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Internet + Traditional Cultural Industry Heritage & Innovation Development Research: Henan Guanru Company



Abstract: - Ru porcelain was named after the city of Ru in Henan Province, the first of the five famous kilns of the Song Dynasty. Ru porcelain culture and its craft is an important part of the prosperous development of cultural industries, Ru porcelain culture and its craft is one of the important carriers of cultural confidence, in addition to the current Chinese encouragement of national cultural confidence, encourage the development of hometown characteristics of cultural heritage, so the innovative heritage of Chinese traditional culture can not be separated from the innovative development of Ru porcelain culture, craft and other aspects. This paper takes Henan Guanru Company as an example and uses the method of qualitative analysis to empirically analyze the problems encountered in its innovative development and the corresponding solution measures. In assisting it to promote its business on the Internet platform, a series of problems were identified. In response to the problems, the following suggestions are made: strengthen the international branding of Ru porcelain; strengthen the promotion of new media marketing techniques; and innovate thinking to create creative non-heritage cultural products across borders. Such as promoting the prosperity of local cultural industries and high-quality economic and social development in Henan is the problem to be considered and solved in this paper.

Keywords: Traditional cultural industry, Ru porcelain industry, Branding, Self-media marketing, Cross-border innovation development.

1. INTRODUCTION

The Ru kiln ranks among the top five famous kilns of the Song Dynasty: Ru, Jun, Guan, Ge, and Ding, and has a very high status in the history of Chinese art and ceramics, with the reputation of "Ru kiln as the leader". Because of the Song and Jin war, Ru kiln skills lost, Yuan, Ming and Qing dynasties, although the desire to resume firing but imitation of Ru not like Ru. After the founding of New China, Ru porcelain firing techniques to restore and promote. Due to the comprehensive quality of practitioners and other issues, the porcelain industry over the years has been a single product shape, texture lack of breakthroughs and other issues. In the face of increasingly diversified aesthetics today, the relatively single product structure can no longer meet the needs of consumers, Ruzhou City Guanru Porcelain Co. Its company is committed to being the guardian and disseminator of the Ru porcelain culture, based on the official Ru porcelain industry, and in line with the Internet + traditional culture of the times, aims to spread and promote traditional Chinese culture, so that the world fell in love with Chinese culture.

From a global perspective, the fastest growing art market in the last decade is China. 1950 to 1957, after the founding of New China, the country resumed production, the economy began to develop, the supply and demand of the Chinese art market is relatively stable. 1957 to 1982 due to special historical reasons led to the stagnation of the art market. 80s after the reform and opening up, the Chinese art market only began to The market rose rapidly. Since the reform and opening up, especially in recent years, the Chinese handicraft market, including Chinese ceramics, has shown an unprecedented boom year by year. The forecast for 2019 is that the Chinese handicraft market should still basically move in the direction of an upward rebound. Craft investment market is getting hotter and hotter, porcelain market is the main component of the craft market.

Reform and opening up for more than thirty years, Ru porcelain industry has been three state-owned enterprises before the eighties, the development of private assets as the main body of 69 Ru porcelain enterprises, the output value of about 40 million yuan from the eighties, the development of the current 300 million or so, and some porcelain areas in the south some imitation Ru porcelain enterprises also developed rapidly, and even Taiwan also has a professional production of imitation Ru porcelain enterprises. In addition to the origin of Ru porcelain "Hong Bao" "Zhu" "Yusong" and other well-known brands, there are also "Dongdao" "Berce" and other foreign brands, Ru porcelain products are gradually to the mass market porcelain industry.

