

Countermeasures and Suggestions on Promoting the Consumption of Chinese Culture under the New Economic Situation

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Abstract. Under the new economic situation, the development of China's cultural industry step into the new period, cultural consumption has become a powerful booster for the development of cultural industry. For the problems of the existence of cultural consumption in our country, this paper puts forward the concrete countermeasures and suggestions, such as cultivating the concept of cultural consumption, improve the disposable income of residents, improve the consumption culture of backward areas of financial subsidies, to ease the contradiction between supply and demand of culture consumption and establish a sound system of cultural consumption, mechanism. With China's economy entering the "new situation", China's economy has entered a new stage of development [1]. Under the new economic situation, the cultural industry has become an important support force for the adjustment of industrial structure and upgrading of the industrial structure. Cultural consumption is the fundamental driving force to promote the development of cultural industries and the transformation and upgrading of cultural industries. Consumer culture is in the consumption environment, with groups of certain consumer willingness and consumption capacity to meet the needs of their spiritual and cultural life, through a variety of ways to consumption of cultural products and cultural services [2]. At present, our country is facing the transformation of economic growth mode, the industrial structure is facing the optimization and upgrading. Research on how to promote cultural consumption is of great significance [3].

Current Situation of the Development of Cultural Consumption in China

The Overall Situation of Cultural Consumption is good. In 2014, the report of provincial culture industry index Chinese show that China's regional cultural industry development pattern of little change compared with 2013. Overall, the eastern region due to the cultural resource, cultural capital and rich human resources, productivity index has a good ranking; since the government attaches great importance to the central and western regions of the industrial development environment has been optimized (See Table 1).

Table 1 Chinese Cultural Consumption Index (2014) Score and Ranking

Ranking	Composite Index		Cultural Consumption Environment		Cultural Consumption Desire		Cultural Consumption Ability		Cultural Consumption Level	
	1	Beijing	85.6	Ningxia	83.5	Beijing	91.9	Beijing	94.8	Tianjin
2	Tianjin	85.1	Hainan	83.2	Tianjin	89.5	Zhejiang	92.7	Beijing	92.1
3	Shanghai	82.9	Gansu	82.0	Jiangsu	87.9	Shanghai	92.7	Jiangsu	90.5
4	Fujian	82.5	Jilin	81.8	Shanxi	87.1	Guangdong	89.0	Guangdong	89.3
5	Guangdong	82.4	Guizhou	81.5	Shandong	86.0	Fujian	87.3	Fujian	86.5

According to the 2014 cultural consumption index report, China's cultural consumption environment, cultural consumption and cultural consumption will enhance the level of a larger, only a decline in Cultural Consumption Satisfaction. This reflects the residents of cultural products

quality requirements higher. From a national point of view, the overall cultural consumption in the eastern region is better than the Midwest (see Fig. 1).

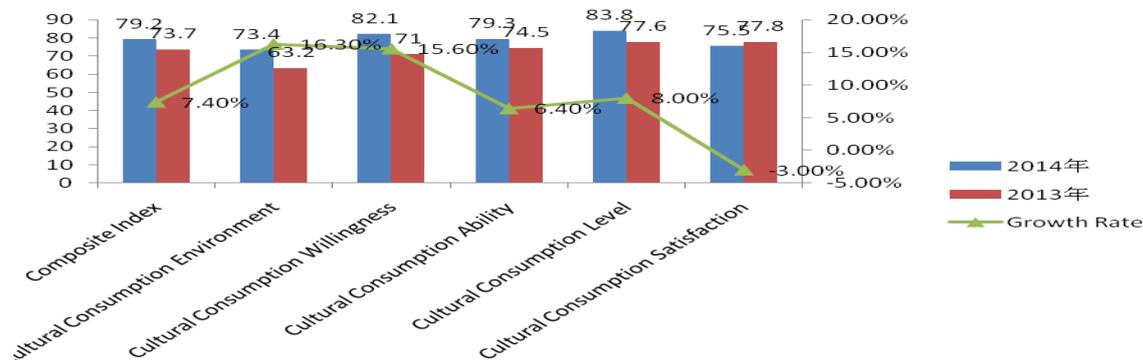


Figure 1. Overall Changes in Chinese Cultural Consumption Index in 2014

Total Cultural Consumption Increased Year by Year. Blue book of cultural industries, nearly 10 years, cultural industry increase value accounted for the proAfter more than ten years of development, China's cultural industry is gradually becoming a pillar industry of the national economy, the total cultural consumption is also increasing. According to the portion of GDP increasing, 1991 was 2.15%, to 2014 increase the value to 3.77%. Our cultural industry is moving towards the pillar industries of the national economy.

