



Influencing Factors and Optimization Paths for the Communication of Guanyin Cake

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Abstract. Guanyin Cake is a traditional specialty food deeply rooted in Zhoushan, integrating local marine culture, Buddhist culture and folk culture. It carries the living inheritance value of intangible cultural heritage and is an important part of the local cultural tourism consumption system. However, the overall environment of in-depth integration of culture and tourism and digital communication have not freed Guanyin Cake from many practical constraints in its communication. Firstly, the excavation of its cultural connotation remains superficial, making it difficult to fully present its unique cultural value. Secondly, the communication mode is still traditional, lacking innovative ideas adapted to the new era communication environment, resulting in long-term regional limitation of brand influence and failure to gain wider popularity. Meanwhile, the supporting guarantee mechanism is not systematic, affecting the overall communication effect and the expansion of industrial development space. From the perspective of intangible cultural heritage communication, this paper systematically combs the cultural connotation and communication development history of Guanyin Cake, analyzes the key factors affecting communication effect from the two dimensions of internal cultural motivation and external environmental support, and puts forward feasible optimization strategies from the aspects of cultural connotation excavation, communication mode innovation, brand IP building and guarantee system improvement, so as to provide corresponding theoretical support and practical direction for the living inheritance and market promotion of Zhoushan's intangible cultural heritage food.

Keywords: Buddhist culture; intangible cultural heritage; cultural connotation; cultural communication

1 Introduction

As the core communication area of Chinese Guanyin culture and an important carrier of marine culture, Zhoushan has created a traditional food with both religious implication and folk characteristics through long-term historical accumulation: Guanyin Cake. It has gradually become a landmark intangible cultural heritage food of Zhoushan in the process of folk inheritance and technological improvement. The communication

and development of Guanyin Cake can be roughly divided into three stages. In ancient times, communication was mainly spontaneous among the people, and mainly spread in a small range relying on Putuo Mountain religious sacrificial activities and local folk festivals. In modern times, with the gradual rise of Putuo Mountain tourism industry, the social function of Guanyin Cake has undergone a significant transformation. The communication form is still mainly offline store sales and interpersonal word-of-mouth transmission, failing to form a wider social communication effect. Driven by the overall trend of in-depth integration of culture and tourism and digital communication in contemporary times, Guanyin Cake has been included in the list of intangible cultural heritage protection, and its communication subjects and channels have shown a trend of diversification and digitalization. However, the overall communication pattern has not broken through the limitation of regional boundaries, and its cultural and market values are still insufficient. In light of it, this paper discusses the internal connection of Putuo Guanyin cake and intangible culture, so as to further improve the theoretical research on the communication of intangible cultural heritage and the industrialization of traditional food.

2 Cultural Connotation of Guanyin Cake Communication

The core cultural connotation of Guanyin Cake lies in the deep integration of marine culture and Buddhist culture. In terms of Buddhist culture, it takes the Guanyin belief in Putuo Mountain as its spiritual core, deeply conforming to the Buddhist core concepts of "compassion, purity and goodness". In terms of marine culture, relying on Zhoushan's island geographical environment and dietary tradition, it adopts local characteristic ingredients and inherits the production techniques of island folk pastries, making the overall product present the unique simple temperament and distinct regional characteristics of marine dietary culture. Guanyin Cake has strong characteristics of the Buddhist kingdom on the sea and sky of Putuo Mountain^[1]. The mutual penetration and integration of the two cultures constitute the unique cultural identification of Guanyin Cake.

Guanyin Cake has a profound growth foundation in Zhoushan's folk custom system and has become a key cultural symbol carrying local people's emotions and condensing regional cultural identity. Long-term intergenerational inheritance has made this food transcend the basic attribute of a simple food, fully integrating into social life scenarios such as festival rituals, sacrificial ceremonies, daily diet and exchanges between relatives and friends of Zhoushan people. It has become an exclusive taste in the hearts of local groups carrying hometown memories and irreplaceable. Foreign tourists can form an overall impression of Zhoushan's cultural tourism scene. This process enables regional folk emotions to become an important link for the external communication of Zhoushan culture.

