

The Impact of Commercialization on Traditional Culture in China: A Quantitative Analysis

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Abstract

This quantitative study examines how commercialization influences traditional culture in China by evaluating public attitudes toward integrating heritage into modern business practices. Survey data from 326 respondents across diverse regions were analyzed using an ordinal logistic regression model to assess how demographic factors, geographic location, and cultural attributes shape these perceptions. Nearly 96% of participants reported moderate to high familiarity with traditional culture, and a strong majority supported initiatives that blend traditional values with contemporary market strategies, despite concerns over potential erosion of cultural authenticity. Key predictors of positive attitudes include a firm belief in the benefits of embedding traditional culture within business practices, robust support for market integration, and a high intrinsic valuation of heritage. Notably, a composite cluster of cultural attributes-encompassing handicrafts, traditional music/dance, festivals, cuisine, and architecture-proved a significant predictor, suggesting these elements carry strong symbolic resonance. Overall, the study offers valuable insights for policymakers and practitioners by highlighting that strategic commercialization can stimulate economic growth while safeguarding cultural heritage and fostering sustainable development that honors traditional values.

Keywords

Traditional Culture; Commercialization; Cultural Preservation.

1. Introduction

The rapid pace of economic development in China over recent decades has led to significant transformations in how traditional culture is perceived and managed. The tension between economic modernization and cultural preservation has become a critical issue, as increasing commercialization in tourism and business practices poses both opportunities and challenges. On the one hand, integrating traditional cultural elements into the modern marketplace can generate economic benefits and promote cultural sustainability. On the other hand, it raises concerns about the potential loss of cultural authenticity and the oversimplification of heritage practices.

The core problem addressed in this study is how commercialization affects traditional cultural expressions in China and whether it can be managed to preserve cultural authenticity while promoting economic growth. As globalization intensifies, local cultures face the risk of being commodified in ways that reduce their intrinsic value. Previous research has explored these tensions, yet few studies have quantitatively assessed how demographic factors such as age, occupation, and geographic location shape public attitudes toward cultural commercialization. Moreover, understanding which cultural elements most strongly influence these attitudes can provide critical insights into how commercialization initiatives might be tailored to preserve heritage effectively.

The objectives of this research are threefold: First, to examine the role of key demographic characteristics in forming opinions about the commercialization of traditional culture. Second, to evaluate the extent to which respondents believe that commercialization can support cultural preservation without compromising authenticity. Lastly, to identify which cultural elements and market integration strategies are viewed as most critical for a successful balance between economic development and cultural integrity.

This paper adopts a quantitative approach by deploying a structured survey among a diverse sample of respondents. An ordinal logistic regression model is employed to assess the predictive power of various factors on respondents' positive attitudes toward commercialization. By addressing these research questions, this study aims to provide a systematic understanding of the underlying dynamics that inform public perceptions. The insights gained can inform both policy development and business strategies that are sensitive to cultural heritage, ensuring that modernization does not come at the expense of cultural authenticity.

2. Theoretical Background

The swift economic advancement in China has posed major challenges in the sustenance of traditional culture, specifically rural aspects of heritage that are becoming threatened by commercialization. Iossifova acknowledges that due to the speed of the economic landscape, heritage sites are often viewed as "barriers to modernization," thus creating a gap between development and preservation of cultural forms [1]. Zhou, Sun, and Huang also stress that the pressure of development has a supplanting effect on the conservation of intangible cultural heritage, while introducing new digital technology might alleviate these issues [2]. However, Mu and Aimar identify a method of dynamic preservation that juxtaposes technological development with traditional forms of practice, suggesting that eying each other up often expresses a compromise of cultural integrity alongside commercial advancement [3].

Digital technologies, including virtual media and augmented reality, have become valuable tools for the conservation of heritage, according to Kolay and Deretić and Kukolj [4,5]. The technologies facilitate the documentation and interpretation of cultural heritage while enhancing accessibility and public engagement. Even though these technologies facilitate preservation, they are not a substitute for in-person, hands-on engagement with the cultural practices of communities can provide. Therefore, the balance of technological solutions with traditional methods of engagement remains important in a time of intensified commercialization.

The sustainable commercialization of the traditional culture is seen as a vital means by which to resolve the tension between economic development and the preservation of culture. According to Song, Cheong, Wang and Li, sustainable commercialization represented in culture can diminish conflicts between development and heritage protection, thus supporting economic development while maintaining traditional values [6]. Likewise, McIntosh et al. and Su et al. stressed that creative economy strategies can have cultural preservation and environmental objectives in common, positioning heritage as a potential tool for sustainable development [7,8]. Pessach claimed that creative economy strategies and digital archive strategies can support the preservation of cultural heritage. Pessach also posits that commercialization will be a force for good, but it must be guided by the formalized cultural heritage space [9].

