Research on Value Chain Composition and Effect of Jingdezhen Ceramic Culture Creative Industry

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ABSTRACT

Jingdezhen ceramic culture creative industry chain is based on the ceramic culture creative projects which must be creative core, the relationship and not under the various demand of the market to the correlation industry of industry radiation and combination, and to provide a variety of products and services of the chain structure, its structure is divided into content creation, transformation, market marketing, information feedback, wholeness, high value-added, high risk and cyclical, with cluster and the chain effect.

KEYWORDS

Jingdezhen ceramic culture creative industry, value chain, composition effect.

INTRODUCTION

Industrial value chain is a value system that integrates the value chain of each link in some industry chain and forms the value system of interdependence and harmonization. It belongs to a Chinese economic term. This value system includes vendor value chains, sales channels and customer value chains outside of the enterprise. It applies the value chain theory to the industrial level, and describes the transfer, transfer and value-added process of value in the industrial chain.

JINGDEZHEN CERAMIC CULTURE CREATIVE INDUSTRY VALUE CHAIN COMPOSITION

Cultural creative industry chain is based on a creative project for the creative core, under the requirements of the market to the associated with no associated industries industry radiation and combination, and to provide a variety of products and services of the chain structure. Though a complete creative industry chain can be simply divided into original ideas, creative products and creative product commercialization process of three, but it includes many links, especially the derivatives of the development, production and management, but also will greatly extend the industrial chain and value chain of the creative industry of.

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As a result, the ceramic culture creative industry value chain can be defined as it is a ceramic culture creative enterprise as the main body, through the cultural elements and elements of science and technology, in the form of the combination of ceramic culture creative generation, transmission and consumption as the core links of value chain. It describes the value generated in the course of the industrial chain, value-added and the process of the implementation of the industrial chain of each enterprise within the value chain integration, the enterprise value chain, by supply and demand of connected to each other.

But, due to the ceramic product or service provided by the cultural creative industry has a certain difference, so the morphology of ceramic culture creative industry value chain is not the only, its composition is often there are also differences. The composition of jingdezhen ceramic culture creative industry value chain can be divided into content creation, specific transformation, market marketing, information feedback, from the generation of value, the value of appreciation to the realization of the value, centrally reflects the industry's core competence.

**Content creation is the premise of industrial development**

Creativity is the soul of the creative industry of ceramic culture, which is the intellectual symbol of content creation. The idea is to have three characteristics, relevance - creativity needs to be related to ceramic, and must be related to the needs of target customers to acquire brand and promote sales. Novelty -- applying new ideas and new ideas and thinking out of the traditional mode of thinking to achieve the transcendental and unconventional products of products; Inspiration - creativity comes from people's inspiration, inspiration comes from living, and people can only discover problems in their lives to stimulate their creativity. In general, for ceramic culture creativity can form from four aspects: (1) from the art ideas, such as blue porcelain, it was based on "benevolence" as the core, the aesthetics of east and elegant fashion of ceramic culture creative enterprises. It carries on the pure traditional technology, and takes the nature as the creation theme, passes the Oriental "teacher law nature, leisurely and the world" philosophy thought. Its product design is unique and novel, the style is very different, deeply loved by the general customer and praise; (2) from the use of areas of creative, such as JingDe burn, it will mature jingdezhen ceramics technology combined with a bottle, the ceramic culture and wine culture, porcelain culture creativity, to the Chinese liquor packaging design and manufacturing. Because of the fine wine bottle, people can make use of empty wine bottles, such as a few flowers to be a vase, a lamp to make a lamp, and so on; (3) from the form of creative, such as ha ha, it is making the popular style of ceramic pursuit, will "make the patent of ceramics is no longer a master of art, let everybody have the chance to enjoy the pleasure of making China" as the enterprise's management idea. Through this popular marketing mode, enterprises have broadened the path for the development of enterprises. (4) from the expression of ideas, the movie "dripping guanyin", "the red", the animated film "porcelain doll", play "porcelain soul", the TV series "blue and white" as well as the unique sounds of nature of porcelain, etc.
Concrete transformation is the main body of industrial development

In the concrete transformation process, the most critical element is industrial capital. It mainly includes monetary capital, technical capital and production capital, which is the capital required by the product or service in the process of creative crystallization. Among them, monetary capital mainly includes operation money, investment currency, risk currency, etc., which provides funds for the concrete transformation of ideas. Capital mainly includes the communication technology, new media technology, advanced production technology, etc., it provides a technical support: the creative transformation of the specific production capital mainly including fixed assets, production materials, etc., it provides the creative transformation of specific material guarantee, such as jingdezhen ceramic culture creative park, the founding of the light ceramic business incubators, yingge ceramics art creative employment exchange center, etc.

