

The Impact of Douyin Short Videos on Purchase Intention toward Intangible Cultural Heritage Tourism Products: A Case Study of Wenchuan Qiang Embroidery

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Abstract: In the context of digital cultural tourism, short video platforms provide a new pathway for the living transmission and market-oriented transformation of intangible cultural heritage (ICH). Taking Wenchuan Qiang embroidery, a national-level ICH, as a case study, and drawing on the Stimulus-Organism-Response (SOR) theory, this paper constructs an analytical framework of “short video visual marketing–consumer perceived value–purchase intention.” Through a combination of online and offline questionnaire surveys, 427 valid samples were collected. SPSS 27.0 and AMOS 24.0 were used to conduct reliability and validity tests, structural equation modeling, Bootstrap mediation effect tests, and hierarchical regression analysis of moderating effects. The results show that the visual elements and informational elements of Douyin short videos can significantly and positively affect consumers’ perceived cultural value and perceived emotional value; perceived cultural value and perceived emotional value play a full mediating role between short video visual marketing and Qiang embroidery purchase intention; and consumer gender and Qiang embroidery knowledge level exert significant moderating effects in the path from perceived value to purchase intention. Based on the empirical conclusions, optimization strategies are proposed from the dimensions of short video content creation, cultural narrative construction, stratified user operations, and upgrading of ICH product supply, with the aim of providing theoretical reference and practical guidance for the digital marketing of Wenchuan Qiang embroidery and similar traditional craft ICH tourism commodities in China.

Keywords: Douyin short videos; Intangible cultural heritage tourism commodities; Wenchuan Qiang embroidery; Purchase intention; SOR theory

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1. Introduction

Against the backdrop of policies promoting the integration of culture and tourism and the digital transformation of the cultural industry, the state has successively issued policy documents such as the *Traditional Chinese Craft*

Revitalization Plan and the *Opinions on Further Strengthening the Protection of Intangible Cultural Heritage*, encouraging new media such as short videos and live-streaming e-commerce to empower the transformation of intangible cultural heritage (ICH) resources and promoting the deep integration of ICH craftsmanship with tourism consumption scenarios. With multiple advantages, including immersive audiovisual expression, precise algorithmic distribution, social interaction, and a closed e-commerce loop, short videos have broken through the temporal and spatial barriers of traditional ICH dissemination and become a core medium for broader dissemination of ICH culture. The *2025 Douyin E-commerce Intangible Cultural Heritage Development Data Report* shows that the online transaction scale of ICH commodities continues to rise, and young people have become the main force in online ICH consumption ^[1].

At the same time, however, the digital transformation of many regional ICH tourism commodities still faces practical difficulties: many ICH business entities lack short video operation capabilities, short video content often remains at the level of superficial craft display, cultural narratives are thin, and content homogenization is severe. Short video traffic is difficult to convert into actual consumption, resulting in a disconnect between cultural dissemination and market conversion.

Wenchuan Qiang embroidery is a material carrier of Qiang culture and has been inscribed on the national list of intangible cultural heritage. It serves not only as a vehicle for ethnic and folk cultural transmission but also as an important lever for rural revitalization and cultural tourism industry development in Aba Prefecture. The local area has gradually established Douyin short video marketing channels, cultivated several Qiang embroidery ICH brands, and achieved steady growth in online sales. However, industry research has found that Qiang embroidery short videos still face practical problems such as insufficient cultural excavation, lack of systematic content planning, and low traffic conversion efficiency.

Existing academic research has conducted extensive studies on short videos, ICH cultural and creative products, and tourism commodity purchase intention, confirming that short video content characteristics affect consumers' consumption decisions regarding cultural and creative products. However, existing studies mostly focus on ordinary consumer goods. For traditional craft ICH tourism commodities, integrated empirical research that divides short videos into visual and informational dimensions while incorporating perceived value as a mediator and individual characteristics as moderators remains relatively limited. Some studies only conduct qualitative analysis and lack empirical data support. Based on this, this paper selects Wenchuan Qiang embroidery as a typical case and, drawing on the SOR theory, clarifies the internal transmission mechanism through which Douyin short videos affect purchase intention for ICH tourism commodities, analyzes the differences in effects brought by consumer individual characteristics, and provides empirical evidence for the digital marketing of ICH tourism commodities.

