



ISSN: 0975-833X

Available online at <http://www.journalcra.com>

INTERNATIONAL JOURNAL  
OF CURRENT RESEARCH

International Journal of Current Research

Vol. 17, Issue, 03, pp.32084-32090, March, 2025  
DOI: <https://doi.org/10.24941/ijcr.48541.03.2025>

## RESEARCH ARTICLE

### ON PROMOTING HUNAN'S CULTURAL HERITAGE AND SPECIALTY PRODUCTS THROUGH TIKTOK

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#### ARTICLE INFO

##### Article History:

Received 20<sup>th</sup> December, 2024  
Received in revised form  
19<sup>th</sup> January, 2025  
Accepted 26<sup>th</sup> February, 2025  
Published online 30<sup>th</sup> March, 2025

##### Key words:

Cultural Heritage;  
Specialty Products; TikTok.

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Citation: Yuhua Deng, Xiaoqian Peng, Yican Li, Hui Guo, Lu Peng, Yan Zhang, Yuying Jian and Ye Shao. 2025. "On Promoting Hunan's Cultural Heritage and Specialty Products through TikTok". *International Journal of Current Research*, 17, (03), 32084-32090.

#### ABSTRACT

The digital revolution has transformed cultural promotion and product marketing globally. Hunan Province, China, rich in cultural heritage and specialty products, can leverage TikTok to enhance its global visibility. This study investigates strategies for promoting Hunan's culture and products on TikTok, analyzing the platform's features and successful case studies. Key findings emphasize the importance of authenticity, creativity, and community engagement. The study concludes that TikTok offers significant opportunities for cultural and economic growth in Hunan, despite challenges such as cultural sensitivity and algorithmic competition. Recommendations are provided for stakeholders to optimize their digital marketing strategies on TikTok.

## INTRODUCTION

In the contemporary global landscape, the digital revolution has dramatically altered the ways in which cultures are shared and products are marketed. The proliferation of social media platforms has provided unprecedented opportunities for regions like Hunan, China, to showcase their rich cultural heritage and unique specialty products to a worldwide audience. Hunan, known for its profound Xiang culture and diverse range of products, stands to benefit significantly from the strategic use of digital marketing tools (Yang and Shen, 2024). TikTok, a prominent player in the social media sphere, has emerged as a powerful platform for content creation and distribution. With its extensive user base and sophisticated algorithmic content recommendation system, TikTok offers a unique avenue for cultural and commercial engagement. The platform's ability to foster high levels of user interaction and content virality makes it an ideal medium for promoting regional cultures and products (Pieter et al., 2021). Additionally, TikTok has been identified as an effective tool for enhancing the global visibility of cultural heritage sites and promoting local perceptions through digital platforms (Liang et al., 2022). The primary objective of this paper is to investigate and propose effective strategies for leveraging TikTok to promote Hunan's cultural heritage and specialty products. This research is driven by the hypothesis that a well-crafted digital marketing approach on TikTok can significantly enhance the global visibility and market reach

of Hunan's cultural and product offerings. By examining the platform's features, analyzing successful case studies, and considering the cultural and commercial context of Hunan, this study aims to provide actionable insights for stakeholders involved in cultural promotion and product marketing (Hasim and Sherlina, 2022). This paper will proceed with a detailed exploration of Hunan's cultural and product landscape, an in-depth analysis of TikTok as a marketing platform, a strategic framework for content creation and promotion, and a critical evaluation of case studies that exemplify successful implementations. The findings and recommendations presented herein are intended to serve as a valuable resource for cultural institutions, local businesses, and marketing professionals seeking to capitalize on the opportunities presented by TikTok in the context of Hunan's cultural and economic development.

**Hunan's Cultural Heritage and Specialty Products:** Hunan Province, located in the south-central part of China, is renowned for its rich cultural heritage and diverse specialty products. The region's cultural and economic development has been a subject of extensive research, highlighting the importance of leveraging its unique cultural and product offerings for sustainable growth and international recognition.

