

Original Paper

Research Report on Consumer Decision-Making Factors and
Market Potential of Fuping Persimmon Dyeing Under the New
Cultural and Creative Trend in Shaanxi

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Abstract

Against the backdrop of Guochao culture and the integrated development of culture and tourism, Fuping Persimmon Dyeing in Shaanxi—a cultural and creative product with roots in Tang Dynasty intangible cultural heritage—faces challenges such as low market awareness and unclear product positioning. Based on 332 valid questionnaires, this study systematically analyzes the factors influencing consumer decisions. Results show that consumers highly value the gradient effect of “sun dyeing,” intangible cultural heritage inheritance, and practical functionality, with “culture + practicality” serving as the core competitive advantage. Local consumers exhibit significantly stronger preferences than non-local tourists, and social media recommendations have a significant positive impact on purchase intention. The study suggests targeted strategies including focusing on local, middle-to-high-income consumer groups, strengthening the “ICH + Guochao” product positioning, leveraging social media content marketing, and pursuing cross-brand collaborations. These findings provide empirical support for the market development of Fuping Persimmon Dyeing and other ICH-based cultural and creative products in Shaanxi.

Keyword

Fuping Persimmon Dyeing, ICH Cultural and Creative Products, Consumer Decision-Making

1. Introduction

With the rise of Guochao culture, the advancement of intangible cultural heritage (ICH) activation policies, and the in-depth integration of culture and tourism becoming a core industrial trend, Shaanxi, as a major cultural province, has witnessed rapid development in its cultural and creative industry.

Various cultural and creative products carrying regional cultural symbols have gained popularity, emerging as new hotspots in the consumer market.

Fuping, known as the “Hometown of Persimmons in China,” preserves the persimmon dyeing craft originating from the Tang Dynasty, an important part of Shaanxi’s ICH. Featuring core characteristics such as “natural persimmon juice dyeing” and “sun dyeing,” this craft also possesses practical functions of water and corrosion resistance. Meanwhile, it carries the historical heritage of Shaanxi’s Tang Dynasty and regional agricultural characteristics, making it a highly differentiated potential category in Shaanxi’s cultural and creative IP matrix.

Currently, Fuping Persimmon Dyeing faces three core challenges: insufficient market awareness, inadequate alignment between product design and young, scenario-based consumption needs, and failure to fully connect with new cultural and creative trends such as crossover integration and immersive experiences. To seize the new cultural and creative trend in Shaanxi, accurately grasp consumers’ cognition and demand, and provide practical references for the marketization of similar ICH products, this research is conducted.

2. Research Objectives

This study systematically analyzes the key factors influencing consumers’ purchase decisions regarding Fuping Persimmon Dyeing, a cultural and creative product rooted in Shaanxi’s intangible cultural heritage. These factors include the depth of integration between the craft’s unique attributes (such as natural persimmon juice dyeing and “sun dyeing” gradient effects) and representative Shaanxi cultural symbols (e.g., Tang Dynasty aesthetics, regional agricultural traditions, and historical heritage); the rationality of the matching degree between product pricing and its inherent cultural value, including consumers’ willingness to pay a premium for ICH inheritance and creative transformation; the synergistic linkage effect with influential Shaanxi cultural tourism IPs (such as Datang Never Sleeps City, Shaanxi History Museum, and regional scenic spots) in terms of co-branding, scenario embedding, and traffic mutual empowerment; the effectiveness of youthful expression of traditional cultural connotations—whether the product design, communication language, and creative forms can resonate with young consumer groups who are the main force of Guochao consumption; and the adaptability of purchase channels to diverse cultural tourism scenarios, including the accessibility of offline cultural and creative stores, scenic spot counters, pop-up experiences, and online social e-commerce, content platforms, and cultural tourism integration channels. Through multi-dimensional and in-depth systematic research, this study aims to clarify the accurate market positioning of Fuping Persimmon Dyeing in the competitive cultural and creative market, deeply explore the unmet potential needs of different consumer groups (such as personalized customization, scenario-based application, and immersive experience demands), and further provide a scientific, operable basis and decision-making reference for the product to achieve market breakthroughs, expand market share, and realize long-term sustainable development in the context of the integrated development of culture and tourism.

