



DEVELOPMENT STATUS AND CONSUMER PERCEPTIONS OF GUIZHOU BATIK'S CULTURAL AND CREATIVE PRODUCTS

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Abstract

This study aimed (1) to examine the development status of Guizhou batik cultural and creative products and (2) to assess consumer perceptions from a multidimensional value perspective. A mixed-method design was adopted: qualitative data from semi-structured interviews with nine practitioners were thematically analyzed, while quantitative data from 461 surveys were examined using descriptive statistics and Pearson correlations. **Findings showed** five key challenges—limited daily integration, tension between tradition and innovation, production constraints, weak cultural communication, and insufficient talent cultivation. Survey results indicated overall positive consumer perceptions, with Cultural, Quality, and Innovative Values rated highest. Strong correlations between Cultural Value and both Aesthetic ($r = .803$, $p < .01$) and Innovative Values ($r = .833$, $p < .01$) highlight the role of cultural expression in fostering engagement and identification. Overall, the study underscores the need to balance heritage preservation with modern aesthetics, innovation, and branding to ensure sustainable development of Guizhou batik cultural and creative products.

Keywords: Guizhou batik; Intangible cultural heritage; Cultural and creative products; Development status; perceived values

Introduction

With China's economic growth, intangible cultural heritage (ICH) products show vast market potential. In 2023, their transaction value exceeded 107.32 billion yuan, up 37.7% year-on-year—over five times the growth rate of total retail sales, reflecting the rapid rise of ICH e-commerce (Zhang, 2024). In Guizhou, batik is practiced in about 80% of cities and counties, especially in Miao and Bouyei areas such as Anshun, Huangping, Liuzhi, and Danzhai. As an ICH, Guizhou batik both preserves traditional skills and develops cultural and creative products. New inheritors integrate traditional motifs with modern aesthetics through innovative design, producing goods that meet contemporary consumer needs while offering both practical and artistic value (Zheng, 2018).



Figure 1: Production of Guizhou Batik

Source: Gong Yu, 2025.

Guizhou batik, a traditional dyeing craft practiced by ethnic communities in China, blends practicality with aesthetic value and is deeply rooted in daily life. Its designs feature bold patterns and bright colors, typically in blue-and-white, created with natural beeswax and indigo suited to Guizhou's humid climate (Zhong & Fan, 2003). Varying dye immersion produces shades from deep indigo to light azure, while line thickness, density, and arrangement add decorative richness. Some works layer multiple styles, enhancing artistic charm. Beyond visual appeal, batik patterns carry cultural meaning, reflecting history, folklore, totems, and narratives. Artisans employ metaphor and symbolism to express ideals, beautify life, and convey aspirations. For instance, the fish motif, once symbolizing fertility, now signifies abundance and success, embodying local hopes for happiness and prosperity (Li et al., 2023). Meanwhile, Geometric patterns in batik feature symmetrical, balanced compositions with structural rigor and rhythmic beauty. Through carefully arranged points, lines, and planes, they achieve both harmony and variety. Points, often organized into intricate designs, enhance rhythm and visual appeal. Both geometric and natural motifs serve as cultural symbols, embodying respect for life and nature. They reflect a worldview of harmony and prosperity, functioning as living records of collective memory while evoking imagination and emotional resonance (Liu, 1986).

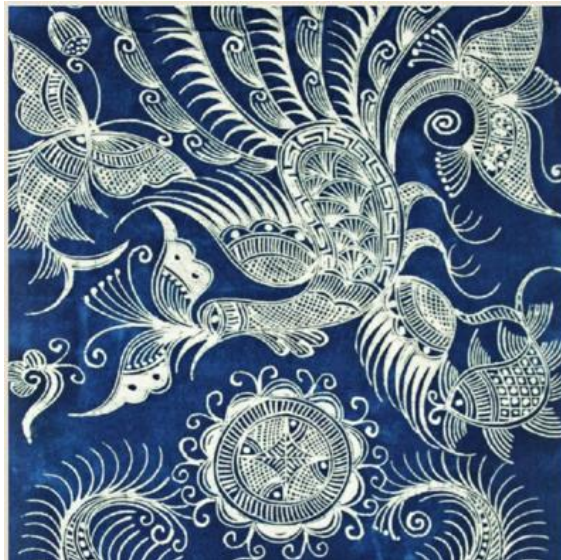


Figure 2: Nature Pattern of Guizhou Batik
Source: Gong Yu, 2025.