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2. LITERATURE REVIEW

2.1 Traditional Cultural Industry

In today's society, the inheritance and development of the glaze characteristics of Ru porcelain not only has great social, economic, artistic and cultural value, but also has far-reaching implications for improving our cultural confidence and expanding our influence in the global cultural arena [1]. Ru porcelain is the first of the five famous kilns of the Song dynasty, Ru kiln porcelain, because of the ancient Ruzhou (now Ruzhou City, Henan Province) and named after the Ru porcelain skills selected for the national intangible cultural heritage list in 2011. Ru porcelain azure and elegant glaze, simple and natural shape, jade-like flesh represents the peak of the development of ancient porcelain industry in China, and Ru porcelain also contains the "unity of heaven and man", "Wu Wei", "gentleman like jade" and other philosophical ideas and cultural connotations, reflecting the profound cultural heritage of the Song Dynasty and the aesthetic interests of the literati [2]. Intangible cultural heritage is a concentrated embodiment of the achievements of China's splendid civilization for five thousand years, and is the hub of the bloodline and emotion of the Chinese nation. As a representative inheritance project of national intangible cultural heritage, Qingliangsi Ru porcelain in Baofeng County, Pingdingshan City, Henan Province, with its unique firing techniques, from inheritance to innovation, and from application to promotion, has shown its long historical and cultural background and vivid regional characteristics to the world. With the rapid development of science and technology, documentaries are emerging as a kind of moving image in the television industry, playing an increasingly important role in preserving intangible cultural heritage and passing on the spirit of intangible cultural heritage [3]. To sum up, Ru porcelain has a long history and culture, as a representative of China's traditional cultural industries, Henan Ruzhou's traditional cultural industries should be strengthened to protect and inherit.

2.1 Traditional Cultural Industry

In today's society, the inheritance and development of the glaze characteristics of Ru porcelain not only has great social, economic, artistic and cultural value, but also has far-reaching implications for improving our cultural confidence and expanding our influence in the global cultural arena [1]. Ru porcelain is the first of the five famous kilns of the Song dynasty, Ru kiln porcelain, because of the ancient Ruzhou (now Ruzhou City, Henan Province) and named after the Ru porcelain skills selected for the national intangible cultural heritage list in 2011. Ru porcelain azure and elegant glaze, simple and natural shape, jade-like flesh represents the peak of the development of ancient porcelain industry in China, and Ru porcelain also contains the "unity of heaven and man", "Wu Wei", "gentleman like jade" and other philosophical ideas and cultural connotations, reflecting the profound cultural heritage of the Song Dynasty and the aesthetic interests of the literati [2]. Intangible cultural heritage is a concentrated embodiment of the achievements of China's splendid civilization for five thousand years, and is the hub of the bloodline and emotion of the Chinese nation. As a representative inheritance project of national intangible cultural heritage, Qingliangsi Ru porcelain in Baofeng County, Pingdingshan City, Henan Province, with its unique firing techniques, from inheritance to innovation, and from application to promotion, has shown its long historical and cultural background and vivid regional characteristics to the world. With the rapid development of science and technology, documentaries are emerging as a kind of moving image in the television industry, playing an increasingly important role in preserving intangible cultural heritage and passing on the spirit of intangible cultural heritage [3]. To sum up, Ru porcelain has a long history and culture, as a representative of China's traditional cultural industries, Henan Ruzhou's traditional cultural industries should be strengthened to protect and inherit.

2.2 Ru Porcelain Industry

In the context of the modern social era, we need to re-examine the excellent traditional cultural products and how to give them a new era context of meaning through modern scientific methods, and to use and innovatively express them in the innovative design of products. By analyzing and organizing the characteristics of Ru porcelain glaze color, extracting the characteristic elements of Ru porcelain glaze color characteristics for transformation into design elements, and finally applying them to product design, it not only helps the dissemination and development of Ru porcelain, but also provides a new reference for the development of other precious porcelain types [1]. Enterprises are currently facing the needs of policy support, institutional improvement, open market concepts, industrial support, talent training, brand promotion, technical equipment support, based on the new public management theory, new public service theory and market failure theory, and other views, the establishment of a policy feedback mechanism, the establishment of the Ru porcelain Bureau, the establishment of official data platform, the development of "modern Ru porcelain", the introduction of equipment for a fee, the practitioners of merit training and other specific proposals, I hope to contribute to the development of Ru porcelain culture and its industrial development and growth of a small contribution [4-5]. In recent years, the Ru porcelain industry has

made a faster and better development stage in history, but there are still a series of problems such as the generally small size of enterprises, Ru porcelain industry structure single [6-8]. Comprehensive previous views, Ru porcelain as the top of Chinese porcelain, its industry is also facing various aspects need to pay attention to up, as China's intangible cultural heritage, the treasure of human civilization, the need for heritage and innovation, which is also the purpose of the article research.

