actual modules))	.029	.061	.049	.466	.642	-.093	.150
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	.072	.049	.167	1.475	.143	-.025	.170
	8、(Exhibition (display the product to the public))	-.023	.048	-.048	-.484	.629	-.119	.072
	8、(Participation or consumption (purchase for use))	.005	.049	.010	.096	.924	-.092	.101

a. Dependent Variable: 9、Physical characteristics (form/color/texture)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.801	5	1.360	1.406	.228[b]
	Residual	101.595	105	.968		
	Total	108.396	110			

a. Dependent Variable: 9、Non-physical quality and values

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Production (generate actual modules)), 8、(Exhibition (display the product to the public)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.479	.331		10.501	.000	2.822	4.136
	8、(Creation and design (think up a new idea, design the product))	-.028	.061	-.045	-.462	.645	-.148	.092
	8、(Production (generate actual modules))	-.033	.077	-.045	-.435	.664	-.186	.119
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	.138	.062	.250	2.239	.027	.016	.260
	8、(Exhibition (display the product to the public))	.000	.061	.000	-.003	.998	-.121	.120
	8、(Participation or consumption (purchase for use))	.006	.061	.010	.094	.925	-.116	.127

a. Dependent Variable: 9、Non-physical quality and values

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.208	5	1.842	1.817	.116[b]
	Residual	106.432	105	1.014		
	Total	115.640	110			

a. Dependent Variable: 9、Users background (hobbies, preferences)

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Production (generate actual modules)), 8、(Exhibition (display the product to the public)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.001	.339		8.849	.000	2.328	3.673
	8、(Creation and design (think up a new idea, design the product))	.012	.062	.019	.197	.844	-.111	.135
	8、(Production (generate actual modules))	.135	.079	.176	1.712	.090	-.021	.291
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.035	.063	-.061	-.554	.580	-.160	.090
	8、(Exhibition (display the product to the public))	.047	.062	.074	.755	.452	-.076	.170

8、(Participation or consumption (purchase for use))	.144	.063	.232	2.304	.023	.020	.268

a. Dependent Variable: 9、Users background (hobbies, preferences)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.545	5	1.109	1.363	.244[b]
	Residual	85.428	105	.814		
	Total	90.973	110			

a. Dependent Variable: 9、Functional uses (utility)

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Production (generate actual modules)), 8、(Exhibition (display the product to the public)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers))

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	3.600	.304		11.848	.000	2.997	4.202
8、(Creation and design (think up a new idea, design the product))	.000	.056	-.001	-.005	.996	-.111	.110
8、(Production (generate actual modules))	.020	.070	.030	.291	.772	-.119	.160
8、(Distribution (distribute the modules among marketing channels and wholesalers))	.079	.056	.156	1.395	.166	-.033	.191
8、(Exhibition (display the product to the public))	.087	.056	.154	1.560	.122	-.024	.197
8、(Participation or consumption (purchase for use))	-.012	.056	-.022	-.217	.828	-.123	.099

a. Dependent Variable: 9、Functional uses (utility)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.079	5	2.016	1.694	.142[b]
	Residual	124.912	105	1.190		
	Total	134.991	110			

a. Dependent Variable: 9、Country of Origin

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Production (generate actual modules)), 8、(Exhibition (display the product to the public)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers))

Coefficients[a]

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B

		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.344	.367		9.102	.000	2.616	4.073
	8、(Creation and design (think up a new idea, design the product))	.054	.067	.078	.808	.421	-.079	.188
	8、(Production (generate actual modules))	.055	.085	.067	.649	.518	-.114	.224
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.178	.068	-.290	-2.611	.010	-.314	-.043
	8、(Exhibition (display the product to the public))	.025	.067	.036	.368	.714	-.109	.158
	8、(Participation or consumption (purchase for use))	.112	.068	.166	1.645	.103	-.023	.246

a. Dependent Variable: 9、Country of Origin

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.628	5	1.926	1.978	.088[b]
	Residual	102.228	105	.974		
	Total	111.856	110			

