

# Analysis on Market Prospects of Red Cultural Creative Products in the Era of Big Data

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**Abstract:** With the popularization and application of "Internet plus" and big data technology, the combination of cultural creative products and red culture has formed red cultural creative products, which have gradually attracted people's attention and presented new opportunities and challenges. Through extensive social research and data collection, we analyze the market prospects of red cultural creative products. We found that there are some problems in the market, such as product fixation, insufficient development intensity, and insufficient combination with big data technology. Therefore, from the perspective of the development of big data technology, we propose three solutions. Firstly, establishing a digital platform to collect cultural data and establish an immaterial repository for immaterial culture; secondly, rapidly absorbing new technologies to promote the innovation and transformation of cultural creative products; thirdly, optimizing the current market to promote the integration of social benefits and economic benefits. Our goal is to provide useful suggestions for the market prospects of red cultural creative products through analysis, promote the inheritance of red culture and the innovation of red cultural creative products, let red culture really enter into people's lives, exudes vitality in the new era, and make red cultural creative products better achieve social benefits and economic benefits.

**Keywords:** big data era; red culture; cultural creative products; product market prospects

## 1. Introduction

Cultural creative products, as their name suggests, refer to cultural and creative products that carry culture as their core, transform and generate through creativity, have commercial value, can inspire people's imagination, and express people's emotions. Red cultural creative products, as an important part of them, are mainly based on historical red culture fully utilize the rich resources of red culture for innovation and creation to obtain cultural creative products with strong historical infection. These products can not only enhance the expression and influence of red culture, but also convey Chinese red stories to people in an entertaining way, restore history, and inspire later generations with a kind of spiritual encouragement.

With a long history of profound scientific and technological advancement in China. We should promote

science and technology development more actively to achieve scientific and technological innovation. In the 21st century led by the Internet of Things and big data, a large amount of data collection and analysis has produced new driving forces for the development of cultural creative products. As mentioned in "Research on the Communication Path of Yellow River Culture under the Background of Big Data", big data has low value density" can bring changes to traditional culture communication promotion". Therefore, we need to use effective methods to obtain the most valuable content to promote the development of red cultural creative products, spread red culture positively, and promote the development of red culture. At the same time, while emphasizing the importance of a strong science and technology country, we should also attach importance to cultural inheritance and development. "Yellow River Literature in the Context of Big Data Research on the Transmission Path pointed out that big data" has a low value density and can be given to tradition<sup>[1]</sup>. Changes brought about by cultural communication and in creative learning, we should correctly use new technological means to stimulate thinking for creation so that new artistic works have more connotation and reflect new horizons in the new century<sup>[2]</sup>. Culture is the foundation of a country. We should actively learn national policies so that local units can correctly develop cultural creative products and industrial development to achieve social benefits and economic benefits. Therefore, this article studies the prospects for red cultural industries in the era of big data and promotes their development with technology.

## 2. Analysis on Resources of Red Culture

Red culture mainly emerged during the revolutionary war years, starting approximately in 1917 with the Russian October Revolution bringing Marxism. It is a culturally advanced group that was created by Chinese Communists and the people together during their struggle for liberation from foreign invasion. It carries forward advanced culture with Chinese characteristics that is highly concentrated in revolutionary spirit and historical culture. "The innovative design research on Liu Shaoqi Memorial Hall's cultural creative products from the perspective of red culture" reinterprets red culture from another perspective<sup>[3]</sup>. They believe that today's broad sense of red culture is a strongly revolutionary, cohesive, and directional culture with strong national emotional expression. In addition, Rioux

and Yu Luo studied the important significance of red cultural resources in Jiangxi for tourism in another article by pointing out that red tourism is not only an important pillar for promoting economic development but also showcases our country's historical heritage<sup>[4]</sup>. In nearly a century of development, red culture has become an indispensable part of China's national spirit due to its unique historical attributes and value attributes.

Red cultural resources can be divided into material resources and non-material resources. Material resources are mainly historical sites such as revolutionary sites, revolutionary relics, revolutionary museums, etc., which carry forward the connotation of red culture. Non-material resources are mainly based on spirit as carriers. This kind of culture often has certain regional or historical event characteristics such as Red Ship spirit, Jinggang

### 3. Market Status of Red Creative Products

With the continuous improvement of living standards, people's consumption habits and methods have also undergone significant changes. In addition to necessities such as food and clothing, people now place greater emphasis on other material and spiritual aspects of consumption. In this context, the red creative industry, which has strong cultural connotations and relies on the continuous growth of information technology, undoubtedly has a bright future. At the same time, this also means that the red creative industry faces issues such as adapting to the combination of emerging technologies and more intense competition with similar types of industries.