2. Conceptual definition and theoretical basis

2.1. Definition of core concepts

1. Douyin short video visual marketing. This paper divides Qiang embroidery Douyin short video visual marketing into two dimensions: visual elements and informational elements. Visual elements refer to the sensory stimulation brought by the short video imagery, including shot composition, color rendering, close-ups of patterns and embroidery craftsmanship, and real-scene setting. Informational elements belong to the cognitive content level of stimulation and mainly include cultural information output such as the historical origins of Qiang embroidery, folk stories, interpretation of pattern symbolism, popularization of handmade

production processes, and introduction of product application scenarios ^[2].

2. Intangible cultural heritage tourism commodities. ICH tourism commodities are specialty commodities formed through the integration of ICH craftsmanship, ethnic and folk culture, and the tourism industry. With ICH craftsmanship as their core, they undergo modern commercial development and possess multiple values, including tourism commemoration, daily practicality, cultural dissemination, and ICH transmission. The Wenchuan Qiang embroidery ICH tourism commodities in this study include Qiang embroidery clothing, accessories, sachets, home cultural and creative products, and embroidery ornaments, representing typical traditional craft ICH commodities adapted to cultural tourism consumption scenarios ^[3].

3. Purchase intention. Purchase intention represents the subjective probability that consumers will engage in purchasing behavior and is an important antecedent variable for predicting actual consumption behavior. In this study, purchase intention specifically refers to consumers' subjective tendency to actively learn about products, make purchases, and recommend Qiang embroidery products to others after watching Qiang embroidery Douyin short videos ^[4].

2.2. SOR theory

The SOR (Stimulus-Organism-Response) theory originated in environmental psychology. It holds that external environmental stimuli (Stimulus) act on an individual's internal cognition and emotional psychology, namely the organism state (Organism), and after psychological processing within the organism, corresponding behavioral responses (Response) are further triggered ^[5].

In the model of this study (**Figure 1**), Douyin short video visual marketing (visual elements, informational elements) serves as the external stimulus (S); perceived cultural value and perceived emotional value formed after consumers watch short videos serve as the organism (O); and consumers' purchase intention for Qiang embroidery ICH tourism commodities serves as the behavioral response (R) ^[6]. At the same time, consumer gender and Qiang embroidery knowledge level are introduced as moderating variables to explore the boundary effects of individual heterogeneity on the "perceived value–purchase intention" path ^[7].

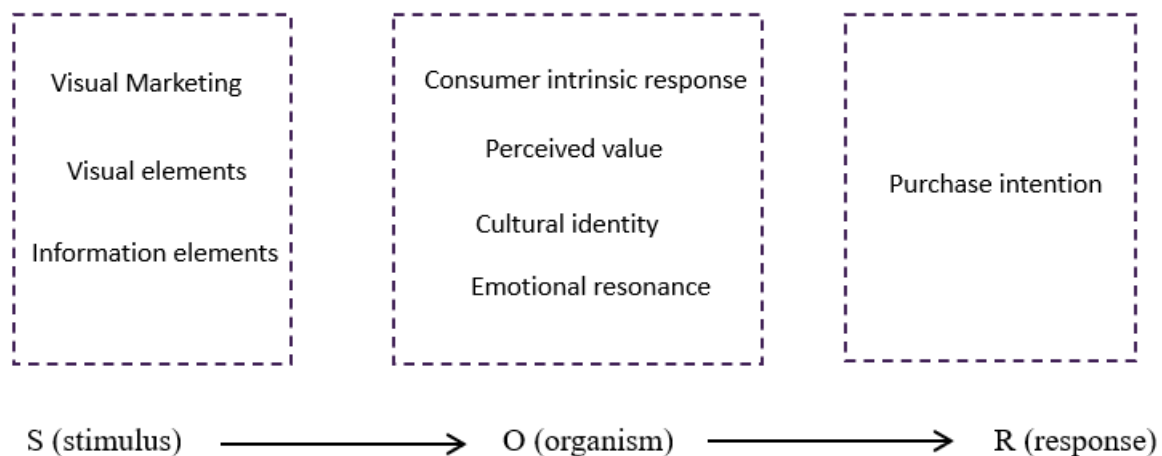


Figure 1. SOR theoretical model

2.3. Research hypotheses

Combining theoretical review and existing literature, the following research hypotheses are proposed:

H1: Short video visual elements and informational elements positively affect consumers' perceived cultural

value and perceived emotional value.

H2: Perceived cultural value and perceived emotional value positively affect purchase intention for Qiang embroidery ICH tourism commodities.

H3: Perceived cultural value and perceived emotional value play a mediating role between short video visual marketing and Qiang embroidery purchase intention.

H4: Consumer gender plays a moderating role in the path from perceived value to purchase intention.

