

Research on the Marketing Strategy for Cultural and Creative Products of Daji Cultural Creativity Company

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Abstract: Hongshan Culture, a significant archaeological culture of the late Neolithic period, is renowned for its highly “original” cultural characteristics. It is regarded as the “direct root within the main root system” of Chinese civilization and exerted a profound influence on the formation and development of subsequent Chinese culture. Based on the 4I theory in marketing, this paper provides a comprehensive analysis of the marketing strategy for cultural and creative products of Daji Cultural Creativity Company, which leverages the Hongshan Culture IP. Through a questionnaire survey, a quantitative analysis was conducted across four dimensions: Interest, Interaction, Individuality, and Incentive (Benefit). The study reveals that Daji Cultural Creativity faces issues in interest cultivation, interactive channels, personalized services, and incentive mechanisms. Corresponding improvement strategies are proposed to assist the company in formulating precision marketing strategies, thereby enhancing its market competitiveness through the synergy of cultural and commercial value.

Keywords: Hongshan Culture; 4I Theory; Daji Cultural and Creative Company; Cultural and Creative Products; Marketing Strategies

1. Introduction

Hongshan Culture, dating back approximately 6,500 to 5,000 years, represents a distinguished Neolithic culture characterized by exquisite jade artifacts, distinctive pottery, and rich sacrificial traditions^[1]. It holds pioneering significance in the origin and development of Northern Chinese civilization^[2]. In recent years, alongside the deepening of cultural confidence strategies and the ongoing wave of consumption upgrades, China’s cultural and creative industry has entered a golden period of development^[3]. Capitalizing on its unique cultural allure and the

deepening integration of culture and tourism, Hongshan Culture has emerged as a valuable intellectual property (IP) for fostering local cultural and creative industries.

Daji Cultural and Creative Company, building upon the Hongshan Culture IP, has established a notable presence within the cultural and creative industry due to its advantageous geographical location and strategic market positioning. This study distributed 270 questionnaires and recovered 218 valid responses, yielding an effective response rate of 80.7%. Using this dataset, the research quantitatively analyzes the current state and identifies existing problems in Daji’s cultural and creative product marketing across four dimensions: Interest, Interaction, Individuality, and Incentive (Benefit). Furthermore, optimization strategies are proposed to provide a scientific basis for enhancing the company’s market competitiveness. The results not only offer practical guidance for Daji to develop precise marketing strategies but also contribute empirical insights to the academic study of cultural and creative product marketing, underscoring significant applied value.

2. Problems in Daji Cultural and Creative Product Marketing

2.1 Analysis of Problems in the Interest Dimension

Along with the sustained high-quality development of China's economy and the steady improvement of residents' income levels, the social consumption landscape and underlying psychological drivers are gradually being reshaped. Against the backdrop of increasingly abundant material supplies, the consumption pattern of Chinese residents has been accelerating its shift from “subsistence consumption”, which focuses on meeting basic survival needs, to “development-oriented consumption” that pursues quality, experiences, and self-actualization. For consumers in this

current era of entertainment, fun itself is a manifestation of creativity. Therefore, the focus of cultural and creative product marketing lies in enabling consumers to discover the fun of the products during the purchasing process, thereby increasing the purchase rate^[4].

Although 63.3% of respondents expressed satisfaction with the interest level of Daji's product designs, 21.1% were unclear about their feelings, and 15.59% felt the products lacked creativity, indicating insufficient product appeal. Additionally, 81.66% of respondents held a moderately positive attitude toward the product experience, but 18.35% reported a negative experience, indicating that Daji's products focus heavily on practical value and lack immersive experiential design. This results in consumers struggling to deeply perceive the spiritual essence of Hongshan Culture through the products. Moreover, while 65.14% of respondents found Daji's promotional content attractive, 11.93% found it uninteresting, and 22.94% were unclear, indicating a lag in innovative marketing approaches.

