Convergence and Interpenetration: Automobile Industry is Developing in the Culture and Creation

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Abstract. Automobile Industry is one of the important pillar industries in China, as the growth of living standard, China has really stepped into “automobile society”. China, as a new-coming country for automobile industry, encounters problems in developing automobile industry in market competition, technological innovation, environmental protection and individual demand. Chinese automobile industry should take cultural and creative convergence as a new idea and new measure for innovative development. To combine cultural and creative results to build automobile culture for enterprises, converge cultural and creative elements to promote innovation for automobile industry, absorb cultural and creative idea to broaden the product connotation, interpenetrate cultural and creative tactics to automobile industry marketing are not only the reform path for current automobile industry but also the developing direction for it.

Introduction

Currently, cultural and creative industry is booming all over the world under the circumstance of creative economy. It promotes to upgrade traditional industries, at the same time, promotes to optimize industrial structures and innovate the economic field and develop national economy through the convergence and interpenetration within other industries. In recent years, this condition was more evident and made some successes in some developed countries, such as America and Japan. While, China started late in developing cultural and creative industry, and the convergence development is more so. In March 2014, China issued The State Council Opinions on promoting the convergence development of cultural and creative and design services and related industries, aimed to improve the overall quality of cultural and creative and design services, enhance the core competitiveness, push the convergence development with related industries, serve for adjusting economic structure, transition and upgrade, enlarge domestic demand and meet people’s increasing demand for material and cultural goods and services. ‘Building new advantages of manufacture’ is one of the most important tasks [1].

Automobile industry is an important polar industry in the world economy, in the last 100 years, it promoted the growth of the world economy and provided billions of jobs because of its longer industrial chain, higher correlation degree and stronger consumption-pull capacity. Automobile industry is also one of important polar industries in China. As the growth of living standard, the production and sale of automobiles has been increasing, the production in 2013 was more than 22.1 billion, annual average growth rate in recent ten years was 19%. China has really stepped into “automobile society”. As the coming era of the knowledge-based economy and serious environmental problem, global automobile industry has entered into an era of innovation. Encounter the condition of more fierce competition, fast technological updating, strict environmental requirement and individualized demand, automobile industry will face large challenges in the future. Comparatively speaking, automobile industry in China, which is a new-coming country, will face more severe
challenges, and one of the most severe troubles is weaker capacity for independent innovation. Thus, the convergence and interpenetration of cultural and creative industry and automobile industry is an essential path of push China to enter into automobile power with the strength of creation and culture [2].

Build up Automobile Enterprises Culture Combined with Cultural and Creative Results

Enterprises culture is the specific culture formed during the process of emerging and developing combined with national culture, is the soul of the enterprise and the fundamental presentation of business philosophy, management mode, enterprise system, value, social responsibility in the process of exist, development and competition. America, Japan and European Union are automobile industry centers in the world, the automobile enterprises have different enterprises culture during the process of their development. For example, Ford has mass-produced mode, Toyota has lean production, the culture mentioned is one of the important factors for their ever-growth [3]. Since the first homemade brand JieFang automobile manufactured by First Automobile Works, automobile industry in China experienced three stages: closed management in the planned economy era, introducing advantaged technologies in the early reform and opening-up era, joint venture in the market economy. While China does not become a power in automobile industry during more than 60 years’ development due to inefficient mode of production, which stemmed from short of enterprise culture with obvious national characters. Closed management made automobile industry in China mark time, foreign advantage technologies introduced made automobile industry in China rely on them, joint venture made automobile industry in China become dealers of foreign automobile enterprises. It is clear that building automobile enterprises culture is an essential choice for automobile enterprises in China [4,5].

