

A Study on the Impact of Collaborative Branding of Intangible Cultural Heritage on Consumers Purchase Intention

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Abstract: Intangible cultural heritage, a critical element of China's exceptional traditional culture, encounters practical obstacles in its preservation and development. These obstacles include inadequate market recognition, knowledge gaps, and low industrialization levels. In recent years, brand collaborations have emerged as a novel marketing approach, providing a novel pathway for the widespread dissemination and revitalization of intangible cultural heritage. This study develops a theoretical model that investigates the impact of intangible cultural heritage brand collaborations on consumer purchasing intentions, drawing on cultural identity theory, emotive value theory, and social identity theory. The empirical analysis was conducted using structural equation modeling, with a total of 426 valid responses collected through a questionnaire survey. Cultural identity has a positive impact on emotional value, with emotional value acting as a partial mediator between cultural identity and purchasing intent, according to the results. The depth of storytelling considerably enhances cultural identity, while brand image and consumer cultural literacy exert moderating effects. This research broadens the application of pertinent theories in the context of intangible cultural heritage collaborations, offering actionable insights for heritage inheritors and brands.

Keywords: Intangible Cultural Heritage; Brand Collaboration; Consumer Purchase Intention; Cultural Identity; Brand Image

1. Introduction

1.1 Research Background and Problem

Intangible cultural heritage is a critical conduit for the exceptional traditional culture of China. China is the world's leading country in terms of

the number of entries on the UNESCO [1] Intangible Cultural Heritage List, with 42 items. Nevertheless, the preservation and development of this heritage continue to encounter a multitude of practical challenges, such as a significant gap in transmission, an aging inheritor workforce (with youth comprising less than 20%), low public awareness, underdeveloped industrialization (with over 90% of production occurring at the family workshop level), and annual incomes for the majority of inheritors falling below 50,000 RMB [2]. Brand collaborations, an emerging marketing model, present novel opportunities for the preservation and revitalization of intangible cultural heritage. The related market size was 110 billion RMB in 2024 and is expected to surpass 150 billion RMB by 2026 [3]. Numerous case studies have illustrated favorable results.

Generation Z has emerged as the primary consumer demographic as a result of the proliferation of China-fashion culture. According to surveys, 90.5% of the young individuals who were surveyed endorse the interpretations of intangible cultural heritage that are associated with youth [3]. Additionally, 85% of consumers born after the 1990s are prepared to pay a premium exceeding 20% for collaborations that are based on heritage [2]. However, the current collaborations continue to be plagued by insufficient theoretical research, as well as excessive commercialization and product homogenization. The following research questions are proposed in this paper, based on these considerations: the core elements of intangible cultural heritage collaborations and their respective impacts, the mechanisms through which these collaborations influence consumer purchase intentions, and concrete strategies to enhance their effectiveness.

1.2 Significance of the Research

This study establishes an integrated theoretical analytical framework, which expands the

application scenarios of cultural identity, emotive value, and brand image theories at the theoretical level. It transforms the emphasis of intangible cultural heritage research from a conventional perspective of preservation and inheritance to one that is centered on the realization of commercial value. On a practical level, the research findings offer actionable guidance for brand operators, intangible cultural heritage inheritors, and policymakers, thereby facilitating the creative transformation of intangible cultural heritage and further enhancing consumers' cultural identity.

1.3 Objectives and Content of the Research

The research includes the following: literature review, theoretical model construction, study design, empirical analysis, case studies, and policy recommendations. Its objectives are to validate the causal relationships among relevant variables, propose differentiated development strategies, provide scientific guidance for ICH collaboration practices, and identify the core elements and influencing mechanisms of intangible cultural heritage (ICH) collaborations.

1.4 Technical Approach and Research Methods

A mixed-methods approach was implemented in this investigation, which encompassed in-depth interviews with ten respondents, online ethnography, questionnaire surveys, statistical analyses with SPSS and AMOS, and case studies that examined four representative cases. The technical methodology consisted of five phases: literature review, qualitative exploration, quantitative validation, mixed-methods integration, and conclusion and recommendations.

1.5 Innovations in Research

Innovations were achieved in research methodologies, research content (the four dimensions of emotional value), research methodologies, theoretical models (the integrated model of cultural identity—emotional value—purchase intention), and practical applications, thereby achieving a unity of academic and social value.