2.3 Branding

In the context of the cultural strengthening strategy, the upgrading of consumer attitudes and the increasing rise of cultural industries, the Ru porcelain regional brand has injected its own cultural factors such as the Song dynasty Ru porcelain culture, the thousand-year imitation firing culture and modern heritage culture into its marketing tools to create a differentiated cultural marketing advantage, forming a completely different brand core competitiveness from other porcelain brands. In order to occupy a place in the market of traditional Chinese handicrafts, the regional brand of Ru porcelain injects the culture of Ru porcelain, the historical culture of rarity and the traditional culture of hiding gifts in vessels into the brand positioning, combining natural elements and geometric elements in the image of the product shape, the image of packaging colliding with the retro style and minimalist style, and the image of practicality and aesthetics overlapping with various cultural concepts into the brand. The overall image of the brand, and then use the law to protect their intellectual property rights, with the spirit of Ruda to ensure the quality of the product process, the use of unique cultural charm to attract the attention of consumers, to improve their own visibility and reputation [12]. "Ruisan Ming" in the process of brand creation and dissemination, focusing on the excavation of Ru porcelain historical and cultural values, in the ancient and modern articulation, pushing the new down enough effort. Ru porcelain Rarity of heirlooms and historical visibility as the basis, pay attention to the aesthetics of the Northern Song Dynasty The brand has been created to echo the demand for consumer upgrading in the new era [13]. Comprehensive literature above, Henan Ru porcelain in branding is lacking, if it is to be inherited and developed, it is necessary to accurately position its brand, brand image into historical and cultural elements, through the popular communication platform now to expand brand awareness.

2.4 Self-media Marketing

Most of the sales of Ru porcelain products to sporadic antique Ru porcelain gifts, external sales are poor, mainly in targeted publicity, input, planning is not enough, even if there is, publicity is mostly fragmentary, one-sided, the lack of comprehensive use of a variety of media awareness, market development is weak [14]. Ru porcelain regional brand in the focus on content strategy, but also actively use online and offline multi-platform to help the brand's cultural communication, online to take the form of documentaries, short videos, etc. on the image of the regional brand of Ru porcelain cognitive reshaping, the way of storytelling advertising communication, through word-of-mouth mode of communication at the emotional level with consumers to reach consensus, offline use of cultural experience of non-foreign heritage study tour, the feeling of Ru porcelain town tour and exchange of domestic and international exhibition activities to increase brand goodwill at the same time, but also enhance the brand communication [12]. Internet economy is a new economic form, which greatly reduced the cost of brand building and communication, especially for small traditional craft enterprises. "Rushanming" is good at understanding and connecting with consumer needs through Internet to understand and connect with consumers' needs, and through low-cost The brand image of "Rushanming" is built through the Internet [13]. Comprehensive literature above, now is the Internet era, the product also need to explore new communication channels, need to combine with the new self-media platform to expand its publicity, for its brand promotion is also good.

2.5 Innovation

The analysis of the aesthetics of the Ru official kiln porcelain form of the Northern Song Dynasty is summarized with the intention of exploring the aesthetics of the consciousness behind the form and the deeper cultural influences on the origin, focusing on the potential creative consciousness, aesthetic psychological characteristics and design ideas of the Song people to reveal the essence of its beauty, not only to make it collectible, appreciated, and culturally valuable, but also hopefully to have a certain reference role for contemporary Ru porcelain art design innovation and other related fields [15]. We selected Ru porcelain tea set as the main product, and designed a series of gift packaging for different consumer needs. Through a survey of the status of teaware products and packaging design at home and abroad, "Yu You Ji" as the brand name of the product, the selection of corrugated paper with good cushioning effect and low cost as packaging materials, based on the shape of different combinations of Ru porcelain teaware gift packaging structure design, so that the packaging can play a protective role in sales and transportation of Ru porcelain teaware The role of the packaging visual Ru porcelain glaze raw materials for graphic design combinations, the main color of the outer packaging in a subdued black, highlighting

the Ru porcelain tea set brand "Yu You Ji" [16]. In the context of modern times, the development of Ru porcelain industrialization cannot be separated from the traditional culture of Ru porcelain. At present, Ruzhou City, the planning of the Ru porcelain cultural industry is also mostly based on the historical background of the Ru porcelain culture of the Northern Song Dynasty, but to achieve long-term sustainable development of the Ru porcelain industry, the Ru porcelain industry must seek innovation and development, and strive to create a new glory of contemporary Ru porcelain. The good development of modern Ru porcelain industry brings new vitality to the Ru porcelain culture and at the same time can achieve a better inheritance of traditional Ru porcelain culture and protection [17].

