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Internal Attributes of Cultural Resources Affecting the Capitalization of Costume Culture in Ethnic Tourism Villages: Using Market Operations as a Mediating Variable

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Abstract

Based on the theory of cultural capital, resource capitalization theory and cultural resource capitalization formation mechanism, this article proposes a research model on the impact of the internal attributes (value, profitability and stock) of clothing cultural resources in ethnic tourism villages on the capitalization of clothing culture. Taking the external conditions of market-oriented operations (property rights relations, market-oriented operations and quantitative evaluation of value) as intermediary variables, and cultural heritage as the regulating variable, we took the Bai Ethnic Village of Zhoucheng, Yunnan, Guizhou, the Miao Ethnic Village of Xijiang, Guizhou, and the Yao Ethnic Village of Nanggang, Guangdong. A sample survey with 402 data collected, SPSS25.0 and AMOS26.0 statistical software were used for empirical analysis. Research shows that: the three dimensions of the internal attributes of clothing cultural resources have a positive impact on the capitalization of clothing culture; the three factors of market-oriented operations have no significant intermediary effect except for the value-market development-capitalization path. , the mediation effects of other path relationships are all significant, and they are all partial mediators; cultural heritage positively regulates the promotion effect of the internal attributes of clothing cultural resources on the capitalization of clothing culture. This conclusion not only enriches the research on the capitalization model of clothing culture in theory, but also has certain guiding significance for the practice of capitalization of clothing culture in ethnic tourism villages.

Keywords: *clothing culture; internal attributes; market operation; capitalization; intermediary effect.*

1. Introduction

In recent years, with the vigorous development of rural tourism and the opening of the era of cultural and creative industries, ethnic villages centered on characteristic clothing cultural resources have been sought after by tourists. The products developed using clothing cultural resources have become increasingly rich and diverse, and their economic value has been continuously valued and explored. The creative industry of ethnic clothing culture has gradually developed into an increasingly important economic phenomenon. Studying the positive role of clothing cultural resources in promoting the economic

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development of ethnic tourism villages has become a topic of great concern in the academic community. The capitalization of clothing cultural resources in ethnic tourism villages is guided by the tourism market, transforming clothing cultural resources into cultural capital with potential for product development. This requires it to have the value, profitability, and stock of the product, in order to achieve the conditions for market-oriented operation [1]. As a product of human labor, cultural products have the possibility of entering the market as commodities and gaining exchange value. This possibility becomes a reality once it enters the market [2]. Therefore, whether clothing cultural resources possess product attributes may directly affect the capitalization of clothing culture. The external conditions for cultural products to enter the market and become commodities for market operation are: clear property rights relationships, market-oriented development and operation, and quantitative evaluation of value [1]。Only by clarifying the value connotation, owner subject, value source and accounting of tourism resources, and constructing corresponding property rights system, can market-oriented operation of tourism resources be implemented [3]。Therefore, the marketization of clothing cultural products may directly affect the capitalization of clothing culture. Moreover, the external conditions of market-oriented operation of clothing cultural products may mediate the impact of clothing cultural products on the capitalization of clothing culture. Therefore, further exploration should be conducted on the internal attributes of clothing culture, the external conditions of market operation, and the relationship between clothing culture capitalization.

Based on the theories of cultural capital and resource capital, this article explores the relationship between the internal attributes of clothing cultural resources, the external conditions of market operation, and the capitalization of clothing cultural resources, and constructs a hypothetical model on the basis of a relatively mature mechanism for the capitalization of tourism resources. Collect sufficient sample data through a questionnaire survey to test the research hypothesis. The exploration conclusion not only has certain theoretical significance in explaining the internal attributes of clothing cultural resources, the external conditions of market operation, and the relationship between capitalization of clothing cultural resources, but also helps guide the practice of capitalization of clothing cultural resources in ethnic tourism villages.

2. Literature Review and Conceptual Model

2.1 Cultural Resources, Market Operations, and Cultural Capitalization

In the study of cultural capital and tourism resource capitalization, the internal attributes of cultural resources are often seen as key factors affecting the capitalization of cultural resources. These attributes greatly affect the uniqueness and value of clothing, thus also affecting the effectiveness of market operation and the degree of capitalization of clothing culture. Cultural capital is the stock of assets that carry cultural values [4]. Can directly produce products of economic or aesthetic value, or add value through innovation [5]. From the perspective of market operation, cultural resources can generate value greater than their own value through market-oriented development, operation, and management, bringing benefits to owners [1]. Based on the analysis of the attributes of cultural resources, theoretical research is conducted on the internal mechanisms of the accumulation and development of cultural resources within the framework of "macro cost benefit analysis". It is believed that the benefits of cultural resources have uncertainty and externalities[6].

Moreover, due to the differences in property rights relations, market-oriented development and quantitative evaluation of value of clothing cultural resources, it is necessary to scientifically quantitatively estimate the value, income and stock of cultural resources and reasonably define the property rights relations of cultural resources. It is of

great significance to realize the reasonable development, protection and sustainable utilization of tourism cultural resources [7]. From the perspective of market operations, market-oriented development, operation and management can generate value greater than its own value and bring benefits to owners [1]. Although there is a significant imbalance in China's regional distribution, cultural capital has a significant role in promoting regional economic development [8]. Song et al. (2022) conceptually defined regional cultural capital and its stock, constructed a cultural capital stock evaluation index system, and took the cultural capital stock of different regions in Shaanxi Province, China as an example, and empirically concluded that the cultural capital stock of Shaanxi Province is not the same. Balanced, regional cultural capital stock positively affects economic growth [9].

Overall, domestic and foreign scholars have made some beneficial explorations on the value evaluation, income measurement, stock quantification, and property rights relationship of cultural resources, providing strong theoretical support for in-depth research on the relationship between cultural resources and cultural capital. It provides a valuable reference for the construction of the theoretical model of this article. However, although scholars have paid certain attention to the internal attributes of cultural resources and the importance of external conditions for market operations, in-depth research is still needed on how they specifically affect market operations and the capitalization of clothing culture. This provides new perspectives and challenges for the research of this article, and also provides a basis for further theoretical development and empirical research.

2.2 Market Operation, Cultural Heritage, and Cultural Capitalization

The external conditions of market operation include property rights relations, market development and actions, quantitative evaluation of value, etc., which have an important impact on the capitalization of clothing culture in ethnic tourism villages [10]. Because cultural resources lack reasonable property rights definitions, it is difficult to form a reasonable system income distribution principle for the use and development of national cultural resources, resulting in uneven distribution of cultural resource income and causing great conflicts among various stakeholders [11]. Only ethnic tourism village costumes with clear property rights and quantifiable value evaluation can be developed [12]. Moreover, the cultural product market is both a producer market and a consumer market. Producers obtain production resources through the market and pass products to consumers through the market, while consumers pass on consumption needs and obtain the required products through the market [13]. In the process of capitalizing cultural resources, the development of cultural resource products is the starting point, and the utilization of cultural resources is the expansion of the cultural industry. However, there must be an intermediate link from development to utilization of cultural resources, and this intermediate link is the market operation of cultural resources [14].

At the same time, the heritage process of ethnic clothing culture is constrained by the environment and cultural background, which has the characteristics of constraint and heritage. This promotes the formation of the heritage mechanism of ethnic clothing culture, and makes ethnic clothing culture exhibit unique, pure, and developmental characteristics in the development process [15]. Under the influence of cultural heritage, cultural products not only have the use value that ordinary goods have, but also have unique knowledge value, ideological value, and aesthetic value that ordinary material products do not have. They are a special product that permeates and reflects ideological and moral, social ideology, and values, thereby achieving its cultural value increment effect [16]. The heritage of clothing culture provides necessary conditions for the capitalization of clothing culture. In the process of seeking the heritage of traditional culture and the development of modern civilization, precise connection between the two is crucial. In this process, any factors that do not meet the needs of modern development will be naturally eliminated [17]. Adopting the practice of abandoning or forcibly

changing the fundamental culture to promote progress will ultimately only outweigh the gains and losses [18]. Effectively utilizing the regulatory role of cultural heritage can enhance consumers' understanding and acceptance of ethnic clothing culture, thereby promoting the effectiveness of market operation and the realization of clothing culture capitalization [19]. Therefore, this study suggests that the heritage of clothing culture may have a moderating effect on the capitalization of clothing culture.

Due to the internal attributes of cultural resources and the external conditions for market-oriented development and operation being influenced by many complex factors, some of which are uncertain and difficult to clarify their interrelationships. In the specific process of capitalizing clothing culture, how to play the intermediary role of market operation, the regulating role of cultural heritage, and the interactive mechanism between the two remain to be further studied. Therefore, it is necessary to establish a theoretical model to conduct empirical research on the internal attributes of ethnic tourism village clothing cultural resources, external conditions of market operation, and the relationship between cultural heritage and cultural capitalization, in order to promote the research process of cultural resource capitalization.

2.3 The formation mechanism and cultural capitalization of tourism cultural resources

Based on the theory of cultural capital, Xu (2008) established the industrialization process of cultural resources and revealed that cultural resources form products that can be capitalized through cultural industrialization, and become consumable commodities through market circulation, which can achieve the transformation of cultural resources into cultural capital [20].

Based on the resource capitalization theory, Liu Binyi and Zhang (2009) established the formation mechanism of tourism cultural resource capitalization [1].

Based on the formation mechanism of tourism cultural resource capitalization, Liu (2013) studied the cultural capital transformation path of Qianhu Miao Village in Xijiang, Kaili City, Guizhou Province, which provided a useful case for practical operation [7].

Zhang et al. (2018) believe that the distribution of cultural capital stocks among regions is extremely uneven [21].

Therefore, the universality of the broader cultural resource capitalization path still needs to be further verified.

Moreover, from the perspective of resource capitalization, in the formation mechanism of tourism resource capitalization, it is necessary to conduct empirical research on the relationship between the three necessary internal attributes of tourism resource productization and the three external conditions of tourism resource marketization.

In order to solve this problem, Yin (2015) analyzed and studied the entire process of cultural resource capitalization, including the development and utilization of cultural resources, capital transformation, and market operations.

Constructed a market mechanism for the industrialized management of cultural resources [5]. Based on the practical framework provided by predecessors for the capitalization of cultural resources, through empirical research, it clarified the relationship between the internal attributes of cultural resources, external conditions of market operation and cultural capitalization. The relationship can better play the role of the mechanism.

In summary, it can be seen that the above-mentioned scholars have provided valuable theoretical framework and empirical analysis for the study of cultural resource capitalization, the capitalization of costume culture in ethnic tourism villages is an important result and manifestation of this formation mechanism, it reflects the value and influence of national costume culture in the capitalization of cultural resources [22].

However, how these mechanisms affect the internal attributes of ethnic tourism village clothing culture resources, market operation, and capitalization of clothing culture, how the external conditions of market operations affect the capitalization of clothing culture through heritage strategies, etc, the existing literature does not explore this in depth enough.

Based on the capitalization formation mechanism of tourism resources, this article will use clothing cultural resources as the carrier, select tourist villages in three different regions and different ethnic groups as the research objects, and analyze the internal attributes of clothing cultural resources and the external conditions of market operations, as well as the clothing culture Conduct empirical research on the interactive relationship between capitalization to further deepen these theories, better exert the role of cultural capitalization mechanism, and promote the capitalization and heritage of ethnic tourism village costume cultural resources. This study takes into account the mediating role of external conditions of market operations in the relationship between the internal attributes and capitalization of clothing cultural resources, as well as the moderating role of cultural heritage in the relationship between the internal properties and capitalization of clothing cultural resources, and thus constructs a conceptual model, as shown in Figure 1.