a. Dependent Variable: 10、Global sales

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Production (generate actual modules)), 8、(Exhibition (display the product to the public)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	3.130	.332		9.417	.000	2.471	3.789
	8、(Creation and design (think up a new idea, design the product))	.043	.061	.068	.711	.479	-.077	.164
	8、(Production (generate actual modules))	.158	.077	.210	2.047	.043	.005	.311
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.154	.062	-.275	-2.493	.014	-.276	-.032
	8、(Exhibition (display the product to the public))	.074	.061	.118	1.213	.228	-.047	.195
	8、(Participation or consumption (purchase for use))	.006	.061	.010	.101	.920	-.115	.128

a. Dependent Variable: 10、Global sales

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	1.939	5	.388	.406	.844[b]
	Residual	100.331	105	.956		
	Total	102.270	110			

a. Dependent Variable: 11、Brand-customer relationships

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Production (generate actual modules)), 8、(Exhibition (display the product to the public)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.820	.329		11.602	.000	3.167	4.473
	8、(Creation and design (think up a new idea, design the product))	-.002	.060	-.004	-.037	.971	-.122	.117
	8、(Production (generate actual modules))	.079	.076	.109	1.030	.305	-.073	.230
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.076	.061	-.143	-1.248	.215	-.198	.045
	8、(Exhibition (display the product to the public))	.014	.060	.023	.232	.817	-.106	.134
	8、(Participation or consumption (purchase for use))	.039	.061	.066	.635	.527	-.082	.159

a. Dependent Variable: 11、Brand-customer relationships

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.594	.307		11.724	.000	2.986	4.202
	8、(Creation and design (think up a new idea, design the product))	-.082	.056	-.141	-1.460	.147	-.193	.029
	8、(Production (generate actual modules))	.164	.071	.239	2.302	.023	.023	.305
	8、(Distribution (distribute the modules among marketing channels and wholesalers)	-.004	.057	-.008	-.070	.945	-.117	.109
	8、(Exhibition (display the product to the public))	.023	.056	.041	.412	.681	-.088	.134
	8、(Participation or consumption (purchase for use)	.010	.057	.018	.179	.858	-.102	.122

a. Dependent Variable: 12、Brand Heritage

4. United Kingdom

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.697	5	.739	1.268	.283[b]
	Residual	61.222	105	.583		
	Total	64.919	110			

a. Dependent Variable: 9、Physical characteristics (form/color/texture)

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product)), 8、(Production (generate actual modules))

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	3.673	.608		6.040	.000	2.467	4.879
8、(Creation and design (think up a new idea, design the product))	.092	.072	.141	1.289	.200	-.050	.234
8、(Production (generate actual modules))	.087	.064	.158	1.358	.177	-.040	.214
8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.028	.059	-.049	-.483	.630	-.145	.088
8、(Exhibition (display the product to the public))	.001	.059	.002	.015	.988	-.116	.118
8、(Participation or consumption (purchase for use))	-.021	.052	-.045	-.402	.689	-.124	.082

a. Dependent Variable: 9、Physical characteristics (form/color/texture)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.991	5	.598	.914	.475[b]
	Residual	68.685	105	.654		
	Total	71.676	110			

a. Dependent Variable: 9、Non-physical quality and values

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product)), 8、(Production (generate actual modules))

Coefficients[a]

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B

		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.012	.644		6.228	.000	2.735	5.290
	8、(Creation and design (think up a new idea, design the product))	.030	.076	.043	.392	.696	-.121	.180
	8、(Production (generate actual modules))	.042	.068	.073	.623	.535	-.093	.177
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	.001	.062	.002	.018	.986	-.122	.125
	8、(Exhibition (display the product to the public))	-.006	.063	-.010	-.090	.929	-.130	.119
	8、(Participation or consumption (purchase for use))	-.078	.055	-.158	-1.410	.162	-.187	.032

a. Dependent Variable: 9、Non-physical quality and values

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.386	5	1.477	1.695	.142[b]
	Residual	91.533	105	.872		
	Total	98.919	110			

a. Dependent Variable: 9、Functional uses (utility)

