

The Theory and Application of Customization of intangible cultural creativity products—Based on the Analysis of Heilongjiang Local Culture

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Keywords: Heilongjiang local culture; Intangible cultural creativity products; Customization strategy; Cultural inheritance; Innovative development

Abstract: This article mainly discusses the customization strategy and practice of intangible cultural creativity products based on Heilongjiang local culture. It aims to promote the innovation and development of live transmission and cultural and creative industries of intangible culture by deeply excavating the rich intangible resources in Heilongjiang and combining modern design concepts and market demand. In order to achieve this goal, this article uses a variety of research methods, such as on-the-spot investigation, to comprehensively sort out and analyze the local cultural characteristics, the status quo of intangible resources, the development status of Intangible cultural creativity products and consumer demand in Heilongjiang. This article summarizes the theoretical basis of intangible culture and cultural and creative products, and makes clear the importance and necessity of customization of intangible cultural creativity products. Furthermore, by combing the local cultural characteristics and intangible resources of Heilongjiang, it reveals its great potential in the development of cultural and creative products. Based on the consumer survey data, this article puts forward the customization strategy and practice path of intangible cultural creativity products based on Heilongjiang local culture. By implementing these strategies, we can effectively enhance the market competitiveness of Heilongjiang Intangible Cultural Creativity Products, meet the individual needs of consumers, and promote the inheritance and development of intangible culture.

1. Introduction

In the wave of globalization, intangible cultural heritage (ICH), as a living carrier of national memory, carries rich historical and cultural information and national spirit [1]. Its protection and inheritance have attracted increasing attention from the international community. With the acceleration of modernization, many ICH projects are at risk of being lost. How to rejuvenate ICH in the new era has become an urgent problem [2]. As a bridge between traditional culture and modern market, cultural creativity products can provide new living space for ICH through creative transformation, and also meet the needs of consumers for cultural personality and emotional experience [3]. Among them, customized cultural creativity products have become the new favorite of the market with its unique individuality and exclusive sense [4]. Heilongjiang is a cultural center in northeast China. It has rich ICH resources and profound local cultural heritage, which provides rich materials and inspiration for the development of cultural creativity products [5]. Studying the customization of intangible cultural creativity products is of great significance for promoting the inheritance and development of Heilongjiang local culture, and also provides a reference model for the protection and innovation of ICH in China and even in the world.

The purpose of this study is to deeply explore the theoretical basis of customization of intangible cultural creativity products, analyze its application status under the background of local culture in Heilongjiang, and then put forward effective customization strategies. The research revolves around the following core questions: what is the theoretical basis for the customization of intangible cultural creativity products? What is the application status of Heilongjiang local culture in intangible cultural creativity products? What are the challenges and opportunities? How to design customized cultural creativity products that meet the market demand and have cultural connotation based on the local cultural characteristics of Heilongjiang? By answering these questions, this study

hopes to provide theoretical support and practical guidance for the innovative design and marketing of intangible cultural creativity products.

2. Theoretical basis of customization of intangible cultural creativity products

ICH covers various practices, forms of expression and knowledge systems handed down from generation to generation, as well as tools, articles, handicrafts and cultural sites related to these phenomena [6]. It is an important manifestation of national identity and cultural diversity, and also a witness of human creativity [7]. From oral tradition and performing arts, to social customs, etiquette and festivals, to traditional handicraft skills and folk knowledge, ICH tells the historical story of human beings in its unique way and conveys the deep value of culture.

Cultural creativity products are an important part of creative industries [8]. By integrating cultural elements and creative design into products, it endows products with unique cultural connotation and artistic value, and meets consumers' needs for spiritual culture. In the future, the development trend of cultural creativity products will pay more attention to the deep excavation and innovative expression of culture, emphasize the integration with technology, and use digital and intelligent technologies to enhance the interactivity and experience of products. It will also pay more attention to sustainable development and advocate green and environmentally friendly design concepts. Customization is an important way to meet the individual needs of consumers. Under the background of consumption upgrading, customization reflects consumers' pursuit of quality, individuality and emotional value, and also reflects the transformation of the market from mass production to refined and personalized service. Customization theory emphasizes consumer-centeredness, through in-depth understanding of consumers' needs and behaviors, and the use of big data, artificial intelligence and other technical means to achieve accurate matching of products and services [9]. Combining ICH with cultural creativity products is an important measure for both inheritance and innovation. In the field of intangible cultural creativity products, customization can enhance the added value of products, and at the same time promote the in-depth spread of ICH culture, so that consumers can feel the charm of traditional culture while enjoying personalized products.

