

RESEARCH ARTICLE

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Marketing Promotion Strategy for Intangible Cultural Heritage Chang'an Drum Music

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Abstract: As a traditional art form originating from the court music of the Tang Dynasty, Chang'an Drum Music has become a significant intangible cultural heritage in China. Despite multiple measures taken by the government to protect and preserve it, the inheritance and development of Chang'an Drum Music still face numerous challenges in modern society. These include an unclear market positioning, limited promotional methods, insufficient innovation, and slow commercialization. The audience for Chang'an Drum Music is primarily concentrated among middle-aged and elderly groups, with relatively low awareness and influence among the younger generation. To attract a broader audience and adapt to the internet era, Chang'an Drum Music requires product innovation, multi-tiered pricing strategies, the utilization of internet platforms to expand communication channels, and the integration of online and offline promotional activities. These efforts will help revitalize this art form in the global cultural market.

Keywords: Chang'an Drum Music; Intangible Cultural Heritage; Internet Marketing; Traditional Art Inheritance

1. Introduction

Chang'an drum music, also known as Xi'an drum music, is an ancient form of traditional Chinese music primarily prevalent in Xi'an City and its surrounding areas in Shaanxi Province, China. As a precious cultural heritage of China, it originated from Tang Dynasty court music and gradually spread to the public, becoming an important component of folk music with a long history and unique artistic value. However, with the evolution of time and societal changes, the inheritance and development of Chang'an drum music face numerous challenges. In this context, studying the marketing and promotion of Chang'an drum music holds significant practical importance. This paper aims to analyze the current state of Chang'an drum music, explore strategies

and practices for its marketing and promotion, and provide valuable references for the preservation and development of this intangible cultural heritage.

2. Current Development Status of Chang'an Drum Music

The distinctive feature of Chang'an drum music lies in its rich combination of instruments and unique performance techniques. The instruments used in Chang'an drum music primarily include the sheng, guan, di, xiao, xun, bianzhong, and bianqing, many of which are traditional instruments unique to China. In terms of performance techniques, Chang'an drum music emphasizes improvisation and interactive playing, with musicians communicating through eye contact, gestures, and body language to achieve tight



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coordination. To protect and preserve Chang'an drum music, the government has implemented a series of measures, including listing it as a national intangible cultural heritage, establishing training centers for Chang'an drum music, and organizing performances and competitions. According to statistics, there are currently over 50 Chang'an drum music troupes in Xi'an, with more than 2,000 members. These troupes are spread across urban and rural areas and include participants of all ages, providing a solid foundation for the transmission of this art form. Additionally, the government has set up special funds to support research, training, and performance activities related to Chang'an drum music, ensuring the preservation and promotion of this intangible cultural heritage.

However, with the evolution of society and changing times, the inheritance and development of Chang'an drum music continue to face numerous challenges, despite government support, due to a lack of commercialization and market-oriented thinking. First, the traditional master-apprentice inheritance model encounters obstacles in modern society. As lifestyles accelerate and entertainment options diversify, the survival space for traditional arts is increasingly squeezed, with fewer young people willing to commit to an art form requiring long-term dedication and rigorous practice. Additionally, inheritors of Chang'an drum music grapple with livelihood pressures and a lack of sufficient social recognition and broad economic support, making the transmission of traditional skills even more difficult. Second, the audience base for Chang'an drum music is shrinking. The rise of modern popular culture and entertainment has diminished its appeal among younger generations. Without effective promotion and outreach, Chang'an drum music struggles to reach a broader listener base, particularly young people.

3. Analysis of Issues in the Marketing and Promotion of Chang'an Drum Music

Although Chang'an Drum Music enjoys a certain reputation both domestically and internationally, the issues in its promotion process urgently need to be addressed amid the wave of marketization and commercialization. These problems are mainly concentrated in areas such as unclear market positioning, limited promotional methods, insufficient innovation efforts, and slow progress in

commercialization.

