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A STUDY OF THE RELEVANCE BETWEEN SERVICE DESIGN AND CONSUMER-PERCEIVED VALUE BASED ON SOCIAL MARKETING IN CULTURAL AND CREATIVE INDUSTRY

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A Study of the Relevance between Service Design and Consumer-Perceived Value Based On Social Marketing in Cultural and Creative Industry

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Abstract

Due to the democratization and liberalization of national policies, which have promoted global economic development, and coupled with advances in information technology, dramatic changes have occurred in economic development. Among them, global cultural flows have far-reaching and wide-ranging impacts on countries worldwide. The interactive relationship between culture and the economy has enabled the cultural industry to grow rapidly. As the structure of industry and people's lifestyles and ideologies have changed, the development of design expertise has also transformed from tangible objects to the intangible world. Additionally, with the advent of the information society, emphasis has gradually been placed on interactive design, experience design, and service design. Intangible service design may become an important source of innovation and core competitiveness with future corporate value. The research object of this study is the average consumer in Fujian Province, China. Questionnaires were issued and collected by email. A total of 400 questionnaires were sent out, and 314 valid questionnaires were returned; thus, the recovery rate was 79%. The findings of this research include the following. (1) Social marketing significantly and positively affects service design. (2) Service design significantly and positively affects consumer-perceived value. (3) Social marketing significantly and positively affects consumer-perceived value. Based on these results, recommendations are made with the expectation of helping the development of cultural and creative industries to turn toward sustainable development.

Keywords: social marketing, service design, perceived value, cultural and creative industries

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Introduction

The democratization and liberalization of national policies have contributed to the globalization of the world economy, and have been coupled with advances in information technology. As a result, economic development has produced tremendous changes, resulting in capital flow, logistic flow, human flow, sightseeing flow, and cultural flow, of which global cultural flow has far-reaching and wide-ranging impacts on countries worldwide. The interactive relationship between culture and the economy has enabled the cultural industry to grow rapidly. The art-cultural orientation has emerged in recent years as an innovative way to promote urban regeneration, and governments are now striving to promote cultural and creative industries and provide more diverse services and goods. This combination of physical goods and conceptual elements is an important feature of the social marketing of goods to effectively promote products and related service content using social marketing perspectives, thereby attracting additional resource injections and promoting resource allocation, and hopefully calling upon the public to respond and pay attention to this social topic. As the structure of industry and people's lifestyles and ideologies have changed, the development of design expertise has also transformed from tangible objects to the invisible world. Moreover, the advent of the information society has gradually facilitated movement toward an emphasis on interactive design, experience design, and service design. Intangible service design may become an important source of innovation and core competitiveness with future corporate value.

Service is a dynamic process that occurs within a certain period. Each service includes the pre-service stage (the stage in which the consumer starts to be contacted), the actual service stage (the stage in which the customer experiences the service), and the post-service stage. Traditional industrial design explores the relationships between people, products, and environments, while emerging service design addresses both tangible environments and intangible systems. In today's service design field, it is recognized that the most significant topics should be understanding the value and nature of interactions between people, between people and things, between people and systems, and between different systems. In service design thinking, the service process is constructed through many individual touch points and interactions. The pre-service touch points will arouse expectations for specific service products. Regardless of whether these touch points involve direct contact between customers and service providers, they seem to include all relevant marketing communications or indirect contact through comments. This means that when a customer is at the front end of a service, the first thing encountered by the consumer is the marketing communication that the service has proposed, such as advertising and personal marketing, or messages that the customer has heard about the service from others (non-service personnel), through which the customer will start to learn about this service. Among the numerous academic fields that are influential and beneficial to service design, marketing is the most

helpful. Previous marketing management research has provided a considerable number of theories and methods for corporate strategies to face customers, which have assisted and influenced service design in the companies' strategic plans. Therefore, based on a social marketing study that explores the relevance of the service design of cultural and creative industries and the influence of consumer-perceived value, it is expected that the present research will aid in the development of cultural and creative industries in China, thereby facilitating these industries toward sustainable development.