As a representative project of Zhoushan's intangible cultural heritage, the making technique of Guanyin Cake embodies the wisdom and practical experience of folk craftsmen of all ages. Its communication process is not limited to the basic logic of commodity circulation, but also carries the functions of living display of intangible

cultural heritage techniques and dynamic continuation of cultural connotation. Market-oriented promotion and life-oriented application have freed Guanyin Cake from the inherent mode of static protection in museums, realizing the dual goals of technique inheritance and industrial development in actual use and continuous communication. This development path fully reflects the core connotation of the living inheritance of intangible cultural heritage.

3 Influencing Factors of Guanyin Cake Communication

3.1 Internal Factors: Driven by Cultural Core and Product Itself

Cultural connotation is the core competitiveness of Guanyin Cake for effective communication. It integrates Buddhist culture, marine culture and folk culture to form a unique cultural logo, which is also an important basis for attracting consumers. The deeper the excavation of cultural connotation, the higher the communication identification of Guanyin Cake, and the easier it is to stand out among similar specialty foods. On the contrary, if the cultural connotation is vaguely refined, it is easy to fall into homogeneous competition and fail to form its own advantages. As a specialty food carrying regional culture and intangible cultural heritage value, the characteristics of Guanyin Cake are directly related to consumers' eating experience and willingness to take the initiative to spread. Maintaining stable and reliable product quality, creating packaging design fitting Zhoushan's island characteristics and Buddhist culture, and meeting different consumption needs can enable consumers to more intuitively perceive the cultural heritage behind it during eating, and then take the initiative to recognize and spread it. On the contrary, poor product quality, lack of distinctive packaging design and failure to reflect its uniqueness will not only affect consumers' experience, but also directly restrict the effect of cultural communication.

3.2 External Factors: Role of Media Environment and Social Context

The continuous renewal of communication technology has changed the overall communication mode and pattern of intangible cultural heritage food. Traditional forms such as on-site promotion in offline stores and interpersonal word-of-mouth communication have inherent limitations such as limited coverage and low information transmission efficiency. Using digital carriers such as short videos, live streaming, social media and e-commerce platforms to collect, sort, analyze and spread cultural resources^[2] can break regional restrictions and realize visual, situational and interactive communication. Technology empowerment has become the key to improving communication efficiency. Policy support provides basic institutional guarantee for the communication and industrial development of Guanyin Cake culture. The market trend of in-depth integration of culture and tourism and the increasing attention of consumers to intangible cultural heritage products and national trend products jointly create a good market atmosphere and consumption environment for the communication and promotion of Guanyin Cake. The change of consumer demand directly guides the communication direction. Failure to meet the expectations of specific consumer groups in any

link of the consumption process will affect the overall consumption experience, and seriously affect their repurchase intention and impression of the product.^[3] The improvement of consumers' awareness of intangible cultural heritage and healthy food provides an audience base for Guanyin Cake communication.

4 Current Situation Analysis of Guanyin Cake Communication

4.1 Cultural Connotation and Communication Mode

Islands are the front line for human contact with the ocean and the carrier for the breeding of marine culture.^[4] Zhoushan is dotted with islands, and marine culture is a unique cultural business card of Zhoushan. At present, the core communication dilemma faced by Putuo Guanyin Cake lies in its failure to effectively highlight the highlight of the marine culture business card, only staying at the superficial label of "Guanyin vegetarian food, Putuo specialty", and failing to deeply integrate with Zhoushan's characteristic marine intangible cultural heritage to create a marine characteristic brand culture unique to Zhoushan. There are many similar products on the current market, such as Nanputuo Vegetarian Cake in Xiamen, Fujian. Most products, like Putuo Guanyin Cake, only focus on emphasizing product characteristics, failing to form differentiated cultural narratives and leaving a deep cultural memory for consumers. At present, the communication of Guanyin Cake is still dominated by traditional modes. The application of digital communication means remains superficial, failing to give full play to its advantage of expanding the communication scope. Digital content creation is mostly concentrated on the simple display of product appearance and taste; the use of short video live streaming and other channels is more inclined to product sales conversion, ignoring the systematic transmission of cultural connotation. Social media operation is insufficient and interactive, which continuously restricts its development process of breaking through regional boundaries.