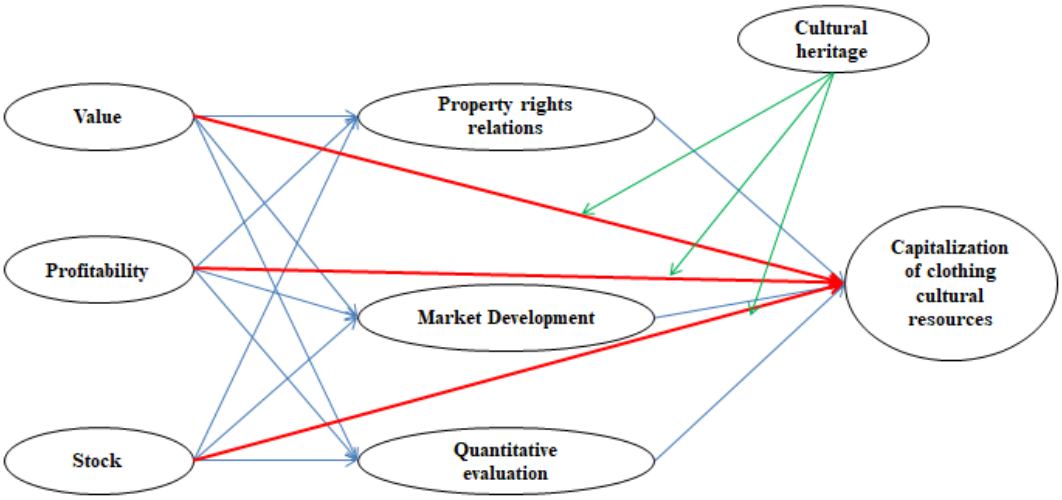

Fig.1. Concept model

3. Research hypothesis

3.1 Internal attributes of clothing cultural resources and capitalization of cultural resources

The capitalization of cultural resources is to take the tourism market as the guide and develop cultural resources as cultural capital into products [23], so that they have the value, profitability and stock of the product, and meet the external conditions for market operation [1]. Clothing cultural resources are a special type of cultural resources, and their value, profitability and stock are important factors affecting their capitalization. In the field of economics, resources are often regarded as a factor of production. For example, Marx believed that resources are labor and land that can bring wealth, At the same time, Marx also mentioned in "Das Kapital": "All material commodities are the condensation of human labor and can be measured by value." Clothing cultural resources also have this value attribute. Some scholars believe that the value of clothing cultural resources is mainly reflected in its history, art, science, etc. These value attributes can be transformed into economic value and become the basis for capitalization.

In recent years, some scholars have begun to pay attention to the economic value of clothing cultural resources and explore the relationship between their profitability and the

degree of capitalization. For example, Chen et al. (2021) pointed out in the study that the development and utilization of ethnic village costume cultural resources can bring significant economic benefits and promote local economic development [23]. They further proposed that the protection and utilization of ethnic village costume culture should be oriented towards economic benefits and promote sustainable development through reasonable capitalization operations. In addition, Guillaume et al. (2022) discussed the capitalization phenomenon of the French fashion industry. They believe that the French fashion industry, as a cultural industry with high added value, its capitalization operation is crucial to the realization of economic benefits and the development of the industry [24].

The inventory of clothing cultural resources refers to the quantity and quality of its Stock. Some scholars believe that the inventory of clothing cultural resources also affects their degree of capitalization, that is, the higher the inventory, the higher the degree of capitalization of clothing cultural resources. For example, Lin et al. (2008) mentioned in their research that as a special cultural resource, the Stock of ethnic tourism village costume culture has an important impact on its development and utilization value [25]. He further pointed out that the protection and heritage of ethnic tourism village costume culture should focus on improving its stock to achieve sustainable capital development.

Based on the above literature review, this article proposes the hypothesis H1 that there is a significant positive correlation between the internal attributes of clothing cultural resources and the capitalization of clothing cultural resources, and further proposes the following hypothesis:

H1a: The value of clothing cultural resources positively affects the capitalization of clothing cultural resources;

H1b: The profitability of clothing cultural resources positively affects the capitalization of clothing cultural resources;

H1c: The inventory of clothing cultural resources positively affects the capitalization of clothing cultural resources.

3.2 Internal attributes and market operations of clothing cultural resources

In the market economy environment, market operation is the basic method and means for national cultural products to go out of ethnic areas and to the public, and products are the core elements of market operation [26]. Marketization is an inevitable choice for national cultural products, and the market operation of national cultural products is indispensable. The process of market operation is the process of discovering product value and matching consumer needs [27]. In terms of the development and utilization of cultural resources in ethnic tourism villages, many scholars have conducted in-depth research on the market-oriented operation of cultural resources in ethnic villages. For example, Wu (2009) discussed the tourism economic value of ethnic village cultural resources and realized the capitalization of cultural resources through market operations, which provided a useful reference for the research on the capitalization of ethnic village clothing culture [28]. In addition, Han et al. (2008) conducted research on exploring the cultural value and heritage of ethnic tourism village costume art. They believed that through market operation, costume cultural resources can achieve good and rapid development of the local economy and society, and have important practical value [29].

Liu et al. (2009) clearly stated that the necessary conditions for cultural products to enter the market and become commodities for market operation are clear property rights relationships, market-oriented development and operation, and quantitative evaluation of value [1]. This perspective provides an important theoretical basis for the market-oriented operation of cultural resources. In their research, Li et al. (2001) emphasized the importance of clarifying the value connotation, revenue entities, and stock accounting of tourism resources, and advocated the construction of a corresponding property rights

system to realize the market-oriented operation of tourism resources [3]. This provides strategic guidance for the rational utilization and protection of tourism resources. Wen et al. (2008) pointed out in their research that strengthening the market-oriented operation of tourism resources requires solving three key issues: the definition of tourism resource property rights, market-oriented operation and development, and quantitative assessment of value [30]. His research provides practical guidance for the development and market-oriented operation of tourism resources.

Based on the above literature review, this article proposes the hypothesis H2 that there is a significant positive correlation between the internal attributes of clothing cultural resources and the market operation of clothing cultural products. And further put forward the following hypothesis:

H2a: The value of clothing cultural resources positively affects the clarity of property rights of clothing cultural products;

H2b: The profitability of clothing cultural resources positively affects the clarity of property rights of clothing cultural products;

H2c: The inventory of clothing cultural resources positively affects the clarity of property rights of clothing cultural products;

H3a: The value of clothing cultural resources positively affects the development and operation of the marketization of clothing cultural products;

H3b: The profitability of clothing cultural resources positively affects the development and operation of the marketization of clothing cultural products;

H3c: The inventory of clothing cultural resources positively affects the development and operation of the marketization of clothing cultural products;

H4a: The value of clothing cultural resources positively affects the quantitative evaluation of the value of clothing cultural products;

H4b: The profitability of clothing cultural resources positively affects the quantitative evaluation of the value of clothing cultural products;

H4c: The inventory of clothing cultural resources positively affects the quantitative evaluation of the value of clothing cultural products.

3.3 Market Operation and Capitalization of Clothing Culture Resources

Wu (1994) research pointed out that cultural products originate from human creation and labor, and when they enter the market, they will be transformed into commodities with exchange value. This potential exchange value can be realized after the goods enter the market [2]. This perspective provides a theoretical basis for the market-oriented operation of clothing cultural products. Sun et al. (2008) emphasized in their research that tourism resources have the internal attributes of products, and realizing the productization of tourism resources is the basis for promoting tourism capitalization operations, while market-oriented operation of product management is the key to promoting tourism capitalization operations [31]. This perspective is of great significance for understanding the capitalization of clothing cultural resources. Liu et al. (2009) pointed out in their research that the premise of tourism resource capitalization is clear property rights relationships, the approach is market-oriented operation and development, and technical support is the quantitative evaluation of tourism capital value [1]. This perspective provides important theoretical support for studying the relationship between market operations and the capitalization of clothing cultural resources.

Therefore, based on previous research, this article believes that the market-oriented operation of clothing cultural products is significantly positively related to the capitalization of clothing cultural resources, and puts forward the following hypothesis:

H5: There is a significant positive correlation between the market operation of apparel cultural products and the capitalization of apparel cultural resources.

According to hypothesis H5, this paper further proposes the following hypothesis:

H5a: Clear property rights relationships positively affect the capitalization of clothing cultural resources;

H5b: The development and operation of marketization positively affects the capitalization of clothing cultural resources;

H5c: Quantitative evaluation of value positively affects the capitalization of clothing cultural resources.

3.4 The intermediary role of market operations

In existing research, most scholars believe that market operation is a necessary way to capitalize tourism resources. Xu (2008) established the cultural industrialization process [20], and Liu et al. (2009) and Liu (2013) based on this A tourism resource capitalization formation mechanism has been established [1][7]. Tang Jia et al. (2018) discussed the mechanism and path of capitalization of cultural resources, and conducted an empirical analysis using the transformation process of agricultural cultural resources into cultural capital as an example. Research results show that market-oriented development and operation play an intermediary role in the value and profitability of cultural resources, thereby promoting the capitalization of cultural resources [32]. Ni (2018) explained that the capitalization of ethnic cultural tourism resources is the process in which ethnic cultural tourism resources obtain economic benefits and achieve capital increase through market operations. Revealing property rights relationships, market-oriented development and value assessment are necessary conditions for the capitalization of ethnic village cultural tourism resources through market operations [33]. Sun et al. (2021) explored the relationship between cultural resource capitalization and cultural industry transformation and upgrading from the perspective of industrial integration, and found that market-oriented development and operation played a significant role in the value and profitability of cultural resources, and then Promoted the transformation and upgrading of the cultural industry [34].

Based on the above literature review, we propose the following research hypotheses:

M1: The market operation of clothing cultural products plays an intermediary role in the impact of clothing culture productization on the capitalization of clothing cultural resources.

According to hypothesis M1, this article further proposes the following hypothesis:

M1a: Clear property rights relations play a mediating role between the value of clothing cultural resources and the capitalization of clothing cultural resources;

M1b: Market-oriented development and operation play an intermediary role between the value of clothing cultural resources and the capitalization of clothing cultural resources;

M1c: The quantitative evaluation of value plays a mediating role between the value of clothing cultural resources and the capitalization of clothing cultural resources;

M2a: Clear property rights relations play a mediating role between the profitability of clothing cultural resources and the capitalization of clothing cultural resources;

M2b: Market-oriented development and operation play an intermediary role between the profitability of clothing cultural resources and the capitalization of clothing cultural resources;

M2c: Quantitative evaluation of value plays a mediating role between the profitability of clothing cultural resources and the capitalization of clothing cultural resources;

M3a: Clear property rights relations play a mediating role between the Stock of clothing cultural resources and the capitalization of clothing cultural resources;

M3b: Market-oriented development and operation play an intermediary role between the inventory of clothing cultural resources and the capitalization of clothing cultural resources;

M3c: The quantitative evaluation of value plays a mediating role between the inventory of clothing cultural resources and the capitalization of clothing cultural resources.

3.5 The regulating role of clothing cultural heritage

The heritage of clothing culture plays an important role in promoting the capitalization process of clothing culture in ethnic tourism villages. In the process of capitalizing clothing culture, the core focus is the heritage path, heritage form and heritage content of clothing culture in ethnic tourism villages. In ethnic tourism villages, the heritage of clothing culture promotes the realization of capitalization of clothing culture in the following ways:

First of all, the heritage of clothing culture provides a good field environment and creates conditions for the capitalization of clothing culture. Zheng (1991) pointed out in the book "Cultural Heritage and Cultural Reconstruction - Taking Ethnic Minorities in Southwest China as an Example" that the process of heritage of clothing culture is restricted by the living environment and cultural background, thus forming a unique heritage mechanism [35] . It is this mechanism that provides a good foundation and conditions for the capitalization of clothing culture. Li et al. (2019) elaborated that the effective heritage of national culture is a necessary prerequisite and development content of cultural capitalization, and demonstrated that the smooth heritage of excellent traditional culture will greatly promote the development of cultural capital in a richer and more diverse direction [36].

Secondly, the heritage of clothing culture can create new vitality and provide the possibility for the appreciation of clothing cultural capital. Yang (2013) proved that traditional culture can show new vitality after being reconstructed and injected with new content, thereby promoting the capital appreciation of clothing culture [16]. In ethnic tourism villages, this injection of new vitality can bring more business opportunities and market value to the local clothing culture.

Finally, the heritage of clothing culture can promote the sustainable development of ethnic tourism villages. Zhou (2009) proposed that ethnic villages should use unique cultural heritage to promote the healthy development of village cultural industries [37]. This development model can promote the sustainable development of ethnic tourism villages and provide a more stable and lasting environment for the heritage of local costume culture.

Based on the above viewpoints and literature review, this article proposes the following research hypotheses:

W1a: Cultural heritage plays a positive regulatory role between the value of clothing cultural resources and the capitalization of clothing cultural resources;

W1b: Cultural heritage plays a positive regulatory role between the profitability of clothing cultural resources and the capitalization of clothing cultural resources;

W1c: Cultural heritage plays a positive regulatory role between the stock of clothing cultural resources and the capitalization of clothing cultural resources.

Based on the above assumptions, a research framework is formed, as shown in Figure 1.