**Cultural Heritage:** Hunan's cultural heritage is a tapestry of intangible and tangible elements that reflect the region's

historical depth and social diversity. The province is home to a variety of intangible cultural heritage (ICH) items, which include traditional folk arts, crafts, and performing arts. For instance, the “datiehua” folk art display, which involves splashing molten metal to create sparkling streaks of light, is a unique cultural practice that has been preserved and promoted through local festivals and events. Additionally, the Xiangxi Intangible Cultural Heritage and Folk Customs Showcase held in Jishou City featured demonstrations and performances of national and provincial ICH items, providing a platform for cultural exchange and education. This kind of cultural expression not only highlights the unique traditions of Hunan but also serves as a means to attract global attention through digital platforms such as TikTok, which has been identified as an effective medium for promoting local cultural heritage (Liang et al., 2022). The digital marketing practices in tourism, particularly in promoting cultural heritage, have shown significant advancements in recent years, providing valuable insights for regions like Hunan (Yang and Shen, 2024).

The cultural landscape of Hunan also includes historical sites and traditional architecture, such as the Shijia Courtyard with its Ming and Qing Dynasty architectural characteristics, which serve as important carriers for rural cultural tourism. These sites not only attract domestic and international tourists but also play a crucial role in preserving and transmitting local cultural values.

**Specialty Products:** Hunan's specialty products are an integral part of its economic and cultural identity. The province is known for its agricultural products, which have gained national and international recognition. The Top 10 Agricultural Brands of Hunan include Anhua Dark Tea, Guzhang Maojian Tea, Baojing Huangjin (Gold) Tea, Qianyang Bingtang Sweet Oranges, Yanling Yellow Peaches, Jiangyong Pomelos, Huarong Leaf Mustard, Yuanjiang Asparagus, Xinhuang Yellow Cattles, Ningxiang Pigs, and Hanshou Softshell Turtles. These products are not only of high quality but also carry cultural significance, reflecting the region's agricultural traditions and innovation. For example, Anhua Dark Tea, produced in Anhua County, is known for its mellow fragrance and orange-colored tea soup, which sometimes resembles the smell of pine wood. This tea has become a symbol of Hunan's agricultural excellence and has been promoted through various marketing initiatives, including the establishment of the Hunan Food Tourism Map, which highlights popular tourist snacks and food tourism routes.

**Economic Development and Cultural Integration:** The integration of culture and economy in Hunan has been a strategic focus for regional development. The Hunan Provincial Department of Culture and Tourism has taken various measures to promote the cultural and tourism economy, aiming to build a strong cultural province and a world tourism destination. In 2023, the department issued 20 measures to support the recovery and development of the cultural tourism industry, released incentive measures for inbound tourism, and launched the Hunan cultural and tourism consumption season, distributing 100 million yuan in cultural and tourism consumption vouchers across the province. Furthermore, the development of rural cultural tourism has been a key driver for economic growth and cultural revitalization. Chaxi Village in Hongjiang City, for

example, has implemented a model of “agriculture as the carrier, culture as the core, and tourism as the engine” to promote rural revitalization. The village has developed a range of cultural and tourism products, including educated youth huts, Shijia Courtyard, and citrus expo parks, which have attracted a significant number of tourists and contributed to the local economy. In conclusion, Hunan's cultural heritage and specialty products are not only valuable assets for cultural preservation but also significant drivers for economic development. By leveraging these resources through strategic marketing and cultural integration, Hunan has the potential to enhance its global visibility and market reach, particularly through platforms like TikTok, which offer new opportunities for cultural and commercial engagement.

**TikTok as a Marketing Platform:** TikTok has emerged as a powerful platform for marketing and cultural engagement, offering unique opportunities for brands and content creators to reach a global audience. With its highly personalized algorithm and focus on content discovery, TikTok provides a platform that is not only engaging but also highly effective for driving sales and brand awareness.