Marketing is the key to industrial development

Market sales are to expand the market through various sales channels and marketing models of ceramic cultural creative products or services, thus gaining a certain market share. Through the marketing process, the product or service can be marketized, and the value of the product or service will be transformed into the market value, and the value will be transferred to the consumer, thus realizing the value of the product. Jingdezhen ceramic culture creative industry compared with the traditional ceramic industry, it is more need for effective docking, with market sales also need by traditional a seller's market into a buyer's market, need to take "introduction to - go out" strategy, gain market recognition. Made from a collection of various resources of social capital to ceramic culture creative products or services in the sales process, provide broad sales channels and diversified marketing mode, to reduce transaction costs and lower transaction costs. In also, for example, have professional ceramic big market - Jin Changli porcelain, ceramic world trade building, China ceramics city, international plaza, China porcelain garden, huayang trade city, etc., for the ceramic culture creative product or service provides a marketing platform; The annual international ceramics fair provides a showcase for the creative products or services of ceramic culture.

Information feedback is the guarantee of industrial development

Information feedback is the interaction between the relevant enterprises and customers in the creative industry of ceramic culture. The enterprise provides products or service information for customers, and the customers will feedback the feeling of the use to the enterprise. Generated as a result, the value, the value increment and value realization, information feedback always exists in the industry value chain, value activities with the supply and demand changes in the role of the industrial chain, the consumer is the core of the information feedback, their satisfaction of high and low is directly related to the operation of the whole ceramic culture creative industry value chain.

In the information feedback loop, the most critical element is cultural capital. Due to the ceramic culture creative product or service is the collection culture, science and
technology is a body's perception of the goods, so consumers for its use or experience, will need to have a certain perception ceramic culture, thus to form a higher purchase desire. Jingdezhen, as the world-famous "capital", has a profound cultural heritage. Jingdezhen ceramic culture has more than 30 sites (such as a left ancient kiln sites, the Ming and qing dynasties imperial plant site, etc.), porcelain making relatively consummate craft, porcelain industry custom is unique, these constitute the cultural capital advantage. The porcelain paintings, porcelain culture walls and porcelain pillars of porcelain and porcelain are everywhere, which reveal the profound significance of jingdezhen's ceramic culture. They will be the natural and fertile cultural soil for the development of the ceramic culture creative industry. The use of cultural capital can enhance the added value of creative products or services of ceramic culture and enhance the competitiveness of the industry. With the change of people's consumption concept and consumption structure, more and more consumers are paying attention to some products with cultural connotations. Through the information feedback, we can observe the current consumers' preference, which will benefit the further development of the industry.

VALUE CHAIN CHARACTERISTICS AND EFFECT OF JINGDEZHEN'S CERAMIC CULTURE CREATIVE INDUSTRY

The value chain characteristics of jingdezhen ceramic culture creative industry

Based on the analysis of the value chain of jingdezhen ceramic culture creative industry, its characteristics are summarized as "internal value consistency and external form diversity". Specifically, its characteristics include integrity, high added-value, high risk, circularity, etc.

INTEGRITY

Ceramic culture creative industry value chain of each value activities are interdependence, mutual restriction, any value activities can not exist alone, through the industry's internal division of labor and cooperation between each other to establish contact, thus constitute an organic whole. From the upstream of the industrial value chain to the downstream of the industrial value chain, there is a large exchange of information flow, material flow, value stream and capital flow. The reasonable allocation of resources can be carried out through the division of labor in the industry to improve the efficiency of each link. Through the cooperation in the industry, we can integrate all aspects of the industrial value chain to form an industrial advantage of $1+1>2$. The creative industry of ceramic culture is based on "cultural creativity", and every value activity of industrial value chain is based on this core. With the increasing market competition and the impact of market diversification, the development of ceramic cultural creative industry must make the industrial value chain whole.

HIGH VALUE-ADDED

Due to the ceramic culture creative industry belongs to the knowledge intensive industry, industry is the core elements that cultural elements, and science and
technology, through the cultural creativity and technological innovation to realize the transformation of traditional ceramic industry, get rid of the bondage of the material resources, so the ceramic culture creative industry value chain with high added value. The value activity of industrial value chain has added value, especially in the content creation and market sales. If the injection of ceramic industry lack of originality, will make products tend to be general, homogeneity and low-end, industry can only obtain the value of physical function, and not by ideas of added value.

