

Research on the Overseas Market Development of Cultural and Creative Thermos under the Background of Cross-border E-commerce

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Abstract: In recent years, with the rapid development of social economy and science and technology, the emergence of cross-border e-commerce breaks the traditional international trade old model. At the same time, the cultural industry is booming, and more and more foreigners are attracted by cultural and creative products with Chinese characteristics. Various cultural and creative products go to the overseas market and present diversified characteristics. This paper takes the cultural and creative insulation cup as an example, cross-border e-commerce as the background, studies the development status quo, prospects and trends of cultural and creative products in the overseas market, and puts forward relevant suggestions to empower the cultural and creative insulation cup products.

Keywords: Cultural Industry; Export of Cultural and Creative Products; Cross-border E-commerce; Overseas Market; Cultural and Creative Insulation Cups

1. Cross-border E-commerce Background Below to Create the Current Situation of the Overseas Market Development of Insulation Cups

With economic globalization and the development of network technology, the cross-border e-commerce industry is changing day by day and has become a new mode of foreign trade in China. At present, China's cross-border e-commerce industry is steadily going up, which is one of the important forces to stabilize the development of China's foreign trade. According to statistics of General Administration of Customs (GAC), in 2022, China's export cross-border e-commerce retail sales amounted to as much as 2.11 trillion

yuan, an increase of 9.8% year-on-year, of which 1.55 trillion yuan was exported, an increase of 11.7% year-on-year, and its market scale is gradually expanding, and it is becoming a new growth point of China's foreign trade [1].

The development of China's cultural and creative industries is flourishing. In recent years, cultural and creative industries have been developing rapidly due to the unique cultural connotations and innovations of their products, becoming a new economic growth point and powerfully promoting the development of China's economy. According to the statistics of China's Ministry of Commerce (figure 1), the scale of global export trade of cultural and creative products from 2016 to 2022 is on an expanding trend, and the value of China's cultural products exported in 2022 amounted to \$163,676,466.1 million, which is \$244,226,161,000 compared with the same period of 2021, a year-on-year increase of 7.6%, and a steady rise year by year. Cultural and creative industries are occupying an increasingly important position in the market, which not only boosts China's domestic demand, but also has a certain impact on China's international trade [2].

China's total exports of cultural products, 2016-2022

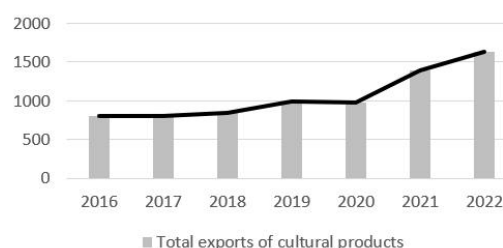


Figure 1. China's Total Exports of Cultural Products, 2016 – 2022

Source: Statistical data from the Ministry of Commerce of China

Thanks to the complete and centralized stainless steel industry system, China is a stainless-steel insulation cup global manufacturing center. According to statistics, in recent years, China accounted for 65% of the global production of stainless-steel insulation cup (figure 2), far more than other regions of the world; China's insulation cup U.S. export volume and unit price gradually improved (figure 3), was on the rise, China's insulation cup market size is expected to reach 27 billion in 2025.

Global Insulation Cup Production Share

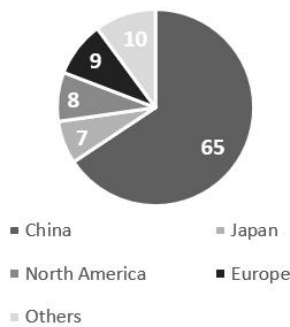


Figure 2. Global Insulated Cup Production Share

China's thermal insulation cup U.S. output and unit price

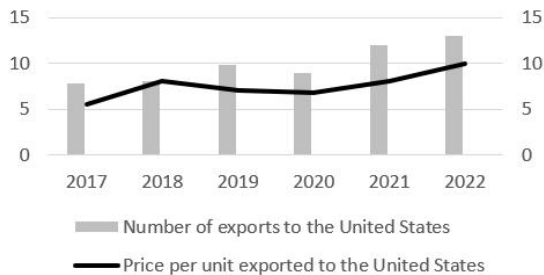


Figure 3. China Insulated Mug U.S. Output and Unit Price

Source: General Administration of Customs
 Since the reform and opening up, China has adhered to the strategy of "culture going out", the "Belt and Road" initiative, and the strategy of "cultural power", and has taken various measures and means to continuously strengthen its foreign cultural We have adopted various measures and means to continuously strengthen the dissemination of foreign culture, endeavor to enhance the global influence of our own culture, continuously interact and integrate with other countries in the world, and deepen the organic development of culture and tourism. With the continuous development of

