



Research on the Design of Cultural and Creative Products under the Cultural Landscape Dimensions of Hongshiya Village

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Abstract

Background and Aim: This study aims to explore the application of cultural landscape elements in Hongshiya Village, providing theoretical guidance for the design of artistic and creative products. By analyzing the natural landscape, architectural styles, and local cultural elements, the research seeks to extract region-specific design elements and integrate them into cultural and creative products through design practices.

Materials and Methods: This study employs qualitative research methods, including literature review and theoretical analysis, to examine the cultural landscape characteristics of Hongshiya Village. The researcher investigates the decorative styles and carving techniques of brick carvings and incorporates them into artistic and creative product design. The design approach combines three-dimensional relief techniques with modern minimalist aesthetics to ensure both cultural depth and contemporary appeal.

Results: The findings indicate that incorporating the cultural landscape elements of Hongshiya Village into cultural and creative product design effectively showcases local history, regional characteristics, and humanistic spirit. The integration of Hongshiya's brick carvings significantly enhances the cultural value of the products, increasing public awareness and emotional connection to the village's cultural heritage. The architectural forms and decorative styles of Hongshiya provide abundant cultural value, enriching the design of cultural and creative products.

Conclusion: The study demonstrates that selecting highly practical product carriers and employing cost-effective materials and techniques can enhance the feasibility of Hongshiya's cultural and creative products. This approach aligns with target consumers' price sensitivity while maintaining a balance between cultural depth and market appeal. The research offers valuable insights into leveraging cultural landscape elements for innovative product design and promoting cultural heritage through creative industries.

Keywords: Hongshiya Village; Cultural and Creative Product Design; Cultural Landscape; Rural Revitalization

Introduction

In recent years, the Chinese government has actively promoted the implementation of cultural policies, emphasizing the preservation and revitalization of rural cultural heritage and encouraging the development of cultural and creative products with local characteristics. These policies aim to foster the deep integration of culture and creative industries, supporting rural revitalization and cultural dissemination. Against this backdrop, a wave of local cultural and creative product development has emerged nationwide. Many rural areas have leveraged their unique cultural resources to achieve a win-win situation in terms of cultural value and economic benefits through the design and promotion of cultural and creative products. However, compared to major cities and renowned cultural destinations, many rural areas remain in the early stages of cultural and creative product development. Challenges such as a lack of design innovation, low market acceptance, and insufficient exploration of cultural connotations limit the growth of rural cultural and creative industries.

Cultural and creative products, emerging as significant components within the broader discourse of cultural landscapes, serve to embody, reflect, and communicate cultural identities and values. According to Sauer (1925), the concept of the cultural landscape incorporates both natural and human-induced changes in the physical environment, underscoring the interplay between culture and nature. Under this framework, cultural and creative products become key media through which local communities express their unique historical experiences, traditions, and societal values. The development of cultural and creative products within the dimensions of cultural landscapes is deeply rooted in heritage conservation and economic



revitalization strategies. Richards (2011) argues that integrating cultural elements into creative goods not only sustains intangible cultural heritage but also facilitates economic growth by attracting tourism and fostering local entrepreneurship. These products, ranging from crafts and artworks to performances and digital media, represent an effective avenue for promoting cultural sustainability, preserving diversity, and strengthening community identity. Moreover, the contemporary perspective on cultural and creative products acknowledges their transformative role in urban and rural cultural landscapes. As elaborated by Throsby (2010), cultural and creative industries significantly impact the aesthetic and symbolic dimensions of landscapes, reshaping public spaces and influencing community perceptions. The active engagement of artists, designers, and cultural practitioners in product creation directly contributes to cultural regeneration, social cohesion, and increased visibility of cultural landscapes in both local and global contexts.

Hongshiya Village, located in Zhumadian City, Henan Province, is renowned for its unique brick carving art and ancient architectural forms, making it a village rich in local cultural characteristics. The village carries a wealth of historical memory and cultural symbols, with its architectural details, brick carving patterns, and village layout showcasing profound local cultural heritage and distinctive craftsmanship aesthetics. However, the current range of cultural and creative products in Hongshiya Village is relatively scarce. Existing products lack an in-depth exploration of brick carving cultural elements, failing to fully capture the unique cultural charm and artistic features of the village. Many cultural and creative products struggle to effectively connect culture with the market, making it difficult to evoke emotional resonance among consumers and limiting their role in rural revitalization and cultural dissemination. This study focuses on the brick carving culture of Hongshiya Village, exploring how local cultural elements can be integrated with modern design concepts to develop cultural and creative products that possess both cultural depth and market competitiveness. By deeply exploring the artistic elements of Hongshiya Village's brick carvings, the researcher aims to design cultural and creative products that reflect local characteristics. Through innovative design methods and market promotion strategies, the study seeks to enhance the added value of Hongshiya Village's cultural and creative products, promoting the inheritance and dissemination of local culture.

