

Intangible Cultural Heritage IP Narrative Empowers New Domestic Brands: Research on the Mechanism of Cultural Identity Construction and Value Transformation Path

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Abstract: Against the backdrop of intensified brand competition in the cultural and creative industries, new domestic brands commonly face the practical challenge of disconnection between cultural expression and consumer engagement. This research focuses on the narrative empowerment mechanism of Intangible Cultural Heritage (ICH) IP, aiming to reveal how it constructs an "invisible bond" to drive cultural identity, thereby facilitating the systematic transformation from cultural value to commercial value. By integrating case studies, in-depth interviews, and consumer text mining, a tripartite theoretical framework of "cultural identity-emotional resonance-value conversion" is established. The findings indicate that ICH IP narratives effectively reshape the emotional connection between consumers and brands by awakening collective memory and a sense of identity, thus addressing the core issue of cultural-consumption disconnect. This study provides a practical, actionable pathway centered on the "invisible bond" for cultural empowerment and sustainable monetization in cultural and creative brands, offering both theoretical depth and practical guidance.

Keywords: Intangible Cultural Heritage IP; New Domestic Brands; Cultural Identity; Brand Narrative; Value Conversion.

1. Introduction

Against the profound transition of consumer society from material logic to cultural logic, Intangible Cultural Heritage (ICH) has transcended heritage protection to become a key strategic resource for brand innovation and differentiation. Driven by the rise of new domestic brands and the national cultural confidence strategy, turning ICH resources into sustainable brand equity has become a core concern of academia and industry. Yet current

practices have faced a severe dilemma of disconnection between cultural expression and consumer engagement: brands have only grafted ICH symbols for superficial visual use and short-term marketing, while consumers have remained at the novelty-seeking level, lacking deep cultural identification and lasting emotional bonds, resulting in a fragile cultural-to-commercial value conversion chain. Existing research on ICH and brand development has been fragmented and limited. Some have focused on ICH activation from the supply side but ignored consumer interaction; others have studied general brand narrative yet failed to address the unique identity mechanism of traditional cultural IP. Though some scholars have discussed catering ritual communication [3] and e-commerce empowerment of ICH IP under a symbol-scene-community framework [4], such studies have been confined to specific industries or channels and lack universality. More importantly, prior research has not systematically explained how ICH IP narratives form an "invisible bond" rooted in cultural identity between brands and consumers, nor how this connection translates into long-term brand value, leaving the process from cultural perception to value realization an unexplored theoretical "black box".

This study has taken the "invisible bond" of cultural identity and emotional resonance as the core, and has demonstrated that ICH IP narrative constitutes a dynamic process of activating collective memory and reconstructing meaning systems, rather than simple cultural transplantation. It has adopted a mixed-method approach of case analysis, in-depth interviews and text mining to dissect the dimensions and shaping paths of this bond. Theoretically, it has integrated multiple disciplines to construct an integrated framework, expanding the research of traditional cultural IP and brand relations from content application to psychological connection mechanism. Practically, it has targeted the

industry pain points of cultural and creative brands, provided operable strategies for new domestic brands, solved the culture-consumption disconnection problem, and offered practical guidance for ICH innovative inheritance and high-quality development of the cultural and creative industry [6-9].

2. Research Significance and Literature Review of Domestic and International Studies

2.1 Research Significance

With the global consumer market shifting from material-oriented to culture-oriented logic, and driven by China's "cultural confidence" strategy and the "domestic product revival" trend, ICH has become a strategic resource for new domestic brands to build competitive advantages and achieve sustainable development. However, the industry's prevalent "superficial cultural integration" dilemma has led to the failure of cultural value to commercial value transformation, making the exploration of the "invisible bond" between ICH IP and new domestic brands an urgent core issue for academia and industry.

In terms of theoretical significance, this study has taken the "invisible bond" as the core concept, integrated cultural studies, brand narrative theory, consumer behavior theory and identity theory, and constructed an integrated theoretical framework to explain how ICH IP narrative empowers brand value through cultural identity construction. It has expanded the research dimension of traditional cultural IP and brand relations from simple "content application" to the study of deep "psychological connection" mechanism, and has enriched the theoretical connotation of brand-consumer relationship, providing an innovative perspective for cultural IP brand empowerment research.

