



## **Inheritance and Development of Intangible Cultural Heritage in Guangdong Province under the Mode of Brand Equity-Based on A Research and Analysis of Dancing Lion in Guangdong.**

Junlin QIU\*

\*Student Master Program in Development Administration, Graduate School, Suan Sunandha Rajabhat University  
Email: junlinq@gmail.com

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### **Abstract**

This Research article wear 1. Application level: Try to apply the theoretical method of brand equity to the field of intangible cultural heritage, propose a brand operation model suitable for developing Guangdong Dancing Lion culture through empirical research, and provide the relevant foundation for the government to formulate policies. 2.Theoretical level: Integrate the theory of brand management with folklore, sociology, anthropology, and other disciplines to understand Guangdong Dancing Lion culture from a new perspective and enrich the theoretical system of intangible cultural heritage protection. 3.Methodological level: To skillfully use SPSS software and combine the measurement models related to brand asset management to provide a new analytical perspective for protecting intangible cultural heritage.4.To provide empirical research for the combination of intangible cultural heritage protection and creative industries, to provide theoretical and practical support for the inheritance and development of Guangdong intangible cultural heritage under the creative industry model, and to promote the protection, inheritance and innovative development of the Dancing Lion tradition in Guangdong.

The quantitative research is the quantifiable part of the Dancing Lion intangible cultural her-itage project and restore the original status of inheritors and cultural and creative brands in the form of data. In the conclusion of the paper, qualitative research methods and strategies are still adopted, that is, based on the analysis results of quantitative research data, the enlightenment of the research results is expounded and relevant suggestions are put forward. In summary, cognition, popularity, loyalty, and market behavior have a positive impact on brand equity, and these relationships are statistically significant. This means that increased cognition, popularity, loyalty, and market behavior can contribute to the growth of brand equity.

**Keywords:** Inheritance, Development, Intangible Cultural Heritage, The Mode of Brand Equity, Dancing Lion, Guangdong

### **Introduction**

Guangdong is a pioneer in China's reform and opening up, leading the country in economic, historical and cultural development, and boasts a rich and diverse intangible cultural heritage. These intangible cultural heritage projects carry the historical, traditional and cultural identity of Guangdong, and are of great significance for local cultural inheritance and social development. In contemporary society, creative industry has become an important engine to



promote economic development and cultural innovation. Creative industries focus on the combination of innovation, design and cultural value, providing a new way for the inheritance and development of intangible cultural heritage. Dancing Lion, as one of the intangible cultural heritage of Guangdong Province, is a traditional performance with a long history in Guangdong. It plays an important role in Guangdong's intangible cultural heritage. As a unique cultural and artistic form, Dancing Lion integrates dance, music, drama and other elements. It has a long history and rich cultural connotation, but also has the potential for innovation and development under the mode of creative industry, and faces many difficulties and challenges.

This paper takes the Guangdong Dancing Lion as the research object and emphasizes exploring the interrelationship among the government, intangible cultural heritage inheritors, and brand equity. Moreover, through modeling the relationship between the three, the paper aims to address the following questions: Whether the brand equity model can help promote the protection and development of Dancing Lion culture? What kind of interrelationship exists between the intangible cultural heritage inheritors and the government as the core participants of intangible cultural heritage protection?

Due to modernization, Dancing Lion faces many challenges and problems, but also has broad potential for development. On the one hand, Dancing Lion performance is faced with such problems as the decline of traditional skills, difficulty in inheriting skills, insufficient participation of young people, talent gap and limitation of commercial utilization. On the other hand, Dancing Lion, as a cultural product with creative and commercial value, has the potential to develop in the mode of creative industry.

Based on the investigation and analysis of Dancing Lion in Guangdong, this paper puts forward the inheritance and development strategy of Dancing Lion in the mode of creative industry. These strategies include integrating traditional skills with modern technology, exploring the creative value of Dancing Lion culture, so as to cultivate young people's interest, improve their participation, and strengthen the development of Dancing Lion industry chain. The exploration of these new methods and strategies can provide useful experience and suggestions for the protection and innovative development of intangible cultural heritage in Guangdong Province, and also provide reference and inspiration for the development of intangible cultural heritage projects in creative industries in other regions.

#### Necessity

Intangible cultural heritage is a unique treasure of a country and a region, and its inheritance and development is our responsibility. Through the investigation and analysis of



Dancing Lion in Guangdong, feasible schemes and strategies can be provided for the protection and inheritance of Dancing Lion tradition to ensure that it can be passed on to the next generation. Meanwhile, the mode of creative industry focuses on the combination of innovation and cultural value, providing new opportunities for the inheritance and development of intangible cultural heritage. By studying the inheritance and development of Dancing Lion in Guangdong under the mode of creative industry, we can tap its creative potential, explore new business models and market opportunities, promote its integration with modern society, and inject new vitality into Dancing Lion.

## Research Objective

1.Application level: Try to apply the theoretical method of brand equity to the field of intangible cultural heritage, propose a brand operation model suitable for developing Guangdong Dancing Lion culture through empirical research, and provide the relevant foundation for the government to formulate policies.

2.Theoretical level: Integrate the theory of brand management with folklore, sociology, anthropology, and other disciplines to understand Guangdong Dancing Lion culture from a new perspective and enrich the theoretical system of intangible cultural heritage protection.

3.Methodological level: To skillfully use SPSS software and combine the measurement models related to brand asset management to provide a new analytical perspective for protecting intangible cultural heritage.

4.To provide empirical research for the combination of intangible cultural heritage protection and creative industries, to provide theoretical and practical support for the inheritance and development of Guangdong intangible cultural heritage under the creative industry model, and to promote the protection, inheritance and innovative development of the Dancing Lion tradition in Guangdong.

## Scope of Research

In order to comprehensively understand the situation of Guangdong Dancing Lion in the inheritance and development of intangible cultural heritage, and to provide an empirical basis for the exploration of cultural and creative industry models, the research of this paper mainly focuses on the widely circulated Dancing Lion culture in Guangdong Province.



The geographical scope of the survey covers the whole Guangdong province, because Guangdong is one of the important cradles of China's intangible cultural heritage, and Dancing Lion culture is also widely inherited and developed in Guangdong province. The vast geographical area of Guangdong Province covers different geographical environments and cultural backgrounds, which is of great significance for studying the diversity and regional characteristics of Dancing Lion culture. In order to better study the representative cases of intangible cultural heritage Dancing Lion in Guangdong Province, counties and cities with strong cultural representation of Dancing Lion in Guangdong Province are selected for more detailed investigation and research. For example, In Guangdong province, the famous Dancing Lion culture representatives include Nanhai District of Foshan City, Liwan District of Guangzhou City, and Dinghu District of Zhaoqing City. These regions have a long tradition of Dancing Lion and rich intangible cultural heritage resources, which are typical cases for studying the inheritance and development of intangible cultural heritage.

