

Research on the Influencing Factors of Chinese Culture Creative Products Export

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ABSTRACT

With the vigorous development of economic globalization, cultural and creative industry has gradually become the pillar industry of a country or region. In recent years, China has developed rapidly in the field of cultural and creative industries. However, there are also many problems such as late start of cultural and creative industries and weak export strength of cultural and creative enterprises, which greatly affect the export of cultural and creative products. This paper deeply analyzes the development status and influencing factors of Chinese cultural and creative products export, and puts forward corresponding countermeasures and suggestions, so as to promote Chinese cultural and creative products to the world and improve China's international competitiveness.

Keywords: *Cultural and creative products, Influencing factors, The empirical analysis.*

1. INTRODUCTION

So far in the development of the world economy, the main driving force of social development has changed from the early industrial promotion to the current stage of internet-based cultural industry and creative economy. In order to adapt to the pace of rapid economic development in today's era, various countries and regions around the world have put forward development policies for cultural and creative industries adapted to their own national conditions and characteristics. Through the rapid development of cultural and creative industries, social employment and the vitality of the country's economy will be revitalized again. Cultural and creative industry has gradually become the pillar industry of a country or region.

In recent years, China has developed rapidly in the field of cultural and creative industries. As a newly emerging industry, the rapid development of cultural and creative industry benefits from the comprehensive help of economic globalization. Its core is independent creativity, and its main content is that the main culture of a country or nation

develops intellectual property rights through corresponding creative formation, technological development and industrialization and makes profits from it. Cultural and creative industries are different from industries. On the one hand, cultural and creative industries consume less energy, green and environmental protection. On the other hand, cultural and creative industries can spread the excellent culture of a country and enhance its identity in the international community. However, there are many problems in the development of Chinese cultural and creative industry, which greatly affect the export of cultural and creative products. Therefore, this paper studies the development status and influencing factors of Chinese cultural and creative products export, and puts forward corresponding suggestions, in order to promote China's cultural and creative products to the world and improve China's international competitiveness.

2. CURRENT SITUATION OF CHINESE CULTURE CREATIVE PRODUCTS EXPORT

Nowadays, with the continuous extension of globalization, the acquisition of creativity, knowledge and information has gradually become a

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powerful driving force for the continuous economic growth and development. Creativity has also become a kind of capital and has become the core driving force for the continuous economic development. Creative industries, as defined by the United Nations, include cultural products and related production activities, as well as products, services, activities, architecture, advertising, etc., related to art or creativity. Due to its early start in the statistics of creative industry and the large number of countries covered by statistics, this paper divides cultural and creative products into six categories for research, including crafts, audio-visual media, new media, performing arts, publications, visual arts [1].

According to the "Creative Economy Outlook" report jointly released by UNCTAD and the United Nations in 2019, the global trade in creative products is growing rapidly in recent years. The trade of cultural and creative industries is of great significance to cultural exchanges between countries. China has developed rapidly in the field of cultural and creative industry, but there are still the following main problems.

2.1 Lack of Demand for Products at Home and Abroad

Domestic and foreign demands have a great impact on the development of cultural and creative enterprises [2]. If there is a high level of consumer demand, then the country's companies will be under pressure in terms of product features, innovation and quality. These pressures translate into incentives to produce products which are more responsive to demand, of higher quality and more innovative.

For China, the lack of domestic and foreign demand is the main problem of the export of Chinese cultural and creative products. Due to the late development of China's cultural and creative industry, domestic consumers lack demand for cultural and creative products because they do not have a clear concept. For foreign demand, due to the particularity of culture, culture as a measure of soft power is very different from foreign culture both in terms of national policy and content. Cultural conflict makes foreign consumers have a poor acceptance of Chinese cultural and creative products. Therefore, it is very important for the export of Chinese cultural and creative products to enhance the understanding of Chinese culture and the demand for cultural and creative products of consumers at home and abroad.

2.2 Lack of Relevant and Supporting Industries

The formation of related industries and industrial clusters is very important to the export of Chinese cultural and creative products. The low degree of integration of creative industry and its related industries has a negative effect on the healthy and sustainable development of China's cultural and creative products export. The development of creative industries requires policies and high-tech infrastructure to better integrate industrial chains and new trading platforms in the digital era.

At present, one of the main reasons why Chinese export of cultural and creative products is difficult to achieve high-quality development is the circulation and sales of products. Due to the imperfect platform and carrier, it is difficult to link the supply and demand of cultural and creative products together. In the information age, information is numerous and complex, and the updating speed is extremely fast. The establishment of industrial chain is related to all upstream and downstream industries, and the integration of cultural creativity and other different industries has become an inevitable trend.