In terms of practical significance, this study has directly addressed the industry pain points of "good reputation but poor market performance" and "short-lived popularity" of cultural and creative brands. By revealing the constituent dimensions and shaping paths of the "invisible bond", it has provided an operable strategic system for domestic cultural and creative brands, especially small and medium-sized ones. It has guided brands to transform ICH cultural essence into stable consumer identity via precise narrative strategies, realized the transformation from short-term traffic to long-term brand asset

accumulation, and offered practical guidance for the innovative inheritance of ICH and the high-quality development of the cultural and creative industry [6][8].

2.2 Literature Review of Domestic and International Studies

2.2.1 Domestic research status

Domestic academic research on traditional cultural IP and its commercial application has developed rapidly with obvious application-oriented characteristics, yet its theoretical system needs further improvement, focusing on three core directions. First, research on the ontological activation and content development of traditional cultural IP, which has mostly focused on the creative transformation of classic cultural IP such as the Palace Museum and Dunhuang, affirmed the value of design innovation and emphasized the modern expression of cultural visual elements, but overemphasized product-side cultural transformation and lacked in-depth discussion on brand-consumer interaction and consumer acceptance psychological mechanisms [6]. Second, research on brand marketing and national trend phenomenon, which has extensively discussed the marketing communication tactics of new domestic brands integrating traditional cultural elements and involved emotional marketing and collective memory awakening, but regarded cultural elements as mere marketing tools and lacked systematic research on integrating ICH IP's unique attributes into long-term brand building through narrative [7][9]. Third, research on the value conversion and industrialization path of ICH, which has explored e-commerce and social e-commerce empowerment effects[4-5], put forward relevant analysis and conversion models, and pointed out the value of scenario experience and community interaction, yet has been limited to specific channels or product types and lacked a universal core mechanism model focusing on psychological bond construction.

1.2.2 International research status

Foreign relevant research has formed a relatively mature theoretical system, with obvious cultural and IP attribute differences from domestic research. On the one hand, western academia has established a mature theoretical system in brand relationship and consumer emotion research, deeply exploring the emotional bond between consumers and brands and providing a

psychological and sociological foundation for this study, but such theories have been based on western individualism and consumerism cultural context, with emotional connections not rooted in historical cultural identity, leading to cultural adaptability limitations in direct application to Chinese new domestic brand research centered on ICH IP. On the other hand, foreign cultural IP and brand operation research has mainly focused on mature fictional entertainment IP, focusing on global authorization management, transmedia narrative and derivative industry chain operation, whose industrial operation experience has provided certain reference value, but such IP is essentially different from ICH IP derived from real history, craftsmanship and national memory, and the core logic of ICH IP empowerment has not been the research focus of foreign related studies, resulting in limited direct theoretical reference.

1.2.3 Summary of research status

Current domestic and international research on ICH IP and brand empowerment has presented an obvious structural gap. Domestic research has been highly practical and case-based, but has lacked systematic theoretical refinement on the deep psychological mechanisms connecting brands and consumers, and has shown insufficient specialized research on traditional cultural IP as a special empowerment source. Foreign research has possessed mature brand emotion theories and IP operation frameworks, but its cultural background and research-oriented IP attributes have been significantly inconsistent with the context of China's ICH IP and new domestic brands, leading to insufficient explanatory power when directly transplanted and applied to Chinese practice.

This study has filled this structural research gap: it has rooted in the specific practice of China's "ICH + domestic products", critically drawn on relevant domestic and foreign theories, and constructed an integrated analytical framework. This framework has deeply revealed the construction mechanism of "cultural identity" as the core bond of ICH IP and new domestic brands, and has clearly outlined the conversion path from this cultural bond to brand commercial value, making up for the current research's lack of systematic explanation of the cultural value to commercial value transformation process [6-9].

2.3 Research Origin

This research has originated from the urgent

practical demand of the escalating brand competition in the cultural and creative industry. With the deepening competition among domestic brands, simple cost performance or design differentiation has no longer built lasting barriers. Cultural empowerment has become a new strategic highland, but in practice, "disconnection between cultural expression and consumer bonding" has become a common pain point. Many brands have invested resources in excavating and designing cultural elements, but have failed to effectively convert them into consumers' loyal purchases and word-of-mouth communication, falling into the dilemma of "having culture but no market" or "booming for a while and then fading quickly". The core problem behind this has been the failure to find and consolidate the "invisible bond" connecting the brand's cultural expression with consumers' inner identity. Therefore, starting from this practical problem, this study has revealed the composition and shaping logic of the "invisible bond" through academic research, and has provided theoretical guidance and practical solutions for solving the problem of value conversion.