With growing national emphasis on minority intangible cultural heritage (ICH), Guizhou batik has gained unprecedented attention and support. Since 2006, it has been gradually incorporated into the national protection system, laying a foundation for sustainable development. That year, Danzhai batik entered the first national ICH list, marking its nationwide recognition. In 2008, Anshun batik was added to the second list, expanding influence and support. In 2009, Huangping batik was listed at the provincial level, reflecting local government involvement. Most recently, in 2021, Zhijin batik was included in the fifth national ICH list, further enhancing recognition and injecting new vitality into its protection and transmission.

In recent years, there has been an increasing demand for culturally and uniquely designed creative products, especially in the context of the rapid development of tourism and the cultural and creative industries. The market potential for ICH's cultural and creative products is huge. Guizhou Batik cultural and creative products, with their unique craftsmanship and rich cultural connotations, have gradually gained consumer preference. However, fully exploring the development status and consumer perceptions of Guizhou Batik cultural and creative products still requires in-depth research. Therefore, this study aims to study the development status and consumer perceptions of Guizhou Batik cultural and creative products.

Research Objectives

1. To investigate the development status of Guizhou batik cultural and creative products.
2. To assess consumer perceptions of Guizhou batik cultural and creative products from a multidimensional value perspective, cultural and creative products.

Literature Review

The development of Guizhou batik cultural and creative products follows three main directions. First, practical products such as clothing, bed linens, and hand fans emphasize functionality, reflecting the lifestyle and aesthetics of ethnic minorities. Second, artworks highlight aesthetics, as batik has evolved into high-value art pieces with unique colors, craftsmanship, and cultural meanings, now displayed in museums and exhibitions. Third, integrated products combine

practicality and aesthetics, including ICH creative goods and decorative arts. These retain batik's utility while adding artistic value, increasingly applied in home décor, fashion, and cultural products. Such diversification ensures batik's protection, innovation, and adaptation to modern needs. With rising ICH awareness, batik is poised to thrive as a cultural bridge between past and future, local and global, fostering heritage preservation and cultural exchange (Han, 2024).



Figure 3: Some Guizhou Batik Cultural and Creative Products

Source: Gong Yu, 2025.

Perceived consumer value reflects how consumers assess a product's benefits and costs based on available information and is key to their attitudes toward products. Building on prior research, this study developed a multidimensional perceived consumer value scale encompassing seven dimensions: quality, price, social, emotional, aesthetic, innovative, and cultural values. Quality Value refers to a product's utility, performance, and reliability (Zeithaml, 1988). Price Value emphasizes cost-effectiveness and long-term economic benefits (Monroe, 2003). Social Value captures status and recognition

from product use (Escalas & Bettman, 2005). Emotional Value reflects psychological satisfaction such as joy or comfort (Holbrook & Hirschman, 1982). Aesthetic Value denotes visual and artistic appeal (Toufani et al., 2017). Innovative Value highlights novelty and originality (Tidd et al., 2005). Cultural Value embodies traditional significance and cultural identity (Holt, 2004). Together, these dimensions provide a comprehensive framework to evaluate consumers' perceived value of cultural and creative products.

Research Methodology

This study employed a mixed-methods design combining qualitative and quantitative approaches. (1) Semi-structured interviews were conducted with nine Guizhou batik inheritors, designers, and developers to explore the development status of batik cultural and creative products, with data analyzed using thematic analysis. (2) A cross-sectional survey of 461 consumers and potential customers examined perceptions of batik products. Measurement scales included Perceived Quality and Price Value (Sweeney et al., 1999), Social Value (Xiaofeng, 2019), Emotional Value (Moon & Kim, 2001), Aesthetic and Cultural Value (Meini, 2018), and Innovation Value (Tu et al., 2019). All items were rated on a 5-point Likert scale (Likert, 1932). Consumer perceived value was analyzed using the SPSS program.

Results

Results of the Development Status of Guizhou Batik Cultural and Creative Products

This study conducted interviews with nine respondents, including Guizhou batik craftsmanship inheritors, designers, and developers, using the six-phase thematic analysis to identify core patterns (Braun et al., 2019). Transcriptions were rigorously reviewed, and an inductive coding approach distilled five key themes reflecting the development status of Guizhou batik cultural and creative products.

Theme 1: Limited Integration into Everyday Life: Guizhou batik products, such as scarves, handbags, and ornaments, are popular among tourists for their cultural identity and visual appeal. However, their high cost and low

practicality limit everyday use. Interviewees noted that products like clothing or tablecloths are seen as “expensive” or unused daily, leading to low consumer retention and weak market integration.