In addition to geographical scope, various groups related to Guangdong Dancing Lion culture were also taken into account. These groups can include artists and performance teams engaged in Dancing Lion performances, intangible cultural heritage inheritors, intangible cultural heritage protection organizations and institutions, and cultural and creative industry practitioners. Through the investigation and analysis of these groups, we can understand the challenges, opportunities and innovative practices they face in the process of inheritance and development of intangible cultural heritage, and promote the inheritance and development of Guangdong Dancing Lion.

The specific content of the research scope will be further refined and adjusted in the following discussion according to the needs of actual research and research design. The above scope only provides a general framework, and the specific research content and methods can be determined according to the research purpose and resources.

## Research Limitations

There are some limitations to the study, including but not limited to the following: First of all, the scope of the study is limited to Guangdong province, which cannot fully cover the development of Dancing Lion and creative industry in other regions of China or other countries. Therefore, the universality and applicability of research findings and conclusions may be affected by regional particularities. Second, there are limitations to data collection. The collection of data may be limited by time, funds, manpower and other aspects, and the sample



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size and survey scope may have certain limitations, which cannot fully represent the traditional picture of Guangdong Dancing Lion. At the same time, the results of the study may be influenced by the personal opinions and subjective judgments of the researchers. The background, experience and position of the researcher may cause some bias in the research results. Finally, the lack of long-term follow-up research may lead to an inaccurate grasp of the inheritance and development trend of Dancing Lion. The method adopted in the research may have some limitations, which can not fully cover all aspects of the inheritance and development of Dancing Lion. For example, data collected from questionnaires or interviews may be affected by the subjectivity and memory bias of respondents' responses.

Despite these limitations, the study can still provide some insights and suggestions on the inheritance and development of Dancing Lion in Guangdong under the mode of creative industry, and provide a basis and reference for relevant research and practice. When interpreting the research results, it should be treated with caution and combined with other research and practical experience for comprehensive analysis and judgment.

### **The Expected Benefits**

The research is expected to have the following benefits:

**Theoretical contribution:** This study will provide empirical research on the combination of intangible cultural heritage and creative industry model, fill the research gap in related fields, and provide theoretical support for the integration of intangible cultural heritage protection and creative industry.

**Practical guidance:** The research report will provide policy support for promoting Guangdong Dancing Lion, improvement of inheritance mechanism, marketing and social participation, etc., and provide practical guidance for relevant institutions, organizations and practitioners.

**Transmission of cultural value:** The release and dissemination of the research report will help improve the public's cognition and understanding of Guangdong Dancing Lion, strengthen the public's attention to intangible cultural heritage, and improve the transmission and inheritance of cultural value.

**Economic benefits:** The implementation of the research results and recommendations will help promote the integrated development of Guangdong Dancing Lion and creative industries, develop creative design and cultural creative products, and form cultural creative brands. Combining Dancing Lion with the needs of modern society can bring business opportunities and market competitiveness to related industries.



Sustainable development: The research results and recommendations of the research will help promote the sustainable development of the inheritance and development of Dancing Lion in Guangdong.

## Literature Review

### Related concepts and theories

#### Intangible cultural heritage

##### 1 Definition of intangible cultural heritage

Intangible cultural heritage refers to the representative and unique intangible cultural wealth created and inherited by human beings, including oral traditions, performing arts, social practices, customs, celebrations, knowledge and practice, handicraft skills, etc. These cultural heritage are the crystallization of human wisdom and creativity, an important part of the cultural diversity of mankind, and enjoy important historical, cultural, social and economic value.

The definition of Intangible Cultural Heritage first appeared in the *Convention for the Safeguarding of the Intangible Cultural Heritage* adopted by UNESCO in 2003. The Convention defines intangible cultural heritage as "all forms of traditional expression created, passed on and developed by communities, groups or individuals, including oral traditions and performing arts, social practices, customs, celebrations, knowledge and practice, handicraft skills, etc." It can be seen from its definition and concept that intangible cultural heritage has certain development and change. Intuitively, it actually falls into the category of a "living" culture. Its specific expression is that, no matter the type of intangible cultural heritage belongs to literature, drama, folk customs or handicrafts, it needs to be reflected by actual human activities as the main body. Different from the sealed culture existing in museums and archives, intangible cultural heritage has more vivid and vigorous vitality, and needs humanistic activities as the carrier to realize inheritance and development. Accordingly, in the process of continuous development of intangible cultural heritage, different participants exert their wisdom to creatively integrate, which also reflects the innovation potential of intangible cultural heritage, which is also the external manifestation of its inherent nature. Under the constant changes and impacts of environment and culture, intangible cultural heritage has also been endowed with a rather positive trend of innovation.

The protection and transmission of intangible cultural heritage is an important task for global cultural diversity. In terms of safeguarding intangible cultural heritage, various



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measures need to be taken, including recording, research, protection, inheritance and promotion, among which, recording is a very important step. Through interviews, audio recordings, video recordings and other means, the content and form of the intangible cultural heritage are recorded for future generations to learn and inherit. At the same time, it is also necessary to strengthen the protection and transmission of intangible cultural heritage, including the formulation of relevant policies, strengthening education and training, and encouraging community participation.

## **2. On the category of intangible cultural heritage**

### **Inheritors of intangible cultural heritage**

The so-called inheritors of intangible cultural heritage refer to those who have special skills, knowledge and experience in inheriting intangible heritage. These people usually learn and inherit skills from their predecessors or families. Through long-term practice and experience accumulation, they have mastered the core elements and essence of intangible cultural heritage skills and become important figures in the inheritance of intangible cultural heritage. In different countries and regions, the definition of intangible cultural heritage inheritors may vary, but they usually include skills and knowledge, experience and practice, inheritance awareness and responsibility, and social recognition and support.

First of all, inheritors of intangible cultural heritage must possess the core elements and essence of intangible cultural heritage skills and be able to proficiently grasp and use relevant skills and knowledge. This requires inheritors of intangible cultural heritage to have solid basic knowledge and skills, and to constantly improve their skills in practice. Secondly, inheritors of intangible cultural heritage must have long-term practice and experience accumulation to engender new contents of intangible cultural heritage in the ever-changing era, which requires inheritors of intangible cultural heritage to have the spirit of perseverance, to constantly explore and innovate in practice, and to constantly optimize their skills. Thirdly, inheritors of intangible cultural heritage must have a sense of inheritance and responsibility, and actively participate in inheritance to promote intangible cultural heritage. This requires the inheritors of intangible cultural heritage to have strong cultural self-confidence and cultural identity, and to continuously explore and inherit the value and significance of intangible cultural heritage in the process of inheritance. Finally, inheritors of intangible cultural heritage must be recognized and supported by the society and become important figures and representatives of intangible cultural heritage inheritance. This requires the recognition and support of the inheritors of intangible cultural heritage from all walks of life and the provision of necessary resources and





conditions for their inheritance and development, so that the inheritors can effectively play their own roles and make substantial contributions to the inheritance and development of intangible cultural heritage.