Taking the design and development of cultural and creative products in Hongshiya Village as the research and practice objective, this study aims to provide effective suggestions and references for improving the design and development of cultural and creative products in local villages. The study strives to achieve the following three benefits)Satisfy the public's demand for local cultural consumption, promote the marketization of Hongshiya Village's cultural and creative products, and support rural economic development.2)Enhance the dissemination and influence of Hongshiya Village's cultural resources, enabling the village to better fulfill its roles in cultural education and heritage preservation.3)Boost the recognition and social influence of Hongshiya Village in the cultural tourism sector, further strengthening public awareness and emotional connection to the village's cultural heritage.

Objectives

1. To study the uniqueness of the cultural landscape of Hongshiya Village, this research analyzes its historical and cultural elements and explores their application in cultural and creative product design to promote the inheritance and innovation of cultural heritage.
2. To evaluate the market acceptance of Hongshiya cultural and creative souvenirs, this study conducts consumer surveys and expert interviews to analyze the performance of these products in terms of cultural inheritance, design innovation, functionality, and market demand.
3. To optimize the design strategies of cultural and creative products, this research integrates trends in the cultural and creative industry and proposes design improvement strategies that combine traditional craftsmanship with modern technology to enhance market competitiveness.
4. To explore the role of cultural and creative products in rural revitalization, this study examines how the cultural and creative industry can contribute to local economic development and provide a replicable model for other heritage-rich rural areas.



Literature Review

1. Rural Cultural and Creative Industry

In recent years, with the continuous advancement of China's rural revitalization strategy, the design and development of rural cultural and creative products have gradually become a research focus in academia and industry. The cultural and creative industries play a significant role in promoting rural cultural revitalization and local economic development. Rural cultural and creative products are not only key carriers for showcasing local culture but also vital pathways for cultural inheritance and innovation. Shi et al (2024), in their study "Research on the Development and Strategies of Rural Cultural and Creative Products under the Rural Revitalization Strategy," pointed out that the blind development of cultural and creative products may lead to the waste of rural cultural resources. They emphasized the importance of deeply exploring, inheriting, and innovating excellent traditional rural culture while integrating preservation, inheritance, and utilization to provide theoretical support for the development of rural cultural and creative industries. Zhang (2024), in "The Integration and Application of Ethnic Culture and Packaging Design from the Perspective of Rural Revitalization," further proposed that incorporating ethnic cultural elements into the design of cultural and creative products can endow the products with unique cultural connotations and visual styles, thereby enhancing their added value and market competitiveness.

2. Cultural and Creative Product Design

Regarding specific design strategies, Liu et al (2022), in "Research on the Design Practice of Local Cultural and Creative Products under the Rural Revitalization Strategy," constructed a cultural and creative product model based on emotional design theory. They emphasized the importance of improving product quality through innovative design approaches and highlighted the role of emotional value in the design of cultural and creative products with local characteristics. The "Three Levels of Cultural Product Design Theory" proposed by Lin (2007) provides significant guidance for the development of cultural and creative products. This theory suggests that the design of cultural and creative products should include three levels: the outer layer of visual elements (e.g., color, form, and decorative patterns), the middle layer of functionality and user experience, and the inner layer of cultural connotation and emotional value (Table 1).

Table 1 Three Levels of Cultural Product Design Theory

Level	Description	Examples
Outer Visual Elements	Product appearance design, including color, form, and decorative patterns, emphasizes visual perception and intuitive expression of cultural characteristics.	Extract patterns of auspicious beasts and floral motifs from Hongshiya Village brick carvings and apply them to the design of bookmarks and hairpins.
Middle Functionality	The practical use, functionality, and user experience of the product emphasize practicality and interactivity.	Design highly practical everyday items such as refrigerator magnets, rulers, and bookmarks to ensure ease of carrying and use.
Inner Cultural Connotation	The cultural value, symbolic meaning, and emotional expression of the product emphasize the conveyance of cultural stories and spiritual elements.	Incorporate brick carving elements of auspicious beasts into hairpin designs to symbolize good fortune and protection, enhancing the emotional value of the product.