Literature review

Hong, Lin, & Hsieh (2017) believed that, unlike commercial marketing, in which consumers pay in currency to exchange products or services, social marketing provides benefits valued by the target group during the exchange process. In other words, while an intangible cost would be paid, all participants should get valuable benefits in return in this process. Sampogna *et al.* (2017) considered social marketing to be the use of commercial marketing concepts and techniques, such as analysis, planning, execution, and evaluation plan design, to attempt to change a certain behavior of the target object (i.e., voluntary acceptance, rejection, amendment, or renunciation) to promote the change and well-being of individuals, groups, or society as a whole. From this perspective, Wei and Gao (2017) posited that social marketing could be regarded as a strategy to address social topics, and that the benefits of these strategies could better highlight social philosophies, social values, social benefits, social processes, social responsibilities, social impacts, social change, intangible services, and other concepts, thereby greatly expanding the connotation and vision of marketing. Kang, Jiang, & Tan (2017) considered that products in social marketing are both contact entities and services, which generally refer to the behavior, philosophies, and benefits that accompany behavioral changes, promoted by social marketing workers (e.g., government departments). The benefits of behavioral change refer to the needs or problems the target audience believes can be met or solved by accepting this behavioral change. Consideration must be given to what specific behavior is promoted by social marketers, such as government departments, as well as which products (policies) can support the entity design or service design of behavioral changes. Farmus *et al.* (2019) believed that social marketing can be divided into two types, namely monetary or non-monetary (e.g., time, effort, and other intangible costs), which refer to the cost of the new behavior that the target object must pay. Some of these costs will be incurred when abandoning old behavior or when accepting a new product or service design. Therefore, the benefits of new behavior provided by social marketers must be greater than or equal to the cost paid by the target object, which will make the target object understand that the benefits far outweigh the costs. Ballard, Hoyt, & Pachucki (2019) believed that

the social marketing communication path is not about the delivery and exchange of messages, but rather a design for entities and services that allows consumers to undergo a behavioral change in the most convenient way. Zhang *et al.* (2017) considered that the channel could be regarded as an associated pathway for the design of social marketing products or services provided by the government and the improvement of the convenience satisfaction of target groups. The aims of this channel are to make the target object closer to the service point, to make the new service design more convenient than the old designs, and to make services that support new behavior more attractive than the old services. Thus, the following hypothesis is put forward.

H1: Social marketing will significantly and positively impact service design.

Chen (2017) believed that service design exists to provide user service processes and systems. Milde & Yawson (2017) further integrated the academic definitions of service design, and defined it as providing customers with a complete and rigorous service experience via the integration of physical and intangible media, planning systems, and process design. In contrast to traditional design, service design is intended as the planning of and procedures for more macro design activities. If a service is an experience for customers, then service design emphasizes how to pass on to customers a series of unique and exciting experience designs. Garcia-Fernandez *et al.* (2018) considered service design to be a cross-domain and emerging knowledge field that is difficult to define and constrain within a single discussion. It can be summarized from the narratives of service design from all domains that its purpose is to integrate multiple tangible and intangible media to create meticulous services or improve existing services to make them more effective, feasible, and in line with the needs of users, thereby enhancing the user's experience when enjoying the service and increasing the perceived value and revisit rate. Hwang and Suarez (2019) posited that service design provides a complete service program incorporating several stakeholders that, when designing new services or improving existing service processes, should be invited to participate together to enhance the emotional connection between the service provider and the receiver in the co-creation process, and to create higher perceived value. Bateman *et al.* (2011) considered service design to be a concrete action presented in dynamic form along the timeline. The overall timeline can be divided into the pre-service stage, service stage, and post-service stage, and consists of multiple individual touch points and interactions between people, between people and objects, and between objects. Therefore, mastering the pace of service provision will have a great impact on the value perceived by service users. Kim and Kim (2017) believed that service designers must convert intangible services into tangible physical evidence. The form of materialization is not limited, and the corresponding evidence is provided according to the user's touch points at different stages, which may function to illustrate an idea, convey a certain concept, or provide an entity item, thereby allowing users to recall the pleasant feelings of

receiving services when they are outside the service experience. Wan *et al.* (2017) believed that the service provider must first identify its main customer base before developing a service evidence strategy, and must identify which touch points are the most direct and important for the main customer base to highlight the details of the service process via these materialized items and evidence. If users' perceived value when receiving the service is enhanced and their own expectations for the service are met, then their satisfaction is increased, and they will be willing to recommend this service to others. Therefore, the following hypothesis is put forward.

