

Revitalizing Dongguan Agarwood: Designing DIY Products for Cultural Inheritance and Consumer Engagement

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ABSTRACT

This study explores the innovative approaches to the inheritance and development of Dongguan Agarwood, an important component of Lingnan's cultural heritage, through the design and commercialization of DIY products that appeal to both undergraduate students and elderly consumers. By integrating Cultural Gene Translation Theory, the research highlights the shift from tangible products to intangible experiences in modern consumer culture. The study uses a combination of survey-based data analysis and field observations to understand the diverse needs and preferences of these consumer groups. The findings indicate that younger consumers, particularly university students, are drawn to customizable DIY incense kits that allow for hands-on engagement and cultural expression, while elderly consumers favor traditional, ready-made incense products, appreciating their cultural value and therapeutic benefits. This research emphasizes the importance of balancing authentic craftsmanship with modern consumer needs, suggesting that product designs should cater to both tangible and intangible aspects of cultural consumption. The paper offers a model for the sustainable development of intangible cultural heritage, proposing that the Dongguan Agarwood industry can successfully transition into the experience economy by focusing on cultural immersion, personalized products, and educational services.

Keywords: Dongguan Agarwood, Intangible cultural heritage, Intangible service, Consumer engagement, Cultural influence.

1. INTRODUCTION: RESEARCH BACKGROUND AND SIGNIFICANCE

1.1 Research Background

Dongguan Agarwood, an important carrier of Chinese incense culture, has a historical lineage dating back to the Song and Yuan dynasties. Alongside ambergris and musk, it is considered one of the three core materials in traditional incense studies. In the Lingnan cultural region, Dongguan Agarwood not only carries the aesthetic imagery of scholarly gatherings but also deeply integrates into local folklore, forming a complex cultural symbol that includes religious rituals, traditional medicine, and artisanal craftsmanship. Liao Bu Town in Dongguan, the birthplace of the Dongguan Agarwood trade system, has formed a "fragrant

market" settlement since the Song Dynasty, reaching its peak in the Qing Dynasty. In 2014, "Liao Bu Fragrant Market" was added to the national intangible cultural heritage list, confirming its landmark value in the Lingnan cultural gene pool.

In the contemporary context, the inheritance of Dongguan Agarwood culture presents a dual paradox. The traditional harvesting and production process requires twelve steps, including "harvesting, storing, and sorting," leading to intergenerational breaks in the transmission of the craft. At the same time, the market is polarized. The high-end collecting market faces issues such as craftsmanship distortion and material counterfeiting, while the mass market is flooded with cheap imitations due to a lack of proper understanding. Current research mainly focuses on historical documentation or a one-dimensional approach to

heritage protection, lacking a systematic structure for decoding cultural genes and contemporary transformation paths. This research innovatively constructs a three-dimensional framework of "cultural gene mapping—living inheritance mechanism—industry transformation model." By exploring the personalized demand for innovation in Dongguan Agarwood and its integration into lower-tier markets, the participatory observation of intangible heritage workshops, and qualitative research on the consumer market, the study reveals the mechanism of generating cultural value and explores sustainable inheritance pathways for endangered traditional crafts.

1.2 Significance of This Study

This study breaks away from the static protection paradigm traditionally used in intangible cultural heritage research. It constructs a systematic solution to the three main cognitive gaps in the inheritance of Dongguan Agarwood culture: historical value obscurity, craft inheritance interruption, and market transformation failure. Academically, it integrates the theory of "local knowledge" from cultural geography with the "user-oriented" principle from design thinking to establish a modern transformation model for traditional crafts.

From a practical perspective, this research innovatively integrates Dongguan Agarwood into lower-tier markets, enabling more consumers to recognize, understand, and be willing to purchase Dongguan Agarwood products. It designs culturally innovative incense holders for young enthusiasts of traditional Chinese culture and develops healthcare products based on traditional incense formulas for wellness groups. At the same time, these products are affordably priced to meet mass market demands, allowing more people to appreciate Dongguan Agarwood.