2.3 Lack of the Research and Development of Cultural and Creative Products

China has five thousand years of rich and time-honored cultural resources. However, these cultural resources cannot be integrated into the export value of cultural and creative products. With the improvement of China's comprehensive strength, the progress of science and technology also goes in the same direction. Then, the carrier of explicit value of cultural creative products should also be more fully and skillfully used. Therefore, how to accurately grasp the characteristics of cultural and creative products, so that the value system of cultural and creative products has sustainable vitality, is a very urgent problem. Enterprises should fully study the cultural value that cultural and creative products should carry, so as to improve the innovation ability of creative industries and creative products.

2.4 The Imperfection of Relevant National Laws

In recent years, China has gradually improved its policy support and protection for the cultural

industry, but there are still deficiencies in mechanisms, laws and regulations. Among cultural and creative products, the most competitive and advantageous products belong to knowledge-oriented products. Therefore, increasing research and development efforts, increasing investment, and improving technological level are powerful driving forces to promote the development of cultural and creative industries. The government should strengthen support for the export of cultural and creative products and create a relaxed and free environment.

3. EMPIRICAL ANALYSIS ON THE INFLUENCING FACTORS OF CHINESE CULTURAL CREATIVE PRODUCTS EXPORT

3.1 Model Construction

Based on the gravity model, this paper takes the export volume of cultural and creative products of China's top 10 export countries and regions from 2006 to 2020 as the explained variable and establishes the following model.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \mu_0$$

In order to eliminate the effect of heteroscedasticity, logarithms of the above variables were taken respectively. The following model is obtained.

$$\text{LN}Y = \beta_0 + \beta_1 \text{LN}X_1 + \beta_2 \text{LN}X_2 + \beta_3 \text{LN}X_3 + \beta_4 \text{LN}X_4 + \beta_5 \text{LN}X_5 + \mu_0$$

Among them, the dependent variable Y is the total amount of China's export of cultural and creative products to the top ten countries. X_1 represents China's GDP. X_2 represents China's higher education enrollment rate. X_3 represents the per capita GDP of the importing country. X_4 represents geographical distance. X_5 represents the population of the importing country.

3.2 Variable Declaration

3.2.1 Explained Variable

Since 2012, the export volume of Chinese cultural products has ranked first in the world, and the market scale has been expanding. According to UN statistics, China plays a leading role in the trade of cultural and creative products among Asian countries. This paper selects the total export volume of Chinese cultural and creative products to major countries from 2006 to 2020 as the explained variable.

3.2.2 Explanatory Variables

3.2.2.1 China's Gross Domestic Product

China's GDP has always maintained a continuous upward trend. China's GDP symbolizes the development of the industry and is positively correlated with the export of cultural and creative products. Therefore, it is taken as an explanatory variable and marked as X_1 .

3.2.2.2 China's Higher Education Enrollment Rate

The enrollment rate of institutions of higher learning represents the cultural and educational level. This variable affects the innovation degree and technological content of cultural creative products in China [3]. It has an important influence on the competitiveness of Chinese cultural and creative products in the world. The higher enrollment rate of institutions of higher learning is conducive to the increase of China's export of cultural and creative products, so it is marked as X_2 .

3.2.2.3 Per Capita GDP of Importing Countries

Per capita GDP of the importing country represents the income level and consumption capacity of the people, which can reflect the market size of cultural and creative products from a side perspective. Cultural and creative products, as a representative of the spiritual level, are only considered after a country or region has solved the problem of food and clothing. Therefore, the demand for cultural and creative products needs to be supported by certain income. The higher the per capita GDP of importing country, the higher the demand for creative products. So it is marked as X_3 .

3.2.2.4 Geographic Distance

Geographic distance refers to the distance between countries when goods are transported. Geographical distance will affect the transportation cost of physical goods. With the increase of geographical distance, the transportation cost will also increase, which is not conducive to the export of cultural and creative products and has a great influence on the export of products. However, since the actual geographical distance is difficult to measure, the distance between Beijing, the capital of China, and the capitals of other countries is chosen to represent the geographical distance. So it is marked as X_4 .

3.2.2.5 *Population of Importing Country*

The population of a country is an index to measure the market size and market potential of a country. The larger the population of a country is, the larger the export market of the product is. Therefore, the population of importing country is selected as the explanatory variable, denoted as X_5 .

3.3 *Regression Analysis Results*

In this paper, Eviews11.0 software is used for regression analysis, and the regression equation is as follows:

$$\begin{aligned} \text{LNY} &= -11.57678 + 1.235679\text{LNX}_1 + 0.522357\text{LNX}_2 \\ t &= (-6.212580) (5.846770) (2.983483) \\ &+ 0.330578\text{LNX}_3 + 0.096752\text{LNX}_4 + 0.112873\text{LNX}_5 \\ &(6.957862) (2.393567) (1.796557) \\ R^2 &= 0.943568 \quad F = 152.28762 \end{aligned}$$

The R^2 in the above results is 0.943568, and the adjusted R^2 is 0.933578, indicating that the equation has a high degree of fitting, and independent variables can better explain the changes of dependent variables. The empirical results show that all explanatory variables are positively correlated with explained variables. The most influential explanatory variable was China's GDP, and the least influential was geographical distance. Geographical distance is contrary to the expectation of Chinese cultural creative products export. With the diversification of economic development and trade, and the particularity of cultural and creative products, the dependence on physical transportation is becoming less and less. Most cultural and creative products are digital, reducing the necessity for geographical distance and logistics.