3.1 Market Positioning Issues

As a traditional art form, Chang'an drum music often targets traditional culture enthusiasts and the middle-aged and elderly demographic, lacking appeal among the younger generation. According to a survey of individuals aged 18 to 35, over 65% of respondents reported limited knowledge of Chang'an drum music, with only 15% expressing deeper understanding and interest. These figures highlight the urgent need to enhance the awareness and influence of Chang'an drum music among young people.

3.2 Limitations of Promotional Methods and Channels

The promotion of Chang'an Drum Music primarily relies on government-funded cultural events and festival performances. While these activities provide some exposure, their impact is limited by geographical and temporal constraints, making it difficult to sustain public interest. In the digital media era, Chang'an Drum Music lacks sufficient online promotion. Relevant topics and content updates on social media platforms are infrequent, and interaction remains low, making it challenging to attract sustained attention from younger audiences. Furthermore, the official websites and social media accounts of Chang'an Drum Music have significantly fewer followers and lower engagement compared to popular cultural content.

3.3 Insufficient Innovation in Content and Form

Although Chang'an drum music has attempted to integrate with modern art forms such as music and dance, these efforts often remain superficial, lacking in-depth content innovation and formal breakthroughs. For instance, its performances at modern music festivals frequently lack novelty, making it difficult to align with the aesthetic demands of contemporary audiences. Furthermore, the development of derivative products related to Chang'an drum music lags behind, with a scarcity of creative products that closely integrate with modern lifestyles. This, to some extent, restricts the exploration of its market potential.

3.4 Slow Commercialization Process

According to relevant data, the commercial performances and product sales related to Chang'an Drum Music are not optimistic. Taking 2019 as an

example, the annual sales of Chang'an Drum Music-related products were less than 2 million yuan, with the majority of purchasers being middle-aged and elderly groups interested in traditional culture. The participation of young consumers remains low. This phenomenon reflects the shortcomings in product development and marketing for Chang'an Drum Music, as well as the lack of effective commercial operation models and profit mechanisms.

4. Current Audience Analysis of Chang'an Drum Music

4.1 Audience Age Distribution

The traditional audience for Chang'an drum music primarily consists of middle-aged and elderly individuals. This demographic holds a deep emotional connection to traditional culture, and their appreciation of Chang'an drum music extends beyond mere musical enjoyment to encompass cultural and emotional heritage. However, with the accelerated pace of life and the diversification of entertainment options among younger generations, Chang'an drum music has a relatively smaller audience base among youth. The younger generation's limited awareness and interest in traditional art forms have, to some extent, constrained the dissemination and development of Chang'an drum music.

4.2 Geographic Distribution of Audience

Chang'an drum music originated in Xi'an, thus maintaining a relatively stable audience base in the Shaanxi region. These audiences have a natural affinity and sense of identification with Chang'an drum music, engaging with and appreciating it through various festive activities and cultural venues. However, in other regions, the awareness and audience base for Chang'an drum music are relatively weaker, which is attributed to regional cultural differences and insufficient promotional efforts.

4.3 Audience Cultural Background

Among the audience of Chang'an drum music, a relatively high proportion consists of individuals with certain cultural backgrounds and artistic cultivation. This segment of the population possesses a strong appreciation and interest in traditional culture, enabling them to deeply understand and appreciate the artistic value and cultural significance of Chang'an drum music.

However, for the general public, Chang'an drum music may appear relatively unfamiliar and inaccessible, which is related to its complex performance techniques and profound historical background.

4.4 Audience Engagement

The audience engagement with Chang'an drum music exhibits a polarized trend. On one hand, a small group of enthusiastic enthusiasts and professionals actively participate in learning and preserving Chang'an drum music. They engage deeply with this art form by attending various workshops, lectures, and performances. On the other hand, the majority of the audience shows relatively low involvement. They may only occasionally encounter Chang'an drum music at specific cultural events, lacking sustained attention or in-depth understanding.

4.5 Audience Media Consumption Habits

With the widespread adoption of the internet and mobile devices, the audience for Chang'an Drum Music has developed new habits in media consumption. Younger audiences prefer to learn about and engage with Chang'an Drum Music through online platforms such as social media, video-sharing websites, and online educational platforms. This presents new opportunities for the promotion of Chang'an Drum Music, while also necessitating innovation and adaptation in traditional promotional methods.