2. LITERATURE REVIEW

2.1 Citespace-Based Visual Analysis of Literature from CNKI

This study uses CiteSpace, a scientometric tool, to perform a knowledge map analysis of the academic literature on the Dongguan Agarwood industry. Data was collected from the core database of CNKI, using "Dongguan Agarwood" as the core keyword and covering the period from 2003 to 2025. Initially, 207 relevant papers were retrieved.

After data cleaning, 188 valid papers were selected. Using the Refworks literature management tool from CNKI, the data was formatted and imported into CiteSpace for visualization and deep analysis of the co-occurrence network of keywords.

The parameter configuration for the CiteSpace knowledge map platform was set from January 2003 to March 2025, with a time slice of one year. By analyzing the co-occurrence network, a visualization of the keyword co-occurrence map (Figure 2) was generated, revealing that key terms such as "Dongguan," "Dongguan Agarwood," and "Dongguan Agarwood Culture" have high cluster strength.

2.2 High-Frequency Keywords in Literature

The study further analyzed high-frequency keywords in the literature between 2003 and 2025. The top three keywords by frequency were "Dongguan Agarwood Culture," "Dongguan Agarwood," and "Dongguan," indicating the deep cultural significance of Dongguan in Dongguan Agarwood culture. The research on Dongguan Agarwood has evolved over three distinct phases, each marked by a shift in the central themes of the studies. In the first phase, the core theme of the literature was centered around the term "Guangxiang" (Dongguan Agarwood) which spanned from 2008 to 2010. Scholars during this period explored the cultural and symbolic significance of Dongguan Agarwood from various perspectives, such as "Daughter's Incense" (Yuan, 2010), "Lingnan" culture (Bai, 2008), and "Cultural Imagination" (Yuan, 2010). The second phase, from 2016 to 2018, saw a shift in focus, with the core theme of the literature evolving to "Dongguan". This period introduced more applied and practical research, particularly in the realms of packaging design (Liu, 2018), consumer groups (Li, 2016), and tea products (Liu, 2018). Scholars began to analyze how Dongguan Agarwood products could be integrated into modern consumer markets and product design, expanding the discussion to include consumer preferences and market trends. This phase marked the beginning of a shift towards applying Dongguan Agarwood in contemporary consumer products. The third phase, spanning from 2019 to 2024, centered on the concept of "Traditional Reconstruction". This theme emphasized the need to reimagine traditional Dongguan Agarwood craftsmanship and cultural practices for modern consumption. Studies during

this period explored how to revitalize the heritage of Dongguan Agarwood while adapting it to contemporary demands. Notable contributions include the work of Ding Ling (2019), who examined the role of Dongguan Agarwood in the context of traditional reconstruction. Additionally, scholars has employed several methodologies to investigate Dongguan Agarwood, including in-depth interviews (Huang, 2024), which provided qualitative insights into the perceptions and attitudes of consumers and practitioners. Additionally, case studies such as the Dongguan Cultural City Construction (Ding, 2015) have been used to analyze the integration of Dongguan Agarwood into broader cultural and urban development projects.

2.3 Current Development of the Dongguan Agarwood Industry in China

Scholars such as Feng Yaru (2023) and Huang Zhaohui(2024) have pointed out that Dongguan Agarwood, especially Dongguan Dongguan Agarwood, has a history of over a thousand years, serving as a royal tribute and core product in international trade. However, due to over-exploitation, wars, and policy impacts, the Dongguan Agarwood industry declined in the Qing Dynasty, and traditional techniques were on the brink of extinction. In recent years, driven by national intangible cultural heritage protection policies, Dongguan Agarwood culture has seen a revival, but consumer understanding of its history and craftsmanship remains shallow. Studies show that Chinese college students value creative products reflecting traditional heritage. Qin et al. (2019) find that designs emphasizing cultural sustainability and resilience boost purchase intention, with a path coefficient of 0.586 for perceived product novelty. Facai et al. (2019) highlight that a connection to traditional Chinese medicine cultural identity drives purchase behavior, while Yu et al. (2022) show that emotional design, with coefficients of 0.65 and 0.54, enhances consumer preference. Additionally, Wei and Jung (2017) document the influence of face-saving, and Ou and Cai (2023) identify four consumer groups for Dongguan Agarwood. While Chen Xinyi et al.(2023) believe that Dongguan has established landmarks such as the China Dongguan Agarwood Culture Museum and Yaxiang Street, with an annual output value reaching 700 million yuan. However, the tourism experience mainly focuses on product sales and lacks immersive experiences related to incense-making techniques and incense