3. Application status of Heilongjiang local culture in intangible cultural creativity products

3.1. Heilongjiang's ICH resources carding

Heilongjiang, a black land located in the northeast of China, has nurtured a rich and colorful local culture. There are long-standing minority cultures here, such as Manchu, Korean, Hezhe and other unique folk customs and artistic forms. There are also characteristic cultural phenomena formed by geographical environment and historical changes, such as ice and snow culture and frontier culture. Heilongjiang's cultural characteristics are also reflected in its bold and unconstrained artistic style without losing its delicacy and gentleness. Both the exquisiteness of traditional paper-cutting and the mystery of shaman culture show the unique cultural charm of this land. These cultural elements provide a rich source of inspiration for the design of intangible cultural creativity products, which makes Heilongjiang's intangible cultural creativity products full of regional characteristics and cultural depth.

Heilongjiang's ICH resources are rich and diverse, covering traditional handicrafts, folk music and dance and other fields, as shown in Figure 1. These ICH resources are valuable wealth developed by Heilongjiang cultural creativity products, which makes it possible to differentiate and characterize Cultural Creativity Products.

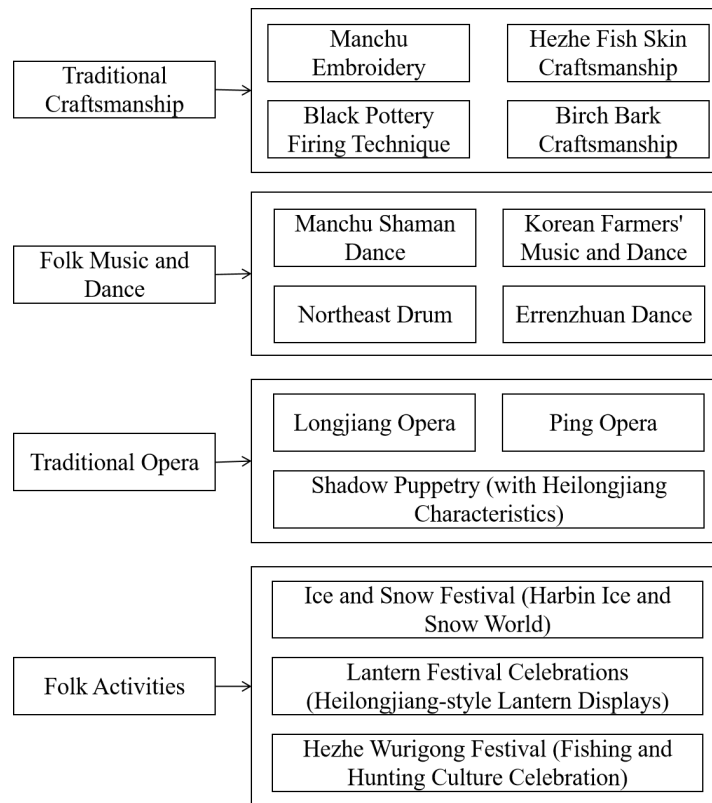


Figure 1 Classification of Heilongjiang's Intangible Cultural Heritage Resources

3.2. Case analysis of existing intangible cultural creativity products

In recent years, Heilongjiang has made remarkable achievements in the development of intangible cultural creativity products. Take Manchu embroidery as an example: some cultural and creative enterprises have combined this traditional handicraft with modern design concepts, and developed embroidered clothing and household items that not only retain the traditional charm but also conform to modern aesthetics. These products are popular in China market, and also exported to overseas, becoming the messengers of spreading Heilongjiang culture. In addition, the production techniques of Hezhe fish skin have also been skillfully integrated into cultural creativity products, such as fish skin paintings and fish skin ornaments. They not only show the unique culture of Hezhe people, but also satisfy consumers' pursuit of novel and unique products. However, we should also note that some Intangible cultural creativity products still have problems such as homogeneity and lack of innovation, which need to be further strengthened in design and marketing.

3.3. Consumer research and demand analysis

Table 1 Survey on Consumer Demands and Importance for Heilongjiang's Intangible Cultural Heritage Creative Products

Survey Dimension	Consumer Preferences and Demands	Importance Rating (1-5)
Cultural Connotation	Strong interest in the intangible cultural heritage origins of products, preference for designs that embody deep cultural heritage and regional characteristics	5
Design Aesthetic	Preference for innovative designs that blend modern aesthetics with traditional elements, emphasis on visual appeal and artistic value of products	4
Practicality	Importance placed on the everyday usability of products, desire for intangible cultural heritage creative products to integrate into daily life, combining beauty with functionality	4
Price Range	Preference for products with moderate prices and high cost-effectiveness, also some interest in high-end customized products	3
Purchasing Channels	Tendency to purchase through a combination of online and offline channels, emphasis on convenience and security of purchasing channels	3

In order to more accurately understand consumers' needs and preferences for Heilongjiang's Intangible Cultural Creativity Products, this article conducted in-depth consumer research. The survey results show that consumers' interest in intangible cultural creativity products mainly focuses on the cultural connotation, design sense and practicality of the products, as shown in Table 1.