4.2 Brand Building and Guarantee Mechanism

The brand awareness of Guanyin Cake presents obvious regional limitations, with the audience mainly concentrated on local residents of Zhoushan and tourists to Putuo Mountain, and its national brand awareness and market penetration are at a low level. Guanyin Cake lacks the guidance of a unified regional and public brand, and various manufacturers are developing in a scattered state. The brand logo, cultural narrative, product production standards and other contents have not formed a unified specification. The lack of a large-scale and national brand communication system makes it difficult to form core brand competitiveness, seriously restricting its development pace of breaking through regional restrictions and enhancing national influence. The policies for the protection of intangible cultural heritage and industrial communication of Guanyin Cake are scattered, lacking systematic and special support measures, and there is no unified guidance in production standards, communication norms, brand

management and other aspects. The communication subject is mainly production enterprises, and social forces have low participation. A diversified and collaborative communication alliance has not been formed, with scattered communication resources and insufficient joint force, making it difficult to form a long-term communication guarantee system and provide solid support for the cultural communication and industrial development of Guanyin Cake.

5 Optimization Paths for Guanyin Cake Communication

5.1 Deepen Cultural Connotation: Create Differentiated Regional Communication Content

The survival of intangible cultural heritage projects is a co-production based on geographical environment and cultural communication, and integrated into the local historical and cultural blood. ^[5]This also shows that the inheritance of Guanyin Cake, an intangible cultural heritage, must be deeply integrated with Zhoushan's characteristic marine culture to maintain vitality and avoid homogenization. Therefore, four core cultural symbols of purity, vegetarian food, island and intangible cultural heritage can be extracted, a complete and distinctive cultural narrative system can be built around the symbols, exclusive publicity slogans such as "Putuo Zen Cake, Zhoushan Marine Flavor" can be refined, and a highly identifiable brand logo can be created. At the same time, the stories related to Guanyin Cake and Zhoushan island folk customs and fishermen's production and life can be fully integrated into the whole process of product research and development, packaging design and publicity copy, so that consumers can perceive the deep cultural value behind it when contacting and eating Guanyin Cake. Launch differentiated products for different consumption scenarios, such as cultural tourism commemorative version, folk festival version, etc., design exclusive packaging combining Zhoushan marine elements and intangible cultural heritage elements, highlight regional uniqueness, get rid of homogeneous competition through differentiated expression of cultural connotation, and form an irreplicable communication advantage.

5.2 Innovate Communication Mode: Promote the Deep Integration of Tradition and Modernity

Anthony Giddens uses the concept of "disembedding" to describe the basic characteristics of modernity, referring to the "detachment" of social relations from the regional connection of mutual interaction and immediate presence. ^[6]This means that against the background of multi-polarization and fragmentation caused by modernity, close geographical relations are broken, weakening the sense of identity of the original society. With the accelerating process of globalization, the primary task for traditional Guanyin Cake to expand communication is to realize cross-regional cultural communication and emotional exchange with the help of various online social platforms. "The communication form of 'short video + intangible cultural heritage' breaks the regionality of intangible cultural heritage communication and inheritance, and expands the audience and user groups of intangible cultural heritage communication. Short video platforms

can completely record, display and spread the specific content of intangible cultural heritage."^[7] If Guanyin Cake wants to enter the public vision, it can settle in various mainstream online platforms, create short video content such as cultural popularization, skill display and creative plots; carry out live streaming by intangible cultural heritage inheritors and cultural tourism anchors, integrate cultural communication with product sales, and enhance audience participation through social topics and cultural and creative collections.