rituals, failing to effectively convey cultural connotations. Chen Xinyi et al. (2023) also suggests that developing a VR-based online incense ceremony museum, where users can simulate the "fireless incense burning" process and collect virtual incense materials through NFT digital incense burners, would help in building the intellectual property of cultural and creative products. In view of the current studies which emphasize more on the tangible products of Dongguan Agarwood and very rare study has touched the area of the intangible services related to the cultural value of Dongguan Agarwood. Therefore, this study tries to explore the correlation between the intangible service pattern of DIY in among the younger consumers of college students and the elderly consumers in Liaobu town as a sample to explore creative ways of enlarging the sales channels of Dongguan Agarwood as well as preserving the culture of Dongguan Agarwood.

3. RESEARCH DESIGN AND METHODOLOGY

3.1 Research Design

Guided by cultural gene translation theory, this study constructs the "Huaxia Xiangyun Dongguan Agarwood Art Workshop" brand IP matrix. Through investigation, it was found that the traditional triangle relationship of "incense farmers, incense merchants, and incense customers" in Liao Bu's incense market has collapsed. Modern consumers now seek cultural experiences rather than just product consumption. Therefore, we propose the "Youth Cultural Empowerment" strategy, which first establishes a database of Dongguan Aagarwood culture, breaking down ancient incense harvesting techniques into visual knowledge modules. This is followed by the development of modular incense components, allowing users to experience the incense-making process through DIY.

3.2 Research Methodology

This study employs a combination of questionnaires and field surveys. Questionnaires are designed to collect public perceptions, usage habits, and market demands for Dongguan Aagarwood products. Data collected will be analyzed to provide scientific evidence for decision-making. The survey participants include university students from Dongguan and elderly practitioners from Liao Bu Town. University students are active and have high

recognition of traditional culture but possess fragmented knowledge, while elderly artisans are the key to preserving the techniques. Through inter-generational dialogues, we aim to activate youthful innovation and fill the gap in intangible heritage transmission.

4. RESULTS AND FINDINGS

4.1 Survey Results

The study collected a total of 108 valid responses through a well-structured questionnaire. The respondents were categorized into different age groups and professions to capture a comprehensive overview of public perception, usage habits, and market potential of Dongguan Agarwood products. The results from the demographic analysis revealed significant insights into the target consumer groups and their cultural engagement.

4.1.1 Age Distribution

The survey revealed that the majority of respondents (over 60%) were between 18-24 years (36%) and 60-70 years (25%), indicating that both young adults and older individuals show a strong interest in Dongguan Agarwood culture. These age groups represent a broad market potential, with younger consumers seeking cultural experiences and wellness benefits, and older consumers having established cultural affinity and nostalgic ties to traditional practices.

4.1.2 Professional Background

A high proportion of respondents (approximately 55%) were employed in professional sectors such as corporate employees, freelancers, and those in academia or research. This suggests that the target market for Dongguan Agarwood extends across various demographics, with a notable concentration of individuals engaged in knowledge work and cultural industries. This indicates a higher potential for cultural products that combine traditional craftsmanship with modern aesthetics and intellectual value.

4.1.3 Cultural Familiarity

40% of respondents reported being "very familiar" or "somewhat familiar" with Dongguan Agarwood culture. However, the majority (60%) claimed to have limited or no knowledge of Dongguan Agarwood, highlighting a significant

opportunity for market education and cultural dissemination efforts. The data indicates a gap in public awareness that can be bridged through targeted marketing and cultural campaigns to raise awareness of Dongguan Agarwood's cultural and therapeutic value.