The survey results in Table 1 provide a strong market basis for the development of intangible cultural creativity products in Heilongjiang, which helps enterprises to better meet the needs of consumers and promote the sustainable development of ICH cultural and creative industries.

4. Customization strategy of intangible cultural creativity products

4.1. Design principles and strategy formulation

In the customization strategy of intangible cultural creativity products based on Heilongjiang local culture, the design principle is the first thing to be clear. The details are as follows: ① Respect the authenticity of the original culture and ensure that the core value of ICH is not lost in the process of creative transformation. ② Pursuing the balance between innovation and tradition, so that ancient skills can be rejuvenated in modern design. ③ Emphasize both practicality and aesthetics of products, so that Intangible cultural creativity products can not only become the disseminator of culture, but also meet the daily needs of consumers.

In terms of strategy formulation, this article puts forward a three-dimensional integration model of "culture+technology+market", which uses digital technology to enhance the interactivity and personalization of products, and at the same time closely combines with market demand to ensure the forward-looking and market adaptability of product design.

4.2. Exploration of product development mode

In terms of product development mode, this article actively explores a new path of "cross-border cooperation+customized services". On the one hand, through cooperation with well-known designers, artists, brands and even universities, diversified design forces are introduced to broaden the design vision and creative space of intangible cultural creativity products. On the other hand, establish a customized service platform, accurately analyze consumer preferences by using big data and artificial intelligence technologies, and provide one-to-one personalized customization services, so that each product becomes a unique cultural identity of consumers. Furthermore, ICH is encouraged to inherit the direct dialogue of creative designers in people and culture, promote the deep integration of traditional skills and modern design, and create cultural creativity products with both cultural heritage and fashion sense.

4.3. Marketing and promotion strategy

In marketing and promotion, this article adopts an omni-channel strategy combining online and offline. Online, using digital tools such as social media and e-commerce platform, we will build an online display and sales platform for intangible cultural creativity products. Enhance brand awareness and product exposure through content marketing and KOL cooperation. Off-line, relying on Heilongjiang's cultural tourism resources, we will hold exhibitions of Intangible cultural creativity products and cultural experience activities. In this way, consumers can feel the charm of ICH culture in their own experience. This article puts forward that we should pay attention to the telling of brand stories, and enhance the emotional value of products and enhance the brand loyalty of consumers by excavating the cultural stories behind ICH and the ingenuity of inheritors.

4.4. Implementation path and safeguard measures

On the implementation path, this article puts forward a collaborative promotion mechanism of "government guidance+enterprise subject+social participation". Government level: formulate relevant policies, provide financial support and tax incentives, and create a good external environment for the development of intangible cultural creativity products. Enterprise level: Encourage cultural and creative enterprises to increase R&D investment, improve product

innovation ability, and establish a strict quality control system to ensure product quality. Social level: Strengthen the universal education of ICH culture, improve the public's awareness of ICH and protection, and form a good cultural atmosphere.

As for the safeguard measures, this article thinks that it is necessary to establish an evaluation and feedback mechanism for the development of Intangible Cultural Creativity products, evaluate the product development effect regularly and adjust the strategy in time. Furthermore, we should strengthen the protection of intellectual property rights, protect the legitimate rights and interests of ICH inheritors and cultural and creative designers, and provide a solid guarantee for the healthy development of ICH cultural and creative industries.

5. Conclusions

After the above analysis and discussion, this study deeply analyzes the customization of intangible cultural creativity products based on Heilongjiang local culture. From the theoretical basis of ICH culture to the characteristic application of Heilongjiang local culture, and then to the specific product development strategy and market practice, this article combs the key links of customization of Intangible cultural creativity products one by one. It is found that the live transmission of ICH culture and the cultural and creative industries can be effectively promoted by respecting tradition, innovative design, precise marketing and multi-party cooperative mode. Heilongjiang, as a region with rich ICH resources, the customization practice of its cultural creativity products provides a new path for the spread of local culture, and also provides a useful reference for the protection and innovation of ICH in China and even in the world.

The main findings of this study include: the application of Heilongjiang local culture in intangible cultural creativity products has significant regional characteristics and cultural depth, and the customization strategy can effectively improve the market competitiveness and consumer satisfaction of products. Cross-border cooperation and the application of digital technology are the key to promote the innovation of intangible cultural creativity products. The coordinated promotion of government, enterprises and society is a powerful guarantee to ensure the sustained and healthy development of ICH cultural and creative industries. Contribution of the research: This article enriches the theoretical system of the customization of intangible cultural creativity products, and provides a concrete and feasible practice path. It provides useful guidance and reference for the development of intangible cultural creativity products in Heilongjiang area.

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