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# FROM "BROWSING" TO "PURCHASING": BARRIERS AND ENHANCEMENT STRATEGIES FOR CONSUMERS' PURCHASE INTENTION IN INTANGIBLE CULTURAL HERITAGE E-COMMERCE

XiYu Cai, Peng Liu*, XuanJie Lu
*School of Management, Guangzhou City University of Technology, Guangzhou 510800, Guangdong, China.*
**Corresponding Author: Peng Liu*

**Abstract:** The deep integration of intangible cultural heritage (ICH) and e-commerce provides a new path for the transmission of traditional culture. However, this development process faces numerous challenges, and the formation mechanism of consumers' purchase intention in this context requires further in-depth investigation. Based on 358 consumer questionnaires, this study diagnoses issues in ICH e-commerce across five dimensions: Product Information and Presentation, Cultural Perception and Trust, Price and Value Perception, Logistics and After-Sales Service Experience, and Service and Interaction. It employs cluster analysis, multiple regression, and group heterogeneity analysis to reveal the obstacles and promotion paths for purchase intention. The study finds that logistics and after-sales service experience, along with product information and presentation, are the most significant positive factors influencing purchase intention, while price perception has no direct significant effect. Consumers can be segmented into four groups: Mature and Steady, Generation Z Novelty-Seeking, Potential Wait-and-See, and Sophisticated Quality-Conscious, each with significantly different pain points and drivers.
**Keywords:** ICH E-commerce; Purchase intention; Consumer segmentation; Regression analysis; Promotion strategy

## 1 INTRODUCTION

Intangible cultural heritage (hereinafter referred to as "ICH") embodies the unique character and national spirit of Chinese civilization, reflecting the aesthetic pursuits and life wisdom of all ethnic groups in China. With the deepening development of the digital economy, ICH products have entered public life through e-commerce platforms, which have become important carriers for the protection, transmission, and commercial value transformation of ICH [1-3]. The report shows that the annual transaction volume of ICH-related products exceeded the 100 billion yuan mark for the first time in 2023, reaching 107.32 billion yuan, a year-on-year increase of 37.7%. Simultaneously, the number of consumers who purchased ICH-related products on Taotian platforms reached 249 million, a year-on-year increase of 11.7%, and the number of ICH merchants on Taotian platforms reached 36,000, a year-on-year increase of 17.6% [4]. E-commerce platforms have significantly enhanced the market visibility and consumption penetration of ICH products through category expansion, special zone construction, and cross-border integration innovation. At the same time, live-streaming e-commerce and short video dissemination provide new channels for the dissemination and sales of ICH products by enhancing consumer shopping experiences through real-time interaction and scenario-based displays, allowing consumers to gain a deeper and more intuitive understanding of ICH creation [2].
However, the integration of "ICH + E-commerce" also faces certain challenges. Behind the prosperity lie issues such as product homogenization, difficulty distinguishing authenticity, and poor experience, which hinder consumers' transition from "browsing" to "purchasing [5-6]." Existing research mostly focuses on the macro-development path of ICH e-commerce or concentrates on single influencing factors of a single category[7]. Few studies systematically diagnose multi-dimensional problems from the consumer perspective and quantify their differentiated impacts on purchase intention, let alone conduct heterogeneity analysis based on consumer segmentation. To this end, this study focuses on online shopping consumers and explores the following questions across five dimensions: product information and presentation, cultural perception and trust, price and value perception, logistics and after-sales service experience, and service and interaction: (1) the severity of problems in each dimension; (2) the intensity of each dimension's impact on purchase intention; (3) the differences in pain points and drivers among different consumer groups. Finally, targeted promotion strategies are proposed to provide data support for optimizing ICH e-commerce operations.

## 2 RESEARCH DESIGN

### 2.1 Selection and Definition of Diagnostic Dimensions

Based on previous relevant research and the special characteristics of ICH products [8-13], this paper proposes five dimensions to diagnose and analyze problems in the development of ICH e-commerce, as shown in Table 1.

