

Research on the Development Path of Homogenization in Cultural and Creative Products Under the Background of Cultural and Creative Homogenization

Lan Guo

The school of innovation, Hubei institute of Fine Arts, Wuhan 430000, Hubei Province, China
guolan@hifa.edu.cn

Ye Feng

School of Public Art, Wuhan Institute of Design and Sciences, Wuhan 430000, Hubei Province, China
eshi123fencya@163.com

Zhi Wen Tian

The school of visual arts, Hubei institute of Fine Arts, Wuhan 430000, Hubei Province, China
tzwno.1@163.com

Zai Sheng Cai*

School of Public Art, Wuhan Institute of Design and Sciences, Wuhan 430000, Hubei Province, China
cai_zaisheng@163.com

Abstract: Cultural and creative industries are an important part of China's economic development, and the development and promotion of cultural and creative products is its core. However, with the continuous expansion of the market, the phenomenon of homogenization is becoming more and more serious, and the differentiation and innovation of cultural and creative products are challenged. Based on this, this paper aims to explore the development path of innovative products under the background of cultural and creative homogenization, and put forward countermeasures to promote their sustainable development, including deeply excavating regional culture based on local content characteristics, exploring cooperation mechanisms with design enthusiasts in colleges and universities, strengthening the cultivation of professional talents, and giving play to the guiding role of the government. The effective performance of these countermeasures avoids the homogenization of cultural creation to a certain extent and realizes sustainable development.

Keywords: Cultural Creativity; Homogenization; Cultural and Creative Products; Path

1. INTRODUCTION

With the rapid development of cultural and creative industries, cultural

and creative products are becoming more and more popular in the market. However, with the continuous expansion of the market, the phenomenon of homogenization is becoming more and more serious, which is mainly reflected in cultural expression, development methods and market demand. Many cultural expressions and development methods of cultural and creative products tend to be similar, lacking individuality and characteristics (Cheng, 2018a). Therefore, it is necessary to break the homogeneity and realize sustainable development through innovation and differentiation. In addition, the market demand of many cultural and creative products is not accurately grasped, and the marketing means are homogenized, which leads to poor promotion effect (Holton, 2000). In order to break the homogenization phenomenon, this paper puts forward the countermeasures for the development of cultural and creative products. It includes deeply excavating regional culture, strengthening cultural expression and creating cultural and creative products with regional characteristics based on local content characteristics. Explore the cooperation mechanism with college design enthusiasts, give full play to their creativity and innovation ability, and create distinctive cultural and creative products. Strengthen the training of professionals in cultural and creative industries, improve their cultural literacy and innovation ability, so as to meet the demand of tourists for high-quality cultural and creative products. Finally, the government should play a guiding role, encourage cultural and creative enterprises to pay attention to cultural expression and innovation, break the homogenization phenomenon and promote the sustainable development of cultural and creative products (Tsui, 2007).

2. OVERVIEW OF HOMOGENIZATION AND CULTURAL AND CREATIVE PRODUCTS

2.1 Overview of Homogenization

Homogeneity is a kind of concept relative to differentiation. At present, many scholars at home and abroad have studied the connotation and extension of the concept of homogenization. In a broad sense, homogenization refers to a kind of concept with high convergence in service concept, service form and service means. In a narrow sense, homogenization refers to an important form of expression centered on product homogenization, channel homogenization and promotion homogenization. Homogenization is a great problem in market competition, because when homogenization is very serious, consumers

can't distinguish the differences between different brands, which will have a bad influence on the development of enterprises and markets (Han, 2022). The causes of homogenization are many, such as lack of innovation, blindly following the trend, and insufficient understanding of consumer demand (Richards & Wilson, 2006). To avoid or reduce the impact of homogenization, it is necessary to carry out differentiation strategies in product design, brand positioning, marketing methods and other aspects, create unique products and services, improve brand awareness and reputation, and thus win the love and trust of consumers (Cao, 2018).

2.2 Definition of Cultural and Creative Products

Cultural and creative products, which refer to the sum of all products and product outputs in the cultural and creative industries, and are also called take-away culture. Cultural and creative products take culture and creative ideas as the core, which is the materialized expression of creative people's knowledge, wisdom and inspiration in a specific industry. Simply speaking, they are innovative products with cultural connotations (Cheng, 2018b). The difference between Cultural and creative products and ordinary commodities lies in that Cultural and creative products not only have the attributes of ordinary commodities, but also have cultural characteristics that ordinary commodities do not have. Therefore, the most basic feature of Cultural and creative products is that they are cultural.