H2: Service design will significantly and positively affect consumer-perceived value.

Ding *et al.* (2017) believed that perceived value is a combination of consumer-recognized value and which interests are sacrificed. Value can be regarded as a conclusion obtained by comparing the perceived quality of a product with its cost. Liu *et al.* (2017) stated that perceived value represents a correspondence between the quality or benefit of a product perceived by a consumer and the perceived sacrifice when paying the price, and that the generation of perceived value will affect the consumer's willingness to pay. Guo & Saxton (2017) considered that, to transmit new ideas and new behavior to target objects, the government must design a convincing communication model for a service, and to inform the target object of the characteristics and accessible physical services, prices, channel convenience, and other information to convince them to pay for the service. This would make the target object believe that, after using the new product, the advantages stated by the instigator could be obtained, thereby increasing the perceived value, generating adoption ideas, and creating actual and long-term behavior. Jeronimo *et al.* (2017) stated that the effective use of social marketing could influence target objects and change their behavior. Examples of the implementation of successful social marketing to change public behavior are also numerous among government agencies and non-profit organizations. Via the platform created by social marketing and the delivery of the best perceived value to the population, government agencies can win public support and increase the level of use of products or services. Dixon, Bessaha, & Post (2018) believed that brand awareness and the perceived value are enhanced when consumers are more able to endorse social marketing practices. They suggested that companies do not have to enhance consumer-perceived value through non-profit organizations, and should move away from the traditional donation-based social marketing model. Kim, Yu, & Lee (2017) adopted the topics of concern to consumers as a starting point, and explored the role of topic marketing on brand rights. The results revealed that social marketing significance has a positive effect on consumer-perceived value. The discussion of cause-related marketing and social marketing from a marketing perspective is similar to corporate citizenship or corporate social responsibility. According to this study, the concept of topics that was used to be promoted by

the third sector or non-profit organizations, social campaigners was corporate citizenship activities that enterprises could undertake in the way that social topics were constructed, which is the most direct and effective way. Thus, the following hypothesis is put forward.

H3: Social marketing will significantly and positively affect consumer-perceived value.

Methodology

Operational definitions

Social marketing: This study utilizes the dimensions of social marketing proposed by Wang and Zhang (2017): (1) Perception: Perception of corporate philosophy; (2) Attitude: Attitudes toward the promoted topics; (3) Evaluation: Evaluation of corporate philosophy.

Service design: This study utilizes the dimensions of service design put forward by Chi, Cai, & Li (2017), and analyzes the following dimensions of service design: (1) Core services: The content of a service provided by a corporation is also the greatest value that customers receive during the service, and can also be considered an important element in the service process; (2) Personnel services: Personnel services exist between service providers and customers, and the main task is to transmit service content and interact directly with the customer. Additionally, personnel services include clothing, behavior, attitude, professional skills, and commitment to customers; (3) Service field: The physical environment of service delivery.

Perceived value: This study utilizes the dimensions of perceived value proposed by Lee & Yoo (2017): (1) Emotional value: Consumers' feelings about the product or service throughout the consumption process; (2) Social value: Consumers' perceptions of the social image of products or services; (3) Quality value: A measure of the quality of the product and the performance achieved.

Research instruments

The research object of this study was the average consumer in Fujian Province, China. Questionnaires were issued and collected by email. A total of 400 questionnaires were sent out, and 314 valid questionnaires were returned; thus, the recovery rate was 79%

Analysis method

The regression analysis method was adopted to understand social marketing, and the relationship between social marketing and consumer-perceived value.

Results

Reliability and validity analysis

After a factor analysis, the social marketing system in this study was refined to three factors, namely "perception" (eigenvalue = 2.638, α = 0.84), "attitude" (eigenvalue = 2.275, α = 0.86), and "evaluation" (eigenvalue = 1.891, α = 0.87). The cumulative explanatory variation of these three factors was found to amount to 71.283%.