**Table 1** Diagnostic Dimensions of ICH E-Commerce

| Diagnostic Dimension | Definition Description |
|---|---|
| Product Information and Presentation（PIP） | Refers to the completeness, authenticity, and aesthetics and clarity of the display of ICH product descriptions, images, videos, and other information obtained by consumers on e-commerce platforms. |
| Cultural Perception and Trust（CPT） | Refers to the degree of consumers' understanding and identification with the cultural connotations, transmission history, and craftsmanship spirit carried by ICH products, as well as their level of trust in the ICH identity claimed by merchants (e.g., inheritor certification, handmade production). |
| Price and Value Perception（PVP） | Refers to consumers' subjective evaluation of the reasonableness of ICH product pricing, and their trade-off judgment between the perceived comprehensive value in terms of quality, cultural connotation, and craftsmanship uniqueness and the price paid. |
| Logistics and After-Sales Service Experience（LASE） | Refers to the overall consumer perception of service links after placing an order, including delivery timeliness, packaging integrity, and return/exchange convenience. |
| Service and Interaction（SI） | Refers to the quality of two-way communication processes between consumers and merchant customer service before, during, and after purchase, including communication, consultation, and feedback. |

The first two dimensions consider the uniqueness of ICH e-commerce. The product information and presentation dimension reflects whether merchants can accurately convey key information such as craftsmanship details, creative ingenuity, and material sources of ICH products through digital media, thereby reducing consumers' perceived risk. The cultural perception and trust dimension is a core characteristic distinguishing ICH goods from ordinary consumer goods, directly affecting consumers' cultural resonance and purchase confidence. The other three dimensions are extensions of the SERVQUAL model in the e-commerce context. The price and value perception dimension reflects consumers' judgment of "value for money" and their willingness to pay a corresponding premium for ICH products. The logistics and after-sales service experience dimension is an important component of e-commerce service quality, particularly crucial for most fragile, handcrafted ICH products. The service and interaction dimension encompasses not only the responsiveness and professionalism of traditional customer service but also higher-level value co-creation behaviors such as cultural explanations and personalized recommendations.

### 2.2 Questionnaire Design and Data Collection

This study targets consumers who have experience purchasing ICH products online or have browsed and paid attention to ICH products on online shopping platforms. Questionnaires were distributed online via the WJX platform and then disseminated through social media such as WeChat, QQ, and Xiaohongshu. Finally, 358 valid questionnaires were obtained, with an effective response rate of 84.8%.

The questionnaire consists of four parts with a total of 31 items. The main parts are the ICH E-commerce Consumption Experience Evaluation (18 items) and the Purchase Intention Survey (5 items), both measured using a 5-point Likert scale, where 1 to 5 represent "strongly disagree/very serious problem" to "strongly agree/no problem." The design of the questionnaire scale refers to the research results of Zhu Qingxiang, Li Shen, et al [8-15].

## 3 EMPIRICAL ANALYSIS

### 3.1 Sample Descriptive Statistics

As shown in Table 2, the respondents in this survey are mainly female, aged 18-35, and are primarily students or corporate employees, exhibiting high online shopping activity, which aligns with the typical profile of the main consumer group for ICH e-commerce. Meanwhile, over 70% of respondents have purchased ICH products twice or less, indicating that while consumers have a high willingness to try ICH products, there is still significant room for improvement in repeat purchase conversion.

In terms of the types of ICH products purchased, ICH food products (traditional pastries, wine, tea, etc.) are the most popular (accounting for 63.4%), followed by cultural and creative peripherals (stationery with ICH elements, blind boxes, decorative paintings, etc.) (49.8%) and traditional crafts (ceramics, embroidery, paper-cutting, lacquerware, bamboo weaving, etc.) (44.7%), while clothing and accessories (Hanfu, tie-dye, Miao silver jewelry, etc.) account for a relatively lower proportion. This indicates that consumers are more receptive to "edible" and "daily-use" ICH products, with food and cultural creative products being easier to convert due to lower barriers and stronger experiential appeal.

