

The Impact of Intangible Cultural Heritage Marketing Strategies on Consumer Purchase Intention: An Empirical Study Based on Consumer Behavior

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Abstract: In the context of rapid technological development in modern society, the inheritance and development of Intangible Cultural Heritage (ICH) face both new opportunities and challenges. The unique cultural connotations, aesthetic standards, and philosophical wisdom embodied in ICH have attracted a large number of enthusiasts. However, the overlap between enthusiasts and consumers of ICH products remains limited, leading to difficulties in sustaining long-term operations for many practitioners. Transforming enthusiasts into consumers is a critical issue worth exploring. ICH practitioners need to delve deeply into cultural narratives, break down barriers in communication channels, and adapt to modern consumption habits to enhance economic returns. To better protect and develop ICH, this study constructs a consumer purchase intention model centered on cultural perception, marketing investment, and integration of fashionable elements, based on psychological factors in consumer behavior. The hypotheses propose significant positive correlations between consumers' perceptions of ICH cultural content, marketing efforts, fashion integration, and their purchase intentions. Findings confirm these positive correlations and reveal that younger consumers are more sensitive to fashionable elements in ICH products, with their purchase intentions influenced by both cultural depth and modern design. This study aims to provide some references for the optimization of cultural marketing strategies in the protection and development of intangible cultural heritage, and strives to contribute a modest effort in exploring the balance between cultural inheritance and commercial sustainability.

Keywords: Intangible Cultural Heritage (ICH); cultural marketing; fashionable elements; purchase intention; consumer behavior

1. Introduction

1.1. Research Background

In the rapidly advancing technological landscape of modern society, cutting-edge technologies such as artificial intelligence, big data, and data analytics are increasingly taking center stage on the global platform and being applied across various fields. However, as these new technologies continue to emerge, they also bring about new challenges and opportunities in the realm of traditional culture. As a vital component of human cultural diversity, intangible cultural heritage (ICH) carries profound historical, cultural, and spiritual significance. In order to strengthen the protection and transmission of ICH, the State Council released the "14th Five-Year Plan for Intangible Cultural Heritage Protection" on May 25, 2021. This plan emphasizes adhering to the guidance of socialist core values, promoting creative transformation and innovative development, upholding the stance of Chinese culture, inheriting Chinese cultural genes, and implementing the working principles of "protection first, rescue foremost, rational utilization, and inherited development." Additionally, the "Implementation Opinions on Further Strengthening the Protection of Intangible Cultural Heritage" proposes to enhance the ICH protection and inheritance system, improve the level of ICH protection and inheritance, and increase the dissemination and popularization of ICH. Furthermore, the rapid development of digital and intelligent technologies, represented by artificial intelligence (AI) and big data, in innovative fields is

instrumental in driving the transformation of traditional industries and the inheritance of traditional culture.

1.2. Research Objectives and Significance

As a living fossil of human historical memory, the inheritance and development of intangible cultural heritage (ICH) are of paramount importance. The purpose of this paper is to provide empirical support for the ICH cultural marketing theory through empirical analysis. By examining factors such as consumers' cultural cognition, marketing perception, and fashion preferences, this study aims to elucidate the impact of ICH cultural marketing strategies on consumers' purchase intentions. The findings will assist ICH practitioners and related enterprises in formulating more scientific and modern marketing strategies that align with the consumption habits and preferences of contemporary youth. This will enable businesses to rationally utilize ICH cultural resources, enhance product visibility, cultural value, and market competitiveness. Consequently, it will improve the market conversion rate of ICH cultural products, contribute to the inheritance and development of ICH, strengthen national cultural confidence, and revitalize ICH with new energy.