**Overview of TikTok Marketing:** TikTok marketing involves using the platform to promote brands, products, or services through short-form video content. The platform's success is attributed to its ability to tap into viral trends strategically, not just for the sake of trending, but to reach the right audience and build authentic relationships. TikTok's algorithm tailors content based on users' previous interactions and personal tastes, giving brands a direct line to a relevant audience likely to purchase. For instance, one in five US marketplace buyers made a purchase from TikTok Shop within the first seven months of its launch, highlighting the platform's power to drive sales (Pieter et al., 2021). Women are 9% more likely than men to make a purchase after watching a TikTok video, signaling that brands should consider this when determining their marketing strategy and ad spending (Martini et al., 2022). The effectiveness of TikTok as a promotional medium has been explored in various studies, demonstrating its potential to influence consumer behavior and purchase decisions (Hasim and Sherlina, 2022).

**Key Features of TikTok as a Marketing Tool:** High Engagement Rates: TikTok boasts engagement rates four to 15 times higher than other platforms, offering brands a unique opportunity to join real-time cultural conversations, respond to trends, and connect with audiences in the moment.

**Authentic User Interaction:** What sets TikTok apart is its raw, unfiltered vibe. People crave authentic, in-the-moment content that feels real—not overly polished or staged. Brands that embrace this spontaneity come across as more genuine, like a friend recommending a product rather than a corporate ad.

**Full-Funnel Strategy:** TikTok's discovery-driven model captures attention fast for top-of-funnel awareness. Its trend-focused, real-time nature lets brands engage users during the consideration stage by reacting to cultural moments. At the bottom of the funnel, TikTok's personalized algorithm drives

conversions by delivering content based on user behavior and preferences, turning interest into action. **Influencer Marketing:** Influencer endorsement has proven to be an immensely effective form of social media marketing on TikTok. Brands can partner with popular creators to keep their fingers on the pulse and resonate with young audiences. By partnering with popular creators, brands can keep their fingers on the pulse and resonate with young audiences, something many companies have struggled with in the past. **Advertising and Promotions:** TikTok offers a variety of advertising options, including Infeed Native Content, Brand Takeovers, Tag Challenges, and Branded Lenses. These ads can be highly targeted based on user demographics, interests, and behaviors, ensuring that the right content reaches the right audience.

**International Marketing Strategy:** TikTok's international marketing strategy is based on the 4P theory of product, price, place, and promotion. The platform's success in the international market is attributed to its unique algorithm, which accurately locates the types of videos that users are interested in and performs one-to-one screening and pushing to meet user interests. This has allowed TikTok to gain a strong competitive edge against other social media platforms.

**Product Strategy:** TikTok's product strategy focuses on providing a platform with powerful editing functions and a rich music library, allowing users to be directors of their own lives and bringing them great satisfaction. The platform's unique algorithm ensures that content is highly personalized and engaging, capturing user attention and loyalty.

**Price Strategy:** TikTok's pricing strategy is based on in-app purchases and advertising revenue. While the platform's advertising business is not yet fully profitable, it has shown significant growth potential, with global revenue reaching \$176.9 billion in 2019.

**Place Strategy:** TikTok's place strategy combines online and offline channels. Online, the platform actively promotes in app stores and collaborates with other social media platforms like YouTube, Twitter, and Facebook. Offline, TikTok cooperates with a large number of apps, social network platforms, and star teams to attract users and increase brand awareness.

**Promotion Strategy:** TikToks promotion strategy includes brand collaborations, influencer marketing, and advertising. The platform has partnered with major brands like Guess, Coca-Cola, Universal Pictures, and Sony Pictures to increase brand awareness and user loyalty. Additionally, TikTok offers various advertising options to help brands reach a wider audience.

**Challenges and Opportunities:** While TikTok has achieved significant success in the international market, it also faces several challenges. These include fierce competition from other social media platforms, regulatory pressures in different countries, and the need to mature its overseas profit model. However, the platform's rapid growth and innovative approach to content creation and distribution offer valuable lessons for other Chinese social media and technology companies seeking internationalization.

In conclusion, TikTok's unique features and marketing strategies have made it a powerful platform for cultural and commercial engagement. By leveraging its highly personalized algorithm, authentic user interaction, and full-funnel strategy, brands can effectively reach and engage with a global audience, driving sales and brand awareness. As TikTok continues to evolve and expand, it presents both challenges and opportunities for marketers and content creators alike.