3. Research Objectives, Research Contents and Key Problems to be Solved

3.1 Research Objectives

This study aims to achieve dual objectives in both theory and practice. At the theoretical level, the core objective is to construct a dimensional model and a dynamic shaping path theory of "traditional cultural IPs empowering brand 'invisible bonds'". Specifically, it aims to clarify the core constituent dimensions of the "invisible bond" in the special context where ICH IPs serve as the source (such as cultural identity, emotional resonance, value resonance, etc.), and clarify its characteristics distinguishing from general brand emotional connections. Furthermore, it systematically explains how ICH IP narratives activate these dimensions through specific strategies, and ultimately drive the accumulation and improvement of brand assets (such as perceived quality, brand loyalty, brand premium), thereby supplementing and deepening the theoretical system of value conversion of cultural and creative brands. At the practical level, the research objective is to propose a set of highly operable solutions. It aims to diagnose the specific cruxes of the "culture-consumption

disconnection" when current new domestic brands apply ICH IPs, and based on the aforementioned theoretical model, design implementable method references and path guidance for brands to achieve long-term commercial realization by building "invisible bonds", helping brands achieve a win-win situation of cultural inheritance and commercial success.

3.2 Research Contents

(1) Research on the correlation mechanism between traditional cultural IP and brand "invisible bond"

This study has deeply analyzed the potential psychological dimensions of the "invisible bond" including cultural identity, emotional resonance, craftsmanship awe and regional belonging; it has explored the matching relationship between these dimensions and ICH IP narrative elements such as historical stories, craftsmanship process, craftsman spirit and cultural symbols; it has constructed a preliminary hypothetical model of "ICH IP narrative elements - invisible bond psychological dimensions - brand value output" through literature review and theoretical deduction.

(2) Investigation and diagnosis of the current situation of "culture-consumption disconnection" of cultural and creative brands

This study has selected typical new domestic brand cases (including successful and controversial ones); it has collected e-commerce platform user reviews and social media word-of-mouth data for text mining, and conducted in-depth interviews with industry practitioners and core consumers; it has comprehensively presented the specific manifestations of "disconnection" such as shallow cultural cognition, lack of emotional resonance and low repurchase intention, and deeply explored the internal causes such as superficial narrative, insufficient experience design and invalid value communication[3].

(3) Research on the shaping method and commercial realization path of "invisible bond" This study has adopted cross-case comparative analysis, combined excellent domestic and foreign cases to extract specific methods of shaping "invisible bond" through product narrative, space experience, service interaction and community operation; it has further analyzed the transformation path from strong "invisible bond" to sustainable commercial value,

such as improving consumer lifetime value, promoting word-of-mouth communication, enhancing brand premium capacity and strengthening brand anti-risk ability[4-5].

4. Proposed Research Methods, Technical Route, Experimental Protocol and Feasibility Analysis

4.1 Research Methods

This study adopted a mixed-methods design integrating consumer review text mining, semi-structured in-depth interviews, and cross-case comparative analysis. All research procedures were completed between December 25, 2025 and February 28, 2026.

4.2 Sample Sources, Scale and Structure

4.2.1 Consumer review data

Public user reviews were collected from Xiaohongshu, Douyin Store, Taobao, and JD.com concerning six new domestic brands integrating ICH resources: Florasis, Palace Museum Cultural and Creative, Miao Silver Cultural and Creative, Weifang Kite, traditional silver jewelry brands, and ICH-integrated cosmetics brands. A total of 4,279 valid reviews were obtained after excluding duplicated, advertising, meaningless, and overly short reviews.

4.2.2 In-Depth interview samples

A total of 20 valid interviewees participated in semi-structured interviews, all aged 19–35, from Shanxi, Bangkok, Shanghai, and Guangzhou. The interviewees included 6 ICH enthusiasts, 12 genuine consumers of ICH-related domestic brands, and 2 students with relevant ICH-related learning or practical experience.

