

Analyze the Factors Affecting the Import of Chinese Cultural Products

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Abstract

In recent years, with the rapid development of China's economy, the country pays more and more attention to the development of culture, and the theories of cultural power and cultural self-confidence are constantly put forward, which provides a strong support for the import and export of Chinese cultural products. Product import plays an important role in the era of modern globalization, and many countries have taken various measures to improve cultural soft power to continuously enhance national self-confidence. However, there are still many factors that affect the import of cultural products. From the previous literature and research, this paper finds that there are three problems in the import of Chinese cultural products: first, the dynamic influence of supply and demand will impact the import demand of cultural products; Second, cultural products are affected by non-tariff and other trade barriers, which increases the import cost of cultural products invisibly. Third, there are cultural differences between different countries, which will affect the choice of Chinese cultural products to import.

Keywords

Import of Cultural Products; Cultural Trade; Cultural Differences.

1. Introduction

With the development of globalization and the opening of international trade, the import of cultural products has become an important means of economic exchange between countries. Cultural products, such as movies, music, books, works of art, etc., are not only entertaining, but also important ways to express and disseminate national or regional culture. However, there are a series of factors affecting the import of cultural products in different countries, which include economic, political, social and other factors, and are closely related to the characteristics of cultural industry.

The theory of international trade and cultural studies can provide useful references when studying the factors that affect the import of cultural products. First of all, the theory of comparative advantage in international trade theory can explain the reasons for the transnational import of cultural products. According to the theory of comparative advantage, each country should specialize in producing its relatively competitive products and acquire the products of other countries through international trade. Therefore, if a country has a comparative advantage in the production of a certain type of cultural product, other countries are more likely to meet their needs through imports. Secondly, cultural studies theory can help us understand the needs and preferences of consumers in different cultural contexts. The success of the import of cultural products often depends on whether the imported products can meet the needs of consumers for cultural identity, emotional experience and aesthetic satisfaction.

The factors that affect the import of cultural products are of great practical significance to the government, enterprises and consumers. First of all, for the government, by understanding the

factors of the import of cultural products, the government can formulate more scientific and effective policies for the development of cultural industry, promote the import of domestic cultural products, and improve the competitiveness of domestic cultural industry. Secondly, for enterprises, understanding the import factors of cultural products can help enterprises more accurately grasp the market demand and consumer preferences, adjust the product structure and brand positioning, and enhance the market competitiveness of enterprises. Finally, for consumers, the import of diversified cultural products can provide a wider range of choices and richer cultural experience, meet the needs of consumers for multi-culture, and promote cultural diversity and cultural exchanges.

Therefore, this paper aims to explore the main factors affecting the import of Chinese cultural products, and analyze its impact on the import of cultural products, and provide certain measures to promote the development of Chinese cultural products.

2. Problems in the Import of Chinese Cultural Products

2.1. Imbalance between Supply and Demand

As one of the countries with the largest population in the world, China has a huge market demand. In terms of cultural products, Chinese consumers have shown a growing demand for foreign cultural products. However, due to the rapid development of the domestic cultural industry has not fully met the diversified needs of consumers, China's cultural product imports face the problem of insufficient supply. According to the World Trade Organization, China's total imports of cultural products show an increasing trend. For example, China's imports of cultural products reached about \$139.2 billion in 2019, compared to about \$118 billion in 2016, showing the growing demand for imports of cultural products in China. However, due to the imbalance between supply and demand, the insufficient supply of cultural products may lead to the scarcity of products in the market and fail to meet the needs of consumers. This indicates moves to regulate supply and demand, strengthen supply chains and increase import capacity, it is necessary to meet the growing demand for cultural products in the Chinese market.

2.2. Trade Barriers Hinder Imports

China has imposed a range of tariff barriers to regulate imports, including cultural goods. These tariff barriers may impede the import of cultural goods, increase the cost of cultural goods and limit market access. High tariff levels have had a negative impact on the import and diversity of cultural goods. According to the World Trade Organization, China has relatively high tariffs on cultural goods. For example, tariff rates in China can be as high as 44 percent for movies and 15 percent for music recordings. These high tariff levels may have increased the price of cultural goods and posed challenges to the competitiveness and market access of imported products. In order to promote the import and diversity of cultural products, the reduction of tariff barriers is an important issue. Gradually reducing tariffs and strengthening international trade cooperation and negotiations are key measures to improve the import environment of Chinese cultural products.

2.3. Cultural Differences Affect Demand

There are cultural differences between China and other countries, which may have an impact on the import and market adaptability of cultural products. Cultural differences involve differences in language, values, and aesthetic ideas, as well as needs and preferences for specific cultural products. Take the film market as an example. China is one of the largest film markets in the world, but the share of imported films in the box office in China is relatively low. Chinese audiences are more interested in films with their own cultural background and values, which has caused a certain impact on the competition of imported films in the market. For imported

cultural products, taking into account the cultural background and preferences of Chinese consumers, it is crucial to carry out market positioning and adaptive strategies.