domestic and foreign markets, the rise of networking and digitalization, the gradual prevalence of cultural and creative products, culture and its related industries have gradually become an important part of foreign export trade, and the state attaches more and more importance to the export of cultural and creative products. Cultural and creative products set science and technology, culture, creativity in one, it not only reflects a country's technical level in manufacturing production, but also contains a country's high additional cultural connotation and creative value, but also carries a high penetration of cultural connotation, its value far exceeds that of general goods, the transmission of culture, cultural influence enhancement is of great significance, the strategic significance of self-evident [3].

Based on this, more and more merchants to insulation cup as a carrier, relying on all kinds of national, national tide and other modern cultural elements, break through the barriers of the traditional insulation cup design, to create a variety of cultural creativity insulation cup, widely sold overseas. This kind of small and beautiful cultural creativity insulation cup products cater to the needs of the overseas market, loved by overseas consumers, the export volume has increased significantly, with a broad market capacity and considerable development prospects; cultural creativity as a medium, cultural creativity insulation cup as a link to overseas market consumers to show China's excellent national culture, promote Chinese culture to the outside step, and effectively promote the creative transformation of China's excellent traditional culture, Innovative development.

2. China Cultural and Creative Insulation Cups Export Advantage Analysis

2.1 Long History and Rich Heritage

As one of the four ancient civilizations, China has a long history of more than 5,000 years. Chinese civilization has a long and profound history and plays an important and unique role in the long history and the world cultural system. Chinese civilization is rich in ideas, doctrines, and literary works, which have been gathered into a collection of outstanding traditional Chinese culture, including Chinese characters, calligraphy, qin and chess, opera,

Chinese painting, martial arts, paper-cutting, shadow puppetry, weaving, porcelain, etc. The numerous cultural industries have provided valuable creative materials for the creation of cultural works. Many foreigners are extremely interested in Chinese culture, which is full of humanity, and the overseas market of Chinese cultural products is very considerable ^[4]. At the same time, China's vast territory, vast, natural conditions, geographical location differences have created a rich and colorful regional culture in China, can be tapped into the depth of enterprise research, cultural and creative design for the cultural and creative insulation cups to lay a strong cultural and historical heritage, to provide colorful cultural materials and colors, and to promote the integration of Chinese culture into the development of international trade.

2.2 Huge Market, Enterprise Innovation

With the rapid development of the economy, overseas consumers pay more and more attention to spiritual consumption, quality consumption, their needs show diversification, meticulous direction, cross-border e-commerce export commodities also presents a boutique, branding trend, making China's cultural and creative insulation cup enterprise brand awareness awakening, and continue to push forward, polishing goods, building brands, in order to cater to the preferences and needs of the overseas market. Huge consumer market for the innovation of cultural insulation cup provides a driving force, prompting cultural and creative enterprises to build their own, dispersing Chinese cultural thinking, expanding the design ideas, and enhance the vitality of the main body of cultural insulation cup product development. At the same time, China's cultural and creative insulation cup enterprises use cross-border e-commerce channels to develop in the direction of compliance and multi-platform, to enhance the international competitiveness of enterprises, break through the culture-based trade barriers in the international market, which is conducive to the contrast and formation of Chinese cultural advantages.

2.3 National Support and Favorable Policies

In July 2022, the Ministry of Commerce and other 27 departments put forward the opinions on promoting the high-quality development of

