

# *Research on the Design and Branding of Intangible Cultural Heritage Products Based on the "Internet+" Model: Taking the Oil-Paper Umbrellas as an Example*

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**Abstract:** In recent years, the national culture has become more and more emerging and the audience of intangible cultural heritage culture has been expanding. Among them, the new trend of intangible cultural heritage products provides new ideas for the continuous development of intangible cultural heritage in the economy and intangible cultural and creative products account for an increasing proportion of local economic development. The development model of "Internet +" has accelerated the integration of traditional cultural industries and played a positive role in promoting China's intangible cultural heritage products. "An oil-paper umbrella opens up the culture and closes the landscape", this project takes the oil-paper umbrella as the research object, explores the problems existing in the product design and brand research process of intangible cultural heritage characteristic cultural and creative products, and how to effectively solve these problems and develop intangible cultural and creative products under the condition of "Internet +".

China's intangible cultural heritage contains the unique spiritual values, ways of thinking, and imagination of the Chinese nation, embodies the vitality and creativity of the Chinese nation and is the crystallization of a nation's wisdom and a treasure of all human civilization<sup>[1]</sup>. Intangible cultural heritage itself is a long-term culture that has been passed down by the people for a long time, and has distinct cultural value. In today's world, which is at risk of losing cultural diversity, it is necessary to strengthen the protection of intangible cultural heritage, to recognize its importance and value and to pay full attention to the protection of cultural diversity. Intangible cultural heritage is a precious and valuable cultural information resource, as well as a true witness of history<sup>[2]</sup>. The protection and utilization of intangible cultural heritage is of great significance for achieving sustainable economic and cultural comprehensive and coordinated development.

## **1. Overview**

### **1.1 An overview of intangible cultural heritage products**

Intangible cultural heritage products, as the name suggests, are the products of the combination of intangible cultural heritage and cultural creativity. These products usually combine elements such as

traditional skills, folk culture, and historical stories, and through some modern designs and creativity, traditional culture is displayed in a form that is more in line with the aesthetics and lifestyle of contemporary young people. For example, many items in life use some elements of intangible cultural heritage products, which not only retains the essence of traditional culture, but also meets the aesthetic and use needs of modern people. Such products not only carry rich cultural information and historical value, and can inherit and promote traditional culture<sup>[3]</sup>, but also promote the development of related industries through modern design and market operation, bring new development opportunities for traditional craftsmen, increase cultural diversity, and enable traditional culture to be inherited and innovated, radiate new vitality, and meet people's needs for cultural consumption.

The success of intangible cultural heritage products is not only reflected in their commercial value, but also in their inheritance and promotion of traditional culture. Through these products, intangible cultural heritage items can transcend the limitations of time and space, step out of tradition, and enter modern life, so that more people can understand and love traditional culture. At the same time, the development of intangible cultural heritage products also provides new ideas and ways for the protection and inheritance of traditional culture, helps to promote the development of the cultural industry, brings new growth points to the local economy, promotes the protection of cultural diversity, and enhances cultural self-confidence.

With the increase of people's attention to traditional culture, intangible cultural heritage products are expected to become a bridge between the past and the future, tradition and modernity, and contribute to the diversity of world culture.

## 1.2 Overview of the "Internet+" model

In the context of the rapid development and increasing popularity of information technology, the Internet has profoundly changed people's lives, work and business models. The development of emerging technologies such as mobile Internet, big data, cloud computing, and the Internet of Things has transformed and upgraded traditional industries, thereby creating new business models, new business formats, and new economic growth points. The proposal of "Internet +" aims to use advanced technology to promote the digital, networked and intelligent development of traditional industries, and achieve the goals of optimal allocation of resources, industrial structure upgrading and economic transformation and upgrading.

"Internet+" represents a new economic form, and its core lies in "+", which refers to the combination of the Internet and traditional industries by relying on Internet information technology, and completing economic transformation and upgrading by optimizing production factors, updating business systems, and reconstructing business models<sup>[4]</sup>. Its characteristics include cross-border integration, innovation-driven, data-driven, user-oriented, open sharing, and rapid iteration. The significance of "Internet +" is to accelerate the deep integration of information technology and various fields, promote the development of innovation and entrepreneurship, and enhance economic and social benefits. The idea of "Internet+" is promoting the development of intangible cultural heritage products and achieving breakthroughs in promotion.

