

Research on the Mechanism and Strategy of the Creative Development of Yi Embroidery Culture Driven by Value Co-creation

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Abstract: This paper focuses on the mechanism and strategy of the innovation and development of Yi embroidery culture driven by the value of co-creation. Through the analysis of the typical case of "X Yi Embroidery Cooperative Project," this paper expounds the value co-creation mechanism, i.e. government guidance, enterprise leading, embroiderer participation, consumer feedback, clear roles of all parties and effective interaction, realizing creativity generation, resource integration and product development. In terms of innovation and development strategy, realize product innovation, brand building, marketing channel expansion and talent cultivation. The research shows that value co-creation is of great significance to the innovation and development of Yi embroidery culture, which promotes the integration of resources and the stimulation of innovation vitality, realizes the win-win situation of economic and cultural values, provides a path for the inheritance and development of national culture, and provides reference for the development of Yi embroidery culture in other regions.

Key words: value co-creation; Yi Embroidery culture; innovation and development; mechanism; strategy

Introduction

Yi Embroidery, as the treasure of Yi traditional culture, bears the historical memory, aesthetic concept and national spirit of Yi people for thousands of years, and has extremely high artistic value, cultural value and historical value. From the artistic level, Yi embroidery stitches are rich and diverse, exquisite and unique patterns, bright colors, each embroidery is the crystallization of folk artists' wisdom and skills, showing the outstanding artistic creativity of Yi people. In the cultural sense, Yi embroidery patterns contain rich cultural connotations such as totem worship, myths and legends of Yi

nationality, which is an important carrier for inheriting and carrying forward Yi culture. At the same time, with the rise of cultural industry, Yi embroidery also has certain economic value, which can drive local economic development and promote employment.

1 Theoretical basis of value co-creation and innovation and development of yi embroidery culture

1.1 An overview of value co-creation theory

Value co-creation refers to the process of different subjects, such as enterprises,

consumers, social organizations, etc., creating value through interaction and cooperation. Its connotation emphasizes breaking the traditional mode of producer leading value creation, so that consumers and other parties to participate in the depth of each link of value creation ^[1]. The subjects of value co-creation include government, enterprises, social organizations, consumers and so on. Each subject plays a different role in the process of value co-creation. The government can provide policy support and resource guidance, enterprises are the main body of market operation and product development, social organizations can play a coordinating and promoting role, and consumers participate in it by means of demand feedback and participation experience. The process of value co-creation usually covers the stages of creativity generation, resource integration, product or service development, value transmission and sharing, etc. Common value co-creation modes include online and offline interaction mode, platform cooperation mode, etc., including value co-creation based on product innovation and value co-creation based on service improvement ^[2].

1.2 The connotation and characteristics of yi embroidery culture

Yi Embroidery has a long history. It originates from the production and living practice of Yi people and is closely connected with the religious belief, customs and habits of Yi people. In the long course of development, Yi embroidery has formed its unique artistic features and forms of expression. Its stitches are rich and varied, such as plain stitches, lock stitches, cross-stitch, etc., each of which can show different artistic effects. Patterns are mostly drawn from natural scenery, animals and plants, myths and legends, etc., with strong national

style and regional characteristics. From the perspective of social value, Yi embroidery is an important carrier of Yi culture inheritance, which carries the historical memory and national spirit of Yi people and promotes the exchange and integration of national culture. In terms of economic value, the development of Yi embroidery industry can promote local economic growth, increase employment opportunities and improve the income level of local residents ^[3].

1.3 The relationship between co-creation of value and innovation and development of yi embroidery culture

The value co-creation provides a powerful impetus for the innovation of Yi embroidery culture. Through the participation and cooperation of multiple subjects, more resources and creativity can be integrated, the limitation of the development of traditional Yi embroidery can be broken through, and the innovation of Yi embroidery in design, technology, marketing and other aspects can be promoted. At the same time, Yi embroidery culture innovation is also an important carrier of value co-creation. In the process of innovation and development of Yi embroidery culture, the government, enterprises, embroidered women, consumers and other parties cooperate around Yi embroidery to jointly create and share value. This mutually reinforcing relationship makes the Yi embroidery culture in the value of co-creation, driven by continuous innovation and development, not only inherit and carry forward the traditional culture of the Yi, but also to meet the market demand of modern society and cultural consumption needs, to achieve a win-win situation of cultural and economic benefits ^[4].