#### Public policy of intangible cultural heritage

For the quality determination and protection of intangible cultural heritage, the state has formulated a series of targeted policies and measures from a theoretical height. On February 25, 2011, our country established and promulgated the Intangible cultural heritage law of the People's Republic of China, which is the basic law for the protection of intangible cultural heritage. The protection scope, protection measures and protection responsibility of intangible cultural heritage have been clarified. In addition, relevant laws and regulations such as the Law of the People's Republic of China on the Protection of Cultural Heritage and the Regulations of the People's Republic of China on Folk Literature and Art have been promulgated successively, providing legal guarantee for the protection of intangible cultural heritage and promoting the inheritance and development of intangible cultural heritage.

At the same time, China has actively established intangible cultural heritage protection institutions, such as national intangible cultural heritage protection centers and provincial intangible cultural heritage protection centers, aiming to be responsible for the organization, coordination and management of intangible cultural heritage protection. These institutions have promoted the development of China's intangible cultural heritage by collecting, sorting out, protecting and inheriting it. In addition, they are also committed to promoting intangible cultural heritage, so that more people understand and know intangible cultural heritage, so as to improve people's awareness of intangible cultural heritage and protection awareness. The establishment and development of the intangible cultural heritage protection institution is of great significance to the protection and inheritance of China's intangible cultural heritage.

Public policy on intangible cultural heritage also includes supporting, cultivating, inheriting and protecting some important intangible cultural heritage projects. In addition to well-known intangible cultural heritage projects such as Peking Opera, Kunqu opera and Pingju opera, many other intangible cultural heritage projects have also been supported and protected by the state. Relevant institutions affiliated to the State promote the smooth inheritance and development of key intangible cultural heritage projects by allocating funds, providing technical support and talent support. In addition, China attaches great importance to its traceability and roots when carrying out the protection of intangible cultural heritage, especially encouraging local support for the training of intangible cultural heritage inheritors





to ensure that intangible cultural heritage can always maintain its original style, and setting up local intangible cultural academy and carrying out training of intangible cultural heritage knowledge to provide impetus for the protection of intangible cultural heritage.

### **3.Cultural and creative industries**

#### **3.1 Definition of cultural creativity**

Cultural creativity refers to an industrial form with culture and creativity as the core, intellectual property as the support, market-oriented, cultural industry as the main body, cultural innovation as the core driving force, so as to enhance cultural soft power and ultimately improve people's quality of life. Cultural and creative industries cover many fields such as culture and art, design, media, digital content, games, animation, and cultural tourism. The industrial chains in these fields are interconnected, forming a huge cultural and creative industry system. In this industrial system, cultural and creative enterprises are the main productive forces, while cultural and creative products are the main economic growth points.

In a broad sense, cultural and creative products refer to all the products produced by people through the wise use of natural, social and cultural resources in various periods of the development of human civilization. The scope is relatively general and the fields involved are also very complete. In the narrow sense, cultural creative products refer to the products with practical value, cultural connotation and social significance that are ultimately created through the development and application of intellectual property rights in the knowledge economy environment of the current era, derived from individual creativity and talent, combined with the needs of social development.

#### **3.2 Category of cultural and creative industries**

##### **Cultural and creative brand**

Cultural and creative brand refers to the brand with cultural creativity as the core, innovation, design, art and other elements as the basis, marketed and promoted by means of branding. Cultural and creative brands are characterized by cultural connotation, innovation, artistry and branding. The development of cultural and creative brands can be traced back to the 1980s, when cultural and creative industries began to rise and various cultural products began to emerge. With the continuous expansion of the market and the increasing demand of consumers for cultural products, cultural and creative brands have gradually become a popular industry. The success of cultural and creative brands cannot be separated from the means of branding. Branding refers to building a product or service into a brand, so as to carry out marketing and promotion through the brand image, slogan, logo and other elements. At the



same time, modern innovative ideas and novel design ideas are also important indicators of the development of cultural and creative brands.

#### The dissemination of cultural creativity

In the process of branding cultural and creative brands, we need to pay attention to their cultural connotation and innovation, but also need to have commercial thinking and means. The dissemination of cultural creativity refers to a marketing method to convey information and promote products or services through creative, artistic and cultural elements. In today's competitive market, The dissemination of cultural creativity has become an important part of enterprise marketing. There are many ways of marketing and promotion of cultural and creative brands, among which the more common ways are online marketing, offline promotion, social media marketing and so on. Online marketing can be carried out through e-commerce platforms, social media and other channels, while offline promotion can be carried out through exhibitions, activities and other ways, and social media marketing can be carried out through social media platforms such as microblog and wechat.

### 3.3 Authenticity theory

#### 1 Definition of authenticity of tourism

Translated from English "authenticity", “原真性” means authenticity, reliability and actual implementation, which means the emphasis on the attribute of an objective existence and also expresses a subjective judgment. The two-level interpretation of the same concept has shaped the two basic directions of human beings in tourism research. That is, the impact of tourism on the authenticity of development objects and the authenticity of tourists' experience. The authenticity of tourism specifically refers to the authenticity and originality of the natural, cultural and social environment of the tourist destination. It is an important concept in the tourism industry, aiming to protect and maintain the natural and cultural heritage of the tourist destination, while providing tourists with a real and original tourism experience. Authenticity is still a fundamental factor in defining, assessing and monitoring cultural heritage and is widely recognized in the industry.

#### 2. Category of authenticity of tourism

##### **Tourist perception**

The core of tourism authenticity lies in tourists' perception and experience. Tourists perceive the tourist destination through the senses of sight, hearing, smell, taste and touch, so as to get the experience. These sensory experiences are very important, because they directly affect the evaluation and choice of tourist destinations. For example, beautiful scenery can



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make tourists feel happy and relaxed, while delicious food can make tourists feel satisfied and enjoy. Therefore, the tourism industry needs to focus on improving the perception and experience in order to attract more tourists to visit, which can be achieved by providing high-quality tourism services, rich tourism activities and a wide variety of tourism products.

### **Tourist motivation**

Tourist' motivation refers to the reason and purpose of choosing a tourist destination. Tourists' motivation can be divided into two categories, one is intrinsic motivation and the other is extrinsic motivation. Intrinsic motivation refers to tourists' own needs and interests, while extrinsic motivation refers to the influence of external factors by tourists, such as tourism publicity and promotion. The motivation of tourists has an important impact on the realization and protection of the authenticity of tourism. In the process of the development of intangible cultural heritage tourism, it is necessary to pay attention to tapping the intrinsic needs and interests of tourists, and strengthen tourism publicity and promotion to improve the extrinsic motivation of tourists.

### **Authenticity of stage**

Authenticity of stage is the authenticity and originality presented by the tourist destination, which is the basis of the authenticity of tourism and directly affects the tourists' perception and experience of the tourist destination. When considering the authenticity of stage, we can analyze and evaluate from the following aspects: First of all, natural environment is an important part of authenticity of stage, which includes the geographical location, climate and ecological environment of the tourist destination. Secondly, cultural heritage is also an important reflection of authenticity of stage, which includes the traditional culture, folk customs and artistic expression of the tourist destination. In addition, historical architecture is also an important part of authenticity of stage, which includes monuments, historical buildings and cultural relics in tourist destinations.