**Strategies for Promoting Hunan's Culture and Products on TikTok:** TikTok has emerged as a powerful platform for cultural and commercial engagement, offering unique opportunities for brands and content creators to reach a global audience. With its highly personalized algorithm and focus on content discovery, TikTok provides a platform that is not only engaging but also highly effective for driving sales and brand awareness. This section explores strategies for promoting Hunan's cultural heritage and specialty products on TikTok, leveraging the platform's features and user engagement.

**Understanding TikTok's Marketing Landscape:** TikTok's marketing strategy is centered around authenticity, creativity, and community engagement. The platform's ability to foster viral trends, empower creators, and adapt globally while remaining locally relevant has turned it into a go-to tool for businesses of all sizes. TikTok's influence extends across music, fashion, and activism, making it a leading driver of cultural trends. For instance, songs like Doja Cat's "Say So" and Lil Nas X's "Old Town Road" gained mainstream popularity through TikTok, demonstrating the platform's power to shape global conversations.

**Strategies for Promoting Hunan's Cultural Heritage:** The following strategies are proposed to promote Hunan's cultural heritage: Content Creation, Collaborations and Influencer Marketing, and Advertising and Promotions.

**Content Creation:** **Storytelling through Videos:** Create short-form videos that tell the story of Hunan's cultural heritage. Use fragmented narratives, new perspectives, and interesting stories to introduce intangible cultural heritage (ICH) to a wider audience. For example, the "iron flowers" creation video by Jiang Xunqian received significant engagement, highlighting the importance of public participation in ICH digital preservation. This approach aligns with the findings that digital platforms can effectively enhance the visibility of cultural heritage through engaging content (Yang and Shen, 2024). The experience value of traditional handicrafts in the new media era can be leveraged to create compelling content that resonates with global audiences (Ma et al., 2022). **Educational and Entertaining Formats:** Combine educational content with entertaining elements to keep viewers engaged. Use tutorials, behind-the-scenes footage, and user testimonials to showcase the cultural significance and craftsmanship of Hunan's ICH items. **Leveraging Trends:** Participate in trending challenges or create your own. For example, the "Clean Girl Aesthetic" and "Skin Cycling" trends in the beauty sector gained traction through TikTok tutorials, sparking sales spikes for products by brands like CeraVe and The Ordinary.

**Collaborations and Influencer Marketing:** Partnering with Influencers: Work with popular TikTok influencers who align with Hunan's cultural values. They can help you reach a broader audience and create authentic content that resonates with viewers. For example, Hyundai partnered with influencers like @chefreactions and @zeth to remix its TV ads into TikTok-native content, garnering millions of impressions. User-Generated Content (UGC): Encourage users to create and share their own content related to Hunan's cultural heritage. This can be done through branded challenges, contests, or by simply inspiring users to share their experiences. The Singapore Tourism Board (STB) utilized TikTok to launch the #MadeInSingapore campaign, achieving significant uplift in awareness and engagement.

**Advertising and Promotions:** In-Feed Ads: Use in-feed ads to drive brand awareness and product sales. These ads are embedded within the 'For You' page and can be designed to blend seamlessly into the feed. They come in single-image or carousel formats and can include a call-to-action (CTA) to direct users to your website or app.

**Branded Hashtags:** Promote a product or campaign with a searchable hashtag featuring Hunan's cultural elements. This can help increase visibility and user engagement. For example, the #Second Life Pasta campaign by Barilla used the Stitch tool to inspire leftover pasta recipes, achieving 110 million views. TopView Ads: These are the first ads users see when they log in, lasting 60 seconds. They provide an exclusive opportunity to make a strong impression and are ideal for promoting time-sensitive offers or launching new products.

**Strategies for Promoting Hunan's Specialty Products:** As for the promotion of Hunan specialty products, the following strategies are proposed.