2.3 Features of Cultural and Creative Products

The difference between cultural and creative products and general commodities lies in that they should meet people's material needs as well as spiritual needs. If a cultural and creative product is a carrier of culture, then it will require it to be not only cultural, but also inherited and memorable (Chao & Ismail, 2023). If it wants a cultural and creative product to attract consumers, then it must be aesthetic and practical.

1. Culture: Culture is the knowledge, customs, beliefs, moral laws, values, artistic aesthetics and ways of thinking acquired by human beings in social production and life practice. To some extent, culture is the synthesis of human material civilization and spiritual civilization (Mao, 2022). The Jin Lei Si of the Qing Dynasty, which is hidden in the Palace Museum in Beijing, has been created by Liu Guifu's ingenious craftsmanship, forming a Wannian Ruyi Pendant (Figure 1), inheriting the excellent traditional Chinese culture, and using the ancient techniques of the year before last to help the museum "lifelike".



Figure 1: Liu Guifu's Ingenious Craft Wannian Ruyi Pendant (Source: Network)

2. Commemorative: Cultural and creative has two commemorative features. First, it can remind people of the places they have been and the things they have experienced, which is a kind of emotional sustenance. Furthermore, the purpose of cultural creation is to commemorate some outstanding figures, some major historical events and major festivals (Liu & Edward, 2022). Designers often integrate the buildings, story lines, characters and commemorative dates that need to be commemorated into the design to reflect the commemorative significance of cultural and creative products (Zhang & Wen, 2020). For example, the "Hope Fire" candle in the cultural and creative series to commemorate the centenary of the founding of the Communist Party of China means that a new revolutionary fire is lit in the dark night of China. After burning, the small candle is engraved with the words of drawing spiritual strength to commemorate the centenary of the founding of the Party. Front text: A new revolutionary flame is lit on the dark night land of China. On the back: Commemorating the centenary of the First National Congress of the Communist Party of China (Peltoniemi, 2015) (Figure 2).



Figure 2: Red Cultural and Creative Product "Hope Fire" (Source: Network)

3. Practicality: The practicality of Cultural and creative products means that Cultural and creative products have the use function and value, which can help people solve the troubles in life and improve the quality of life. Therefore, having the use function is the premise for all products to be designed (Li, 2020). Take the Kirin Soaks Tea Cups in the Forbidden City as an example. This cup is inspired by the bronze and gold unicorn beast in front of Cining Gate of the Forbidden City. Through ingenious artistic processing, it gives more affinity to the ancient and mysterious unicorn to show the contrast. The cup is ingeniously transformed into a human concept in the design, and shows the detail taste in the playful design. Tea separator design is adopted in product design, and porous tea filter can control the brightness of tea freely. Applying green glaze in the cup, it is warm and jade-free, easy to clean and more convenient for daily use (Figure 3).



Figure 3: The Forbidden City Cultural and Creative Product "Kirin Soaks Tea Cups" (Source: Network)

4. Inheritance: Another important function of Cultural and creative products when they become the carrier of traditional culture is to be able to inherit traditional culture. For Cultural and creative products, its existence will be more meaningful only if the culture is inherited (Jiang et al., 2022). Along with the continuous development of society, many excellent traditional cultures have gradually disappeared from our sight, which is a very regrettable thing. In today's era of rapid social development, excellent traditional culture must be adapted to the development of the times with the help of certain carriers, so as to be better passed down. As an example, the cultural and creative steelyard series with elegant objects and intangible cultural heritage was created by the non-genetic people of

China steelyard, and is permanently collected by the Museum of Chinese National Art Treasures, which is the insistence of the older generation and the cultural inheritance from generation to generation. On the left side of the picture is the cultural and creative steelyard with elegant objects and intangible cultural heritage, and on the right is the series of cultural and creative products "Balance your heart" (Figure 4).



Figure 4: Cultural and Creative Product "Balance your Heart" (Source: Network)