Theme 2: Challenges in Design Innovation and Cultural Communication: Design innovation faces conflicts between traditional aesthetics and modern market demands. Consumers expect familiar patterns, yet repetitive designs cause aesthetic fatigue, while modern innovations are criticized as “not traditional enough.” Lack of cultural interpretation and branding skills results in superficial designs and a weak consumer cultural connection.

Theme 3: Incompatibility with Modern Market Demands: Batik’s labor-intensive process, with long production cycles and high costs, hinders scalability. Interviewees highlighted inability to meet bulk orders, client misunderstandings of costs, and e-commerce challenges like packaging and logistics. The craft’s manual nature and unstable dyes make industrialization difficult, limiting market efficiency.

Theme 4: Weak Cultural Identity and Consumer Disconnect: Batik’s cultural value lies in its historical and ethnic significance, but market perception focuses on aesthetics, not cultural roots. Without storytelling mechanisms, consumers lack deep cultural understanding, risking commodification and reduced brand loyalty.

Theme 5: Transmission Gaps and Lack of Institutional Support: Batik’s sustainability is threatened by declining talent transmission, with fewer young people learning due to low economic returns and long training periods. Informal training models and limited policy support for grassroots artisans exacerbate the risk of losing traditional patterns and skills.

Results of consumer perceptions of Guizhou batik cultural and creative products from a multidimensional value perspective

Basic Information from the Questionnaire Survey: This section presents a descriptive statistical analysis of respondents’ gender and age from the questionnaire survey on Guizhou batik cultural and creative products. A total of

461 valid responses were collected. Among them, 121 were male (26.2%) and 340 were female (73.8%). The proportion of female respondents was significantly higher than that of males, indicating a stronger interest or consumption frequency of Guizhou batik cultural and creative products among women. This suggests that such products may possess higher appeal or usage among female consumers. Respondents' ages ranged from 18 to 67 years, with a concentration in the youth and young adult demographics. Specifically, individuals aged 20 (21.9%), 22 (17.8%), and 21 (12.8%) constituted the largest age groups, collectively accounting for over half of the sample (52.5%). Additionally, respondents aged 19 and 23 also made up a notable portion, highlighting that the primary consumers or interest groups for Guizhou batik products fall within the 18–25 age bracket. In contrast, middle-aged and older respondents (aged over 30) made up only around 12% of the sample, indicating relatively lower levels of awareness and engagement in these age groups (see Figure 4.10).

Correlation Analysis between Perceived Values: The study calculated the correlation coefficients between seven perceived value dimensions—Quality Value, Price Value, Social Value, Emotional Value, Aesthetic Value, Innovative Value, and Cultural Value. The analysis results are presented in Table 1.

Table 1: Pearson Correlation Analysis

		QV	PV	SV	EV	AV	IV	CV	M	SD
Q V	Pearson Correlation	--							4.1	0.7
	N	461							2	3
PV	Pearson Correlation	.776*	--						3.9	0.8
	Sig. (2-tailed)	.000							6	3
	N	461	461							
SV	Pearson Correlation	.686*	.755*	--					3.8	0.8
	Sig. (2-tailed)	.000	.000						7	3
	N	461	461	461						
E V	Pearson Correlation	.636*	.681*	.801*	--					

	Sig. (2-tailed)	.000	.000	.000					3.8	0.7
	N	461	461	461	461				0	4
A V	Pearson Correlation	.692*	.690*	.766*	.783*	--			4.0	0.7
	Sig. (2-tailed)	.000	.000	.000	.000				3	6
	N	461	461	461	461	461				
IV	Pearson Correlation	.703*	.662*	.674*	.650*	.793*	--		4.1	0.7
	Sig. (2-tailed)	.000	.000	.000	.000	.000			2	5
	N	461	461	461	461	461	461			
C V	Pearson Correlation	.696*	.641*	.663*	.657*	.803*	.833*	--	4.1	0.7
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		8	2
	N	461	461	461	461	461	461	461		

** . Correlation is significant at the 0.01 level (2-tailed).

As summarized in Table 1, Quality Value (QV) exhibited strong positive correlations with Price Value (PV) ($r = .776, p < .01$), Innovative Value (IV) ($r = .703, p < .01$), and Cultural Value (CV) ($r = .696, p < .01$), suggesting that consumers who recognize the quality of batik products are also likely to perceive them as innovative, culturally rich, and reasonably priced. Similarly, Price Value was highly correlated with Social Value (SV) ($r = .755, p < .01$) and Emotional Value (EV) ($r = .681, p < .01$), indicating that perceived affordability is closely linked with social recognition and emotional satisfaction.