After a factor analysis, the service design system in this study was refined to three factors, namely "core services" (eigenvalue = 3.126, α = 0.82), "personnel services" (eigenvalue = 2.683, α = 0.88), and "service field" (eigenvalue = 2.144, α = 0.80). The cumulative explanatory variation of these three factors was found to amount to 80.576%.

After a factor analysis, the social marketing system in this study was refined to three factors, namely "emotional value" (eigenvalue = 2.463, α = 0.81), "social value" (eigenvalue = 1.755, α = 0.85), and "quality value" (eigenvalue = 1.491, α = 0.83). The cumulative explanatory variation of these three factors was found to amount to 82.417%.

Analysis of the correlation between social marketing and service design

The analysis results are reported in *Table 1*, and reveal that perception (t = 1.774*), attitude (t = 1.851*), and evaluation (t = 1.549*) have significant impacts on core services. Moreover, perception (t = 1.633*), attitude (t = 1.937*), evaluation (t = 1.781*) were also found to significantly affect personnel services. Finally, perception (t = 1.896*), attitude (t = 2.057**), and evaluation (t = 1.975*) were found to have significant influences on the service field. Therefore, hypothesis H1 is supported.

Table 1. Social marketing factor dimensions vs. service design

Dependent variable →	Service design					
Independent variable	Core services		Personnel services		Service field	
Social marketing	Beta	t	Beta	t	Beta	t
Perception	0.166	1.744*	0.151	1.633*	0.177	1.896*
Attitude	0.172	1.851*	0.183	1.937*	0.196	2.057**
Evaluation	0.148	1.549*	0.168	1.781*	0.182	1.975*

F value	21.443	26.871	33.680
Significance value	0.000***	0.000***	0.000***
R2	0.199	0.241	0.327
Adjusted R2	0.178	0.217	0.301

Note: * p value <0.05, ** p value <0.01, *** p value <0.001. Data Source: This study collates the data.

Correlation between service design and consumer-perceived value

The analysis results are reported in *Table 2*, and indicate that core services ($t =$ 2.327**), personnel services ($t = 2.243$**), and the service field ($t = 2.417$**) have significant influences on emotional value. Moreover, core services ($t = 2.225$**), personnel services ($t = 2.369$**), and the service field ($t = 2.523$**) were also found to have significant impacts on social value. Finally, core services ($t = 2.155$**), personnel services ($t = 2.638$**), and the service field ($t = 2.569$**) were found to significantly affect quality. Therefore, hypothesis H2 is supported.

Table 2. Social marketing and service design factor dimensions vs. consumer-perceived value.

Dependent variable →	Consumer-perceived value					
Independent variable	Emotional value		Social value		Quality value	
Service Design	Beta	t	Beta	t	Beta	t
Core Services	0.221	2.327**	0.211	2.225**	0.206	2.155**
Personnel Services	0.215	2.243**	0.224	2.369**	0.252	2.638**
Service Field	0.234	2.417**	0.243	2.523**	0.248	2.569**
F value	24.834		28.552		31.137	
Significance value	0.000***		0.000***		0.000***	
R2	0.227		0.263		0.297	
Adjusted R2	0.206		0.243		0.275	

Note: * p value <0.05, ** p value <0.01, *** p value <0.001. Data Source: This study collates the data.

Correlation between social marketing and consumer-perceived value

The analysis results are reported in *Table 3*, and reveal that perception ($t = 2.433**$), attitude ($t = 2.638**$), and evaluation ($t = 2.174**$) have significant impacts on emotional value. Moreover, perception ($t = 2.325**$), attitude ($t = 2.593**$), and evaluation ($t = 2.251**$) were found to have significant influences on social value. Finally, perception ($t = 2.524**$), attitude ($t = 2.746**$), and evaluation ($t = 2.287**$) were found to significantly affect quality value. Therefore, hypothesis H3 is supported.

