

Exploration on the Brand Development of Intangible Culture Heritage Xiangyun Yarn Based on Soft Sytem Methodology

Ning Shi

South China University of Technology
Guangzhou, China

Huabin Wang

South China University of Technology
Guangzhou, China

Abstract—This paper analyzes the characteristics and development status of the intangible cultural heritage Xiangyun yarn in the general soft system methodology, and extracts the problems in the process of inheritance and development of the “non-legacy” Xiangyun yarn. In combination with the consumption patterns and habits of current consumers, from the perspective of branding, the author designs a brand promotion road that conforms to the characteristics of Xiangyun yarn.

Keywords—*soft system methodology; intangible cultural heritage; branding; innovative consumption pattern; Xiangyun yarn*

I. INTRODUCTION

The scented silk yarn is also known as the Buttercup silk yarn because its main dyeing material is plant yam, which is one of the few silk fabrics dyed by pure plant extracts in the world. Because it will make a rustling sound when wearing it, it is also known as "Sound Cloud". Xiangyun yarn has the characteristics of high comfort, strong breathability, health and environmental protection. However, production process is cumbersome and complicated, and the production cycle is long, so the cost is also high, and it is difficult for ordinary people to accept the expensive price, so that it is not well known. Nowadays, in order to revitalize the ancient intangible cultural heritage in today's society, slogans of non-genetic inheritance have been launched throughout the country, and local governments have invested a lot of manpower and material resources to promote the development of non-genetic undertakings. As an ancient textile craft, Xiangyun yarn was listed in the second batch of national intangible cultural heritage in 2008. The local government has also made a lot of efforts for the inheritance and development of Xiangyun yarn, and the construction of the special Xiangyun yarn museum, and the Xiangyun yarn research institute, and so on. However, in the survey interviews, many people are aware of Xiangyun yarn, and some of them are still locals in Guangdong. This situation shows how to make the traditional skills of Xiangyun yarn spread and develop in the present society. It is an urgent problem to inherit and retain the ancient intangible cultural heritage of Xiangyun yarn.

II. BRANDING EXPLORATION OF NON-VESTING CLOUDS BASED ON SOFT SYSTEM METHODOLOGY

A. Soft System Methodology

The soft system methodology was proposed in the 1980s by Checkland P, a professor at the University of New England in the UK, based on Hall's systems engineering methodology. The Hall system methodology is biased towards solving hard system problems in engineering, while the Chess soft system methodology is used to solve problems in social politics, culture, human behavior and other factors.

B. Soft System Methodology for the Analysis of Non-legacy Branding

1) Reasons for restricting the development of Xiangyun yarn

a) *Insufficient reserve force*: In the 1930s, rayon was introduced, and its price was much lower than that of silk. Many places began to use rayon instead of silk, which made the silk industry in Guangdong greatly frustrated. Therefore, many people who used Xiangyun yarn as the main source of income for the family chose to change their careers, and fewer and fewer people are engaged in the production of Xiangyun yarn. Because most of the dyeing and dyeing process is manual operation, the process is complicated and laborious; so many children who are skilled in the dyeing and finishing process now don't want to continue the production of Xiangyun yarn by their fathers. They think this line is very hard and the prospects are not good. This situation leads to the succession of the scented cloud. This is also a big problem in the development of Xiangyun yarn.

b) *Constrained consumer groups*: Since the silk yarn is dyed with a dye extracted from pure plants, there are certain limitations in terms of color. Most of the yarns are single in color and mostly black. Therefore, it was decided that the main consumer group of Xiangyun yarn is the middle-aged consumer group. This group of people is mainly between the ages of 35 and 60. They pay more attention to comfort and practicality in the purchase of clothes and other products, and the consumption behavior is more conservative.

It is difficult for the consumer groups in this part to open the market of Xiangyun yarn. Now the main force of market economy consumption is the young people group. Their desire to consume is strong, and the consumption vision is updated very quickly. How to grasp the psychology of young consumers is also a problem that needs to be solved in the development process.

c) *Low branding*: In today's society, the brand as a symbol of goods plays a vital role in the process of the spread of goods. This symbol not only represents the commodity itself, but also the value of the commodity and its cultural connotation. Xiangyun yarn should form Foshan's unique industrial brand with its unique dyeing and finishing process, profound cultural heritage and high artistic value, and drive the development of a series of industries to form a competitive industrial cluster. Such as Anji White Tea, Wuchang Rice, etc., this not only can carry forward the traditional crafts of Xiangyun yarn well, but also promote and consolidate its market position, and form a regional public brand effect to promote the development of the local overall economy.