**Table 2** Sample Descriptive Statistical Results

| Variable | Category | Frequency (Person) | Percentage (%) |
|---|---|---|---|
| Gender | Male | 119 | 33.2 |
| | Female | 239 | 66.8 |
| Age Group | Under 18 | 6 | 1.7 |
| | 18-25 years old | 166 | 46.4 |

| Variable | Category | Frequency (Person) | Percentage (%) |
|---|---|---|---|
| | 26-35 years old | 92 | 25.7 |
| | 36-50 years old | 77 | 21.5 |
| | 51 years old and above | 17 | 4.7 |
| Occupation | Student | 144 | 40.2 |
| | Corporate Employee | 122 | 34.1 |
| | Government/Public Institution Staff | 34 | 9.5 |
| | Freelancer | 42 | 11.7 |
| | Other | 16 | 4.5 |
| Purchase Frequency | Never purchased | 123 | 34.4 |
| | 1-2 times | 158 | 44.1 |
| | 3-5 times | 38 | 10.6 |
| | More than 5 times | 39 | 10.9 |
| Types of ICH Products Purchased | Traditional Crafts | 105 | 44.7 |
| | ICH Food Products | 149 | 63.4 |
| | Clothing and Accessories | 81 | 34.5 |
| | Cultural and Creative Peripherals | 117 | 49.8 |
| | Other | 14 | 6 |

### 3.2 Reliability Test

This study uses SPSS 26.0 software to test the reliability of the scale, calculating Cronbach's α coefficients for each dimension and the total scale. The results (see Table 3) show that the Cronbach's α coefficient for the total scale is 0.913, indicating high internal consistency of the overall scale. The Cronbach's α coefficients for each dimension are all greater than 0.6, with most exceeding the good reliability threshold of 0.7. In summary, the scale used in this study has good reliability, and the measurement results are stable and reliable.

**Table 3** Reliability Test Results

| Dimension | Number of Terms | Cronbach's α |
|---|---|---|
| Product Information and Presentation (PIP) | 4 | 0.778 |
| Cultural Perception and Trust (CPT) | 4 | 0.683 |
| Price and Value Perception (PVP) | 3 | 0.733 |
| Logistics and After-Sales Service Experience (LASE) | 4 | 0.791 |
| Service and Interaction (SI) | 3 | 0.651 |
| Purchase Intention (PI) | 5 | 0.848 |
| Total scale | 23 | 0.913 |

### 3.3 Validity Test

This paper uses the KMO test and Bartlett's test of sphericity to verify the construct validity of the scale. Using SPSS 26.0 software to perform the KMO and Bartlett's tests on all scale items, the results in Table 4 show that the KMO value is 0.917, and the p-value of Bartlett's test is 0.000, indicating significant correlations between variables and sufficient correlation among them. The questionnaire has good construct validity, allowing for further analysis.

**Table 4** KMO and Bartlett's Test Results

| KMO measure of sampling adequacy | | 0.917 |
|---|---|---|
| Bartlett's Test | Approximate chi-square | 3311.293 |
| | Degrees of freedom | 253 |
| | Significance | 0.000 |