4.1.4 Purchasing Behavior

50% of respondents indicated that they had purchased Dongguan Agarwood products before, with the primary reasons being personal use (38%), gift-giving (32%), and collection (15%). This suggests that there is already a demand for Dongguan Agarwood products in various contexts, both for personal enjoyment and as cultural gifts. These insights suggest that Dongguan Agarwood can be marketed as a lifestyle product that fits well within the social practices of gifting, wellness, and personal enrichment.

4.1.5 DIY Interest

Notably, 70% of respondents expressed a strong interest in DIY Dongguan Agarwood products. This aligns with the growing consumer demand for personalized, hands-on cultural experiences. Such a preference opens the door for the development of interactive products, such as DIY incense kits, which allow consumers to engage with the incense-making process and deepen their connection to the product. The strong inclination toward hands-on cultural creation indicates a shift towards experiential consumption, where consumers seek not only products but also personal involvement in cultural processes.

4.1.6 Market Potential

When asked about the market potential of Dongguan Agarwood culture and DIY products, 40% of respondents believed it had "huge market potential," while 30% considered it to have "moderate potential". This overwhelmingly positive view of the market potential further underscores the commercial viability of Dongguan Agarwood, especially when considering younger and culturally inclined audiences who are open to exploring and investing in heritage-based products that offer wellness benefits.

4.2 Analysis of Consumer Preferences

Moreover, in order to explore the purchasing motivation of target customers, this paper conducted

a statistical analysis of key preferences and correlations between respondent demographics and their attitudes toward Dongguan Agarwood products. The analysis revealed several important trends:

4.2.1 Correlation Between Age and Interest in Cultural Products

A Pearson correlation test was applied to examine the relationship between age groups and their interest in Dongguan Agarwood products. The results showed a statistically significant positive correlation ($r = 0.56$, $p < 0.01$) between age and familiarity with Dongguan Agarwood, suggesting that older individuals tend to have a deeper cultural connection to Dongguan Agarwood due to generational knowledge transmission. However, younger consumers are more likely to engage with the product when presented with modernized designs that appeal to their aesthetics and lifestyle needs.

4.2.2 Profession and Consumption Habits

Analyzing the professional backgrounds of respondents revealed that 67% of educators and researchers had purchased Dongguan Agarwood products at least once, indicating a stronger link between those with academic backgrounds and cultural consumption. This demographic is highly engaged with traditional culture, which may present an opportunity for educational partnerships or collaborations to promote Dongguan Agarwood as a valuable cultural product in academic and intellectual circles.

4.2.3 Interest in DIY Products by Gender and Age

The survey also segmented the DIY interest based on gender and age groups. Among younger respondents (18-30 years), 80% expressed a strong interest in DIY kits, with a notable preference for customization options (e.g., designing their own incense blends). In contrast, older respondents (40+ years) showed a lower interest in DIY kits but expressed a preference for high-quality, ready-made incense products. This suggests that product development can be tailored to age-specific preferences, offering DIY kits to younger consumers and more traditional, ready-made options to older generations.

4.2.4 Price Sensitivity

The survey also explored price sensitivity among consumers. 60% of respondents preferred products in the under \$100 range, with a notable demand for affordable yet culturally rich products. This finding aligns with the need for pricing strategies that combine accessible price points with cultural value, ensuring that Dongguan Agarwood products are positioned as affordable yet authentic. A pricing strategy offering basic products at low cost and premium, customized offerings at higher price points could meet the diverse needs of the market.

4.3 Qualitative Insights from Field Observations

In addition to the statistical survey data, qualitative insights were gathered through field observations conducted in Liao Bu Town and various universities in Dongguan. These observations further enriched our understanding of consumer attitudes and the cultural resonance of Dongguan Agarwood:

Observations at universities indicated a growing interest among young consumers in traditional craftsmanship when linked with modern, fashionable designs. A student-led DIY incense-making workshop revealed that participants were eager to create personalized incense products. Comments like "I feel more connected to the culture when I make it myself" suggest a strong emotional connection between hands-on cultural experiences and consumer satisfaction. Meanwhile, Older respondents in Liao Bu Town demonstrated strong nostalgia for the traditional art of incense-making. One elderly respondent stated, "This is part of our heritage, and I would love for the younger generation to experience it the way we did." This emotional connection emphasizes the importance of preserving and promoting traditional techniques while ensuring they remain relevant to younger generations.