**Product Showcases:** High-Quality Video Content: Create high-quality videos showcasing Hunan's specialty products, such as Anhua Dark Tea, Guzhang Maojian Tea, and Baojing Huangjin Tea. Use engaging visuals and storytelling to highlight the unique features and benefits of these products. Product Tutorials and Use Cases: Provide tutorials and use cases to help users understand how to use and enjoy Hunan's specialty products. For example, Goodfair, an online thrift shop, used TikTok to promote sustainable fashion through unboxing videos and educational content, seeing an 87% increase in click-through rate.

**Live Streaming:** Real-Time Engagement: Use live streaming to connect with users in real-time. Host Q&A sessions, behind-the-scenes tours, or product demonstrations to foster a sense of community and transparency. Live videos can also be used to drive sales through direct links to your products. Interactive Features: Utilize interactive features like stickers, polls, and comments to engage viewers during live streams. This can increase user participation and drive more sales.

**Influencer Partnerships:** Product Reviews and Endorsements: Partner with influencers to review and endorse Hunan's specialty products. Influencers can provide authentic endorsements and creative content that resonates with their followers. For example, Chipotle gained significant attention on TikTok through food influencers

reviewing their menu "hacks", leading to increased sales and brand awareness. Collaborative Content: Collaborate with influencers to create content that showcases Hunan's specialty products in a fun and engaging way. This can include unboxing videos, product comparisons, or lifestyle content.

### Leveraging TikTok's Tools and Features

**TikTok Creative Center:** Trend Discovery: Use the TikTok Creative Center to discover and track the latest trends and cultural moments. This can help you align your content with popular themes and increase engagement. Social Listening: Utilize social listening tools to monitor conversations and feedback on your content. This can help you make data-driven decisions and optimize your marketing strategy.

**TikTok One:** Creator Marketplace: Access the TikTok One platform to find and collaborate with creators who align with your brand values. This can help you create authentic and engaging content that resonates with your target audience. Content Optimization: Use TikTok One to optimize your content for better performance. This includes idea generation, image and video optimization, and diagnostic suggestions.

**TikTok Symphony:** AI-Powered Creativity: Leverage TikTok Symphony's generative AI tools to create and optimize content. This can help you generate ideas, fix and optimize images and videos, and create compelling call-to-action display cards. Efficient Content Production: Use Symphony to streamline content production, making it easier and more efficient to create high-quality content. This can help you scale your marketing efforts and reach a larger audience.

### Case Studies

#### Successful Cultural Promotion Campaigns on TikTok

**Analysis of Campaigns that Effectively Promoted Cultural Heritage:** TikTok has become a powerful platform for promoting cultural heritage, particularly among younger generations. The platform's ability to foster interactive communities and its global reach make it ideal for cultural promotion. For example, the "TikTok-ification of Global Youth" report by Cassandra found that 70% of global Gen Zs agree that the TikTok algorithm knows their interests better than they do, and 65% of global Gen Zs agree that joining TikTok trends makes them feel connected to their country's culture (Wahid et al., 2022). In Hunan, several cultural sites have gained significant attention on TikTok. Zhangjiajie, known for its breathtaking landscapes and as the real location of the movie "Avatar" has become a must-visit place for many foreign netizens. Videos of the misty Tianmen Cave and the precipitous cliffs have received hundreds of thousands, even millions of views. Similarly, Fenghuang Ancient Town has become popular for its antique beauty, with vlogs like Cynthia's tour in Fenghuang Ancient Town garnering significant engagement. The success of these campaigns can be attributed to the effective use of TikTok's features and the engagement of the global community, as highlighted in various studies (Arkansyah et al., 2021).

## Metrics of Success: Engagement, Reach, and Cultural Impact

**The success of these cultural promotion campaigns can be measured through various metrics:**

**Engagement Rate:** High engagement rates indicate that the content resonates well with the target audience and encourages active participation. For example, the #In My AEJeans challenge by American Eagle generated over 400,000 participants and 3 billion views, demonstrating high engagement.

**Reach:** The number of unique users who have seen one of your posts or ads at least once. Zhangjiajie's videos on TikTok have reached millions of users, significantly increasing the visibility of the destination.