2.6 Theoretical Framework

The paper on the main theory of national competitive advantage, diamond model, this is the classic theory of porter put forward, according to this theory, aiming at the officer of your company to carry out the electricity business research, companies relying on the four main factors to maintain competitive advantage, namely: production factor, demand factor, relevant supporting industries, enterprise strategy, organization, and competition. There are two other supporting factors: government and opportunity. These factors do not exist independently, but interact to form competitiveness. The rhombus model is combined to form the theoretical model structure of the paper itself, as shown in Fig. 1. Through Fig. 1 below, we can find which factors affect the development of Internet business of Guanru Company.

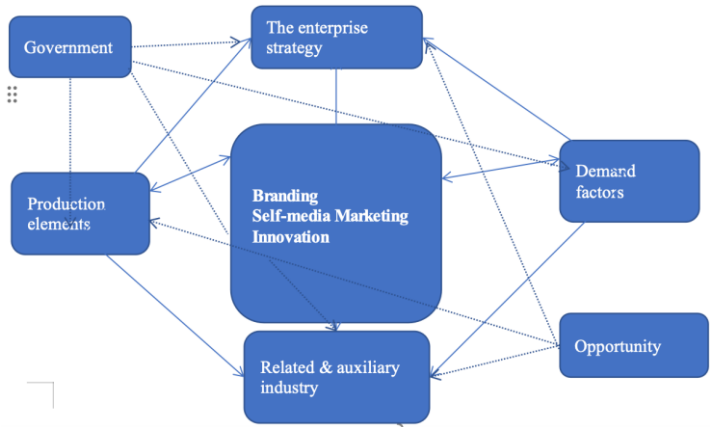


Fig. 1. Michael Porter diamond Model - Factors affecting the development of Guanru Company

2.6 SWOT Analysis-Guanru Company

	Internal	Opportunity	Threat
		(a) Have the support of national policies (b) Having a trading base	(a) Fierce competition (b) Slightly less well-known (c) There are many imitation products in the market
External	Strengths	SO (a) Vigorously promote the cultural and creative industry of porcelain (b) Continuous innovation to improve competitiveness	ST (a) Expand enterprise scale and improve management level. (b) The manufacture of products should be closely related to market demand
	Weakness	WO (a) Strengthen the connection with logistics (b) Strengthen scientific management and improve operation efficiency	WT (a) Quality service strategy (b) Price strategy

Fig. 2. SWOT Model - Guanru Company

3. METHOD

This paper takes Henan Guanru Company as an example and uses the method of qualitative analysis to empirically analyze the problems encountered in its innovative development and the corresponding solution measures. In addition to qualitative analysis method (taking Guanru Company as an example), this paper also adopts empirical research method (mainly helping Guanru Company to carry out online business in universities, mainly in Sias University).

4. FINDINGS

In order to inherit and develop the traditional cultural industry. This paper assists the Guanru company to develop an e-commerce platform to help it develop the Internet + Ru porcelain industry, through some market research and business analysis, in-depth analysis of its business carried out to help its successful development of e-commerce business to do the data base.

4.1 Market Analysis

In Ruzhou City, Henan Province, known as China's "home of Ru porcelain", in recent years, vigorously develop the culture of Ru porcelain, cultivate and grow the Ru porcelain industry, so that the annual output value of the Ru porcelain industry reached nearly 300 million yuan. In recent years, the Ru porcelain industry has developed rapidly, with more than 129 local companies in Ruzhou, employing nearly 2,000 people and producing more than 1 million pieces of Ru porcelain annually (from the website of the Ruzhou Municipal People's Government), which shows that the crafts industry is highly developed and large in scale. And from the financial data of the relevant handicraft companies, from 2012 onwards, high value-added patented products accounted for an increasing trend in total turnover, accounting for 73% of total sales by the end of 2018. Huge differences within the Ru porcelain industry. There are 129 local enterprises in Ruzhou, of which only 12 have scale, while the rest are family-owned workshops. Ru porcelain currently sold on the market to Fujian Dehua, Jiangxi Jingdezhen, Taiwan, but the production of Ru porcelain is protected by the "National Geographical Indication Product Protection Scheme", the southern firing of Ru porcelain due to soil and firing temperature restrictions and authentic Ru porcelain features are very different, the tire quality is black, luster is not enough, open pieces are not neat, underglaze crystallization chaos. According to the "National Geographical Indication Product Protection Measures", they are not strictly speaking Ru porcelain. Fei Cai Guo Ru should take the initiative to promote the knowledge of Ru porcelain culture and related geographical indication protection in order to improve the discernment of our consumers.

