

Research on the Marketization Development of Traditional Chinese Culture

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Abstract: Traditional culture usually has a long history and deep root, and it represents the spiritual symbols and cultural characteristics of a country or region. As China's economy continues to develop, the status and role of traditional culture in Chinese society has attracted much attention. The marketisation of Chinese traditional culture has also become an important issue in China today. This thesis aims to explore the current situation, real cases and challenges of the development of Chinese traditional culture in the process of marketisation. The challenges of the marketisation of traditional culture are explored through case studies on the development, inheritance and integration of traditional culture with modern business models under the conditions of market economy. It is found that the popularity of traditional cultural products in the market has gradually increased and the chain of cultural industry has become increasingly complete. At the same time, people of different generations have different degrees of acceptance of traditional cultural industries, and inheritance and development are facing dramatic collisions. This study concludes that Chinese traditional culture faces both opportunities and challenges in the process of market-oriented development. Chinese people should grasp the balance between inheritance and innovation, and use the power of the new era to promote the treasures left behind by their forefathers.

Keywords: Traditional culture, marketisation, promotion, conflict.

1. Introduction

Traditional Chinese culture has a long history and is the essence of the Chinese nation's civilisation accumulated over thousands of years. Traditional culture is not only a form of expression in art, literature and music, but also encompasses all aspects of morality and ethics, values and ways of thinking. It carries the historical memory of the Chinese people and shapes the national character and spirit of the country. However, with the development of modern society, society also needs traditional culture to join the marketisation process. Traditional culture faces many challenges and opportunities in the context of marketisation.

The background and significance of the market-oriented development of traditional culture lie in injecting new vigour and development momentum into traditional culture. As a symbol of the country's soft power and cultural self-confidence, traditional culture has an important economic and social value. Through marketisation, traditional culture can be better promoted and its influence and

dissemination enhanced. At the same time, marketisation also provides new paths and opportunities for the inheritance and development of traditional culture.

Firstly, the protection and transmission of traditional cultural heritage requires financial support and technological innovation. Marketisation can provide a source of funding for the protection of traditional culture and promote the continuous development of technology. Secondly, marketisation can stimulate people's interest and enthusiasm in traditional culture. Through the power of the market, traditional culture can be productised and industrialised to make it more in line with the needs and aesthetics of modern people, thus attracting more people to participate in it. In addition, marketisation also helps the international exchange and dissemination of traditional culture. Through the means of marketisation, Chinese traditional culture can be pushed to the world stage and the international influence of Chinese culture can be enhanced.

Therefore, it is of great significance to study the development of traditional culture marketisation. The purpose of this paper is to discuss in depth the current situation, problems and prospects of the development of traditional culture marketisation. By combing and analysing relevant literature and studying case studies, this article will analyse the marketization of traditional culture from multiple perspectives. The article will focus on the impact of marketisation on traditional culture in terms of challenges, opportunities, market demand, industrial chain and policy support.

The goal of the study is to provide reference and suggestions for the development of traditional culture marketisation. Through in-depth analyses of the current situation and problems, we can find out the advantages and disadvantages of the marketisation of traditional culture, and find ways and means to solve the problems. At the same time, we can also explore how to make better use of marketisation to protect and inherit traditional culture and promote its development and innovation. Ultimately, this paper hopes that by studying the importance and objectives of the marketisation of traditional culture, it will provide useful reference and guidance for relevant departments and individuals, and promote the prosperity and inheritance of Chinese traditional culture [1][2].

2. Concepts and Characteristics of the Marketization of Traditional Culture

2.1. The Definition of Traditional Culture and Marketization

In terms of the main body of cultural creation, traditional Chinese culture includes the Chinese nation, which has accumulated over thousands of years, as well as individuals and groups who have a deep sense of identity and responsibility for the transmission of traditional Chinese culture. In terms of the content of cultural creation, traditional Chinese culture includes the essence of ancient Chinese thought, literature and art, historical traditions, values, moral norms, religious beliefs, customs and habits, and other rich connotations.

Marketisation, as a complex economic concept, has two main meanings. First, it refers to the establishment of a state-regulated market economy and the resulting formation of a unified market operating mechanism and market system. Secondly, marketisation can also be understood as a reform process to achieve the replacement of the two-track transitional system with a market economy system in the short term. In general, marketisation is to take market demand as the guide, and to achieve the full and rational allocation of resources by means of the survival of the fittest through competition, so as to achieve the goal of maximising efficiency.