2) *The importance of branding for non-genetic inheritance*

a) *Branding can make non-legacy a new vitality in modern society*: In modern society, the symbolization of goods has become a trend. The generation of commodity symbols must be the result of deep mining of the cultural connotation and commercial value of goods and integrating them with modern commercial consumption patterns to form commercial brands that can adapt to the modern consumer market. With its profound cultural heritage and unique production process, Xiangyun yarn avoids homogenization with similar products, which also satisfies the modern consumer's psychology of seeking to some extent. While maintaining this personalization, fully explore the cultural value and cultural essence of Xiangyun yarn, explore the business model that conforms to Xiangyun yarn itself and the modern market, and create an innovative brand of Xiangyun yarn with cultural communication as the main line, so that Xiangyun yarn can regain its vitality in modern society.

b) *Branding can drive the rise and development of surrounding cultural and creative products*: The development of Wenchuang products has become an indispensable part of the marketing and promotion of non-legacy brands or tourist attractions. Combining ancient cultural connotations with modern design techniques and techniques, and launching cultural and creative products conforming to local characteristics and modern consumer aesthetics, have become the important source of economic and social benefits for some tourist attractions, such as Hunan Changsha Kiln Wenchuang products, and a series of cultural and creative products of the National Palace Museum. Due to its unique cultural background and dyeing and finishing process, Xiangyun yarn keeps its uniqueness in other similar products. Against the background of the unique regional brand of Xiangyun Yarn, it combines the ancient

textile craft with the current design concept. Wenchuang products with the characteristics of Xiangyun yarn. It not only brings economic and social benefits to the local government to a certain extent, but also effectively promotes the cultural connotation of Xiangyun yarn through Wenchuang products.

c) *Branding can tap the essence of non-legacy culture to exert its uniqueness*: The reason why the "non-legacy" can continue through today's long historical changes is that the culture contained in the "non-legacy" itself is a popular culture different from the current society. The "non-legacy" culture has its own unique charm and sparkle. The inheritance and development of "non-legacy" is, in the final analysis, the inheritance and development of its culture. Even if some commercial means are used in the process of promotion, the essence is still inseparable from its own culture. Branding "non-legacy" is the embodiment of this view. As a brand symbol, "non-legacy" is bound to be a highly refined cultural connotation and then promote its cultural connotation and concept to the modern consumer market and consumers through a series of brand marketing methods. Therefore, the author believes that the "non-legacy" branding can tap the cultural essence of the product itself to give full play to its uniqueness, avoid homogenization with other commodities, and continue to carry forward its cultural connotation in the modern market.

3) *Clear root definition*: Based on the above problems, the six elements according to the Soft Systems Methodology and clarify the root definition were analyzed:

- C (customer) here represents the heirs of the intangible cultural heritage, and the government that benefits from the brand of "non-scented clouds" Institutions and the general public;
- A (actor) represents the government agencies and related staff dedicated to the promotion of "Non-Yu Yun Yun" brand;
- T (transformation) through the brand of "non-legacy brand" Promote and promote the marketing and industrialization, inherit and develop its culture, and give it the cultural value of the new era, so that Xiangyun yarn can renew its vitality in modern society;
- W (Worldview) product branding has been As a necessary means of product promotion, marketing and development, Xiangyun yarn branding is conducive to tapping its cultural connotation, increasing product differentiation, and allowing "Non-Yuxiangyun yarn" products to continue to develop in modern society;
- O (owner) represents the relevant government department and the inheritance of Xiangyun yarn technology;
- E (environmental constraints) The geographical environment in which the yarn products are located, xiangyun yarn product development status and

government support, public familiarity, and other factors that restrict the system. The root definition is defined, and the conceptual model is to be built below.

C. Building a Conceptual Model of the Relevant System

In the steps of constructing the relevant conceptual model, according to the direction of the definition, the main explanation is that the intangible culture Xiangyun yarn

should be “what” in the development process of branding, and complete the transformation of the system in the root definition.