3. HOMOGENIZATION OF CULTURAL CREATIVITY

3.1 Homogenization of Cultural and Creative Development Methods

With the development of cultural and creative industries, more and more enterprises and individuals are engaged in the development and marketing of cultural and creative products. However, the homogenization of cultural and creative development methods is becoming more and more serious, which is mainly manifested in the following aspects: the development methods of cultural and creative products are similar, lacking innovation and differentiation (Wang et al., 2022) as an example, the design and production processes of cultural and creative products are almost the same, lacking individuality and characteristics, which makes it difficult to attract consumers' attention. Such homogenization not only makes cultural and creative products lack competitiveness, but also limits the development of cultural and creative industries. Secondly, the development process of cultural creative products lacks deep excavation and understanding of cultural connotation, and the cultural expression of cultural creative products is often too superficial to resonate with consumers. Finally, the development process of cultural and creative products lacks an accurate grasp of market demand and a deep understanding of consumers, and the promotion effect of cultural and creative products is not good, which

makes it difficult to attract consumers' attention. The homogenization of cultural and creative development mode is an important issue under the background of cultural and creative homogenization, which needs to be solved by strengthening the cultivation of cultural literacy and innovation ability, digging deep into regional culture and strengthening the accurate grasp of market demand. Only by breaking the homogenization phenomenon can we promote the sustainable development of cultural and creative industries.

3.2 Uncertainty in Market Demand and Homogenization of Marketing Means

In terms of market demand, many cultural and creative enterprises lack an accurate grasp of market demand and in-depth analysis of the needs of target users when launching cultural and creative products, which leads to the phenomenon of product homogenization. For example, cultural and creative products in some cities may pay too much attention to local characteristics and ignore the needs of tourists, so it is difficult to attract more tourists. In terms of marketing means, many cultural and creative enterprises lack innovative and differentiated marketing means, which leads to poor promotion effect. For example, many cultural and creative products are advertised in the same way, lacking new ideas and unable to attract consumers' attention. In addition, many cultural and creative enterprises rely too much on online channels and lack the innovation and differentiation of offline marketing, which leads to the phenomenon of product homogenization. Inaccurate market demand and homogenization of marketing means are one of the manifestations of cultural and creative homogenization. It is necessary for cultural and creative enterprises to strengthen their understanding of market demand, develop more personalized and distinctive cultural and creative products, and innovate and differentiate marketing means to break the homogenization phenomenon and promote the sustainable development of cultural and creative industries.

3.3 Cultural and Creative Business Model Homogenization

The homogenization trend of Cultural and creative business model is becoming more and more serious, and many Cultural and creative brands are facing business difficulties. If Cultural and creative brand wants to get out of the homogeneous competition, it must find a differentiated operation strategy. On the one hand, it should concentrate on improving

the quality and characteristics of products, on the other hand, it should actively expand marketing channels and markets, so as to achieve the long-term development of the brand. On the other hand, it is the most prominent, that is, Cultural and creative products are not regional. The business model of commodities is divided into three parts, namely production, circulation and post-service. First, in the production of products, aborigines pay attention to handicrafts and originality, while foreign operators do not have the technology to manufacture small-town tourism products, so they must constantly sell them from a large number of wholesalers in other places to the local area. Secondly, in the market, foreign businesses have adopted the urban business model, set up stalls on the streets, or wholesale, which greatly reduces the opportunities for visitors to participate and experience. Thirdly, in the post-service of cultural and creative goods, due to its own characteristics, there is information asymmetry between consumers and sellers, which leads to "one-time sale" or "one-size-fits-all", which leads to no quality guarantee for the post-service of cultural and creative goods, and consumers often buy fakes.

4. THE CAUSES OF HOMOGENIZATION OF CULTURAL AND CREATIVE PRODUCTS

4.1 Inaccurate User Requirements

Cultural and creative industry is an industry based on culture and art, with creativity and design as its core, and its products usually have unique cultural connotation and artistic value. However, with the rapid development of cultural and creative industries, homogenization is becoming more and more serious, and one of the main reasons is the inaccurate user demand. The accurate grasp of user needs is the basis of product development and promotion, while the user needs of cultural and creative products are often complicated and difficult to capture. On the one hand, the user groups of cultural and creative products are relatively wide, including people of different ages, cultural backgrounds and consumption levels, and their needs are also different (Ma & Chen, 2022). On the other hand, the cultural connotation and artistic value of cultural and creative products are often profound, which requires users to have certain cultural literacy to truly understand and appreciate. These factors make it difficult to accurately grasp the needs of users of cultural and creative products. In this case, some cultural and creative enterprises often follow the trend of development and promotion, ignoring the differences

and individualization of user needs, leading to the emergence of homogenization. For example, when designing and promoting products, some cultural derivatives companies often only consider the popular aesthetics and needs, ignoring the differences of different groups. Some theatrical performance companies only pursue commercial benefits, ignoring the audience's demand for artistry and cultural connotation. Inaccurate user demand is one of the main reasons for the homogenization of cultural and creative industries. Cultural and creative enterprises should pay attention to user experience and differentiation, strengthen market research and cultural connotation expression, so as to meet the personalized needs of users, break the homogenization phenomenon and realize sustainable development.