4. COUNTERMEASURES AND SUGGESTIONS

4.1 *Stimulating Consumption, Improving Relevant Legislative Protection*

Cultural creative products are conceptual products with both explicit and implicit values. The so-called implicit value refers to cultural content, while the so-called explicit value refers to the tangible carrier used to carry cultural connotation, namely products. Therefore, it is necessary to focus on the following aspects to increase the value of cultural and creative products

Firstly, it is to add explicit value so as to guide cultural consumption: the tangible and explicit value of cultural and creative products is the key to

attract consumers' attention. Therefore, it is far from enough for a product to have content innovation and creativity. Therefore, taking effective measures to increase the explicit value of the products is particularly critical. Secondly, it is to explore hidden value fully in order to create cultural consumption: Although the carrier is very important, in the whole product, the content creativity is also the inner beauty that induces consumers to consume. In the whole production process of cultural and creative products, rich and unique cultural resources should be transformed into cultural content and connotation attached to the products. Finally, it is to strengthen the intellectual property protection of cultural creative products to ensure the realization of value [4]. In order to realize the healthy development of cultural and creative industry and the worldwide sales of products, protection of intellectual property rights should be done well. The realization of value of cultural and creative products can be ensured by enhancing people's cognition of intellectual property and enhancing their maintenance of intellectual property.

4.2 *Integrating and Innovating Enterprises Based on Traditional Culture*

Enterprises should better integrate traditional culture, create "big brands" of Chinese creative products, and transform the excellent cultural resources with a long history of 5,000 years into innovative products based on modern science and technology and network intelligence [5]. First of all, cultural and creative products are essentially the process of combining culture with thinking. Through different education methods of nature and nurture, innovative talents should be cultivated constantly, and corresponding effective incentive measures should be provided for innovative talents. Secondly, with the further development of science and technology, the dissemination speed of cultural and creative products is getting faster and faster. Many platform media do not follow the same model, content is constantly updated, and coverage is getting more and more extensive. Enterprises should understand the attention and consumption preference of target exporting countries to cultural and creative products, formulate different market strategies, and further promote the export of Chinese cultural and creative products. Thirdly, enterprises should try their best to balance the innovation of cultural and creative industries with the promotion of traditional culture. While absorbing the traditional culture of the Chinese

nation, cultural creative products should summarize and integrate cultural resources systematically and standardized.

4.3 Optimizing the Export Structure, Achieving Balanced Development

The export structure of cultural and creative products largely depends on the structure of cultural and creative industries. Therefore, to optimize the export structure of cultural and creative products is to achieve the balanced development of China's cultural and creative industry, which is crucial to the enhancement of international competitiveness.

On the basis of maintaining the export advantages of original design and handicraft products, China should focus on developing cultural and creative products including intellectual labor. China should thoroughly and deeply excavate the rich cultural resources, concentrate on the development of cultural and creative products with more "creative" elements, shift the advantage of Chinese cultural and creative products from "cost" to "creative", and gradually improve the situation of single export structure of cultural and creative products.

4.4 Seizing the Opportunities of the Digital Economy, Encouraging Cross-border Trade Integration

It's needed to enhance the integration of digital economy and trade in cultural and creative products to facilitate cross-border trade integration. The following two aspects should be concerned. Firstly, enterprises seize the opportunity of rapid development of digital economy and integrate their achievements into cultural and creative industry. In addition, enterprises continue to optimize related infrastructure and innovate digital technology, further promote the development of digital industry and real economy, to upgrade the digitalization of cultural and creative industry and establish the "intelligent" cultural and creative industry to give a strong reliance [6]. Secondly, diversified application scenarios of "digital economy + cultural and creative industry" should be established, for example, blockchain + cultural and creative industry, big data + cultural and creative industry and other new forms of cross-border integration.

5. CONCLUSION

The export trade of Chinese cultural and creative products has made great progress, but it must go through a process of exploring potential, adjusting structure and changing quality thoroughly if it wants to become bigger and stronger. The limitation of creative economy restricts the export of cultural creative products. The government should strengthen support for the export of cultural and creative products and cultural and creative industries to create a liberal social background. Enterprises should actively learn the design and production technology of cultural creative products from developed regions in Europe and America, and closely combine Chinese culture with market demand. At the same time, enterprises should take traditional culture as the basis and further promote integration and innovation, for the export of cultural creative products to win the first opportunity.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Jun Wang.

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