Here, from the three aspects of government agencies, enterprises and inheritors, this paper will analyze some innovative methods of the Xiangyun yarn brand on the development road, and provide some suggestions for the development of the Xiangyun yarn brand, see "Table I".

TABLE I. IMPROVEMENT CONCEPTUAL MODEL

Government agency	a) Increase the training of professional talents b) Strengthen and improve the database of traditional techniques of “non-vesting clouds” c) Broaden the promotion channels and comprehensively develop the Xiangyun yarn d) Combine the brand promotion of Xiangyun yarn with modern science and technology to make consumers feel the charm of Xiangyun yarn more closely.
Enterprise	a) Combine the consumption concept and habits of modern consumers to build the Xiangyun yarn brand into a modern fashion brand. b) Young consumers as the main force of brand promotion
Inheritor	a) Actively retain the traditional handicrafts of Xiangyun yarn and actively promote it, so that more people can know and know the silk yarn.

D. Conceptual Model and Current Situation

After clarifying the main activities in the relevant conceptual model, the development status of the Xiangyun

yarn is compared with the model. The comparison results are shown in "Table II".

TABLE II. DEVELOPMENT STATUS OF XIANGYUN YARN AND COMPARISON OF RELATED SYSTEM CONCEPTUAL MODELS

Activities in the conceptual model	Reality	Evaluation and recommendations
Increase the training of professional talents	General	Young Xiangyun inheritors are relatively few
Strengthen and improve the database of traditional techniques of “non-vesting clouds”	Good	Xiangyun Yarn Cultural Heritage Protection Base
Broaden the promotion channels and comprehensively develop the Xiangyun yarn	General	Need to combine Xiangyun yarn with some cultures and backgrounds to launch related designs or cultural products
Combine the brand promotion of Xiangyun yarn with modern science and technology enables consumers to feel the charm of Xiangyun yarn more closely	Difference	You can add some VR to the Xiangyun yarn store to show the process of making the silk yarn to consumers
Combine the consumption concept and habits of modern consumers to build the Xiangyun yarn brand into a modern fashion brand	Good	More and more fashion designers apply the silk fabric to their designs
Young consumers as the main force of brand promotion	Difference	Due to problems such as price and fabric, the main consumers are middle-aged.
The inheritors actively retained the traditional handicrafts of Xiangyun and actively promoted them	General	Some of the inheritors are insisting on inheriting this skill

Through the above table comparison, author can find two problems that need to be solved in the development of Xiangyun yarn.

- Problem 1: Xiangyun yarn products are less integrated with modern advanced technology in the process of promotion
- Problem 2: Xiangyun yarn products ignore the main force of young consumer groups in the process of promotion

III. SUGGESTIONS FOR THE INNOVATIVE PROMOTION OF INTANGIBLE CULTURAL HERITAGE XIANGYUN YARN

A. "Non-legacy" Xiangyun Yarn Personalized Customization Service

1) Personalized customization has become the mainstream trend of people's consumption: In today's society, people's consumption is not only satisfied with the basic material needs, more and more consumers in the process of consumption pay more attention to personality, self, seeking differences and other psychological demands. The fashion trend of the apparel industry is changing rapidly,

and mass-scale production can no longer meet the needs of consumers, and it also has great limitations on the development of enterprises. Therefore, many clothing companies at home and abroad have not catered to the tastes of modern consumers and the needs of market development have been working hard on personalized customization. The rapid development of the Internet today also provides technical support for personalization. Whether it is from the perspective of consumers, market or technology, it is promoting the development of personalized customization services for the apparel industry and promoting the garment industry to enter a new stage of development.

2) *The personalized path of the "non-legacy" Xiangyun yarn brand:* As a high-grade handmade fabric, Xiangyun yarn is suitable for large-scale mass production because of its cumbersome and complicated production steps and expensive fabrics. The main consumer group of Xiangyun yarn is middle-aged consumers. Their consumption behavior is relatively conservative. In the process of consumption, the quality and comfort of clothing are more valued. Personalized customization services are provided for such consumers to maximize their Participate in the production and design of the product, increase the consumer's awareness and goodwill to the product brand, thereby increasing the user's stickiness. Another type of consumer group is a young consumer. This type of consumer is not only the largest potential consumer of the Xiangyun brand, but also a passionate enthusiast for personalized service. Many brands now offer tailor-made services for young consumers, such as Nike's personalized sneakers. Consumers can DIY their own ideas and ideas on the embryos of the shoes ("Fig. 1"). In this customized process, consumers enjoy the exclusive experience, while at the same time reducing the manpower and material resources in the shoe production process to a certain extent. The consumption behavior of young consumers is more daring, more individualized, and aesthetic concepts change with the trend of style. Large-scale production and processing can no longer meet the needs of clothing, which will be a difficult problem for enterprises. Therefore, providing personalized customization services for young consumers not only satisfies the aesthetic needs of consumers, but also solves the sales problems of enterprises to a certain extent, so as to achieve a win-win situation between consumers and enterprises.