### **Related research**

#### **1. Research status of intangible cultural heritage in Guangdong**

In recent years, with the acceleration of the process of China's construction of a cultural power, the overall environment of cultural ecology has also undergone great changes. The exploration and protection of intangible cultural heritage has increasingly become a key area of widespread concern in the society, and the research heat in the academic circle has also become increasingly high. Looking at the current research status of Guangdong's intangible cultural heritage, it is not difficult to find in the expressions of many papers that although the



research topics of Guangdong's intangible cultural heritage show the characteristics of multiple disciplines and there are obvious differences in the specific projects studied by scholars, in the final analysis, the research topics based on Guangdong's intangible cultural heritage will ultimately focus on the protection and inheritance of the projects.

From a historical point of view, studies such as Observation on the Current Situation of Guangdong Music in the Perspective of Intangible Cultural Heritage, Research on the Survival and Development of Traditional Drama - Taking Lingnan Traditional Drama as an Example, Analysis on the Impact of the Spread of Cantonese Opera on Paper-cutting in Foshan, Guangdong, and Survival Mechanism of Intangible Cultural Heritage - Taking Mazu Belief in Shanwei, Guangdong as an Example highlight the historical grasp of Guangdong intangible cultural heritage. Among them, the history of intangible cultural heritage can be traced back to the Stone Age, which shows that the development of Guangdong intangible cultural heritage has a long history.

From the regional point of view, the distribution of Guangdong intangible cultural heritage has distinct regional characteristics. For example, the reason why some kinds of intangible cultural heritage are only spread in Guangdong is that the raw materials required can only be sourced locally, or the process has an inevitable relationship with the local climate, such as Shiwan pottery sculpture and Chaoshan inlaid porcelain. Of course, the geographical environment is also one of the important factors, and the distribution of intangible cultural heritage in Guangdong is normally related to the distribution of river systems.

## **2. Research status of Dancing Lion**

Academic research on Dancing Lion didn't start very early, with more research coming out in the 2000s. Driven by the increasing cultural identity in recent years, the number of related research topics has shown an explosive growth, and monographs such as Foshan Dancing Lion and the History, Culture and Skills of Dancing Lion in South China Sea have been published. These monographs explain in detail the historical origin, cultural connotation and movement skills of Dancing Lion.

In terms of inheriting subjects, the research on the main representatives of Dancing Lion skill inheritors in the academic circle continues to deepen. Since the new era, the academic circle has been deepening the research on the main representatives of Dancing Lion. Kang Zhiguo makes a comprehensive and detailed discussion of Zeng Qi's nationalism, traces back the origin of Zeng Qi's nationalism, and compares it with European nationalism. Zhang Shaopeng's master's thesis focuses on the process of Zeng Qi's thought change from May 4th



to the Northern Expedition. Chen Zhengmao's works include relevant papers by Zeng Qi, Chang Yansheng, Zuo Shunsheng, and Li Huang.

In terms of historical origin and development, Jiang Mingzhi believes that Dancing Lion is the product of Foshan's social development and arose in the Zhengtong period of the Ming Dynasty and it is then generated in the cultural soil of an idolatrous procession.

## Research Methodology

### Research Methods

In the design of research methods and strategies, this paper mainly uses the combination of qualitative research and quantitative research. The reason why such a research method is adopted is that Dancing Lion, as a special category of intangible cultural heritage, has strong comprehensiveness, complexity and dynamics, as well as the interactive influence process of cultural and creative activities. In other words, Dancing Lion has the attribute of cultural phenomenon, as well as the attribute of objective existence such as region, era and individual.

In terms of the implementation of research methods and strategies, the author adopts qualitative research on the cultural attributes of Dancing Lion, which plays a role in establishing the research direction and main frame. The qualitative research in this paper mainly adopts the literature research method (rooted in academic monographs, literature articles, and professional academic research papers of colleges and universities, and some of them involve frontier viewpoints of interdisciplinary comprehensive disciplines such as cultural phenomenology and sociology), Case study method.

The quantitative research is mainly applied to the investigation on the individual and inheritance situation of intangible cultural heritage inheritors under the creative mode of intangible cultural heritage in Guangzhou and the data analysis of the questionnaire on the influence of intangible cultural heritage cultural brand of Dancing Lion nationwide. It can objectively and rationally depict the quantifiable part of the Dancing Lion intangible cultural heritage project and restore the original status of inheritors and cultural and creative brands in the form of data. In the conclusion of the paper, qualitative research methods and strategies are still adopted, that is, based on the analysis results of quantitative research data, the enlightenment of the research results is expounded and relevant suggestions are put forward.

### 3.2 Population and sampling



In May 2006, Guangdong's Dancing Lion was listed as a national intangible cultural heritage. The Dancing Lion culture has been carried forward and inherited. According to incomplete statistics, there are nearly 2,000 lion dancing teams of different sizes in the South China Sea. As of December 2022, there are 14 batches of representative inheritors of the Dancing Lion project in Guangdong Province, totaling 95 people.

Therefore, the population and sampling area of the inheritors of Dancing Lion intangible cultural heritage project were mainly selected in Guangdong Province in this study. Ninety-five registered inheritors of Dancing Lion project in the protection unit were taken as the questionnaire survey samples, and three typical inheritors were taken as the case study objects.

The market research of Dancing Lion creative brand mainly takes the audience of cultural and creative products containing Dancing Lion elements as the research object. Nearly 500 people are randomly selected nationwide to conduct an online questionnaire survey. In the in-depth interview, a total of 11 people were selected as in-depth interview samples, including 2 cultural researchers, 3 intangible cultural heritage inheritors, 5 college students studying in Guangdong, 1 tourist visiting Guangdong, and 3 people from other provinces who had never been to Guangdong but had some knowledge of Guangdong.

### 3.3 Tools and instruments used in the survey

The main survey tools used in this study include image recording equipment for case interviews and in-depth interviews, audio recording equipment, questionnaire design tools, data analysis software for quantitative research (EXCEL, SPSS16.0, EViews), asset model analysis tools for quantitative research of Aaker brand, etc.

The design of in-depth interview institution and questionnaire for qualitative research mainly focuses on the following four contents: The inheritor's own conditions, work participation, the strength of support received by the inheritor, and their main demands. In each item, survey design software was used to design detailed measurement indicators. For example, in "the condition of inheritors", several indicators such as age, gender, educational background and the degree of information mastery were set ; In the item "Work participation", several indexes such as participation in activities, receiving apprentices and participating in training were set. In the item "The degree of support received by inheritors", several indicators such as funds, venues, publicity and contacts were set; In the "main demands", several indicators such as funds, venues, publicity and contacts were set. The setting of these contents and indicators can basically reflect the general situation of the inheritors of Dancing Lion in Guangdong Province. Therefore, the research results are mainly presented from four aspects above:



inheritors' own conditions, work participation, the strength of support received by the inheritor and main demands.

In the analysis of Aaker brand equity model of Dancing Lion cultural and creative brand, the general independent variables included in the model are as follows: brand loyalty, quality recognition, brand association, other brands' proprietary assets or market behavior (such as patents, trademarks, channels).