**Cultural Impact:** The cultural impact can be seen in the way these sites are perceived and discussed by the global community. For example, the comparison of Zhangjiajie to the movie "Avatar" and the description of Fenghuang Ancient Town as a land of fairy tales highlight the cultural significance of these sites.

## Effective Product Marketing Examples

**Case Studies of Hunan Products that Gained Traction on TikTok:** Hunan's specialty products have also found success on TikTok. For example, the Changsha Supersnacks Store has become a viral sensation, attracting thousands of people who wait in long lines for hours just to get their hands on super-sized treats. The store's gigantic snacks, such as meter-long spicy strips and giant Oreos, have drawn significant attention on the platform. Another example is the promotion of Hunan's agricultural products, such as Anhua Dark Tea and Guzhang Maojian Tea. These products have been successfully marketed through TikTok by highlighting their unique features and health benefits. For instance, videos showing the tea-making process and the benefits of drinking these teas have gained significant views and engagement.

## Sales Figures, Customer Feedback, and Market Expansion

**The success of these product marketing campaigns can be measured through:**

**Sales Figures:** The Changsha Supersnacks Store reported a significant increase in sales, with long queues and high demand for their products. Similarly, the sales of Anhua Dark Tea and Guzhang Maojian Tea have increased due to the increased visibility on TikTok.

**Customer Feedback:** Positive customer feedback and reviews on TikTok have helped build trust and credibility for these products. Users often share their experiences and recommendations, which further enhance the product's reputation.

**Market Expansion:** The global reach of TikTok has helped these products expand their market beyond Hunan. For

example, the Changsha Supersnacks Store has attracted customers from other cities and countries, and the teas have gained international attention, leading to increased exports. These case studies demonstrate the power of TikTok in promoting cultural heritage and specialty products. By leveraging the platform's features, engaging with the community, and utilizing strategic marketing tools, brands and content creators can effectively reach and engage a global audience. The key to success on TikTok is authenticity, creativity, and community engagement. By following the strategies outlined in these case studies, stakeholders can enhance the visibility and market reach of their cultural and product offerings, driving sales and brand awareness.

## Challenges and Opportunities

### Challenges

#### Cultural Misinterpretation and Sensitivity Issues

TikTok, as a global platform, has become a breeding ground for cultural expression and creativity. However, it has also seen instances of cultural misappropriation, where elements from one culture are adopted without proper understanding, respect, or acknowledgment. This can lead to the perpetuation of stereotypes, trivialization of cultural practices, and disregard for the lived experiences of marginalized communities. For example, individuals may wear Native American headdresses, bindis, or African tribal prints as fashion statements, overlooking their deep cultural significance and reducing them to mere trends. Such actions can perpetuate stereotypes and trivialize cultural practices, leading to backlash and calls for greater sensitivity and awareness among creators (Zhao, 2022). The challenges of cultural misinterpretation and sensitivity issues have been widely discussed in the context of digital marketing and cultural heritage promotion (Liang et al., 2022).

#### Competition in the Digital Space and Algorithmic Challenges

TikTok's rapid growth and popularity have led to a highly competitive digital landscape. With millions of videos uploaded daily, marketers face the challenge of capturing users' fleeting attention. According to a survey, 71% of TikTok users decide whether to continue watching a video within the first three seconds. This underscores the need for content that is not only engaging but also instantly captivating. Additionally, TikTok's algorithm plays a crucial role in surfacing content to users based on their preferences and engagement patterns. Marketers must understand and adapt to these algorithmic changes to ensure their content reaches the intended audience.

#### Regulatory and Logistical Hurdles in E-commerce

TikTok Shop, the platform's e-commerce feature, has gained significant traction among marketers, with 51.9% actively selling through it. However, the transition to e-commerce is not without challenges. Marketers face difficulties in driving traffic to TikTok Shop, with 58.2% reporting this as a significant issue. Additionally, regulatory threats and potential bans in major markets like the U.S. introduce layers of uncertainty, particularly impacting the platform's strong Gen Z user base. These challenges highlight the delicate

balance TikTok must strike to maintain user trust and engagement while pursuing commercial success.