1.3. Research Methods and Data Sources

This paper adopts a mixed-methods approach, combining quantitative and qualitative research methods, to explore the impact of intangible cultural heritage (ICH) cultural marketing on consumers' purchase intentions through literature review, questionnaire surveys, and empirical analysis. By reviewing academic journals both domestically and internationally on topics such as ICH protection and development, cultural marketing, and related fields, the study synthesizes the current research status and theoretical foundations of ICH cultural marketing strategies, providing theoretical support for this research. Furthermore, this paper employs an online questionnaire format, designing a survey to investigate consumers' cultural cognition, marketing perception, fashion preferences, and purchase intentions regarding ICH products. A total of 346 valid questionnaires were collected, and the data were processed and analyzed using SPSS software. This analysis delves into the influence of ICH cultural marketing strategies on consumers' purchase intentions, revealing patterns in consumer behavior.

2. Literature Review

2.1. Domestic Research Status

Domestic scholars primarily focus their research on intangible cultural heritage (ICH) protection in rural revitalization and the use of digital economy empowerment for heritage transmission. In terms of cultural marketing, studies mainly concentrate on cultural identity and the impact of single-product cultural characteristics on consumer purchasing intention. In recent years, with the increasing public awareness of ICH, the ICH cultural market has shown significant growth. For example, the annual transaction volume of ICH-related products surpassed 100 billion yuan for the first time in 2023, reaching 107.32 billion yuan^[1]. Meanwhile, the China Industrial Research Institute noted in its "2025 In-depth Analysis and Development Forecast of China's Intangible Cultural Heritage Industry" that as consumers' understanding of traditional culture deepens, their demand for the ICH cultural products continues to grow. The younger generation (particularly the post-00s cohort), as the main consumer force, increasingly emphasizes products' cultural and brand value. From the perspective of cultural identity, consumers demonstrate higher purchasing intention and willingness to pay premium prices for products incorporating traditional cultural elements^[2]. Additionally, cultural identity and emotional value play crucial mediating roles between traditional cultural symbols and consumer purchasing decisions^[3]. For individual products, the integration of cultural characteristics can significantly enhance product appeal and market competitiveness, as evidenced by the strong market growth of ICH tea bowl industry from 2021 to 2023. Overall, domestic research on ICH cultural marketing indicates that cultural identity and product cultural characteristics are key factors influencing consumer purchasing decisions, while the rapid expansion of the ICH cultural market provides extensive practical applications and research prospects.

2.2. International Research Status

Research on intangible cultural heritage (ICH) by foreign scholars demonstrates interdisciplinary

approaches, emphasizing cross-cultural perspectives and practical applications. In digital preservation, developed countries like Japan, France, and the United States have accumulated extensive experience. For instance, Japan has established specialized databases (e.g., the Asia-Pacific Intangible Cultural Heritage Database) and applied cutting-edge technologies like VR to safeguard and disseminate ICH. The U.S. initiative "StoryCorps" preserves ICH narratives through audio recordings, creating invaluable digital archives. These digital methods transform intangible heritages into tangible forms, not only protecting its authenticity and enhancing visibility but also boosting consumer interest and purchasing intent for ICH products.

Additionally, ICH tourism and cultural-creative products are key research areas abroad. For example, ICH-themed souvenirs like shadow puppetry significantly strengthen consumer purchasing intent by elevating cultural engagement and perceived quality. According to UNESCO statistics, the global ICH industry reached approximately \$15 billion in 2022 and is projected to grow at an annual rate of 8% over the next five years. Foreign ICH industries also exhibit diversified operational models, extending beyond traditional museums and cultural institutions to include tourism experiences and cultural product design. Research on ICH cultural marketing abroad highlights cultural identity, consumer knowledge, digital dissemination, and artisanal scarcity as critical factors influencing purchasing decisions. Strengthening cultural identity, leveraging digital tools to amplify ICH's reach, and preserving the handmade uniqueness of ICH products can effectively enhance consumer willingness to purchase.