3. The Application of Brick Carving Art in Cultural and Creative Products

Hongshiya Village, a characteristic cultural village in Zhumadian City, is renowned for its unique architectural forms and brick carving art. These elements provide abundant inspiration and material for the development of cultural and creative products. Wang et al (2023), in their work "Application of Regional Cultural Elements in Tourism Cultural and Creative Design," emphasize that the design of cultural and





creative products should fully excavate local cultural resources and combine them with modern design language to enhance the market appeal and cultural dissemination of the products. In the design of cultural and creative products for Hongshiya Village, extracting cultural elements such as architectural forms, brick carving patterns, and village structures and integrating them into the design of daily items like bookmarks, hairpins, refrigerator magnets, and music boxes helps achieve the modern transformation and widespread dissemination of cultural symbols.

The brick carving art of Hongshiya Village is famous for its exquisite patterns of auspicious beasts and flowers. These patterns not only possess high artistic value but also carry rich cultural symbolism. In cultural and creative product design, transforming these brick carving elements into practical and culturally rich products like bookmarks and rulers can meet market demand for cultural and creative products while further spreading and promoting local culture. Additionally, traditional architectural elements of Hongshiya Village, such as ancestral halls, opera stages, and porches, provide abundant design inspiration for the shapes and decorations of cultural and creative products. The application of these cultural elements endows the products with strong cultural narratives, leaving a deep impression on consumers.

Wang (2009) pointed out that market research is an important step in the design of cultural and creative products. Through market research, one can deeply understand the needs and aesthetic preferences of target consumers, ensuring that product design not only meets market demand but also possesses cultural depth. Literature studies indicate that the development of rural cultural and creative products not only helps enhance the brand value of local culture but also promotes the development of the rural tourism economy. By designing cultural and creative products with local characteristics, tourists can be attracted, increasing their interest and recognition of local culture, thereby driving the development of related industries. Moreover, as important mediums for cultural dissemination, rural cultural and creative products can build a bridge for cultural exchange between cities and villages, further enhancing the influence and spread of rural culture.

4. Development Path of Rural Cultural and Creative Products

However, in practice, the design and development of rural cultural and creative products face many challenges. On one hand, designers' insufficient understanding and exploration of local culture lead to products lacking cultural depth and market competitiveness; on the other hand, rural cultural and creative products have limited market promotion channels, making it difficult to increase product recognition and sales. To address these issues, it is essential to emphasize that the development of cultural and creative products should prioritize preliminary cultural research and market analysis, gaining deep insights into consumer needs to ensure that the designs not only embody rich cultural connotations but also align with market demands, enhancing their competitiveness and appeal. Additionally, involving multiple stakeholders in the evaluation and design process of cultural and creative products can effectively enhance the cultural value and market acceptance of the products (Table 2). Strengthening cooperation with intangible cultural heritage inheritors and local artisans can ensure the cultural authenticity and innovation of product design, thereby enhancing the market appeal and competitiveness of cultural and creative products.

Table 2 Development Path for Rural Cultural and Creative Products

Development Stage	Content	Objective
Cultural Resource Exploration	Extract unique local architecture, crafts, customs, etc.	Enhance the cultural depth and local characteristics of the products.
Market Research and Analysis	Understand consumer needs and aesthetic preferences	Ensure product design meets market demands and improves competitiveness.
Collaboration	Collaborate with intangible cultural heritage inheritors and artisan designers.	Ensure cultural authenticity and product innovation in design.





Development Stage	Content	Objective
Product Design and Promotion	Design culturally rich and practical products	Enhance market appeal and promote rural economic development.

In conclusion, the development of rural cultural and creative products is a vital pathway to achieving rural cultural revitalization and promoting local economic development. As a village rich in cultural heritage, Hongshiya Village can leverage its cultural elements, such as brick carvings and architectural forms, to create cultural and creative products with unique local characteristics and cultural value. These products not only contribute to the preservation and inheritance of local culture but also drive the modernization of rural culture, providing strong support for rural revitalization and the growth of cultural industries.