3. Analysis of Influencing Factors of the Import of Chinese Cultural Products

The study on the import of cultural products has attracted wide attention among scholars at home and abroad. It can be seen from previous studies and data that the factors affecting the import of cultural products mainly include supply and demand, trade barriers and cultural differences.

3.1. Supply and Demand Impact the Supply and Demand of Cultural Products

When the domestic market demand for a certain kind of cultural products is greater than the domestic production capacity, import becomes an important choice to meet the market demand. Chen Huimin and Zhang Hua studied the supply-demand relationship and its dynamic evolution of China's cultural product imports[1]. This study uses statistical data and mathematical models to analyze the supply and demand factors of cultural products imports, and provides a quantitative analysis of the relationship between supply and demand. The results show that the relationship between supply and demand has a significant impact on the import of cultural products. On the supply side, with the development of China's cultural industry and the implementation of government support policies, the supply of cultural products has gradually increased. On the supply side, policy assistance is needed to continuously improve the import significance. In terms of demand, with the improvement of people's living standards and the growth of cultural consumption demand, the demand for cultural products is also increasing. Franko and Svnjak also believe that supply factors will have an impact on the trade of cultural products[2]. The study explores how supply affects trade in cultural products by analyzing supply-side factors, such as the development of cultural industries and the growth of creative industries. The results show that an increase in supply will promote trade in cultural goods, because growth on the supply side means that more cultural goods are available for international trade. The study also points out that supply-side policy support and the development of creative industries play an important role in promoting overseas trade of cultural products. To sum up, the relationship between supply and demand is an important factor affecting the import of cultural products. On the supply side, the development of cultural industry and policy support have played a positive role in increasing the supply of cultural products. On the demand side, people's growing demand for cultural products is also promoting the import of cultural products.

3.2. Trade Barriers Increase the Cost of Cultural Products

While protecting the local cultural industry, it restricts the import of cultural products through tariffs, quotas and other means. Anderson and Winters empirically analyzed the data of trade barriers and trade flows in the dataset, and studied the impact of tariff, non-tariff barriers and intellectual property protection on the trade flows of different product categories[3]. Although the research content does not directly analyze cultural products independently, the potential impact of trade barriers on the import of cultural products can be inferred by referring to the specific impact on different product categories and the impact of trade barriers on the overall trade flow. This view is confirmed by Wang and Zou, who focus on the impact of China's non-tariff barriers on cultural trade and analyze the significant negative impact of non-tariff barriers on the import of Chinese cultural products[4]. Specifically, non-tariff barriers are technical barriers, standards and certification requirements restrict the import of cultural products, leading to the restrictive effect of trade barriers on the import of cultural products. In the study, tariff, non-tariff barriers and intellectual property protection are regarded as important factors

affecting trade barriers. These barriers may restrict the import of cultural products and thus affect the international trade of cultural products.

3.2.1. Export License and Quota Restrictions

Export licenses and quota restrictions are common control measures used in international trade to manage and limit the export volume of a particular good or service. Quotas can be limited by quantity or value, such as a limit that only a certain amount or value of a commodity can be exported each year. As for cultural goods, Sauve and Shingal studied the issue of transparency in non-price trade indices, especially in the case of preferential trade agreements[5]. While the study did not directly address cultural goods, transparency issues could influence decision-making regarding export licenses and quota restrictions related to trade in cultural goods. For example, a country implements a licensing system for the export of cartoons, and only cartoons with export licenses can be exported from the country. This means that importers need to go through the application and approval process with the relevant state agencies in order to obtain an export license and import the cartoon. Such restrictions can lead to time and cost constraints for importers, limiting the amount of cultural products imported from the country. Another example is a country that limits the import of foreign films to 100 a year. This quota restriction means that only the 100 films allowed can be imported into the country's market, and other films will be restricted. This will affect the export of other countries' film industries and limit the import of cultural goods.

3.2.2. Technical Barriers

Technical barriers refer to the phenomenon that prevents new entrants from entering the market or participating in an industry due to technical restrictions. Technical barriers can be a variety of technical difficulties, high cost of research and development or production requirements, proprietary technology or patent restrictions. Technical barriers often lead to the formation of market monopolies or oligopolies, because only a few companies or institutions can meet these technical requirements, limiting the entry of other potential competitors. Technical barriers can also affect international trade and pose challenges to imports and technology transfer in developing countries in particular. Some countries have strict requirements on the sound quality and production standards of imported music CDs, requiring importers to provide sound quality test reports and certification documents in line with national regulations. This increases costs and time for importers as they undergo additional testing and certification procedures to ensure that products meet requirements. Such technical barriers may have a certain impact on the import of cultural products. At the same time, some countries have strict requirements for the technical format of imported digital publications, requiring the format to meet the specific standards of the country. If imported digital publications do not meet these requirements, they will not be able to enter the country's market. This requires exporters to make additional technical adjustments and cost inputs to meet the country's technical barriers, thus affecting the import of cultural products.