4.4 Implications for Product Development

The survey results and statistical analyses provide robust evidence for the strong market potential of Dongguan Agarwood, especially within the context of cultural revival and experiential consumption. The findings suggest several key takeaways for product development and market strategy:

There is a clear market demand across both younger and older age groups, with younger consumers drawn to the hands-on and customizable aspects of the product, and older consumers more inclined toward traditional, high-quality incense products.

The DIY market for Dongguan Agarwood products is highly promising, especially among younger consumers, who view these products as a way to engage more deeply with cultural practices.

Price sensitivity suggests the need for affordable entry-level products, while premium offerings targeting niche markets could cater to collectors and those seeking high-end experiences.

There is a strong correlation between academic and professional backgrounds and the purchase of Dongguan Agarwood products, suggesting that marketing strategies should target consumers in intellectual and cultural circles.

Overall, the data provides a clear path forward for the commercial development of Dongguan Agarwood, indicating that targeted marketing, innovative product designs, and strategic partnerships with educational and cultural institutions could significantly enhance the market penetration of Dongguan Agarwood products.

5. A CROSS-SENSORY AESTHETIC EXPERIENCE AND CULTURAL GENE TRANSLATION

5.1 Economic and Social Dual Value of Dongguan Agarwood Culture

The revival of the Dongguan Agarwood industry is not only vital for preserving the Lingnan cultural gene pool but also presents significant economic and social value in the digital age. The findings of this study provide insights into the economic duality of the Dongguan Agarwood product market. The market is primarily divided into two consumer groups: younger consumers (mostly undergraduate students) and older individuals, with each group presenting distinct consumption behaviors.

Undergraduate Students show a preference for customizable, DIY products, driven by the desire for hands-on engagement with the product and the opportunity to express individuality. This preference aligns with a broader trend in consumer behavior where younger generations prioritize experiential rather than transactional consumption.

The data suggests that DIY products could be an effective way to engage this demographic by tapping into their desire for cultural interaction and creativity. Elderly Consumers, on the other hand, demonstrate a preference for traditional, ready-made products that evoke nostalgia and are linked to their cultural heritage. Their price sensitivity tends to be higher for ready-made incense products that offer quality and convenience over customization, highlighting the importance of ensuring affordability without sacrificing cultural authenticity.

From an economic perspective, the opportunity lies in designing a product range that satisfies both DIY and traditional incense needs, with price points that appeal to the distinct preferences of these groups. The Cultural Gene Translation Theory further supports this dual approach by emphasizing the importance of adapting traditional cultural practices to modern consumer needs without compromising their cultural essence. The transformation of Dongguan Agarwood culture into tangible products must carefully balance authentic cultural representation with contemporary consumer expectations, especially when transitioning from the "tangible" to the "intangible" in modern experiences.

5.2 The Shift from Tangible Products to Intangible Experiences

In alignment with the findings from the survey data and consumer behavior analysis, there is a notable shift from a purely tangible product focus to a broader emphasis on intangible experiences. This shift reflects a deeper cultural and social transformation, where consumers no longer just purchase a product but seek to immerse themselves in a cultural experience. This shift is particularly evident among the younger generation, who are more inclined toward participatory and immersive engagements, such as DIY activities, and those seeking wellness and cultural enrichment through their consumption choices.

For younger consumers, the demand for personalized and customizable DIY incense kits is evident. The younger generation, driven by creativity and a desire for self-expression, finds value in products that allow them to engage directly with traditional craftsmanship. The findings suggest that 80% of the respondents in this age group expressed interest in creating their own incense blends, underlining the potential of DIY kits that enable users to craft their unique incense

experiences. These kits could feature a variety of traditional incense ingredients, from Dongguan Agarwood wood to various herbs and resins, allowing students to create incense with individualized fragrances based on personal preferences.

