

Analysis of the Development Strategy of Museum Cultural and Creative Industry

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Abstract: Museum cultural and creative products have become an important medium for culture transmission today, and have the potential that cannot be ignored in cultural communication. This paper mainly studies the development strategy of museum cultural and creative Industries, so as to achieve the purpose of attracting and being closer to and giving consumers' spiritual needs. This research can lay a more effective and natural development for the development of museum culture and creativity in the future, combining cultural creativity with connotation and the product itself, so as to achieve the purpose of high-quality development. This study uses the literature analysis method to sort out and summarise the cultural creations of museums on the market based on the background of relevant literature and put forward corresponding views. After analysis, this paper finds that the meaning and connotation of cultural and creative products is to convey culture and close the relationship between people's daily lives and culture. Therefore, designers can't just stack elements when designing. It is equally important to study the wishes of consumers.

Keywords: museum cultural and creative industry, marketing strategy, innovation direction

1. Introduction

"Cultural creation" refers to any product or combination of products produced in the cultural and creative industry, which is a kind of special product. It is mainly produced to meet the spiritual needs of consumers. Among them, "museum cultural creation" is a branch of "cultural creation", which mainly makes reasonable use of cultural relics and cultural resources, and combines them with products that can give consumers spiritual needs, in order to better convey the resources contained in the museum and the intellectual information contained in culture. In recent years, with continuous innovation, museum cultural creation has ushered in the pursuit of a new generation of young people, gradually forming a trend form. This paper aims to discuss the sustainable and high-quality development of museum culture and creation, put forward problems that need to be improved in many aspects from the perspective of consumers and producers, and analyse and explain the logic behind it. The research of this paper has certain reference significance for the museum cultural and creative industries on the market, and also has certain reference value for researchers who will study relevant topics in the cultural and creative industries in the future.

2. Current Situation of the Development of Museum Cultural and Creative Industry

2.1. The Lack of Regional Cultural Elements

Regional culture refers to some unique cultural traditions that have been passed down to this day. At present, the biggest problem with the cultural and creative products of individual museums is that the products do not have outstanding characteristics, but only the museum's logo is printed on some products themselves. This behavior causes the product to have no relevant elements and memory points. When consumers see the product, they cannot contact their products with the corresponding museums. These elements reflect the living habits, values, and worldviews of the local people to a certain extent. It should add local regional cultural elements to the design so that consumers can associate with local unique values and then associate with local museums again so that the product cannot only highlight local characteristics and culture but also play a role in communication [1].

2.2. Products with Unclear Value

The current goods often lack unique cultural connotation design and value. The design is not novel and does not integrate cultural and creative elements and cultural and creative characteristics into the products, so it cannot play the role of a medium, and eventually becomes an invalid product. At the same time, the "meaning" of the value of the product is unclear. Museum cultural creation can be divided into a variety of uses such as collections and souvenirs, gifts, etc. If it is used for collection and commemoration, consumers will pay more attention to factors such as whether the price is acceptable and what the design is like. However, if it is a gift, all aspects need to be taken into account, such as whether the price is acceptable and whether the design is liked. However, if it is a gift, all aspects need to be taken into account, such as whether the price matches the person receiving the gift, whether the design of the gift can highlight the taste of the giver, and whether the product itself can meet the needs of the purpose. It can be seen that in order to avoid the problem of the unclear value of the product itself, it is necessary to clarify the use of the product when designing and pricing products in order to give full play to the significance of the museum's cultural and creative products [2].

2.3. Insufficient Interpretation of the Cultural and Creative Connotation of Museums

The design of cultural and creative products should deeply reflect the connotations of culture. Through special memory points, such as patterns with rich connotations, etc., coupled with designs that can highlight cultural characteristics, products can be linked to the connotation of their culture. At the same time, for consumers, cultural connotation is also a major factor in the purchase of the product itself. If consumers do not understand the connotation, it is very likely that they will not have the desire to consume and will not buy the product in the end. You can take the cultural connotation in the designed product itself as a buying point. For example, when purchasing, there are specialized personnel to explain, or there are special texts to introduce how the design ideas and cultural connotations are integrated into the product itself. At the same time, it can also carry out a lot of marketing on the Internet, which can be used as a "gimmick" to arouse everyone's interest, so as to make consumers feel worth the value for money [3].