4.2.3 Case Samples

This study selected 3 Chinese ICH IP brands and 2 international cultural IP brands for cross-case comparison. Chinese cases covered Palace Museum Cultural and Creative, Florasis, and Miao Silver ICH Brand. International cases included one Japanese traditional craftsmanship brand and one French luxury cultural IP brand.

4.3 Data Collection Period

The entire empirical process was conducted within December 25, 2025-February 28, 2026. Phase 1 (Dec 25-Jan 10) focused on review data crawling, cleaning, and preprocessing. Phase 2 (Jan 11-Feb 10) consisted of in-depth interviews, transcription, and data sorting. Phase 3 (Feb

11-Feb 28) involved case analysis, coding, model verification, and conclusion formation.

4.4 Data Analysis Procedures

4.4.1 Text mining analysis

First, data cleaning and deduplication were conducted. Second, Chinese word segmentation and stop-word removal were implemented. Third, TF-IDF keyword extraction was carried out. Fourth, sentiment classification into positive, neutral, and negative categories was completed. Fifth, LDA topic modeling was applied to identify core perceptual dimensions.

4.4.2 Interview data analysis

All 20 interview records were fully transcribed. Open coding, axial coding, and selective coding were conducted step by step. Themes related to the “invisible bond” were systematically extracted. A theoretical saturation test was performed to ensure adequate and credible data.

4.4.3 Cross-case comparative analysis

A structured framework was used to compare cases across four dimensions: narrative strategy, experience design, community operation, and value transformation.

5. Results

5.1 Text Mining Results

5.1.1 High-frequency keywords

High-frequency words included intangible cultural heritage, craftsmanship, spirit, national trend, story, culture, tradition, texture, gift, connotation, design, exquisite, repurchase, and identity.

5.1.2 Sentiment distribution

Positive reviews accounted for 69.2%, mainly praising cultural connotation, design, storytelling, and texture. Neutral reviews represented 20.7%, in which consumers approved appearance but lacked deep cultural understanding. Negative reviews made up 10.1%, criticizing superficial symbols, empty marketing, and insufficient narrative depth.

5.1.3 Topic modeling results

LDA analysis extracted three stable core themes, consistent with the three-dimensional structure of the “invisible bond”: cultural cognition (history, heritage, craft, tradition), emotional resonance (craftsmanship spirit, storytelling, belonging, pride), and value identity (willingness to pay premium, repurchase, recommendation).

5.2 In-Depth Interview Findings

1) 85% of consumers stated that visual appearance alone was insufficient; cultural stories and connotations were essential for long-term attachment.

2) Consumers were most strongly attracted by craft processes, inheritor stories, and historical origins.

3) 70% of respondents were willing to pay a 20%–50% premium for brands with complete and authentic ICH narratives.

4) Superficial symbol grafting directly led to low repurchase intention and weak emotional bonding.

5) The “invisible bond” formed through a clear path: cultural understanding → emotional resonance → identity construction.

5.3 Cross-Case Comparison Results

Comparison results illustrate clear differences between Chinese ICH brands and international cultural IP brands. Regarding narrative core, Chinese ICH brands focus on historical inheritance, craftsmanship spirit and national cultural identity, whereas international brands center on lifestyle expression, aesthetic value and emotional experience. In terms of experience design, Chinese brands rely on offline exhibitions, hands-on craft experiences and on-site cultural interpretation, while international brands adopt immersive scenes, digital interaction and global cross-media communication. For community operation, Chinese brands conduct cultural education, user co-creation and national trend community cultivation, and international brands build fan ecosystems, global IP authorization and cross-border collaboration. In value conversion, Chinese brands achieve price premiums, repurchase growth and word-of-mouth communication, while international brands form a complete system of copyright licensing, derivative development and global commercial monetization. Overall, Chinese ICH brands present stronger advantages in cultural identity construction, and international brands are more mature in long-term commercial value transformation and sustainable operation.

6. Innovation of the Research Topic

6.1 Theoretical Innovation

This study has clearly defined the connotation of the “invisible bond” under the context of ICH IP empowering new domestic brands, centering its

construction on cultural identity and emotional resonance. It has highlighted the unique psychological mechanisms triggered by traditional cultural symbols such as collective memory awakening and craftsmanship awe, and constructed a contextualized dimensional model for the bond. This model has distinguished it from general brand emotional connections, opening up a culturally specific sub-research field in brand relationship theory.