2. Literature Review

2.1 Research on Intangible Cultural Heritage

Traditional cultural expressions that have been

handed down through generations among all ethnic groups are referred to as intangible cultural heritage (ICH). Five shipments of national-level ICH items, totaling 1,557, have been designated by China [4]. The research on the protection and transmission of ICH has transitioned from an initial emphasis on preservation to an emphasis on living inheritance and productive conservation. Living inheritance and the protection of inheritors are prioritized by scholars such as Li [5] and Wang [6], while Li [7] and Chen [8] promote the integration of ICH into contemporary life and the attainment of creative transformation. Scholars maintain varying perspectives on the industrialization of ICH, with a general accord that it is a "double-edged sword" that necessitates a balance between preservation and utilization. Pathways and case studies are the primary focus of research on ICH-brand integration. Zhang [9] and Wang [10] identify core branding elements, while Li [11] and Zhao [12] investigate co-branded effects. However, research on consumer psychological mechanisms is still insufficient.

2.2 Research on Brand Collaborative Marketing

A marketing strategy for multi-brand partnerships to accomplish resource complementarity is represented by brand collaborations, which are categorized into four areas: products, services, marketing, and channels. This method has transformed from a temporary marketing instrument to a strategic brand initiative. Effectiveness studies have shown that these partnerships improve brand equity, consumer acceptability, and purchase conversion rates. The success of these partnerships is contingent upon genuine collaboration and brand alignment. Short-term market limitations, brand dilution, and partnership conflicts are among the most significant risks. Unique characteristics of intangible cultural heritage brand collaborations include complex impact mechanisms, high risks, multiple moderating factors, and strong cultural attributes.

2.3 Research on Consumer Purchase Intention

Measuring purchasing intention using the Likert scale, it is a critical indicator for predicting actual purchasing behavior. This indicator is

influenced by factors such as perceived value, brand trust, brand image, social identity, and cultural identity. The positive influence of these factors on purchasing intention has been verified by scholars such as Zeithaml [13] and Chaudhuri and Holbrook [14]. A model that integrates multiple theories is necessary in the context of intangible cultural heritage collaborations, as purchasing intention is also influenced by cultural identity and affective value. Nevertheless, the planned behavior theory is a representative framework.

2.4 Research on Cultural Identity Theory

Cultural identity encompasses three dimensions: cognitive, affective, and behavioral, and is defined as an individual's sense of belonging and identification with a cultural group. Phinney classified it into four dimensions. According to social identity theory, the development of cultural identity is a three-step process that includes social classification, identification, and comparison. Wang [1] and Li [3] have confirmed the positive impact of cultural identity on the purchase intention for cultural products, as research suggests that it influences consumer behavior through affective, cognitive, and social mechanisms.

2.5 Research on the Theory of Emotional Value

Sweeney and Soutar [12] classified emotional value into four dimensions as critical components of perceived value, representing the emotional gratification that consumers experience. Scholars such as Bagozzi and Lee [15] and Babin et al. [16] have demonstrated its role in facilitating impulse purchases and associating brand identity with purchase intention. Phinney [17] and Tajfel and Turner [18] have found its mediating effect between cultural identity and purchase intention.

2.6 Research Review and Research Gaps

Existing research has established the groundwork for this investigation; however, substantial gaps persist. These gaps include inadequate theoretical integration, which is characterized by a lack of systematic research on intangible cultural heritage, brand collaborations, and consumer psychology; inadequate mechanism studies that fail to elucidate the pathways through which factors such as emotional value and cultural identity exert their

influence; neglect of individual consumer differences and a lack of research on moderating effects such as cultural literacy; and incomplete case analyses that do not provide in-depth examinations of failure cases. A theoretical model will be developed and empirical validation will be conducted in this study to resolve these gaps.

3. Theoretical Foundations and Research Hypotheses

3.1 Theory of Cultural Identity

Cultural identity is the concept of an individual's sense of affiliation and identification with a particular cultural group, which encompasses three fundamental dimensions: cognition, emotion, and behavior. It is a critical psychological factor that influences consumer attitudes and consumption behaviors, as it is influenced by a variety of factors, including family, education, and social environment [18]. Consumption behavior is primarily influenced by cultural identity through three mechanisms: emotional, cognitive, and social. These mechanisms generate emotional resonance, influence cognitive frameworks, and reinforce the necessity of identity expression [19]. Phinney [17] divides cultural identity into four dimensions: cultural belonging, cultural pride, cultural value identification, and propensity to engage in cultural dissemination. In the context of intangible cultural heritage (ICH) brand collaborations, this is particularly evident in the consumers' sense of belonging to ICH culture, their pride in it, and their desire to contribute to its preservation and promotion [20].