3. Improvement Direction of Marketing Strategy

3.1. Study the Public's Willingness to Spend on Museum Cultural Creation

Cultural and creative products are not only handicrafts, but their design needs to be given cultural connotation and cultural value. Products are used to give consumers emotional value. In the

production and design stage, it is necessary to think about whether the products produced can be interpreted from the perspective of consumers. At the same time, it is necessary to investigate consumer preferences. Only in this way can designers know how to design products that satisfy consumers and have cultural connotations. For example, consumers will prefer practical goods or exquisite small items. Different requirements often correspond to different design emphases when designing. For example, consumers care about the practical role of the product and will consider the use of the product for themselves rather than how unique its design is. So in terms of design, they should pay more attention to the practicality of the product. However, cultural creation must have the connotation of products. After all, it is a museum's cultural creation, and it must play a role in cultural communication. Once it is used as a "business card", it can promote the development of related industries involved and at the same time, it can also promote the local economic development of the museum [4].

3.2. Types of Innovation

At present, there is a single type of museum cultural and creative products on the market, and the product audience can be classified and positioned before the product Design [5]. For example, cultural and creative dolls which have been deeply loved by young people recently. such as Suzhou Museum Wenchuang, have made many local specialties into dolls. When the product is sold, it will be carried out by tying a rope, weighing it, and putting it in the pot to "steam" to give consumers enough emotional value. Some consumers will have the idea of traveling all over the country because they want to own all the dolls. Gansu Museum's cultural creation "horse pedal flyingswallow" doll has become a highly sought-after museum cultural creation for young people because of its ugly and cute image, and the museum is also well-known for its good mental state". It can be seen that innovation types and market product positioning play an important role in product sales [6].

3.3. Form a Trend

Due to the popularity of museum dolls, many museums have also successively produced local cultural and creative dolls forming a trend. There are many factors that make museum dolls popular. Many consumers buy a large number of museum dolls in order to be envied and praised by others, which is also a way for them to gain a sense of superiority. If the product brand takes the high-end route and consumers share it on their social media, there will be a lot of people in the comment section to praise. At the same time, the museum can produce more products with special designs to everyone's desires to collect, which will produce a large number of consumers who are willing to consume. Of course, the fashionable design of the product and the personal preferences of consumers are also factors in the popularity of cultural and creative dolls.

3.4. Establish the "Brand" Image of the Museum

In museum cultural creation "brand" refers to logo. Generally speaking, many brands will choose public welfare donations and materials to establish a good image of their brands, so as to leave a good impression on the psychology of consumers and stimulate consumers' desire to consume. From another perspective, products can be sold through everyone's love for the museum mascot. First, you can choose a well-known mascot with the characteristics of a local museum, or a mascot that industry insiders think has potential, and build it into an IP with a certain influence. Methods include but are not limited to animation, comics, etc. As more people like this mascot the number of products sold will naturally increase. Or change the overall route of the brand. For example, a brand has always taken the high-end route. If the brand suddenly changes to the middle and high-end route, under the

premise of maintaining the quality and design of the product itself, it can attract more potential customers to the brand.

4. Conclusion

This article mainly discusses the shortcomings and improvement methods of museum cultural and creative products on the market. After analysis, this paper finds that the meaning and connotation of cultural and creative products is to convey culture and close the relationship between people's daily lives and culture. Therefore, designers can't just stack elements when designing Marketing strategies need to change with consumers' willingness to consume and trends, but the meaning of cultural and creative products will not. This article does not analyze and classify consumers' willingness to consume in-depth, nor does it use the questionnaire research method for analysis of the future, consumers specific needs for product design can be studied.

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