### 3.4 Correlation Analysis between Dimension Diagnosis and Purchase Intention

Based on the comprehensive average scores of each dimension and purchase intention to analyze the problems in ICH e-commerce, the results in Table 5 show that among the five dimensions, Logistics and After-Sales Service Experience has the lowest average score (3.59) with a relatively large standard deviation, indicating that problems in this dimension are most prominent. Consumer dissatisfaction with packaging, logistics, and returns/exchanges is relatively concentrated, making it the area most in need of improvement in current ICH e-commerce. The dimension with the highest score is Product Information and Presentation (3.86), close to 4, indicating that consumers have a relatively high overall recognition of product graphic displays, and the problem of discrepancies between pictures and actual products is not prominent; this aspect can be maintained. The overall purchase intention score of respondents is 3.68, at a medium level. Looking at individual items, "I am willing to purchase ICH products on e-commerce platforms" scores the highest, while "The possibility of me planning to purchase ICH products in the next year" scores the lowest. Coupled with nearly 70% of consumers being willing to recommend ICH products, this suggests a good foundation for word-of-mouth communication. Consumers generally have a positive attitude towards ICH products, but there is still some resistance in converting intention into actual purchase behavior.
Analyzing the correlation coefficients between each diagnostic dimension and purchase intention reveals all are significantly positively correlated ($p < 0.001$). Among them, Logistics and After-Sales Service Experience and Product Information and Presentation have the strongest correlations, while the correlation with Price and Value Perception is relatively weaker, indicating that the impact of each dimension on purchase intention is not uniform.

**Table 5** Comprehensive Scores and Correlation Analysis Results for Each Variable

| Dimension | Mean | Standard Deviation | Problem Severity | Correlation Coefficient |
|---|---|---|---|---|
| Product Information and Presentation | 3.86 | 0.736 | Low | 0.441*** |
| Cultural Perception and Trust | 3.73 | 0.668 | Medium-Low | 0.427*** |
| Price and Value Perception | 3.70 | 0.718 | Medium | 0.337*** |
| Logistics and After-Sales Service Experience | 3.59 | 0.738 | Medium-High | 0.444*** |
| Service and Interaction | 3.66 | 0.702 | Medium | 0.432*** |
| Purchase Intention | 3.68 | 0.736 | Medium | —— |

Note: The correlation coefficients refer to the correlation with purchase intention; *** indicates p-value < 0.001

### 3.5 Regression Analysis

To further explore which dimensions have a greater impact on purchase intention, multiple linear regression analysis was conducted. The results in Table 6 show that Product Information and Presentation is the strongest factor influencing purchase intention. For every one-point increase in consumer evaluation of product graphic displays and detailed descriptions, purchase intention increases by an average of 0.21 points. This means optimizing product detail pages, enhancing image authenticity, and enriching craft introductions are the most effective entry points to increase purchase intention. Logistics and After-Sales Service Experience and Service and Interaction also have significant positive impacts on purchase intention, indicating that consumers care not only about the product itself but also about logistics packaging, return/exchange convenience, and the professionalism of customer service. Cultural Perception and Trust has a significant but relatively weaker impact on purchase intention, suggesting that although cultural identity and authenticity trust are important, their direct driving force on purchase decisions is slightly lower than that of product information and service experience. Price and Value Perception has no significant impact on purchase intention, possibly because ICH products inherently possess a cultural premium attribute, for which consumers have certain psychological expectations.

**Table 6** Multiple Regression Analysis Results

| Independent Variable | Coefficient | T-Value | Significance | Collinearity Statistics VIF |
|---|---|---|---|---|
| Constant | 1.120 | 5.077 | 0.000 | — |
| Product Information and Presentation | 0.210 | 3.611 | 0.000 | 1.703 |
| Cultural Perception and Trust | 0.165 | 2.483 | 0.013 | 1.838 |
| Price and Value Perception | -0.072 | -1.138 | 0.256 | 1.923 |
| Logistics and After-Sales Service Experience | 0.194 | 3.076 | 0.002 | 1.999 |
| Service and Interaction | 0.193 | 3.064 | 0.002 | 1.805 |
| Dependent variable: Purchase intention $R^2$=0.299, Adjusted $R^2$=0.289, F=29.997(0.000) | | | | |

### 3.6 Consumer Segmentation and Differentiation Analysis

#### *3.6.1 Consumer segmentation*

To further explore the differences among different consumer groups, this paper uses a hierarchical clustering method based on Gower distance combined with respondents' basic attribute characteristics to divide respondents into four categories, as shown in Figure 1. Consumers in Cluster 2 and Cluster 4 account for a relatively high proportion of the total sample, at 34.1% and 32.7% respectively. Cluster 1 accounts for 23.2% of the consumer sample, and Cluster 3 accounts for the smallest proportion, only 10.1%.