## 1.3 The development of intangible cultural heritage products

We can use various information resources through Internet information technology to build a more effective and convenient sales method. In the era of rapid network development, 5G technology continues to develop, people's consumption preferences and consumption habits have been firmly grasped by big data, through the in-depth analysis of data, can accurately locate the consumer group, for the oil paper umbrella cultural and creative product creative innovation to provide new ideas. In addition, the development of major sales and service platforms tends to be mature and stable, oil

paper umbrella can adopt a multi-platform sales model, use the short video platform to release product-related information, expand popularity, improve people's recognition, through the regular release of short videos and live broadcast publicity, to obtain a stable fan base, in-depth understanding of people's real thoughts on oil paper umbrellas, accept their good opinions, so as to strengthen the sales effect of oil paper umbrella cultural and creative products.

At present, people's aesthetic level is constantly improving, and the requirements for cultural and creative products are also constantly strengthened, and the pursuit is the demand for life and psychology, which is not only limited to the visual effect of the oil paper umbrella, but also the requirements for the practicality of the oil paper umbrella. This is not only a challenge, but also an opportunity, the development of oil paper umbrella cultural and creative products, need to firmly grasp the background of "Internet +", actively respond to the trend of development, further optimize and enhance the creativity of oil paper umbrella, to achieve new changes.

## **2. Problems in the design and brand research of intangible cultural and creative products**

The problems faced by intangible cultural heritage products mainly include the following aspects:

### **2.1 The cost is too high and the price cannot be accepted by the public**

The production of traditional handicrafts is often time-consuming and labor-intensive, and intangible cultural heritage products need to be made using many special materials or traditional handicrafts, and the cost of these materials and processes is higher than that of general products, which leads to the high production cost of products. In addition, the design of products needs to study and excavate the connotation of intangible cultural heritage, and combine with modern concepts, which shows that the design of products has high requirements for the cultural literacy and design ability of designers, so the design cost is too high compared with general products. At the same time, the price of intangible cultural heritage products is also higher than that of ordinary products, and modern consumers are sensitive to price, they are often more concerned about the practicability and cost performance of products, and the price and value of products do not match, resulting in prices that cannot be accepted by the public. In addition, at present, consumers do not have a high level of understanding of intangible cultural heritage products, and there is little demand for them, resulting in limited market demand and excessively high prices that cannot be accepted by the public. Take the oil paper umbrella as an example, due to the complex production process of the oil paper umbrella, the process is very cumbersome, the production cycle is longer, and all rely on manual completion. The manpower, material resources and financial resources are invested greatly. How to control the cost while ensuring quality, formulate a reasonable price, is the key to product promotion.

### **2.2 Greater lack intellectual property protection and brand awareness**

Many product creators lack intellectual property rights and brand awareness, and they may not know how to apply for patents, trademarks, etc., resulting in their artistic works being easily infringed. In addition, most product creators are more concerned about the production and sales of products, thus ignoring the importance of brand building, resulting in serious product homogenization, no clear brand positioning and market goals, it is difficult to form a unique market competitiveness, and it is difficult for the brand to develop sustainably. The protection of intellectual property rights of intangible cultural heritage products is a difficult problem, and how to ensure the rights and interests of creators and prevent counterfeiting and infringement is the key to protecting the sustainable development of intangible cultural and creative products. There are uneven quality oil paper umbrella products on the market, and the quality of the products produced by some manufacturers is difficult

to guarantee, and the publicity methods are mainly exhibitions and exhibitions, and the audience is small, which leads to the prevalence of counterfeit products and fierce market competition, and the phenomenon of product homogenization is serious <sup>[5]</sup>, which affects the judgment of consumers' real feelings and artistic appeal of oil paper umbrellas.