Using the power of the market to disseminate and promote traditional Chinese culture can more effectively bring into play the role of cultural industries in passing on and promoting outstanding traditional Chinese culture. For example, the integration of traditional cultural elements into digital cultural industries through digital technology can both meet the needs of modern consumers and help to protect and spread traditional culture.

Chinese traditional culture is rich in profound philosophical thoughts and life wisdom, and introducing it into the market can undoubtedly provide important spiritual support for modern society. Especially for the younger generation of consumers, the values and lifestyles embedded in Chinese traditional culture can play a positive leading role.

2.2. Characteristics of the Marketisation of Traditional Culture

Excellent traditional culture is fundamental to the inheritance and development of a country and a people, and if it is lost, it is tantamount to severing the spiritual lifeline. Traditional Chinese culture was created and handed down by all Chinese nationalities, and it is compatible with contemporary culture and in harmony with modern society. Among them, "harmony" is the core value of traditional Chinese culture, which is not only of great value to the Chinese people but also has an important influence on the development of other peoples in the world. Although traditional Chinese culture is deeply rooted in China, its scope of application and value is not limited to China. The marketisation of traditional Chinese culture will allow more people to be exposed to its values.

2.3. Advantages in the Process of Promoting Traditional Culture

In order to achieve innovative development, traditional culture should not be isolated or excluded from modern culture, but should be integrated and integrated with it. Traditional culture and modern culture are not opposing poles [3]. Oriented by the marketisation of culture, we must deal with the relationship between cultural undertakings and cultural industries. Cultural undertakings are public welfare, and their fundamental task is to provide basic public cultural services for the people, popularise cultural knowledge, spread advanced culture, provide spiritual food, reflect humanistic care, and meet the basic cultural needs of the people. Prosperity of cultural undertakings requires the government to take the lead and encourage social participation. On the other hand, the cultural industry has a mission, and its fundamental task is to prosper the cultural market and satisfy the multifaceted, multilevel and diversified spiritual and cultural needs of the people.

Traditional culture needs to be established and improve the cultural industry chain. The current hot tourism culture, animation culture, e-sports culture and so on can be an important element for us to improve the cultural industry chain. [4]. This requires that in the process of developing the cultural industry, we should be oriented to the marketisation of traditional culture, focusing on the production of cultural products that can satisfy the ideological and spiritual needs of consumers, but also must always put social benefits in the first place, and correctly deal with the relationship between economic benefits and social benefits. Promoting traditional cultural industries to speed up the process of cultural marketisation is a necessary way to enhance the competitiveness of cultural industries. Through this approach, we can enhance the soft power of the cultural industry, promote its healthy, orderly, and rapid development, and achieve the best unity of artistic, ideological, entertainment, and market-oriented cultural products.

3. Challenges of the Marketisation of Traditional Culture

3.1. Conflict between Cultural Identity and Commercialisation

There is a contradiction between tradition and innovation in the marketisation process of traditional culture. Traditional culture usually has a long history and deep heritage, and it represents the spiritual symbols and cultural characteristics of a country or region. However, in the process of marketisation, traditional culture often needs to be combined with the needs and aesthetic concepts of modern society, and undergo a certain degree of innovation and change. This triggers a contradiction between tradition

and innovation, in which the inheritance of traditional culture has to be ensured on the one hand, and the market and consumer demands have to be met on the other.

With the continuous progress of science and technology, the ways of passing on and disseminating traditional culture have also undergone great changes. For example, the application of digital technology has made it possible for traditional culture to be disseminated through new media forms such as self-media and streaming media, which undoubtedly provides new opportunities for the popularisation and development of traditional culture. However, technological innovations may also bring about problems, such as over-commercialisation and erroneous dissemination, which may have a negative impact on the values and connotations of traditional culture.

In the process of marketization of traditional culture, market chaos is also a major problem. Because of the unique charm and commercial value of traditional culture, some businesses and individuals may resort to improper means of commercialisation, such as false publicity and vulgar performances. These improper means not only harm the interests of consumers, but also damage the image and dignity of traditional culture.