3.2 The Theory of Emotional Value

Emotional value is a critical element of perceived value, as it encompasses the psychological experience and emotional gratification that consumers experience during the consumption process [18]. It is distinguished by subjectivity, situationality, and individual differences, which are the result of factors such as personal experiences, brand emotive communication, consumption contexts, and product design. Sweeney and Soutar [21] divide emotional value into four dimensions: nostalgic sentiments, self-expression, emotional resonance, and pleasurable experiences. In the context of intangible cultural heritage (ICH) collaborations, these are the emotional connection that

consumers have to ICH culture, the fond memories of traditional culture that they hold dear, the enjoyment that ICH products provide, and the wish to express their cultural identity through these products. Consumer purchasing behavior is predominantly influenced by emotional value, which reduces rational analysis and enhances emotional responses.

3.3 Theory of Social Identity

This theory, which was suggested by Tajfel and Turner [18], asserts that an individual's self-concept is composed of two components: personal identity and social identity. The latter is derived from the individual's sense of belonging and identification with their society. Three stages are involved in the development of social identity: social classification, social identification, and social comparison. This is predominantly demonstrated in the consumer context by consumers expressing their social identity and group affiliation through their purchasing behaviors. Consumers demonstrate their identification with and sense of belonging to traditional culture by purchasing ICH co-branded products in the context of intangible cultural heritage (ICH) brand collaborations. These products also serve as "social currency," allowing consumers to strengthen their social identity and acquire social recognition.

3.4 The Theory of Perceived Value

Perceived value is the primary factor that influences consumers' purchasing decisions, as it is their subjective evaluation of the overall utility of a product or service. This assessment is determined by a combination of contextual factors, individual attributes, brand reputation, and product characteristics [22]. Zeithaml [13] divides perceived value into four categories: cognitive value, affective value, social value, and functional value. The practical functionality of the product is the manifestation of functional value in intangible cultural heritage (ICH) brand collaborations. Social value contributes to the enhancement of the cultural image. Emotional value is derived from the emotional experience the product provides. Cognitive value is a response to the consumer's desire to comprehend ICH culture. Perceived value has a positive impact on the purchasing intent of consumers by reducing perceived risk, enhancing product utility perception, and strengthening purchase motivation.

3.5 Development of the Research Model

This study develops a theoretical model that investigates the impact of intangible cultural heritage (ICH) brand collaborations on consumer purchase intent, utilizing cultural identity theory, emotive value theory, social identity theory, and perceived value theory. The model's core variables consist of cultural identity, emotional value, perceived value, and purchase intent; the moderating variables are brand image and consumer cultural literacy. Specific ICH brand collaboration characteristics include the appropriate use of cultural symbols, design uniqueness, quality assurance, and narrative depth. The central pathway of the model is as follows: the characteristics of ICH brand collaboration positively influence consumer cultural identity, which in turn positively affects emotional value; emotional value positively influences perceived value, which consequently positively impacts purchase intent. Furthermore, the impact of emotional value on purchase intent is positively moderated by brand image, and the impact of cultural identity on emotional value is positively moderated by consumer cultural literacy.

3.6 Proposal of Research Hypotheses

This investigation suggests the subsequent eight research hypotheses, which are predicated on theoretical models and pertinent literature:

H1a: The cultural identity of consumers is positively impacted by the appropriate use of cultural symbols in intangible cultural heritage brand collaborations.

H1b: The cultural identity of consumers is positively impacted by the distinctive design of the intangible cultural heritage brand collaboration.

H1c: The cultural identity of consumers is positively impacted by the quality assurance provided by intangible cultural heritage brand collaborations.

H1d: The cultural identity of consumers is positively influenced by the narrative profundity of intangible cultural heritage brand collaborations.

H2: The emotive value that consumers derive from intangible cultural heritage co-branded products is positively influenced by their cultural identity.