2 Problems in the innovation and development of yi embroidery culture driven by value co-creation

2.1 Subject participation

In the process of value co-creation driving the innovation and development of Yi embroidery culture, there are many problems in subject participation. The guiding role of the government is insufficient, and some local governments do not pay enough attention to the cultural industry of Yi embroidery, and lack of systematic planning and policy support. In the industrial layout, capital investment, infrastructure construction and other aspects of the failure to give full play to the guiding role, resulting in the lack of a clear direction and a strong guarantee for the development of Yi embroidery industry. The enthusiasm of enterprises to participate is not high. Due to the large investment in the early stage of Yi embroidery industry, long return cycle and high market risk, many enterprises are cautious about investing in Yi embroidery cultural innovation projects. At the same time, the standardization degree of Yi embroidery products is low, the production scale is difficult to expand, the enterprise is difficult to obtain considerable economic benefits, further reducing the enthusiasm of enterprises to participate. Embroidery women and inheritors have limited innovation ability. Most of them embroider with traditional skills, lacking modern design concept and innovative thinking. Moreover, due to the limitation of education level and training opportunities, it is difficult for them to combine modern elements with traditional Yi embroidery techniques, which restricts the innovation and development of Yi embroidery products. The participation of consumers is low. On the one hand, consumers

do not have enough awareness and understanding of Yi embroidery culture, and lack the consciousness of actively participating in the co-creation of Yi embroidery cultural value; on the other hand, there is no effective interactive platform and participation channel in the market, which makes it difficult for consumers to really participate in the design and production of Yi embroidery products.

2.2 Resource integration

The excavation of cultural resources is not deep. Although the Yi embroidery culture contains rich resources such as history, folk customs and art, the excavation of these resources is still superficial at present, and the cultural connotation and value of Yi embroidery culture are not deeply explored. Many stories behind Yi embroidery patterns and techniques have not been fully sorted out and spread, resulting in the unique charm of Yi embroidery culture not being fully displayed. The application of technology resources is insufficient. With the rapid development of modern science and technology, the application of new technology in the production process, design means and marketing mode of Yi embroidery industry is very limited. For example, the lack of digital design software, advanced embroidery equipment, etc., affected the quality and production efficiency of Yi embroidery products. Lack of effective integration of human resources, embroidery, designers, marketing personnel and other types of personnel scattered, the lack of effective communication and cooperation mechanism. Embroidery women do not understand the market demand and design trend, designers lack of mastery of traditional Yi embroidery skills, and marketing personnel do not have a deep understanding of Yi embroidery culture, resulting in the failure to give full play

to the advantages of talents.

2.3 Value sharing

The distribution of economic value is unreasonable. In the interest chain of Yi embroidery industry, as the main producer, Xiuniang can only obtain meager income, while most of the economic benefits are obtained by dealers and enterprises in the middle link. This unreasonable distribution mechanism has hit the enthusiasm of Embroidery Niang, and is not conducive to the sustainable development of Yi embroidery industry. Cultural values are not widely disseminated. Due to the lack of effective dissemination channels and promotion means, the influence of Yi embroidery culture is mainly limited to local or specific minority groups. Many people's understanding of Yi embroidery culture only stays on the surface, and fails to truly appreciate its profound cultural connotation and artistic charm, which restricts the inheritance and innovative development of Yi embroidery culture [5].

3 Mechanism construction of yi embroidery culture innovation and development driven by value co-creation

3.1 Multi-subject cooperative participation mechanism

Multi-subject collaborative participation is the basis for the innovation and development of Yi embroidery culture driven by value co-creation. The government should give full play to the guidance and support mechanism, and encourage enterprises and social capital to invest in Yi embroidery cultural industry by formulating relevant policies, such as tax incentives and financial subsidies. At the same time, we will strengthen infrastructure construction, hold cultural activities and exhibitions, and enhance the popularity and

influence of Yi embroidery culture. Enterprises should give full play to the market leading mechanism, keenly capture the market demand, combine the traditional Yi embroidery with the modern market, and develop innovative and competitive products. Enterprises should also strengthen brand building and marketing, expand sales channels, improve the market share of Yi embroidery products. Embroidery women and inheritors are the core strength of Yi embroidery culture. We should establish a core participation mechanism to provide them with training and learning opportunities to improve their skill level and innovation ability. Encourage Embroidery Niang and inheritors to participate in product design and development, to play their traditional skills. The feedback mechanism of consumers' demand is also very important. Through online and offline interactive platforms, consumers' opinions and suggestions on Yi embroidery products are collected, so that enterprises and Embroidery Niang can adjust product strategies in time to meet consumers' demands.