Table 3. Social marketing, service design factor dimensions vs. consumer-perceived value

Dependent variable →	Consumer-perceived value					
Independent variable	Emotional value		Social value		Quality value	
Social marketing	Beta	t	Beta	t	Beta	t
Perception	0.231	2.433**	0.223	2.325**	0.242	2.524**
Attitude	0.252	2.638**	0.249	2.593**	0.263	2.746**
Evaluation	0.204	2.174**	0.216	2.251**	0.218	2.287**
F value	33.756		36.185		41.277	
Significance value	0.000***		0.000***		0.000***	
R2	0.317		0.352		0.399	
Adjusted R2	0.291		0.332		0.374	

Note: * p value <0.05, ** p value <0.01, *** p value <0.001. Data Source: This study collates the data.

Discussion

With all the homogeneous products running wild in the market, social responsibilities play a role in telling the difference among brands. When consumers show positive attitudes toward corporate social responsibility, they tend to possess higher perceived value about products and the difference between brands. As a conscientious business, cultural and creative industry shouldn't just show social responsibilities on a public relations basis. It should be from the inside out, such as products' quality control, employee management, customer service, public relations, and so on. Aiming to sustainable development, it can bring out the service

that's beneficial to the society. In this way, social marketing will become the key to growth and differentiation, thereby raising competitiveness.

From the perspective of social marketing, it should reflect on the general opinion about public issues in the cultural and creative industry and build up its brand appeal. Generally speaking, social marketing is often the first choice in non-profit organizations, but it meets the spirit of corporate social responsibilities better in the cultural and creative industry better. Social marketing conveys brand appeal through social issues building. When consumers receive messages, especially when their passion for this issue is high, they tend to show higher perceived value. Social marketing chooses topic promotion instead of commercial marketing, such as coupons or discounts. It reduces advertising costs significantly and lights up consumers' cognition and evaluation about the cultural and creative industry.

Conclusion

The results of this study indicate that cultural and creative industries inject corporate philosophies or public topics into products or services, promote new concepts and behaviors, and attempt to shape new values to address social topics. Social marketing, via consumer perceptions, attitudes, and evaluations of promotion topics, as well as the service design and ideas of cultural and creative industries, will affect the level of consumer-perceived value. The influence of the attitude toward promotion topics was found to be the most significant. Additionally, when consumer-perceived value is established, the perceived and differentiation associations of the brand will be enhanced, and the brand will be successfully distinguished from competing brands. However, it is important to note that the goal of social marketing is to change perceptions and behaviors. To significantly enhance consumer-perceived value, the ideas of cultural and creative industries or promotion topics must be integrated into product and service design. In summary, the ideas of cultural and creative industries are conveyed through social marketing, and the construction of public topics is required via product and service design, which have positive impacts on consumer-perceived value and can enhance brand awareness.

Recommendations

Based on the results of the present study, the following recommendations are provided.

1. In the era of branding, the quality of goods remains the most fundamental element, especially when the competitive market for goods of the same type is expanding. Thus, when the quality of goods or services and ideas of cultural and creative industries are recognized by consumers, they will naturally recom-

mend these goods or services to relatives and friends, thereby forming word-of-mouth marketing. Compared with the cost of advertising, word-of-mouth marketing is the most effective and zero-cost publicity method. Therefore, cultural and creative industry operators should still return to the basics, strive for the superior quality of goods and services, seek out consumers, and establish a conscientious business.

2. Social responsibility is not a temporary act; instead, it must be implemented on the operational level of cultural and creative industries, and acts as a corporate citizen. Therefore, cultural and creative industries must integrate social responsibility with goods and services; this can not only shape a whole and profound brand image, but can also attract the recognition of consumer-perceived value in the market. Practical support is manifested as purchasing behavior, and the most important effect is that purchasing decisions can accumulate brand loyalty.

3. Social marketing should encompass a more specific expression of the corporate attitude toward public topics, and should even form a brand concept. Therefore, cultural and creative industries must communicate service design ideas in a way in which social topics are constructed. When consumers receive messages, especially when the attitudes toward the topics become more supportive, the service design will also be enhanced; thus, service design is sufficient for consumers to distinguish differences between services. Social marketing employs topic promotion methods, which are different from general commercial marketing via the use of advertising or discount promotions. The former greatly reduces advertising costs, yet improves consumers' perceptions and evaluations of the perceived brand value.

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