#### 3.1 Market Demand for Red Creative Products

Overall, Chinese consumers have a certain market space for red creative products, and the potential for increasing demand is enormous. Li Wenjia, Wen Yuxintong According to the KJ Law survey, the main buyers of offline cultural creativity are the post-90s and post-00s<sup>[5]</sup>. Through research, it has been found that the main group of people purchasing red creative products is teenagers aged 18-25. They have received more cultural influence from the red culture, and a profound creative product has more vitality and spiritual power for them. In addition, because most consumers currently buy red creative products to commemorate or collect, and due to the impact of the COVID-19 pandemic, some areas have stopped red tourism, which has affected the red creative industry accordingly. When this part of the demand is not fully met, consumers turn to e-commerce. At the same time, the pandemic has also promoted the popularization and rapid development of big data technology. This factor urges people to use emerging technologies to maintain the existing market for red creative products while actively exploring new e-commerce markets to gain new development opportunities.

#### 3.2 Market Size of Red Creative Products

Currently, the market size of red creative products is stable, but with the continuous development of emerging technologies and the popularization of "Internet Plus", the original scale is showing an expanding trend. The

traditional red creative product market is a scattered market. Red creativity mainly relies on red sites and revolutionary museums for creative creation and promotion and sales based on localities, with obvious regional characteristics. For example, in the cultural and creative exhibition hall of Changsha Lei Feng Memorial Hall, most of the exhibited cultural and creative products are designed based on Lei Feng's IP image. This market was not very large at the beginning, but various museums actively linked to each other, attracted traffic, and gradually expanded the solidified market size. It is reported that the "Red Creative Alliance" formed by more than 30 cultural relics museums and enterprises in China has entered its initial trial stage, and its future development is expected<sup>[6]</sup>.

#### 3.3 Profit Space of Red Creative Products

The profit of red creative products depends on the cultural premium caused by product innovation. Currently, like the cultural and creative market, most goods in the red cultural and creative market are practical items such as stationery and clothing. These items are inexpensive to some extent due to their cultural symbols and connotations, and they bring in considerable profits. According to the "2019 Museum Cultural and Creative Product Market Data Report", among the top 100 joint-branded products in cultural and creative museums, 70% of brand goods have premiums, with a maximum premium of surprising 3 times, and an average premium of 30% of the total level<sup>[7]</sup>. In addition, social research has found that there are many types of products and price ranges for red creative products, from a stamp priced at two yuan to a craft priced at tens of thousands yuan. Different product types and a wide range of product prices can meet the needs of different groups of people and increase the possibility of obtaining more profits.

### 4. Problems Existed in Red Cultural Creative Products Market under Big Data

In the background of the flourishing cultural creative industry, although the red cultural creative products market continues to develop steadily, there are also some problems. Due to the particularity of red cultural creative products and the limitations of the cultural creative work itself, these problems are more prominent.

#### 4.1 Regional Solidification and Single Style of Red Cultural Creative Products

In recent years, with the development of the cultural and Creative industry, the production and sales methods of red cultural creative products have gradually stabilized, but it has also formed the problems of regional solidification and product style lone. The main breakthrough to solve this problem lies in "breaking through repetition" and "innovating in design"<sup>[8]</sup>. However, in the same period of research reports, it has also clearly pointed out four development problems, criticized some cultural creative product designs for lack of originality in replication, having a single cultural connotation, and even just forcibly applying red culture to the product. What is more serious

is that some businesses directly copy popular cultural creative products.

The solidification of sales regions is mainly due to the fact that most red cultural creative product manufacturers still rely on revolutionary museums or red historical sites for offline retail sales. This makes these red cultural creative products may only be well-known and sold locally for a long time, which will restrict their development. While the solidification of product style points to the insufficient design of red cultural creative products. It is a common phenomenon in the market that some manufacturers design red elements on stationery and clothing. Some manufacturers in order to reduce costs and improve profitability do not attach importance to product design. They only print some original red symbols or signs on the product. This kind of behavior has led to duplicate designs or even goods with the same appearance. It not only loses the unique characteristics of the product itself, but also wears out consumers' demand for originality and innovation in red cultural creativity.