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product)), 8、(Production (generate actual modules))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	3.837	.744		5.159	.000	2.362	5.311
	8、(Creation and design (think up a new idea, design the product))	.110	.088	.137	1.261	.210	-.063	.284
	8、(Production (generate actual modules))	.063	.079	.093	.802	.425	-.093	.219
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.015	.072	-.021	-.207	.836	-.157	.128
	8、(Exhibition (display the product to the public))	.020	.072	.030	.270	.788	-.124	.163
	8、(Participation or consumption (purchase for use))	-.096	.064	-.165	-1.498	.137	-.222	.031

a. Dependent Variable: 9、Functional uses (utility)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.820	5	.164	.253	.937[b]
	Residual	67.955	105	.647		
	Total	68.775	110			

a. Dependent Variable: 9、Users background (hobbies, preferences)

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product)), 8、(Production (generate actual modules))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.844	.641		5.999	.000	2.573	5.114
	8、(Creation and design (think up a new idea, design the product))	.027	.075	.040	.359	.721	-.122	.177
	8、(Production (generate actual modules))	.041	.068	.071	.599	.551	-.094	.175
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.013	.062	-.022	-.209	.835	-.136	.110
	8、(Exhibition (display the product to the public))	.017	.062	.032	.278	.782	-.106	.141
	8、(Participation or consumption (purchase for use))	-.025	.055	-.052	-.453	.652	-.134	.084

a. Dependent Variable: 9、Users background (hobbies, preferences)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.945	5	1.389	1.577	.173[b]
	Residual	92.478	105	.881		
	Total	99.423	110			

a. Dependent Variable: 9、Country of Origin

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product)), 8、(Production (generate actual modules))

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound

1	(Constant)	3.887	.747		5.201	.000	2.405	5.369
	8、(Creation and design (think up a new idea, design the product))	.102	.088	.126	1.163	.247	-.072	.277
	8、(Production (generate actual modules))	.020	.079	.030	.259	.796	-.136	.177
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.039	.072	-.055	-.537	.592	-.182	.104
	8、(Exhibition (display the product to the public))	.008	.073	.012	.111	.912	-.136	.152
	8、(Participation or consumption (purchase for use))	-.103	.064	-.178	-1.605	.111	-.230	.024

a. Dependent Variable: 9、Country of Origin

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.380	5	3.876	5.131	.000[b]
	Residual	79.323	105	.755		
	Total	98.703	110			

a. Dependent Variable: 10、Global sales

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product)), 8、(Production (generate actual modules))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.445	.692		4.976	.000	2.072	4.818
	8、(Creation and design (think up a new idea, design the product))	.277	.081	.344	3.404	.001	.116	.439
	8、(Production (generate actual modules))	.021	.073	.030	.281	.779	-.124	.165
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.061	.067	-.086	-.906	.367	-.193	.072
	8、(Exhibition (display the product to the public))	.077	.067	.119	1.138	.258	-.057	.210
	8、(Participation or consumption (purchase for use))	-.076	.059	-.132	-1.288	.201	-.194	.041

a. Dependent Variable: 10、Global sales

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	3.549	5	.710	1.375	.240[b]
	Residual	54.198	105	.516		
	Total	57.748	110			

a. Dependent Variable: 11、Brand-customer relationships

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product)), 8、(Production (generate actual modules))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.856	.572		6.738	.000	2.721	4.990
	8、(Creation and design (think up a new idea, design the product))	.087	.067	.140	1.285	.202	-.047	.220
	8、(Production (generate actual modules))	.008	.060	.016	.139	.890	-.111	.128
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.038	.055	-.070	-.681	.497	-.147	.072
	8、(Exhibition (display the product to the public))	.088	.056	.179	1.582	.117	-.022	.198
	8、(Participation or consumption (purchase for use))	-.012	.049	-.028	-.251	.802	-.110	.085

a. Dependent Variable: 11、Brand-customer relationships

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.239	5	.648	1.342	.252[b]
	Residual	50.671	105	.483		
	Total	53.910	110			

a. Dependent Variable: 12、Brand Heritage

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product)), 8、(Production (generate actual modules))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.898	.553		7.045	.000	2.801	4.995