5. Internet Marketing Promotion Strategy for Chang'an Drum Music

5.1 Product Strategy (Product)

In terms of product strategy, Chang'an Drum Music requires innovation and diversification. According to market research, the younger generation's interest in traditional culture lies in its integration with modern elements. Therefore, Chang'an Drum Music can develop new products that combine with contemporary pop culture, such as drum music pieces fused with electronic music, or stage performances collaborating with modern dance. Simultaneously, virtual experience products for Chang'an Drum Music can be designed, such as VR experiences and online interactive tutorials, to attract younger users. For example, by partnering with well-known gaming or music platforms, Chang'an Drum Music can be integrated into games, or original music albums featuring Chang'an Drum Music can be

launched on music platforms to expand its audience base.

5.2 Pricing Strategy

In terms of pricing strategy, Chang'an Drum Music should adopt a multi-tiered pricing approach to meet the needs of different consumers. For online content and experiences, a freemium model can be implemented, offering free basic content to attract users while providing paid premium content or value-added services, such as professional instructional courses and customized performances. Additionally, a membership system could be introduced, offering exclusive content, discounted tickets, and other benefits to enhance user retention and loyalty. For instance, user research indicates that approximately 36% of users are willing to pay for high-quality online instructional content, which provides a basis for the pricing strategy.

5.3 Channel Strategy (Place)

In terms of channel strategy, Chang'an Drum Music should fully leverage internet platforms to broaden its dissemination channels. In addition to publishing content on official websites and social media, it can collaborate with mainstream video platforms such as YouTube and Bilibili to establish official channels, regularly uploading performance videos and instructional materials. Simultaneously, live streaming technology can be utilized to conduct online live performances on platforms like Douyin, Kuaishou, and Xiaohongshu, enhancing interactivity and real-time engagement. Furthermore, e-commerce platforms should not be overlooked as channels; selling peripheral cultural and creative products, music albums, and other merchandise related to Chang'an Drum Music can achieve seamless integration between online and offline efforts. According to statistics, over 50% of users on video platforms are willing to pay for high-quality cultural content, providing data support for the implementation of this channel strategy.

5.4 Promotion Strategy

In terms of promotional strategies, Chang'an Drum Music can enhance brand awareness and influence through a combination of online and offline approaches. Online initiatives may include organizing activities such as online voting, interactive Q&A sessions, and share-and-repost campaigns to boost user engagement, while leveraging big data and user profiles for targeted

marketing. Offline efforts could involve hosting cultural festivals, workshops, and other events centered around Chang'an Drum Music to attract public participation. Additionally, cross-promotional collaborations with well-known brands could be pursued, such as co-branded product launches with fashion labels or partnerships with tourism departments to position Chang'an Drum Music as an integral part of Xi'an's cultural tourism. For instance, through a collaboration with a prominent travel website, Chang'an Drum Music's online promotional campaign garnered over 100,000 clicks within a month, significantly increasing its digital exposure.

6. Conclusion

Chang'an drum music, an art form carrying millennia of cultural heritage, faces both new opportunities and challenges in the era of internet dissemination. Through meticulously planned internet marketing strategies, it can not only preserve its unique cultural charm but also revitalize itself within the context of globalization. However, the path of internet marketing for Chang'an drum music remains fraught with challenges. How to maintain its traditional essence while continuously innovating to adapt to the rapidly changing market environment, and how to stand out amidst the vast ocean of online information to amplify the voice of Chang'an drum music, are issues that require ongoing exploration and resolution. In the future, the promotion of Chang'an drum music must rely more on technological advancements and market feedback, continuously optimizing marketing strategies to achieve a perfect fusion of traditional art and modern marketing. Through the borderless platform of the internet, Chang'an drum music has the potential to transcend geographical and cultural boundaries, becoming a brilliant gem in the global cultural treasury.

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