### **2.3 Insufficient consumers' awareness of intangible cultural heritage products**

On the one hand, the information about intangible cultural heritage products in the market is not rich and comprehensive enough and difficult to be obtained by consumers, and at the same time, consumers themselves have insufficient understanding of intangible cultural heritage products, are not clear about the cultural value and historical background of the products, and lack of understanding of the value and significance of intangible cultural heritage products, so it is difficult to recognize the uniqueness of the products. On the other hand, due to the lack of professional marketing teams and marketing experience for many intangible cultural heritage items, the products are not prominent enough in sales channels and display platforms, resulting in low brand awareness and difficulty in being widely recognized, which also limits the market acceptance of products. In addition, if the product cannot effectively tell the story behind it, it will not be able to establish an emotional bridge with consumers, and it will be difficult for consumers to identify with the cultural connotation and value of the product. As a traditional handicraft, the oil paper umbrella has a deep cultural significance and historical significance behind it, each oil paper umbrella has poured into the efforts of the maker, there is a unique story, but consumers may simply regard it as an ordinary commodity, and ignore the value of the oil paper umbrella.

### **2.4 Crisis of inheritance and survival**

With the acceleration of modernization, many inheritors of intangible cultural heritage items are older, and as they gradually grow older, the inheritors of some traditional skills gradually decrease, while the younger generation has insufficient interest and understanding of intangible cultural heritage. The pace of modern life is accelerating, and people are living in a fast-paced era, which is not in line with the pace of traditional handicrafts, so young people are reluctant to invest a lot of time in learning, and therefore are unwilling to engage in handicraft work that requires long-term focus and patience, which leads to the risk of losing intangible cultural heritage skills. At the same time, due to the continuous change of the times, the lack of innovation in the production process of oil paper umbrellas cannot meet the pursuit of innovation and individualization of young people, and it is difficult to attract the interest of modern consumers, but in the process of innovation, it is easy to lose the core of intangible cultural heritage, resulting in the loss of cultural connotation, so it is facing a life and death crisis <sup>[6]</sup>.

These problems make intangible cultural heritage products face problems such as the loss of market consumer groups, poor sales, and unguaranteed material quality in modern society.

## **3. Solution**

In response to these challenges, some measures need to be taken to enhance the competitiveness and expand the market of intangible cultural heritage products, and promote inheritance and development.

### **3.1 The combination of intangible cultural heritage products and the Internet should be strengthened to obtain economies of scale**

With the development of science and technology and the development of the "Internet+" model, modern production processes can reduce some costs, such as using machine production, using Internet technology to optimize supply chain management, improve production efficiency, reduce costs and ensure product quality<sup>[7]</sup>. At the same time, through the publicity of the Internet, the network technology can be used to shorten the distance between the intangible cultural heritage and people, adopt the development strategy of cooperation with major online trading platforms, promote cultural and creative products, adopt large-scale production methods, reduce unit costs, and improve product competitiveness. Consumers can also choose goods online, choose payment methods and delivery methods through personal consumption habits, and realize innovation in the "Internet +" model. Oil paper umbrella makers can purchase raw materials online, compare the prices and services of different suppliers, choose suppliers with higher cost performance, and reduce material costs. In the production process of oil-paper umbrellas, automation technology can be introduced to reduce labor costs.

### **3.2 Market management should be strengthened and a reasonable regulatory system should be formulated**

The government should crack down on unreasonable propaganda methods, resist counterfeit and shoddy products, combine intangible cultural heritage products with the Internet, and make fake and shoddy products public. The government can use blockchain and other technologies to establish digital identity and copyright registration for intangible cultural and creative products, ensure the originality of products and the legitimacy of intellectual property rights, and prevent the occurrence of infringements. For innovative intangible cultural heritage products, such as the unique umbrella-making process and technology of oil-paper umbrellas, patent protection can be applied for to prevent others from imitating and misappropriating them. At the same time, various activities can be held, such as exhibitions of intangible cultural and creative products, lectures on intangible cultural heritage, etc., to educate the producers and sellers of intangible cultural and creative products on intellectual property protection, improve their awareness of intellectual property rights, and improve the popularity and brand image of intangible cultural and creative products through a combination of online and offline methods. For oil paper umbrellas, strengthening the intellectual property protection of design patterns and production processes can effectively prevent counterfeiting and infringement, maintain market order, and at the same time the government should establish a brand certification system to certify the oil paper umbrella brand that meets the market quality requirements, which can strengthen consumers' trust in the brand.