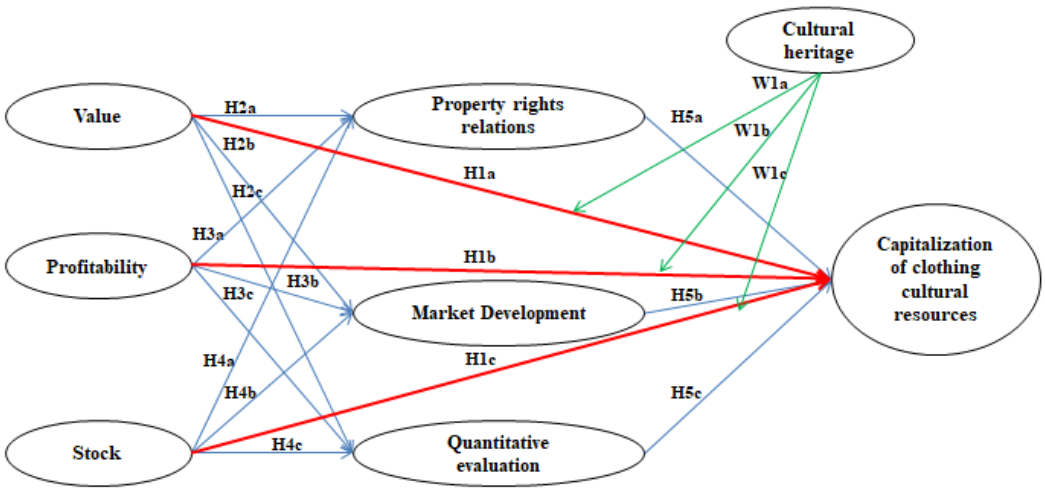

Fig. 2. Research framework

4. Research methods

4.1 Sample sources and data selection

This article mainly studies how the internal attributes of clothing cultural resources products affect the capitalization of clothing culture and whether there are other factors between the two. Therefore, the research object selected in this article is operators, managers, and practitioners engaged in the capitalization and heritage of ethnic cultural resources, not tourists. In order to meet the requirements of feasibility, realism, and objectivity that scientific research should have, the research location was determined as three ethnic tourism villages with regional representation in China (Millennium Yao Village in Nangang, Liannan County, Guangdong Province, Zhaoxing Dong Village, Liping County, Guizhou Province, Zhoucheng Bai Village, Dali City, Yunnan Province). The three ethnic tourism villages mentioned above are among the first batch of "Chinese Ethnic Minority Characteristic Villages" announced by the National Ethnic Affairs Commission of China. They are famous historical and cultural villages in China, and also the first batch of ethnic villages in China to carry out tourism resource development. The villagers in these villages mainly engage in production and business activities related to them on a family basis. All samples were selected from the operators, managers, and practitioners of these three villages , the sample size to be extracted is 400.

This research activity lasted four months and was divided into two stages: pre-testing and formal research. In the pre-test phase, we first distributed 150 questionnaires to the operators, managers and practitioners of these three villages, and successfully collected 120 valid questionnaires. Then, on-site interviews were mainly used and telephone interviews were supplemented to collect and organize the opinions and suggestions of the interviewees. Based on the interview results and questionnaire filling, we further optimized and improved the contents and scales of the questionnaire. Before the formal survey, first contact the village management agency, contact the respondents in advance based on the lists of operators, managers and practitioners recommended by the three village management agencies, and obtain the consent of the other party before conducting the survey; secondly, use the online questionnaire collection method to collect data to ensure data validity and questionnaire recovery rate. A total of 450 questionnaires were distributed in this study, and 402 valid questionnaires were recovered. The effective questionnaire recovery rate reached 89.33%. Based on the software tool SPSS25.0, the statistical characteristics of the samples were analyzed using the frequency statistics method. The results are shown in Table 1.

Table 1. Description of sample characteristic distribution

Item	Classification	Number of People	Percentage
Gender	Male	270	67.2%
	Female	132	32.8%
Age	Under 20 years old	81	20.1%
	21 years old-40 years old	262	65.2%
	41-60 years old	33	8.2%
	Over 61 years old	26	6.5%
Profession	Travel company operations personnel	100	24.9%
	Village administrator	100	24.9%
	Clothing and cultural product production and sales personnel	202	50.5%
Marriage	Married	149	37.1%
	Unmarried	233	58.0%
	Divorced	20	5.0%
Education	Junior high school	58	14.4%
	High school	21	5.2%
	Specialist	296	73.6%
	Undergraduate	13	3.2%
	Postgraduate	14	3.5%
Working years	Within 5 years	139	34.6%
	5-10 years	147	36.6%
	10-15 years	56	13.9%
	10-15 years	60	14.9%
Village	Nangang Millennium Yao Village	172	42.8%
	Zhaoxing Dong Village	128	31.8%
	Zhoucheng Bai Village	102	25.4%

4.2 variable measurement

This article adopts a scale demonstrated and recognized by scholars, and makes some adjustments on its basis, and then forms a 5-point Likert scale. In this section, the overall data characteristics of the main variables will be described, and the skewness and kurtosis will be used to test the normality of each measurement item to ensure that the data meets the normal conditions required for structural equation model testing.

4.2.1 Overall descriptive statistics of each main variable

In this analysis, each scale is a 5-point Likert scale, and the options are assigned a score of 1-5 from very unimportant to very important. Therefore, in the final score, the higher the score of the measurement factor, the better the score. The higher the importance. In the calculation of the scores of each variable, the mean value is used to calculate the score. Therefore, the final mean score of each variable ranges from 1 to 5, and the median 3 is the theoretical middle level.

According to the analysis results in Table 2, it can be seen that the mean level of each variable in this analysis is above 3, indicating that the respondent group's awareness of the importance of each factor is relatively high and above the medium level. But judging from the distribution of options, the mean values of each variable are basically within the general and important range, and have not reached a very important level. This shows that there is still room for improvement in the survey respondent group's recognition of these factors.

Table 2. Description of the overall data characteristics of each main variable

Variable	N	Minimum value	Maximum value	Mean	Standard deviation
Capitalization	402	1	5	3.352	1.276
Value	402	1	5	3.356	1.135
Profitability	402	1	5	3.391	1.104
Stock	402	1	5	3.334	1.152
Property rights relations	402	1	5	3.428	1.110
Market Development	402	1	5	3.404	1.128
Quantitative evaluation	402	1	5	3.360	1.099
form of heritage	402	1	5	3.378	1.138
inherited content	402	1	5	3.379	1.083
Heritage path	402	1	5	3.210	1.150
Cultural heritage	402	1	5	3.326	0.946

4.2.2 Normality test of each measurement item

Table 3 below shows the results of the normality test using skewness and kurtosis. Using the criteria proposed by Kline (1998), when the absolute value of skewness is less than 3 and the absolute value of kurtosis is less than 8, the variable can be considered to be approximately normal [38].

According to this test, it can be seen that the absolute value of skewness of each measurement item is below 1, and the absolute value of kurtosis is below 2, which meets the above conditions. Therefore, it can be shown that each measurement item satisfies the standard of approximate normality.

Table 3. Normality test of each measurement item

Measurement items	Skewness	Kurtosis	Measurement items	Skewness	Kurtosis
val1	-0.434	-0.879	eva3	-0.494	-0.958
val2	-0.459	-1.004	eva4	-0.357	-1.056
val3	-0.404	-0.995	mod1	-0.376	-0.888
val4	-0.450	-1.072	mod2	-0.487	-0.968
ear1	-0.459	-0.717	mod3	-0.395	-1.048
ear2	-0.465	-1.028	mod4	-0.463	-0.995
ear3	-0.495	-0.950	con1	-0.416	-0.784
ear4	-0.485	-1.020	con2	-0.381	-1.066
sto1	-0.439	-0.785	con3	-0.449	-0.983
sto2	-0.435	-1.123	con4	-0.595	-0.935
sto3	-0.392	-1.066	con5	-0.557	-0.913
sto4	-0.429	-1.171	con6	-0.501	-0.911
pro1	-0.581	-0.740	con7	-0.422	-1.170
pro2	-0.542	-0.916	app1	-0.266	-0.877
pro3	-0.566	-0.939	app2	-0.313	-1.170
pro4	-0.513	-1.007	app3	-0.340	-1.124
pro5	-0.459	-1.132	app4	-0.251	-1.204
exp1	-0.474	-0.795	app5	-0.256	-1.207
exp2	-0.478	-1.048	cap1	-0.411	-1.252
exp3	-0.457	-0.942	cap2	-0.378	-1.203
exp4	-0.536	-1.007	cap3	-0.317	-1.254
eva1	-0.437	-0.727	cap4	-0.346	-1.246

eva2	-0.457	-0.983

4. 3Reliability and validity testing

In this study, the main variables were collected in the form of scales, so testing the quality of data collection is an important prerequisite to ensure that subsequent analysis is meaningful.

In the data verification part, reliability and validity tests are mainly carried out. This study used Cronbach's coefficient α to measure the reliability of the reliability test, exploratory factor analysis to test structural validity, and confirmatory factor analysis to test convergent validity, combined reliability and discriminant validity.

(1) Cronbach's α: The value of Cronbach's α is between 0 and 1. The higher the value , the higher the reliability. It is generally believed that if the reliability coefficient is lower than 0.6, the data is unreliable; a reliability coefficient between 0.6 and 0.7 is acceptable; a reliability coefficient between 0.7 and 0.8 is relatively reliable; between 0.8 Reliability coefficients between 0.9 and 0.9 are very reliable; reliability coefficients between 0.9 and 1 are very, very reliable.

(2) Exploratory factor analysis: Exploratory factor analysis is one of the important methods for validity testing. In this test, the internal attributes of clothing culture, market-oriented operation of clothing culture, heritage of clothing culture, and capitalization of clothing culture were analyzed. Four variables are tested. The idea of verification is adopted to judge the structural validity by whether the results of principal component extraction of the final component matrix or the rotated component matrix are consistent with the preset dimensions of the scale. At the same time, there are other important indicators that need to be tested in exploratory factor analysis. Under normal circumstances, the KMO value and Bartlett's sphericity test are first tested to determine whether the data is suitable for factor analysis. The KMO value ranges from 0 to 1. The higher the coefficient value, the more suitable the data is for factor analysis. Secondly, the cumulative variance contribution rate needs to be tested, which is generally required to be greater than 50%. Finally , the factor loading needs to be tested, which is generally required to be greater than 0.5. Finally, the structural validity of the scale is judged comprehensively based on these indicators.

(3) Confirmatory factor analysis: Confirmatory factor analysis is also an important method for validity testing. It is a method of testing validity by constructing a CFA model based on the determined structure of the scale. Therefore, it is important to test the effectiveness of each item. Before the degree index, it is first necessary to test the fitness of the model, which is generally measured by CMIN/DF, RMSEA, CFI, IFI and other indicators. The specific standards will be explained in the subsequent analysis. On the basis of satisfying the good fit of the model, the standardized factor loadings of each measurement item are calculated through the CFA model, and then the convergent validity (AVE) and combined reliability (CR) are calculated through the calculation formula. According to the standard, the AVE is generally required to be greater than 0.5. , CR is greater than 0.7.

$$AVE = \frac{\sum \lambda^2}{n}$$

$$CR = \frac{\left(\sum \lambda\right)^2}{\left(\sum \lambda\right)^2 + \sum \delta}$$

where λ is the standardized factor loading, n is the sample size, where λ is the standardized factor loading, and δ is the standard error.

Discriminant validity requires calculating the correlation coefficient between each variable, and then judging it by comparing it with the square of the corresponding AVE value. If the correlation coefficient between two variables is less than the square root of the corresponding AVE value, this shows that the variables have good discriminant validity.

4.3.1 Cronbach's coefficient reliability test

Table 4 below shows the reliability test results of each scale and dimension. It can be seen that the reliability coefficients of each scale and dimension are above 0.8 and between 0.8-1, which is above a very reliable level. Therefore, comprehensive It can be shown that each scale has good internal consistency overall and in each dimension, and its reliability is very reliable.

Table 4. Reliability test of each scale and dimension

Dimensions	Cronbach's α	Number of items
Value	0.869	4
Profitability	0.848	4
Stock	0.867	4
Internal properties	0.905	12
Property rights relations	0.874	5
Market development	0.861	4
Quantitative evaluation	0.860	4
Market-oriented operation	0.905	13
Form of heritage	0.877	4
Inherited content	0.908	7
Heritage path	0.907	5
Cultural heritage	0.932	16
Capitalization	0.908	4

4.3.2 Exploratory factor analysis

Each scale used in this study has dimensions preset in advance. In exploratory factor analysis. The verification method is mainly used for inspection. Further verify whether the preset dimensions are reliable through in-depth analysis. Thereby judging the construct validity of the scale .

4.3.2.1 Exploratory factor analysis of the internal attribute scale of clothing cultural resources

Table 5 below shows the results of the exploratory factor analysis structural validity test of the internal attribute scale of clothing cultural resources. The KMO value is 0.906, in the range of 0.9-1, indicating that the data is very suitable for factor analysis. At the same time , Bartlett's sphericity test $p<0.001$, significant at the 99.9% confidence level, which also indicates that the data is very suitable for factor analysis.