6.2 Perspective Innovation

This study has broken the limitation of existing researches focusing on IP content development or brand marketing in isolation, adopting a dynamic and systematic process perspective. It has focused on the complete transmission chain of "ICH IP-source → brand narrative-translation → consumer psychology-bond → commercial value-output", taking the "invisible bond" as the core hub of the chain. This perspective has deciphered the theoretical black box of cultural value to commercial value transformation, connecting scattered research points into a logically consistent integrated analysis framework.

6.3 Practical Innovation

This study has extracted "invisible bond" shaping methods based on the real perception and needs of ICH and domestic brand amateur enthusiasts, the core potential users. The methods have been closely combined with daily brand operation links such as product design, story-telling and experience touchpoints, abandoning empty macro-strategies. It has fully considered the resource constraints of small and medium-sized cultural and creative brands, explored low-cost cultural deep cultivation via precise narrative and community operation, and provided a replicable practical reference for domestic brands [6-9].

7. Conclusion

7.1 Research Summary and Key Findings

Under the background of consumer society transformation and cultural confidence national strategy, this study has taken the practical dilemma of "disconnection between cultural expression and consumption binding" in the process of ICH IP narrative empowering new domestic brands as the research starting point, focused on the "invisible bond" composed of

cultural identity and emotional resonance between brand narrative and consumers, explored its construction logic and value transformation path, and adopted mixed research methods such as consumer text mining, in-depth interview and comparative case analysis to solve three core problems. The key findings are as follows: First, the "invisible bond" in the context of ICH IP empowerment has been confirmed as a multi-level psychological structure with cultural rootedness. It has been composed of three progressive dimensions: cultural cognition as the foundation, which refers to consumers' understanding and recognition of ICH's historical context, craftsmanship characteristics and symbolic connotation; emotional resonance as the core, which is the emotional synchronization caused by collective memory, craftsman spirit and regional belonging; value identity as the sublimation, which integrates the cultural value carried by the brand into consumers' self-identity. This has constituted the essential difference between it and the general brand emotional connection. Second, the core crux of "culture-consumption disconnection" has been identified as narrative rupture, which has been mainly divided into three types: meaning suspension, in which brands only display ICH symbols but fail to convey spiritual connotation and historical context; experience disconnection, in which ICH narrative stays in label and slogan and cannot be transformed into perceptible embodied experience[3]; value isolation, in which brand narrative fails to connect with consumers' life experience and identity construction, resulting in invalid cultural value transmission. This diagnostic framework has provided a clear tool for brand problem positioning. Third, the shaping and value transformation of "invisible bond" have followed the four-stage path of "narrative implantation - experiential anchoring - community resonance - value spillover". In the narrative implantation stage, brands have realized the transformation from element splicing to systematic meta-narrative; in the experiential anchoring stage, abstract narrative has been transformed into emotional memory through multi-dimensional experience contact[3]; in the community resonance stage, individual experience has been aggregated into group identity through social platform and user co-creation; in the value spillover stage, cultural identity has been transformed into brand

premium, repurchase intention and anti-risk ability, realizing sustainable commercial value transformation. This path has not depended on high resource investment, and has shown strong practical operability.

7.2 Research Contributions and Academic Value

This study's theoretical and practical contributions have been highly consistent with its research innovations, and have further expanded the academic and industrial value on this basis. Theoretically, the study has proposed the core concept of "invisible bond" with theoretical growth potential, defined its dimensional composition and formation mechanism in the context of ICH IP empowerment, broken the linear research logic of existing ICH and brand research, and provided a new theoretical perspective for cultural IP brand empowerment research; it has constructed an integrated analysis model of "narrative - experience - identity - value", bridged the academic gap between cultural studies, brand management and consumer behavior, and clarified the complete transformation chain from cultural resources to brand assets; the mixed research method combining text mining, in-depth interviews and comparative case studies has improved the accuracy and depth of research conclusions, providing a methodological reference for subsequent related research on cultural IP and brand development. In practice, the study has targeted the "cultural-commercial transformation anxiety" of new domestic brands, and the proposed narrative rupture diagnostic framework has helped brands quickly locate the core crux of "culture-consumption disconnection"; the four-stage "invisible bond" shaping and value transformation path has possessed a low resource threshold, which has been highly applicable to small and medium-sized cultural and creative brands, and has been directly applied to brand narrative design, experience building and community operation links. It has not only provided practical operation guidance for the innovative inheritance of ICH and the high-quality development of new domestic brands, but also demonstrated important industrial application value for the integrated development of cultural and economic industries [6-9].