However, there are dangers associated with the commercialization of culture. Pessach warns that unchecked commodification may strip the authenticity of culture, as areas of culture lose their meaning and signification [9]. Zhou et al. share a similar concern, noting that commercialization of culture without good management has the potential for the diminishment

of traditional cultural practices as simple or superficial, thus, devalued. In this regard, there is an argument for good management in the commercializing and ensuring the culture is retained [10].

The importance of community engagement for cultural conservation is crucial. There are growing cases, such as Schriver and Yao and Han, that illustrate that community-based cultural conservation models (e.g., the Shaxi model in China) have begun to show that cultural conservation can be economically conservative within a certain area [11]. These models provide opportunities for locals to be involved in their cultural heritage while ensuring they benefit from commercial opportunities, while being able to engage or conserve their heritage. Ma and Sun further emphasize that community involvement in the conservation process is critical to ensuring heritage practice cultural significance is maintained in the practice [12]. Therefore, community involvement will continue to ensure that commercialization efforts are rooted in local cultural significance, contributing to not only local economic development but also thinking beyond external systems of economy that could diminish or erode that heritage [12].

Public policies heavily influence the effectiveness of commercialization processes. Zhang notes that, in the Chinese context, policies are becoming more supportive of heritage preservation while also developing and demonstrating connections to themes of economic development, and all, with support from the government, are focused specifically on the operationalization of the commercialization of traditional culture [13]. In response, Li et al. note that planning and policies are key elements for improving cultural heritage preservation, as well as areas with complex cultural heritage corridors, such as the Tea-Horse Road. These planning policies provide a framework for commercialization to take place, while attempting to balance both economic and cultural capital [14].

To summarize, the commercialization of traditional culture is both a challenge and an opportunity. It provides not only potential economic benefits but also risks to cultural authenticity if commercialism is not carefully managed. The literature indicates that improved management approaches must achieve a balance between a focus on sustainability, the involvement of community, and responsiveness from key policy actors, thereby combining the best principles of these varying perspectives. An improved management strategy can then help commercialization of culture contribute to economic development while protecting and promoting traditional practices for future generations. Essentially, it represents an approach geographically in regional planning.

Drawing on this rich tradition of scholarship, this study seeks to quantitatively assess public attitudes towards cultural commercialization in three Chinese regions to empirically advance our understanding of barriers associated with attitudes. The current study aims to answer the following research questions: 1) What role do demographic features play in forming opinions toward culture commercialization, specifically regarding traditional cultural elements? 2) To what extent do people believe culture can be commercialized without compromising authenticity? 3) What elements or factors are considered necessary for effective commercialization of cultures within tourism? and 4) Which components of traditional culture face the highest risk of alteration through commercialization processes?

3. Methodology

3.1. Research Design

This study employs a quantitative research design to explore the impact of commercialization on traditional culture in China. A cross-sectional survey was developed to measure public perceptions on the integration of traditional culture into business and market contexts. The quantitative approach was selected for its ability to test hypotheses and identify statistically significant predictors that shape attitudes toward commercialization. By using structured data

collection and advanced statistical methods, the study aims to provide clear, actionable insights into how demographic and cultural factors interplay in this context.

3.2. Survey Instrument and Measures

A structured questionnaire (See Appendix) was developed and administered to respondents. The survey was divided into several sections, as shown in the following diagram:

Table 1. Survey Question Sections

Demographic Information	Items captured age, occupation, geographic location, and other relevant demographic variables.
Perception Measures	Multiple Likert-scale items assessed attitudes toward the integration of traditional culture into business practices, support for modern market inclusion, and the perceived importance of preserving traditional culture.
Cultural Element Identification	Respondents were asked to select key cultural elements that they believe are most significant in the context of commercialization.
Commercialization Impact	Items measured perceptions regarding the potential benefits and risks associated with commercialization, including cultural authenticity and economic growth.

Table 2. Survey Instrument Codes, Corresponding Items, and Statistical Model Roles

Code	Corresponding Survey Item	Model Role
Age	Your Age	Covariates
Occupation	Your Occupation	Factors
Location	Your Geographic Location	Factors
KeyCultureElement	Which of the following do you consider as the most important key element of traditional culture?	Factors
CultureImportance	Please indicate your level of agreement with the statement: "Traditional culture is crucial in modern society.	Covariates
CultureInBusiness	Please indicate your level of agreement with the statement: "Incorporating traditional culture into modern business helps preserve cultural heritage.	Covariates
CommercializationRisk	Please indicate your level of agreement with the statement: "During commercialization, traditional culture may lose its original value and meaning.	Covariates
SupportIntegration	Please indicate your level of agreement with the statement: "I support integrating traditional culture with the modern market while respecting its inherent values.	Covariates
BalanceStrategy	Which strategy do you believe best balances traditional values with market demand in the commercialization process?	Covariates
CommercializationPositiveImpact	Do you believe that commercialization has a positive impact on traditional culture, promoting its inheritance and innovation?	Dependent Variable
ParticipationExperience	Have you ever participated in activities related to the protection or promotion of traditional culture?	Factors
HistoricalAwareness	Are you familiar with the historical background of traditional Chinese culture?	Factors

The survey was pre-tested with a small sample to ensure clarity and reliability. Internal consistency was assessed using Cronbach's alpha, with all key scales achieving acceptable reliability coefficients ($\alpha > 0.70$).