3. Overview of ICH Marketing Strategies and Consumer Behavior Theory

3.1. Definition and Characteristics of ICH

Intangible Cultural Heritage (ICH) refers to various traditional cultural expressions inherited by Chinese ethnic groups across generations and regarded as integral components of their cultural legacy, along with physical objects and spaces associated with these expressions. It is characterized by inter generational transmission, regional distinctiveness, and cultural identity. ICH encompasses oral traditions and expressions (including languages as vehicles of ICH), performing arts, social practices, rituals, and festive events, knowledge and practices concerning nature and the universe and traditional craftsmanship. ICH culture is perpetuated through oral instruction and hands-on mentorship across generations, carrying profound historical and cultural significance. It is deeply rooted in specific regions, ethnic groups, or communities, reflecting vivid local characteristics. Cultural identity denotes the cohesive power and self-identification that ICH fosters within specific groups. Additionally, ICH exhibits adaptability to contemporary changes and an intangible nature that cannot be fully captured through material carriers (e.g., skills, performances, rituals). This duality highlights its dynamic preservation through living practices rather than static artifacts.

3.2. Types of ICH Marketing Strategies

Intangible Cultural Heritage (ICH) cultural marketing strategies can be categorized into five main types through observational analysis: cultural storytelling marketing, experiential marketing, cross-sector collaboration marketing, digital marketing, and philanthropic marketing.

Cultural storytelling marketing focuses on leveraging historical narratives, legends, and cultural significance embedded in ICH to enhance products' emotional resonance and stimulate consumer engagement. Experiential marketing engages audiences through immersive ICH practices—such as craft workshops or festival participation—to cultivate emotional attachment and brand loyalty. Cross-sector collaboration marketing innovatively integrates ICH elements with industries including entertainment, fashion, technology, and food, generating novel cultural syntheses for market expansion. Digital marketing employs social media and short video platforms as key tools for disseminating ICH content, thereby effectively expanding brand influence. Philanthropic marketing, aligning brands with ICH preservation initiatives, enhances corporate social responsibility while building consumer trust.

These strategies demonstrate distinct advantages. Industry practitioners should strategically select approaches based on developmental objectives, adopting singular or combined methodologies to optimize both cultural impact and marketing efficacy.

3.3. Definition and Models of Consumer Behavior

The American Marketing Association (AMA) defines consumer behavior as "the dynamic interaction of perception, cognition, behavior, and environmental factors, serving as the behavioral foundation for humans to fulfill transactional functions in life." Consumer behavior models, such as AIDMA (Attention-Interest-Desire-Memory-Action), SICAS (Sense-Interest-Connect-Act-Share), and the Stimulus-Response Model, differ in theoretical frameworks but predominantly focus on the stages of consumer decision-making – from need recognition to final purchase. These models emphasize the interconnected roles of personal, psychological, social, and cultural factors in shaping purchasing intentions. Among these four dimensions, psychological factors – particularly those shaped by cultural marketing strategies (i.e., strategies leveraging cultural values to influence consumer psychology) – emerge as the focal point of this study.

3.4. Factors Influencing Consumer Behavior on ICH Product Purchase Intentions

Research identifies six key factors influencing consumer purchasing intentions toward intangible cultural heritage (ICH) products: cultural identity, perceived value, brand trust, product uniqueness, price sensitivity, and social influence. Cultural identity refers to the degree of resonance consumers feel with the cultural essence of ICH products, which directly strengthens their willingness to purchase^[4]. Perceived value emphasizes how ICH products, imbued with historical depth and emotional significance, evoke consumers' empathy and drive purchase decisions. Brand trust highlights that consumers are more inclined to buy from ICH brands they perceive as credible and authentic. Product uniqueness arises from the fusion of traditional craftsmanship, cultural symbolism, and contemporary design, fulfilling demands for personalized and culturally enriching experiences^[5]. While price sensitivity analysis suggests that consumers generally exhibit moderate responsiveness to ICH product pricing, strategic and fair pricing can enhance satisfaction and indirectly boost purchasing intent^[6]. Lastly, social influence underscores that higher public awareness and cultural prominence of ICH products correlate with stronger consumer purchase motivation. These factors collectively shape the decision-making landscape for ICH consumers, offering actionable insights for targeted marketing strategies.