In the process of factor analysis , the criterion based on eigenvalues greater than 1 was used to extract the principal components. This process successfully extracted 3 principal components, and the cumulative variance contribution rate of these principal components reached 71.604%, which was significantly greater than the 50% threshold. This shows that the three extracted principal components can effectively represent the original variable set.

By using the maximum variance method to orthogonally rotate the component matrix, the results are easier to observe. It can be seen that each measurement item is accurately divided into the corresponding dimensions, and the factor loadings are all greater than 0.5, which shows that each measurement item has good explanatory power for the corresponding common factor. According to the results of principal component extraction, the division results of dimensions are consistent with the preset dimensions of

the questionnaire, which comprehensively shows that the internal attribute scale of clothing cultural resources has good structural validity.

Table 5. Exploratory factor analysis of internal attribute scale of clothing cultural resources

Measurement items	Element		
	1	2	3
val1	0.815		
val2	0.742		
val3	0.789		
val4	0.783		
ear1			0.843
ear2			0.733
ear3			0.750
ear4			0.781
sto1		0.861	
sto2		0.758	
sto3		0.760	
sto4		0.770	
Equation contribution rate %	24.333	24.059	23.213
Cumulative variance contribution rate %	24.333	48.391	71.604
KMO		0.906	
Chi-square		2611.748***	

Note: *** is significant at the 0.001 level

4.3.2.2 Exploratory factor analysis of scales for clothing culture market operations

According to the factor analysis results in Table 6, it can be seen that the KMO value of the clothing culture market operation scale is 0.911, and Bartlett's sphericity test $p<0.001$, which shows that this scale is very suitable for factor analysis.

According to the final factor analysis results, the Clothing Culture Market Operation Scale successfully extracted three principal components, with a cumulative variance contribution rate of 69.984%, which is greater than the 50% threshold, indicating that the extracted principal components can better represent the original variable set.

In addition, the factor loadings of each measurement item are all above 0.5, which shows that the results of principal component extraction are consistent with the preset dimensions of the scale. Therefore, it can be concluded that the clothing culture market operation scale has good structural validity.

Table 6. Exploratory factor analysis of clothing culture market operation scale

Measurement items	Element		
	1	2	3
pro1	0.828		
pro2	0.747		
pro3	0.764		
pro4	0.701		
pro5	0.769		
exp1		0.843	
exp2		0.744	
exp3		0.790	
exp4		0.800	
eva1			0.875
eva2			0.745

eva3			0.763
eva4			0.755
Equation contribution rate %	25.491	22.425	22.068
Cumulative variance contribution rate %	25.491	47.916	69.984
KMO		0.911	
Chi-square		2773.091***	

Note: *** is significant at the 0.001 level

4.3.2.3 Exploratory factor analysis of clothing culture heritage scale

According to the factor analysis results in Table 7 below, it can be seen that the KMO value of the clothing cultural heritage scale is 0.938, and Bartlett's sphericity test p<0.001, which shows that the scale is very suitable for factor analysis.

According to the final factor analysis results, it can be seen that the clothing culture heritage scale extracted 3 principal components, with a cumulative variance contribution rate of 69.769%. Greater than 50% indicates that the 3 extracted principal components can better represent the original variable set.

The factor loadings of each measurement item are all above 0.5, and the results of principal component extraction are consistent with the preset dimensions of the scale. Therefore, it shows that the clothing culture heritage scale has good structural validity.

Table 7. Exploratory factor analysis of clothing cultural heritage scale

Measurement items	Element		
	1	2	3
mod1			0.839
mod2			0.747
mod3			0.711
mod4			0.778
con1	0.787		
con2	0.752		
con3	0.762		
con4	0.737		
con5	0.759		
con6	0.769		
con7	0.708		
app1		0.820	
app2		0.791	
app3		0.777	
app4		0.783	
app5		0.791	
Equation contribution rate %	28.063	23.499	18.207
Cumulative variance contribution rate %	28.063	51.562	69.769
KMO		0.938	
Chi-square		4071.424***	

Note: *** is significant at the 0.001 level

4.3.2.4 Exploratory factor analysis of clothing culture capitalization scale

According to the factor analysis results in Table 8 below, it can be seen that the KMO value of the clothing cultural heritage scale is 0.849, and Bartlett's sphericity test p<0.001, which indicates that the scale is very suitable for factor analysis.

According to the final factor analysis results, it can be seen that the clothing culture heritage scale extracted 1 principal component with a variance contribution rate of

78.311%. Greater than 50% indicates that the extracted principal component can better represent the original variable set.

The factor loadings of each measurement item are all above 0.5, and each measurement item has good explanatory power for capitalization. The results of principal component extraction are consistent with the preset dimensions of the scale, thus indicating that the clothing culture capitalization scale has good structural validity.

Table 8. Exploratory factor analysis of clothing culture capitalization scale

Measurement items	Element 1
cap1	0.887
cap2	0.885
cap3	0.888
cap4	0.880
Equation contribution rate %	78.311
KMO	0.849
Chi-square	1034.540***

Note: *** is significant at the 0.001 level

4.3.3 confirmatory factor analysis

After the above factor analysis, the scale structure used in this study was further verified. In this section, confirmatory factor analysis will be used to further test the validity of each scale.

4.3.3.1 Confirmatory factor analysis of the internal attribute scale of clothing cultural resources

According to the model fitness test results in Table 9, it can be seen that except for the RMSEA (Root Mean Square Error of Approximation), the actual measurement results of various indicators of the CFA model of the internal attributes of clothing cultural resources are within a good range, and the other indicator test results are all at an excellent level. Therefore, it can be shown that the model has a good degree of fit, and the match between the sample data and the model is good. Therefore, it can be further shown that the internal attribute scale of clothing cultural resources has good structural validity.

Table 9. Adaptability test of CFA model for internal attributes of clothing cultural resources

Fit index	Guideline	Results of testing
CMIN/DF	1-3 is excellent, 3-5 is good	2.730
RMSEA	<0.05 is excellent, <0.08 is good	0.066
NFI	>0.9 is excellent, >0.8 is good	0.947
RFI	>0.9 is excellent, >0.8 is good	0.932
IFI	>0.9 is excellent, >0.8 is good	0.966
TLI	>0.9 is excellent, >0.8 is good	0.956
CFI	>0.9 is excellent, >0.8 is good	0.966

Table 10 below shows the convergent validity and combined reliability test results of each dimension of the internal attributes of clothing cultural resources. It can be seen that value AVE=0.624, CR=0.869, profitability AVE=0.581, CR=0.847 and Stock AVE=0.618 , CR=0.866. The AVE values of the three factors are all greater than 0.5, and the CR values are all greater than 0.7. Therefore, it can be shown that each dimension of the internal attribute scale of clothing cultural resources has good convergent validity and combined reliability.

Table 10. Convergent validity and combined reliability test of each dimension of internal attributes of clothing cultural resources

Path relationship			Estimate	AVE	C.R.
val4	<---	Value	0.823	0.624	0.869
val3	<---	Value	0.810		
val2	<---	Value	0.781		
val1	<---	Value	0.743		
ear4	<---	Profitability	0.803	0.581	0.847
ear3	<---	Profitability	0.769		
ear2	<---	Profitability	0.783		
ear1	<---	Profitability	0.689		
sto4	<---	Stock	0.806	0.618	0.866
sto3	<---	Stock	0.810		
sto2	<---	Stock	0.815		
sto1	<---	Stock	0.709		

According to the discriminant validity test results in Table 11, it can be seen that the correlation coefficients between two pairs of the three dimensions of the internal attributes of clothing cultural resources are less than the square root of the AVE value corresponding to each dimension. This shows that the three dimensions have good discriminant validity, and each dimension basically measures information consistent with their respective attributes. Therefore, it can be concluded that the various dimensions of the internal attributes of clothing cultural resources have good discriminant validity.

Table 11. Discriminant validity test of each dimension of internal attributes of clothing cultural resources

Dimensions	Value	Profitability	Stock
Value	0.624		
Profitability	0.656	0.581	
Stock	0.589	0.678	0.618
$\sqrt[2]{AVE}$	0.790	0.762	0.786

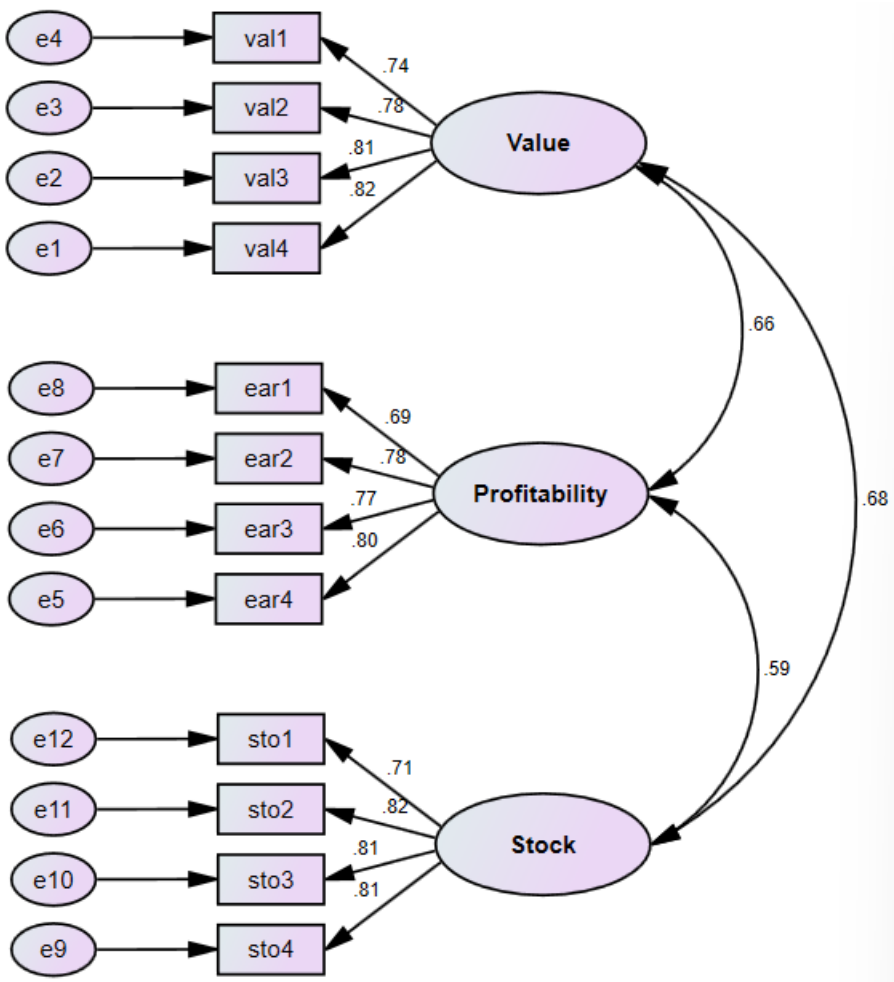

Fig.3. CFA Model for Internal Attributes of Clothing Culture Resources

4.3.3.2 Confirmatory factor analysis of the market operation scale of clothing culture

According to the model fitness test results in Table 12, it can be seen that the actual test results of various indicators of the CFA model in the clothing culture market operation validity test except RMSEA (root mean square of error) are in the good range, and the test results of other indicators are all in the excellent range. level, so it can be shown that the model has a good degree of fit, and the match between the sample data and the model is good, so it can be further shown that the clothing culture market operation scale has good structural validity.

Table 12. Clothing culture market operation CFA model fitness test

Fit index	Guideline	Results of testing
CMIN/DF	1-3 is excellent, 3-5 is good	2.645
RMSEA	<0.05 is excellent, <0.08 is good	0.064
NFI	>0.9 is excellent, >0.8 is good	0.942
RFI	>0.9 is excellent, >0.8 is good	0.927
IFI	>0.9 is excellent, >0.8 is good	0.963
TLI	>0.9 is excellent, >0.8 is good	0.953
CFI	>0.9 is excellent, >0.8 is good	0.963

According to the test results in Table 13 below, it can be seen that property rights relationship AVE=0.58, CR=0.874, market development AVE=0.608, CR=0.861 and quantitative evaluation AVE=0.605, CR=0.859. The AVE values of the three factors are all greater than 0.5, and the CR values are all greater than 0.7. Therefore, it can be shown

that each dimension of the clothing culture market operation scale has good convergent validity and combined reliability.