The eighteenth report proposed to ensure that by 2020 to achieve the ambitious goal of building a moderately prosperous society. Among them, the cultural industry should become a pillar industry of the national economy. New cultural industries should be developed and the level of scale, intensification and specialization of cultural industries should be improved. President Xi also pointed out that it is necessary to insist on putting social benefits in the first place, unifying social and economic benefits, and promoting the overall prosperity of cultural undertakings and the rapid development of cultural industries.

In 2016 China vigorously promote the pace of electric business poverty alleviation, electric business poverty alleviation is not only to bring electricity into the countryside, but also to bring wealth to farmers, the Internet + Ru porcelain industry combined with the national poverty alleviation policy.

In the third batch of national intangible cultural heritage list recently announced by the State Council, Ru porcelain firing techniques is listed. With the improvement of the overall level of education and the acceleration of the pace of life, people's slow life and cultural and spiritual needs are growing. This makes Ru porcelain, a high-end craft that carries traditional Chinese culture. There is more room for development, and there is more room for appreciation of collectibles. In short, the crafts industry will have a period of rapid development, and the scale and value of the industry will continue to expand. Crafts with practicality, health care and other products with high added value have more room for growth.

a) Positioning of the company. The company is a cultural promotion, brand operation and product sales, so that the "art of life, art of life". Let more people contact Ru porcelain, understand Ru porcelain, spread the culture of Ru porcelain.

b) Market positioning. The company has its own "trinity" marketing model, production base, heritage base, and trade base, sales model diversification, customers can participate in the experience of the firing of Ru porcelain.

4.2 Competitive Advantages

4.2.1 Product texture

The company designed Ru porcelain style as elegant as a lotus, warm and moist as jade, showing an introverted cultivation, elegant, smooth and delicate glaze, as beautiful jade, antique color.

4.2.2 Creative design

The company for the combination of Chinese traditional currently developed a set of 12 zodiac series of handicrafts and traditional porcelain musical instruments, far-reaching meaning, and applied for a patent for appearance. The company sells handicrafts to traditional ornaments, with reference to the Ru porcelain heirloom modeling lines simple and generous, to meet the needs of some customers who prefer the shape of heirlooms. The future of the university business school and art and design students to cooperate in the development of more East-meets-West products.

4.2.3 Patent technology

The patent for the appearance of Ru porcelain musical instruments is under application.

4.2.4 Cultural heritage

Less than a hundred pieces of Ru porcelain have been handed down, its high historical status, since the date of its successful development in the Northern Song Dynasty to appear in the image of spiritual nobility. The company follows the characteristics of Ru porcelain, which is monochrome glazed, shaped with minimal lines and glazed with onyx, with unique open pieces.

4.2.5 High practicality

The company's research and development direction to craft daily necessities, with both practical and ornamental characteristics, easy for the market to accept.

4.2.6 Health care function

The company designed Ru porcelain tableware, has a strong health care function, the official Ru porcelain production of each set of tableware is a quantitative analysis of atomic spectroscopy test report, which is the official Ru porcelain commissioned by the Chinese Academy of Sciences Shanghai Institute of Silicate inorganic materials analysis test center, the analysis method for the plasma atomic emission spectroscopy map, the test results show that the official Ru powder blue glaze tableware in the content of arsenic less than 0.003%, the content of cadmium less than 0.003%. The content of cadmium is less than 0.0002%, the content of mercury is less than 0.003%, the content of lead is less than 0.003%, in line with the latest green environmental health concept. (See appendix for details of the test certificate)

4.2.7 Private customization

The company is ready to undertake the souvenirs of schools and enterprises, tailor-made crafts for their culture, in order to achieve the integration between different fields of art, enhance the customer's class identity, cohesion of artisanal, FeiChiGuoRu.