8、(Creation and design (think up a new idea, design the product))	.150	.065	.251	2.298	.024	.021	.279
8、(Production (generate actual modules))	-.012	.058	-.025	-.214	.831	-.128	.103
8、(Distribution (distribute the modules among marketing channels and wholesalers))	.002	.053	.003	.032	.974	-.104	.108
8、(Exhibition (display the product to the public))	-.022	.054	-.047	-.411	.682	-.129	.085
8、(Participation or consumption (purchase for use))	.037	.047	.087	.778	.438	-.057	.131

a. Dependent Variable: 12、Brand Heritage

5. United States of America (US)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.602	4	.901	6.765	.007[b]
	Residual	1.331	10	.133		
	Total	4.933	14			

a. Dependent Variable: 9、Physical characteristics (form/color/texture)

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	10.957	1.387		7.902	.000	7.868	14.047
	8、(Creation and design (think up a new idea, design the product))	-.574	.126	-1.096	-4.548	.001	-.855	-.293
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.750	.191	-.940	-3.927	.003	-1.176	-.325
	8、(Exhibition (display the product to the public))	-.372	.091	-.815	-4.096	.002	-.574	-.169
	8、(Participation or consumption (purchase for use))	-.436	.107	-1.033	-4.067	.002	-.675	-.197

a. Dependent Variable: 9、Physical characteristics (form/color/texture)

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics: Tolerance
1	8、(Production (generate actual modules))	.[b]	.	.	.	.000

a. Dependent Variable: 9、Physical characteristics (form/color/texture)

b. Predictors in the Model: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.763	4	.441	.442	.776[b]
	Residual	9.970	10	.997		
	Total	11.733	14			

a. Dependent Variable: 9、Non-physical quality and values

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	5.525	3.795		1.456	.176	-2.930	13.980
	8、(Creation and design (think up a new idea, design the product))	-.153	.345	-.189	-.443	.667	-.923	.617
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.059	.523	-.048	-.113	.912	-1.224	1.106
	8、(Exhibition (display the product to the public))	-.310	.248	-.440	-1.246	.241	-.863	.244
	8、(Participation or consumption (purchase for use))	-.106	.293	-.163	-.362	.725	-.760	.547

a. Dependent Variable: 9、Non-physical quality and values

Excluded Variables[a]

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics: Tolerance

1	8、(Production (generate actual modules))	.[b]	.	.	.	.000

a. Dependent Variable: 9、Non-physical quality and values

b. Predictors in the Model: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.961	4	.240	.910	.494[b]
	Residual	2.639	10	.264		
	Total	3.600	14			

a. Dependent Variable: 9、Functional uses (utility)

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	6.977	1.952		3.574	.005	2.627	11.327
	8、(Creation and design (think up a new idea, design the product))	-.058	.178	-.129	-.326	.751	-.454	.338
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.373	.269	-.547	-1.387	.195	-.973	.226
	8、(Exhibition (display the product to the public))	-.041	.128	-.106	-.323	.754	-.326	.243
	8、(Participation or consumption (purchase for use))	-.241	.151	-.668	-1.594	.142	-.577	.096

a. Dependent Variable: 9、Functional uses (utility)

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	8、(Production (generate actual modules))	.[b]	.	.	.	.000

a. Dependent Variable: 9、Functional uses (utility)

b. Predictors in the Model: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.250	4	.312	.407	.800[b]
	Residual	7.683	10	.768		
	Total	8.933	14			

a. Dependent Variable: 9、Users background (hobbies, preferences)