Methodology

1. Qualitative Research Methods

Literature Analysis: Analyzing the role of brick carving art in cultural and creative product design and the transformation of cultural elements.

In-depth Interviews: Conduct interviews with historical and cultural experts in Zhumadian, as well as cultural and creative design experts, to gather insights on design concepts and cultural resource extraction.

Field Investigation: Observing the cultural resources of Hongshiya Village and their practical applications in cultural and creative products.

2. Quantitative Research Methods

Questionnaire Survey: Collecting the consumption preferences and feedback of 400 tourists to analyze their interest and demand for Hongshiya's cultural and creative products.

Data Analysis: Integrating expert opinions and consumer feedback, using framework analysis and thematic analysis to summarize key findings.

3. Research Subjects and Sampling

3.1 Research Area Scope

Research Location: Hongshiya Village, Zhumadian City, Henan Province, China

3.2 Sample Composition

(1) There are 400 tourists in the HongRock area, varying in age and financial situation.

This study selected the tourist population visiting Zhumadian City during the Golden Week holiday, with a total tourist count of approximately 3.86 million. To ensure the representativeness of the survey sample, a random sampling method was employed to select participants. The objective was to understand their preferences and needs for cultural and creative products.

To determine the sample size, this study adopted the Taro Yamane formula, proposed by Japanese economist and statistician Taro Yamane. This formula was first introduced in his book *Statistics: An Introductory Analysis* in 1973. It is a classic method for calculating sample size and is widely applied in studies involving large populations where the total population size is known. The formula offers a scientific approach to balancing the representativeness of the sample with the economic efficiency of the research. By using this formula, researchers can avoid issues such as a sample size that is too small, leading to high errors, or too large, resulting in unnecessary time and cost burdens.

Taro Yamane Formula

The formula is expressed as follows: $n = N \div (1 + Ne^2)$

where:

n is the required sample size;

N is the total population, i.e., the total number of tourists during the Golden Week holiday in Zhumadian City, approximately 3,860,000;

e is the allowable margin of error, set at 5% (0.05) in this study.

The calculation steps are as follows:



Total population $N = 3860000$;
Allowable margin of error $e = 0.05$;
Sample size calculation formula:

$$n = \frac{N}{1 + Ne^2}$$

Substituting the values into the formula:

$$n = \frac{3860000}{1 + 3860000 \times (0.05)^2}$$

The calculated sample size is $n \approx 400$.

(2) Cultural and Creative Design Experts

Sample Size: 3 experts, each with over seven years of experience in rural cultural and creative design in Henan Province.

(3) Historical and Cultural Experts

Sample Size: 4 experts specializing in cultural heritage preservation and historical research.

4. Data Collection and Analysis

4.1 Expert Interviews: Data and Analysis

This study conducted semi-structured interviews with historical and cultural experts, as well as cultural and creative design experts in the Zhumadian region. The aim was to explore key factors influencing the design of cultural and creative products in Hongshiya Village, including design concepts and methods for extracting cultural resources. Data analysis employed qualitative content analysis, systematic coding, and thematic analysis to categorize and summarize interview texts, identifying core themes. Additionally, a framework analysis was used to systematically compare expert opinions, focusing on the design potential of Hongshiya Village's cultural resources and cultural dissemination strategies.

Table 3 Summary of Expert Interviews on Cultural and Creative Product Design Needs and Directions

Question	Summary of Responses
Objectives of Hongshiya Village Cultural and Creative Product Design	Enhance Hongshiya Village's cultural appeal, drive economic growth, and expand its social influence through creative products.
Preferred Cultural Resources for Development	Hongshiya Village attracts tourists through its architectural heritage, revolutionary history, and mythological legends, enriching cultural identity and folklore appeal.
Key Directions and Challenges in Cultural and Creative Product Design	Balancing cultural heritage and innovation, interdisciplinary collaboration, user research, and modern technology enhances product design depth and market appeal to address the challenge of modernizing traditional culture.
Future Expectations for Hongshiya Village Cultural and Creative Products	Establishing a cultural brand, developing diverse interactive products, and integrating culture with the economy enhance Hongshiya Village's influence in the cultural tourism market and attract younger consumers.

4.2 Consumer Survey: Data and Analysis

Consumer Demographics and Purchasing Preferences

This study collected information from 400 target consumers through a questionnaire survey, analyzing key demographic factors such as gender, age, educational background, and occupation. The results are presented in Table 4.



