

The Impact of the Digital Transformation of Chinese Cultural Products on Marketing and Communication Strategies

Xinyu Guan^{1,a,*}

¹Bournemouth University, Bournemouth, BH12 5BB, United Kingdom

a. guanxinyustudent@hotmail.com

*corresponding author

Abstract: In an era defined by globalization and rapid technological advancement, China's cultural industry is undergoing a significant transformation. This study investigates the profound effects of digital transformation on China's cultural industry, focusing on digital cultural innovation products such as digital art, virtual reality experiences, and online cultural creations. As globalization and technological advancements reshape cultural production, dissemination, and consumption, China's digital cultural sector has emerged as a significant global player. This research systematically reviews literature, industry reports, and case studies to analyze how Chinese digital cultural products are influencing marketing and communication strategies. The findings reveal that advancements in virtual reality, augmented reality, and artificial intelligence are leading to the creation of immersive and diverse cultural experiences, significantly enhancing consumer engagement and market reach. The study also highlights the transformative role of digital tools in marketing, including dynamic content creation and interactive experiences, while addressing challenges such as market saturation and the need for balanced engagement strategies. Future research should incorporate quantitative and qualitative data to further explore these dynamics.

Keywords: Digital transformation, Chinese cultural products, Marketing strategies, Communication strategies, Cultural innovation.

1. Introduction

In an era marked by globalization and rapid advancements in information technology, the cultural industry is experiencing a profound transformation. Digital technology is increasingly permeating every aspect of cultural product production, dissemination, and consumption. The cultural and creative industries, centered on creativity and culture, have attracted significant attention as a key economic sector. Within this industry, digital cultural innovation products, including digital art, virtual reality experiences, and online cultural creations, represent the latest advancements[1]. These innovations are not only reshaping forms of cultural expression but also revealing substantial commercial potential in the global marketplace.

China, as the world's largest developing economy, plays a crucial role in the digitalization of the cultural industry. The Chinese government has actively promoted the growth of this sector, implementing various policies to foster the prosperity of cultural and creative industries. Concurrently, the widespread adoption of digital technology and the deepening reach of the Internet have provided fertile ground for China's digital cultural innovations[2]. As a result, numerous

Chinese digital cultural products and enterprises have emerged with strong international competitiveness, satisfying the growing domestic demand while also expanding into global markets through online platforms[2].

This study aims to explore the impact of China's digital cultural innovation products on marketing and communication, offering a comprehensive analysis of how these products are reshaping the cultural landscape and influencing consumer behavior. Through a systematic review of relevant literature, industry reports, and case studies, this research will examine the role of digital cultural innovation products in China, with a particular focus on their impact on marketing and communication strategies. The analysis will highlight the interaction between digital cultural products and consumers, evaluating marketing strategies, communication effectiveness, and user feedback across different platforms and market environments. Through this exploration, it seeks to deepen the understanding of the digital transformation of the cultural and creative industries and provide theoretical support for the ongoing digitalization strategy within the cultural sector.

2. Literature Review

2.1. Development of Digital Cultural Innovation Products

Digital cultural innovation products encompass a wide range of cultural offerings that are created, disseminated, and consumed through digital technology. These products include digital art, virtual reality experiences, augmented reality applications, online cultural and creative content, interactive games, and multimedia works. Reflecting the deep integration of cultural content and digital technology, these products not only expand the forms of cultural expression but also redefine the cultural experience for consumers. The interactivity and immersion provided by digital cultural innovation products enable consumers to actively participate in cultural creation and experiences through various digital platforms, significantly enhancing the appeal and accessibility of cultural products [3].