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	7.233	3.331		2.171	.055	-.190	14.655
	8、(Creation and design (think up a new idea, design the product))	-.218	.303	-.309	-.719	.489	-.894	.458
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.506	.459	-.471	-1.103	.296	-1.529	.517
	8、(Exhibition (display the product to the public))	-.118	.218	-.192	-.540	.601	-.603	.368
	8、(Participation or consumption (purchase for use))	-.106	.257	-.187	-.413	.688	-.680	.467

a. Dependent Variable: 9、Users background (hobbies, preferences)

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	8、(Production (generate actual modules))	.[b]	.	.	.	.000

a. Dependent Variable: 9、Users background (hobbies, preferences)

b. Predictors in the Model: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.669[a]	.448	.227	.805	.448	2.028	4	10	.166

a. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.255	4	1.314	2.028	.166[b]
	Residual	6.478	10	.648		
	Total	11.733	14			

a. Dependent Variable: 9、Country of Origin

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-1.196	3.059		-.391	.704	-8.012	5.620
	8、(Creation and design (think up a new idea, design the product))	.292	.278	.361	1.048	.319	-.329	.912
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	.427	.421	.347	1.013	.335	-.512	1.366
	8、(Exhibition (display the product to the public))	.176	.200	.250	.877	.401	-.271	.622
	8、(Participation or consumption (purchase for use))	.602	.236	.926	2.547	.029	.075	1.129

a. Dependent Variable: 9、Country of Origin

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	8、(Production (generate actual modules))	.[b]	.	.	.	.000

a. Dependent Variable: 9、Country of Origin

b. Predictors in the Model: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.846	4	.712	.552	.702[b]
	Residual	12.887	10	1.289		
	Total	15.733	14			

a. Dependent Variable: 10、Global sales

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	7.183	4.314		1.665	.127	-2.430	16.795
	8、(Creation and design (think up a new idea, design the product))	-.063	.393	-.067	-.160	.876	-.938	.812
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.454	.594	-.318	-.764	.462	-1.779	.870
	8、(Exhibition (display the product to the public))	.008	.282	.010	.029	.977	-.621	.637
	8、(Participation or consumption (purchase for use))	-.412	.333	-.547	-1.236	.245	-1.155	.331

a. Dependent Variable: 10、Global sales

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	8、(Production (generate actual modules))	.[b]	.	.	.	.000

a. Dependent Variable: 10、Global sales

b. Predictors in the Model: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.905	4	.226	.204	.930[b]
	Residual	11.095	10	1.110		
	Total	12.000	14			

a. Dependent Variable: 11、Brand-customer relationships

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.152	4.003		.538	.603	-6.767	11.072
	8、(Creation and design (think up a new idea, design the product))	.155	.364	.190	.425	.680	-.657	.967
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	.332	.552	.266	.601	.561	-.897	1.561
	8、(Exhibition (display the product to the public))	-.015	.262	-.022	-.059	.954	-.599	.568
	8、(Participation or consumption (purchase for use))	.033	.309	.050	.107	.917	-.656	.723

a. Dependent Variable: 11、Brand-customer relationships

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	8、(Production (generate actual modules))	.[b]	.	.	.	.000

a. Dependent Variable: 11、Brand-customer relationships

b. Predictors in the Model: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.551	4	1.638	1.783	.209[b]
	Residual	9.183	10	.918		
	Total	15.733	14			

a. Dependent Variable: 12、Brand Heritage

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Exhibition (display the product to the public)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Creation and design (think up a new idea, design the product))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	7.096	3.642		1.949	.080	-1.018	15.211
	8、(Creation and design (think up a new idea, design the product))	-.190	.332	-.203	-.574	.579	-.929	.548
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.112	.502	-.079	-.224	.827	-1.230	1.006
	8、(Exhibition (display the product to the public))	-.203	.238	-.250	-.853	.414	-.734	.328
	8、(Participation or consumption (purchase for use))	-.546	.281	-.725	-1.940	.081	-1.173	.081

a. Dependent Variable: 12、Brand Heritage

6. Hong Kong SAR

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.200	4	.300	.	.[b]
	Residual	.000	0	.		
	Total	1.200	4			

a. Dependent Variable: 9、Physical characteristics (form/color/texture)