To ensure a systematic and replicable analysis of the survey data, this article developed a coding scheme that assigns unique codes to each survey item, as shown in Table 1. This scheme links each survey question with its corresponding variable and operational definition. The table below details the survey items, their assigned codes, and the associated meanings, providing a clear framework for data interpretation.

3.3. Sampling and Data Collection

A survey was employed to collect data from diverse regions in China. A total of 326 respondents participated in the survey. The sample was designed to capture variability in demographic characteristics and regional differences, ensuring that the findings could be generalized to a broader population. Data collection was conducted online and through face-to-face interactions at some cultural sites and community centers.

To enhance rigor, this article took several additional steps. Although convenience sampling was employed, participants were actively sought from both urban and rural areas by partnering with local cultural centers and community organizations, thereby capturing a broad range of socioeconomic backgrounds. The survey instrument included both positively and negatively worded items in the survey to reduce acquiescence bias; for example, some items emphasized the benefits of integration, while others captured skepticism about potential cultural dilution.

Prior to full deployment, pilot testing was conducted with a small, representative sample to ensure clarity, reliability, and validity. An exploratory factor analysis (EFA) confirmed that items for CultureInBusiness, SupportIntegration, and CultureImportance loaded coherently on distinct factors. Additionally, a brief qualitative component was introduced through open-ended questions, which provided context and helped triangulate the quantitative findings. To address missing data, multiple imputation techniques were employed, ensuring that the final dataset was as complete and representative as possible.

3.4. Data Analysis Procedures

In this section, this article outlines the methodological approach used to analyze the relationship between cultural factors and commercialization attitudes. The analysis was conducted in two key stages: initially summarizing the data through descriptive statistics, and subsequently employing an ordinal logistic regression model to examine the predictive power of cultural and geographic variables. These procedures ensure a robust exploration of how traditional cultural values influence support for commercialization, providing a comprehensive framework for interpreting the study's findings.

3.4.1. Descriptive Statistics

Descriptive analyses were used to summarize the central tendencies and dispersion of key variables. Mean scores, standard deviations, and frequency distributions were calculated to provide an overview of respondents' attitudes toward commercialization.

3.4.2. Ordinal Logistic Regression

Given the ordinal nature of the dependent variable (CommercializationPositiveImpact), an ordinal logistic regression model was employed. This model is appropriate when the outcome is measured on an ordered scale and allows for the estimation of the relationship between the predictors (e.g., CultureInBusiness, SupportIntegration, CultureImportance, geographic location, and selected cultural elements) and the likelihood of respondents reporting a more positive attitude toward commercialization.

3.4.3. Model Specification

The regression model included predictors identified from the literature review and preliminary analyses. Each predictor's coefficient was estimated, and significance levels were assessed using p-values ($< .05$ was considered statistically significant).

3.4.4. Model Fit

Goodness-of-fit tests were performed, including the Deviance and Pearson tests. Although the Deviance test indicated an excellent fit ($p = 1.000$), the Pearson test was significant ($p < .001$), suggesting that the data complexity might warrant cautious interpretation.

3.4.5. Interpretation of Coefficients

Negative coefficients in the model indicate that an increase in the predictor is associated with a higher likelihood of reporting more positive attitudes toward commercialization. The key predictors included in the model were CultureInBusiness, SupportIntegration, CultureImportance, Location3, and KeyCultureElement6.

3.5. Ethical Considerations

The study was conducted following ethical research guidelines. All respondents were informed about the purpose of the research and assured of their anonymity and confidentiality. Informed consent was obtained prior to participation, and the data were stored securely to protect respondent privacy.

4. Results

4.1. Descriptive Statistics

In Table 1, descriptive analyses ($N=326$) revealed that respondents held strong positive attitudes toward integrating traditional culture into business ($M=3.82$, $SD=1.11$, negatively skewed) and strongly supported its integration into modern markets ($M=3.87$, $SD=1.10$, negatively skewed). This indicates general favorability toward commercialization initiatives that incorporate traditional cultural elements.

As shown in Table 2, geographic distribution analysis showed the majority of respondents came from Location 1 (urban area, 58.9%), with smaller proportions from other locations. Notably, respondents from Location 3 (rural area, 8.9%) demonstrated significantly more positive attitudes toward commercialization in the regression analysis, suggesting important regional variations in perceptions.