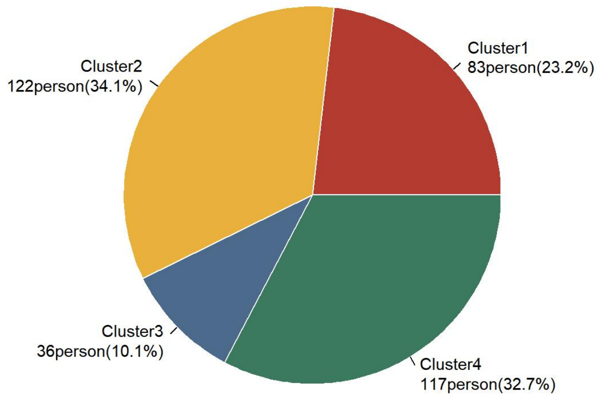


**Figure 1** Sample Size and Proportion of Each Cluster

Table 7 presents descriptive statistics of the basic attributes of consumers in different categories. By analyzing the characteristic data of consumers in each cluster, the four types of consumers can be summarized as Cluster 1: Mature and Steady Consumers, Cluster 2: Generation Z Novelty-Seeking Consumers, Cluster 3: Potential Wait-and-See Consumers, and Cluster 4: Sophisticated Quality-Conscious Consumers.

**Table 7** Descriptive Statistics of Consumer Attributes across Different Categories

| Variable | Category | Cluster1 | Cluster2 | Cluster3 | Cluster4 |
|---|---|---|---|---|---|
| Gender | Male | 100.0% | 0.0% | 100.0% | 0.0% |
| | Female | 0.0% | 100.0% | 0.0% | 100.0% |
| Age Group | Under 18 | 0.0% | 4.1% | 2.8% | 0.0% |
| | 18-25 years old | 6.0% | 91.8% | 97.2% | 12.0% |
| | 26-35 years old | 45.8% | 4.1% | 0.0% | 41.9% |
| | 36-50 years old | 37.3% | 0.0% | 0.0% | 39.3% |
| | 51 years old and above | 10.8% | 0.0% | 0.0% | 6.8% |
| Occupation | Student | 1.2% | 87.7% | 94.4% | 1.7% |
| | Corporate Employee | 55.4% | 12.3% | 5.6% | 50.4% |
| | Government/Public Institution Staff | 16.9% | 0.0% | 0.0% | 17.1% |
| | Freelancer | 21.7% | 0.0% | 0.0% | 20.5% |
| | Other | 4.8% | 0.0% | 0.0% | 10.3% |
| Purchase Frequency | Never purchased | 31.3% | 43.4% | 44.4% | 23.9% |
| | 1-2 times | 43.4% | 40.2% | 47.2% | 47.9% |
| | 3-5 times | 9.6% | 12.3% | 5.6% | 11.1% |
| | More than 5 times | 15.7% | 4.1% | 2.8% | 17.1% |

Cluster 1: Mature and Steady Consumers: This group is mainly composed of young and middle-aged male professionals with a certain economic foundation. Their consumption of ICH products is still in the trial or observation stage. Their

purchasing behavior tends to be rational, possibly for personal use or gift-giving. Their awareness and trust in ICH products still need cultivation. This type can be positioned as a potential male consumer group.

Cluster 2: Generation Z Novelty-Seeking Consumers: This group is mainly composed of young female students, representing a typical "Generation Z" consumer group. They are curious about new things but have less actual purchasing experience. They are often sensitive to the cultural stories, aesthetic design, and social attributes of ICH products and are easily influenced by social media recommendations, but they are also more price-sensitive. This type can be positioned as light-weight tryers.