In view of inner-enterprise, enterprise material culture can make use of cultural and creative results to change the external image of plants and workshops, etc., exhibit creative products that meet enterprises culture concept to enhance the cultural taste. Enterprise spiritual culture can make use of cultural and creative results to deliver the enterprise history, enterprise mission, enterprise spirit, incentive mechanism, domestic and foreign industry developing conditions to employees and guide them to learn, accept and like enterprises culture, form the circumstance of enterprises culture, which can be interpenetrated with employees and their works. In view of outer-enterprise, enterprises can make use of cultural and creative results to publicize enterprises culture, shape enterprises image, build enterprises brand and enhance influence of enterprises. In recent years, the hot showing and high box office of Transformers is a good example which benefited from the convergence of cultural and creative industry and firm, animation industry and automobile industry. American automobile enterprises made a successful use of Transformers to enhance the influence of American films and push the American automobile enterprises culture forward [6,7].

Pull Automobile Enterprises to Innovate Converged with Cultural and Creative Elements

The global automobile industry has entered into an innovative era, the development of automobile industry in China faces big challenges. Currently, there are 190 whole manufacturers, 292 special and refitted vehicles manufacturers, 98 vehicle body manufacturers, more than 3900 parts and fittings manufacturers scattered in 23 provinces and cities, the capacity of manufacture increase [8]. But in manufacturing process, automobile industry exists some problems: high degree of homogenization, imperfect service system and low-level of parts and fittings, which lead to high cost, low profit, large energy consumption of final automobiles. Many automobile enterprises take part in cut-throat price competition, lack of driving force of sustainable development, which is the result of dependence on long-term driving force of government investment. Automobile industry in China must abandon traditional extensive mode and transmit to innovative driving mode based on endogenous market power, resort to the convergence of automobile industry and cultural and creative industry to push the
upgrade and development of automobile industry, enrich the creation and meanings of design, establish the automobile products with brand characteristics and realize the deferential operation [9].

Cultural and creative industry plays an important role in promoting the transition of economic structure and transforming mode of economic growth in the process of national economic and social development. The core continent of cultural and creative industry is innovation which brings about strong radiation force and penetrative power. To implant cultural and creative elements into automobile industry can reshape the automobile industry, promote its independent innovation, and realize the optimization and upgrade. In domestic market, in research and development and design of the automobile industry, cultural and creative elements can improve grade and competitive advantages. Chinese designers and engineers should break through original mode of research and development and design, explore design creation combined with Chinese tradition and culture so that change Chinese mind of dependence on joint venture and introduce, and the mind of low-level quality or obsolescence of domestic products [10]. In foreign market, the goal of our automobile industry in the future is export of competitive automobiles, the key factor is the automobile professionals. In cultivation of automobile professionals, cultural and creative elements can enhance the education level of automobile culture. To cultivate the innovative spirit and capacity of design should not only encourage the students to design and develop but also strengthen their understanding of Chinese traditional cultural essence, so that lead the students to explore the design style with Chinese characteristics and apply to the Chinese automobiles in the future [11].

Broaden the Connotation of Automobile Products with Cultural and Creative Minds

According to the statistical study, when a nation’s GDP per capita reaches 3000 USD, its social structure will change from “pyramid” to “olivary” one, that is, the middle class expands quickly in the social structure and become major market subjects, the resource of increasing social demand [12]. Automobile market will expand quickly as the expansion of middle class who represent nuclear force the consumers, these middle class start to care quality of life and emphasize cultural taste. Thus, consumers pay more attention to the cultural value not just its practical utility in demand of automobiles. At the same time, as the development of computers and internet technology, the whole world has entered into a digital driving era, which brings about an important influence for all kinds of industries, that is homogenous goods, and individual demand of consumers, they are conflicting results apparently. While the homogenization is very serious in automobile industry in China, automobile manufacturers should present different meanings in their own automobile products to create a new developing road, the key point is innovative design. All of the propositions mentioned above require automobile enterprises absorb cultural and creative mind during the process of research and development and design so that broaden the connotation of automobile products and enhance the competitiveness.