4.3 Market Segmentation

According to the segmentation of target customers, the products are positioned as mainly mid-grade and high-grade with ordinary models, in order to have a high market share in the industry. According to the different target customers, the company divides the products into four types: low, medium, medium and high grade. As shown in Figure 5-3 below, the price point of the low-end range is between 100-200, the mid-range range is between 200-500, the mid-range range is between 500-1000, and the high-end range is between 1000-6000 (see Fig. 3).

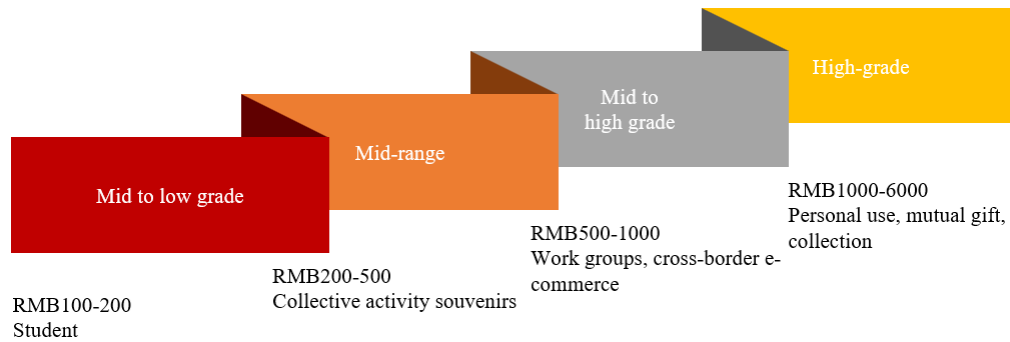


Fig. 3. Product Price - Guanru Company

By subdividing the target market consumers' age and economic ability, the products with different prices and different specifications can be adapted to different people in order to expand the market. By segmenting the target market consumers' age and economic ability, the products with different prices and specifications can be adapted to different groups of people in order to expand market share and increase product awareness.

In the sense of economic level and appreciation needs, the company's products are aimed at three main consumer groups.

Collection and ornamental function of high-end Ru porcelain needs of the crowd, a gift and the use of Ru porcelain needs of the crowd and student groups. Among them, according to the different age of different groups of people we have subdivided, and according to the characteristics of the population to develop a different sales strategy.

4.3.1 20-25 years old consumers classification analysis

Although this group of people is not our main customer group, but they are active in thinking, the pursuit of fashion, full of hope for the future, just beginning to economic independence, the application of the Internet more frequently, the heart has been suppressed for a long time the desire to buy in a short process to get out, more easily governed by the emotions, often because of style, color, shape or price and other factors occur impulsive purchase. For such users, we strengthen online publicity, mainly promote mid-range products and small sets of double cups, etc., to provide customers with a good buying experience, product production to add appropriate fashion elements to attract consumers, and pay attention to the gift marketing on Mother's Day and other holidays, through them to influence the previous generation.

In terms of economic power, young people can be further divided into the following groups.

a) International students and international exchange personnel: the company can grasp a small group of a class, because they live more concentrated, curious about Chinese culture, most of them have the economic strength, for Ru kiln jade porcelain has the potential to buy.

b) College students: such people include students in school and just graduated not long ago also in the state of waiting for young people, this group of people income although basically no income, but this group is large, only Chinese college students crowd has more than 20 million. For product marketing, a huge business market is seen. College students from all over China, through the cultural experience store pottery production, the Northern Song Dynasty official kiln factory heritage base visit, guide their exploration and love of Ru porcelain, so as to influence its surrounding population by influencing college students.

c) Young people with economic power: 20-25 year old consumers also have a part of the early career or family conditions, they have the economic strength to buy Ru porcelain, for them, the company's marketing concept is "a fashion gift to parents", fashion is not beautiful clothes, expensive cosmetics, but the quality of life, cultural cultivation of fashion. The fashionable way of cultural cultivation, send a gift with cultural connotations. Since this target group has economic strength but not high income, the product is positioned in the mid-range.