Table 4 Analysis of Target Consumer Demographics

	Options	Number	Percentage (%)
Gender	Male	172	43%
	Female	228	57%
Age	Under 20	16	4%
	20-30	234	58.5%
	31-40	58	14.5%
	Over 40	92	23%
Education	High school or below	29	7.3%
	College diploma	147	36.7%
	Bachelor's degree	210	52.5%
	Master's degree or above	14	3.5%
Occupation	Students	151	37.7%
	Government/Corporate employees	95	23.8%
	Professionals	83	20.8%
	Retirees	44	11.0%
	Others	27	6.7%

The primary consumers of Hongshiya Village's cultural products are young, educated women (57%, ages 20-30). With 56% holding a bachelor's degree or higher, they value cultural depth and design quality. Students and professionals dominate, indicating demand for functional designs suited for study and work.

4.3. Purchase Preference Analysis

Table 5 summarizes the target consumers' preferences for cultural and creative product types, price ranges, styles, and design preferences.

Table 5 Consumer Purchase Preference Analysis

Question	Option	Option	Percentage (%)
Preferred Product Type	Fitting	70	17.5%
	Tourism product	43	10.7%
	Writing materials	69	17.3%
	Personal products	78	19.5%
	Toy	23	5.7%
	DIY experience products	37	9.3%
	Foodstuff	19	4.7%
	Digital Accessories	25	6.3%
	Adornment	14	3.5%
	Holiday gifts	22	5.5%
	Under 50 yuan	191	47.8%
	Under 100 yuan	96	24.1%
Acceptable Price Range	Under 200 yuan	52	12.8%
	Under 300 yuan	13	3.5%
	More than 300 yuan	7	1.6%
	The price is reasonable	36	9.0%
	Not considering the price	5	1.2%
Preferred Product Style	Fashion type	46	11.4%
	Vintage type	23	5.7%
	Science and technology	12	3.1%
	Artistic type	41	10.4%

Question	Option	Option	Percentage (%)
The most Important Aspect of Aesthetic Appeal	Lovely type	64	15.9%
	Buy as you like	214	53.5%
	Use the patterns and colors directly	35	8.6%
	Redesign the patterns and colors	214	53.5%
	Design the shape and structure reasonably	127	31.8%
	Rational use of the process and technology	24	6.1%
Cultural Creative Product Collection Habit	Yes	188	47.1%
	No	212	52.9%

Consumers favor personal products (19.5%), fashion accessories (17.5%), and stationery (17.3%), while food and decorations are less popular. Affordability is crucial, with 71.9% preferring products under 100 yuan. Design flexibility is key, as 53.5% have no specific style preference. In aesthetics, redesigning traditional patterns (53.5%) and structural design (31.8%) are prioritized. However, cultural product collection remains low (52.9%), indicating a need to enhance market appeal.

Results

1. The Design of Cultural and Creative Products in Hongshiya Village

The researcher selected the brick carving elements of Hongshiya Village as the primary source of design inspiration. These cultural elements were analyzed across three levels based on the "Three Levels of Cultural Product Design Theory":