3.5. The Relationship Between Consumer Behavior and ICH Marketing Strategies

Consumer behavior and ICH cultural marketing strategies exhibit a dynamic feedback loop. Specifically, consumer behavior drives the optimization of ICH marketing approaches, while well-crafted cultural marketing strategies, in turn, spark consumer interest, strengthen cultural identity, and ultimately elevate purchasing intent. Rooted in the interplay of perception, cognition, behavior, and environmental factors, consumer behavior is profoundly shaped by cultural marketing tactics that emphasize unique cultural elements, emotional resonance, and experiential engagement.

The strong correlation between these domains offers actionable pathways for businesses and ICH practitioners. By analyzing behavioral drivers—such as cultural identity, perceived value, and social influence—stakeholders can refine strategies to amplify ICH appeal. For instance: Unearthing cultural narratives to deepen product authenticity and emotional ties; Hosting immersive ICH events (e.g., workshops, festivals) to foster hands-on cultural experiences; Leveraging social media and influencer partnerships to broaden reach and cater to personalized consumer preferences; Balancing traditional craftsmanship with modern design to enhance product uniqueness and relevance. Such initiatives not only expand ICH's visibility but also align marketing efforts with consumer psychology, driving higher market conversion rates while preserving cultural heritage in commercially sustainable ways.

4. Empirical Research Design

4.1. Research Hypotheses

The level of perception of cultural content is a critical factor influencing consumer purchasing decisions. According to the "cognitive-affective-conative" theory, consumers' perceptions directly shape their emotional responses and purchasing intentions. Perceived cultural content encompasses the recognition and understanding of cultural values, symbols, and meanings, which can evoke emotional resonance and ultimately drive purchasing behavior. For example, the "Guofeng Grand Ceremony" event hosted by Douyin and Ocean Engine ignited public interest in intangible cultural heritage (ICH)

and provided a gateway for audiences to explore traditional Chinese cultural aesthetics. As awareness deepens, growing enthusiasm for "Guofeng" (traditional Chinese style) has spurred the revival and expansion of related industries. Many small-scale ICH workshops have gained visibility, with increased foot traffic and revenue. Take tie-dye craftsmanship as an example: the 2023-2028 China Tie-Dye Industry Investment Analysis and "14th Five-Year Plan" Development Opportunity Research Report indicates that the global tie-dye market reached \$560 million by the end of 2022 and is projected to grow to \$830 million by 2027, with a compound annual growth rate (CAGR) of 8.2%. Additionally, in 2023, views of ICH-related videos surged by 40% year-on-year, while the number of ICH content creators and their average total revenue increased by 55%, reflecting the widespread dissemination and public acceptance of ICH culture. Based on this, Hypothesis H1 is proposed: Consumers' perceived level of cultural content in ICH products has a significant positive impact on their purchasing intentions.

Beyond cultural connotations, marketing investment is another critical factor influencing consumer purchasing intentions. Consumers gauge the extent of marketing efforts through tangible elements such as product quality, aesthetics, advertising, and promotional campaigns, forming psychological expectations based on these cues. Companies can elevate consumer anticipation by deploying high-quality advertisements, luxurious packaging, or brand storytelling, thereby enhancing perceived value and driving purchase intent. Due to cognitive limitations, information availability bias, and anchoring effects, consumers often struggle to engage with products beyond their existing awareness. When making purchases, they rely on information from interpersonal networks, commercial sources, public channels, or personal experiences, typically avoiding unfamiliar options. Brands that successfully establish themselves as a cognitive "anchor" within a specific category gain a privileged position in consumers' minds, becoming their first choice. Through advertising, brand-building, and channel optimization, businesses can embed products into consumers' cognitive frameworks, ensuring recall during decision-making moments. This strategy not only increases brand visibility but also reinforces information accessibility, directly shaping purchasing behavior. Hypothesis H2 is thus proposed: Consumers' perceived level of marketing investment has a significant positive impact on their purchasing intentions.