Fig. 1. NIKE custom sneakers.

3) *Building a one-stop APP platform to develop personalized customization on Xiangyun yarn*

a) *Shopping APP platform based on user experience:* Personalized customization is a user-driven production and sales model where all products are designed and produced around the needs of consumers. Clothing products are themselves a type of product with a higher level of user experience than other products. The traditional mass production mode is that companies and factories unilaterally sell products to consumers. In this case, information unequal between consumers and enterprises will occur. The APP platform is a two-way communication model between consumers and enterprises. This model can greatly improve the user experience of consumers. A good user experience can deepen the consumer's goodwill to the product, thus prompting consumers to complete consumption behavior.

b) *Xiangyun yarn APP design:* It is suggested to optimize the consumer experience. When users use the app for the first time, they hope to know the main functions and overall architecture of this app as quickly as possible. The Xiangyun Yarn APP is mainly aimed at the product of the clothing brand of Xiangyun Yarn, which can be relatively simple in the APP interface, so that the user can know the product information at a glance. The use of online APP may be mostly for young consumers. For this type of consumer, their consumption habits and consumer psychology were analyzed. Through the icon and navigation bar, banner and the whole process of use, the precise positioning makes consumers deeply impressed the APP.

c) *Xiangyun yarn APP interface style design:* The biggest problem facing the current APP products in terms of style is homogenization, and most products have no difference. The differences in the products themselves must be tapped in the deep meaning of the brand. In the design of the style, as much as possible to maintain the tone of the yarn itself, so that when users first use the APP, they will form an overall style impression on the silk yarn products. In the detail design, the pattern, color and texture of the silk yarn are used to highlight the characteristics of the Xiangyun yarn brand and reduce the homogenization with other similar products.

d) *Xiangyun yarn APP function design:* In addition to the product display, the function of the Xiangyun Yarn APP is an online personalized service. For this function, the module of the virtual fitting room can be added to the platform. There are many different options according to different body and height, so that consumers can quickly understand the effect of wearing this dress. In addition, the platform can also provide consumers with matching suggestions and matching tips to help consumers choose the right clothing products.

4) *Xiangyun yarn shopping platform based on AR/VR technology:* It is suggested to use AR technology to make the ancient dyeing and finishing process of "non-legacy" Xiangyun yarn move. Reality enhancement technology links the real world and the virtual world together and effectively

integrates the real scene and the virtual scene by computer technology, so that the user gets a brand new sensory experience. More and more products are now using AR technology. In 2016, Cuiyuan magazine embedded AR technology into the publication. The reader scanned some images in the magazine with the client, and the pattern will show a three-dimensional effect, which is vividly displayed in front of the reader ("Fig. 2"). Xiangyun Yarn APP can also present the process of making the silk yarn in front of the consumer with the three-dimensional effect through AR technology.



Fig. 2. "Cui Yuan" magazine uses AR technology.

IV. CONCLUSION

Here, the Chess soft system methodology is mainly used to put forward some suggestions for the innovation and development of the intangible cultural heritage. By establishing a conceptual model and comparing the conceptual model with its development status, this paper identifies some problems in its development and proposes some reference suggestions for these existing problems.

As a traditional ancient intangible cultural heritage, Xiangyun yarn has great cultural and artistic value. Protect and pass on the "non-legacy" Xiangyun yarn, and explore its deep cultural connotation and value to complete its transformation in the modern market. Starting from the consumption habits and consumption patterns of modern consumers, using modern commercial marketing methods, combined with advanced science and technology, to improve the visibility of Xiangyun yarn products, optimize the structure of Xiangyun yarn products, and make Xiangyun yarn products distinctive. Different from other products, more and more consumers know and accept the Xiangyun yarn products, so that the yarn will re-energize in the modern society.

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