H3: The perceived value of intangible cultural heritage co-branded products is positively

influenced by emotional value among consumers.

H4: Consumers' intention to purchase intangible cultural heritage co-branded products is positively influenced by perceived value.

H5: Cultural identity and perceived value are mediated by emotional value.

H6: The relationship between cultural identity and purchase intention is mediated by emotional value.

H7: The influence of emotional value on purchase intention is positively moderated by brand image.

H8: The impact of cultural identity on emotive value is positively moderated by consumers' cultural literacy.

4. Research Design

4.1 Methodology Selection

The analysis in this study is conducted using a mixed methods approach, which combines qualitative and quantitative techniques to accomplish both depth and breadth. The qualitative research (case studies, online ethnography, in-depth interviews) is designed to establish a foundation for the development of theoretical models and measurement scales by identifying critical components of intangible cultural heritage brand collaborations and consumer psychological mechanisms. The purpose of quantitative research is to verify theoretical hypotheses and quantify the relationships between variables through the use of questionnaire surveys, statistical analysis, and structural equation modeling.

4.2 Qualitative Research Design

(1) In-depth interviews: Select 10 interviewees, including intangible cultural heritage inheritors, brand executives, and consumers, to develop interview outlines that address perceptions of co-branded intangible cultural heritage collaborations, case studies of successes and failures, key success factors, and consumer psychology. This will result in the collection of primary data.

(2) Online ethnography: Utilize platforms such as Weibo, Xiaohongshu, TikTok, and Bilibili to analyze user-generated content (UGC) and gain insight into consumers' evaluations, purchasing motivations, emotional responses, and expectations and suggestions regarding intangible cultural heritage co-branded products.

(3) Case Analysis: Cases are chosen based on their impact, representativeness, and data availability. Examine successful examples, such as the collaboration between the Palace Museums cultural and creative products and cloisonné, or between Cha Yan Yue Se and Xiang embroidery. Employ publicly accessible online resources to analyze the lessons acquired from unsuccessful cases and pinpoint critical components.

4.3 Design of Quantitative Research

(1) Questionnaire Design: The questionnaire is divided into three sections: demographic information, intangible cultural heritage co-branding consumption behavior, and core variable measurement. All core variable measurements utilize a validated scale, which is a five-point Likert scale (1 = firmly disagree; 5 = strongly agree).

(2) Sample Selection: A combination of convenience sampling and stratified sampling was implemented, with stratification based on income, age, and region. Data were gathered through both online and offline channels, including Wenjuanxing, social media, and retail malls, as well as intangible cultural heritage exhibition halls.

4.4 Questionnaire Design and Variable Measurement

(1) Cultural Identity: Utilizing the Phinneys [17] (2023) scale, which comprises four items that assess willingness to participate, pride, value identification, and sense of belonging.

(2) Emotional Value: The Sweeney and Soutar [21] (2023) scale was implemented, which includes four items that assess self-expression, nostalgic emotions, pleasurable experiences, and emotional resonance.

(3) Perceived Value: Utilizing the Zeithaml (1988) scale, which comprises four items that address cultural, social, affective, and functional values.

(4) Purchase intention: Utilizing the Dodds et al. [20] (2023) scale, which consists of four items that assess purchase intention, recommendation willingness, premium payment behavior, and repurchase intention.

4.5 Sample Characteristics and Data Collection

During the preliminary research phase, 50 questionnaires were distributed and refined,

while the formal research phase involved the distribution of 530 questionnaires, resulting in the collection of 426 valid responses. This resulted in an effective response rate of 80.4%. The data collection was conducted in two phases. The target population (young consumers) was closely matched by the sample characteristics, which included 54.8% females and 45.2% males, 34.7% aged 25–30 and 28.6% aged 18–24, 42.5% with incomes between 5,000 RMB and 10,000 RMB, and 56.4% with an associate degree/bachelors degree versus 35.4% with postgraduate education or higher.

4.6 Methods of Data Analysis

The data was analyzed using a variety of statistical methods, including descriptive statistics to characterize sample features and calculate the mean and standard deviation of core variables, the Cronbach's α coefficient to assess reliability, the KMO value, the Bartlett's test for sphericity, and factor analysis to evaluate validity, the Pearson correlation coefficient for correlation analysis, the regression analysis to examine causal relationships between variables, the Bootstrap method to test the mediating effect of emotional value, the hierarchical regression analysis to evaluate the moderating effects of brand image and cultural literacy, and the AMOS software to construct and test the structural equation model.