foreign cultural trade; in August 2022, the government issued the "14th Five-Year Plan for development", which pointed out that: "Implementing the new development concept, constructing a new pattern of development, promoting high-quality development, culture is an important support. To promote high-quality development, culture is an important fulcrum, and it is necessary to further develop and expand the cultural industry, strengthen cultural empowerment, and give full play to the role of culture in activating the kinetic energy of development, upgrading the quality of development, and promoting the optimization and upgrading of economic structure ^[5]." In April 2023, China's Ministry of Commerce pointed out that cross-border e-commerce is a growing foreign trade growth point, and China needs to take multiple measures to promote the development of cross-border e-commerce, and solidly promote the construction of comprehensive cross-border e-commerce pilot zones. The support of national policies is greatly conducive to promoting the export of cultural and creative insulation cup trade, expanding overseas market share, and carrying out cooperation in the creation of industries, so that China's position in the international cultural trade is enhanced ^[6]. The prosperous development of cultural trade can promote the development of the country's cultural industry, accelerate the innovation of core cultural products, promote the country's cultural industry in the global cultural industry value chain, supply chain position, enhance the international competitiveness of cultural products ^[7].

3. The Cultural and Creative Insulation Cup Overseas Market Development Pain Points

3.1 Greater Cultural Differences

The export of cultural and creative products is different from the export of other products, and will encounter more complex bottlenecks and challenges in breaking through cultural trade barriers. The historical background and living environment between countries lead to different specific national conditions between countries, and the culture between countries varies from person to person and from region to region ^[8]. China's exports of cultural and

creative insulation cups have core cultural content and local mainstream beliefs, religious culture, social values contrary to the problem. Cultural and creative products are different from other industrial manufactured products, with two special attributes of commodity and culture, which makes them more susceptible to the influence of cultural factors in international trade. Therefore, in international trade, understanding the deep cultural connotation of cultural and creative products is crucial to grasping its essence and operation law, i.e., cultural identity is a key factor affecting the sustainable export of cultural and creative products in China. Obviously insulation cup enterprises need to spend more time and energy to consider overseas insulation cup market demand and consumer preferences. Even, the world is circulating the "China threat theory" speech, many countries refuse to accept Chinese culture, worried about China's cultural aggression, to the development of China's cultural and creative industries and high-tech breakthroughs to increase the difficulty. Therefore, cultural trade barriers have become the most important external obstacles affecting the export of China's cultural and creative insulation cups.

3.2 Single Innovative Design and Lack of Cultural Connotation

Although China's cultural and creative export volume to maintain a surplus trend, but the cultural and creative insulation cup foreign export scale is not large, China's exports of cultural and creative products to game consoles, radios, musical instruments and other cultural hardware. China's insulation cup manufacturing industry has been very mature, the choice of materials, insulation effect, product quality in the overseas market is very competitive; there is a large number of potential demand for traditional Chinese cultural and creative products in the overseas market, many Chinese communities are particularly fond of China's ethnic minority program performances, such as Kung Fu Panda and Mulan, etc., but the demand for such audience groups for Chinese cultural products has not been met: The degree of creativity of cultural insulation cups is low, and the added value is small; all kinds of cultural insulation cups have the same design, and it is difficult to highlight the cultural

characteristics; the degree of similarity in packaging planning is high, and the overall design is not strong, which gradually fails to produce a sustained attraction to the overseas market, and the market appears to be weak ^[9]. The so-called "homogenization" can refer to the existence of a field of roughly the same type, production methods, production processes, to convey the content of roughly the same kinds of information phenomenon ^[10]. China as an ancient civilization with a history of 5,000 years, although a long history, deep heritage, but the market of all kinds of cultural and creative insulation cup homogenization is serious, the lack of aesthetic standards of local culture, focusing on the surface of the regional culture, cannot give full play to the advantages of the characteristics of culture, art and creative industries together, but the pursuit of "fast fashion"! Consumption, so that the local cultural elements are difficult to integrate into the design of insulation cups, unable to play the function of cultural and creative products to spread culture and spirit. Therefore, national cultural and creative insulation cup products want to stand out, innovative product design is both an opportunity and a challenge.

3.3 Cross-border E-commerce Faces Development Difficulties

As inflation continues to heat up and the global economy goes down, the purchasing power of overseas consumers continues to decline; Europe and the United States, as the world's most important consumer market for cultural and creative insulation cups, demand continues to shrink. In addition, Fedex, UPS, DHL and other logistics giants dominate the world logistics market. Compared with them, the digitalization level of China's cross-border e-commerce logistics industry is low, the development is relatively lagging behind, and has been unable to adapt to the needs of China's increasing cross-border e-commerce. Finally, cross-border e-commerce transactions are virtual and open, and due to the lack of supervision of cross-border e-commerce platforms, illegal behaviors such as counterfeiting, substandard products, false propaganda and advertising, false transactions, malicious collusion and other illegal behaviors are increasing day by day, which seriously disrupts the market order and has an impact on the healthy and sustainable development of

cross-border e-commerce. Therefore, there is great uncertainty and instability in exploring the market for cultural and creative insulation cups through cross-border e-commerce channels.