In 1991, China's urban cultural consumption is 25 billion 796 million yuan, to 2012, the value increased to 851 billion 300 million yuan. Average annual growth of 18.12%. In 1991, China's rural cultural consumption is 41 billion 25 million yuan, and by 2012, the added value to 289 billion 297 million yuan. Average annual growth of 9.75% [4]. In 2014, China's urban residents in education, culture, entertainment and consumption per capita reached 2142 yuan, per capita consumption of rural residents is 860 yuan, there is still a large gap compared with developed countries.

Diversity of Cultural Consumption Preferences. Through the survey of the residents' cultural consumption expenditure, we can find that the current residents' cultural consumption in our country presents a variety of characteristics. Newspapers, magazines, games, cultural equipment, television, design, film, books, radio, art collection and entertainment activities to become the current residents of the ten major consumer preferences cultural products. Among them, newspapers, magazines, TV and books are still the main cultural products in the traditional culture. Some of the emerging cultural products, such as games, design, also gradually get the favor of consumers, the upward trend is obvious. Most consumers tend to spend on books, periodicals, magazines, movies, literature and art performances, tourism and other cultural industries. Tourism is still the main way of cultural consumption.

The Problems of Our Country's Cultural Consumption

Backward Cultural Consumption Concept. The current low level of cultural consumption of residents in China, the cultural consumption gap is big, this is due to the residents' disposable income level is on the low side caused, but on the other hand, with the residents of our country is backward idea of cultural consumption also great relationship. Survey on cultural consumption will show that in the time of Cultural Consumption Willingness and willingness to spend, in the time will, more than half of the respondents for cultural consumption time accounted for more than 30% of the time; And in the willingness of spending, nearly 50% of the respondents were less than 2000 yuan of cultural consumption expenditure, cultural consumption expenditure accounted for the proportion of disposable income less than 12%. Our people for cultural consumption attitude obviously shows "willing to spend time, tend to do not want to spend money". Relative to the strong

time will, the actual consumption of the ability to pay is conservative. [5] Residents' cultural consumption concept needs to be guided and strengthened.

Cultural Consumption Lags behind Economic Growth and Resident's Income Growth. At present, the cultural consumption of the developed countries generally accounts for more than 30% of the total consumption. The current China's sustained and rapid economic development, per capita GDP increased year by year, in 2013, China's per capita GDP has reached more than \$6600, cultural consumption level of urban residents in China showed a rapid increase in the momentum, especially in some economically developed provinces, the cultural consumption growth faster, a culture of consumption accounted for the proportion of total consumption continues to increase, for example, the proportion of Jiangsu Province in 2013 for 16.35%, Beijing 15.37%, Shanghai 14.18%. But at the same time should also see that our current level of cultural consumption is far from the western developed countries, the cultural consumption of residents did not appear "blowout" type of growth [6].

Data show that as of the end of 2014, China's cultural consumption potential market size for 4 trillion and 700 billion yuan, cultural consumption gap is about 3 trillion and 700 billion yuan. This shows that the development of China's cultural consumption lags behind, did not achieve the balance of supply and demand [7].

Regional Differences in Cultural Consumption. At present, the economic and cultural development of the provinces and cities in the East and the west of China is extremely unbalanced [8], and the income gap between urban and rural residents is larger, which leads to the difference of cultural consumption between the eastern and western provinces, cities and rural areas.

While reading from the cultural consumption expenditure accounted for disposable income ratio, between urban and rural residents exists difference is small, urban residents only slightly higher than that of rural residents, but due to the willingness of the cultural consumption of urban residents and disposable income were higher than those in rural areas. According to the survey, the average annual cultural consumption of urban residents is 4422 yuan, accounting for 18% of disposable income, while the average annual cultural consumption of rural residents is only 1238 yuan, accounting for 16.4% of disposable income [9]. From the absolute value of cultural consumption expenditure, the consumption level of urban residents is 3.41 times that of rural residents. Therefore, with the increase of disposable income, the potential cultural consumption of rural residents is huge.