As technology advances, digital cultural products have become more diversified and personalized, catering to the growing consumer demand for varied cultural experiences. For instance, virtual reality technology enables cultural products to transcend two-dimensional limitations, offering immersive three-dimensional experiences that engage users' senses in novel ways. The richness and uniqueness of these experiences have become hallmarks of digital cultural innovation products. Furthermore, the advent of 5G technology has greatly improved the speed and quality of digital cultural product dissemination, enabling users to access and share digital cultural content more conveniently. Technologies such as artificial intelligence, big data analysis, and virtual reality have not only enhanced the efficiency and quality of cultural product creation but have also opened new avenues for creativity and market opportunities. Artificial intelligence is now capable of creating intricate artworks and innovative design solutions. Meanwhile, big data analysis enables cultural enterprises to gain deeper insights into consumer preferences and market trends, allowing for more targeted marketing strategies and tailored product development[4]. The application of digital tools has not only transformed the production of cultural products but also significantly impacted their dissemination and consumption patterns. The rapid development of the Internet and social media has accelerated and broadened the distribution of cultural products, enabling consumers to access and share cultural content through various digital channels. This shift has improved the accessibility of cultural products while also enhancing consumer engagement and interactivity, allowing cultural products to better adapt to changing market demands. Additionally, digital tools have facilitated the personalization and customization of cultural products, enabling consumers to select and tailor cultural content according to their preferences and needs, thereby improving user experience and satisfaction.

2.2. Development and Growth of China's Digital Cultural Industry

In recent years, driven by policy support and technological advancements, China's digital cultural industry has experienced rapid growth, establishing itself as a significant player in the global digital cultural landscape. The increasing market demand and widespread application of technology have steered China's cultural industry towards digitalization, intelligence, and networking, leading to the emergence of numerous innovative cultural products and services. Robust government support, swift adoption of new technologies, and shifting consumer preferences have collectively fueled the rise of China's digital cultural industry[5]. This rapid development is evident not only in the expansion of the market size but also in the diversification and innovation of cultural products. For instance, China's online literature, digital music, video platforms, and gaming industries have achieved considerable success on the international stage, attracting a vast user base and significant capital investment. These sectors have progressively made their mark in the global market by consistently introducing innovative cultural products and services.

Moreover, the Chinese government has played a pivotal role by implementing policies that encourage technological innovation and international expansion among enterprises, thereby enhancing China's competitiveness in the global digital cultural market. Hence, China's digital cultural products have gradually gained recognition and popularity among global consumers, particularly in areas such as short video platforms, online music, and online literature. These products have earned a solid reputation and captured a significant market share internationally [6]. This global trend has not only bolstered the international influence of China's digital cultural industry but also brought about extensive development opportunities. By integrating into the global market, China's digital cultural products are increasingly making their way into the international arena, attracting a growing number of international users and investors.

The growth of China's digital cultural industry is closely tied to the contributions of large Internet companies, creative studios, independent artists, and government-supported cultural institutions. Large Internet companies leverage their technical expertise and market resources to integrate various digital technologies, thereby launching a range of innovative cultural products and services that position them at the forefront of the digital cultural sector [7]. Simultaneously, creative studios and independent artists have captured market attention with their unique creativity and personalized works. They employ digital platforms to publish and promote their creations, as well as for engaging with audiences through social media and online communities, allowing them to broaden their market influence and user base. Additionally, government-supported cultural institutions play a crucial role in advancing cultural industry policies and projects, fostering innovation within the cultural sector by providing financial support, resources, and policy backing.

3. Analyze the Dissemination and Impact of Chinese Digital Cultural and Creative Products on the Market

3.1. Digital Marketing of Cultural and Creative Products

The application of digital tools in the marketing of cultural and creative products has become increasingly vital. As digital technology advances, traditional cultural products are not only reaching potential customers more effectively but also conveying their stories and values in a more appealing manner. Digital tools enhance the dissemination of cultural and creative products by facilitating various aspects such as content creation, marketing channels and platforms, data analysis, and user insights. For instance, digital content creation tools like image processing and video editing software allow traditional cultural stories or artifacts to be transformed into high-quality digital media formats[8]. A notable example is the Palace Museum's use of virtual exhibitions. By leveraging

digital technologies, the museum offers virtual tours that can be accessed via computers or mobile devices, providing users with an immersive experience. This approach not only provides convenience, but also greatly enriches the user experience, enabling them to freely appreciate and explore the details of valuable artifacts online through the use of 3D scanning technology.