3.2 Resource integration and share mechanism

Resource integration and sharing mechanism can effectively improve the efficiency of the innovation and development of Yi embroidery culture. In terms of cultural resources, it is necessary to establish a mechanism for deep excavation and integration, organize professionals to systematically sort out and study the history, legends, patterns and other cultural resources of Yi embroidery, deeply excavate its cultural connotation, and integrate these cultural elements into product design. As for technical resources, we should construct the introduction and application mechanism, actively introduce modern design software and advanced embroidery equipment, etc., so as to

improve the production quality and efficiency of Yi embroidery products. At the same time, strengthen cooperation with scientific research institutions, carry out technological innovation research, and promote the modernization of Yi embroidery techniques. In human resources, the establishment of training and cooperation mechanism, through vocational training, college education and other ways to cultivate professional Yi embroidery talents. Promote exchanges and cooperation between different types of talents, such as embroidery, designers, marketing personnel, and realize the optimal allocation of human resources.

3.3 Value co-creation and sharing mechanism

Value co-creation and sharing mechanism is the key to ensure the enthusiasm of multi-party participation. In terms of economic value, it is necessary to establish a mechanism of co-creation and reasonable distribution, in which enterprises, embroidered women and other participants participate in the development and production of products, and rationally distribute economic benefits according to their respective contributions. We can make fair salary system, profit sharing system, etc. to ensure that producers such as Embroidery Niang can obtain reasonable income and stimulate their enthusiasm for work. In terms of cultural value, we should build a mechanism of co-creation and wide dissemination, participate in the innovation and inheritance of Yi embroidery culture, widely disseminate Yi embroidery culture through cultural activities and new media, enhance its cultural influence, let more people understand and love Yi embroidery culture, and realize the co-creation and sharing of cultural value.

4 The strategy of promoting the innovation and development of yi embroidery culture by value co-creation

4.1 Product innovation strategy

In terms of product innovation, functional innovation is a key link. The Yi embroidery can be combined with the requirements of modern life to develop products with practical functions, such as intelligent household articles with Yi embroidery elements, environment-friendly bags and the like, so that the Yi embroidery can be integrated into the daily life of people. Design innovation emphasizes the integration of traditional Yi embroidery patterns and modern design concepts, while retaining national characteristics, giving products a sense of fashion and modern flavor. For example, traditional Yi embroidery patterns are reinterpreted with modern color combinations and simple designs. Category innovation can not be ignored. In addition to traditional clothing, jewelry and other categories, it can be expanded to cultural creative products, tourist souvenirs and other fields to enrich the types of Yi embroidery products.

4.2 Brand construction strategy

Brand positioning and image building are the basis of brand building. To clear the brand positioning of Yi embroidery, highlight its national cultural characteristics and artistic value, and create a unique brand image. Brand communication and promotion need to use a variety of channels, such as social media, cultural activities, advertising, etc., to improve brand awareness and reputation. For example, use social platforms such as Shaanyin and Little Red Book to promote brands to attract the attention of young consumers. At the same time, we should pay attention to brand protection and

management, strengthen Trademark Registering and intellectual property protection, establish brand quality management system, and maintain a good image of the brand.

4.3 Marketing channel expansion strategy

Online marketing channel expansion is an inevitable choice for meeting the needs of our era. Official websites and e-commerce platforms can be established to carry out activities such as online sales and live broadcasting with goods to expand sales scope. Offline marketing channel expansion can be through the opening of stores, to participate in exhibitions, and retailers to cooperate, improve the market coverage of products. Cross-border cooperation and channel integration is also an important strategy. Cross-border cooperation with fashion, art, tourism and other industries is also an important strategy to jointly develop products and promotional activities to realize channel integration and resource sharing.