The contradiction between inheritance and promotion exists in the marketisation process of traditional culture: the inheritance and promotion of traditional culture is an important task in the marketisation process. However, due to the influence of commercialisation, some traditional cultural items may suffer from problems such as succession gap and loss of skills. In addition, the promotion of traditional culture requires a certain amount of social and economic support, but in a market economy, traditional culture often faces problems such as uneven distribution of resources and loss of talent, which also creates difficulties and challenges for transmission and promotion.

3.2. Balance between Market-oriented Business and Cultural Preservation

There is a significant difference between the audience of traditional culture and the audience of emerging cultural and creative industries, for example, middle-aged and elderly people like Beijing opera and health care, while young people like eye-catching creative products. Because of their different consumption preferences, many people are prone to form a solidified concept - traditional cultural industries can not attract young people, emerging cultural and creative industries can not attract middle-aged and old people.

The audience of traditional cultural industries is gradually decreasing, especially young people's interest in traditional culture is weakening, which leads to the limitation of the development of traditional cultural industries. The rapid development of emerging cultural and creative industries has attracted the attention and consumption of a large number of young people, which puts the traditional cultural industries in a disadvantageous position in the market competition. Traditional cultural industries need to innovate and develop continuously to adapt to the changes in market demand, otherwise they will face the risk of being eliminated.

3.3. Means of Protecting and Inheriting Traditional Culture While Developing the Market

Strengthening traditional cultural education, raising awareness and understanding of traditional culture, and fostering interest in and love of traditional culture among the younger generation. Combine traditional culture with modern technology to develop innovative and attractive cultural products and services to meet the needs of consumers of different ages. The government and enterprises should increase investment in and support for traditional cultural industries, and promote the transformation, upgrading, and innovative development of traditional cultural industries. Establish a perfect policy system for cultural industries and provide a favourable policy environment and market conditions for the development of traditional cultural industries. Encourage private forces

to participate in the protection and inheritance of traditional culture, and give full play to the positive role of all sectors of society to jointly promote the prosperity and development of traditional culture.

In promoting traditional culture with Chinese characteristics such as Chinese cuisine, Chinese medicine and health care, Peking Opera art, calligraphy and Chinese painting to consumers, many enterprises have tried to combine traditional cultural industries with emerging cultural and creative industries, but most of them have only adopted a single form. For example, they only focus on rampant marketing, and sell some poorly made emerging products with traditional elements included. Such traditional culture seems to be moving towards emerging culture, but in fact, it has already deviated from the original cultural ideas and social background. Some of them are plagiarized, but can not copy the essence. Some impose new concepts on traditional elements, making consumers aesthetically fatigued. These behaviors lead to consumers losing confidence in the development of traditional cultural industries. The demand for traditional Chinese cultural industry is high, but the degree of industrial clustering is low and chaos is frequent.

3.4. Impact of market-based Operations on Traditional Culture

The over-concentration of demand for cultural industries has led to the rapid development of some traditional cultural industries, while the development of other areas has lagged behind. The low degree of industrial clustering means that cultural industries have a weak ability to integrate resources, making it difficult to form scale effects and competitive advantages. This may lead to an over-reliance on market demand in some traditional cultural industries and a lack of long-term development planning and strategic layout.

4. Practices and Cases of Marketisation of Traditional Culture

4.1. Marketisation of Cultural Goods and Services

With economic development and globalisation, traditional cultural products and services are gradually being marketed to meet the needs of modern consumers [5][6]. Taking Yao Jianping's Su embroidery works as an example, she combines Su embroidery with current events and market preferences, and embroiders its representative elements and stories in her works, which not only meets the modern aesthetic demand but also brings new vitality to Su embroidery itself. This innovative way of expression attracts more people to pay attention to the culture of Su embroidery and drives the inheritance of Su embroidery culture. In addition, traditional festival activities and cultural exhibitions held around the world are also constantly seeking ways to market themselves in order to attract more tourists to participate.