Among all the dimensions, Cultural Value (CV) demonstrated particularly strong correlations with Aesthetic Value (AV) ($r = .803, p < .01$) and Innovative Value (IV) ($r = .833, p < .01$), highlighting the intertwined nature of cultural identity, visual appeal, and creative transformation in shaping consumers' perceptions. This suggests that enhancing the cultural representation of batik products through aesthetic and innovative design may be a key strategy to strengthen consumer engagement and cultural identification.

Additionally, Emotional Value and Social Value showed a strong correlation ($r = .801, p < .01$), emphasizing that emotional resonance with batik products often coincides with perceived social recognition, possibly reflecting the symbolic role of batik in expressing personal or cultural identity.

Discussions

The thematic analysis of interviews reveals critical insights into the development status of batik cultural and creative products. The five identified themes provide a framework for understanding the barriers to sustainable development and market expansion of Guizhou batik.

Limited Integration into Everyday Life: The finding that Guizhou batik products are primarily consumed as tourist souvenirs due to their high cost and low practicality aligns with broader challenges faced by ICH-based products. Yu et al. (2025) note that many traditional crafts struggle to transition from symbolic or commemorative items to functional products integrated into daily life, resulting in limited consumer retention. The result emphasizes the importance of functional design in expanding the market reach of ICH products. Addressing this gap requires balancing cultural symbolism with practical applications to foster sustained consumer engagement.

Challenges in Design Innovation and Cultural Communication: The tension between traditional aesthetics and modern market demands reflects a common dilemma in ICH industries. The criticism of repetitive patterns causing aesthetic fatigue and innovative designs being perceived as “not traditional enough” underscores the difficulty of achieving a balance between authenticity and modernity. Zhang (2024) argue that successful ICH product innovation requires a coherent fusion of traditional motifs with contemporary design languages to maintain cultural relevance while appealing to modern consumers. The lack of cultural interpretation and branding skills noted by interviewees further exacerbates this issue, leading to superficial designs that fail to convey batik’s cultural significance. The finding suggests that effective cultural communication through storytelling and multimedia platforms can bridge this gap, fostering emotional resonance and cultural identification among consumers.

Incompatibility with Modern Market Demands: The labor-intensive nature of batik production poses a significant barrier to scalability and market

alignment. The interviewees' concerns about long production cycles, inability to meet bulk orders, and e-commerce challenges echo findings by Huang (2022), who highlights that traditional crafts often struggle to meet the efficiency and standardization required by modern commercial systems. The manual nature of batik, with unstable natural dyes and non-replicable patterns, makes industrialization challenging. The result proposes hybrid production models that combine manual craftsmanship with selective mechanization, such as standardized dyeing processes, to improve scalability without compromising quality.

Weak Cultural Identity and Consumer Disconnect: The superficial market perception of batik as mere aesthetic patterns risks commodifying the craft and eroding its cultural significance. This finding aligns with Li et al. (2023), who argue that ICH products require robust cultural narratives to foster emotional resonance and brand loyalty. The absence of storytelling mechanisms limits consumers' understanding of batik's historical and ethnic roots, leading to a disconnect that undermines long-term market sustainability. This study suggests the role of interpretive tools, such as QR-code-based guides or short documentaries, in deepening consumer engagement with ICH products. Implementing such strategies could foster a stronger cultural identity among consumers.

Transmission Gaps and Lack of Institutional Support: The declining interest in batik among younger generations and the reliance on informal training models threaten the craft's sustainability. Yao (2020) notes that the lack of economic incentives and long training periods deters young people from learning traditional crafts, a trend evident in Guizhou batik. The disconnect between policy support and grassroots needs, as articulated by interviewees, suggests that current ICH preservation frameworks are insufficiently tailored to local artisans. This research advocates for formalized training programs and incentives, such as scholarships or apprenticeships, to encourage talent development. Establishing institutional mechanisms, such as community-based workshops or collaborations with educational institutions, could ensure the continuity of batik craftsmanship and its cultural legacy.