2.2 Analysis of Problems in the Interaction Dimension

In today's Internet era, the rapid development of digital technologies has endowed the cultural field with unprecedentedly rich connotations and diverse forms of expression. With the widespread application of new media and

interactive design, enterprises can innovate in product development and enhance the cultural interactivity of their offerings^[5]. For cultural and creative enterprises, adhering to the principle of interactivity and fostering positive engagement with their target audience not only facilitates the collection of consumer feedback to improve service quality but also shortens the emotional distance to consumers, enabling stronger relational bonds.

As illustrated in Table 1, 62.38% of respondents to Q1 selected negative options regarding their experience with interactive features, with only 37.61% having engaged with such elements. For Q2, Rednote (59.63%) and Douyin (44.95%) were ranked as the top two platforms for interaction, yet 21.1% of respondents reported either not finding or having a poor experience on these platforms. For Q3, 11% of respondents expressed dissatisfaction with the interaction experience.

These results indicate that most respondents had limited exposure to interactive features, suggesting inadequate development and user guidance for interactive products. Furthermore, unclear labeling of interactive elements in product packaging and promotions contributes to low consumer awareness. In terms of channel interaction, Daji faces challenges related to limited platform coverage and operational depth, resulting in slower response times and diminished consumer satisfaction.

Table 1. Analysis of Problems in the Interaction Dimension

Question	Option	Percentage (%)
Have you experienced the interactive features/elements in Daji Cultural Creative Company's products, such as AR scanning, assembly-based options, DIY customization, or mini-program games? (Q1)	Yes, I have experienced	37.61
	No, the product doesn't have them or I don't know	48.62
	No, the product has them but I didn't try	13.76
Which new media platforms do you think Daji performs well on in terms of interaction? (Q2)	Douyin	44.95
	Rednote	59.63
	WeChat Official Account/Video Channel	30.28
	Others	0.92
	None/Not particularly memorable	21.1
Are you satisfied with Daji's official channel interaction experience, such as response speed, reply quality, and ease of event participation?(Q3)	Completely dissatisfied	1.83
	Somewhat dissatisfied	9.17
	Moderately satisfied	41.28
	Somewhat satisfied	39.45
	Very satisfied	8.26

2.3 Analysis of Problems in the Individualization Dimension

In the mass consumption era of the past, a single company could serve a large group of consumers, so businesses did not need to overly

concern themselves with the homogeneity of products or services. However, with the rapid development of the internet and the improvement of people's living standards, individual consumers are now served by a multitude of companies competing to meet their

needs. As a result, the consumer environment has gradually evolved into an era of personalization^[6]. Individualization is key to meeting consumers' diverse needs. By addressing individual differences through new media marketing, companies can provide personalized product options to achieve precise marketing^[7].

As shown in Table 2, for Q4, 22.93% of

respondents were unwilling to share personal information. For Q5, 0.92% completely disagreed and 14.68% somewhat disagreed that Daji's marketing or product recommendations aligned with their interests, while 28.44% were unclear. For Q6, only 16.51% believed Daji offered rich personalized services, 55.05% felt options were limited, and 28.44% reported no services or were unaware of them.

Table 2. Analysis of Problems in the Individualization Dimension

Question	Option	Percentage (%)
Are you willing to provide personal information to Daji under privacy protection to receive a better personalized experience? (Q4)	Completely unwilling	5.5
	Somewhat unwilling	17.43
	Moderately willing	32.11
	Somewhat willing	34.86
	Very willing	10.09
Do you feel that Daji's marketing information or product recommendations align with your personal interests and needs? (Q5)	Completely disagree	0.92
	Somewhat disagree	14.68
	Unclear	28.44
	Somewhat agree	41.28
	Strongly agree	14.68
Does Daji provide products or services that meet your personalized needs, such as customized products, personalized packaging, or exclusive membership benefits? (Q6)	Yes, very rich	16.51
	Yes, but limited options	55.05
	No, not provided	12.84
	Unaware	15.6

Although the most respondents expressed satisfaction with Daji's personalized product designs, a significant portion indicated dissatisfaction. This points to weaknesses in foundational data collection, whereby offline operations fail to encourage membership registration, and online stores do not gather key data such as "cultural preferences", "usage scenarios", or "price sensitivity". Additionally, Daji does not provide exclusive services such as priority access to new products or customized designs for high-value customers, resulting in unmet differentiated needs and a lack of personalized service offerings.