#### 4.2 The Development Strength of Red Cultural Creative Industry Needs To Be Strengthened

Compared with similar products in the cultural and creative industry, the development of red cultural creative products is relatively slow. Firstly, due to the special origin and sensitivity of red cultural creative products, their creation is subject to certain restrictions. The creators and manufacturers of cultural creativity worry that improper handling and excessive personalization will cause unnecessary trouble. Therefore, compared with other cultural and creative markets, some manufacturers are unwilling to further develop the red part of cultural creativity. Secondly, within the internal industry of red culture creativity, many regional red resources have not been fully utilized, resulting in the idle state of red cultural resources, which is a waste of resources to a certain extent. A Review of Research on Red Cultural and Creative Products—Base Statistical analysis of CNKI pointed out the lack of design methods for red cultural and creative products<sup>[9]</sup>. The content of cultural and creative products lacks connotation more importantly, most of the development of red cultural creative products only stays on the surface and does not extract and analyze the red resources more deeply.

#### 4.3 The Combination of Big Data Technology and Red Cultural Creative Products Is Insufficient

At present, big data technology has matured and is widely used in various industries. In the red cultural creative product market, although some manufacturers have seen the advantages of big data technology for their development, there are still many manufacturers who are satisfied with traditional models. They lack data statistics and analysis on consumer data to capture effective data in a timely manner and accurately predict consumers' needs and purchasing preferences. This can easily cause overproduction and inventory backlog. In the new development period, "Internet+ big data" platform can determine the development direction of cultural creativity

industry and promote product sales. "Internet + big data" has given birth to a platform integrating information data collection and media publicity to determine the development direction of cultural creativity industry and promote product sales<sup>[10]</sup>. Therefore, improving the combination degree between big data technology and red cultural creative products is an inevitable trend for future development.

### 5. Practical Suggestions for the Red Cultural Creative Products Market in the Era of Big Data

#### 5.1 Establish a Digital Platform to Collect Cultural and Creative Data

By utilizing the powerful processing capabilities of big data technology, it is possible to optimize the calculation of massive and rapid new data. By establishing a large database to integrate red cultural resources and analyzing content differences, the electronicization of red cultural information can be achieved, converting text into digital graphics and making text visual<sup>[11]</sup>. In this way, we can establish a digital platform to collect and statistic various red cultural creative products for the purpose of research and technical personnel to retrieve and utilize them.

In order to meet the search needs of various groups for cultural creative products, it is crucial to establish a sound digital platform. In cooperation with various units and localities, develop cultural and creative columns with unique themes, such as "data visualization" proposed in "Enhancing the Value of Digital Platform Data"<sup>[12]</sup>, so that the audience can easily retrieve the desired content.

For red cultural creative products, analyzing and utilizing them through big data analysis, using the platform user's search content needs, carrying out innovative research and development, correcting the problems that red cultural creative products have, while ensuring that the social value and economic value of products are unified. Red historical culture is mainly reflected in revolution, heroes, etc. Therefore, it is necessary to establish a correct, interest-oriented red cultural creative product market. Establish a sound digital platform to grasp the direction of the times and promote the stable and orderly development of the cultural creative product market.

#### 5.2 Quickly Absorbing New Technologies

In the "14th Five-Year Plan for the Development of Big Data Industry", the importance of giving play to the characteristics of big data has been emphasized, and it has been proposed to encourage research on data governance-related technologies, theories, tools, and standards<sup>[13]</sup>. After data acquisition, importation, analysis, and mining, big data can complete general processing. Combining 5G technology, fast data transmission has made new technologies increasingly mature and laid a better foundation for social development.

A new generation of digital technology innovations is accelerating the emergence, which can bring new growth drivers and promote rapid development of the global digital economy. The cultural and creative industry can seize this opportunity to effectively utilize the new wave of technological innovation in Internet technology, take

advantage of AI, blockchain, virtual reality, 5G and other technologies to break through the barriers between the digital environment world and the real environment world, provide people with a brand-new experience. The red cultural creative market is based on red history, red spirit, and red culture. By developing innovative cultural industry chains through Internet technology, we recall history, show today's situation, Imagine future prospects.

In facing a rapidly developing society, we should actively learn emerging technologies, absorb new ideas, Provide new ideas for creation in red cultural creative products to ensure market innovation and development. At the same time, cloud computing, big data and Internet of Things complement one another. In the rapidly changing digital economy environment, ensuring effective information receiving from markets and making optimal processing is key. We can also use VR, AR, MR technologies to better innovate in the cultural creative product market.