4.2 Insufficient Innovation Ability

Innovation ability is one of the key factors for enterprises to gain advantages in market competition. In cultural and creative industries, the lack of innovation ability is one of the main reasons leading to homogenization. Cultural and creative industry is a highly innovative industry, which needs to constantly bring forth the old and bring forth the new, break the traditional creative mode and create more personalized and distinctive cultural and creative products. However, due to the lack of in-depth understanding and grasp of cultural and creative industries, cultural and creative enterprises lack an accurate grasp of market demand. This makes them lack innovation in the development of cultural and creative products, and can only produce cultural and creative products similar to existing products on the market, leading to the emergence of homogenization. Moreover, cultural and creative enterprises lack innovative talents and innovative mechanisms, and often only focus on technology and production, ignoring the core of cultural and creative industries-creativity and innovation. The lack of innovative talents and innovative mechanisms makes enterprises lack new ideas in the development of cultural and creative products, and it is difficult to create cultural and creative products with individuality and characteristics. Finally, cultural and creative enterprises lack innovative consciousness and culture. If we only pay attention to short-term economic benefits, we ignore long-term development. Lack of innovative consciousness and culture makes enterprises lack innovative thinking and innovative methods in the development of cultural and creative products, and it is difficult to break the homogenization phenomenon.

4.3 Cultural Expression Being not Profound

Cultural and creative products lack depth in cultural expression, simply apply some cultural symbols or elements, and lack deep excavation and understanding of cultural connotation. This phenomenon is mainly due to the rapid development of cultural and creative industries, which leads many cultural and creative enterprises to lack a deep understanding and grasp of cultural connotation, and simply pursue the superficial effect of cultural elements while ignoring the depth of cultural connotation. In practice, we can strengthen the depth and breadth of cultural expression by digging deep into regional culture, exploring the connotation of cultural symbols and exploring multiple expressions of cultural elements. In addition, we can strengthen the cooperation between cultural and creative enterprises and cultural experts and scholars, jointly explore and understand cultural connotations, and create cultural and creative products with depth and connotation.

5. CULTURAL CREATIVITY HOMOGENIZATION BACKGROUND BELOW TO CREATE PRODUCT DEVELOPMENT PATH COUNTERMEASURES

5.1 Based on the Characteristics of Local Content, Dig Deep into Regional Culture.

Based on the characteristics of local content, it is an effective way to dig deep into regional culture. Regional culture refers to the representative cultural characteristics formed in a certain area. Regional culture is one of the most important resources of cultural and creative industries, and deep excavation and utilization of regional culture can bring unique value and characteristics to cultural and creative products. In the deep excavation of regional culture, we need to start from the following aspects: First, conduct a comprehensive investigation and research on regional culture, understand the characteristics of local culture in history, tradition, customs and habits, and find out its differences with other regional cultures. Secondly, it is necessary to tap local cultural symbols and symbols, such as local characteristic buildings, folk arts and traditional crafts, and integrate them into cultural and creative products to form unique cultural symbols. Second, we should pay attention to the expressions of local culture, such as language, music, dance and drama, and apply them to the creation of cultural and creative products to form a unique cultural atmosphere. Third, we should pay attention to the values and ideological connotation of local

culture, integrate it into the design and promotion of cultural and creative products, and form cultural identity and resonance. To sum up, based on the characteristics of local content, deep excavation of regional culture is an effective way to break the homogenization of cultural and creative industries. Through deep excavation and utilization of regional culture, we can bring unique value and characteristics to cultural and creative products, realize the differentiation and innovation of cultural and creative products, and promote the sustainable development of cultural and creative industries.

5.2 Explore the Cooperation Mechanism with Design Enthusiasts in Colleges and Universities to Create Distinctive Cultural and Creative Products.

Cultural and creative industries are an important part of China's economic development, and the development and promotion of cultural and creative products is its core (Jiang, 2022). With the continuous expansion of the market, the homogenization of cultural and creative products is becoming more and more serious. How to create distinctive cultural and creative products has become one of the urgent problems to be solved. First of all, design lovers in colleges and universities are creative and innovative. As an important developer of cultural and creative products, college design enthusiasts usually have high cultural literacy and innovative ability, and can put forward creative and distinctive product design schemes from a unique perspective. Cooperation with design enthusiasts in colleges and universities can make full use of their advantages and create creative products with individuality and characteristics. Furthermore, cooperation with design lovers in colleges and universities can promote the integration of Industry-University-Research. As an important place for training talents and scientific research, colleges and universities are closely related to cultural and creative industries. By cooperating with design enthusiasts in colleges and universities, we can promote the combination of Industry-University-Research, make full use of talents and scientific research resources in colleges and universities, and create innovative and distinctive cultural and creative products. Finally, cooperation with university design enthusiasts can reduce development costs. The development of cultural and creative products needs to invest a lot of manpower, material resources and financial resources, and cooperation with design enthusiasts in colleges and universities can reduce the development cost. Design enthusiasts in colleges and universities usually have strong interest and enthusiasm for the development of cultural

and creative products, so they are usually willing to provide some help and support in order to realize their design concepts and practical abilities.