2.4 Analysis of Problems in the Incentive (Benefit) Dimension

The principle of incentive (benefit) requires companies to ensure consumers feel tangible, psychological, and emotional satisfaction, creating a sense of exceeding expectations^[3]. Analysis shows that 16.51% of respondents disagreed that Daji's product cultural value matched its price, and 30.28% were unclear, indicating high pricing but insufficient cultural depth, leading to perceptions of low cost-effectiveness. In customer service, while most respondents were satisfied, 3.67% were

completely dissatisfied, and 9.17% were somewhat dissatisfied. Survey data revealed slow after-sales response times and insufficient professionalism among some customer service staff, who provided incomplete answers to inquiries about Hongshan Culture.

3. Optimization Strategies for Daji Cultural and Creative Product Marketing

3.1 Interest-Oriented Product Development

3.1.1 Enhance product interest to boost appeal

To deepen the narrative expression of Hongshan Culture, include a "Hongshan Culture Story" booklet in decorative products. This booklet should briefly introduce the background of relevant artifacts to enhance Hongshan Culture's cultural value and facilitate its dissemination. Additionally, include cards featuring "Hongshan Culture Facts" in the packaging of stationery, dolls, and other products — transforming these cards into cultural carriers. This approach will raise consumers' awareness of and interest in Hongshan Culture, thereby boosting the appeal of the products themselves^[8].

3.1.2 Improve consumer product experience

Offline, collaborate with Hongshan Culture-

themed heritage parks to create themed experiential spaces—for example, a "Jade Workshop" where consumers can participate in DIY jade polishing activities. Additionally, develop immersive live-action role-playing (LARP) games that align with current trends, enabling consumers to collect cultural fragments through puzzle-solving and redeem exclusive products with these fragments.

Online, establish a metaverse exhibition hall featuring a digital exhibit of Hongshan Culture artworks. Users can participate in virtual sacrificial ceremonies and unlock exclusive discount codes upon completing related challenges. Additionally, develop a WeChat mini-program titled "Hongshan Artifact Bureau"—it will include a 3D interactive gallery of artifact collections and a Hongshan Culture knowledge quiz, with points earned through the mini-program redeemable for physical products.

3.1.3 Innovate marketing approaches

During peak tourism seasons, collaborate with the local cultural and tourism bureau to host an annual Hongshan Culture Creative Festival. The event can feature three themed zones: a non-heritage performance area showcasing jade carving techniques, a cultural market offering limited-edition AR postcards and cultural creative products, and a digital experience hall recreating the ancestral life of the Hongshan people. By integrating Hongshan-themed cultural and creative products into diverse cultural scenarios, such as cultural markets, Hongshan Culture Creative Festivals, the cultural depth of the products is enhanced, thereby further boosting brand memorability^[9].

3.2 Multi-Channel Interaction to Enhance Consumer Experience

3.2.1 Technology-driven interactive product development

Clearly indicate instructions for interactive features on AR product packaging and promotional pages, using actionable prompts such as "Scan to trigger AR animation" or "Long-press the QR code to access DIY design". Additionally, release short tutorial videos on platforms like Rednote and Douyin to increase user awareness and adoption of these features. Furthermore, add an "Interaction" module to existing AR products — this module will incorporate mini-games that unlock hidden cultural stories once users complete in-game

tasks.

3.2.2 Expand channels and optimize new media investment

To refine community operations, establish a tiered WeChat group system: general groups for product update notifications, interest groups for jade appreciation, and VIP groups featuring Hongshan Culture scholars for Q&A sessions. Additionally, leverage successful community practices to share weekly behind-the-scenes stories from cultural researchers. Furthermore, focus on underutilized functions within mainstream platforms, such as targeted WeChat Moments pushes, interactive Weibo polls, and Bilibili cultural documentaries, to provide comprehensive and engaging community services.