Moreover, the degree of consumers' understanding and recognition of the culture of the product itself has a significant influence on the purchase intention^[7]. As awareness of traditional culture and sensitivity to marketing efforts grow, purchasing intent correspondingly strengthens. However, relying solely on superficial cultural narratives or conventional marketing tactics is insufficient for brands to maintain competitive advantage in today's dynamic market. Modern consumers prioritize personalized expression, social validation, high-quality experiences, and unique value propositions, often willing to pay premiums for innovative and technology-integrated products. For instance, in purchasing culturally themed apparel, consumers increasingly favor neo-Chinese style clothing over purely traditional designs. This trend reflects the fusion of classical elements with contemporary aesthetics, preserving cultural essence while aligning with modern tastes and functional needs. The primary consumer base for neo-Chinese fashion is younger generations, who seek individuality and cultural identity, viewing such clothing as a medium to express distinctive style and ethnic pride^[8]. This demographic's willingness to pay for virtual experiences extends to ICH-related consumption. For example, through panoramic imaging and 3D reconstruction technologies, consumers can immerse themselves in virtual environments simulating ICH craftsmanship, transcending physical and temporal limitations^[9]. Such innovative, boundary-breaking experiences reduce dissemination costs while amplifying cultural engagement and emotional connection. Consequently, even when constrained by time or location, consumers are inclined to pay for ICH products via VR-enabled interactions, fulfilling their desire for cultural immersion and offering novel pathways for heritage preservation. Hypothesis H3 is thus proposed: The level of integration of fashionable elements has a significant positive impact on consumers' purchasing intentions.

4.2. Variable Selection and Measurement

This study constructs a consumer purchase decision model, positing perceived marketing investment, cultural content perception, and the level of fashionable element integration as independent variables, with purchase intention as the dependent variable, forming a structural model. The questionnaire employs a Likert 5-point scale (1 = "strongly disagree," 5 = "strongly agree") to assess four dimensions: cultural perception, marketing investment, fashionable element integration, and purchase intention. Data collected from the survey were analyzed using SPSS and validated through structural equation modeling (SEM) to examine the relationships between the perceived cultural

content of intangible cultural heritage (ICH) products, perceived marketing investment, fashionable element integration, and purchase intention. This methodological framework aims to empirically test how these factors collectively shape consumer decision-making in the ICH market.

4.3. Data Processing and Research Methods

This study employed an online survey questionnaire to collect data from consumers across diverse regions, age groups, occupations, and income levels, focusing on the impact of varying cultural marketing strategies on purchasing intentions. Descriptive statistical analysis, correlational analysis, regression analysis, and other statistical methods were applied to process and analyze the data. Additionally, a multiple regression model was constructed to test the research hypotheses and examine the relationships among variables as well as their mechanisms of influence on consumer purchase intentions. This approach enables a systematic exploration of how cultural marketing tactics—such as cultural storytelling, digital engagement, and fashionable element integration—interact with consumer perceptions and behaviors in shaping purchase decisions.

5. Empirical Research Results and Analysis

5.1. Descriptive Statistical Analysis

Table 1: Analysis of the demographic variables

Demographic Analysis	Option	Frequency	Percentage	Average	SD
gender	male	143	41%	1.59	0.493
	female	203	59%		
age	<18	49	14%	2.879	1.425
	18-25	131	38%		
	26-35	58	17%		
	36-45	46	13%		
	46-55	45	13%		
	>=55	17	5%		
occupation	student	84	24%	2.36	1.220
	Enterprise staff	153	44%		
	Freelancer	42	12%		
	public servant	34	10%		
	other	33	10%		
monthly income (RMB)	<3,000	102	29%	2.14	0.966
	3000-5000	131	38%		
	5000-8000	75	22%		
	>= 8,000	38	11%		