4.3.2 Young people aged 25-44

This part of the consumer group is one of our main customer groups. This part of the population has further obvious changes in income and status, and begins to demand the healthiness of the products, so there are also obvious differences in purchasing psychology and behavior from other consumer groups. Because of the maturity of age, they have formed more stable attitudinal tendencies and habitual behaviors in their long-term consumer life. Once their brand preference is formed, it is difficult to change easily. At the same time, because of the maturity of the consumer heart, they pay more attention to practicality in the process of purchasing products, focusing on convenience and practicality, requiring convenient and good environmental conditions and services, and spending much less on clothing and other luxury items. For such users, the main promotion of medium and high-end

products. The marketing process highlights the brand advantages, focuses on the details of the store, improves the promotion strategy, and strengthens the membership service to penetrate the company into their hearts.

The company is divided according to the occupational characteristics and consumption characteristics of this age group as follows:

a) Low-income wage earners: the wage earners are the economic group whose main source of income is to obtain relatively fixed labor compensation from the work unit. They exchange time for money, a share of time for a share of money, the biggest characteristic is that there is no time freedom. With the development of the Internet, online shopping has become an irreversible trend, especially for a part of the working class who lack free time, online shopping has long become their daily compulsory course. For this, the company mainly adopts online marketing for this part of the group. Sales through online stores, home delivery, saving their time and relatively affordable prices, product positioning is mainly basic models.

b) High-income white-collar workers: this group has relatively stable jobs, can get relatively rich economic income and material conditions, their thinking is more mature, in the "middle and high consumer class", and for this class has a certain sense of belonging and identity. In addition to working hard, they also pay great attention to the high quality of life and the level of consumption in the circle of friends. Therefore, it is necessary to have a set of medium and high grade tea set to improve the taste of life and cultivate a healthy lifestyle. For this user group, the company positioned its consumer products in the middle and high grade.

4.3.3 45-59 years old middle-aged people

This age group has accumulated a certain amount of wealth, economic strength, although busy, but the attention to health is also greatly enhanced, focusing on the harmony of mind and body. Reading porcelain culture for them is a reflection of their own cultivation.

According to consumption habits can be divided into consumers.

a) Enterprise, government departments and other managers: strong economic strength, strong consumption ability. We will focus on selling them our high-end products (painted, hollowed out), functional products and private customized products to develop our high-end product market. The sales method is based on relationship marketing, the core of which is the recognition of benefits to achieve win-win, sympathy and sharing. Consumers can keep for themselves, can also be presented to friends and relatives or as a high-grade gift from the company, the taste of high-grade and its rich cultural connotations, have made the porcelain tea set become a gift between the upper elite crowd. Consumer product positioning is mainly high-grade models. Through them can further win the opportunity of group purchase.

b) The backbone of all walks of life: such people have become leaders in the circle by virtue of their own skills and depth of thought, as well as years of work experience, and have a deep influence in their own industry. They have the economic strength and spiritual demand to buy tea sets. The company will grasp such people and bind them through senior membership, private customized products, personal health plan development, etc. By influencing influential people, it will expand the influence of the company.

c) People with ordinary purchasing power: Such people also have certain economic strength to buy low- and medium-grade teaware products, and they pay more attention to the cost performance of the products. Tea products for them is a more decent gift and the embodiment of life interest. The company will be based on the psychology of such people, with quality service, excellent products and packaging to win their favor.

4.3.4 Older people over 59 years old

These people are about to leave their positions and retirement is a transition in their lives. Life is suddenly no longer busy and they will look for other things to enrich their life and spirit. A good choice for them would be to get close to traditional culture. Health issues are a major concern for them.

Products can be classified according to the needs of this age group of consumers.

a) Collectibles: Some of the elderly people over 59 years old have accumulated some wealth, and those who have studied culture may be inclined to collect. Our company will increase the quality of products to win such users by handcrafting and personal painting by masters for such elderly people.

b) Life demand products: Some elderly people think that drinking tea is good for the body and mind, while playing the role of spiritual nourishment and physical care. The company will target them personally for health plan development and health consulting value-added business.

c) Gifts: Tea sets are one of the suitable gifts for the elderly. Such gifts should attract consumers with the unique culture given, simple and atmospheric design style, and health care efficacy.