Table 13. Convergent validity and combined reliability test of various dimensions of clothing culture market operation

Path relationship			Estimate	AVE	C.R.
pro5	<---	Property rights relations	0.788	0.580	0.874
pro4	<---	Property rights relations	0.790		
pro3	<---	Property rights relations	0.761		
pro2	<---	Property rights relations	0.765		
pro1	<---	Property rights relations	0.702		
exp4	<---	Market development	0.790	0.608	0.861
exp3	<---	Market development	0.801		
exp2	<---	Market development	0.779		
exp1	<---	Market development	0.749		
eva4	<---	Quantitative evaluation	0.820	0.605	0.859
eva3	<---	Quantitative evaluation	0.791		
eva2	<---	Quantitative evaluation	0.750		
eva1	<---	Quantitative evaluation	0.747		

According to the discriminant validity test results in Table 14 below, it can be seen that the correlation coefficients between the three dimensions of clothing culture market operations are all smaller than the square root of the AVE value corresponding to each dimension. Therefore, it can be seen that there is a good relationship between the three dimensions. The discriminant validity of each dimension basically measures information consistent with its respective attributes.

Table 14. Discriminant validity test of various dimensions of clothing culture market operation

Dimensions	Property rights relations	Market development	Quantitative evaluation
Property rights relations	0.58		
Market development	0.598	0.608	
Quantitative evaluation	0.573	0.640	0.605
$\sqrt[2]{AVE}$	0.762	0.780	0.778

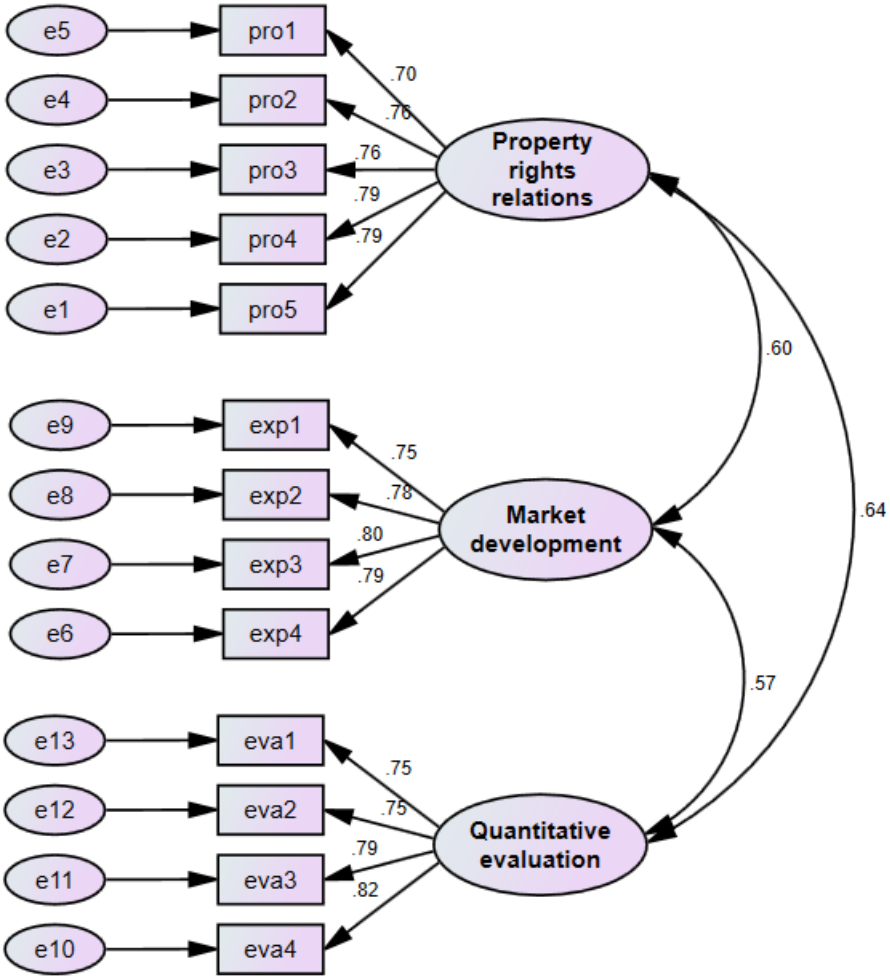

Fig. 4. Clothing culture market operation CFA model

4.3.3.3 Confirmatory factor analysis of clothing culture heritage scale

According to the model fitness test results in Table 15, it can be seen that the actual measurement results of various indicators of the CFA model in the clothing cultural heritage validity test are at an excellent level, so it can be seen that the model has good fitness. There is a good match between the sample data and the model, which further illustrates that the clothing cultural heritage scale has good structural validity.

Table 15. Fit test of CFA model for clothing cultural heritage

Fit index	Guideline	Results of testing
CMIN/DF	1-3 is excellent, 3-5 is good	1.962
RMSEA	<0.05 is excellent, <0.08 is good	0.049
NFI	>0.9 is excellent, >0.8 is good	0.952
RFI	>0.9 is excellent, >0.8 is good	0.943
IFI	>0.9 is excellent, >0.8 is good	0.976
TLI	>0.9 is excellent, >0.8 is good	0.971
CFI	>0.9 is excellent, >0.8 is good	0.976

According to the test results in Table 16 below, it can be seen that the heritage form AVE=0.639, CR=0.876, the heritage content AVE=0.585, CR=0.908 and the heritage path AVE=0.662, CR=0.907. The AVE values of the three factors are all greater than 0.5, and the CR values are all greater than 0.7. Therefore, it can be shown that each dimension of the clothing cultural heritage scale has good convergent validity and combined reliability.

Table 16. Convergent validity and combined reliability test of various dimensions of clothing cultural heritage

Path relationship			Estimate	AVE	C.R.
mod4	<---	Heritage form	0.784	0.639	0.876
mod3	<---	Heritage form	0.818		
mod2	<---	Heritage form	0.828		
mod1	<---	Heritage form	0.765		
con7	<---	Heritage content	0.784	0.585	0.908
con6	<---	Heritage content	0.772		
con5	<---	Heritage content	0.728		
con4	<---	Heritage content	0.744		
con3	<---	Heritage content	0.806		
con2	<---	Heritage content	0.782		
con1	<---	Heritage content	0.734		
app5	<---	Heritage path	0.831	0.662	0.907
app4	<---	Heritage path	0.830		
app3	<---	Heritage path	0.788		
app2	<---	Heritage path	0.839		
app1	<---	Heritage path	0.779		

According to the discriminant validity test results in Table 17, we can find that the correlation coefficients between the three dimensions of clothing cultural heritage are less than the square root of the AVE value corresponding to each dimension. This shows that the three dimensions have good discriminant validity with each other, that is, each dimension basically measures information consistent with its respective attributes.

Table 17. Discriminant validity test of various dimensions of clothing cultural heritage

Dimensions	Heritage form	Heritage content	Heritage path
Heritage form	0.639		
Heritage content	0.645	0.585	
Heritage path	0.595	0.693	0.662
$\sqrt[2]{AVE}$	0.799	0.765	0.814

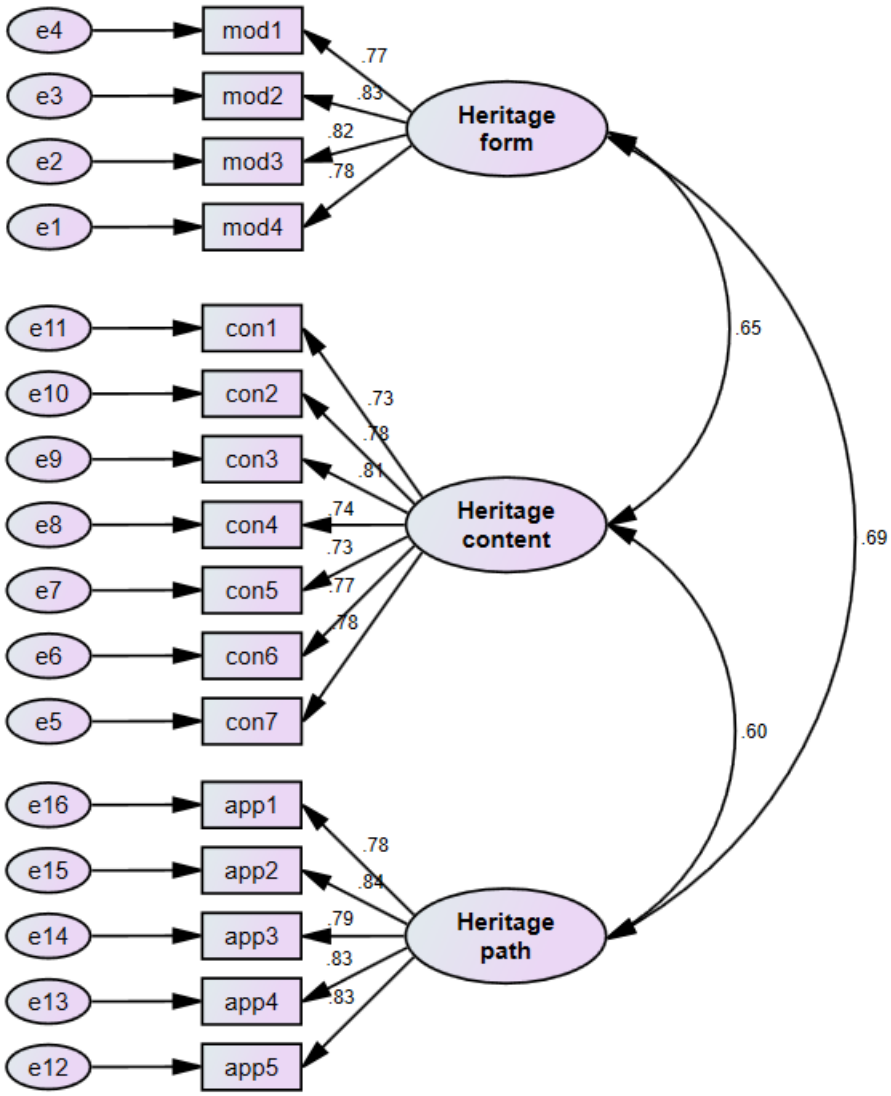

Fig. 5. CFA model of clothing cultural heritage

4.3.3.4 Confirmatory factor analysis of clothing culture capitalization scale

According to the model fitness test results in Table 18, we can observe that among the actual measurement results of various indicators of the clothing culture capitalization CFA model, except for RMSEA (root mean square error), which is at a good level, other indicators are at an excellent level. This phenomenon shows that the model has good fitness and the match between the sample data and the model is good. Therefore, we can further conclude that the clothing cultural capitalization scale has good construct validity.

Table 18. Clothing cultural capitalization CFA model fitness test

Fit index	Guideline	Results of testing
CMIN/DF	1-3 is excellent, 3-5 is good	2.476
RMSEA	<0.05 is excellent, <0.08 is good	0.061
NFI	>0.9 is excellent, >0.8 is good	0.995
RFI	>0.9 is excellent, >0.8 is good	0.986
IFI	>0.9 is excellent, >0.8 is good	0.997
TLI	>0.9 is excellent, >0.8 is good	0.991
CFI	>0.9 is excellent, >0.8 is good	0.997

According to the test results in Table 19, it can be seen that the AVE of clothing cultural capitalization is 0.711 and CR=0.908, which meets the standards of AVE>0.5 and

CR>0.7. Therefore, it shows that clothing cultural capitalization has good convergent validity and composite reliability.

Table 19. convergence validity and combination reliability test of clothing culture capitalization

Path relationship			Estimate	AVE	C.R.
cap4	<---	Capitalization	0.833	0.711	0.908
cap3	<---	Capitalization	0.849		
cap2	<---	Capitalization	0.842		
cap1	<---	Capitalization	0.849		

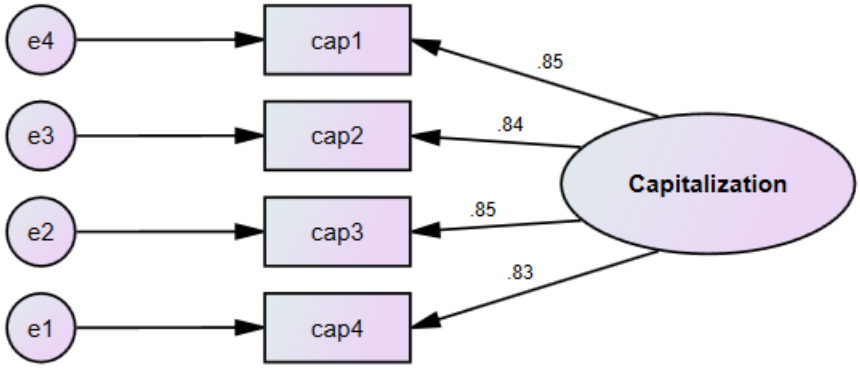

Fig.6. Clothing culture capitalization CFA model

4.4Hypothesis verification

4.4.1 Build a structural equation model

AMOS26.0 is used to construct a structural equation model. In the structural equation model, the influence relationship between variables will be further tested and the hypotheses proposed by the theoretical model will be tested. Structural equation modeling is also based on the hypothesis model to test path relationships, so it is first necessary to test the model fitness. Only when the path relationship is tested based on a good match between the sample data and the model, can the results be convincing.