HIGH RISK

Due to the ceramic culture creative product or service value is generated by physical capital and intangible capital, and intangible capital is decided the main factors of ceramic culture creative product or service, but the intangible capital has the very big uncertainty, so the ceramic culture creative industry value chain with high risk. In addition, the main ceramic culture creative product or service is to satisfy people with higher levels of spiritual needs, only after the material needs to meet people, will induce them to obtain spiritual needs, so it belongs to the rigid demand, has greater elasticity of demand. This also leads to the high risk of industrial value chain.

CIRCULARITY

Because the realization of value added value is a continuous process, the long-term sustainable development of the ceramic culture creative industry needs to make its industrial value chain circular. From the beginning of content creation, the creative talents of ceramic culture can modify products or services based on information feedback to meet more market demands. And consumers, as buyers of ceramic cultural creative products or services, are the ultimate implementers of value and have feedback on creative activities. If the value chain of ceramic cultural and creative industry is not circular, it will face the industry's decline. Therefore, the value chain of ceramic culture creative industry is circular.

VALUE CHAIN EFFECT OF JINGDEZHEN CERAMIC CULTURE CREATIVE INDUSTRY

Cluster effect

The art ceramics of jingdezhen have realized agglomeration and the cluster effect has been reflected. The manufacture of ceramic products also realized the agglomeration, which provided the conditions for the development of the creative design of ceramic products, but the design of ceramic products has not been realized because of its small size. The effect of cluster effect on the creative industry of jingdezhen is mainly reflected in the following points: it is beneficial to the reduction of industrial cost. As the division of labor is becoming more and more refined, and the specialization degree is becoming stronger, the value chain of the ceramic cultural creative industry will be longer and longer. Chain of each enterprise according to their comparative advantages to engage in a certain part of value activities, this means that
every enterprise can with the comparative advantage of scale effect, improve the resource allocation efficiency. The integration of industrial value chain can not only bring these enterprises together, but also form synergy, thus reducing the industrial cost and enhancing the competitiveness of the industry. It is conducive to the formation of ideas. Because creativity is the core of the ceramic culture creative industry value chain, so industrial agglomeration will bring industry information resource exchange, transfer, this is good for ceramic culture creative talents inspiration, and integration of information resources, mining and ceramic culture creative writing. Through cluster effect, it can also avoid the emergence of creative homogenization, which is because the creative talent is more susceptible to information exchange and protection of intellectual property. This is conducive to building a "regional brand". From the porcelain industry, "jingdezhen" has become a recognized brand. However, the creative industry of ceramic culture is a new industry, and its market share is not high, and people don't know much about it. Therefore, through the mutual cooperation of industrial value chain, market oriented, through information feedback to optimize the ceramic cultural creative products or services, so as to better serve the market. Only by forming the "regional brand" of the famous ceramic culture and creative industry can the development of ceramic culture and creative industry in jingdezhen be realized.

Chain effect

The influence of chain effect on the creative industry of ceramics culture in jingdezhen is mainly reflected in the following points: it promotes division of labor and cooperation. Because the division of labor and cooperation is the premise of the existence of industrial value chain, the chain effect promotes the division of labor and cooperation within the industry. Only through the division of labor in the industry can we distinguish the corresponding value increment links and improve the efficiency of each link. Only through intra-industry cooperation can the individual value activities be linked. Because enterprises in jingdezhen ceramic culture creative industry division of labor, enterprises focus on the industrial chain of a link, therefore, through the division of labor can help to form the professional advantages and core competitiveness, the enterprise internal value chain has been optimized. The cooperation in the industry can promote the effective flow of information, and the links form close cooperation in the process of exchanging information. Technological innovation has been promoted. The innovation of science and technology is the guarantee of promoting the development of the creative industry of ceramic culture, and the innovation of science and technology has lost the impetus to the development of industry. In the value chain of ceramic culture creative industry in jingdezhen, there are complex, extensive and close technical connections between value activities. The content creation process mainly needs the Internet technology, the specific transformation mainly needs the high-tech processing technology, the market sale mainly needs the multimedia technology, the information feedback mainly needs the communication technology. Because information has a strong liquidity in the industrial value chain, knowledge spillover and diffusion are more easily formed, which also promotes the technological innovation in each link.
REFERENCES