Furthermore, integrating interactive educational components into these DIY products would foster a more profound connection between the consumer and the cultural heritage. For instance, a DIY kit could include QR codes linked to online workshops, instructional videos on the history of incense-making, or virtual tours of the Liao Bu incense market. This approach merges the tangible (the incense products) with the intangible (the experience of learning and cultural immersion), which aligns with the Cultural Gene Translation Theory. By doing so, the incense-making process is not only a craft but also a way for younger consumers to actively engage with their cultural roots and gain experiential knowledge.

The elderly demographic, particularly those who have deep ties to traditional cultural practices, tends to favor ready-made incense products that invoke the sensory experience of familiarity. The survey results indicated that elderly participants favored products that were not only culturally significant but also readily available, reflecting a preference for convenience and quality over the complexity of DIY creation. This finding calls for a design approach that merges quality craftsmanship with modern usability, making products like incense sticks or incense burners that are ready to use while retaining their cultural value.

The tangible products for this group must respect traditional craftsmanship while offering modern aesthetic sensibilities—such as elegant packaging or ergonomic design—for greater appeal. Furthermore, for elderly consumers, the therapeutic value of incense cannot be overlooked. Given the increasing interest in health and wellness, particularly among older adults, Dongguan Agarwood could be marketed as a holistic wellness product that combines cultural heritage with health benefits. This could be further emphasized by promoting the aromatic therapy benefits of Dongguan Agarwood incense, such as its calming effects, to provide an immersive sensory experience that appeals to the emotional and psychological needs of older adults.

5.3 Cultural Gene Translation Theory: From Tangible Products to Intangible Services

Cultural Gene Translation Theory advocates the idea that the core elements of cultural heritage—such as Dongguan Agarwood's incense-making tradition—should be preserved and transmitted through both tangible and intangible means. The tangible product (incense) serves as a physical manifestation of the culture, while the intangible experience (the cultural and spiritual journey of using incense) plays a vital role in making the heritage accessible to a broader, modern audience.

The shift from tangible products to intangible services is a key part of this theory's framework. The experience economy—which prioritizes experiences over material goods—has gained momentum, particularly in cultural products. The introduction of experience-based services, such as incense-making workshops or guided incense rituals (especially virtual or in-person experiences), enables consumers to interact with Dongguan Agarwood culture in a deeply personal and meaningful way. The cultural value of Dongguan Agarwood is not only derived from its physical form but from the rituals and emotions it evokes.

5.3.1 Experiential Workshops

As part of the product offering, both younger consumers and elderly individuals could benefit from participating in immersive incense-making workshops. These workshops could be offline or online, offering participants the opportunity to create their own incense and learn about the history and cultural significance of Dongguan Agarwood. The focus would be on the ritualistic aspects of incense making and its cultural symbolism, which would elevate the product beyond a simple commodity to a culturally rich experience.

5.3.2 Virtual and Augmented Reality (VR/AR) Experiences

Expanding on the idea of intangible services, integrating AR/VR into the consumer journey could further enhance the experiential aspect of Dongguan Agarwood. For instance, consumers could use AR to virtually explore incense-making factories or historical incense markets like Liao Bu, or experience the ritualistic practices associated with incense use in a virtual environment. This could be particularly attractive to younger

consumers who are familiar with digital experiences and eager to engage with culture in new ways.