3. Research Design

3.1 Questionnaire Distribution

A questionnaire survey was conducted online, targeting three core groups: local Shaanxi cultural and creative consumers, foreign tourists visiting Shaanxi, and young groups concerned about Guochao and ICH products. “Having purchased Shaanxi cultural and creative products” was set as a prerequisite for participation. A total of 400 questionnaires were distributed, 365 recovered, and 332 valid responses obtained (effective rate 83.00%).

3.2 Validity Analysis

Invalid samples were excluded based on missing key information, extreme abnormal responses, and excessively short filling time. Variable distribution was found consistent with actual market characteristics.

4. Statistical Analysis of Survey Results

4.1 Descriptive Statistical Analysis

Table 1. Purchase Experience of Shaanxi Cultural and Creative Products

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Yes	327	98.5	98.5
	No	5	1.5	1.5
	Total	332	100.0	100.0

98.5% of respondents have purchased Shaanxi cultural and creative products, confirming that the sample consists of core potential customers.

Table 2. Attention to Shaanxi ICH Cultural and Creative Products

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Yes	329	99.1	99.1
	No	3	0.9	0.9
	Total	332	100.0	100.0

99.1% of respondents pay attention to Shaanxi ICH cultural and creative products, indicating a strong market foundation.

Table 3. Gender Distribution

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Male	172	51.8	51.8
	Female	160	48.2	48.2
	Total	332	100.0	100.0

Gender distribution is balanced.

Table 4: Age Group Distribution

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Under 18	46	13.9	13.9
	18–25	32	9.6	9.6
	26–30	94	28.3	28.3
	31–40	59	17.8	17.8
	41–50	41	12.3	12.3
	51–60	27	8.1	8.1
	Above 60	33	9.9	9.9
	Total	332	100.0	100.0

The 26–30 age group accounts for the highest proportion (28.3%), and the 18–35 group totals 54.7%, making young consumers the core customer base.

Table 5. Occupation Distribution

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Student	20	6.0	6.0
	Enterprise employee	160	48.2	48.2
	Civil servant/institution staff	28	8.4	8.4
	Self-employed	74	22.3	22.3
	Retired	33	9.9	9.9
	Other	17	5.1	5.1
	Total	332	100.0	100.0

Enterprise employees (48.2%) and self-employed individuals (22.3%) are the main consumer groups.

4.2 Cross Analysis

Table 6. Crosstab of Purchase Frequency by Age Group

	Under 18	18–25	26–30	31–40	41–50	51–60	Above 60	Total
Once a month or more	4	2	19	3	4	1	2	35
1–2 times per quarter	23	23	40	34	24	15	21	180
1–2 times per half-year	16	7	30	19	12	10	9	103
Once a year	3	0	5	3	1	1	1	14
Total	46	32	94	59	41	27	33	332

The Chi-square test shows no significant difference in purchase frequency among age groups (Pearson Chi-square = 22.099, Sig. = 0.228), indicating diverse consumption scenarios across age groups.

Table 7. Crosstab of ICH Attention and Familiarity with Fuping Persimmon Dyeing

	Completely Unfamiliar	Not Familiar	Very Neutral	Relatively Familiar	Very Familiar	Total
Pay attention to ICH	6	22	70	131	100	329
Do not pay attention	0	0	1	0	2	3
Total	6	22	71	131	102	332

The Chi-square test shows no significant correlation (Sig. = 0.570), suggesting that even consumers not specifically following ICH may know the product through other channels.

4.3 Multiple Response Analysis

Table 8. Purchased Categories of Shaanxi Cultural and Creative Products

Category	Responses (N)	Percentage	Case Percentage
Cultural relic replicas	240	32.0%	72.3%
Apparel and accessories	106	14.1%	31.9%
Stationery and office	96	12.8%	28.9%
ICH crafts	92	12.3%	27.7%
Cultural tourism souvenirs	90	12.0%	27.1%
Crossover collaborations	71	9.5%	21.4%
Home practical items	55	7.3%	16.6%
Total	750	100.0%	225.9%

Cultural relic replicas are the most popular category, while apparel, stationery, and ICH crafts also show strong demand, indicating a preference for products with “practical + cultural” attributes.