## Opportunities

### Leveraging TikTok's Global Community for Cultural Exchange

TikTok has become a powerful tool for cultural exchange, transcending geographical boundaries and connecting people from diverse cultures and backgrounds. The platform's viral trends, such as dance challenges and language learning content, create a shared cultural experience that unites users from different parts of the world. Users can showcase and celebrate their cultural heritage through traditional dances, music, cuisine, fashion, and customs, promoting cross-cultural understanding and appreciation while preserving cultural identity in the digital age. This global community provides a unique opportunity for brands and content creators to engage with a diverse audience and foster cultural appreciation.

### Innovations in Product Presentation and Marketing

TikTok's features, such as augmented reality (AR) and live streaming, offer exciting opportunities for creating immersive brand experiences. AR content, which 42.3% of marketers see as a significant opportunity, allows brands to create interactive and engaging campaigns. TikTok's Effect House empowers creators to develop high-quality AR effects, providing both beginners and advanced designers with tools to build interactive experiences. Live streaming, used by 30% of marketers for direct sales, enables real-time engagement and builds a deeper connection with the audience. These innovative content formats and AI-driven tools provide marketers with unparalleled opportunities to create immersive, engaging, and highly personalized brand experiences (Wahid et al., 2022). The strategies for global brands to engage consumers in emerging markets through TikTok have been extensively studied, providing valuable insights for local businesses in Hunan (Becoming TikTok famous: Strategies for global brands to engage consumers in an emerging market, 2023).

### Building Long-Term Brand Relationships with Consumers:

TikTok's focus on authenticity and community engagement provides a unique opportunity for brands to build long-term relationships with consumers. By participating in popular trends and creating authentic, original content, brands can connect with the audience in a relatable and engaging manner. Running hashtag challenges and featuring user content on brand pages are effective strategies for leveraging user-generated content and fostering community participation. Additionally, the platform's e-commerce integration through TikTok Shop allows brands to streamline the shopping experience and drive direct sales. By combining these strategies, brands can build trust and credibility with their audience, leading to higher engagement and conversions. TikTok presents both challenges and opportunities for cultural and commercial engagement. By addressing cultural misinterpretation, navigating the competitive digital landscape, and overcoming regulatory

hurdles, brands and content creators can effectively leverage the platform's global community for cultural exchange and product promotion. The key to success on TikTok is authenticity, creativity, and community engagement. By following the strategies outlined in this chapter, stakeholders can enhance the visibility and market reach of their cultural and product offerings, driving sales and brand awareness.

## CONCLUSION

The rise of TikTok as a global platform has revolutionized the way cultural heritage and specialty products are promoted and marketed. This study has explored the strategies, challenges, and opportunities associated with leveraging TikTok to promote Hunan's rich cultural heritage and unique specialty products. Through an in-depth analysis of the platform's features, successful case studies, and the broader marketing landscape, this research provides valuable insights for stakeholders seeking to enhance their visibility and market reach. The findings of this study have significant implications for the cultural and economic development of Hunan. By effectively leveraging TikTok, cultural institutions and local businesses can enhance the visibility and market reach of Hunan's cultural heritage and specialty products. This can lead to increased tourism, economic growth, and cultural preservation. Furthermore, the platform's global reach can help Hunan expand its market beyond domestic boundaries, attracting international attention and investment. In conclusion, TikTok offers a powerful platform for promoting Hunan's cultural heritage and specialty products. By addressing the identified challenges and leveraging the outlined opportunities, stakeholders can effectively enhance their global presence and drive sustainable development. The future of cultural and commercial engagement on TikTok is promising, and continued research and innovation will be crucial in maximizing its potential.

**Founding:** This work was supported by the Undergraduate Entrepreneurship Training Program of Hunan Province (grant number S202411528076X), the Undergraduate Innovation Training Program of Hunan Province (grant number S202411528144), Teaching Research Project of Hunan Province (grant number HNJC-20231325), and Hengyang Social Science Project (grant number 2024D001).

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