Cluster 3: Potential Wait-and-See Consumers: This group is mainly composed of young male students. Like Cluster 2, they belong to Generation Z but differ in gender, and their purchasing behavior is more conservative. Due to gender differences, their interest in ICH products may be more focused on technical and craft-oriented categories (e.g., traditional tools, models, digital peripherals) rather than decorative or emotional products. This type can be positioned as potential users to be activated.

Cluster 4: Sophisticated Quality-Conscious Consumers: This group is mainly composed of mature female professionals with stable spending power and high cultural aesthetic needs. Their purchase frequency is significantly higher than other groups, with the highest proportion of high-frequency purchasers (5+ times). They are the most active loyal consumers. This type can be positioned as the core value customer group.

***3.6.2 Heterogeneity analysis of purchase intention across different groups***

To verify whether the impact of diagnostic dimensions on purchase intention differs across groups, regression analysis was conducted on each sub-sample group, as shown in Table 8. The results show that the four clusters exhibit obvious differences in the key factors influencing purchase intention, confirming the necessity of consumer segmentation research.

**Table 8** Regression Analysis Results for Different Types of Consumers

| Independent Variable | Coefficient Beta(p-value) | | | |
|---|---|---|---|---|
| | Cluster1 | Cluster2 | Cluster3 | Cluster4 |
| Product Information and Presentation | 0.140<br>(0.236) | 0.326<br>(0.002) | 0.255<br>(0.250) | 0.139<br>(0.186) |
| Cultural Perception and Trust | -0.045<br>(0.715) | 0.293<br>(0.007) | 0.692<br>(0.008) | 0.101<br>(0.344) |
| Price and Value Perception | 0.078<br>(0.552) | -0.216<br>(0.040) | 0.039<br>(0.873) | -0.154<br>(0.162) |
| Logistics and After-Sales Service Experience | 0.361<br>(0.006) | -0.016<br>(0.887) | -0.127<br>(0.532) | 0.246<br>(0.036) |
| Service and Interaction | -0.102<br>(0.389) | 0.334<br>(0.002) | -0.084<br>(0.708) | 0.122<br>(0.260) |
| Sample size N | 83 | 122 | 36 | 117 |
| Adjusted $R^2$ | 0.111 | 0.434 | 0.535 | 0.119 |

Dependent variable: Purchase intention;The values in parentheses are the p-values of the corresponding regression coefficients.

Among them, Cluster 2 (Generation Z Novelty-Seeking) is the most complex group, simultaneously affected by product information, cultural trust, service interaction, and price. Only this group shows a significant negative impact of price and value perception on purchase intention. For young female students, information transparency, cultural narrative, and service warmth collectively determine their purchase intention, with price sensitivity being a clear constraint. Cluster 3 (Potential Wait-and-See) shows the strongest trust-driven effect, with a standardized coefficient of 0.692 for Cultural Perception and Trust, and the model has the strongest explanatory power. This indicates that the young male student group has the weakest ability to distinguish authentic ICH from fakes, and the trust issue is the core bottleneck in their purchase decisions. Both Cluster 1 and Cluster 4 rely on logistics and after-sales service. Both mature males (Cluster 1) and sophisticated females (Cluster 4) show a high dependence on logistics services, indicating that economically stable consumers exhibit obvious characteristics of mature consumers, generally having higher demands for the backend aspects of the consumption experience.

## 4 CONCLUSION AND RECOMMENDATIONS

### 4.1 Main Conclusions

Based on 358 consumer questionnaires, this study diagnoses problems in ICH e-commerce across five dimensions (product presentation, cultural trust, price perception, logistics after-sales, service interaction) and explores their impact on purchase intention. The main conclusions are as follows:

(1) Logistics and After-Sales Service Experience is the most prominent current shortcoming, while Product Information and Presentation performs relatively well. Among the dimension scores, Logistics and After-Sales Service Experience scores the lowest, with nearly 30% of consumers reporting poor packaging and susceptibility to damage during transport. Product Information and Presentation scores the highest, with consumers showing relatively high recognition of graphic displays.