According to Table 3, respondents most frequently identified Categories 3 and 4 as key representations of traditional culture. Although only a small proportion selected KeyCultureElement Category 6 (strongly agree, 2.1%), this choice emerged as a significant predictor of positive attitudes toward commercialization, highlighting its distinctiveness or strong cultural resonance among those respondents.

The dependent variable, CommercializationPositiveImpact (see Table 4), showed predominantly positive responses, with category 4 ('agree') as the most frequent selection (41.7%), followed by category 3 ('neutral'). Categories indicating negative perceptions (1 and 2) and extremely positive perceptions (5) were selected less frequently, reflecting moderate-to-positive attitudes overall.

Table 3. Descriptive Statistics

	Age	Occupation	Location	KeyCultureElement	Cultureimportance	CultureinBusiness	CommercializationRisk	SupportlinIntegration	BalanceStrategy	CommercializationPositiveImpact	ParticipationExperience	HistoricalAwareness
Valid	326	326	326	326	326	326	326	326	326	326	326	326
Missing	0	0	0	0	0	0	0	0	0	0	0	0
Median	4.000	3.000	1.000	3.000	4.000	4.000	3.000	4.000	3.000	4.000	1.000	2.000
Mean	3.644	2.742	1.500	3.16	4.015	3.819	3.298	3.868	3.055	3.39	1.301	1.567
Std. Deviation	1.579	1.085	0.655	1.374	1.012	1.13	1.082	1.095	1.512	1.013	0.459	0.571
Skewness	-0.526	-0.347	0.958	-0.168	-1.088	-1.013	-0.159	-1.1	0.003	-0.608	0.874	0.381
Std. Error of skewness	0.135	0.135	0.135	0.135	0.135	0.135	0.135	0.135	0.135	0.135	0.135	0.135
Kurtosis	-1.041	-0.675	-0.215	-0.765	0.792	0.423	-0.485	0.742	-1.424	0.025	-1244	-0.781
Std. Error of Kurtosis	0.269	0.269	0.269	0.269	0.269	0.269	0.269	0.269	0.269	0.269	0.269	0.269
Minimum	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Maximum	6.000	5.000	3.000	6.000	5.000	5.000	5.000	5.000	5.000	5.000	2.000	3.000

Table 4. Frequencies for Location

Location	Frequency	Percent	Valid Percent	Cumulative Percent
1	192	58.896	58.896	58.896
2	105	32.209	32.209	91.104
3	29	8.896	8.896	100
Missing	0	0.000		
Total	326	100		

Table 5. Frequencies for Key Culture Element

KeycultureElment	Frequency	Percent	Valid Percent	Cumulative Percent
1	66	20.245	20.245	20.245
2	11	3.374	3.374	23.620
3	123	37.73	37.730	61.350
4	64	19.632	19.632	80.982
5	55	16.871	16.871	97.853
6	7	2.147	2.147	100.000
Missing	0	0.000		

Table 6. Frequencies for Commercialization Positive Impact

CommerclalizationPosltiveimpact	Freguency	Percent	Valld Percent	cumulatie Percent
1	20	6.135	6.135	6.135
2	35	10.736	10.736	16.871
3	102	31.288	31.288	48.16
4	136	41.718	41.718	89.877
5	33	10.123	10.123	100
Missing	0	0.000		
Total	326	100.000		

Figures 1-3 illustrate respondents’ general positivity toward commercialization and variations across different locations and cultural elements. Figures 4-6 confirm that respondents consistently viewed traditional cultural elements as important and beneficial to integrate with business and market practices. These descriptive findings provide context for the regression analysis results and reinforce the identified significant predictors of commercialization perceptions