In this study, the value, profitability, and Stock of ethnic tourism village clothing cultural resources are independent variables, the internal conditions of market-oriented operation, property rights definition, market-oriented development, and quantitative evaluation of value are intermediary variables. The ethnic tourism village clothing cultural capital into a dependent variable, The model settings are shown in Figure 3.

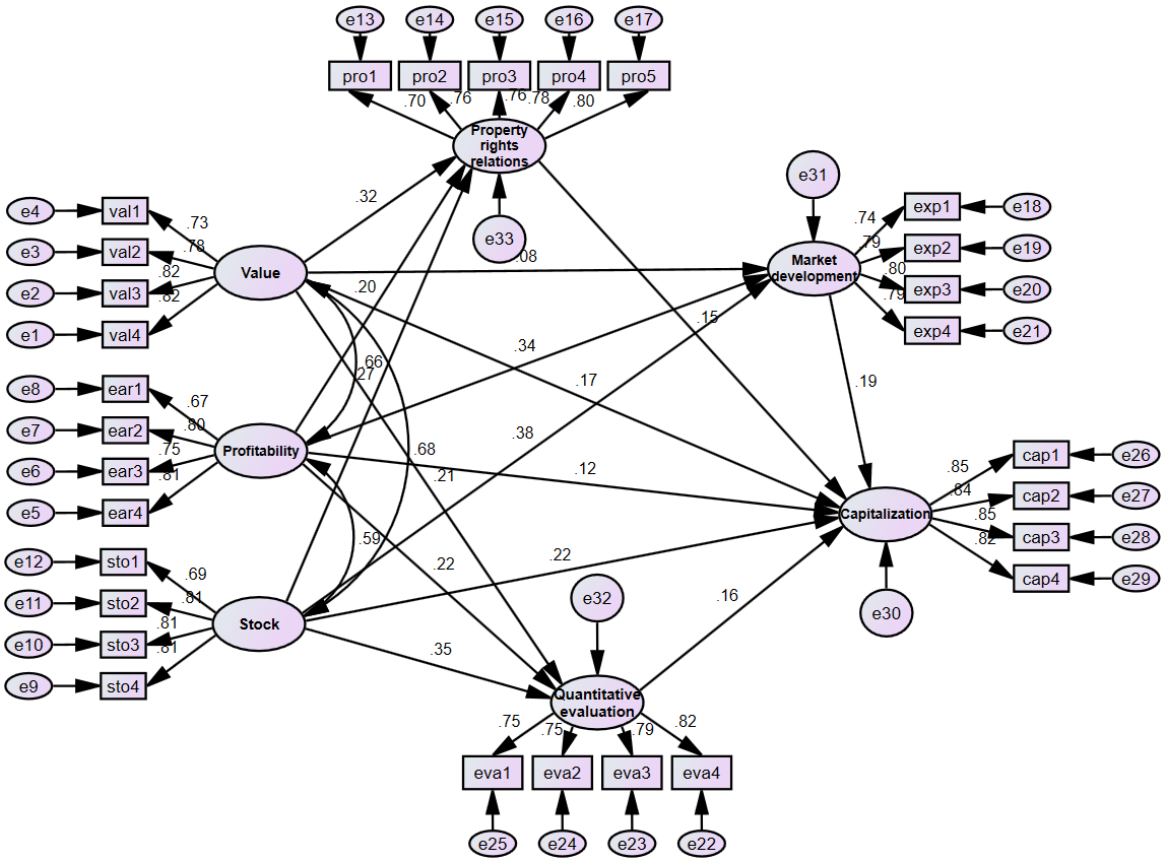

Fig.7. Structural equation model

4.4.2 Structural equation model fitness test

First, before evaluating the SEM fit, the offending estimates are checked. The correlation coefficients are shown in Figure 7. All estimated coefficients do not exceed the acceptable range. The estimated coefficients of the error terms are all positive numbers. The non-standardized factor loadings The quantitative & structural path coefficients are significant, indicating that the initially established model meets the model fitting test conditions. Then, the model fitting test was performed on the established structural equation model, and the results are shown in Table 20. The results show that among various fitness test indicators, RMSEA (root mean square error) is 0.053, which is at a good level, and RFI is 0.887, which is at a good level. Other indicators are at excellent levels. All indicators passed the test, so it can be comprehensively shown that the structural equation model constructed by this path relationship test has a good degree of fitness, and the match between the sample data and the model is good.

Table 20. Structural equation model fitness test

Fit index	Guideline	Results of testing
CMIN/DF	1-3 is excellent, 3-5 is good	2.108
RMSEA	<0.05 is excellent, <0.08 is good	0.053
NFI	>0.9 is excellent, >0.8 is good	0.900
RFI	>0.9 is excellent, >0.8 is good	0.887
IFI	>0.9 is excellent, >0.8 is good	0.945
TLI	>0.9 is excellent, >0.8 is good	0.937
CFI	>0.9 is excellent, >0.8 is good	0.944

4.4.3 Correlation analysis of each main variable

Correlation analysis is an important analysis content to explore the relationship between variables. Commonly used correlation analysis methods mainly include Pearson

correlation analysis, Spearman correlation analysis and Kendall correlation analysis. The three analysis methods are suitable for different environments. In this test, each main variable is a numerical variable that satisfies approximately normality. Therefore, this study is based on the software tool SPSS25.0 and uses Pearson correlation analysis to test the relationship between variables.

Pearson correlation test correlation coefficient r ranges from -1 to 1. If it is greater than 0, it means there is a positive correlation between the variables. If it is less than 0, it means there is a negative correlation. The closer the absolute value of r is to 1, the higher the degree of correlation and the closer it is. 0 indicates a lower degree of correlation.

According to the test results in Table 21, it can be seen that in this analysis, there is a significant positive correlation between various variables in general. The correlation coefficients are basically between 0.4-0.8, which is a medium correlation.

Table 21. Correlation analysis between major variables

variable	Capitalization	value	Profitability	Stock	property rights relations	Market Development	Quantitative evaluation	cultural heritage
Capitalization	1							
Value	.602**	1						
Profitability	.553**	.555**	1					
Stock	.619**	.576**	.483**	1				
property rights relations	.584**	.536**	.459**	.492**	1			
Market Development	.593**	.470**	.502**	.527**	.509**	1		
Quantitative Evaluation	.572**	.484**	.441**	.499**	.542**	.486**	1	
cultural heritage	.690**	.694**	.651**	.711**	.646**	.603**	.579**	1

**Correlation is significant at the 0.01 level (two-tailed).

4.4.4 Structural equation model path coefficient test

Based on the AMOS26.0 software tool, the research hypotheses were tested through the path coefficients of the structural equation model, and the results are shown in Table 22. The following conclusions can be drawn:

1. Value has a significant positive impact on property rights relations ($\beta=0.32$, $p<0.001$).

2. The impact of value on market development is not significant ($\beta=0.085$, $p>0.05$).

3. Value has a significant positive impact on quantitative evaluation ($\beta=0.206$, $p<0.01$)

4. Profitability has a significant positive impact on market development ($\beta=0.343$, $p<0.001$).

5. Profitability has a significant positive impact on quantitative evaluation ($\beta=0.216$, $p<0.01$).

6. Profitability has a significant positive impact on property rights relations ($\beta=0.203$, $p<0.01$).

7. Stock has a significant positive impact on property rights relations ($\beta=0.274$, $p<0.001$).

8. Stock has a significant positive impact on quantitative evaluation ($\beta=0.349$, $p<0.001$).

9. Stock has a significant positive impact on market development ($\beta=0.38$, $p<0.001$).

10. Value has a significant positive impact on capitalization ($\beta=0.166$, $p<0.05$).

11. Profitability has a significant positive impact on capitalization ($\beta=0.123$, $p<0.05$).

12. Stock has a significant positive impact on capitalization ($\beta=0.224$, $p<0.01$).

13. Property rights relations have a significant positive impact on capitalization (β=0.148, p<0.01).

14. Market development has a significant positive impact on capitalization (β=0.191, p<0.001).

15. Quantitative evaluation has a significant positive impact on capitalization (β=0.159, p<0.01).

Table 22. Structural equation model path relationship test

Path relationship			B	β	S.E.	C.R.	P
Property rights relations	<---	Value	0.259	0.320	0.063	4.096	***
Market development	<---	Value	0.071	0.085	0.064	1.110	0.267
Quantitative evaluation	<---	Value	0.196	0.206	0.075	2.617	0.009
Market development	<---	Profitability	0.295	0.343	0.061	4.832	***
Quantitative evaluation	<---	Profitability	0.210	0.216	0.069	3.059	0.002
Property rights relations	<---	Stock	0.220	0.274	0.057	3.859	***
Quantitative evaluation	<---	Stock	0.328	0.349	0.069	4.760	***
Property rights relations	<---	Profitability	0.169	0.203	0.057	2.958	0.003
Market development	<---	Stock	0.315	0.380	0.061	5.210	***
Capitalization	<---	Value	0.180	0.166	0.071	2.526	0.012
Capitalization	<---	Profitability	0.137	0.123	0.069	1.969	0.049
Capitalization	<---	Stock	0.240	0.224	0.073	3.286	0.001
Capitalization	<---	Property rights relations	0.198	0.148	0.074	2.669	0.008
Capitalization	<---	Market development	0.247	0.191	0.075	3.304	***
Capitalization	<---	Quantitative evaluation	0.182	0.159	0.061	2.963	4

4.4.5 Test of the mediating effect of clothing culture market operations in the model

By using structural equation modeling (SEM), we examined the direct influence relationships between variables. Next, we will further test the mediating effect of clothing culture market operations in the model. We will conduct tests based on the previous SEM to determine the mediating role of the three mediating variables in the relationship between the three independent variables and the dependent variable. In terms of inspection methods, we will use Bootstrap random sampling technology for inspection.

This technique works by randomly selecting 5,000 samples and making inferences about the population based on statistics (such as confidence intervals) from these samples. Ultimately, we will judge whether the effect relationship is significant based on whether the 95% confidence interval contains 0. If the 95% confidence interval does not contain 0, then we can consider the corresponding effect relationship to be significant; otherwise, the effect relationship is not significant.

According to the test results in Table 23, we can see that in the path relationship of "value-market development-capitalization", the indirect effect value is 0.018, and its 95% confidence interval is [-0.02, 0.068]. This interval Contains 0. This shows that along this path, the mediating role of market development in the relationship between value and capitalization is not significant.

On the other hand, according to the test results in the table below, we can intuitively see that in addition to the path of "value-market development-capitalization", the indirect effects, direct effects and 95% of the total effect on other paths None of the confidence intervals include 0. This shows that the mediating effects, direct effects and total effects on these paths are all significant and are all partially mediated. This means that the three factors of clothing culture market operation have significant intermediary effects on other paths besides the path of "value-market development-capitalization".

Table 23. Clothing culture market operation Bootstarp (5000) mediation effect test

Path relationship	Effect relationship	Effect size	Lower	Upper	P
Value-property relations-capitalization	Indirect effect	0.051	0.013	0.115	0.006
	Direct effect	0.180	0.039	0.320	0.014
	Total effect	0.232	0.098	0.365	<0.001
Value-market development-capitalization	Indirect effect	0.018	-0.020	0.068	0.315
	Direct effect	0.180	0.039	0.320	0.014
	Total effect	0.198	0.056	0.342	0.008
Value-quantitative evaluation-capitalization	Indirect effect	0.036	0.004	0.092	0.029
	Direct effect	0.180	0.039	0.320	0.014
	Total effect	0.216	0.078	0.355	0.005
Profitability-property rights relationship-capitalization	Indirect effect	0.033	0.004	0.088	0.019
	Direct effect	0.137	0.014	0.254	0.030
	Total effect	0.170	0.052	0.290	0.008
Profitability-market development-capitalization	Indirect effect	0.073	0.027	0.148	0.001
	Direct effect	0.137	0.014	0.254	0.030
	Total effect	0.209	0.088	0.323	0.001
Profitability-quantitative evaluation-capitalization	Indirect effect	0.038	0.007	0.096	0.017
	Direct effect	0.137	0.014	0.254	0.030
	Total effect	0.175	0.051	0.302	0.008
Stock-property rights relations-capitalization	Indirect effect	0.043	0.013	0.095	0.004
	Direct effect	0.240	0.095	0.378	0.001

Stock -market development-capitalization	Total effect	0.284	0.144	0.420	<0.001
	Indirect effect	0.078	0.035	0.144	0.001
	Direct effect	0.240	0.095	0.378	0.001
Stock -quantitative evaluation-capitalization	Total effect	0.318	0.187	0.450	<0.001
	Indirect effect	0.060	0.020	0.119	0.001
	Direct effect	0.240	0.095	0.378	0.001
	Total effect	0.196	0.064	0.327	4.4

4.4.6 Test of the moderating effect of clothing cultural heritage in the model

When conducting moderation effect analysis, it is very important to ensure that appropriate methods are used to examine the relationship between cultural heritage and the internal attributes of apparel market resources on capitalization. This study uses Model 1 in Process 3.4 to test three models, because this method is generally suitable for testing moderating effects. In order to avoid collinearity between variables affecting the results, it is indeed necessary to center the variables involved in the analysis. Centering is a common preprocessing step that transforms raw data into data with a mean of 0 and a standard deviation of 1. This removes potential bias in the raw data and makes the results easier to interpret.