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	6.692	.000		.	.	6.692	6.692
	8、(Creation and design (think up a new idea, design the product))	-.231	.000	-.692	.	.	-.231	-.231
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.077	.000	-.392	.	.	-.077	-.077

	8、(Exhibition (display the product to the public))	.769	.000	2.130	.	.	.769	.769
	8、(Participation or consumption (purchase for use))	-.538	.000	-1.282	.	.	-.538	-.538

a. Dependent Variable: 9、Physical characteristics (form/color/texture)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.200	4	1.800	.	.[b]
	Residual	.000	0	.		
	Total	7.200	4			

a. Dependent Variable: 9、Non-physical quality and values

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	8.800	.000		.	.	8.800	8.800			
	8、(Creation and design (think up a new idea, design the product))	.000	.000	.000	.	.	.000	.000	.295	1.000	.000
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.200	.000	-.416	.	.	-.200	-.200	.587	-1.000	-.157
	8、(Exhibition (display the product to the public))	2.000	.000	2.261	.	.	2.000	2.000	.590	1.000	.608
	8、(Participation or consumption (purchase for use))	-1.600	.000	-1.555	.	.	-1.600	-1.600	.057	-1.000	-.768

a. Dependent Variable: 9、Non-physical quality and values

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	8、(Production (generate actual modules))	.[b]	.	.	.	.000

a. Dependent Variable: 9、Non-physical quality and values

b. Predictors in the Model: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.800	4	1.200	.	.[b]
	Residual	.000	0	.		
	Total	4.800	4			

a. Dependent Variable: 9、Functional uses (utility)

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1 (Constant)	10.462	.000		.	.	10.462	10.462			
8、(Creation and design (think up a new idea, design the product))	-.154	.000	-.231	.	.	-.154	-.154	.028	-1.000	-.204
8、(Distribution (distribute the modules among marketing channels and wholesalers))	-.385	.000	-.981	.	.	-.385	-.385	-.033	-1.000	-.369
8、(Exhibition (display the product to the public))	1.846	.000	2.556	.	.	1.846	1.846	-.060	1.000	.687
8、(Participation or consumption (purchase for use))	-1.692	.000	-2.014	.	.	-1.692	-1.692	-.560	-1.000	-.995

a. Dependent Variable: 9、Functional uses (utility)

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.00	5.00	3.80	1.095	5
Std. Predicted Value	-1.643	1.095	.000	1.000	5
Standard Error of Predicted Value	.000	.000	.000	.000	5
Adjusted Predicted Value	.	.	.	.	0
Residual	.000	.000	.000	.000	5
Std. Residual	.	.	.	.	0
Stud. Residual	.000	.000	.000	.	1
Deleted Residual	.	.	.	.	0
Stud. Deleted Residual	.	.	.	.	0
Mahal. Distance	3.200	3.200	3.200	.000	5
Cook's Distance	.	.	.	.	0
Centered Leverage Value	.800	.800	.800	.000	5

a. Dependent Variable: 9、Functional uses (utility)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.000	4	.500	.	.[b]
	Residual	.000	0	.		
	Total	2.000	4			

a. Dependent Variable: 9、Users background (hobbies, preferences)

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	3.708	.000		.	.	3.708	3.708			
	8、(Creation and design (think up a new idea, design the product))	.231	.000	.536	.	.	.231	.231	.215	1.000	.474
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	.477	.000	1.884	.	.	.477	.477	.127	1.000	.710
	8、(Exhibition (display the product to the public))	-.769	.000	-1.650	.	.	-.769	-.769	-.233	-1.000	-.444
	8、(Participation or consumption (purchase for use))	-.262	.000	-.482	.	.	-.262	-.262	-.542	-1.000	-.238

a. Dependent Variable: 9、Users background (hobbies, preferences)