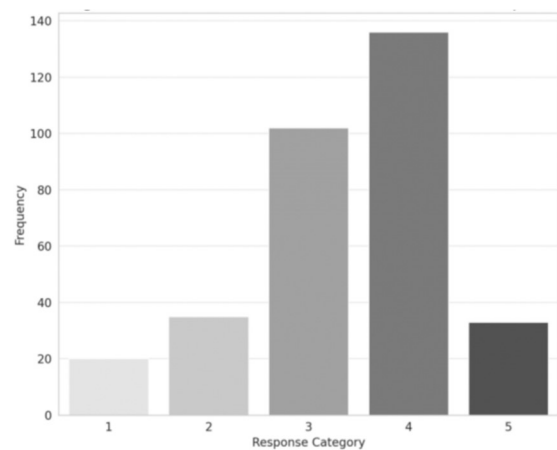


Figure 1. Attitudes toward Commercialization Positive Impact

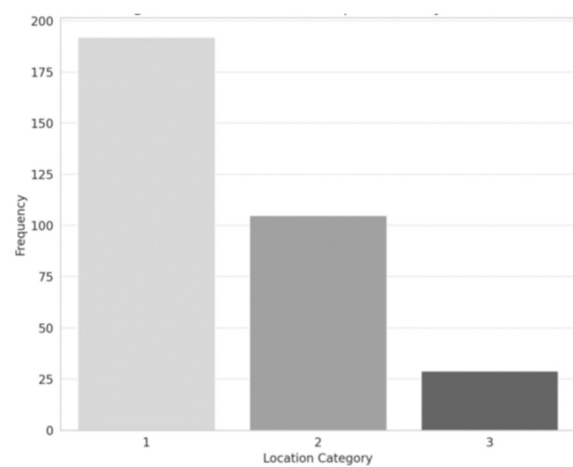


Figure 2. Distribution of Respondents by Location

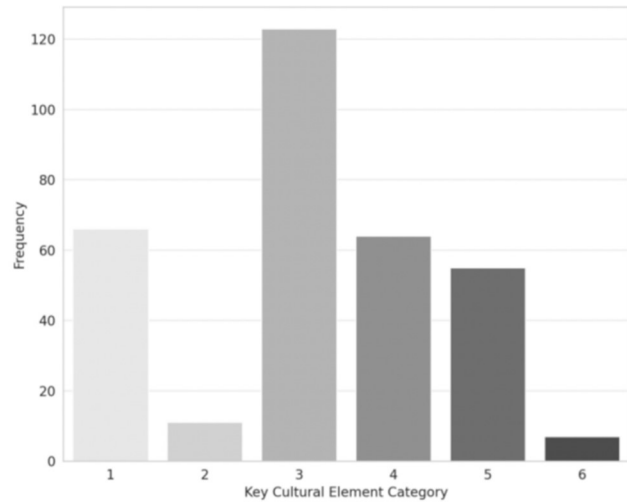


Figure 3. Distribution of Key Cultural Element Section

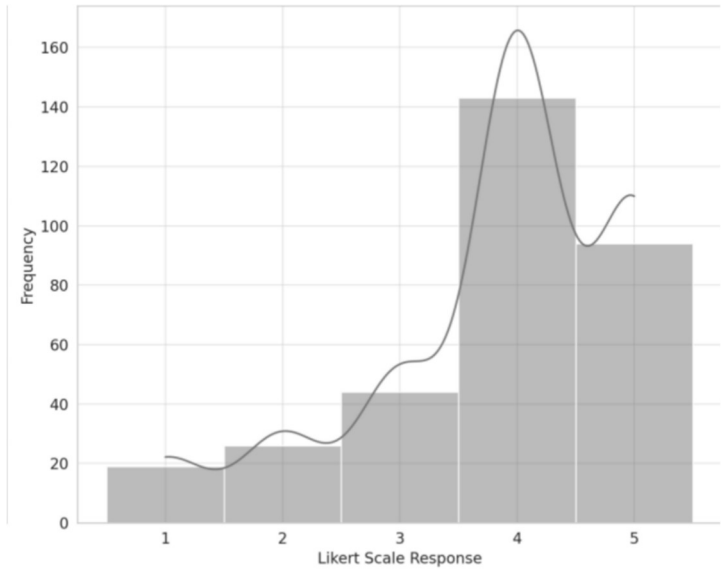


Figure 4. Distrubution of Culture in Business

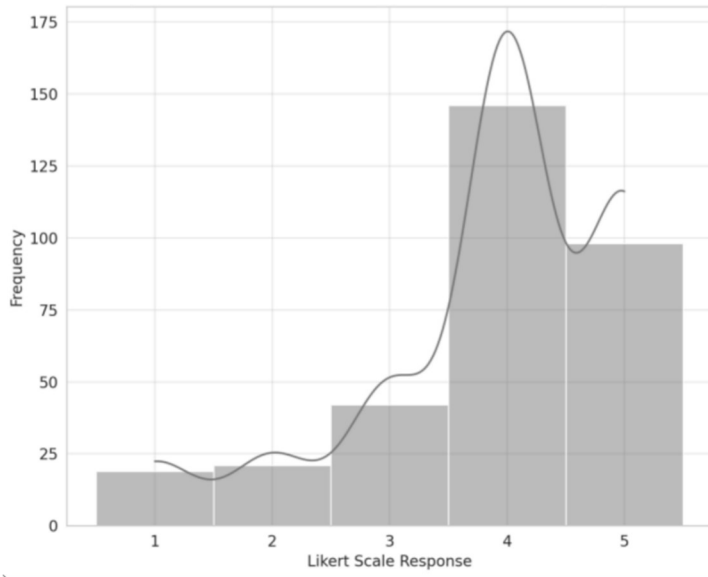


Figure 5. Distrubution of Support of Cultural Intergration

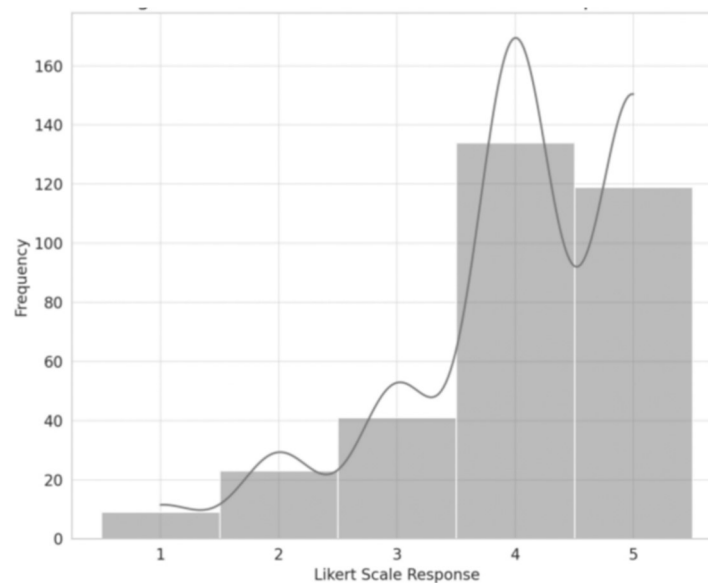


Figure 6. Distribution of Perceived Cultural Importance

4.2. Ordinal Logistic Regression Analysis

The ordinal logistic regression model was estimated to examine the predictors of positive attitudes toward commercialization. The model provided a statistically significant improvement over the baseline ($\chi^2 = 181.709$, $p < .001$). As shown in Table 5 on the following page, the key findings from the regression analysis include:

(1) CultureInBusiness ($\beta = -0.600$, $p < .001$): Respondents who strongly believed in integrating traditional culture into business were significantly more likely to have a positive attitude toward commercialization.

(2) SupportIntegration ($\beta = -0.626$, $p < .001$): A higher level of support for integrating traditional culture with modern market practices predicted a more positive commercialization outlook.

(3) CultureImportance ($\beta = -0.323$, $p = .021$): Those who placed a high value on traditional culture were more likely to view commercialization favorably.

(4) Location3 ($\beta = -0.820$, $p = .048$): Geographic location played a significant role, with respondents from Location 3 showing more favorable views compared to those from the baseline location.

(5) KeyCultureElement6 ($\beta = -1.737$, $p = .034$): Although selected by a small proportion of respondents, identifying Category 6 as a key cultural element was strongly associated with positive commercialization attitudes.