In the process of broadening the connotation of automobile products, managers and designers should pay more attention to absorption and selection of cultural and creative mind, converge cultural elements with characteristics of the times when they carry on configuration design, inner chamber design, technological innovation. The precondition of dominating primary markets and winning consumers’ favorite is the coincidence of connotation of products and aesthetic demand of consumers, that is, in the innovative design of automobile must be injected into enough cultural connotation. This require of cultural connotation is not isolated but accompanied by the development of automobile industry and the change of demand of consumers. For example, after the World War II, American economy rose and became a strong country, the Americans’ value transmitted to luxury and lordliness, American automobile transmitted to spacious and gorgeous figure though the function is imperfect with high petrol consumption. While these did not influence the sale of automobiles, because consumers bought automobiles to show off their status and power not the energy-saving or durable property [13]. So, whether the cultural elements can be shown in the connotation of automobile or not consists in cultural and creative minds of managers and designers which can hold
the cultural characteristics of the era and fuse the minds into innovative design, not the cultural capacity of designers. The automobile in their eyes is not a ‘product’ but a piece of “artwork”.

**Transform the Marketing of Automobile Industry with Cultural and Creative Tactics**

One of the important indicators of the success of a product is whether it can enter into field of sales and occupy enough shares successfully. As mentioned above, homogenization is a very serious problem in automobile industry in China, automobile enterprises should not only build unique connotation of the products but also pay attention to marketing tactics. While currently, there are some problems in marketing in our automobile enterprises, such as backward marketing ideas, less informed, shortage of innovation, etc. These problems seriously impede the marketing of our automobile products. In the marketing activity, automobile enterprises should transform the marketing ideas, carry out cultural marketing and converge cultural and creative results, absorb consumers’ cultural identity, let the value of consumers identify with connotation of products, so that bring about expanding market.

From the characteristics of automobile industry, the marketing of automobile culture comprises marketing of product culture, marketing of brand culture and marketing of cross-culture. From current situation of automobile industry in China, marketing of product culture and marketing of brand culture are the keys of our automobile industry. The marketing of product culture is the marketing of the connotation of product as mentioned above. The marketing of brand culture is to assimilate cultural and creative results into enterprise culture, strengthens the spiritual acceptance of consumers, so that promote consumer loyalty, value of the brand, establish the overflow effect of brand, and form priceless and intangible assets finally [14]. Particularly, the marketing of brand culture can be carried out from brand name, brand mark and brand advertisement. A good brand name can state exactly the cultural connotation and idea of the product and deliver strong attraction and appeal to consumers. There is a succeed example. After the fail of Camry of Toyota entering into limousine market, Toyota offered high salary for a famous research institute to name another new limousine with Lexus which is similar with “luxury”. An impressive brand mark can not only enjoy consumers but also output connotation of culture. Just like the famous brand mark of Porsche which adopts the mark of Stuttgart in German, a house in the center of armorial bearing with the indication of “Stuttgart”. Stuttgart was ever a origin of famous horses, while it is the origin of famous cars. A succeed brand advertisement should reflect the characteristics of times and sociality, and meet the connotation of culture of target market. As the early advertisements of Volvo emphasized the economical and practical features in America, and functions in German, which could succeed avoiding cultural inflicts with the auto-powers, and introduced new automobile culture with the social vision [15].

**Summary**

In the future, as the increasing demand for social culture and environmental protection, world automobile industry will enter into the era of extensive revolution inevitably and face enormous challenges. Automobile manufacturers in China have to examine and adjust own strategies which can be realized by technological innovation and renewal of ideas, not just simple and traditional method and concept. Currently, automobile enterprises in China should take the convergence and interpenetration of automobile industry and cultural and creative industry as a definite innovative train of thoughts. Build automobile enterprises culture combined with cultural and creative results, pull automobile enterprises to innovate converged with cultural and creative elements, broaden the connotation of automobile products with cultural and creative minds, change the marketing of automobile industry with cultural and creative tactics. In short, automobile enterprises in China should take the convergence of culture and creation as new measure and new idea for innovative development, automobile industry will inevitably be powerful in the world.
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