



An Empirical Study on the Competitiveness of Jiangsu Province of China Cultural Industry

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Abstract

Since the beginning of the 21st century, more and more cultural factors have been infiltrated into economic activities, which makes the economy gain new developmental forms and motivations. It has become the most fundamental, the most difficult to replace and imitate, the most lasting and the most core competitive advantage in a comprehensive national strength competition. Healthy and mature cultural industry is an important embodiment of the city's soft power, so the development of Jiangsu local cultural industry characteristic will become an important part of local economic development. It is very necessary to vigorously support and develop local characteristic cultural industry, commit to promote Jiangsu excellent culture and improve the competitiveness of cultural industry.

Subject Areas

Public Economics

Keywords

Cultural Industry, Competitiveness, Structural Model Equation

1. An Analysis of Jiangsu Cultural Industry Current Situation

During “the twelfth five-year plan”, Jiangsu cultural industry achieves a rapid development from all aspects. After years’ development of the traditional radio and television, publishing and printing, arts and crafts, entertainment and other industries, their comprehensive strength continues to increase and becomes an important supporting force in Jiangsu cultural industry; also cultural creativity, digital publishing, animation design, new media and other new industries develop rapidly.

During “the thirteen five-year plan”, Jiangsu cultural development has faced

both opportunities and challenges, but the opportunities outweigh the challenges. First of all, the new development of the international situation has brought new opportunities for the development of Jiangsu culture. With the global flow of talents and resources, cultural diversity has blurred the boundaries of different cultures, in this trend, the protection of ideology will be an important job, but also the cultural construction important task of “the thirteen five-year plan”; Secondly, the supply side reform provides a new impetus for the cultural development. The promotion of the supply side of reform can provide a policy opportunity for the province’s cultural industry transformation and development and the new driving force for stimulating cultural market vitality and cultural products and services supplies; Finally, the substantial increase of Jiangsu economic strength has laid a good foundation for cultural industry development, and has accumulated a solid strength for cultural construction crossing on a new level [1] [2] [3].

2. An Empirical Study on the Development of Jiangsu Cultural Industry

2.1. Questionnaire Design & Research Hypothesis

2.1.1. Questionnaire Design

This study obtains the required data by questionnaires. The related projects expressions in questionnaires are modified and determined on the basis of relevant literature and pre-research. The questionnaire design is organized in a qualitative and quantitative manner. For the quantitative method, the study uses Likert scale and the indicators use a five-point scoring method, 5-point means that the enterprise has the largest actual degree in the project, 4-point, 3-point and 2-point mean that the actual degree decreases in sequence, and 1-point means the degree is minimum or almost no.

The survey object of this questionnaire is the managerial staff of Jiangsu cultural industry and the survey is conducted in March, 2016. A total of 188 questionnaires are distributed, and 167 are collected, the recovery rate is 88.8%. Among them, the effective questionnaires are 139 and the effective rate is 73.9%. According to Roscoe, sample sizes greater than 30 and less than 500 are appropriate for most studies. So the sample size of this study can basically guarantee the stability of the model estimation results [4].

2.1.2. Variable Measurement

1) Measurement of self-organizing resources

Self-organizing resources can be summed up as cultural deposit and agglomeration effect [5], and cultural deposit can be divided into: local historical and cultural accumulation are beneficial to your company’s creativity, innovation and design (CANA1), and your company’s product development and creative design should consider and utilize local cultural elements (CANA2); Agglomeration effect can be divided into: if the company’s moving out of park has an impact on creative development (RANA1), in general, whether you are satisfied with the de-

velopment environment of Jiangsu cultural industry (RANA2), Jiangsu open and inclusive environment is helpful for your company's development(RANA3).

2) Measurement of cultural brand development

Factors affecting the corporate culture brand development mainly have short-term needs and long-term needs. The short-term need can be divided into: your company's products in Jiangsu sales (CKS1), the local residents for the demands for cultural products compared to the other cities in the province (CKS2); The long-term demand can be divided into: the company's advertising investment before the introduction of products (SKS1), whether your company has the long-term development plan in Jiangsu (SKS2).

3) Measurement of industry environment

The industrial environment can be divided into related supporting industry, external environment, government actions and opportunities. The related supporting industry can be divided into: your company can often get new production, management knowledge and information from other enterprises or related institutions (GKP1). The experiences provided by the external resources (experts, clients and consultants) are the main learning sources for your company (GKP2) and the similar background of the employees in the local and the park makes their frequent communication (GKP3). The external environment can be divided into: the rapid development of the tourism industry leads to your company's product sales (DKP1), the outside overall cognition for your company can help you access to customer resources (DKP2); government actions and opportunities can be divided into: whether you are satisfied with special fund project work of Jiangsu cultural industry development (EKP1), the local government has a large preferential tax for the park enterprises(EKP2), and the local government plays a larger role in the market management and maintenance of the market order (EKP3).