5. Empirical Analysis

5.1 Descriptive Statistical Analysis

5.1.1 Demographic variables

The gender distribution is consistent with consumer market characteristics, with 191 males (44.8%) and 235 females (55.2%), as indicated by the statistics from 426 valid samples. The age group of 18–24 years accounted for 28.6% (122 individuals), while the 25–30 age group represented 34.7% (148 individuals). This suggests that the primary consumer base for intangible cultural heritage collaborations is predominantly young. A dominant middle-income group with stable purchasing power was reflected in the monthly incomes of 181 individuals (42.5%), which ranged from 5,000 to 10,000 RMB. 240 (56.4%) respondents held associate or bachelor's degrees, while 151 (35.4%) possessed postgraduate qualifications or higher. This indicates that the respondents possessed an overall high level of cultural

literacy that is appropriate for research on the consumption of intangible cultural heritage.

5.1.2 Joint consumption behavior of intangible cultural heritage

Over 70% of consumers have purchased intangible cultural heritage (ICH) co-branded products, predominantly on an occasional basis, in terms of consumption behavior. Apparel and accessories, tea and coffee, and cosmetics and skincare comprise the most prevalent categories. In terms of price tolerance, nearly half of consumers are willing to pay a premium of 10% to 30% for ICH co-branded items. Culture and emotion are the primary factors of consumption, as evidenced by the fact that cultural identity and emotional value are the first and second most prevalent purchasing motivations, respectively. Product design, brand endorsement, and social needs follow in that order.

5.1.3 Core variable statistics

The mean values of all core variables are above the median level. The means for cultural identity, emotional value, perceived value, and purchase intention decrease sequentially, indicating a generally positive consumer attitude. The means for cultural symbol utilization and storytelling depth are relatively low, suggesting that there is substantial room for improvement in the refinement of cultural symbols and the narration of cultural stories in current intangible cultural heritage collaborations. The standard deviations of all variables are moderate, and they are suitable for subsequent statistical analysis due to the reasonable individual cognitive variations.

5.2 Reliability and Validity Testing

The Cronbach's α coefficient was employed to evaluate the reliability. The α values for the overall scale, emotional value, perceived value, purchase intention, and cultural identity were all greater than 0.82, indicating that the scale had outstanding internal consistency and met the established reliability standards. The questionnaire's content validity was demonstrated through expert review and pre-research revisions. The KMO value was 0.876, and the Bartlett's test for sphericity was significant, confirming its suitability for factor analysis. A cumulative variance contribution of 70.3% was accounted for by four common factors, as determined by factor analysis. The loadings of all item factors exceeded 0.6, indicating optimal structural validity.

5.3 Analysis of Correlation

Significant positive correlations were observed among all primary variables at the $p < 0.01$ level through Pearson correlation analysis. Cultural identity demonstrated robust positive correlations with emotional value and purchase intention. Emotional value and perceived value exhibited the strongest associations, with perceived value positively influencing purchase intention. Additionally, the use of cultural symbols and storytelling depth were both significantly positively correlated with cultural identity. Preliminary data support for the research hypotheses was provided by the correlation directions, which were consistent with theoretical expectations.

5.4 Regression Analysis

The regression results suggest that emotional value is significantly positively influenced by cultural identity, accounting for 42.7% of its variance. Similarly, perceived value is positively influenced by emotional value, explaining 48.3% of its variance. Consumers' purchase intention is significantly increased by perceived value. Both the profundity of storytelling and the use of cultural symbols positively influence cultural identity among the pre-association elements of intangible cultural heritage collaborations, with the former exhibiting a higher coefficient of influence. The data supports all path hypotheses H1a, H1d, H2, H3, and H4, thereby confirming the causal relationships among the variables.

5.5 Mediation Effect Test

In order to evaluate the mediating effects, the Bootstrap method was implemented with 5,000 samplings: Initially, emotional value partially mediates the relationship between cultural identity and perceived value, accounting for 78.2% of the effect with a confidence interval excluding zero, indicating a significant effect. Secondly, emotional value also partially mediates the relationship between cultural identity and purchase intention, accounting for 70.5% of the effect. This implies that cultural identity has a direct impact on perceived value and purchase intention, as well as a more significant indirect affect through emotional value, thereby confirming the validity of Hypotheses H5 and H6.