The negative coefficients indicate that as agreement with these predictor statements increases, the odds of reporting higher levels of positive attitudes toward commercialization also increase. The model's goodness-of-fit was confirmed by the Deviance test (non-significant, $p = 1.000$), though the significant Pearson test ($p < .001$) suggests some minor issues with model complexity.

Table 7. Model Summary- Commercialization Positive Impact

Model	Deviance	AIC	BIC	df	X2	p
H0	893.847	901.847	916.995	1300		
H1	712.139	760.139	851.024	1280	181.709	<.001

Table 8. Model Fit

	Statistic	df	p
Deviance	712.139	1280	1.000
Pearson	1875.682	1280	< .001

Table 9. Coefficient

						95 % Confidence Interval
	Estimate	Standard Error	Z	P	Lower Bound	Upper Bound
(Intercept)*1	2.007	0.650	3.088	0.002	0.733	3.280
(Intercept)*2	4.020	0.693	5.802	<.001	2.662	5.378
(Intercept)*3	6.463	0.756	8.552	<.001	4.982	7.944
(Intercept)*4	9.241	0.813	11.365	<.001	7.647	10.834
Age	0.144	0.120	1.200	0.230	-0.091	0.378
Occupation2	-1.088	0.587	-1.854	0.064	-2.238	0.062
Occupation3	-0.880	0.526	-1.673	0.094	-1.912	0.151
Occupation4	-0.592	0.553	-1.070	0.284	-1.676	0.492
Occupation5	0.067	0.852	0.079	0.937	-1.603	1.738
Location2	-0.263	0.242	-1.089	0.276	-0.737	0.210
Location3	-0.820	0.414	-1.981	0.048	-1.632	-0.009
KeyCultureElement2	-0.446	0.652	0.684	0.494	-1.723	0.831
KeyCultureElement3	0.249	0.300	0.830	0.407	-0.339	0.837
KeyCultureElement4	0.519	0.345	1.505	0.132	-0.157	1.194
KeyCultureElement5	0.440	0.357	1.234	0.217	-0.259	1.139
KeyCultureElement6	-1.737	0.821	-2.116	0.034	-3.346	-0.128
ParticipationExperience2	0.370	0.238	1.551	0.121	-0.098	0.837
HistoricalAwareness2	-0.054	0.224	-0.241	0.810	-0.492	0.385
HistoricalAwareness3	0.287	0.590	0.486	0.627	-0.870	1.444
cultureImportance	-0.323	0.140	-2.306	0.021	-0.597	-0.048
CultureInBusiness	-0.600	0.139	-4.326	<.001	-0.872	-0.328
CommercializationRisk	-0.201	0.118	-1.703	0.089	-0.432	0.030
SupportIntegration	-0.626	0.129	-4.834	<.001	-0.880	-0.372
BalanceStrategy	0.086	0.072	1.187	0.235	-0.056	0.228
Note. CommercializationPositiveImpact levels: 1:1, 1:2, 1:3, 1:4, 1:5, Linear predictors: logitlink(P[Y<=1]),logitlink(P[Y<=2]),logitlink(P[Y<=3]), logitlink(P[Y<=4]).						

