



Research on the Digital Inheritance Mechanism of Shanxi Wedding Customs Based on Reception Aesthetics

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Abstract. As a typical representation of Han dynasty marriage customs, Shanxi wedding traditions carry profound historical value and cultural connotations. In the context of the digital era, studying the digital development needs of Shanxi wedding customs from the audience's perspective is of great significance for the modernization of traditional folk practices. Based on the theory of audience reception aesthetics, this paper employs questionnaire analysis and grounded theory methods to systematically collect data on audience acceptance and dissemination mechanisms of the digital inheritance of Shanxi wedding customs. The study finds that audience acceptance is closely related to their level of understanding. Based on audience needs, this paper summarizes four major dissemination mechanisms, providing theoretical support for the digital transformation of cultural heritage in modern society.

Keywords: Reception Aesthetics, Shanxi wedding customs, Inheritance mechanism.

1 Introduction

Wedding customs have always held an important place in the development of human society. They not only reflect the marriage systems and ethical norms of different periods but also carry people's aspirations for a better life. Shanxi marriage customs contain profound cultural value and spiritual connotations and are an important resource for enhancing national cultural identity. With social progress, digital technology has opened up new opportunities for the dissemination of traditional marriage customs, greatly expanding their channels of communication. This technological breakthrough, which overcomes geographical limitations and reaches a wider audience, provides more possibilities for the preservation and inheritance of wedding customs.

At present, there is a large body of research literature on the innovation of wedding customs and culture, but few scholars study it from the perspective of the audience. This article, based on the theory of reception aesthetics, explores the digital inheritance mechanisms of wedding customs in Shanxi, providing new ideas and methods for their modernization^[1].

2 Review of Related Research

At present, the research on digitalization mainly focuses on the fields of cultural heritage protection, education, digital industry, manufacturing industry and so on, which can be seen that digitalization has become a key driving force for the inheritance and development of traditional folk customs, and provides new possibilities for the inheritance of wedding customs in Shanxi.

Current research literature on wedding customs and digitization is still in its early stages. This paper conducts a fuzzy search on China National Knowledge Infrastructure (CNKI) using “wedding customs” and “digitization” as keywords, summarizing recent related research cases. In 2024, Zang Xingqiang^[2] studied traditional wedding furniture in Shandong, analyzing its research status and audience preference differences, thereby proposing the optimal strategy for digital preservation. In 2023, Du Zhiyi^[3] combined traditional culture with digital technology, collected relevant data on Zhuang wedding culture, and proposed design principles and ideas for digital picture books.

In summary, research on the digitization of wedding customs is closely related to communication studies, folklore, and other fields, showing an interdisciplinary trend. However, there is relatively little literature on the wedding customs of Shanxi, which gives rise to the research question of this study:

MRQ: What is the mechanism of digitized transmission of Shanxi wedding customs?

SRQ1: What is the audience acceptance of digitized inheritance of Shanxi wedding customs?

SRQ2: How to analyze the inheritance mechanism of Shanxi wedding customs in combination with audience acceptance?

3 Research Methods

3.1 Analysis of Audience Reception within the Horizon of Expectations

1. Data Collection

This paper provides a descriptive analysis of the overall sample based on respondents' age, education level, and their recognition of the digital dissemination of Shanxi wedding customs (Table 1). In this study, a total of 185 questionnaires were collected, and after excluding 16 invalid ones, 169 valid questionnaires remained, resulting in an effective rate of 91.3%. Among the respondents, the majority (79.2%) were aged 18-34; 72.2% had a certain understanding of Shanxi wedding customs; and in the survey on recognition of the digital dissemination of Shanxi wedding customs, only 8.4% of respondents considered it unimportant or very unimportant, indicating that younger groups are more receptive to the digital development of Shanxi wedding customs.

Table 1. Descriptive Statistical Analysis

Category		Frequency	Percentage (%)
Age	Below 18 years	3	1.8
	18–24 years	55	32.5
	25–34 years	79	46.7
	35–44 years	21	12.4
	45 years and above	11	6.5
Understanding of Shanxi Wedding Customs	Completely Unfamiliar	23	13.6
	Slightly Familiar	24	14.2
	Moderately Familiar	48	28.4
	Quite Familiar	50	29.6
	Very Familiar	24	14.2

2. Data Analysis

• Reliability and Validity Analysis

There is a significant correlation between the different levels of understanding and the awareness, participation, and acceptance of the digital inheritance of Shanxi wedding customs (Table 2). The increase in the degree of understanding is accompanied by an increase in the average score, which indicates that the very knowledgeable people have a higher degree of participation and acceptance of digital inheritance and are more aware of the importance of the current digital inheritance^[4].