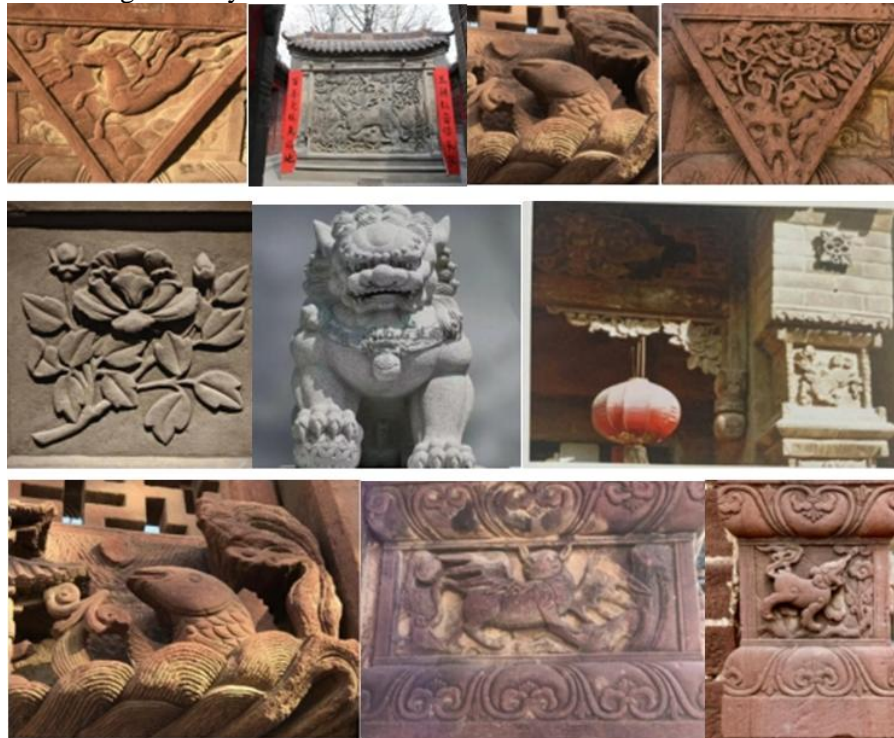


Figure 1. Brick Carving Patterns of Hongshiya Village, Henan Province

Note: Photographed by researcher

1.1 Outer Visual Elements:

Representative patterns of auspicious beasts and flowers from the brick carvings of ancient architecture in Hongshiya Village are selected and applied to the design of small cultural and creative

products such as bookmarks, hairpins, and refrigerator magnets. This level primarily emphasizes the visual appeal and decorative aspects of the products, striving to showcase the unique charm of local culture through exquisite patterns to attract consumers and enhance the cultural identity of the products.

1.2 Middle-Level Functional Design:

Visual elements from Hongshiya brick carvings are incorporated into everyday items such as clothing, hat accessories, and home decorations, ensuring that the products combine decorative features with practical functionality. By integrating brick carving elements into modern lifestyle products, the practicality of the items is enhanced, allowing cultural elements to naturally permeate the daily lives of consumers. This further deepens their experience and understanding of local culture.

1.3 Inner Cultural Connotation:

Music boxes, souvenirs, and decorative items are infused with the unique cultural landscapes and the craftsmanship emotions of Hongshiya Village. The folklore and cultural stories behind the brick carvings are explored to imbue the products with profound cultural narratives. These designs aim to create an emotional connection between consumers and the culture of Hongshiya through cultural symbols and local stories, making the products vital mediums for cultural dissemination and preservation.

The use of traditional patterns and forms from Hongshiya Village reflects a balance between cultural heritage preservation and meeting market demands. By adopting this three-tiered design approach, cultural and creative products not only embody the cultural essence of Hongshiya Village but also align with modern consumers' aesthetic preferences and functional needs.

Table 6 Cultural and Creative Design of Hongshiya Landscape

No.	Product	Product pictures	Product materials	Product process
1	Hairpin		Glass and brass (zinc alloy)	Casting, polishing, engraving
2	Clothing hats		Cotton	Weaving, dyeing, and embroidery
3	Home Decor		Polyester、Steel、Paper	Printing, laser cutting, assembly




No.	Product	Product pictures	Product materials	Product process
4	Fridge magnet		Glass and brass (zinc alloy)	Molding, printing, and polishing
5	Bookmark		Glass and brass (zinc alloy)	Engraving, electroplating, and polishing
6	Bookmark		Glass and brass (zinc alloy)	Engraving, electroplating, and polishing

Table 7 Analysis of the Application of Hongshiya Village Brick Carving Art in Cultural and Creative Product Design

No.	Product Type	Cultural Connection of Hongshiya Village Cultural and Creative Products				Product Highlights and Uses
		Historical Heritage	Cultural Cognition	Belief	Interaction	
1	Hair pin	√	√	√	Three Aspects	Hairpins, evolving from practical hair accessories to status symbols, incorporate brick carving motifs like phoenixes and peonies, symbolizing nobility and cultural heritage.
2	Refrigerator Magnet	√	√	√	Three Aspects	Incorporating brick carving motifs of auspicious beasts like the Qilin, Winged Tiger, Lion, and Pixiu, these designs serve as cultural collectibles and decorations, symbolizing prosperity, protection, and regional heritage.
3	Bookmark	√	√	√	Three Aspects	Rooted in ancient China's bamboo slip era, bookmarks now feature Hongshiya Village's brick carving motifs like "Carp Leaping Over the Dragon Gate" and "Dreams as Horses," symbolizing ambition and dreams, making them ideal cultural gifts.
4	Clothing, Hats	√	√	√	Three Aspects	Integrating pre-Qin traditional clothing with Winged Tiger and lotus motifs, these designs blend cultural identity with modern fashion,



N O .	Prod uct Type	Cultural Connection of Hongshiya Village Cultural and Creative Products				Product Highlights and Uses
		Historical Heritage	Cultural Cognition	Bel ief	Intera ction	
5	Home Decorations	√	√	√	Three Aspects	making them ideal for daily wear and cultural promotion. Household items like mousepads and umbrellas feature brick carving motifs such as the Qilin and pomegranate flowers, blending local culture with modern life to enhance both practicality and cultural significance.