4. Solutions and Recommendations

4.1 To Promote the Innovative Development of Cultural Innovation Insulation Cup Industry is the Direction

Culture makes a country's spiritual pillars and carriers, cultural and creative insulation cups export trade, not only need to focus on China's characteristics of culture, but also to combine the international trend at the same time into the national characteristics, pay attention to the living habits of different countries, culture, religion, and the differences in the level of consumption, so that consumers in overseas markets are easy to accept; China's Zhejiang, Guangdong, and other insulation cup main production area can be through the combination of the international cultural and creative insulation cups industry, and the integration of science and technology to promote the digital transformation and upgrading of the traditional insulation cup industry. Science and technology integration, to promote the traditional insulation cup industry for digital transformation and upgrading, to cultural creation to increase the added value of traditional insulation cup to realize the creative transformation of traditional culture and innovative development^[11]. In the development of sales at the same time, we need to consider more product positioning, to carry out more in-depth research on the target market, research and development of more marketable products^[12]. By promoting the continuous innovation of this industry, presenting a different appearance of homogenized cultural and creative insulation cups, from the cup type, pattern, IP design, additional products and other aspects of the depth of the cultural connotation, and actively develop new ideas, renewed new vitality, and strive to be the trend-setter.

4.2 Focus on Brand Building, Strengthening Cultural Competitiveness is the Key

The brand represents the culture and image of

the enterprise, enterprises in the export of cultural insulation cups, not only to focus on the output of product culture, but also pay attention to the construction of the corporate brand, increase the publicity of corporate culture, is conducive to the formation and expansion of brand awareness. Based on this, strict control of the quality of the cultural and creative insulation cups products, high-quality products to promote the dissemination of culture, so as to create a series of classic brands, drive the development of related industries. Although the Chinese culture in the overseas market less publicity, and Western culture also exists a big difference, but very conducive to the dissemination of culture and brand building. Through the continuous development of cultural insulation cups, the gradual establishment of cultural brands, more excellent culture can be displayed, many unattended traditional culture will be tapped, China's cultural trade can make a big breakthrough, and promote the dissemination and development of Chinese culture^[13].

4.3 Strengthening International Cooperation and Breaking Through Logistics Bottlenecks are the Key Points

With the increased risk of uncertainty in cross-border e-commerce, cultural and creative insulation cup enterprises should actively seek international cooperation, based on the European and American market, expanding Southeast Asia, Africa and other emerging markets, diversified layout, the development of diversified cultural and creative insulation cup products, to ensure the stable operation and sustainable development of the enterprise; in addition, and logistics companies to reach a long-term cooperation, the use of big data and other technologies, and strive to break through the cross-border e-commerce logistics bottleneck, to save time, reduce costs, and improve logistics. Save time, reduce costs, improve logistics efficiency, and realize the close collaboration and connection of information, technology and resources between cultural and creative insulation cups enterprises and logistics companies.

5. Summarize

Into the new era, the role of culture in uplifting the national spirit, maintaining national identity, promoting economic and social

development and comprehensive development of human beings and other aspects of the role of culture is fully highlighted, and to promote the high-quality development of cultural industries is an important means of promoting the modernization of the Chinese style in the field of culture in China in the new era, as well as a necessary way to move forward from a large cultural country to a strong cultural country. With the rise of the cultural industry, cross-border e-commerce continues to promote, the cultural industry overseas market has become the new driving force of China's foreign trade exports, for the cultural insulation cup industry and cross-border e-commerce in-depth integration brings new opportunities and challenges. Under the background of cross-border e-commerce, the development prospect of cultural insulation cup is good, and the market capacity is large, but we also need to overcome the lack of product innovation, brand building is not enough, huge cultural differences and other problems, in order to expand the export of cultural insulation cup products, give full play to the advantages of the cultural and creative industries, and take its creativity and drive as the engine to actively promote the cultural and creative insulation cup "go out! "Going out", go farther and wider.

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