Table 2. Mean scores of different levels of understanding, awareness, participation, and acceptance

Understanding Level	Awareness	Participation	Acceptance
Completely Unfamiliar	3.217	3.478	3.870
Slightly Familiar	3.292	3.667	3.708
Moderately Familiar	3.708	4.000	4.021
Very Familiar	3.820	4.000	4.000
Extremely Familiar	4.292	4.542	4.542

The reliability analysis of the 11 items in the questionnaire showed that the Klonbach Alpha coefficient was 0.818, which is higher than 0.7, and it can indicate that the data reliability of this scale is of high quality and true and reliable, which can be used for further analysis.

Validity analysis of the questionnaire data shows that the KMO value of the scale is 0.834, greater than 0.8, indicating that the data has very good validity (Table 3). Bartlett's test of sphericity is less than 0.05, indicating that the scale is suitable for factor analysis. Three factors were extracted, with variance explained values of 29.252%, 20.062%, and 16.525%, respectively. The cumulative variance explained after rotation

is 65.840% > 50% , indicating that the information of the research items can be effectively extracted.

Table 3. Validity analysis

Name	Factor 1	Factor 2	Factor 3
Variance Explained (%) (Before Rotation)	39.624%	16.146%	10.070%
Cumulative Variance Explained (%) (Before Rotation)	39.624%	55.770%	65.840%
Variance Explained (%) (After Rotation)	29.252%	20.062%	16.525%
Cumulative Variance Explained (%) (After Rotation)	29.252%	49.315%	65.840%
KMO Value		0.834	
Bartlett’s Test of Sphericity Chi-Square Value		705.045	
df		55	
p-value		0.000	

• Correlation Analysis

This study uses SPSS 30.0 software to perform correlation analysis on the data and uses the Pearson coefficient to indicate the strength of the correlation (Table 4), resulting in a correlation coefficient of 0.320 for awareness and participation, and 0.203 for acceptance. All three values are greater than 0, indicating a positive correlation between respondents' level of understanding and their awareness, participation, and acceptance.

Table 4. Correlation Analysis

	Mean	SD	Understanding	Cognitive	Participation	Acceptance
Understanding	3.17	1.238	--			
Cognitive	3.70	.999	.320**	--		
Participation	3.96	.889	.320**	.469**	--	
Acceptance	4.02	.906	.203**	.337**	.430**	--

• Regression Analysis

A linear regression analysis was conducted with respondents' cognition, participation, and acceptance as independent variables and level of understanding as the dependent variable (Table 5). The R-squared value of the model is 0.141, indicating that cognition, participation, and acceptance explain 14.1% of the variance in the level of understanding. In addition, all VIF values in the model are less than 5, and all tolerance values are greater than 0.2, suggesting no multicollinearity issues. The D-W value is approximately 2, indicating that the model has no autocorrelation and the sample data are uncorrelated, which suggests a good model fit^[5]. The regression coefficients for

cognition, participation, and acceptance are 0.260, 0.281, and 0.063, respectively. Only the significance values for cognition and participation are less than 0.05, indicating that cognition and participation have a significant positive effect on the level of understanding.

Table 5. Regression Analysis

Model	B	Standard Error	Beta	t	P	Tolerance	VIF
(Constant)	.838	.494		1.698	.091		
Cognitive Awareness	.260	.103	.210	2.531	.012	.758	1.319
Participation Level	.281	.120	.202	2.338	.021	.697	1.435
Acceptance Level	.063	.111	.046	.567	.572	.792	1.263
R 2					0.141		
Adjusted R 2					0.126		
F					F (3,165)=9.039,p=0.000		
D-W value					1.758		

3.2 Analysis of Digital Heritage Mechanisms under the Invocational Structure

1. Data Collection

This study adopts grounded theory as the research method, selecting 40 respondents who have a certain understanding of wedding customs in Shanxi, and conducts interviews using a standardized questionnaire. The age distribution of the respondents is: 20 aged 18-24, 15 aged 25-34, and 5 aged 45 and above. NVIVO software was used to code and analyze the digital suggestions provided by the respondents and build the theory, while retaining data from five interviews to test the theoretical saturation. Ultimately, a mechanism for the digital inheritance of Shanxi wedding customs is proposed.

2. Data Analysis

- Open Coding

At the stage of analyzing the acquired interview texts, the raw data of the interviewees were firstly organized verbatim, and the manuscripts were analyzed using NVIVO 15 software, which gave initial concepts to the raw data after analyzing them sentence by sentence, and finally these concepts were organized and summarized to obtain 14 initial concepts and 7 categories (Table 6).