2. Consumer Evaluation of Hongshiya Cultural and Creative Souvenirs

To ensure the accuracy and reliability of the evaluation, this study adopted a combination of online and offline methods to comprehensively assess cultural and creative products from Hongshiya Village in Zhumadian. The evaluation subjects included target consumers in Zhumadian and design experts. The assessment tool used was the Hongshiya Cultural and Creative Product Evaluation Questionnaire, which had undergone preliminary testing and validity and reliability analysis.

The questionnaire employed a Likert five-point scale, ranging from 1 (very dissatisfied) to 5 (very satisfied). A total of 400 valid questionnaires were collected, covering consumers of different ages, genders, and educational backgrounds. To ensure data representativeness, missing data were processed using multiple imputations, and data cleaning was conducted before analysis.

2.1 Evaluation Results

The overall satisfaction mean score (\bar{x}) was 4.41 (standard deviation S.D. = 0.54), indicating that Hongshiya's cultural and creative products received high consumer approval.

The mean value represents the average rating given by consumers for each dimension. The classification of evaluation levels is as follows:

- Mean value between 4.51–5.00: Highest satisfaction
- Mean value between 3.51–4.50: High satisfaction
- Mean value between 2.51–3.50: Moderate satisfaction
- Mean value between 1.51–2.50: Low satisfaction
- Mean value between 1.00–1.50: Lowest satisfaction

Table 8 Consumer Evaluation Results of Cultural and Creative Product Design (N=400)

Evaluation Item	Sample Size (N)	Min	Max	Mean (\bar{x})	Standard Deviation (S.D.)	Standard Deviation (S.D.)	Evaluation Level
Cultural Element Inheritance (A1)	400	1	5	4.68	0.48	5	Highest
Cultural Imagery Innovation (A2)	400	1	5	4.55	0.50	5	Highest
Narrativity (A3)	400	1	5	4.70	0.46	5	Highest
Emotional Resonance (A4)	400	1	5	4.60	0.49	5	Highest
Appearance Design (B1)	400	1	5	4.45	0.55	4	Highest
Decorative Design (B2)	400	1	5	4.35	0.54	4	High
Color Design (B3)	400	1	5	4.42	0.52	4	High
Material Usage (B4)	400	1	5	4.10	0.60	4	High



Evaluation Item	Sample Size (N)	Min	Max	Mean (\bar{x})	Standard Deviation (S.D.)	Standard Deviation (S.D.)	Evaluation Level
Functional Design (B5)	400	1	5	4.32	0.58	4	High
Interactivity (C1)	400	1	5	4.20	0.55	4	High
Recognition (C2)	400	1	5	4.38	0.54	4	High
Repurchase Intention (C3)	400	1	5	4.36	0.55	4	High
Market Demand Compatibility (D1)	400	1	5	4.30	0.58	4	High
Market Influence (D2)	400	1	5	4.33	0.57	4	High
Overall Satisfaction (Y)	400	1	5	4.41	0.54	4	High

Discussion

The findings of this study highlight the significant role of Hongshiya Village's cultural and creative products in preserving and promoting local heritage while meeting consumer expectations. The results indicate a high level of consumer recognition, particularly in terms of cultural inheritance, imagery innovation, and emotional resonance. This suggests that the integration of traditional motifs, such as brick carving patterns, into contemporary product designs successfully enhances cultural identity and appeals to modern consumers.

1. Cultural Significance and Market Appeal

The seamless fusion of historical heritage with modern design has proven to be a key factor in the success of Hongshiya's cultural and creative products. The use of auspicious motifs in hairpins and bookmarks, along with the incorporation of brick carving elements into home decorations and fashion items, reinforces cultural expression while making these products functional in daily life. Moreover, the adoption of traditional craftsmanship, such as hand carving, embroidery, and laser engraving, aligns with consumer preferences for authenticity and uniqueness in cultural souvenirs.