The questionnaire design of inheritors and cultural and creative brands will pass the test of reliability and validity. The detection is mainly performed by Cronbach  $\alpha$  coefficient. It is found that the coefficient of Cronbach $\alpha$  shown in this study is greater than 0.8, indicating that the scale has good reliability and stability. The validity test can be divided into surface validity, content validity and construction validity. The design of the questionnaire in this study is based on the theory discussed in the literature, and refers to the Aaker model. During the questionnaire investigation, interviews, pre-investigation and other processes are conducted, so it has certain surface validity and content validity. The construction validity is realized through KMO test. The closer the KMO value is to 1, the more suitable for factor analysis. Through analysis, it is found that the KMO value of this study is 0.701, so it has certain construction validity. To sum up, the scale in this study has certain reliability and validity.

### 3.4 Data collection

The Dancing Lion case study collected audio data, tens of thousands of words of written records, and some pictures and video records of typical inheritors.

During the data collection of Dancing Lion cultural and creative brand survey, the author distributed 500 online questionnaires nationwide, which lasted for half a month. As of October , 2022, a total of 480 questionnaires have been distributed, and 446 questionnaires have been collected, of which 412 are valid. The total number of valid questionnaires accounted for 85.8% of the total questionnaires.. The data collected from the in-depth interviews was measured by the length of the interviews, Among them, the cumulative interview time of 2 cultural researchers was 4 hours, the cumulative interview time of 3 intangible cultural heritage inheritors was 5.5 hours, the cumulative interview time of 5 college students studying in Guangdong was 12 hours, the cumulative interview time of 1 tourist visiting Guangdong was 1.5 hours, and the cumulative interview time of 3 people from other provinces who had never been to Guangdong but had some knowledge of Guangdong is 4 hours.

### 3.5 Data analysis and integration





According to the data of each effective questionnaire, the corresponding EXCEL data files were sorted out and created, and then SPSS and EViews were used for statistical analysis. On the basis of collating effective and credible data, the author conducted a quantitative study on the collected data, using the methods of factor analysis, description analysis, inference analysis, analysis of variance, correlation analysis, regression analysis, and obtained the analysis result of the survey on Dancing Lion in Guangdong.

Through the combination of qualitative and quantitative research, it can be found that in terms of inheritors, Guangdong has formed a team of inheritors; The main work undertaken by the inheritors can be carried out normally; Government departments and protection units can provide necessary support for inheritors; Inheritors have relatively high enthusiasm for the protection and inheritance of intangible cultural heritage. As far as brand development and creative design are concerned, the survey shows that although Dancing Lion culture has been developing continuously, its followers are mainly middle-aged and old people. The old people have a high sense of cultural identity on Dancing Lion, but they are neutral to the trend of youth and unfamiliar to branding. However, when it comes to the succession of Dancing Lion, they show positive support.

Behind the inheritors and cultural creativity of Dancing Lion is actually a kind of Dancing Lion culture and identity identification, which includes the social activities of the inheritors under the influence of various factors such as themselves, regions and social culture, as well as the perception and understanding of the intangible cultural heritage by the vast audience.

#### **Chapter 4 Data, Results and Analysis**

The purpose of this research is to study (1) the overall feasibility of constructing brand equity of intangible cultural heritage; (2) The internal connection and mutual influence between the intangible cultural heritage of Guangdong Dancing Lion, as a brand, and national and regional macro-policies, as well as the main participants of intangible cultural heritage -- inheritors; (3) The correlation among various brand elements of Guangdong Dancing Lion, a brand equity, such as brand recognition, popularity, loyalty and market behavior. Therefore, in response to these research objectives, this study divides the results into the following three parts:

Part One: Sample recovery and data preprocessing of questionnaire survey;

Part Two: Statistical analysis of data;

Part Three: Test and explanation of each hypothesis.

Part One: Sample recovery and data preprocessing of questionnaire survey;



## Sample collection

According to Gorsush (1983), the ratio of sample size to variables should be more than 5 to 1, the ideal sample number should be 10-25 times of the total number of variables, and the total sample number should not be less than 100. The main measurement items involved in this study are 15, so the ideal sample size should be more than 150.

The authors of this study distributed 480 questionnaires across the country and carried out a questionnaire survey lasting half a month. As of October 20, 2022, a total of 480 questionnaires (300 paper versions and 180 electronic versions) have been distributed, and 446 questionnaires (286 paper versions and 160 electronic versions) have been collected, of which 412 are valid (262 paper versions and 150 electronic versions). The total number of valid questionnaires accounted for 85.8% of the total questionnaires.

The paper version of the questionnaire was distributed mainly in folk villages, museums and tourist centers in Liwan, Guangzhou and Foshan, which are popular places for Dancing Lion in Guangdong. Wenjuanxing (a platform providing functions equivalent to Amazon Mechanical Turk) was used in the electronic version of the questionnaire. Questionnaires are distributed to classmates, relatives and friends around through wechat, QQ, Email and other means, with the optimization of time cost and labor cost as an important consideration.

## II. Data preprocessing

For the collected questionnaires, the data were processed as follows:

First, select valid questionnaires. The collected questionnaires were carefully screened, and some questionnaires that were "not filled in in good faith", "not completed seriously" and "incomplete filling in option information" were eliminated.

Second, score the variable items. Score according to the options of each item on the valid questionnaire, and calculate the average score of each variable in each questionnaire. Since this study mainly studies the influence of four independent variables and two dependent variables on brand equity, the influence weight of each influence indicator of each variable has not been thoroughly studied.

Third, create data files. According to the data of each valid questionnaire, the corresponding EXCEL files were sorted out and established for statistical analysis by SPSS.

Part Two: Statistical analysis of data;



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**Tabel 1** Descriptive statistical analysis

Name	Options	Frequency	Percentage (%)
Gender	Female	221	53.64
	Male	191	46.36
Age	21-30 years old	113	27.43
	Under 20 years old	93	22.57
	41-50 years old	63	15.29
	31-40 years old	62	15.05
	Over 61 years old	41	9.95
	51-60 years old	40	9.71
	Outside Guangdong Province	224	54.37
Region	In Guangdong Province	188	45.63
	Undergraduate	154	37.38
学历 Educational background	College	137	33.25
	High school and below	71	17.23
	Master and above	50	12.14
Total		412	100.00

The analysis results show that:

First, the frequency of female is 221, accounting for 53.641%; The male frequency was 191, accounting for 46.359%. Among them, the female (53.641%) was the highest and the male (46.359%) was the lowest.

Second, the analysis of age frequency shows that the frequency of 21-30 years old is 113, accounting for 27.427%; The frequency under 20 years old was 93, accounting for 22.573%; The frequency of 41-50 years old was 63, accounting for 15.291%; The frequency of 31-40 years old was 62, accounting for 15.049%; The frequency over 61 years old was 41, accounting for 9.951%; The frequency of 51-60 years old is 40, accounting for 9.709%. Among them, 21-30 years old (27.427%) was the highest, 50-60 years old (9.709%) was the lowest.