Table 1 List of Strategies and Specific Measures for the Innovation and Development of Yi Embroidery Culture Driven by Value Co-creation

Policy category	Specific strategies	Specific measures
product innovation strategy	functional innovation	Develop smart household products and environmental bags with Yi embroidery elements
product innovation strategy	design innovation	A blend of heritage graphics and modern design in modern colours Expand to cultural and creative
product innovation strategy	category innovation	products, tourist souvenirs and other fields
brand construction strategy	Brand positioning and image building	Clear brand positioning, highlighting the national cultural characteristics and artistic value
brand construction strategy	Brand communication and promotion	Leverage social media, cultural events, advertising and more

brand construction strategy	Brand Protection and Management	Strengthen Trademark Registering and intellectual property protection, and establish quality management system Establish official website and e-commerce platform to carry out live broadcasting with goods
Marketing Channel Expansion Strategy	Online Marketing Channel Expansion	Opening stores, attending exhibitions, working with retailers
Marketing Channel Expansion Strategy	Expansion of offline marketing channels	Cooperation with fashion, art, tourism and other industries
Marketing Channel Expansion Strategy	Cross-border cooperation and channel convergence	

As can be seen from Table 1, there are specific strategies and corresponding initiatives under each strategy category. These strategies and initiatives cooperate with each other to form a relatively complete strategic system for the innovation and development of Yi embroidery culture driven by value co-creation. Through the implementation of these strategies, we can comprehensively promote the innovation of Yi embroidery products, the construction of brands, the expansion of marketing channels, so as to realize the innovation and development of Yi embroidery culture.

4.4 Personnel training strategy

Talent training is an important support for the innovation and development of Yi embroidery culture. In terms of school education and talent reserve, relevant majors and courses shall be set up in colleges and universities and vocational colleges to cultivate professional talents in Yi embroidery design, production and marketing. Vocational training and skill upgrading are aimed at embroidering women and employees to carry out regular training activities to improve their skill level and innovation ability. Talent introduction and

cooperation and exchanges can introduce domestic and foreign outstanding design personnel and management personnel, while strengthening cooperation and exchanges with other regions, learning advanced experience and technology.

5 Case analysis

5.1 Select the typical case of yi embroidery culture innovation and development driven by value co-creation

Among the numerous cases of Yi embroidery culture development, it is very important to select representative cases for studying the mechanism and strategy of value co-creation driving the innovation and development of Yi embroidery culture. Through on-the-spot investigation, data collection and in-depth interview of Yi embroidery industry in several regions, we comprehensively consider the innovation, sustainability and practical effect in value co-creation of the cases. Finally, the "X Yi Embroidery Cooperative Project" in Liangshan Yi Autonomous Prefecture of Sichuan Province was selected as a typical case. Under the active guidance of the government, the project has formed a close cooperative relationship with local enterprises, embroideries and consumers, and achieved remarkable results in Yi embroidery product innovation and market expansion.

Table 2 Selected Typical Yi Embroidery Cultural Innovation and Development Case Factors to Consider

Factors to consider	Concrete content
innovation	In product design, production technology, marketing model and other aspects of unique innovation, such as the integration of modern elements into the traditional Yi embroidery patterns

sustainability of	The project has the potential for long-term and stable development, focusing on the protection of the rights and interests of Xiuniang and cultural heritage
Value Co-creation Practice Effect	The government, enterprises, Embroidery Niang, consumers, multi-party close cooperation, to achieve economic and cultural values to create

Table 2 provides an overview of the considerations for selecting a typical case. These factors are interrelated to ensure that the selected cases can accurately reflect the characteristics and advantages of the innovative development of Yi embroidery culture driven by value co-creation, which provides a solid foundation for subsequent in-depth analysis.