Table 9. Core Selling Points of Fuping Persimmon Dyeing

Selling Point	Responses (N)	Percentage	Case Percentage
Shaanxi ICH + Tang cultural connotation	157	31.7%	47.3%
Practical adaptation to daily scenarios	154	31.0%	46.4%
Guochao youthful design	89	17.9%	26.8%
“Sun dyeing” unique effect	83	16.7%	25.0%

Other	13	2.6%	3.9%
Total	496	100.0%	149.4%

Cultural connotation and practical scenarios are the most recognized selling points, with Guochao design and the “sun dyeing” effect also valued by over a quarter of respondents.

4.4 One-sample T-test

Table 10. Impact of Core Attributes on Purchase Decisions

Attribute	Mean	t	Sig.
ICH craft inheritance	4.14	72.956	0.000
Guochao youthful design	4.10	68.161	0.000
Creative crossover	4.09	74.497	0.000
Integration with Shaanxi cultural symbols	4.06	68.588	0.000
Natural and environmentally friendly materials	3.96	66.487	0.000

All attributes significantly influence purchase decisions (Sig. = 0.000), with ICH craft inheritance having the strongest impact.

Table 11. Preference for Fuping Persimmon Dyeing Core Attributes

Attribute	Mean	t	Sig.
“Sun dyeing” gradient effect	4.03	70.837	0.000
Practical water/corrosion resistance	3.99	71.859	0.000
Shaanxi ICH + Tang craft inheritance	3.89	69.082	0.000

Natural persimmon juice dyeing	3.87	67.303	0.000
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All preferences are significantly above the average level, with the “sun dyeing” effect ranking highest.

4.5 Independent Samples T-test

Table 12. Regional Differences in Attribute Preferences

Attribute	Local Mean	Tourist Mean	t	Sig.
Natural persimmon juice dyeing	4.02	1.50	12.722	0.000
“Sun dyeing” gradient effect	4.19	1.55	13.863	0.000
ICH + Tang craft inheritance	4.04	1.40	14.167	0.000
Practical water/corrosion resistance	4.13	1.85	11.547	0.000

Local consumers show significantly higher preferences for all attributes than foreign tourists, indicating a need for targeted cultural education for non-local visitors.

4.6 Regression Analysis

Table 13. Model Summary

Model	R	R ²	Adjusted R ²	F	Sig.
1	0.109	0.012	0.009	3.996	0.046

Table 14. Coefficients

Variable	β	t	Sig.
(Constant)		73.392	0.000
Social platform	0.109	1.999	0.046

recommendations

Only social platform recommendations (Xiaohongshu, WeChat communities) have a significant positive impact on purchase willingness, indicating that content seeding is a key driver.

5. Conclusions

5.1 Consumer Characteristics

The gender distribution of the survey respondents is relatively balanced, with males accounting for 51.8% and females 48.2%. This balanced ratio reflects that Fuping Persimmon Dyeing, as an ICH-based cultural and creative product, has broad appeal across genders, avoiding gender-specific market limitations and laying the foundation for expanding the consumer base. In terms of age structure, the 26–30 age group emerges as the core consumer segment, while the 18–35 age group—representing young and middle-aged consumers with strong consumption vitality and high acceptance of Guochao culture—accounts for 54.7% of the total respondents. This data confirms that young consumers have become the main force driving the consumption of Fuping Persimmon Dyeing, highlighting the importance of aligning product design and marketing strategies with the preferences and needs of this key demographic.

From the perspective of occupation distribution, enterprise employees dominate the consumer group with a proportion of 48.2%, followed by self-employed individuals at 22.3%. These two groups typically possess stable income sources and higher purchasing power, coupled with a strong interest in cultural consumption and a willingness to invest in products with cultural connotations and practical value, making them the primary target audience for market development. Geographically, local Shaanxi consumers constitute 94.0% of the respondents, a figure that clearly indicates the current market of Fuping Persimmon Dyeing is highly regionally concentrated. This regional concentration not only reflects the deep emotional connection and cultural identity of local consumers with the native ICH craft but also points to the untapped potential of the non-local tourist market and cross-regional consumer groups.