From a market perspective, the products exhibit strong commercial potential, as indicated by high consumer satisfaction levels. The balanced approach between cultural depth and product usability makes these items not only appealing as souvenirs but also as lifestyle accessories, broadening their market reach beyond tourism-related purchases.

2. Areas for Improvement

Despite the overall positive reception, certain aspects require further enhancement. The lower scores in material usage and interactivity suggest that consumers expect higher material quality and more engaging product experiences. For example, while the current use of metal, wood, fabric, and acrylic provides a foundation for diverse product designs, exploring sustainable and high-quality materials could improve durability and aesthetic appeal.

Additionally, enhancing interactivity—such as through customizable or multifunctional designs—could further increase consumer engagement. For instance, incorporating modular elements in home decorations or personalized engraving options in bookmarks may offer greater appeal to modern consumers who seek more personalized and experiential purchases.

3. Implications for Cultural Heritage and Creative Industry

The study underscores the importance of cultural and creative industries in heritage preservation and rural development. By transforming Hongshiya's brick carving traditions into commercially viable products, this initiative not only strengthens local cultural identity but also contributes to the economic revitalization of the region. The success of these products suggests that other heritage-rich rural areas can adopt similar strategies to enhance cultural tourism and local economies.





Furthermore, the combination of traditional craftsmanship with modern production techniques serves as a model for cultural innovation. The ability to adapt heritage into practical and aesthetically appealing products highlights the evolving nature of cultural expression in contemporary society.

4. Future Research Directions

Future research could focus on expanding consumer studies to include international markets, assessing how global consumers perceive and engage with Hongshiya's cultural and creative products. Additionally, investigating the potential of digital technologies, such as augmented reality (AR) or 3D printing, in enhancing interactivity and customization could provide new insights into the evolution of cultural souvenirs. Finally, a comparative analysis with other heritage-based cultural products from different regions could further refine design and marketing strategies for rural creative industries.

Conclusion

Hongshiya Village is a vital base for cultural heritage protection and regional cultural image promotion in Zhumadian City. This study focuses on the unique brick carving art of Hongshiya Village, designing a series of cultural and creative products with cultural and market value.

Hongshiya Village's cultural and creative products integrate visual aesthetics, functionality, and cultural depth. The outer visual design applies brick carving motifs of auspicious beasts and floral patterns to bookmarks, hairpins, and refrigerator magnets, enhancing cultural recognition and market appeal. Functional design merges traditional elements with modern materials in clothing, hats, and home decor, balancing practicality with cultural integration into daily life. Cultural connotation is reflected in symbolic motifs like phoenixes and peonies on hairpins and "Carp Leaping Over the Dragon Gate" on bookmarks, creating emotional connections and promoting cultural dissemination.

The design process of Hongshiya Village's cultural and creative products prioritizes modern aesthetics, practicality, and affordability. A flat design style enhances recognition and aligns with younger consumers' preferences. Portability is emphasized through small, lightweight products, increasing purchase intent and cultural dissemination. Cost-effective materials and techniques ensure affordability while maintaining quality and competitiveness.

For effective cultural transformation and dissemination, designers must extract local cultural elements and integrate them with modern design. This requires understanding consumer needs, ensuring cultural authenticity, involving consumers in the design process, and balancing creativity with cultural significance. Following these principles, Hongshiya's cultural products not only preserve and transmit culture but also enhance market appeal, support rural economies, and strengthen cultural tourism, bridging history and modernity.

Recommendation

Enhancing the Integration of Traditional Craftsmanship and Modern Technology: Future research can further explore how modern technologies such as 3D printing and laser engraving can optimize the application of brick carving elements in product design.

Improving the Market Promotion of Cultural and Creative Products: Utilizing digital marketing strategies and short video platforms to increase the market influence of cultural and creative products from Hongshiya Village.

Expanding the Target Audience for Cultural Products: Designing products that align with the aesthetics and usage habits of younger consumers, such as co-branded cultural products and interactive smart designs, to broaden market reach.

Strengthening the Cultural Educational Function: Developing supplementary cultural explanations alongside creative products, such as QR codes linking to related cultural stories or documentaries, allows consumers to gain a deeper understanding of the cultural significance while purchasing the products.



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