5.6 Testing the Moderation Effect

According to the hierarchical regression results,

the effect of emotional value on purchase intention is positively moderated by brand image, with the coefficient of the high-brand-image group being significantly higher than that of the low-brand-image group. The conversion of emotional value into purchase intention is improved by a more robust brand image. The effect of cultural identity on emotional value is positively moderated by consumer cultural literacy. A higher level of cultural literacy leads to a larger degree of cultural emotional resonance, with a significant distinction between the high- and low-literacy groups. Significant boundary effects of these two moderating variables were demonstrated by the confirmation of both hypotheses H7 and H8.

5.7 Structural Equation Modeling Test

The chi-square freedom ratio, RMSEA, SRMR, CFI, and TLI of the theoretical model constructed using AMOS all met the required standards, indicating a satisfactory model fit to the actual data. All eight research hypotheses were empirically supported, and the structural equation path coefficients were consistent with the previous regression results. Robust and dependable is the model of intangible cultural heritage brand collaboration that has been devised, which encompasses cultural identity, emotional value, and perceived value.

5.8 Summary of Research Findings

The following are the primary conclusions of the empirical study: Initially, emotive value functions as a critical intermediary variable, mediating the impact of cultural identity on consumption decisions. Secondly, the conversion of emotional value into purchase intent is significantly improved by brand image's positive moderating effect. Fourth, the effective use of cultural symbols and the depth of storytelling are essential prerequisites for strengthening consumers' cultural identification. Fifth, the theoretical model demonstrates strong goodness-of-fit, with all variable pathways, mediating mechanisms, and moderating effects validated, systematically elucidating the underlying mechanisms through which intangible cultural heritage brand collaborations influence consumer purchase intent. Consumers exhibit notable differences in cultural literacy—the stronger the emotional resonance with intangible cultural heritage, the higher the cultural literacy.

6. Case Analysis and Discussion

6.1 Analysis of Successful Cases

We have selected two exemplary success cases: The Forbidden City Cultural Products × Cloisonné and Tea Yan Yue Se × Xiang embroidery. The core success factors of these cases are as follows: precise alignment with the IP and intangible cultural heritage (ICH) ethos, preservation of ICH core techniques, enhancement of cultural storytelling and dissemination, and adaptation to consumption scenarios and demands. The Forbidden City Cultural Products revitalize traditional craftsmanship manifestations by utilizing cultural IPs, whereas Tea Yan Yue Se integrates regional characteristics to provide immersive experiences. Both innovations are founded on cultural authenticity, which effectively cultivates consumers' emotional resonance and cultural identification, thereby illustrating the significant impact of these variables on consumption decisions.

6.2 Introspection on Failure Cases

Typical intangible cultural heritage (ICH) joint ventures, such as Miniso × paper-cutting, Perfect Diary × shadow puppetry, and Heytea × woodblock New Year paintings, are examples of collaborative outcomes that failed to meet expectations. The fundamental concerns are centered on five key elements: superficial application of cultural symbols, shallow cultural interpretation, short-term collaboration models, feeble industrial synergy, and excessive commercialization that results in aesthetic fatigue. These lessons suggest that ICH collaborations should not be reduced to mere traffic gimmicks; rather, they should delve deeper into cultural significance, establish long-term partnerships, nurture industrial integration, and achieve a balance between commercial value and cultural authenticity.

6.3 Analysis of the Research Results

Emotional value is the primary mediating variable, accounting for 70.5% of the mediation effect. The most significant impacts are nostalgic emotions and emotional resonance. The conversion of emotional value into purchase intent is significantly improved by the pronounced positive moderating effect of brand image. Consumer cultural literacy exhibits

significant variations, with higher cultural literacy facilitating a larger emotional connection to intangible cultural heritage. The profundity of storytelling and the appropriate use of cultural symbols are essential prerequisites for enhancing consumer cultural identification. Brands should optimize their strategies accordingly, prioritizing differentiated marketing approaches and emotional engagement.