Subgroup analyses by age and occupation were also explored, yet these predictors did not yield significant results in the ordinal logistic regression. The consistency of significant predictors across different model specifications reinforced the robustness of the findings related to cultural integration, support for market integration, perceived cultural importance, and specific geographic and cultural element effects.

The regression results clearly underscore the importance of both attitudinal and contextual factors in shaping perceptions toward the commercialization of traditional culture. The distinct role played by Location3 (rural areas) and KeyCultureElement6 (other) in the model warrants particular attention in subsequent discussions.

5. Discussion

The survey of 326 respondents offers a clear picture of public engagement with traditional culture. Nearly 96% of participants reported moderate to high familiarity with traditional culture-47.32% with a high level and 48.51% with a moderate level-while only 4.17% indicated little to no understanding. 69.94% of respondents actively participated in activities aimed at protecting or promoting traditional culture, and 76.19% recognized its importance in contemporary society. Despite concerns-since roughly 70% believed that commercialization could erode key aspects such as traditional values and craftsmanship-a similar proportion supported integrating traditional culture into modern business practices, suggesting that many view commercialization as a potential tool for preserving and transmitting cultural heritage.

5.1. Interpretation of Key Findings

The results indicate that a strong belief in the benefits of integrating traditional culture into business practices (CultureInBusiness) is a primary driver of positive attitudes toward commercialization. This aligns with previous studies that emphasize the potential for commercialization to serve as a catalyst for sustainable cultural tourism (Song et al., 2020). Moreover, support for market integration (SupportIntegration) further reinforces the notion that contemporary market strategies can coexist with, and even bolster, traditional cultural practices.

The significance of CultureImportance highlights that respondents who inherently value traditional culture are more likely to support commercialization initiatives. This suggests that educational campaigns and public awareness programs that emphasize the intrinsic value of traditional heritage can further enhance positive perceptions toward commercialization.

Geographic variations also emerged as an important factor. Respondents from Location 3 exhibited significantly more positive attitudes compared to those from Location 1. This finding implies that regional economic conditions and cultural contexts play a vital role in shaping public perceptions. For instance, areas that have experienced targeted cultural revitalization initiatives may be more receptive to commercialization strategies that promise economic growth without eroding cultural identity.

A particularly striking finding was the influence of the 'Other' option, which can be explained by the fact that respondents perceived all-or at least some-of the elements as equally important. Although selected by a small percentage of respondents, its strong association with positive attitudes toward commercialization suggests that certain cultural elements resonate deeply with the public. These elements may serve as focal points for marketing strategies aimed at promoting traditional culture in a way that is both economically beneficial and culturally respectful. The significant influence of this composite cluster of cultural attributes, including handicrafts, traditional music/dance, traditional festivals, traditional cuisine, and traditional architecture - further illustrates the importance of identifying and promoting a broad spectrum of cultural features that deeply resonate with the public. Marketing and communication strategies highlighting these elements could enhance positive engagement with commercialization initiatives.

While results indicate commercialization can support traditional culture conservation, they also highlight risks of cultural dilution. Pessach (2018) notes that commercialization must be sufficiently controlled to preserve cultural authenticity. This study suggests policies promoting culture commercialization should prioritize cultural integrity and local tradition values [9].

5.2. Bridging Economic Growth and Cultural Preservation

The findings of my study offer important insights into the dynamics of cultural commercialization in China. The significant associations between CultureInBusiness and

SupportIntegration with positive commercialization attitudes suggest that integrating traditional cultural elements into business practices not only promotes economic growth but also supports cultural preservation. These findings align with previous studies and reinforce the theoretical framework that views economic modernization and cultural sustainability as mutually reinforcing [6].

The significance of CultureImportance further indicates that intrinsic cultural values play a critical role in shaping public attitudes. Respondents who hold traditional culture in high regard are more likely to support commercialization, suggesting that public education and awareness initiatives highlighting the intrinsic value of heritage could further bolster support for sustainable commercialization.