7.3 Research Limitations and Reflections

This study has achieved certain research results, but has still shown some limitations: first, the sample limitation, the 20 interviewees have been mainly young consumers in first-tier and new first-tier cities, failing to cover middle-aged and elderly groups and consumers in ICH birthplaces, and the research conclusions have shown certain limitations in explaining cross-generational and cross-regional consumer differences. Second, the case limitation, the selected cases have been mainly well-known head brands and IPs, lacking in-depth research on small and medium-sized ICH workshops, independent designer brands and local ICH projects[4-5], and the research on resource-constrained brands has been insufficient. Third, the research design limitation, this study has adopted cross-sectional research, which has only reflected the current situation of bond construction, and cannot track the dynamic evolution process of consumers' cultural identity and brand relationship. Fourth, the cultural authenticity research has been insufficient, this study has focused on bond construction and value transformation, and has not systematically analyzed the ethical issues such as cultural authenticity dilution and excessive symbol appropriation in the commercialization process[3].

7.4 Future Research Directions and Prospects

Based on the above research findings and limitations, future research can be continuously advanced in the following directions: First, expand the heterogeneity and representativeness of samples. Subsequent research can intentionally include diverse samples such as middle-aged and elderly consumer groups, residents of ICH native communities, and overseas Chinese consumers. Through cross-generational, cross-regional, and cross-cultural comparative analysis, the universality and variability of the "invisible bond" dimensional model can be tested, and the differential manifestations of the cultural identity formation mechanism in different groups can be explored. Second, deepen the focus on small and medium-sized ICH brands and localized practices[4-5]. Different from the resource agglomeration effect of top IPs, a large number of ICH projects scattered in counties and towns are exploring characteristic development paths by combining with policies such as local cultural tourism, rural revitalization, and e-commerce

agriculture assistance. Future research can adopt an in-depth case grounded method to focus on how these “silent majority” build emotional connections with consumers under resource scarcity, whose experiences and dilemmas will be of great value for improving the theoretical model and serving social equity. Third, introduce a longitudinal tracking research design. Subsequent research can attempt to conduct a 1–2 year tracking observation on ICH IP cooperative brands that are being launched or transformed, and repeatedly measure the changes in consumers’ cultural identity intensity and brand relationship quality at multiple time points, so as to more rigorously verify the causal direction and dynamic evolution law of the “narrative - experience - identity - value” transformation path. Fourth, interdisciplinary integration and theoretical dialogue. This study mainly relies on the perspectives of communication, brand management, and consumer psychology. In the future, it can further conduct in-depth dialogue with anthropological research on “material culture”, sociological theory of “taste and distinction”, and historical criticism of “memory production”. The commercialization of ICH IP is not only an economic behavior, but also an important field of contemporary Chinese cultural reproduction. An interdisciplinary perspective will help reveal the distribution of knowledge power, the reconstruction of cultural authority, and the political and economic implications of mass cultural consumption in this process. Fifth, specialized research on ethical issues[3]. In view of the ethical and legal issues such as the crisis of cultural authenticity, the distribution of community rights and interests, and protection of traditional knowledge in the commercialization of ICH IP, special research is urgently needed in the future. How to balance innovative expression and respect for tradition in brand narration, and how to protect the discourse power and income rights of ICH inheritors in value distribution, are equally urgent practical propositions beyond theoretical construction [6][8][9].

To sum up, this study has conducted a preliminary theoretical exploration and empirical test in the emerging interdisciplinary field of ICH IP narration empowering new domestic brands, and has proposed the conceptual framework of “invisible bond” and the path model of “four-stage transformation”. The research has not only responded to the urgent

practical needs of the transformation and upgrading of the cultural and creative industry, but also opened up several worthy in-depth research fields for subsequent academic research. In the wave of the deep integration of the cultural power strategy and the digital economy, how to make the sleeping ICH be seen, understood, and cherished in the contemporary consumer context, and thus glow with new vitality, is a long-term subject with both academic charm and social value. This study has been only a preliminary exploration, and has laid a stepping stone for more systematic and in-depth research in the future.

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