(2) consumer purchase intention is at a medium level, with resistance in converting intention into actual purchase. Among the purchase intention items, "possibility of purchasing in the next year" is low, while most consumers indicate willingness to recommend ICH products, suggesting consumers have positive attitudes but act cautiously.
(3) Logistics and After-Sales Service Experience and Product Information and Presentation are key factors influencing purchase intention. Regression analysis shows these two dimensions have the greatest impact on purchase intention, while Price and Value Perception does not pass the significance test, indicating consumers have certain psychological expectations regarding the cultural premium of ICH products.
(4) consumer groups show significant differentiation, with different pain points and drivers for different groups. Hierarchical clustering based on Gower distance divided consumers into four types: Cluster 1: Mature and Steady Consumers (young/middle-aged males), Cluster 2: Generation Z Novelty-Seeking Consumers (young female students), Cluster 3: Potential Wait-and-See Consumers (young male students), and Cluster 4: Sophisticated Quality-Conscious Consumers (mature female professionals). Group heterogeneity analysis shows that mature and sophisticated groups rely more on logistics services, Generation Z is most sensitive to price, and the Potential Wait-and-See group is extremely dependent on cultural trust.

### 4.2 Recommendations

Based on the above conclusions, the following recommendations are proposed:
(1) Utilize cultural narrative to build emotional resonance.Integrate cultural elements such as "inheritor's craftsmanship," "process story," and "auspicious meanings" into product pages and marketing content, allowing consumers to feel the cultural warmth and form cultural identity and emotional resonance during purchase. Combine this with practical value to jointly facilitate the conversion from "browsing" to "purchasing."
(2) Enrich product information presentation, strengthen authenticity certification and craft introduction.Add inheritor qualification certificates, production process records, and craft detail displays on detail pages, and introduce unified certification logos to solve the core consumer pain point of "difficulty distinguishing authentic from fake." This action not only enhances trust for all groups but is also key to activating Potential Wait-and-See consumers.
(3) Enhance product practicality, promote integration of ICH into modern life.Consumers most frequently called for "enhancing daily practicality." It is recommended to develop ICH products suitable for modern life scenarios while preserving the essence of traditional crafts, such as integrating traditional patterns into practical household items, transforming ICH from "collectibles" to "daily necessities."
(4) Strengthen logistics packaging and after-sales guarantees to improve consumption experience.Aiming at the overall shortcoming of logistics and after-sales service experience, it is recommended that merchants optimize shock-proof packaging design, establish flexible after-sales policies such as "damage compensation," and clearly state return/exchange procedures on product pages to reduce consumer concerns. Especially for Mature and Steady and Sophisticated Quality-Conscious consumers, logistics service is key to activating their purchases.
(5) Implement differentiated operational strategies for segmented groups.For Generation Z Novelty-Seeking consumers, design low-threshold, high-cost-effective entry-level products (e.g., ICH cultural creative blind boxes, small pendants) and strengthen cultural stories and interactive experiences through short videos and live streaming. For Potential Wait-and-See consumers, create hardcore craft content and target them with technological value and functional products. For Mature and Steady and Sophisticated Quality-Conscious consumers, establish membership systems, provide customization services and cultural communities to enhance stickiness.

### 4.3 Research Limitations and Prospects

The limitations of this study mainly include: the channels and timing of questionnaire collection were relatively limited, with the sample mainly concentrated among young people and the Guangdong region, so representativeness needs improvement; the survey was based on consumer subjective perceptions and did not conduct in-depth comparative analysis from the merchant side. Future research could expand the sample scope, combine in-depth interviews with merchant data, and further verify the generalizability of the conclusions.

## COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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