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Third, the results of regional frequency analysis show that the frequency outside Guangdong Province is 224, accounting for 54.369%; In Guangdong Province, the frequency was 188, accounting for 45.631%. The highest rate was found outside Guangdong Province (54.369%) and the lowest rate was found inside Guangdong Province (45.631%).

Fourth, the result of the analysis of the frequency of education shows that the frequency of undergraduate is 154, accounting for 37.379%; The frequency of college was 137, accounting for 33.252%; The frequency of high school and below was 71, accounting for 17.233%; The frequency of master degree and above is 50, accounting for 12.136%. Among them, undergraduate (37.379%) is the highest, master and above (12.136%) is the lowest.

## 2. Reliability analysis

In research, reliability refers to the degree to which a measurement tool can obtain similar or consistent results over multiple measurements or with different surveyors. Therefore, reliability analysis can help researchers evaluate the reliability and stability of measurement tools, thus improving the reliability and accuracy of research. Cronbach's  $\alpha$  coefficient was generally used to evaluate the reliability of the questionnaire. The larger the  $\alpha$  coefficient, the higher the reliability and stability of the questionnaire, that is, the higher the reliability of the questionnaire. With the deepening of the research, scholars have higher and higher requirements on the reliability of questionnaires. Early studies believe that questionnaires with  $\alpha$  coefficient higher than 0.5 have acceptable reliability, and questionnaires with  $\alpha$  coefficient greater than 0.7 have excellent reliability. However, recent studies take  $\alpha$  coefficient higher than 0.6 as the dividing line of whether the reliability of the questionnaire is acceptable. When  $\alpha$  coefficient is greater than 0.8 or even greater than 0.9, the questionnaire can be considered to have excellent reliability. Therefore, for the evaluation of questionnaire reliability, the appropriate reliability criteria should be determined according to the actual situation of the research.

In this paper, SPSS retest method is used for reliability analysis, and reliability test is conducted on the government policy and economic support, the degree of protection of intangible cultural heritage inheritors, brand recognition, popularity, loyalty, brand equity and market behavior of the questionnaire, as shown in the following table:



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**Table 1** Reliability Test

Concept	Measurement Item	Coefficient of Total Correlation(CITC)	$\alpha$ coefficient of the remaining term	Cronbach $\alpha$ coefficient
Government policy	A1	0.613	0.787	0.820
	A2	0.642	0.773	
	A3	0.678	0.761	
	A4	0.643	0.772	
Inheritors of intangible cultural heritage	B1	0.71	0.832	0.866
	B2	0.693	0.84	
	B3	0.748	0.816	
	B4	0.724	0.827	
Cognition	C1	0.756	0.861	0.889
	C2	0.72	0.868	
	C3	0.716	0.868	
	C4	0.733	0.866	
	C5	0.744	0.863	
Popularity	D1	0.767	0.863	0.893
	D2	0.74	0.869	
	D3	0.747	0.867	
	D4	0.739	0.869	
	D5	0.697	0.879	
Loyalty	E1	0.688	0.862	0.881
	E2	0.742	0.849	
	E3	0.694	0.86	
	E4	0.749	0.847	
	E5	0.705	0.858	
Market behavior	F1	0.73	0.844	0.876
	F2	0.702	0.851	
	F3	0.699	0.851	
	F4	0.694	0.853	



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	F5	0.706	0.85	
	G1	0.783	0.881	
Brand equity	G2	0.808	0.872	0.906
	G3	0.797	0.877	
	G4	0.774	0.885	
Total	32	/	/	0.900

It can be seen that the reliability value of each variable is above 0.8, and the reliability value of brand equity is the highest, reaching 0.906, indicating that the questionnaire has a high reliability in measuring brand equity, and the measurement results of the questionnaire can be considered stable and reliable. At the same time, the reliability values of other variables are also high, indicating that the questionnaire also has a high reliability in measuring other variables, and the measurement results of the questionnaire can be considered reliable.

### 3. Validity analysis

Validity analysis is one of the important ways to evaluate whether a measurement tool (such as a questionnaire) can accurately measure the concepts or variables. Its main purpose is to verify whether the measurement tool has the expected validity, that is, whether the tool can really measure the concepts or variables to be measured. In research, validity analysis is very important, because only measurement tools with good validity can ensure the accuracy and reliability of research results.

Validity analysis is usually divided into three types: content validity, aggregate validity and criterion validity. Content validity refers to whether the items of the measurement tool covers all the content of the concept to be measured. Aggregate validity refers to whether the measurement tool can reflect the structure and characteristics of the concepts to be measured. Criterion validity refers to whether a measurement tool can be compared with other approved measurement tools or standards to verify the accuracy of its measurement results.

We generally test the aggregate validity and discriminative validity of questionnaires, usually using factor analysis. Factor analysis is a commonly used data dimensionality reduction technique that is primarily used to transform numerous variables into a small number of potential factors for better data understanding and interpreting. Before the factor analysis, some preliminary work needs to be done, including checking the rationality of the data, conducting correlation analysis, conducting KMO test and Bartlett spherical test. In factor analysis, it is necessary to select the appropriate number of factors and perform factor rotation in order to



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better interpret the factors. Factor analysis can help researchers identify underlying constructs or dimensions, assess the quality and reliability of problem items, and thus better understand the object of study.

**Table 2 KMO Test**

KMO and Bartlett Tests			
KMO value		0.909	
Bartlett sphericity test	Approximate chi-square		7354.890
	<i>df</i>		496
	p-value		0.000

The table shows that the data are suitable for factor analysis study. The KMO value is 0.909, greater than 0.6, which meets the prerequisite requirements of factor analysis. The P-value of Bartlett sphericity test is less than 0.05, indicating that the research data is suitable for factor analysis.

**Table 3 Variance Interpretation Table**

Initial eigenvalue				Extract load sum of squares			Rotate load sum of squares		
Number	Total	Percent variance	Cumulative %	Total	Percent variance	Cumulative %	Total	Percent variance	Cumulative %
1	8.380	26.187	26.187	8.380	26.187	26.187	3.676	11.486	11.486
2	3.830	11.970	38.156	3.830	11.970	38.156	3.631	11.347	22.833
3	3.171	9.910	48.066	3.171	9.910	48.066	3.518	10.994	33.827
4	2.636	8.236	56.303	2.636	8.236	56.303	3.436	10.737	44.564
5	1.790	5.593	61.895	1.790	5.593	61.895	2.859	8.936	53.500
6	1.571	4.909	66.805	1.571	4.909	66.805	2.774	8.670	62.169
7	1.138	3.557	70.362	1.138	3.557	70.362	2.622	8.193	70.362
8	0.617	1.929	72.290						
9	0.551	1.722	74.012						
10	0.527	1.647	75.658						





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11	0.487	1.522	77.181
12	0.477	1.490	78.671
13	0.467	1.459	80.129
14	0.449	1.403	81.532
15	0.435	1.361	82.893
16	0.420	1.314	84.207
17	0.410	1.282	85.489
18	0.406	1.268	86.757
19	0.381	1.191	87.948
20	0.371	1.160	89.108
21	0.357	1.115	90.223
22	0.349	1.091	91.314
23	0.345	1.078	92.392
24	0.313	0.978	93.370
25	0.303	0.947	94.317
26	0.294	0.919	95.235
27	0.287	0.896	96.131
28	0.277	0.867	96.998
29	0.268	0.836	97.835
30	0.242	0.757	98.591
31	0.235	0.733	99.324
32	0.216	0.676	100.000

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According to the information extracted by the factors, the first 7 factors can be retained, because these factors have larger eigenroot values and higher variance interpretation rate after rotation, which can explain more variance of the original variables. At the same time, the cumulative variance explanation rate of these factors is higher, and more original variable information can be retained.