5.3 Strengthen Brand Building: Enhance the Market Competitiveness of Intangible Cultural Heritage IP

Cultural and creative brand culture should not only reflect the traditional cultural value contained in the product itself, but also realize the creative transformation of cultural resources, stimulate the public's consumption impulse, trigger shopping behavior, obtain psychological satisfaction and form brand preference.^[8] To build a regional public brand of Zhoushan Guanyin Cake, the government should take the lead in overall planning and enterprises should participate deeply, unify brand LOGO, visual image, cultural narrative and production standards, fundamentally solve the problems of scattered development of various manufacturers and chaotic brand logos, and comprehensively improve brand standardization and identification. On this basis, strengthen the core brand positioning of "intangible cultural heritage food + Zhoushan specialty", deeply integrate Putuo Zen culture and Zhoushan island culture, shape a cultural, high-quality and warm brand image, create a differentiated IP different from similar products such as Xiamen Nanputuo Vegetarian Cake and Shaolin Temple Vegetarian Cake, and clarify Guanyin Cake's unique track in the national vegetarian cake market. At the same time, fully settle in mainstream e-commerce platforms and realize full regional coverage of products with the help of e-commerce traffic and national logistics systems; make full use of intangible cultural heritage special zones and so on, participate in national intangible cultural heritage promotion and cultural IP competitions, open up online and offline communication links, and continuously enhance the brand's national influence.

5.4 Improve the Guarantee Mechanism: Build a Policy and Social Collaboration System

As Wang Kun said, "As the trustee of people's power, the government undertakes corresponding responsibilities."^[9] Promoting the Zhoushan government to introduce special policies for the protection and industrial development of Guanyin Cake's intangible cultural heritage, and setting up special support funds to clarify and unify the making technique standards, product quality requirements and publicity content norms can provide systematic institutional support for cultural communication and industrial development. The government should earnestly perform its supervision responsibilities, strengthen the rectification of market order, protect the brand image and intangible cultural heritage value of Guanyin Cake, and create a healthy and orderly market environment for its cultural communication and industrial upgrading. Pierre Bourdieu once

said, "A field can be defined as a network or configuration of objective relations between various positions. It is in the existence of these positions and the decisive factors imposed on the actors or institutions occupying specific positions that these positions are objectively defined."^[10] In the connection and interaction of these positions, it is necessary to build a diversified and collaborative communication alliance of government, enterprises, universities, media, cultural tourism institutions and intangible cultural heritage inheritors, clarify the responsibilities of all parties, integrate superior resources, form an up-down linkage and multi-participation communication joint force, and promote the sustainable communication of Guanyin Cake culture.

6 Conclusion

Guanyin Cake is a typical carrier of the deep integration of Zhoushan's Buddhist culture, marine culture and intangible cultural heritage techniques. Its communication faces multiple practical dilemmas such as insufficient excavation of cultural connotation, inadequate application of digital communication, regional limitation of brand influence, scattered support policies and imperfect guarantee mechanism. These problems are intertwined, restricting the release of market value and the effective inheritance of intangible cultural heritage, and hindering its process from a local specialty to a nationally renowned intangible cultural heritage IP. The communication and promotion of Guanyin Cake is a combination of the dual goals of market-oriented operation of traditional food and living inheritance of intangible cultural heritage. Problems such as insufficient excavation of cultural connotation and so on jointly restrict the further release of its cultural and market values. In the future, it is necessary to promote the longer-term communication and more sustainable development of this intangible cultural heritage food through multiple paths such as deepening cultural connotation, innovating communication modes, building brand IP and improving the guarantee system.

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