The influence of geographic location-particularly the heightened positive attitudes in Location3-underscores the importance of contextual factors. Regional economic conditions, historical heritage, and community-based revitalization efforts likely contribute to these differences. For policymakers, this implies that region-specific strategies may be more effective than uniform national policies. In areas where support is already high, targeted investments in cultural infrastructure and promotional activities could amplify positive outcomes. Conversely, regions with more mixed attitudes might benefit from focused community engagement and educational campaigns.

One of the most striking results is the outsized influence of this composite cluster of cultural attributes - handicrafts, traditional music/dance, traditional festivals, traditional cuisine, and traditional architecture. Although selected by only a small fraction of respondents, the strong predictive power of these attributes suggests that, collectively, they hold unique symbolic resonance. This finding opens avenues for future qualitative research to explore why this particular combination is so salient. For practitioners, emphasizing these culturally resonant attributes in marketing and promotional materials may create a distinctive brand identity that appeals to both local communities and tourists.

5.3. Implications for Policy and Practice

The study's results have several implications for policymakers and business practitioners. First, strategies aimed at commercializing traditional culture should emphasize the integration of cultural elements into business practices. Initiatives that highlight the tangible benefits of such integration can help foster a more positive public perception, as evidenced by the significant role of CultureInBusiness and SupportIntegration in the model.

Second, regional differences must be considered when designing commercialization strategies. Tailoring initiatives to address the specific needs and cultural contexts of different regions can enhance the effectiveness of these strategies. For instance, policies that work well in regions similar to Location 3 may not be as effective in areas with different socio-economic dynamics.

Third, the identification of specific cultural elements-specifically, the composite cluster encompassing handicrafts, traditional music/dance, traditional festivals, traditional cuisine, and traditional architecture-as significant predictors of positive attitudes underscores the need for targeted promotional campaigns.

5.4. Limitations and Directions for Future Research

While the study provides robust insights into the commercialization of traditional culture, it is not without limitations. The use of convenience sampling and self-reported data may introduce biases that limit the generalizability of the findings. Future research should consider employing probability sampling techniques to capture a more representative sample of the population.

Furthermore, although the ordinal logistic regression model was effective in identifying key predictors, the significant Pearson goodness-of-fit test indicates that the model may not capture all the nuances of respondents' attitudes. Future studies could incorporate additional

qualitative methods, such as in-depth interviews or focus groups, to explore the underlying factors that drive positive or negative perceptions of commercialization.

Moreover, exploring potential interactions between demographic factors (e.g., age, occupation) and cultural perceptions could provide a more granular understanding of how different subgroups respond to commercialization initiatives. Longitudinal studies would also be valuable to assess how public attitudes evolve over time in response to changing economic and cultural landscapes.

5.5. Integrating Quantitative Findings with Broader Theoretical Perspectives

The empirical findings of this study resonate with broader theoretical discussions in cultural economics and heritage management. The positive role of cultural integration aligns with theories that advocate for a synergistic relationship between economic development and cultural preservation. The results also echo concerns raised in the literature regarding the risk of cultural dilution, thereby reinforcing the need for balanced, culturally sensitive commercialization strategies.

By quantitatively demonstrating that both attitudinal and contextual factors significantly influence public perceptions, this study contributes to a more nuanced understanding of the commercialization debate. It suggests that the success of commercialization initiatives lies not only in economic strategies but also in the careful preservation of cultural authenticity. In doing so, it supports the view that commercialization, when properly managed, can be a tool for sustaining cultural heritage rather than undermining it.

6. Conclusion

This quantitative study has provided a detailed analysis of the impact of commercialization on traditional culture in China. The research shows that strong beliefs in the benefits of integrating traditional culture into business, combined with robust support for market integration and high perceived cultural importance, are significant predictors of positive attitudes toward commercialization. Moreover, geographic differences and the influence of specific cultural elements-particularly those captured by Category 6-underscore the complexity of public perceptions.

The findings suggest that effective commercialization strategies must be culturally sensitive and regionally tailored. Policymakers should develop initiatives that promote cultural integration in ways that enhance economic development while safeguarding cultural authenticity. Business practices that focus on highlighting resonant cultural elements can further strengthen public support for commercialization initiatives.

While the study has made an important contribution to understanding the interplay between culture and commerce in China, future research is needed to address its limitations. Expanding the sample size and incorporating qualitative insights will further enrich our understanding of how commercialization can be managed to achieve both economic and cultural sustainability.

In conclusion, this research offers valuable guidance for practitioners and policymakers seeking to navigate the complexities of commercializing traditional culture. By striking a careful balance between economic imperatives and cultural preservation, it is possible to foster a model of sustainable development that honors heritage while embracing modern market realities.

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