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	8、(Production (generate actual modules))	.[b]	.	.	.	.000

a. Dependent Variable: 9、Users background (hobbies, preferences)

b. Predictors in the Model: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.200	4	.800	.	.[b]
	Residual	.000	0	.		
	Total	3.200	4			

a. Dependent Variable: 9、Country of Origin

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations		
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	1.015	.000		.	.	1.015	1.015			
	8、(Creation and design (think up a new idea, design the product))	.462	.000	.848	.	.	.462	.462	.408	1.000	.750
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	.554	.000	1.729	.	.	.554	.554	-.280	1.000	.652
	8、(Exhibition (display the product to the public))	-1.538	.000	-2.609	.	.	-1.538	-1.538	-.516	-1.000	-.702
	8、(Participation or consumption (purchase for use))	.277	.000	.404	.	.	.277	.277	-.514	1.000	.199

a. Dependent Variable: 9、Country of Origin

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	8、(Production (generate actual modules))	.[b]	.	.	.	.000

a. Dependent Variable: 9、Country of Origin

b. Predictors in the Model: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.200	4	.800	.	.[b]
	Residual	.000	0	.		
	Total	3.200	4			

a. Dependent Variable: 10、Global sales

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations		
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	2.292	.000		.	.	2.292	2.292			

8、(Creation and design (think up a new idea, design the product))	-.231	.000	-.424	.	.	-.231	-.231	-.748	-1.000	-.375
8、(Distribution (distribute the modules among marketing channels and wholesalers))	.523	.000	1.633	.	.	.523	.523	-.020	1.000	.615
8、(Exhibition (display the product to the public))	-1.231	.000	-2.087	.	.	-1.231	-1.231	-.405	-1.000	-.561
8、(Participation or consumption (purchase for use))	.262	.000	.381	.	.	.262	.262	-.343	1.000	.188

a. Dependent Variable: 10、Global sales

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	8、(Production (generate actual modules))	.[b]	.	.	.	.000

a. Dependent Variable: 10、Global sales

b. Predictors in the Model: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.200	4	1.300	.	.[b]
	Residual	.000	0	.		
	Total	5.200	4			

a. Dependent Variable: 11、Brand-customer relationships

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	8.862	.000		.	.	8.862	8.862
	8、(Creation and design (think up a new idea, design the product))	-.154	.000	-.222	.	.	-.154	-.154

	8、(Distribution (distribute the modules among marketing channels and wholesalers))	.015	.000	.038	.	.	.015	.015
	8、(Exhibition (display the product to the public))	.846	.000	1.125	.	.	.846	.846
	8、(Participation or consumption (purchase for use))	-1.492	.000	-1.707	.	.	-1.492	-1.492

a. Dependent Variable: 11、Brand-customer relationships

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	8、(Production (generate actual modules))	.[b]	.	.	.	.000

a. Dependent Variable: 11、Brand-customer relationships

b. Predictors in the Model: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.800	4	.700	.	.[b]
	Residual	.000	0	.		
	Total	2.800	4			

a. Dependent Variable: 12、Brand Heritage

b. Predictors: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.462	.000		.	.	2.462	2.462
	8、(Creation and design (think up a new idea, design the product))	-.154	.000	-.302	.	.	-.154	-.154
	8、(Distribution (distribute the modules among marketing channels and wholesalers))	.615	.000	2.054	.	.	.615	.615
	8、(Exhibition (display the product to the public))	-1.154	.000	-2.092	.	.	-1.154	-1.154

	8、(Participation or consumption (purchase for use))	.308	.000	.480	.	.	.308	.308

a. Dependent Variable: 12、Brand Heritage

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	8、(Production (generate actual modules))	.[b]	.	.	.	.000

a. Dependent Variable: 12、Brand Heritage

b. Predictors in the Model: (Constant), 8、(Participation or consumption (purchase for use)), 8、(Creation and design (think up a new idea, design the product)), 8、(Distribution (distribute the modules among marketing channels and wholesalers)), 8、(Exhibition (display the product to the public))

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