H5: Qiang embroidery knowledge level plays a moderating role in the path from perceived value to purchase intention.

3. Research design

3.1. Questionnaire design

The questionnaire in this study refers to mature scales in the fields of short video marketing, ICH cultural and creative consumption, perceived value, and purchase intention, and was localized and revised in accordance with the Wenchuan Qiang embroidery short video dissemination context. The questionnaire is divided into three parts: the first part is a survey introduction briefly introducing Wenchuan Qiang embroidery and the research scenario; the second part consists of screening questions and basic sample information, with a screening question that retains only respondents who have watched Qiang embroidery Douyin short videos and collects demographic information such as gender, age, education, and short video usage habits; the third part is the core variable scale, all using a five-point Likert scale, where 1 represents strongly disagree and 5 represents strongly agree.

Scale item settings: 4 items for short video visual elements, 4 items for informational elements; 4 items for perceived cultural value, 4 items for perceived emotional value; 4 items for Qiang embroidery knowledge; 3 items for Qiang embroidery purchase intention. Lie detection items were embedded in the questionnaire to identify random responses and ensure data quality.

3.2. Data collection

A combination of online and offline sampling was adopted. Online, questionnaires were distributed via Wenjuanxing to cultural tourism communities and ICH enthusiast communities; offline, questionnaires were distributed on-site at cultural tourism nodes such as Shuimo Ancient Town in Wenchuan and the Qiang Cultural Tourism Street. A total of 471 questionnaires were collected. After excluding samples with excessively short response times, failed lie detection items, and those who had not watched Qiang embroidery short videos, 427 valid questionnaires were obtained, with a valid recovery rate of 90.66%. Young people accounted for the highest proportion of the sample, basically matching the profile of mainstream Douyin ICH consumers, indicating that the sample is representative.

3.3. Data analysis methods

SPSS 27.0 was used for descriptive statistics, reliability analysis, normality tests, and hierarchical regression analysis; AMOS 24.0 was used for confirmatory factor analysis and structural equation model path tests; the Process plugin was used to perform Bootstrap sampling with 5,000 repetitions to test mediating effects.

4. Empirical analysis results

4.1. Reliability and validity test

Reliability results showed that the Cronbach's α coefficients of all latent variables were greater than 0.8,

the corrected item-total correlation (CITC) of each item was > 0.5 , and after deleting any item, the scale α coefficient did not improve significantly, proving good internal consistency of the scale.

Confirmatory factor analysis results showed that the standardized factor loadings of all measurement items were greater than 0.6, the composite reliability (CR) of each variable was > 0.8 , and the average variance extracted (AVE) was > 0.5 , indicating acceptable convergent validity; the square root of the AVE of each variable was greater than the correlation coefficient between variables, indicating ideal discriminant validity. This demonstrates that the questionnaire scale has qualified reliability and validity and can be used for subsequent model analysis.

4.2. Main effect structural equation model test

The model fit indices all reached the general reference standards for social science research ($\chi^2/df < 3$, RMSEA < 0.08 , GFI, AGFI, CFI, and TLI all greater than 0.9), indicating good model fit.

Standardized path test results showed that short video visual elements significantly and positively affected perceived cultural value ($\beta = 0.412$, $P < 0.001$) and perceived emotional value ($\beta = 0.447$, $P < 0.001$); short video informational elements significantly and positively affected perceived cultural value ($\beta = 0.483$, $P < 0.001$) and perceived emotional value ($\beta = 0.371$, $P < 0.001$), supporting H1.

Perceived cultural value ($\beta = 0.526$, $P < 0.001$) and perceived emotional value ($\beta = 0.384$, $P < 0.001$) significantly and positively affected Qiang embroidery purchase intention, supporting H2. The direct path coefficients of short video visual elements and informational elements on purchase intention were not significant, indicating that short videos cannot directly drive purchase intention.

4.3. Bootstrap mediation effect test

With 5,000 repeated samples, the 95% confidence interval was used to test mediating effects. The results showed that the confidence intervals corresponding to the mediating effects of perceived cultural value and perceived emotional value did not include 0, indicating significant mediating effects; the direct effect of short video visual marketing on purchase intention was not significant, proving that perceived cultural value and perceived emotional value play a full mediating role, and H3 was verified. In other words, Douyin short videos do not directly prompt consumers to develop purchase intentions; they must indirectly enhance purchase intention by shaping consumers' cultural perception and emotional perception.