4.4.6.1 Test of the moderating effect of cultural heritage on the relationship between value and capitalization

According to the test results in Table 24 below, it can be seen that the interaction term is value * cultural heritage, which means that what is tested in this part is the moderating role of cultural heritage in the relationship between value and capitalization. It can be seen that value * culture Heritage $\beta=0.165$, $p<0.01$, the interaction term is significant, indicating that the moderating effect of cultural heritage in the path relationship is significant and a positive moderating effect. As the level of cultural heritage increases, the impact of value on capitalization It will also improve accordingly.

Table 24. Test of value moderation effect

Variable	β	S.E.	t	p	LLCI	ULCI
C	-0.123	0.059	-2.076	0.039	-0.239	-0.007
Value	0.299	0.055	5.400	<0.001	0.190	0.408
Cultural heritage	0.712	0.065	10.911	<0.001	0.584	0.840
Value*cultural heritage	0.165	0.052	3.148	0.002	0.062	0.268
R^2	0.518					
F	142.396***					

Note: *** is significant at the 0.001 level

Table 25 below is a simple effect analysis (slope analysis) of the moderating effect. It can be seen that at a low level (M-1SD) of cultural heritage, the impact of value on capitalization is not significant ($\beta=0.112$, $p>0.05$), and in medium and high-level cultural heritage environments, the impact of value on capitalization is significant, and the coefficients are 0.338 and 0.461 respectively. It can be seen that as the level of cultural heritage increases, the impact of value on capitalization The influence coefficient

increases accordingly, which further illustrates that cultural heritage has a promoting effect on the value of capitalization.

Table 25. Simple effect analysis

Cultural heritage	Effect	S.E.	t	p	LLCI	ULCI
M-1SD	0.112	0.073	1.520	0.129	-0.033	0.256
M	0.338	0.059	5.734	<0.001	0.222	0.454
M+1SD	0.461	0.082	5.597	<0.001	0.299	0.624

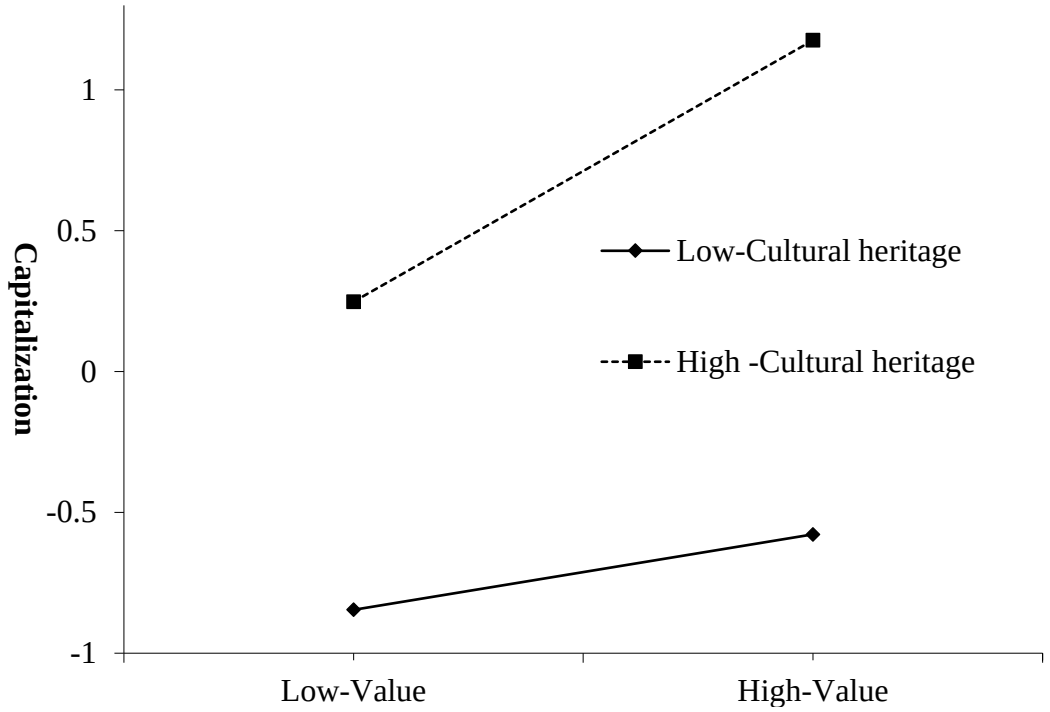

Fig.8. Value effect adjustment slope analysis chart

According to the simple slope graph in Figure 8 above, it can be seen that under a high level of cultural heritage, the slope is significantly greater than that under a low level of cultural heritage. Therefore, it also shows that cultural heritage has a positive regulating effect.

4.4.6.2 Test of the moderating effect of cultural heritage on the relationship between profitability and capitalization

According to the test results in Table 26, we observed that the interaction term "profit * cultural heritage" $\beta = 0.245$, $p < 0.001$, which is significant at the 99.9% confidence level. This finding reminds us that cultural heritage plays a positive moderating role in the relationship between profitability and capitalization. Specifically, this means that cultural heritage can enhance the impact of profitability on capitalization, that is, an increase in profitability will more effectively promote the capitalization process.

Table 26. Test of the profitability adjustment effect

Variable	β	S.E.	t	p	LLCI	ULCI
C	-0.166	0.056	-2.992	0.003	-0.275	-0.057
Profitability	0.260	0.054	4.847	<0.001	0.155	0.366
Cultural heritage	0.794	0.062	12.904	<0.001	0.673	0.915
Profitability * cultural heritage	0.245	0.050	4.913	<0.001	0.147	0.343
R^2	0.524					
F	146.130***					

Note: *** is significant at the 0.001 level

According to the simple effect analysis in Table 27, we can observe that the impact of profitability on capitalization is significantly different under different levels of cultural heritage. Under low-level cultural heritage, the impact of profitability on capitalization is not significant ($\beta = -0.019$, $p > 0.05$), which means that under this condition, the increase in profitability cannot effectively promote the capitalization process. However, under medium and high levels of cultural heritage, the impact of profitability on capitalization is significantly positive, with the corresponding coefficients being 0.318 and 0.502 respectively. These findings indicate that as the level of cultural heritage increases, the impact of profitability on capitalization gradually increases.

In addition, combined with the results in Figure 9 , it can be seen that under a high level of cultural heritage, the slope of the impact of profitability on capitalization is significantly higher than that under a low level of cultural heritage. This further confirms that cultural heritage has a promoting role in the relationship between profitability and capitalization.

To sum up, based on the results in Table 27 and Figure 9 , we can draw the following conclusion: Cultural heritage has a positive moderating effect on the relationship between profitability and capitalization. As the level of cultural heritage increases, this This influence relationship gradually strengthens.

Table 27. Simple effect analysis

Cultural heritage	Effect	S.E.	t	p	LLCI	ULCI
M-1SD	-0.019	0.070	-0.270	0.788	-0.157	0.119
M	0.318	0.057	5.564	<0.001	0.206	0.431
M+1SD	0.502	0.080	6.300	<0.001	0.346	0.659

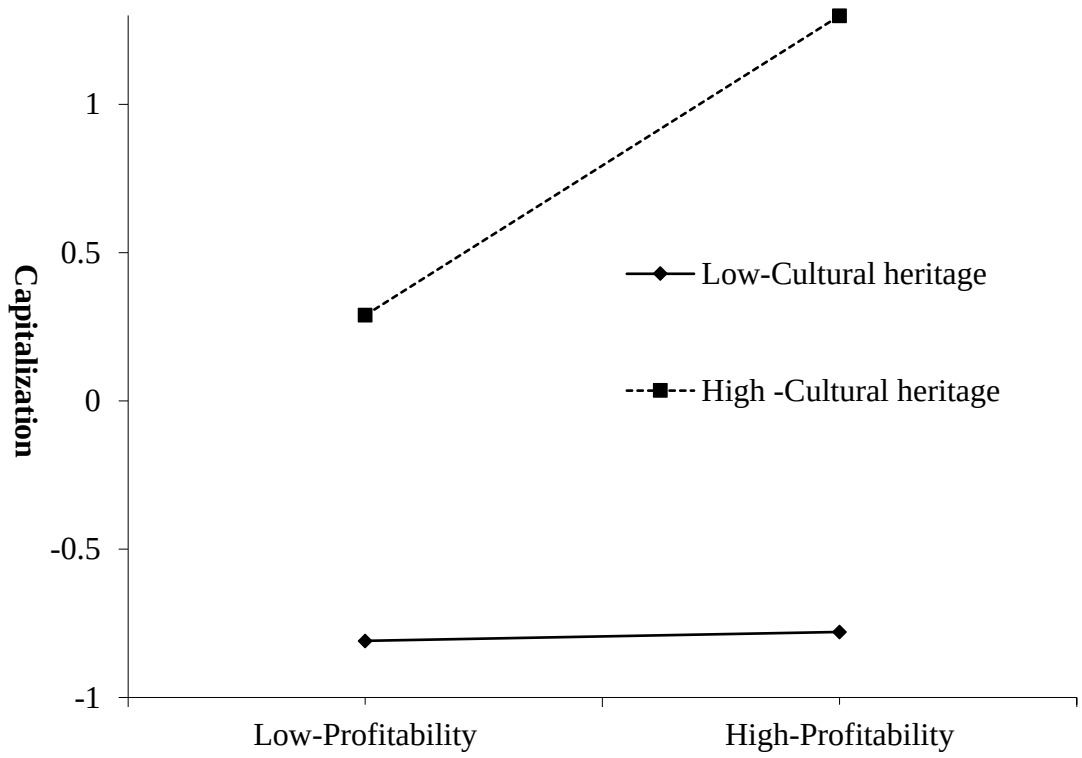

Fig.9. Slope analysis chart of profitability adjustment effect

4.4.6.3 Test of the moderating effect of cultural heritage on the relationship between stock and capitalization

According to the test results in Table 28, the coefficient of the interaction term stock * cultural heritage is β = 0.223, p < 0.001, and is significant at the 99.9% confidence level, which shows that cultural heritage plays a role in the relationship between stock and capitalization. Positive regulating effect . In other words, cultural heritage has a promoting effect on the impact of stock on capitalization. This result is consistent with the previous conclusion, indicating that cultural heritage does enhance the impact of stock on capitalization to some extent.

Table 28. Stock moderating effect test

Variable	β	S.E.	t	p	LLCI	ULCI
C	-0.172	0.059	-2.900	0.004	-0.289	-0.056
Stock	0.321	0.055	5.876	<0.001	0.213	0.428
Cultural heritage	0.707	0.066	10.712	<0.001	0.578	0.837
Stock * cultural heritage	0.223	0.052	4.284	<0.001	0.121	0.325
R^2			0.532			
F			150.524***			

Note: *** is significant at the 0.001 level

According to the simple effect analysis in Table 29, it can be seen that under low-level cultural heritage, the impact of stock on capitalization is not significant, β=0.067, p>0.05. At the medium and high levels, stock has a significant positive impact on capitalization, with coefficients of 0.373 and 0.54 respectively. It can be seen that the influence relationship gradually increases, thus indicating that cultural heritage has a significant positive impact on capitalization. It plays a promoting role in the influence relationship. Combining the results in Figure 10 it can also be seen that the slope at high levels of

cultural heritage is significantly higher than the slope at low levels, so cultural heritage also shows a promoting effect.