Table 6. Open Coding

Source material (partial)	Initial Concepts	Category
aa31 can use AI to restore related old photos and video materials	a1 AI technology repair and generation	AA1 Digital Technology Development
aa4 Experience the traditional wedding ceremony through VR	a2 VR, AR technology	AA2 Social Media and Platform Operation
aa20 Fun public or video for placement on various platforms	a3 Short video platform	
aa27 Increase publicity efforts and use various methods to attract traffic	a4 Social network interaction	
aa2 Development-related digital tourism souvenirs	a5 Digital souvenirs	
aa7 Combine tourism and culture and organize wedding custom tourism experience projects	a6 Specialized tourism projects	AA3 Cultural-Tourism Promotion
aa25 Collaborate with local universities and research institutions to precisely plan digital content	a7 Cross-disciplinary cooperation	
aa22 Design an app that includes features such as customs explanation, virtual experiences	a8 Interactive APP and virtual experience	AA4 Interactive Feature Optimization
aa28 adds experience location settings to the interactive experience	a9 Combination of online and offline	
aa29 Strengthening cooperation with schools and communities, promoting cross-regional cultural exchanges and cooperation	a10 Government-University-Industry Collaboration	AA5 Policy Support and Collaborative Mechanisms
aa35 aa35 hopes to be suitable for more people	a11 Public Demand Oriented	
aa25 actively buttresses overseas cultural exchange platforms and promotes through multilingual digital content	a12 Overseas Cultural Exchange	AA6 Global Communication Strategies
aa23 I think we shouldn't lose the original form while developing digitally	a13 Balance between traditional and innovation	AA7 Cultural Core Preservation
aa30In terms of content presentation, it should be simplified and not be too complicated.	a14 Simplified content presentation	

• Axial Coding

In the main axis coding stage, the seven initial categories extracted from the open coding were further analyzed and generalized to obtain four main categories (Table 7).

Table 7. Axial Coding

Category	Main Category
AA1 Digital Technology Development AA4 Interactive Feature Optimization	A1 Technology Empowerment
AA2 Social Media and Platform Operation AA6 Global Communication Strategies	A2 Omni-channel Dissemination
AA3 Cultural-Tourism Promotion	A3 Cultural-Tourism Integration
AA5 Policy Support and Collaborative Mechanisms AA7 Cultural Core Preservation	A4 Ecosystem Co-construction

• Theoretical Saturation Validation

To verify the theoretical saturation of the data, the interview materials of the five respondents previously reserved were analyzed again. The results showed that no

categories or relational structures outside the four main categories appeared, so it can be considered that the theoretical model in this paper has reached a state of saturation.

4 Results and Discussion

4.1 Research Findings

This article systematically reviews the four core mechanisms for the digital inheritance of wedding customs in Shanxi, which together form seven major development strategies. Among them, 'technology empowerment' enhances the interactive experience between cultural promoters and audiences by developing digital technologies and optimizing interactive functions. 'Omni-channel dissemination' primarily strengthens cultural promotion through diversified channels such as social media to achieve global reach. 'Cultural and tourism integration' explores local cultural characteristics by combining cultural and tourism elements, promoting cross-sector collaboration. 'Ecosystem construction' includes policy support and collaborative mechanisms, as well as the protection of core cultural elements, aiming to involve more people in digital preservation and safeguard cultural authenticity.

4.2 Discussion

Compared with previous scholars' research, the sample size of this study is relatively small and does not match the scale of research by scholars such as Du Zhiyi. However, their research mainly used quantitative methods, while this study combines qualitative research methods on that basis, making the results more precise and reliable. In the future, the sample size will be expanded to further explore the role of digital technology in the innovative development of wedding customs in different regions.

5 Conclusion

Digitalization holds special significance in the development of wedding customs in Shanxi, and how to effectively use digital means to inherit cultural heritage has become a current research focus. Regarding research question SRQ1, the study found that the audience's acceptance of the digitalization of Shanxi wedding customs is significantly correlated with their level of understanding. Analysis of questionnaire data showed that cognition, participation, and acceptance can explain 14.1% of the variation in understanding. For SRQ2, this study used grounded theory to organize and refine interview data and proposed four major inheritance mechanisms: technological empowerment, omnichannel communication, cultural-tourism integration, and ecological construction. It is hoped that these theoretical frameworks can provide guidance for the digital development of Shanxi wedding customs and promote the preservation and inheritance of traditional culture.

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