6.4 Theoretical Contributions

This research broadens the application scenarios of cultural identity, emotional value, and brand image theories, thereby establishing a comprehensive theoretical framework that encompasses "cultural identity – emotional value – purchase intention." It enhances the research on intangible cultural heritage from a commercial value perspective, establishing a theoretical foundation for future research and providing new empirical support for the emotional value theory.

6.5 Practical Implications

For the proprietors of brands: Choose initiatives that are consistent with intangible cultural heritage, cultivate cultural co-creation, prioritize emotional storytelling and brand image development, and execute unique marketing strategies.

For inheritors of intangible cultural heritage: maintain essential techniques, actively participate in brand collaborations, and improve commercial capabilities and innovative expression.

To policymakers: Fine-tune policies for the preservation of intangible cultural heritage (ICH), foster its industrial development, establish collaborative platforms, improve ICH education and digital infrastructure, and encourage the creative transformation of ICH.

7. Countermeasures and Recommendations

7.1 Strategic Suggestions for Brand Owners

Brand owners should adopt a long-term development perspective, forsake short-term traffic-driven thinking, and meticulously select intangible cultural heritage projects that are in alignment with their brand identity and target audience for future collaboration. They should conduct a comprehensive examination of the cultural essence of these heritage items, ensuring that their core craftsmanship and symbolic

elements are seamlessly integrated into the entire product design and communication process. They should avoid the mere superficial incorporation of cultural motifs. In order to achieve a balance between commercial and cultural value, it is crucial to prioritize the following: conveying emotional value, optimizing user experience based on actual needs, strengthening brand image building and trust cultivation, and establishing sustainable cooperation mechanisms to eliminate short-term profit-seeking practices.

7.2 Strategic Recommendations for Intangible Cultural Heritage Inheritors

In order to maintain the authenticity of fundamental techniques, enhance their business acumen and innovative capabilities, and actively align with market demands, inheritors of intangible cultural heritage should take proactive measures. They should actively participate in cultural dissemination and brand collaborations, while also preserving the essence of these heritage skills. Additionally, they should investigate contemporary expression forms. At the same time, they must promote the dynamic continuance of these techniques, establish skill inheritance archives, and cultivate young successors, all while avoiding excessive commercialization that could compromise their cultural authenticity.

7.3 Strategic Recommendations for Policy-makers

Policymakers should continue to refine policies that pertain to the preservation and industrialization of intangible cultural heritage (ICH), as well as to fortify mechanisms for protecting the rights of ICH inheritors. In order to facilitate the industrial development of ICH, a platform should be established to facilitate the connection between brands and inheritors, expedite collaboration processes, and provide policy and financial support. In an effort to facilitate the dissemination and education of ICH, integrate ICH into schools and social life, regulate the joint branding market, prevent excessive commercialization and cultural distortion, and steer the industry's healthy development, efforts should be redoubled. Furthermore, the digitalization of ICH should be facilitated by the establishment of cultural resource databases to encourage the innovative development and dissemination of ICH culture.

8. Research Conclusions and Prospects

8.1 Research Conclusion

This research develops a theoretical model that is predicated on pertinent theories to investigate the impact of intangible cultural heritage (ICH) brand collaborations on consumer purchase intention. The following are the primary conclusions, as determined by empirical analysis of 426 legitimate questionnaires: Brand image significantly enhances the conversion of emotional value into purchase intention, thereby amplifying purchasing motivation. Emotional value serves as a key mediating variable, playing a significant role in transmitting cultural identity to purchase intention, accounting for 70.5% of the mediation effect. The degree of emotional resonance is influenced by differences in consumer cultural literacy, with higher cultural literacy groups being more likely to develop emotional identification. The depth of storytelling and the appropriateness of cultural symbol usage positively influence cultural identity, which subsequently drives purchasing behavior. The empirical validation of all eight proposed research hypotheses revealed a satisfying fit between the theoretical model and the actual data.

8.2 Research Limitations

The generalizability and rigor of the conclusions may be impacted by the study's limitations, including a restricted scope of subjects, insufficiently comprehensive variable measurement, inadequate sample representativeness, and the use of cross-sectional data.

8.3 Prospective Research Areas

Future research has the potential to broaden its scope of subjects and scenarios, refine studies on intangible cultural heritage (ICH) brand collaborations, integrate interdisciplinary perspectives, innovate research methodologies, and further investigate the mechanisms that underlie variable interactions.

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