5. PROBLEMS & COUNTERMEASURES – THE RU PROCELAIN INDUSTRY

5.1 Problem

5.1.1 Ru porcelain lacks international brands

Ru porcelain industry less internationally known brands, brand construction and promotion problems, mainly in terms of creativity is not enough such as the official Ru company, in terms of brand positioning are better, but involves the brand in terms of promotional content, often just a few sentences of text, the lack of carefully photographed pictures, typography is not beautiful enough, the design of the aesthetic sense is not enough to introduce Ru porcelain products to users, the lack of styling design The source of inspiration, more perfunctory text introduction, especially easy to cause aesthetic fatigue of users, in addition to not introduce their own to kiln characteristics of culture, the promotion of creative content is also lacking, so the brand promotion is poor, if not improved, the future of the company to build a well-known international brand of the official Ru is more difficult.

5.1.2 Lack of use of new media

With the development of Internet technology, various social applications have emerged and communication channels have become diversified. But Ru porcelain industry commonly used promotion channels or traditional channels on the side, such as the official Ru company, or the use of scene marketing approach more, due to its Zhengzhou railway station has its exclusive display store, so it is still lacking in finding other channels to promote, after joining the Internet industry, it needs to pay attention to the Internet channels to promote products. The hotter ones now are the self-publishing platforms, such as tiktok.

5.1.3 The lack of innovative power of Ru porcelain

The post-90s and post-00s Internet main force has become the main force of social consumption, this group of young people are with like to have the current, fashionable, personalized products. Because of its relatively complex Ru porcelain extremely difficult process limitations, so in the product color, shape design is difficult to break through the process of difficult problems and produce a variety of personalized, fashionable, by young people like the product.

5.2 Countermeasures

5.2.1 Strengthen the construction of well-known brands of Ru porcelain

Now China attaches great importance to traditional cultural heritage and innovation, so now young people are very fond of traditional culture, especially the national tide culture is very popular, the national tide culture in the media has a high flow of attention, there is traffic, it will produce a large number of brands. In order to cater to the preferences of young people, Ru porcelain product brands should incorporate a large number of traditional Chinese elements, such as the National Palace Museum, Henan Museum stored in the history of Ru porcelain culture can be referred to. This lays a cultural foundation for Ru porcelain brands to build a well-known brand.

5.2.2 Increase the promotion of self media channels

Ru porcelain industry should be offline and online channels to promote, especially in the development of Internet-related business, cross-border e-commerce business development, should make full use of the self-media channels, now the Tiktok fan base has broken 100 million, there are more users base, so you need to pay attention to the use of self-media promotion of Ru porcelain products. For example, the future of cross-border e-commerce business, the company needs to carry out promotion in tiktok above.

5.2.3 Increase the innovation of Ru porcelain products

Ru porcelain due to its complex process, the firing process technology is the most difficult of all Ru porcelain products, so it is more difficult to innovate in Ru porcelain product design innovation. But for the sake of traditional cultural heritage, it needs product innovation. Can be designed through cross-border creative products, you can cooperate with the Palace Museum, Henan Museum, they have a lot of experience in cross-border design of traditional intangible cultural heritage, Ru porcelain can also be cross-border cooperation to create a popular creative products in line with current consumer preferences.

6. CONCLUSION

The Song Dynasty reached a peak state in the world in terms of both social and cultural history and economic output in China. Ceramic culture is a unique Chinese spiritual and cultural identity, and Henan is the birthplace of Chinese ceramic culture, with a history of collecting many famous kilns, which are very advanced in ceramic art or craft and have produced many historical masterpieces. Ru porcelain got its name from the city of Ru in Henan Province, the first of the five famous kilns of the Song Dynasty. Ru porcelain culture and its craft is an

important part of the prosperous development of cultural industries, Ru porcelain culture and its craft is one of the important carriers of cultural self-confidence, in addition to the current Chinese encouragement of national cultural self-confidence, encourage the development of hometown characteristics of cultural heritage, so the innovative heritage of Chinese traditional culture can not be separated from the innovative development of Ru porcelain culture, craft and other aspects. How to promote the Ru porcelain cultural heritage innovation with the help of Internet technology and big data development technology, promote Ru porcelain industry comprehensive innovation and upgrading, promote Ru porcelain process and product type innovation, strengthen the attention of youth to Ru porcelain, such as promoting the prosperity of local cultural industries and economic and social quality development in Henan Province, need the attention of Chinese society, the Chinese public, common heritage Ru porcelain culture and cross-border innovation Ru porcelain products.

ACKNOWLEDGEMENT

This research was not funded by any grant.

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