3.3 Personalized Services to Create Unique Products

3.3.1 Segment markets and build user profiles

Integrate consumption behavior data (e.g., repurchase cycles, price sensitivity) with cultural preference and demographic data (e.g., age, occupation, and specific cultural needs) to create user tags and dynamic profiles. Subsequently, analyze student users' stationery needs and prioritize gift customization services for working professionals—both to guide targeted product development^[10].

3.3.2 Provide personalized services for precise marketing

Based on user profiles, push tailored content, such as affordable stationery set promotions for students and in-depth Hongshan Culture lecture previews for enthusiasts, to improve marketing conversion rates. Launch a customized Hongshan Culture product series, offering corporate clients personalized jade dragon decorations with engraving services and providing cultural enthusiasts with bespoke seal carvings featuring Hongshan-inspired designs.

3.4 Incentive (Benefit) Principle to Drive Consumer Gains

3.4.1 Enhance emotional resonance

Add a "Cultural Value" section to product detail pages—this section will showcase craft diagrams and the origins of the artifacts, including details like museum collection numbers and excavation site maps. This will help consumers understand the cultural and craftsmanship value that justifies the products' prices. Additionally, offer products across

different price ranges and material types to cater to diverse customer groups, thereby enhancing the perceived value of offerings^[11].

3.4.2 Prompt response and efficient feedback handling

Optimize the after-sales system by implementing a 24-hour response mechanism, ensuring solutions are provided promptly upon receiving customer feedback. Additionally, partner with professional third-party logistics services for delivery to remote areas to shorten delivery times. Furthermore, upgrade product packaging, adding shockproof foam and using Hongshan-themed boxes, to better protect products and reinforce cultural branding. Finally, include third-party quality inspection certificates with all jade products to assure consumers of their quality.

Expand service scenarios by setting up Hongshan Culture consultation desks in physical stores and arranging periodic scholar visits to address consumers' in-depth inquiries. Concurrently, for the online channel, offer exclusive cultural service packages for buyers of high-end products, including electronic "Hongshan Culture Guardian" certificates, complimentary museum tickets, and access to online courses, to significantly enhance the consumer's sense of cultural enrichment and spiritual fulfillment^[12].

4. Conclusion

This study applies the 4I Theory to analyze the marketing strategy of Daji Cultural and Creative Company's Hongshan Culture-themed products. Based on questionnaire data, it identifies core issues across four dimensions: Interest, Interaction, Individuality, and Incentive (Benefit). The findings reveal that Daji faces challenges such as insufficient product cultural appeal, underdeveloped interactive channels, limited personalized services, and a misalignment between pricing and cultural value. To address these issues, the study proposes optimization strategies focused on interest-oriented product development, multi-channel interaction, personalized services, and enhanced incentive mechanisms.

These strategies are designed to help Daji Cultural and Creative Company achieve two core goals: Cultural Goal. By deepening the integration of Hongshan Culture into products and experiences, Daji can promote the inheritance and dissemination of this ancient

civilization, making it more accessible to modern consumers; Commercial Goal. By meeting consumer demand for cultural, interactive, and personalized products, Daji can improve brand loyalty, increase market share, and achieve sustainable profitability.

For future research, this study can be expanded in two directions: First, conduct longitudinal academic research to evaluate the effectiveness of the aforementioned marketing strategies after their implementation. For instance, this includes measuring changes in aspects such as product sales volume, consumer satisfaction, and brand awareness. Second, not only compare the marketing strategies of Daji Cultural and Creative Company with those of other regional cultural and creative enterprises, such as enterprises that leverage Liangzhu Culture or Yangshao Culture, but also identify universal best practices for the marketing of Hongshan Culture - themed cultural and creative products. The findings indicate that integrating regional distinctive cultures with cultural and creative products serves as an effective pathway to achieving a balance between cultural heritage preservation and economic development. By adopting consumer-centric marketing strategies based on the 4I theory, Daji Cultural and Creative Company can not only enhance its competitiveness but also set a benchmark for the sustainable development of regional cultural and creative industries in China.

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