In terms of consumption background and market foundation, an overwhelming 98.5% of respondents have prior experience purchasing Shaanxi cultural and creative products, and 99.1% express active attention to ICH-related cultural and creative products. These high proportions fully demonstrate that the target sample has a mature cultural consumption awareness and a solid market foundation for accepting ICH-based products like Fuping Persimmon Dyeing. Regarding product familiarity, 69.3% of respondents report being “relatively familiar” or “very familiar” with Fuping Persimmon Dyeing, indicating that the craft has accumulated a certain degree of market recognition through existing cultural promotion and word-of-mouth communication, though there is still room to enhance overall market awareness. Additionally, the survey results show that cultural relic replicas are the most popular

category among Shaanxi cultural and creative products purchased by respondents, while products integrating “practicality + cultural connotations”—such as apparel, accessories, and stationery—also enjoy strong market demand. This preference trend further confirms that consumers value both the cultural value and practical utility of products, providing clear guidance for the product development and category expansion of Fuping Persimmon Dyeing.

5.2 Core Preferences and Cognition

Consumers have the highest preference for Fuping Persimmon Dyeing’s unique “sun dyeing” gradient effect (mean 4.03), followed by its practical functions like water and corrosion resistance (mean 3.99). Among purchase-influencing factors, ICH craft inheritance has the strongest impact (mean 4.14), reflecting consumers’ recognition of traditional cultural value. Income correlates significantly with premium willingness—higher-income groups show greater acceptance of value-based pricing.

Preferred purchase channels are led by offline pop-up stores (49.4%), which offer tactile and experiential interactions, followed by Xi’an cultural and creative blocks (35.8%) and social platform recommendations (30.7%). For collaborations, consumers favor links with Xi’an Datang Never Sleeps City (43.4%), local Shaanxi brands (38.9%), and other ICH IPs (38.6%), as these align with cultural and scenario-based needs.

Notably, local Shaanxi consumers exhibit much stronger preferences than non-local tourists, highlighting the need for targeted cultural promotion for visitors. The student group, while a potential young market, has lower familiarity and premium willingness, requiring tailored activation strategies.

5.3 Influencing Factor Analysis

Age, education, income, region, and occupation all exert significant influences on consumers’ recommendation intention, reflecting the combined effect of demographic and socioeconomic characteristics on word-of-mouth behavior.

Among all influencing factors, only social platform recommendations present a significant positive effect on purchase willingness ($\beta = 0.109$, Sig. = 0.046), verifying the key role of online content marketing in driving actual consumption. Notably, there is no significant correlation between purchase willingness and recommendation intention, indicating that consumers may buy the product but not necessarily spread it actively.

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Meanwhile, the “sun dyeing” gradient effect shows the strongest positive correlation with consumers’ premium willingness ($r = 0.336$), making it the core selling point supporting higher pricing.

5.4 Marketing Recommendations

(1) Customer Targeting: Focus on local middle-to-high-income consumers aged 26-50; activate student groups through campus activities and KOL cooperation; promote cultural education for foreign tourists.

(2) Product and Pricing: Emphasize apparel, accessories, stationery, and office categories; develop “practical + commemorative” composite products; adopt tiered pricing with entry-level (yuan), mid-range (11–20% premium), and high-end co-branded products (>20% premium).

(3) Channel and Marketing: Expand offline pop-up stores and cultural tourism stores; strengthen Xiaohongshu and WeChat community content seeding; prioritize collaboration with Datang Never Sleeps City, Shaanxi History Museum, and local apparel brands.

(4) Word-of-Mouth Activation: Establish membership systems for high-recommendation groups; use referral incentives to bridge the gap between purchase willingness and recommendation intention; optimize packaging and after-sales service.

6. Research Limitations

This study has several limitations: samples are concentrated in the local market; online sampling bias exists; student and non-local tourist samples are relatively small; the research relies solely on questionnaires without qualitative methods; the cross-sectional design limits dynamic tracking; and no cross-regional comparison was conducted. These limitations provide directions for future research.

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