Table 29. Simple effect analysis

Cultural heritage	Effect	S.E.	t	p	LLCI	ULCI
M-1SD	0.067	0.075	0.899	0.369	-0.080	0.214
M	0.373	0.058	6.481	<0.001	0.260	0.487
M+1SD	0.540	0.080	6.752	<0.001	0.383	0.698

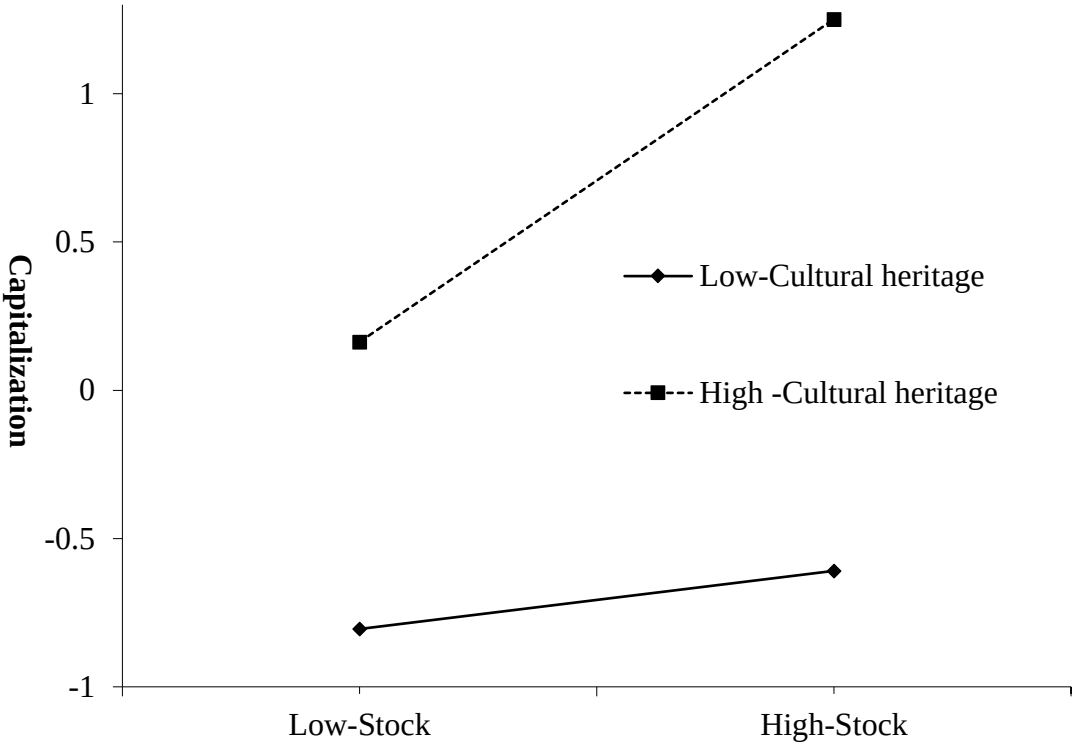

Fig.10. Sloping line analysis chart of stock adjustment effect

5. Discussion

5.1. The relationship between the internal attributes of clothing cultural resources, market operations and capitalization of clothing culture

The internal attributes of clothing cultural resources (value, profitability and stock) have a significant positive impact on market operations (property rights relations, market development and value assessment). This conclusion is consistent with Ni (2020), Lv (2016) and Wang (2018) are consistent with the research results [39][40][41]. They found that the value and profitability of clothing cultural resources have a significant positive impact on market operations, while the inventory also has a positive effect on market operations. These internal attributes affect the efficiency and effectiveness of market operations by affecting market operation strategies and investment decisions. For example, high-value and high-yield clothing cultural resources can bring about clearer property rights relationships, thereby promoting market development and value assessment.

The internal attributes of clothing cultural resources (value, profitability and stock) have a significant positive impact on the capitalization of clothing culture. This conclusion is

consistent with the research of Ding (2020), Luo (2019) and Li (2018) The results are consistent [42][43][44]. They found that value and profitability have a significant positive impact on the capitalization of clothing culture, while stock nature also has a positive effect on the capitalization of clothing culture. These internal attributes affect the degree and effect of clothing cultural capitalization by affecting market acceptance, brand value and investment attractiveness. For example , high-value and high-yield clothing cultural resources can bring higher market acceptance and brand value, thereby promoting the capitalization of clothing culture.

Market operations (property rights relations, market development and value assessment) have a significant positive impact on the capitalization of clothing culture. This conclusion is consistent with the research results of Liu et al. (2017), Zhang et al. (2022) [45][46]. They found that the market operation of cultural capital has a significant positive impact on cultural capitalization. Market operations can improve the market acceptance and capitalization of clothing culture by optimizing product promotion, sales channels and marketing strategies. For example, clearer property rights relationships and market development can bring higher brand value and investment attractiveness, thereby promoting the capitalization of clothing culture.

5.2. The mediating effect of market operations between the internal attributes of clothing cultural resources and the capitalization of clothing culture

Except for the insignificant intermediary effect in the value-market development-capitalization path of the three external conditions for the operation of the clothing culture market, the intermediary effects in the other path relationships are all significant, and they are all partial intermediaries. This finding is consistent with the research conclusions of Yao (2014) and Jiang (2020). They also believe that value and market development do not have a significant direct relationship, but have an impact through other factors. These factors may include marketing and sales Strategies, etc., may play a relatively small role in improving value [47][48]. However, research seems to be divergent. Fu (2014), Fang et al. (2015), Wang et al. (2017), Zhao (2017) believes that market development can promote product sales and brand building, thereby increasing the value and influence of cultural capital. Market development can provide platforms and channels for the promotion and sales of cultural resources, thereby increasing consumers' awareness of cultural resources. and acceptance, thereby improving the value of cultural resources [49][50][51][52]. Lv (2020) and Liao (2017) demonstrated through the investigation and research of a single village that market development and operation can be achieved through It affects the value of cultural resources and then affects cultural capitalization, and plays a mediating effect in this process [53] [54].

5.3. The moderating effect of cultural heritage between the internal attributes of clothing cultural resources and the capitalization of clothing culture

Cultural heritage has a significant positive moderating effect on the relationship between the internal attributes (value, profitability and stock) of ethnic tourism village clothing cultural resources on capitalization. The above point of view is supported by existing research. For example, Bourdieu proposed the theory of cultural capital for the first time in his book "Reproduction in Education, Society and Culture", explaining how cultural capital is accumulated and inherited in education, cultural activities and other channels, and it can bring economic and social status improvement to individuals or groups [55]. Research by Li (2015) found that in ethnic tourism villages, clothing culture, as an important part of traditional culture, can obtain more capitalization opportunities through cultural heritage [56]. In addition, research by Huang (2018) also found that the process of converting natural resources and cultural resources into capital with economic value is an effective way to maximize resource value [57]. Research by Xiang (2021), Zang et al. (2021) also pointed out that the formation mechanism of resource capitalization includes the recognition and evaluation of resources, the development and utilization of resources,

the marketing and trading of resources, and the investment and value-added of resources, etc. Multiple links [58][59]. These studies provide a useful theoretical framework and empirical basis for us to understand the process of cultural capitalization of ethnic tourism village costumes.

6. Conclusions

6.1. Summary

This study explores the relationship between the internal attributes of ethnic tourism villages' clothing cultural resources, the external conditions of market-oriented operations, and the capitalization of clothing cultural resources. This study used survey methods to collect 402 sample data from three ethnic tourism villages. A comprehensive empirical analysis is conducted. The main research conclusions are drawn through theoretical derivation, questionnaire survey, and statistical analysis. In this study, the internal attributes of clothing cultural resources are divided into three dimensions: value, profitability and stock. The external conditions of market-oriented operations are divided into three intermediary variables: property rights relations, market-oriented operations and quantitative evaluation of value, cultural heritage as a moderating variable. The research results show that the internal attributes of clothing cultural resources have a positive impact on the capitalization of clothing culture; For the three external conditions of market-oriented operations, except for the insignificant intermediary effect in the value-market development-capitalization path, the intermediary effects in other path relationships are all significant, and they are all partial intermediaries; Cultural heritage positively regulates the promoting effect of the internal attributes of clothing cultural resources on the capitalization of clothing culture.

6.2. Theoretical Contributions

This study conducts an in-depth discussion on the relationship between the internal attributes of ethnic tourism villages' clothing cultural resources, the external conditions of market-oriented operations, and the capitalization of clothing cultural resources. Through empirical analysis, it was found that the internal attributes of clothing cultural resources have a positive impact on the capitalization of clothing culture. The external conditions of market-oriented operations have a significant intermediary effect in some paths. Cultural heritage has a positive impact on the internal attributes of clothing cultural resources and the capitalization of clothing culture. The relationship between them has a positive regulating effect. These findings have certain theoretical contributions to enriching and expanding the theoretical system of protection and development of ethnic tourism village costume cultural resources.

First of all, this study conducted an in-depth analysis of the internal attributes of clothing cultural resources from the three dimensions of value, profitability and stock, and revealed the inherent connection between them and the capitalization of clothing culture. This will help deepen the knowledge and understanding of the costume cultural resources of ethnic tourism villages, thereby better guiding practice.

Secondly, this study divided the external conditions of market-oriented operations into three intermediary variables: property rights relations, market-oriented operations and quantitative evaluation of value, and found that they have significant intermediary effects in different paths. This not only reveals the important position of market-oriented operations in the capitalization process of ethnic tourism village costume cultural resources, but also provides a reference for further optimizing market-oriented operations in the future.

Finally, this study incorporates cultural heritage as a moderating variable into the analytical framework and finds that it has a positive moderating effect on the relationship

between the internal attributes of clothing cultural resources and the capitalization of clothing culture. This finding emphasizes the positive role of cultural heritage in the protection and development of ethnic tourism village costume cultural resources, and provides theoretical support for better playing the positive role of cultural heritage in practice in the future.

6.3. Practical significance

First of all, the results of this study have important guiding significance for the protection and development of costume cultural resources in ethnic tourism villages. The research results show that the internal attributes of clothing cultural resources, such as value, profitability and stock, have a positive impact on the capitalization of clothing culture. Therefore, in practice, ethnic tourism villages should focus on improving these attributes of their clothing cultural resources to promote their capitalization process.

Secondly, the research results verify the mediating effect of market operations between the internal attributes of clothing cultural resources and the capitalization of clothing culture, indicating that market operations are the key bridge connecting the internal attributes and capitalization of clothing cultural resources. These factors affect the degree of capitalization of clothing culture by affecting consumers' awareness and demand for clothing culture. This has practical guiding significance for policy makers and village managers, and provides policy makers and village managers with practical guidance on how to promote the capitalization of clothing culture by optimizing internal attributes and external conditions. They can promote the capitalization of clothing culture by improving and optimizing market operation strategies, such as promoting the definition of property rights relations of cultural resources, strengthening market-oriented operations and development, and improving the quantitative evaluation of the value of cultural resources. This will better promote the economic development of ethnic tourism villages.

Finally, the study also found that cultural heritage has a positive moderating effect on the relationship between the internal attributes of clothing cultural resources and the capitalization of clothing culture. This means that through effective cultural heritage, the capitalization level of ethnic tourism village costume cultural resources can be further improved. It provides new perspectives and ideas for understanding the heritage and capitalization of ethnic tourism village costume culture. This will also help guide managers and policymakers to formulate more scientific and reasonable development plans and protection measures, and promote the sustainable development of ethnic tourism village costume culture. In addition, these findings can also provide reference and inspiration for the protection and heritage of other similar cultural resources and intangible cultural heritage, and promote the protection and heritage of cultural diversity on a global scale.

6.4. Limitations of the study and future research directions

The samples of this study only come from three ethnic tourism villages, which may not fully reflect the relationship between the internal attributes of ethnic tourism villages' clothing cultural resources, the external conditions of market-oriented operations, and the capitalization of clothing cultural resources. Future research can improve the representativeness and generalizability of the research by expanding the sample scope and collecting more data on ethnic tourism villages.

This study mainly explores the relationship between the internal attributes of clothing cultural resources, the external conditions of market-oriented operations and the capitalization of clothing cultural resources, but does not conduct in-depth research on the specific mechanisms of market-oriented operations and the internal mechanisms of cultural heritage. Future research can further expand and deepen the research content in these aspects.

This study mainly used questionnaire surveys and statistical analysis methods, but did not involve other research methods such as experiments and observations. Future research can try to use a variety of research methods to more comprehensively and accurately explore the relationship between the internal attributes of clothing cultural resources, the external conditions of market-oriented operations, and the capitalization of clothing cultural resources.

Statement of author contribution

Ni J.F : Conceived and designed the experiments; performed the experiments; analyzed and interpreted the data; contributed materials, analytical tools or data; wrote the paper.

Nutteera phakdeephirot : Conception and design of the experiments.

Data Availability Statement

Data from the 402 participants presented in this study are available in the supplementary material.

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Conflict of interest

The authors declare no conflicts of interest.

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