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The variance interpretation rate after rotation of the 7 factors is 11.486%,11.347%,10.994%,10.737%,8.936%,8.670%,8.193%, and the cumulative variance explanation rate after rotation is 70.362%.

**Table 4** Rotation Component Matrix

Name	Factor load coefficient							Commonality (common factor variance)
	Com- po- nent 1	Com- po- nent 2	Com- ponent 3	Com- po- nent 4	Compo- nent 5	Com- ponent 6	Com- po- nent 7	
A1							0.758	0.641
A2							0.733	0.653
A3							0.787	0.696
A4							0.769	0.663
B1						0.777		0.718
B2						0.748		0.690
B3						0.789		0.747
B4						0.785		0.725
C1		0.810						0.722
C2		0.796						0.685
C3		0.788						0.681
C4		0.790						0.703
C5		0.822						0.718
D1	0.826							0.743
D2	0.788							0.703
D3	0.808							0.719
D4	0.805							0.705
D5	0.753							0.650
E1			0.790					0.668
E2			0.822					0.712
E3			0.772					0.649



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E4	0.835	0.725
E5	0.807	0.676
F1	0.837	0.724
F2	0.793	0.665
F3	0.811	0.670
F4	0.800	0.665
F5	0.792	0.668
G1	0.767	0.771
G2	0.804	0.812
G3	0.787	0.787
G4	0.775	0.762

In this study, the maximum variance rotation method was used for factor analysis, and the corresponding relationship between factors and study items was shown. The commonality value of all studies was higher than 0.4, indicating that there was a strong correlation between study items and factors, and factors could effectively extract information.

At this point, we have completed the exploratory analysis of the questionnaire scale, and a total of 7 factors have been extracted.

### Verification factor analysis

**Table 5** Table of Factor Load Coefficients

Factor	Variable	Non-standard load factor	Standardized load coefficient	z	S.E.	P
Government policy	A1	1	0.698	-	-	-
	A2	1.074	0.738	12.831	0.084	0.000***
	A3	0.948	0.768	13.214	0.072	0.000***
	A4	1.02	0.725	12.655	0.081	0.000***
Inheritors of intangible cultural heritage	B1	1	0.774	-	-	-
	B2	0.928	0.763	15.589	0.06	0.000***
	B3	1.158	0.824	16.913	0.068	0.000***
	B4	1.148	0.791	16.226	0.071	0.000***
Cognition	C1	1	0.814	-	-	-



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Popularity	C2	1.132	0.773	17.12	0.066	0.000***
	C3	1.083	0.773	17.131	0.063	0.000***
	C4	1.199	0.791	17.637	0.068	0.000***
	C5	1.023	0.791	17.646	0.058	0.000***
	D1	1	0.822	-	-	-
Loyalty	D2	0.991	0.798	18.186	0.054	0.000***
	D3	0.988	0.804	18.371	0.054	0.000***
	D4	1.022	0.787	17.869	0.057	0.000***
	D5	0.973	0.747	16.668	0.058	0.000***
	E1	1	0.741	-	-	-
Market behavior	E2	1.035	0.804	15.821	0.065	0.000***
	E3	0.902	0.753	14.803	0.061	0.000***
	E4	1.067	0.81	15.938	0.067	0.000***
	E5	1.051	0.761	14.967	0.07	0.000***
	F1	1	0.79	-	-	-
Brand equity	F2	0.957	0.764	15.928	0.06	0.000***
	F3	0.897	0.758	15.784	0.057	0.000***
	F4	0.877	0.748	15.563	0.056	0.000***
	F5	0.883	0.77	16.091	0.055	0.000***
	G1	1	0.84	-	-	-
	G2	0.99	0.861	21.368	0.046	0.000***
	G3	1.098	0.848	20.878	0.053	0.000***
	G4	0.931	0.822	19.928	0.047	0.000***

As can be seen from the table, the load coefficient of each variable is high, and the P-value is less than 0.05, which means that there is a significant positive correlation between them and their factors. Therefore, it can be concluded that the factor analysis results are good, each variable effectively represents its own factor, and can be used for further data analysis and research.



**Table 6** Aggregate Validity

	Average Variance Extracted (AVE)	composite reliability (CR)
Government policy	0.534	0.821
Inheritors of intangible cultural heritage	0.625	0.869
Cognition	0.619	0.89
Popularity	0.625	0.893
Loyalty	0.599	0.882
Market behavior	0.588	0.877
Brand equity	0.711	0.908

A total of 7 factors and 32 analysis items were analyzed by confirmatory factor analysis (CFA). As can be seen from the above table, AVE values corresponding to a total of 7 factors are all greater than 0.5, and CR values are all higher than 0.8, which means that the analyzed data has good aggregation (convergence) validity.

**Table 7** Discriminative Validity: Pearson Correlation and AVE Root Values

	Government policy	Inheritors of intangible cultural heritage	Cognition	Popularity	Loyalty	Market behavior	Brand equity
Government policy	0.731						
Inheritors of intangible cultural heritage	0.281	0.791					
Cognition	0.296	0.391	0.787				
Popularity	0.399	0.419	0.239	0.791			
Loyalty	0.046	0.38	0.177	0.108	0.774		
Market behavior	0.268	0.033	0.058	0.018	-0.017	0.767	



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Brand equity	0.332	0.388	0.461	0.439	0.31	0.283	0.843
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The square root of AVE is greater than the correlation coefficient of the column in which it is located, which indicates that the seven variables of government policy, inheritors of intangible cultural heritage, recognition, popularity, loyalty, market behavior and brand equity have good discriminative validity in the study. These variables can be thought of as different concepts or dimensions, rather than different representations of the same concept or dimension.

### Correlation Analysis

The main purpose of correlation analysis is to reveal correlations between variables to help researchers better understand the characteristics and status quo of research objects. The role of correlation analysis mainly has the following aspects: First, correlation analysis can help researchers to determine the type of relationship between variables, such as positive correlation, negative correlation or no relationship. Second, correlation analysis can be used to predict the relationship between variables, thereby helping researchers to understand the trends and changes between variables. In addition, correlation analysis can also help researchers choose appropriate statistical methods and models, so as to better conduct subsequent data analysis and modeling.

The correlation coefficient  $r$  reflects the degree of correlation between variables. Where the absolute value of  $r$  is greater than or equal to 0.8, it is regarded as highly correlated; Greater than or equal to 0.5 and less than 0.8 is considered as moderate correlation; A low correlation is considered when it is greater than or equal to 0.3 and less than 0.5.