4.4. Moderating effect hierarchical regression test

The independent variables and moderating variables were centered, and interaction terms were constructed for hierarchical regression analysis. The results showed that: First, the moderating effect of gender was significant. In the female sample group, the positive influence of perceived cultural value and perceived emotional value on purchase intention was significantly stronger than in males. Female audiences are more easily moved by the aesthetic imagery and ethnic emotional narratives of short videos; male consumers place relatively more emphasis on product practicality, and the effect of emotional perception in converting to purchase intention is weaker, supporting H4.

Second, the moderating effect of Qiang embroidery knowledge level was significant. Consumers with higher Qiang embroidery knowledge reserves had a stronger effect in converting perceived value into purchase intention; ordinary users with lower Qiang embroidery knowledge reserves found it difficult to deeply interpret Qiang embroidery patterns, folk symbolism, and handmade craft value, and even if they formed a certain perception after watching short videos, the efficiency of conversion into purchase intention was significantly reduced, supporting H5.

5. Research conclusions, marketing implications, and research prospects

5.1. Research conclusions

First, Douyin short videos contain two major external stimuli: visual elements and informational elements. Visual stimuli such as exquisite imagery and craft close-ups can bring consumers a good aesthetic experience; information output such as craft popularization and folk stories can enhance consumers' understanding of the cultural connotation of Qiang embroidery. Together, they enhance consumers' perceived cultural value and perceived emotional value.

Second, perceived cultural value and perceived emotional value play a full mediating role. Short videos do not directly bring purchase intention; the complete transmission path is: short video visual/informational stimuli → consumer perceived cultural and emotional value → purchase intention for Qiang embroidery ICH tourism commodities. If short videos only display product appearance without cultural information supply, it is difficult to build consumers' deep-level value perception, and traffic is difficult to convert into consumption.

Third, there are significant boundary effects of consumer individual heterogeneity. Gender and Qiang embroidery knowledge level can moderate the conversion efficiency from perceived value to purchase intention. For women and groups with a certain level of Qiang embroidery ICH knowledge, perceived value is more easily converted into purchase intention; for men and the general public with weak ICH knowledge, conversion efficiency is relatively limited.

5.2. Marketing implications

1. Short video content creation should balance visual aesthetics and deep cultural narratives. On the one hand, give full play to the visual advantages of short videos, using more close-up shots to display Qiang embroidery stitching techniques and pattern colors to create an immersive visual experience; on the other hand, go beyond mere product display and excavate Qiang myths and legends, pattern folk symbolism, and inheritor stories to output deep cultural information. Differentiated content should be produced for different audiences: lightweight and interesting short videos for general users; in-depth craft popularization content for ICH enthusiasts, avoiding content homogenization and cultural superficiality.

2. Conduct stratified precision operations based on individual user characteristics. With the help of Douyin platform user profiles, implement precise content distribution. For female audiences, focus on strengthening aesthetic expression and emotional narratives; for ordinary users with insufficient Qiang embroidery knowledge, use accessible language to lower the threshold of cultural understanding; for ICH enthusiasts, focus on displaying the value of handmade craftsmanship and the cultural connotation of patterns, fully releasing the consumption potential of different groups.

3. Build online communities to consolidate consumers' cultural identity and trust. Rely on short video comment sections and fan groups for interaction, organize live-streamed interviews with inheritors, and launch Qiang embroidery-related UGC user submission activities. Through community interaction, strengthen communication among users, cultivate niche culture, enhance user stickiness, consolidate consumers' cultural identity, and lay a psychological foundation for consumption conversion.

4. Coordinate and upgrade short video marketing and product supply. After short videos complete "seeding," it is necessary to match Qiang embroidery cultural and creative products adapted to modern daily life, optimize product design and pricing systems, and improve online store services and logistics after-sales. Address trust issues such as manual production capacity and machine embroidery passed off as handmade, truly translate the perceived value constructed by short videos into actual purchasing behavior, and complete the full closed loop

from content dissemination to commodity consumption.

5.3. Research limitations and future prospects

This study selects only a single traditional craft ICH case, Wenchuan Qiang embroidery, and the conclusions have certain limitations when extended to other types of ICH such as folk customs and performing arts; the questionnaire data are cross-sectional static data and cannot capture the dynamic changes in short video dissemination and consumer willingness over time. Future research can conduct comparisons of multiple ICH cases, combine objective traffic and transaction big data from the Douyin platform, incorporate post-purchase experience variables, and construct a complete research closed loop of “communication–consumption–feedback–optimization,” further enriching research on digital marketing of ICH.

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