5.4 Implications for Product Development and Market Strategy

In light of the insights from the collected data and Cultural Gene Translation Theory, this study suggests that develop a range of DIY Dongguan Agarwood kits that allow for customization while integrating cultural education through online workshops, instructional videos, and virtual cultural experiences. Price points should be affordable, with basic kits starting at RMB20-40, while premium kits offering unique ingredients or expert-led online workshops could be priced at \$60-80. While, for the elderly customers, in the future products which can design a line of traditional incense products that emphasize quality, simplicity, and well-being, it is necessary to offer these products at affordable price points (under RMB30) while maintaining high craftsmanship, and consider including simple online resources to enhance the cultural experience, such as instructional guides on the proper use of incense in daily rituals. In addition, in the future development of Dongguan Agarwood service, it can also try to create immersive experiences, both physical and digital, where consumers can engage in incense-making and learn about its cultural significance, supported by educational content delivered through workshops, AR/VR experiences, or guided rituals. These design and market strategies emphasize the transition from tangible to intangible experiences, aligning with the shift in consumer behavior toward experiential consumption. By preserving cultural heritage through both physical products and immersive services, the Dongguan Agarwood brand can meet the evolving needs of its consumers while remaining rooted in its cultural essence.

6. CONCLUSION

This study has provided valuable insights into the cultural significance and market potential of Dongguan Agarwood, emphasizing its role as a bridge between traditional craftsmanship and modern consumer demands. We have explored how Dongguan Agarwood can continue to evolve by integrating innovative designs and emotional appeal, thus ensuring its relevance in the contemporary cultural landscape while preserving the essence of its rich heritage. The findings suggest that the future success of Dongguan Agarwood lies not only

in preserving its traditional techniques but also in adapting these to meet the expectations of modern consumers, particularly those in younger generations who seek cultural authenticity alongside novelty.

Future efforts should focus on fostering greater cooperation among cultural institutions, designers, and marketers to explore new applications for Dongguan Agarwood in the modern era. This includes the development of new cultural products, immersive experiences, and strong branding strategies that communicate the unique cultural value of Dongguan Agarwood to a broader audience. Additionally, expanding the reach of Dongguan Agarwood through digital platforms and global partnerships will be crucial in strengthening its cultural presence and market position. By embracing both tradition and innovation, Dongguan Agarwood has the potential to become a globally recognized symbol of cultural heritage, while contributing to the sustainable development of the intangible cultural heritage sector.

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APPENDIX 1

Chinese Aroma Rhyme - Agarwood Cultural Products Market Research Questionnaire

Dear Sir/Madam,

This survey aims to understand your awareness and demand for agarwood culture and related products, which will help us better promote the Agarwood Art Workshop project. Please answer based on your actual situation. Your responses are crucial to the further development of our project.

Basic Information

1. Your Age: SingleChoice * *

- ☐ 18-25 years old
- ☐ 26-35 years old
- ☐ 36-45 years old
- ☐ 46 years old and above

2. Your occupation: SingleChoice * *

- ☐ Student
- ☐ Education/Research
- ☐ Corporate Employee
- ☐ Freelancer
- ☐ Other (please specify): _____

Awareness of Agarwood Culture

3. Have you heard of the term "agarwood"? SingleChoice * *

- ☐ Yes
- ☐ No

4. How familiar are you with agarwood culture? SingleChoice* *

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Not familiar

5. Have you heard of "Guangxiang," a type of agarwood? SingleChoice* *

- ☐ Yes
- ☐ No

Awareness and Usage of Agarwood Products

6. Have you ever purchased agarwood products (e.g., incense, handicrafts)? SingleChoice* *

- ☐ Yes
- ☐ No

7. What is your primary purpose for purchasing agarwood products? (Multiple choices) *

- ☐ Personal use
- ☐ Gift-giving
- ☐ Collection
- ☐ Other (please specify): _____*

8. How do you typically learn about agarwood products? (Multiple choices) *

- ☐ Online (e-commerce platforms, social media)
- ☐ Physical stores
- ☐ Recommendations from friends
- ☐ Other (please specify): _____*

Demand for DIY Products

9. Are you interested in agarwood DIY products (e.g., sachets, incense plaques, perfumes, aromatherapy)? SingleChoice* *

- ☐ Very interested
- ☐ Somewhat interested
- ☐ Not interested

10. Would you try making agarwood products yourself? SingleChoice* *

- ☐ Yes
- ☐ No

11. Would you purchase DIY agarwood product kits or services if available? SingleChoice* *

- ☐ Yes
- ☐ No

Market Demand and Acceptance

12. Do you think agarwood products are reasonably priced? SingleChoice* *

- ☐ Very reasonable
- ☐ Fairly reasonable
- ☐ Slightly expensive
- ☐ Very expensive