Table 1: Revenue of Cultural Enterprises and Audience of Cultural and Creative Products at the China Cultural Products Fair

Year	Operating revenue of cultural enterprises (Trillions)	Number of audience for cultural and creative products
2020	9.8	1108
2021	11.9	1706
2022	16.5	1918
2023	12.9	4209

According to Table 1, which outlines the business income of Chinese cultural enterprises and the number of visitors to the China Cultural Goods Fair from 2020 to 2023, it is evident that both the business income of cultural enterprises and the audience scale of cultural and creative products are continually expanding. This growth highlights the substantial market potential for cultural and creative products. In order to better understand the target market and potential customer groups, cultural and creative brands use data analysis tools to collect and analyze user behavioral data, enabling the formulation of more accurate marketing strategies. For example, Alibaba's "Tmall Non-legacy" program employs data analysis tools to identify specific user groups and deliver relevant product information or promotional activities based on their interests. This approach not only enhances marketing effectiveness but also deepens users' understanding and interest in traditional culture. In addition, automated marketing tools also play an important role in this process. The automatic sending of personalized emails, such as holiday greetings and notifications of new product releases, is instrumental in maintaining customer communication and driving sales. In terms of customer relationship management, CRM systems are integrated to track customer interactions, manage customer information, and provide better customer service. For example, the Chinese tea culture brand "Bamboo Leaf Green" utilizes its CRM system (WiseChips Cloud Membership Center) to record customers' purchasing history and personal preferences. Based on this data, the brand has introduced a membership program offering benefits such as points rewards and exclusive discounts to foster customer loyalty.

This demonstrates the growing importance of digital tools in the marketing of cultural and creative products. They not only enhance the efficiency of marketing traditional cultural products but also improve the user experience. These innovations contribute to the preservation and development of traditional culture, allowing it to rejuvenate and attract the attention and support of a younger audience.

3.2. Impact of Digital Culture Innovation

In the era of digitization, cultural and creative products are facing unprecedented opportunities. The application of digital technology not only enriches the expression of cultural and creative products, but also broadens their market scope. Digital technology enables traditional artworks to be revitalized, intangible cultural heritage to be preserved and disseminated, and emerging digital art to offer new possibilities for the cultural industry. Market research on the challenges faced by cultural and creative products highlights issues such as overly popular styles, a lack of distinctive features, limited

categories, and insufficient design. These challenges collectively indicate areas for improvement in design, quality, and cultural expression within the cultural and creative sector.

Table 2: Pain Point Frequency Statistics for Cultural and Creative Products

Pain points	Percentage
The style is popular but lacks uniqueness	51.70%
Unreasonable pricing	49.30%
Single category	36.30%
Poor quality	33.80%
Lack of design sense	31.30%
Low practicality	27.40%
Low cultural taste	20.90%

Virtual exhibitions leverage digital technology to create accessible online spaces, allowing viewers to explore exhibitions from any location. This format transcends the limitations of physical space and offers the public increased access to art and culture. For example, the Google Arts & Culture platform has partnered with museums around the world to provide virtual tours of renowned artworks and exhibitions, through which users can browse high-definition images, 360-degree panoramic views, and even virtual reality (VR) experiences online, simulating a real museum visit. Interactive experiential technologies like AR offer vivid and immersive ways to engage with cultural products in intuitive and engaging manners [9]. For example, the Forbidden City Museum's mobile game, Forbidden City: Pocket Palace Craftsmen, incorporates historical knowledge of the Forbidden City's architecture and ancient lifestyles. This game allows players to assume the role of ancient craftsmen, providing both educational and entertaining experiences. It effectively captures the interest of young audiences, serves as a powerful tool for cultural dissemination, and enhances user participation and engagement.