5.2 Analysis on the value co-creation mechanism of cases

In-depth analysis of the "X Yi Embroidery Cooperative Project" value co-creation mechanism. In terms of participants, the government plays the role of guide and supporter, and creates a good environment for the development of the project by issuing preferential policies and providing financial support. Enterprise is as a market leader, responsible for product design, production organization and marketing. Embroidery lady is the core strength of the project, relying on exquisite skills to integrate traditional Yi embroidery culture into the products. Consumers become an important part of value co-creation by purchasing products and feeding back their needs. In terms of subject interaction, the government sets up a platform to promote the cooperation between enterprises and Embroidery Niang. Enterprises improve the skills of Embroidery Niang by holding training activities, and actively communicate with consumers to understand market demand. The process of value co-creation includes the creation of ideas, the

integration of resources and the development of products. The government, enterprises and Embroidery Niang participated in the creative conception, integrated the resources of all parties, and developed the Yi embroidery products meeting the market demand.

Table 3 the value of the case to create a mechanism to participate in the main role, role and interaction

Participants	Role and function	Interactive mode
government	Policy guidance and financial support	Build a cooperation platform to promote cooperation between enterprises and Embroidery Niang
enterprise	Market leading, resource integration	Organize production, design products, interact with embroidered niang and consumers
female embroider	Skill inheritance, product production	Participate in creative ideas, improve skills, and enterprise cooperation in production
consumer	Demand feedback, market push	Buy products, feedback, influence product design

Table 3 clearly shows the specific roles, functions and interaction modes of each participant in the value co-creation mechanism. This clear division of labor and effective interaction is the key to the realization of value co-creation, so that all parties can give full play to their own advantages in the project and jointly promote the innovation and development of Yi embroidery culture.

5.3 Case study of innovative development strategy

The "X Yi Embroidery Cooperative Project" has a lot to learn from in terms of innovative development strategies. In terms of product innovation, the project team combines traditional Yi embroidery techniques with modern design concepts to develop fashionable clothing and household articles with Yi embroidery elements, which not only retains

traditional characteristics but also meets the aesthetic and functional needs of modern consumers. In terms of brand building, through holding Yi embroidery culture exhibition, participating in international handicraft exhibition and other activities, unique brand image has been created and brand awareness and reputation have been improved. In terms of marketing channel expansion, the combination of online e-commerce platform and offline physical stores has widened the sales channels of products. At the same time, cross-border cooperation has been carried out to promote jointly with fashion brands and tourism enterprises, further enhancing the market influence of products. In the aspect of talent cultivation, a long-term training mechanism has been established, which not only improves the skill level of Embroidery Lady, but also cultivates a group of professional design and marketing talents.

5.4 Enlightenment of cases to the development of yi embroidery culture in other areas

The successful experience of "X Yi Embroidery Cooperative Project" provides valuable inspiration for the development of Yi embroidery culture in other regions. In the aspect of value co-creation mechanism construction, other regions should draw lessons from the mode of government guidance, enterprise leading, embroiderer participation and consumer feedback in this case, and establish a local multi-subject collaborative participation mechanism. Strengthen the integration and sharing of resources, give full play to the advantages of all parties, and realize the co-creation and sharing of economic and cultural values. In the innovation and development strategy, we should pay attention to product

innovation, combine tradition with modernity, and develop products with market competitiveness. Strengthen brand building and enhance brand awareness through diversified publicity and promotion activities. Expand marketing channels and expand product sales scope by means of online and offline integration. At the same time, we should pay attention to talent training to provide a solid talent guarantee for the innovation and development of Yi embroidery culture. Other regions should combine their own actual situation, flexible use of these experiences and strategies to promote the innovation and development of local Yi embroidery culture.

6 Conclusion

The innovation and development of Yi embroidery culture driven by value co-creation has formed a set of systematic mechanism and strategy. In the aspect of mechanism, it constructs the mode of coordinated participation of government, enterprises, embroidered women, consumers and other subjects. The government

creates a good environment through policy guidance and resource support; enterprises play a leading role in the market and integrate resources of all parties; Embroidery girls inherit skills and inject cultural connotation into products; consumers promote product iteration with demand feedback. In terms of strategy, we should pay attention to product innovation, integrate traditional skills and modern design; strengthen brand construction, enhance the popularity and reputation of Yi embroidery culture; expand marketing channels and expand market coverage by combining online and offline. Value co-creation is very important to the innovation and development of Yi embroidery culture. It promotes the effective integration of resources, stimulates the innovation vitality of all parties, makes Yi embroidery culture develop in inheritance and innovation in development, realizes the win-win situation of economic value and cultural value, and provides an effective path for the inheritance and development of national culture.

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