3.2.3. Intellectual Property Issues

The main purpose of intellectual property rights is to encourage innovation and creative thinking, to give creators and innovators certain economic benefits and rights protection, and to encourage them to continue research and development and innovation. In international trade, intellectual property is also regarded as a tradable commodity that can be transferred and protected between different countries and has an impact on trade practices. Cultural product is a kind of special commodity, with certain particularity, intellectual property rights are particularly important for cultural products. Li Yabo and Wang Hongtao concluded that there is an important relationship between intellectual property rights and the import of cultural products, and the improvement of intellectual property rights protection can promote the import of cultural and creative products[6,7]. This study by Amin and Mavroidis explores

the strategic role of intellectual property rights in international trade in the presence of imitative barriers[8]. Although the study does not directly address imports of cultural goods, it provides useful insights into the impact of intellectual property issues on trade. In the field of cultural trade, copyright protection for music and film in a certain country is insufficient, and piracy is a serious problem. This has led to a lack of confidence among importers of cultural products in the country's market, and the possible infringement of Copyrights without property rights protection will affect the decision-making of importers and limit the import of cultural products from the country. At the same time, Park and Kim believe that the difference in the degree of intellectual property protection and the implementation of laws and policies related to intellectual property will have an important impact on the import of cultural products[9]. For example, piracy of literary works is widespread in some countries, and laws and enforcement are insufficient. This has foreign writers and publishers worried about copyright protection in the country, It may reduce their willingness to introduce their works to the country's market, thus affecting the import of literary products.

3.3. Cultural Differences Affect the Import Demand of Cultural Products

Cultural differences are one of the important factors affecting the import of cultural products. The cultural backgrounds, values and aesthetic preferences of different countries and regions have led to the diversification of demand for cultural products. Due to cognitive differences and aesthetic preferences between different countries and cultures, the import of cultural products may be subject to certain restrictions. The success of the import of cultural products depends on the degree of matching with the target market. The Ni Jhof and Jeurissen study explores the issue of aesthetic products in the global market, especially regarding the difference between counterfeit products and quality products[10]. The influences of cultural differences, values and consumer attitudes on authenticity in the import of cultural products are discussed in the literature. Wang Hong Tao studied the impact of cultural differences on the export of Chinese cultural products and concluded that cultural differences are an important factor affecting the export of cultural products[7]. At the same time, cultural differences lead to differences in education levels, which will also affect the demand for the import of cultural products. Ma Guang Ming studied the impact of the breadth and depth of residents' education on the import of cultural products, and the improvement of education level can promote the import of cultural products and provide talent support for the development of cultural industry[11].

4. Conclusion

4.1. Promote the Development of Local Cultural Industries, Expand Import Channels and Expand Partnerships

To solve the problem of supply and demand, it is necessary to increase support and investment in local cultural industries and improve their creative and production capacity to meet the diversified needs of consumers. By encouraging the production of original works and providing quality content, over-reliance on imported cultural products can be reduced. At the same time, through cooperation with foreign cultural industries, expand import channels and increase the supply of cultural products. Establishing more trade partnerships and promoting international cultural exchanges and cooperation will help meet the Chinese market's demand for multicultural products. For the domestic market, it is necessary to strengthen market research and demand forecasting, through in-depth research on market demand, consumer preferences and trends, accurately forecast and understand the changes in market demand, and introduce and supply cultural products in a targeted manner. Use data analysis and market intelligence to predict market demand in advance and avoid the imbalance between supply and demand.

4.2. Reduce Tariff Rates and Strengthen International Trade Cooperation and Negotiations

When importing cultural products, the tariff rate of cultural products shall be gradually reduced in accordance with the adjustment of national policies, so as to reduce the burden on imported products. Reducing tariff rates can not only reduce product prices and increase consumers' willingness to buy, but also increase competition and market access for imported products. And actively participate in international trade negotiations to strive for more favorable import conditions and more open market access. By establishing trade partnerships with other countries, lowering bilateral trade barriers, promoting free trade, and further promoting the import and circulation of cultural products. RCEP is a good example of promoting international trade. Through cooperation, trade procedures are simplified, operating costs and time are reduced, and import efficiency is improved. By promoting digital trade platforms, integrated customs clearance services and simplified approval processes, we will reduce unnecessary administrative procedures and improve the convenience of importing cultural products.

4.3. Strengthen Cross-cultural Communication and Cooperation, and Provide Adaptive Market Positioning and Product Strategies

In terms of cultural differences, when exporting cultural products to China, foreign cultural product suppliers need to understand the cultural background, values and needs of Chinese consumers, and make customized market positioning and product strategies according to market characteristics. For the Chinese market, we provide cultural products that meet the tastes and needs of consumers, promote local culture and integrate with international culture. Chinese importers or governments can learn about international culture through multiple channels, promote international cultural exchanges, and strengthen cooperation and understanding between China and other countries. Through cultural activities, exchange programs and cooperation projects, the interaction and exchange between different cultures will be enhanced and the impact of cultural differences on imported cultural products will be eliminated. In the introduction of cultural products, improve the degree of localization of cultural products, appropriate local modification and adaptation, so that the product is more in line with the preferences and habits of Chinese consumers. For example, providing Chinese language versions and increasing the participation of local stars or artists will enhance the acceptance and adaptability of cultural products in the Chinese market.

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