The Contradiction between Supply and Demand of Culture Consumption. At present, the cultural market in our country is in the primary stage, and there is no development from quantity guide to quality guide. Although the rapid development of cultural consumption, but in the national economy, the proportion is still small. The reason is that a large number of cultural products did not translate into effective demand. Cultural consumption is the supply creates demand, good products can stimulate demand for the release, the contradiction between supply and demand is the main problem of the cultural market.

At present, our country's cultural products have high quality, low quality of the phenomenon, that is, some excellent, high-quality cultural products are often relatively high prices. These products are mainly for high-income groups, although the general public consumption will, but not the ability to consume.

Countermeasures and Suggestions to Promote the Consumption of Chinese Culture

Cultivating the Concept of Cultural Consumption. To promote the development of cultural consumption, we must first cultivate the concept of cultural consumption, improve people's cultural consumption desire. First of all, we should cultivate a good habit of cultural consumption, increase the intensity of the cultivation of cultural consumption, through a variety of promotional activities, and create a good atmosphere of cultural consumption; to support the development of cultural consumption into the community, into the organs and other activities. Cultural consumption can greatly enrich their spiritual life, edify sentiment, should vigorously develop the health of residents to the concept of cultural consumption. Cultural products and services provided by institutions to meet consumer demand for the production of cultural products, both to ensure quality and to meet

market demand. Secondly, engaged in the production of cultural enterprises and of consumer culture among the people and pitched more extensive, more convenient, more favorable platform and channel, makes the production enterprises to reduce costs, can be more effective and more widely, the size of the earth to achieve sales target.

Improve Residents' Disposable Income and Social Security Level. According to the data released by the National Bureau of statistics, in 2014 China's GDP growth of 7.4%, the per capita GDP of about 7485 U. S. dollars (about 46531 yuan). Although China's per capita GDP increased year by year, but the proportion of cultural consumption accounted for the proportion of disposable income of residents is not obvious. To promote cultural consumption, improve the total cultural consumption, the need to increase the disposable income of residents. At present, we should make efforts to improve the level of disposable income, improve the ability of residents' cultural consumption expenditure.

From another aspect, we should try to improve the level of social security, reduce residents' basic living expenses, so that residents limited disposable income can be more for consumer culture. We should strive to improve the level of social security, to solve the problems of people's livelihood so as to stimulate the demand for cultural consumption.

Improve the Financial Investment in Backward Areas of Cultural Consumption. Aiming at the problem of the level of cultural consumption differences between urban and rural residents in eastern and western regions residents should focus on increased rural and western backward areas of cultural consumption business investment, strengthen the rural and western region culture products effective supply. In order to enhance the cultural consumption of urban and rural residents ability to pay, you can also through effective policies and measures to the capacity to pay of urban and rural residents into the actual cultural consumption expenditures, such as cash subsidy, incentive evaluation, discount and other forms of urban and rural residents to buy specified range of cultural products and cultural services expenditure to give direct subsidies, through financial subsidies to the role of incentives and leverage to promote cultural consumption expenditures, and expand the scale of consumer culture.

To strengthen the infrastructure construction of backward areas of cultural consumption, invest more funds to build public cultural facilities, such as libraries, museums, science popularization training sites, integrated cultural stations, etc. Stimulate the local residents' cultural consumption demand, actively expand the cultural consumption, through the improvement of cultural consumption demand of residents of the material basis to protect the basic cultural rights and interests of farmers.

A Variety of Means to Ease the Contradiction between Supply and Demand of Cultural Consumption. First of all, before the production of cultural products should research the consumption demand of the target consumer groups, in accordance with the cultural consumer demand the production of marketable products?

Secondly, cultural products should pay attention to quality. Strive to produce good quality cultural products, meet the people's growing demand for cultural products. At present, the per capita disposable income of residents in China has increased year by year, the proportion of cultural consumption in personal consumption is also growing, and the people's demand for cultural products is also increasing. Some low quality cultural products are difficult to meet the needs of their cultural consumption. Cultural products production enterprises should improve their level of production.

In the stimulation of cultural consumption, can be some of the emerging model through the Internet to raise the public, scattered and dispersed creator needs together. In addition to the development of Inclusive Finance, increase support for small and micro enterprises, so that it can play a more supportive cultural innovation [10].

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