2.1.3. Research Hypothesis

The purpose of this chapter is to explore the impact of self-organizing resources on the development of cultural brand and the influence of industrial environment on the development of cultural brand. The hypotheses are as follows:

Hypothesis 1a: cultural deposit and cultural brand development are positively related

Hypothesis 1b: agglomeration effect and cultural brand development are positively related

Hypothesis 2a: relevant supporting industries are positively related to cultural brand development

Hypothesis 2b: external environment is positively related to cultural brand development

Hypothesis 2c: government behavior and opportunity advantages are positively related to cultural brand development

Hypothesis 3: self-organization resources are positively related to industry environment

3. Empirical Analysis and Results

Through the factor analysis, the index values SKS1, CKS5 and DKP3 are removed and others load value are all higher than 0.5, the KMO values of four composite latent variables are 0.735, 0.877, 0.872 and 0.707, all higher than 0.7. And it is suitable for factor analysis. Bartlett's sphericity test gives an associated probability 0.000, making it ideal for factor analysis.

AMOS software is used to analyze the data, and the data is validated firstly. The validation includes the goodness of fit of the whole model and the support of theoretical assumptions. **Table 2** is the index of model fit.

According to the indexes of the overall fit in **Table 2** and the standard of the indexes, it is indicated that the overall model fit is acceptable. The fit is past and the hypotheses verification results are in **Table 3**.

Table 1. Factor analysis and reliability test results.

Variable	Independent variable	Measurement indicator	Factor loading coefficient	Cronbach α
Self-organizing resources	Cultural deposit	CANA1	0.576	0.734
		CANA2	0.677	
	Agglomeration effect	RANA1	0.665	0.751
		RANA2	0.752	
Cultural brand development	Short-term demand	RANA3	0.666	0.666
		CKS1	0.636	
	Long-term demand	CKS2	0.642	0.500
		SKS1	0.611	
Industry environment	Related Support Industry	SKS2	0.622	0.500
		GKP1	0.608	
		GKP2	0.721	
	External environment	GKP3	0.652	0.500
		DKP1	0.760	
		DKP2	0.560	
Government action and opportunity advantage	Government action and opportunity advantage	EKP1	0.631	0.500
		EKP2	0.788	
		EKP3	0.865	

Table 2. Test indicators of overall model fit.

Fit index	Index value	Fittings
Chi- square goodness of fit test	97.241	$\chi^2/df = 5.720$, Slightly greater than 5, roughly meeting the requirements
Absolute fit index P	0.000	less than 5, meeting the requirements
RootMean Square Error of Approximation (RMSEA)	0.111	Slightly less than 0.1, roughly meeting the requirements
Relative goodness of fit index (NFI)	0.904	greater than 0.9, meeting the requirements
Comparative fit index (CFI)	0.917	greater than 0.9, meeting the requirements
Modified fit index	0.920	greater than 0.9, meeting the requirements

Table 3. Assumed overall verification results.

Hypothesis number	Hypothesis description	Normalized Path Coefficient	<i>C.R.</i>	<i>P</i> value/Sig	Test result
H1a	cultural deposit and cultural brand development are positively related	0.09	3.938	***	support
H1b	agglomeration effect and cultural brand development are positively related	0.006	-0.17	0.865	not support
H2a	relevant supporting industries are positively related to cultural brand development	0.086	3.670	***	support
H2b	external environment is positively related to cultural brand development	0.009	0.204	0.838	not support
H2c	government behavior and opportunity advantages are positively related to cultural brand development	0.058	2.515	0.012	support
H3	self-organization resources are positively related to industry environment	0.279	5.974	***	support

4. Conclusions

This chapter constructs the research frame through the literature research, selects the enterprises engaged in the culture industry in Jiangsu as the empirical research objects, analyzes the relations between the industrial environment, the cultural brand and the self-organization resources and obtained the above several variables path. The conclusions of this paper are as follows:

1) Cultural deposit and cultural brand development are positively related.

In the SEM test, the hypothetical path coefficients of cultural deposit and cultural brand development are very significant, which also shows that the local four-color culture in Jiangsu plays a positive role in the development of corporate brand.

2) The relationship between agglomeration effect and cultural brand development is not significant.

The factor analysis of agglomeration effect and cultural brand development has not passed the test, which indicates that the relationship between Jiangsu cultural industry cluster and cultural brand is not significant. This is not enough to develop the cultural agglomeration industry in Jiangsu, and the further development potential is huge.

3) Government behavior and opportunity advantage are positively related to the cultural brand development, while the relationship between external environment and cultural brand development are not significant.

In the three path hypotheses of industrial environment for the cultural brand development, the government behavior and opportunity advantage have passed the test, while the external environment has not. This may be that the surveyed small and medium-sized scientific and technological enterprises have a common problem: difficult to finance.

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