5.3 Strengthen the Cultivation of Professional Talents and Improve the Pursuit of High Quality for Tourists.

Cultural and creative industries need high-quality talents, and cultivating high-quality talents is an important measure to ensure the long-term development of cultural and creative industries. Strengthening the cultivation of professional talents can improve the innovative ability of cultural and creative products. In the current situation of serious homogenization, only through innovation and differentiation can we break the deadlock. Therefore, it is necessary to strengthen the cultivation of professionals in cultural and creative industries, improve their cultural literacy and innovation ability, and provide a steady stream of power for the innovation of cultural and creative products. The cultivation of professional talents can improve the cultural connotation of cultural and creative products. Culture is the soul of cultural and creative products. Only by digging deep into cultural connotation can we create cultural and creative products with depth and connotation. The cultivation of professional talents can improve the high-quality pursuit of tourists. With the increasing demand of consumers for cultural and creative products, it is necessary to provide higher quality cultural and creative products to meet their needs. Therefore, it is necessary to strengthen the cultivation of professionals in cultural and creative industries, improve their professionalism and innovation ability, provide tourists with higher-quality cultural and creative products, and meet their demand for high-quality cultural and creative products. To sum up, it is a necessary measure for the development of cultural and creative industries to strengthen the training of professional talents and improve tourists' pursuit of high quality. Only by strengthening the cultivation of professionals and improving their cultural literacy and innovation ability can we promote the sustainable development of cultural and creative industries, create more excellent cultural and creative products and meet the needs of tourists for high-quality cultural and creative products.

5.4 Give Play to the Guiding Role of the Government and Change the Short-Sighted Thinking of the Subject.

Cultural and creative industries are an important part of China's economic development and an important carrier of cultural inheritance and

innovation. As an important supporter and guide of the cultural industry, the government should play a guiding role, change the short-sighted thinking of the main body and guide the healthy development of the cultural and creative industries. The government should increase its support for cultural and creative industries. The government can provide financial and policy support for cultural and creative enterprises through financial subsidies and tax incentives, encourage them to pay attention to cultural expression and innovation, break the homogenization phenomenon and promote the sustainable development of cultural and creative products. In addition, the government can strengthen the supervision of cultural and creative industries, strengthen the protection of intellectual property rights of cultural and creative products, maintain market order and promote the healthy development of cultural and creative industries. The government should strengthen the cultivation and introduction of talents in cultural and creative industries. The government can strengthen the cultivation and introduction of talents in cultural and creative industries by setting up professional training institutions, providing scholarships and introducing foreign professionals, so as to improve their cultural literacy and innovation ability and promote the innovation and development of cultural and creative industries. The government should strengthen the publicity and promotion of cultural and creative industries. The government can publicize the importance and value of cultural and creative industries through official media and cultural festivals, guide the public to pay attention to cultural and creative products, improve their cognition and recognition, and promote their development. The government should play a guiding role, change the short-sighted thinking of the subject, increase support for cultural and creative industries, strengthen the cultivation and introduction of talents in cultural and creative industries, strengthen the publicity and promotion of cultural and creative industries, promote the innovation and development of cultural and creative industries, break the homogenization phenomenon and realize the sustainable development of cultural and creative industries.

6. CONCLUSION

Under the background of cultural innovation, how to solve the homogenization problem of cultural and creative products is a systematic work. Based on this, this paper puts forward corresponding countermeasures on the causes of homogenization of cultural and creative

products. Including the joint efforts of local governments and professional designers as development leaders and the guidance of scientific planning and design, a joint force can be formed. At present, the relevant authorities have realized the phenomenon of "homogenization" in the development of cultural and creative products, and are vigorously advocating the differences and uniqueness of cultural and creative products, so that the problem of homogenization of cultural and creative products can be gradually solved. In the future development, the cultural and creative industries will also learn lessons and move towards a benign and orderly development path.

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