The quantitative findings on consumer perceptions further illuminate these challenges and opportunities. The predominance of female respondents (73.8%) and the concentration of young adults (52.5% aged 18–25) suggest that batik products have a strong appeal among younger, female consumers, likely due to their aesthetic and cultural value. The strong correlations between Cultural Value (CV), Aesthetic Value (AV), and Innovative Value (IV) ($r = .803$ and $r = .833$, $p < .01$) indicate that consumers value batik's cultural significance when it is presented through visually appealing and innovative designs. This supports the qualitative call for integrating traditional motifs with modern aesthetics to enhance cultural identification. The strong correlation between Emotional Value (EV) and Social Value (SV) ($r = .801$, $p < .01$) further suggests that batik's symbolic role in expressing personal and cultural identity is a key driver of consumer engagement, reinforcing the need for emotionally resonant storytelling.

Conclusions

The thematic analysis of interviews and quantitative consumer surveys reveal that Guizhou batik cultural and creative products face significant challenges in achieving sustainable development and market expansion. Limited integration into daily life, tensions in design innovation, incompatibility with modern market demands, weak cultural identity, and transmission gaps hinder batik's growth as a viable ICH product. However, strong consumer appeal among young, female audiences and high correlations between cultural, aesthetic, and innovative values highlight opportunities for enhancement. To overcome these barriers, stakeholders should prioritize functional design, narrative-driven branding, hybrid production models, and formalized training programs. By balancing cultural authenticity with modern market needs, Guizhou batik can strengthen consumer engagement, cultural resonance, and long-term sustainability.

New Knowledges

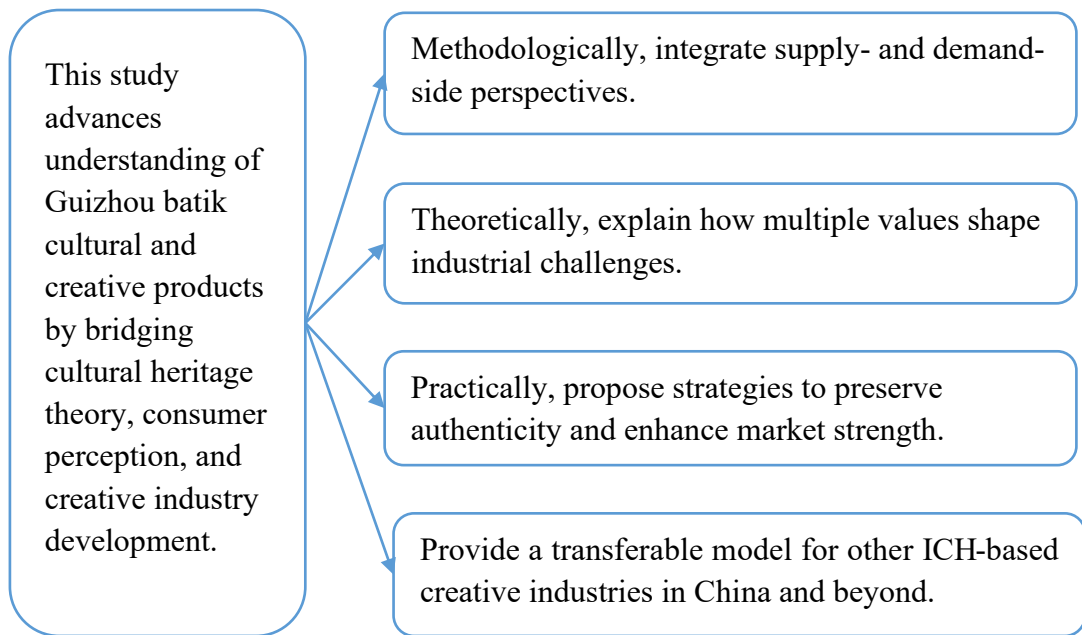


Figure 4: Guizhou batik cultural and creative products.

Suggestions and Recommendations

While this study offers valuable insights into the development and consumer perceptions of Guizhou batik cultural and creative products, several directions warrant further inquiry.

Future research could employ longitudinal designs to track shifts in perceptions and market dynamics, particularly under technological or policy changes.

Comparative studies with other regional or international ICH-based products would enrich cross-cultural perspectives and reveal transferable strategies.

Experimental or quasi-experimental methods could assess the causal effects of design, branding, or marketing on consumer behavior. Including diverse

stakeholders—such as artisans, designers, policymakers, and tourists—would provide a more nuanced view of value creation and cultural transmission.

Finally, integrating digital ethnography and big data analytics would capture online discourse, linking traditional craftsmanship with emerging digital consumption trends.

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