As can be seen from Table 1, the numerical characteristics of demographic variables and the distribution of respondents in this valid questionnaire are shown. The mean values(Average) represent central tendencies, while standard deviations(SD) indicate data variability. Frequency analysis of the variables suggests that the data generally meet the requirements for a sampling survey. Specifically, 59% of respondents were female and 41% male; 38% were aged 18–25, 14% under 18, and 5% aged 55 or older; 44% were corporate employees and 24% students; 38% had a monthly income of 3,000–5,000 RMB, and 29% earned below 3,000 RMB. This indicates that the sample is predominantly young, skewed toward middle-to-lower income groups, with a higher proportion of female participants. These findings suggest that young women in the consumer market may exhibit greater interest in and sensitivity to cultural products, showing stronger receptiveness to the cultural connotations of intangible cultural heritage (ICH) items and a higher willingness to share and promote cultural values. Therefore, subsequent market promotion and marketing strategy development should emphasize aligning with the preferences and habits of this demographic.

5.2. Correlation Analysis

Table 2: The correlations between different influencing factors and purchase intention

Demographic Analysis	Correlation	Purchase Intention	Cultural Perception	Marketing Investment	Fashionable Elements
Purchase Intention	Pearson correlation	1	.814**	.797**	.815**
Cultural perception	Pearson correlation	.814**	1	.776**	.787**
Marketing investment	Pearson correlation	.797**	.776**	1	.779**
fashionable element	Pearson correlation	.815**	.787**	.779**	1
Significant at the 0.01 level (two-tailed).					

It can be seen from the correlation analysis results in Table 2 that all variables are significantly correlated at the significant level of 99%, indicating that these relationships are statistically significant and the relationship between variables is reliable. Moreover, the correlation coefficient is greater than 0, so it is positively correlated. Specifically, the Pearson correlation coefficient between cultural perception and purchase intention is 0.814; between marketing investment and purchase intention, 0.797; and between fashionable elements and purchase intention, 0.815—all significant at the 0.01 level. This demonstrates significant positive correlations between cultural perception and purchase intention, marketing investment and purchase intention, and fashionable element integration and purchase intention. The results suggest that higher consumer perceptions of ICH product cultural content, marketing investment, and fashionable element integration correspond to stronger purchasing intentions. These findings robustly support Hypotheses H1, H2, and H3, confirming that cultural perception, perceived marketing investment, and fashionable element integration each exert a significant positive impact on purchase intention. Businesses can leverage these insights to enhance their competitiveness by strategically aligning with these factors.

5.3. Regression Analysis and Hypothesis Testing

Table 3: Results of the regression analysis

Purchase Intention	Regression Coefficient	t	Significance
(Constant)	1.059	3.301	0.001
Cultural Perception	0.32	7.221	0
Marketing Investment	0.272	5.918	0
Fashionable Level	0.318	7.163	0
F-value	372.962		
Adjusted R-squared	0.764		
D-W	2.013		

As can be seen from the regression analysis of Table 3 above, the regression coefficient of cultural perception on purchase intention is 0.32, the t-test value is 7.221, and the significance level is 0, indicating that an increase in cultural perception significantly enhances consumers' purchase intention. Therefore, hypothesis H1, that consumers' perception of ICH product cultural content has a significant positive impact on purchase intention, is accepted. The regression coefficient of marketing investment on purchase intention is 0.272, the t-test value is 5.918, and the significance level is 0, indicating that the higher the consumers' perceived marketing investment, the stronger their purchase intention. Therefore, hypothesis H2, that consumers' perceived marketing investment has a significant positive impact on purchase intention, is accepted. The regression coefficient of fashionable elements on purchase intention is 0.318, the t-test value is 7.163, and the significance level is 0, indicating that the higher the level of integration of fashionable elements, the stronger the purchase intention. The integration of fashionable elements can enhance the attractiveness of ICH products. Therefore, hypothesis H3, that the level of integration of fashionable elements has a significant positive impact on consumers' purchase intention, is accepted.