This paper conducts correlation exploration on 7 dimensions to observe the correlation strength between variables. The table shows their respective mean value, standard deviation and Person correlation coefficient.

**Table 8** Correlation Analysis

	Mean value	Standard deviation	Government policy	Inheritors of intangible cultural heritage	Cognition	Popularity	Loyalty	Market behavior	Brand equity
Government policy	3.522	0.760	1						



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Inheritors of intangible cultural her- itage	3.617	0.827	.279**	1					
Cognition	3.577	0.809	.284**	.387**	1				
Popularity	3.802	0.774	.409**	.412**	.227**	1			
Loyalty	3.517	0.820	0.053	.377**	.187**	.117*	1		
Market be- havior	3.407	0.840	.243**	0.020	0.039	0.016	-0.033	1	
Brand eq- uity	3.488	0.859	.323**	.383**	.442**	.435**	.314**	.279**	1

We can see that there is a certain correlation between government policy, inheritors of intangible cultural heritage, cognition, popularity, loyalty, market behavior and brand equity.

Specifically, government policies have a positive impact on , inheritors of intangible cultural heritage, cognition, popularity and brand equity.

The number inheritors of intangible cultural heritage is positively correlated with government policies, cognition,, popularity and brand equity, indicating that the increase of inheritors of intangible cultural heritage may promote the implementation of government policies and enhance cognition , popularity and brand equity.

At the same time, cognition has a positive impact on government policy, inheritors of intangible cultural heritage, popularity and brand equity.

Popularity is positively correlated with government policies, inheritors of intangible cultural heritage, cognition and brand equity, and the improvement of popularity may be positively influenced by government policies, inheritors of intangible cultural heritage, cognition and brand equity.

Loyalty is positively correlated with inheritors of intangible cultural heritage, cognition and brand equity. Increasing the number of inheritors of intangible cultural heritage, cognition and brand equity may enhance consumer loyalty.

Market behavior is positively correlated with government policy, cognition and brand equity, but inversely correlated with loyalty.

To sum up, government policy, inheritors of intangible cultural heritage, cognition, popularity, loyalty, market behavior and brand equity interact with each other, and these factors





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play an important role in protecting intangible cultural heritage, promoting cultural cognition, enhancing popularity, enhancing consumer loyalty and market behavior.

## 6. Regression analysis

**Table 9** Regression analysis of Government policy on Inheritors of Intangible Cultural Heritage

Dependent variable	Independent variable	Nonnormalized coefficient		Normalized coefficient	t	P	VIF	R <sup>2</sup>	Adjusted R <sup>2</sup>	F
		B	Standard error	Beta						
Inheritors of intangible cultural heritage	Government policy	2.55	0.186	-	13.724	0.000** *	-			
		0.303	0.052	0.279	5.879	0.000** *	1	0.078	0.075	F=34.559 P=0.000** *

According to the data analysis results provided, we can see that the government policy has a significant positive impact on the inheritors of intangible cultural heritage.

**Table 10** Regression Analysis of Government Policy on Cognition, Popularity, Loyalty and Market Behavior

Dependent variable	Independent variable	Nonnormalized coefficient		Normalized coefficient	t	P	VIF	R <sup>2</sup>	Adjusted R <sup>2</sup>	F
		B	Standard error	Beta						
Cognition Popularity	Government policy	2.513	0.182	-	13.848	0.000***	-			
		0.302	0.05	0.284	5.996	0.000***	1	0.081	0.078	F=35.95 P=0.000** *
Loyalty		2.334	0.165	-	14.115	0.000***	-	0.168	0.166	



\*\*\*\*\*

Cognition	0.417	0.046	0.409	9.084	0.000***	1			F=82.525 P=0.000** *
Popularity	3.316	0.192	-	17.308	0.000***	-	0.003	0	F=1.142 P=0.286
	0.057	0.053	0.053	1.069	0.286	1			
Market be- havior	2.462	0.191	-	12.904	0.000***	-	0.059	0.057	F=25.673 P=0.000** *
	0.268	0.053	0.243	5.067	0.000***	1			

As can be seen from the above table, government policies have a significant positive impact on cognition, popularity and market behavior, but the relationship with loyalty is not significant.

**Table 11** Regression Analysis of Cognition, Popularity, Loyalty and Market Behavior of Inheritors of Intangible Cultural Heritage

Depend- ent varia- ble	Inde- pendent variable	Nonnormalized coefficient		Nor- mal- ized coeffi- cient	t	P	VIF	R <sup>2</sup>	Ad- justed R <sup>2</sup>	F
		B	Stand- ard er- ror							
Cognition		2.209	0.165	-	13.359	0.000** *	-			F=72.011
Popularity		0.378	0.045	0.387	8.486	0.000** *	1	0.149	0.147	P=0.000** *
Loyalty	Inheri- tors of intang- ible cul- tural heritage	2.406	0.156	-	15.384	0.000** *	-	0.17	0.168	F=83.8
Cognition		0.386	0.042	0.412	9.154	0.000** *	1			P=0.000** *
Popularity		2.163	0.168	-	12.85	0.000** *	-	0.142	0.14	F=68.05
		0.374	0.045	0.377	8.249	0.000** *	1			P=0.000** *
Market behavior		3.334	0.186	-	17.903	0.000** *	-	0	-0.002	F=0.159
		0.02	0.05	0.02	0.399	0.69	1			P=0.690



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As can be seen from the above table, inheritors of intangible cultural heritage have significant positive effects on cognition, popularity and loyalty, but the relationship between them and market behavior is not significant.

**Table 12** Regression Analysis of Brand Equity by Cognition, Popularity, Loyalty and Market Behavior

De- pend- ent var- iable	Inde- pend- ent variable	Nonnormalized coefficient		Nor- mal- ized coeffi- cient	t	P	VIF	R <sup>2</sup>	Ad- justed R <sup>2</sup>	F
		B	Stand- ard er- ror	Beta						
Brand equity	Cogni- tion Popular- ity	2.123	0.15	-	14.167	0.000** *	-	0.196	0.194	F=99.808 P=0.000** *
		0.417	0.042	0.442	9.99	0.000** *	1			
	Loyalty Cogni- tion	2.435	0.144	-	16.898	0.000** *	-	0.189	0.187	F=95.489 P=0.000** *
		0.392	0.04	0.435	9.772	0.000** *	1			
	Popular- ity	2.47	0.161	-	15.359	0.000** *	-	0.099	0.097	F=44.909 P=0.000** *
		0.3	0.045	0.314	6.701	0.000** *	1			
	Market behavior	2.454	0.167	-	14.717	0.000** *	-	0.078	0.076	F=34.651 P=0.000** *
		0.273	0.046	0.279	5.886	0.000** *	1			

In summary, cognition, popularity, loyalty, and market behavior have a positive impact on brand equity, and these relationships are statistically significant. This means that increased cognition, popularity, loyalty, and market behavior can contribute to the growth of brand equity.



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