3.3. Analysis of Digital Communication Strategies

Table 3: Frequency Statistics of Information Acquisition Channels for Cultural and Creative Products

Information Access Channels	Percentage
Video Platform	22.40%
Offline Shop	21.40%
Content Platforms	15.90%
Offline Events	11.90%
E-commerce Platforms	11.40%
Social Platforms	11.40%
Word of Mouth	3.50%
Portal	1.00%
Traditional Media	1.00%

Digital communication channels play a crucial role in the dissemination of digital cultural and creative products, not only changing the way of information transmission, but also reshaping the audience's reception habits and consumption patterns. According to the statistical results of the frequency of information acquisition channels for cultural and creative products in Table 3, it is clear that social media platforms such as Weibo, WeChat, and Jieyin have become an indispensable part of the promotion of cultural and creative products, and these platforms have created a unique

dissemination environment for cultural and creative products with their wide coverage, high interactivity, and personalized recommendation mechanism [10]. For example, social media enables storytelling that highlights the cultural values and design concepts behind products, capturing users' attention and evoking emotional resonance. This digital narrative strategy not only enhances users' understanding of the product but also fosters word-of-mouth promotion, generating a "viral" marketing effect.

In addition, with the development of technology, immersive experiences have also become a highlight of the communication of digital creative products. The application of virtual reality (VR), augmented reality (AR) and other technologies allows the user experience to shift from plane to three-dimensional, and from passive acceptance to active participation. Through the use of these technologies, cultural and creative products are able to create immersive experiences, allowing users to more intuitively perceive the cultural significance and artistic appeal of the product while experiencing them[11]. For instance, the National Palace Museum of China has utilized AR technology to develop specialized applications that enable visitors to view 3D models of cultural relics on their smartphones, along with accessing historical context and detailed information about these artifacts. The application of this technology not only makes the visit more vivid and interesting, but also gives visitors the opportunity to interact with precious historical relics in a way that has never been possible before.

Netroots marketing is also one of the most important means of spreading digital cultural and creative products. Internet celebrities or opinion leaders usually have a large fan base, and their recommendations can often quickly increase product awareness and sales. By cooperating with these netroots, cultural and creative brands can not only quickly reach their target consumers, but also leverage the charisma and influence of the netroots to increase the credibility and attractiveness of their brands. Moreover, such collaborations frequently involve content co-creation, where netizens reinterpret and creatively engage with cultural and creative products. This secondary creation not only diversifies the content but also enriches digital narratives, expanding the creative possibilities of the products.

While the digital transformation of China's cultural and creative products has unlocked numerous advantages and opportunities, several limitations remain. One significant challenge is content oversaturation, which presents a difficulty for unique cultural products to distinguish themselves in a crowded market. As digital tools and platforms become more widespread, the proliferation of similar offerings can dilute the originality and cultural significance of individual products, hindering their visibility. Additionally, the growing emphasis on digital communication strategies, such as social media marketing, often prioritizes short-term engagement over long-term cultural impact. The emphasis on achieving virality may lead to surface-level engagements with cultural content, potentially undermining the meaningful exchange of cultural ideas and values.

4. Conclusion

In conclusion, this study highlights the transformative impact of digital marketing strategies on the global reach of Chinese cultural products. The digital revolution has reshaped how these products are produced, marketed, and consumed, leading to innovative cultural expressions and expanded market opportunities. Advancements in technologies such as VR, AR, and AI have enabled the creation of diverse and immersive cultural experiences, enhancing consumer engagement and broadening market access.

Digital tools have revolutionized the marketing and dissemination of cultural products, facilitating dynamic content creation, precise targeting, and interactive experiences. For example, the shift to virtual exhibitions and interactive games has significantly boosted consumer involvement and market presence. However, the rapid expansion also presents challenges, such as market saturation and the

need for strategies that balance short-term engagement with long-term cultural impact. While this study relies on secondary data, future research could benefit from incorporating quantitative and qualitative analyses to provide a more comprehensive understanding of these dynamics.

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