The overall model evaluation F-value is 372.962, indicating that the overall significance of the model is high. This means that cultural perception, marketing investment, and the level of integration of fashionable elements jointly have a significant impact on purchase intention. The adjusted R-squared is 0.764, meaning that the model can explain 76.4% of the variation in purchase intention, indicating a

good fit and strong explanatory power of the model. The D-W value is 2.013, close to 2, indicating that there is no autocorrelation in the model residuals, meeting the basic assumptions of regression analysis, and the model is reliable.

5.4. Further Analysis and Discussion

The above analysis confirms that consumers' perceived levels of cultural content, marketing investment, and fashionable elements have a significant positive impact on purchasing intentions, providing theoretical support and practical guidance for the inheritance and development of intangible cultural heritage (ICH). However, the descriptive statistical analysis reveals that the sample is predominantly composed of younger demographics, meaning the conclusions align more closely with the consumption habits and preferences of younger groups and may not fully represent the broader population. Future research could expand the sample size or conduct detailed analyses of consumers across different age groups and characteristics.

In the journey of preserving and developing intangible culture, unique cultural characteristics are indispensable. Therefore, ICH inheritors should remain true to their original aspirations during commercialization, steadfastly upholding core values and avoiding the risks of over-commercialization, homogenization, and loss of cultural essence. Furthermore, the current rapid growth of the digital economy and internet can alleviate certain tensions between heritage preservation and real-world demands. Moving forward, ICH products should leverage digital technologies to align with consumer needs and preferences, integrate modern trends into designs to enhance fashion appeal, and employ high-quality advertising and promotional campaigns to raise awareness and stimulate purchasing intent. Future studies could further explore cross-cultural comparisons and the role of digital technologies in reconstructing consumption scenarios to deepen research on ICH product cultural content and marketing strategies.

6. Conclusion

Based on the empirical analysis above, it is concluded that consumers' perceptions of the cultural content, marketing investment, and integration of fashionable elements in intangible cultural heritage (ICH) products have a significant positive impact on purchasing intentions. Therefore, practitioners in the ICH industry should focus on internal innovation, deeply exploring the cultural essence of their products, breaking barriers in traditional promotion and presentation methods, and adapting to contemporary trends while preserving authenticity. This entails extracting unique cultural symbols and narrative systems from the profound history, exquisite craftsmanship, and spiritual core of ICH products to establish a distinct cultural identity. Building on this foundation, practitioners should align ICH products with current social trends and consumer demands, infusing them with modern relevance to stimulate purchasing intent.

Additionally, industry stakeholders can employ digital tools (e.g., virtual reality technology) to visually manifest the cultural narratives and values embedded in ICH, enhancing visibility and interactivity to fulfill consumers' dual needs for cultural depth and emotional value, thereby boosting purchase motivation. Leveraging big data capabilities, practitioners should analyze target users' preferences and purchasing habits to precisely tailor marketing strategies for specific demographics, improving the efficiency of cultural dissemination and commercial conversion in modern markets. Finally, businesses should actively develop culturally distinctive products to elevate brand value, offering new possibilities for the preservation and transmission of ICH.

In summary, practitioners in the intangible cultural heritage (ICH) industry should balance the preservation of cultural value with innovative expression during commercialization, employing multi-dimensional strategies to stimulate consumers' cultural identity and purchasing intentions. By leveraging cultural storytelling, experiential activities, cross-sector collaborations, digital dissemination, and philanthropic marketing, they can effectively enhance consumer recognition and purchase motivation for ICH products. This study provides a theoretical foundation and empirical analysis for the market-oriented promotion and consumer conversion of ICH cultural products, contributing to the preservation and development of intangible cultural heritage.

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