### **3.3 The promotion of intangible cultural heritage products should be continuously strengthened, and more innovative ways should be adopted to fit in with the current era**

The continuous emergence of new sales channels in the modern market has provided more sales opportunities for the intangible cultural heritage products industry, and intangible cultural and creative products should make full use of modern emerging sales channels to increase sales volume. The maker can use new media technology to settle in well-known platforms such as Douyin, Kuaishou, Bilibili, etc., release the production video of cultural and creative products. It makes cultural and creative products better presented to the public in a way that contemporary people can accept, including but not limited to text, pictures, videos, etc. So that cultural and creative products can be better presented to the public, improve people's interaction with cultural and creative products, expand the popularity of cultural and creative products, and promote people's recognition of cultural



and creative products. Through live broadcast and other methods, intangible cultural heritage products and new media are better integrated together, and their unique art and culture are displayed from different perspectives, so as to achieve multi-faceted publicity and let people truly understand and love intangible cultural heritage products. At the same time, VR is virtual reality technology, which can make people feel the charm of intangible cultural heritage products as if they were there, break through the limitations of time and space, and provide an opportunity for people who cannot experience the production process firsthand, so as to make them more impressed. The process of making an oil-paper umbrella is very complex, and the maker can conduct a live broadcast on many platforms to show the production process, and let the audience witness the exquisite features of this ancient craft and appreciate the unique charm of the oil-paper umbrella by explaining the historical origin of the oil-paper umbrella and its important position in Chinese culture.

### **3.4 The innovation and research and development of intangible cultural heritage products should be strengthened**

Combining traditional cultural elements and modern design concepts, we design intangible cultural heritage products that meet modern aesthetics, improve the quality and characteristics of , and attract more consumers. In addition, through the promotion of the Internet, more education and training opportunities will be provided to attract more people with creative ideas, so that contemporary young people are willing to inherit the craftsmanship of cultural and creative products, and encourage them to devote themselves to the promotion and innovation of intangible culture, which can strengthen cooperation with designers and artists to provide more innovative designs for cultural and creative products. As far as the oil paper umbrella is concerned, the ancient Chinese poetry is broad and profound, rich in classical charm, which can highlight the unique charm of each oil paper umbrella with classical poetry, through different styles of oil paper umbrella surface, different pattern styles, and then named with different but poetic names, to stimulate the curiosity of consumers and antique lovers, and attract them to buy related products. At the same time, each oil-paper umbrella is given its own poetry and sentences, and the short and concise ancient poems coincide with the communication method and transmission mentality of the short video platform. The maker can combine the oil paper umbrella with articles, pictures, videos, and live broadcasts with ancient charm to enhance the cultural and ancient charm of the oil paper umbrella and improve the connotation of the oil paper umbrella. We must not forget the production technology of intangible cultural heritage products of the ancients, combine traditional technology with the trend of the times, and constantly promote the production process, so that more people can understand the historical development of various intangible cultural and creative products, so that intangible cultural and creative products can conform to the times and achieve innovation under the condition of not forgetting their original intentions.

## **4. Conclusion**

Through the research on intangible cultural heritage products under the Internet+ model, this paper finds that the integration of traditional crafts and modern technology can promote the transformation, upgrading and development of traditional industries. Through the introduction of Internet technology and modern production methods, the production efficiency and quality of intangible cultural heritage products can be improved, and sales channels and brand influence can be expanded. Therefore, we suggest that enterprises of intangible cultural and creative products should strengthen Internet marketing, optimize production processes, and improve product quality to promote sustainable development. The development of intangible cultural heritage products should make full use of the "Internet+" technology to promote the enrichment and enhancement of the content form,

communication and value of intangible cultural and creative products, and enhance the cultural self-confidence and cultural identity of the public while realizing the cultural value of intangible cultural heritage products<sup>[8]</sup>. At the same time, we also realize that under the trend of Internet +, the development of traditional handicrafts still needs the support and attention of the government and all sectors of society.

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