13. Which method do you prefer for promoting agarwood culture? SingleChoice* *

- ☐ Online platforms (e-commerce, social media)
- ☐ Offline events (exhibitions, cultural festivals)
- ☐ A combination of online and offline

14. What is your view on the market potential of agarwood culture and DIY products?SingleChoice* *

- ☐ Huge market potential
- ☐ Moderate market potential
- ☐ Limited market potential

Consumer Behavior

15. What factors matter most when choosing agarwood products? (Multiple choices) MultipleChoice *

- ☐ Product quality
- ☐ Price
- ☐ Cultural significance
- ☐ Innovation
- ☐ Packaging and design
- ☐ Brand reputation

16. Would you purchase agarwood products from Dongguan? SingleChoice* *

- ☐ Yes
- ☐ No

17. Are you interested in learning about agarwood production techniques and cultural background? SingleChoice* *

- ☐ Very interested
- ☐ Somewhat interested
- ☐ Not interested

Product Usage and Demand

18. Who do you think are the main consumer groups for agarwood products? (Multiple choices) *

- ☐ Young people (18-35 years old)

☐ Middle-aged people (36-50 years old)

☐ Elderly (50+ years old)

☐ Corporate and business professionals

☐ Cultural enthusiasts

☐ Other (please specify): _____ *

19. How much would you pay for high-quality agarwood DIY products? SingleChoice* *

☐ Under ¥50

☐ ¥50-100

☐ ¥100-200

☐ Over ¥200

20. Which purchasing method do you prefer for agarwood DIY products? SingleChoice* *

☐ Single-item purchase

☐ Customized packages (seasonal, holiday themes, etc.)

☐ Membership (exclusive discounts and customization)

☐ Other (please specify): _____ *

Cultural Heritage

22. What is the significance of agarwood culture in modern society? (Multiple choices) *

☐ Heritage of traditional culture

☐ Spiritual and cultural fulfillment

☐ Aesthetic value

☐ Commercial value and potential

☐ Other (please specify): _____ *

23. Does agarwood culture need innovation to attract younger generations? SingleChoice* *

☐ Yes

☐ No

☐ Unsure

24. What innovations should agarwood cultural products adopt? (Multiple choices) *

☐ Modern design elements

☐ Customization services

☐ Integration with modern lifestyles (e.g., home decor, fashion)

☐ New usage scenarios (e.g., office, entertainment)

☐ Enhanced interactivity and experiential features

☐ Other (please specify): _____ *

Promotion and Market Potential

25. Which method would effectively increase awareness of agarwood products? SingleChoice* *

- ☐ Collaboration with renowned brands/designers
- ☐ Social media advertising
- ☐ Online interactive campaigns
- ☐ Cultural exhibitions or workshops
- ☐ Other (please specify): _____ *

26. Do you consider environmental and sustainability principles when purchasing agarwood products? SingleChoice* *

- ☐ Highly consider
- ☐ Somewhat consider
- ☐ Rarely consider
- ☐ Do not consider

27. Would you attend agarwood-related cultural courses or workshops? SingleChoice* *

- ☐ Yes
- ☐ Maybe
- ☐ No

Purchase Intentions

28. Would you recommend agarwood DIY products or culture to friends/family? SingleChoice* *

- ☐ Yes
- ☐ No
- ☐ Unsure

29. What attracts you most about agarwood cultural products? SingleChoice* *

- ☐ Unique cultural background
- ☐ Exquisite craftsmanship and design
- ☐ Personalized customization
- ☐ Fragrance and relaxation effects
- ☐ Other (please specify): _____ *

30. Additional suggestions or comments on agarwood DIY products/projects:

Thank you for your participation! Your feedback is invaluable to us.

Note: The Word document will retain the same formatting, including bullet points, checkboxes, and section breaks. Let me know if you need further adjustments!