4.2. Marketisation of Cultural Activities and Event Planning

In addition to the exploration of the marketisation of traditional cultural products and services, traditional festival activities and cultural exhibitions have also been innovative in their planning and organisation. For example, the sale of cultural artefacts and the development of cultural tourism are actively exploring the path of marketisation [7]. Taking the Intangible cultural heritage feast to celebrate the reunion as an example, the Sichuan Provincial Department of Culture and Tourism hosted the activity of "Enjoy Sichuan Non-Heritage for the New Year", which aimed to let tourists experience the charm of non-heritage culture while tasting food. In addition, the Xi'an Datang Nocturnal City Scenic Spot provides visitors with a consumer scene full of traditional cultural atmosphere by creating a Tang-themed Yuan universe that blends history with reality. [8]. Henan's large-scale cultural tourism projects are "innovative" expressions of Henan's traditional cultural

image through diversified creative forms, content expression and publicity channels, co-branding with Henan Province, and accelerating Henan's economic development.

5. Opportunities for the Marketisation of Traditional Culture

5.1. Development of Cultural and Creative Industries

As an emerging industry in the context of economic globalisation, cultural and creative industries are increasingly becoming strategic industries and pillar industries in countries around the world. China has been increasing its support through policy planning, project construction, financial support, exhibition and promotion, talent training and other aspects, and the cultural and creative industries have shown a new situation of vigorous development.

With the top-level design of the cultural industry and a series of supportive policies in place, ethnic regions have issued documents and formulated programmes to vigorously promote the development of cultural and creative industries. Currently, the creation of ethnic cultural and creative products has become a trend. Under this trend, a large number of cultural and creative enterprises have emerged in the market. These cultural and creative enterprises are achieving a combination of product aesthetics and practicality, as well as a coexistence of tradition and fashion. This effectively promotes the inheritance and protection of ethnic culture, as well as the innovative integration of ethnic culture [9]. A new national trend has started in China on a large scale, and many products that promote and carry traditional Chinese culture are becoming more and more popular. Wearing and using traditional cultural products have become the trend and pride of Chinese people.

China's cultural industry is an important industry with an economic form, which is an important economic foundation for China's future cultural development. Globally, in countries such as the United States and the United Kingdom, creative industries and the creative economy occupy a very important position in the national economy.

5.2. Traditional Cultural Branding

Chinese traditional culture has a long and profound history, however, traditional cultural brands that can truly bring huge economic benefits are extremely rare. The reason for this is the lack of a branding chain for China's cultural industry and the lack of the ability to transform cultural content into economic benefits. Facts show that China's excellent classical theatre, masterpieces, architecture and clothing styles have been adapted by some foreign enterprises and have made great profits, but few Chinese enterprises have followed suit, and China lacks a traditional cultural product brand with great influence and popularity.

6. Conclusion

After an in-depth study of the development of the marketisation of traditional culture in China, we can see its current situation and the challenges it faces. The traditional culture market has flourished in recent years, showing a trend of diversification and plurality. On the one hand, traditional culture has been disseminated and promoted through various forms, such as theatre, music and other art forms. On the other hand, traditional culture has also been combined with modern technology, and a series of innovative products and services have emerged. In addition, the market value of traditional culture is gradually being valued, and the positive impact brought about by traditional culture is being discovered.

Looking ahead at the future trends in the development of the marketisation of traditional culture, the following directions of development can be discerned. Firstly, traditional culture will pay more attention to innovation and integration. Traditional culture needs to keep pace with the times and

attract the attention of young people by combining with modern elements. Secondly, the marketisation of traditional culture will become more international. With the acceleration of globalisation, Chinese traditional culture will have more opportunities to go out of the country and communicate and interact with cultures around the world. Finally, the marketisation of traditional culture will face stricter regulation and protection. The government will need to formulate relevant policies to regulate the market order and prevent the erroneous transmission and dissemination of traditional culture.

The following recommendations can be made for policymakers and practitioners. First, the government should increase its support for the marketisation of traditional culture by providing more policy and financial support. Secondly, practitioners should focus on product quality and innovation to improve the market competitiveness of traditional culture and create China's own big cultural brands. At the same time, it is also crucial to strengthen the training of talents and cultivate more professionals with traditional cultural literacy and market operation ability. Finally, the government and practitioners should strengthen cooperation to jointly promote the development of traditional culture marketisation.

In summary, the development of the marketisation of traditional Chinese culture has achieved remarkable results after years of effort. However, there are still some problems and challenges. In future development continue to adhere to the principle of giving equal importance to innovation and protection, promote benign interaction between traditional culture and modern society, and make greater contributions to the inheritance and development of traditional Chinese culture.

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