### 5.3 Optimizing the Current Cultural Creative Products Market

Currently, the cultural creative products market is still unstable. The biggest problem is regional oxy and style. Today when big data is gradually becoming an important force in innovation and development, we must grasp the dialectical unity of culture and interests to avoid simply economicizing red historical culture<sup>[14]</sup>. To achieve effective communication that promotes red historical culture inheritance and provides a strong spiritual support for realizing the Chinese Dream.

Red cultural creative products mainly promote the spiritual strength of red historical culture. These products should allow audience members to constantly feel a heritage of spiritual power and a reflection of the beautiful lives of people's work at grassroots levels in various areas at this historical moment when implementing rural revitalization strategies worldwide to create a community with a shared future for mankind by building a community with a shared future for mankind at the new starting point for rural revitalization strategies worldwide. In developing red cultural creative products, attention should be focused on market access, cultural inheritance should be emphasized, and new technologies should be utilized. Establishing a healthy market for cultural and creative products that "culture-technology-life" is a key step in achieving this goal.

In scientific and technological innovation in the new century, digital economy and industrial opportunities have collided with each other again. With more comprehensive technical support, we can view virtual world-real world connections with more comprehensive macroscopic clear perspectives. This helps accelerate industrial reform in the new century process and re-establishes digital rules to optimize current red cultural creative markets. With the rise of digital economy and transformation of industrial markets online development has become a trend. New relationships have been established and new digital rules have been created

### 5.4 Creating a Red Cultural Creative Brand IP

In the process of improving the cultural and creative product market, we need to establish a certain brand as the foundation of market marketing and further realize the IP of the brand. Teacher Li Zhijun has clearly pointed out that "brand IP is a methodology that ultimately serves the brand and consumers"<sup>[15]</sup>. Therefore, in order to promote the spread of red culture, cultural and creative products should be classified according to specific locations and representative events, and different brands should be created for different IPs.

The key to the IP of the red cultural creative brand is to determine the IP's positioning based on brand positioning, shape a concise and three-dimensional IP image from the existing brand culture and brand spirit. It should be emphasized that the establishment of red cultural creative brands should focus on enhancing the spirit of red culture in ordinary products<sup>[16]</sup>, which can more effectively facilitate the smooth creation of digital IPs and also make the brand more concrete.

Therefore, in the market of cultural and creative products, we need to flexibly create effective brands, innovate red cultural creative products, ensure the stable development and dissemination of red culture, and actively promote the IP of red cultural creative brands. In the process of using cultural creativity to spread red culture, we cannot just be limited to IP popularization, but need to integrate red cultural spirit and image. We can learn from the experience of developing cultural IPs such as the Palace Museum, Dunhuang Research Institute, National Treasures, and deeply explore the connotation of red culture, and combine it with modern cultural creativity. By developing cultural and creative IPs with cultural depth, we can attract more people's attention and let them subtly be influenced by red culture.

It should be noted that both brand establishment and brand IP are constantly innovating according to changes in each market, establishing new directions and new journeys. In the era of technology, technological innovation is a necessary way for each market to develop. With the maturity of 5G technology and the rapid development of big data, cloud computing and Internet of Things have also brought innovative development to big data technology. In the current digital era, making good use of technological innovation is key to achieving a mature market. Big data has the characteristics of rapid data collection and calculation, but its application in related principles is still developing. Therefore, we need to carefully utilize technological innovations derived from big data and the Internet. Avoid risks in innovation and creativity development, create cultural and creative products based on social benefits to develop economic benefits, ensure the healthy development of product markets, and show people's real happy lives.

## 6. Conclusion

In an era of technological innovation and development, big data also brings different opportunities and challenges to the cultural creativity market. Data is spread quickly and information reception is clear. All kinds of thinking are

active in the world. We should use convenient internet search for existing product information so as to create a new style in future product design making the cultural creativity market give new vitality with color. Drawing on new science and technology resource helps to develop use experience making product bring culture together carrying forward traditional Chinese culture spirit influencing people in daily life; on other hand this has challenge lies in how correctly make use of them find an approach/means/method/way/means to innovate with all this. For innovation development of red cultural creative products is not simple creating product but creating with product historical background Chinese traditional culture spirit spreading positive energy in daily life; at same time market development also has pressure on development of red cultural creative products traditional offline sales model has obvious gap with online sales model economy; under this pressure we need use science-technology resource develop correct market for cultural creative products create special column for red cultural creative products carrying forward Chinese traditional culture spirit

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