

Research on Sino-Thai Cultural Trade Market Development

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Keywords: Sino-Thai cultural trade; market; development

Abstract: Sino-Thai cultural trade has a strong complementarity. The core components of China's cultural industry are mainly television, movie services, news services, publishing and copyright services, broadcasting, and cultural and arts services. Thailand's most promising and potential cultural service industry is mainly concentrated in cultural tourism, restaurants, and cultural media. In the four major service industries, the Sino-Thai cultural trade has its own comparative advantages and disadvantages.

1. Introduction

Thailand is a central country in which China is in contact with Southeast Asian countries, and it is also the country with the most continuous and highest level of development in history, politics, economy, society, and culture in the Greater Mekong Sub-region (GMS). Thailand implements a free economic policy and has a high degree of dependence on external markets. At the same time, it is influenced by the culture of the United States, Japan, and South Korea [1].

Apart from the rapid development of trade in goods between China and Thailand, the cultural trade market is very broad. In the process of Chinese emigration to Thailand, bringing Chinese culture to Thailand has brought a profound impact on the local community. Thai society is to a certain extent affected by Chinese culture, especially in the fields of literature, architecture, religion, medicine, science and technology, and customs.

The concept of Thailand's cultural industry has been proposed many years later than China, and it has begun to be emphasized in recent years as a national development strategy, including five national development strategy projects and two ASEAN strategic projects. The contents of the first five projects are as follows: comprehensive development of various industry projects, creative and cultural city projects, promotion of creative cultural industry projects, concerted development of local cultural projects, and eco-cultural development projects. The latter two projects are: Cooperation with ASEAN countries in the development of cultural industry projects, ASEAN cultural window projects [2].

Thai consumers not only collect information from traditional media such as television, radio and print media, but also from websites and social media. Especially in cities, the appeal of new media to consumers is increasing.

As a traditional media, TV has become a most popular media because of its strong interest, convenient communication, and convenient viewing. People in the media on Thailand's television network get information for one-third of the population. According to a report released by PricewaterhouseCoopers, the highest value-added media in Thailand is television advertising, which reached \$2.253 billion in 2016.

Thailand's major television programs are home-grown and there are many variety shows. In recent years, Thailand has been tending to purchase program copyrights from other countries and producing them locally, adding many elements of the country. In Thailand, Chinese TV dramas are more popular, and many of China's classic movie and TV dramas are loved by Thais. Some film and TV dramas span more than 15 years, such as Bao Qingtian [3].

Thai media, which is mainly written in local language, is the paper media. It is the most popular and profitable media. "World News", "Celebrity Daily" and "Jinghua Zhongyuan United Daily" are the main Chinese newspapers in Thailand. In Thailand, the output of book publishing was inferior to television and internet. In 2016, the output value reached 1.185 billion U.S. dollars. Magazine is

another popular medium, with its popular language and relaxed content ideal for reading in the leisure class. The continuous development of the magazine is due to the fact that the sales of advertising pages exceed the sales of magazines and become the main source of income. With more than 10 million Thai-Chinese people, it is a major consumer group of Chinese cultural products and continues to grow. Thailand's local books are mainly specialized and educational. E-books gradually increase the publisher's income.

Thailand has 26 million Internet users, accounting for one-third of the population. According to the "2016 Global Internet, Social Media, and Mobile Device Availability Report" in January 2016, Thailand's Internet penetration rate reached 57%, while the audience's daily surfing time was 4.7 hours. China's online literature inherited the traditions of Chinese popular novels and the essence of classical culture. It has a larger market space in Thailand. In the best-selling bookstore area in Thailand, online literature from China can be seen everywhere.

More than 60% of the people in Thailand listen to community radio stations. In addition to community radio stations, there are 524 radio stations in Thailand. The broadcasting penetration rate in Thailand is 98%. Broadcasters have a large audience in Thailand. There are more than 300 FM and 200 AM radio stations. Cable TV and satellite TV are widely available throughout the country. FM103.75 Thai Chinese International Radio is a 24-hour FM broadcaster. The radio station, which is part of the Thai-renowned Chinese media group, is a relatively Chinese-language radio medium in Thailand. The major news agencies in Thailand include National News Bureau of Thailand and Thai News Agency (TNA).

In order to promote the development of Sino-Thai cultural trade, this paper conducted a questionnaire survey on the Thai people's interest in and interest in Chinese cultural products. The content is the consumption status of Thai folk cultural products, the consumption situation of Thai civil consumption, the Chinese cultural industry, the suppression factor of Thai folk cultural products, etc [4].

2. The Object and Basic Data of the Questionnaire

The respondents to this questionnaire are mainly Thai nationalities. 96.3% of the survey respondents were of Thai descent, and a few overseas Chinese accounted for 5%. Survey respondents covered all nationalities in Thailand. From April 2015 to August 2015, the researchers adopted a convenient sampling method. A total of 500 questionnaires were distributed and 453 questionnaires were collected. After screening, a total of 433 valid questionnaires were obtained. The effective questionnaire rate was 95.6%.

From the age distribution of the surveyed population, 41.9% of people under 20 years old, 46.1% of 20-29 years old, 6.5% of 30-39 years old, 3.2% of 40-49 years old, over 50 years old The proportion is 2.1%. Among them, the 20-29-year-old population occupies a majority in number and is at an important stage of consuming and paying attention to Chinese cultural products. In terms of educational attainment, the highest proportion of undergraduate education reached 71.9%. In addition, 10.4% of the population had education in high school and 3.9% had education below primary school.

The occupations of the surveyed subjects were full-time students, civil servants, business managers, private owners, farmers, retirement, unemployed, and workers, and the proportions were: 70.5%, 2.5%, 1.8%, 10.6%, 0.2%, 2.5%, 6.5%, 0.7%.

3. Consumption of Cultural Products

Thailand spends most of its spending on cultural (entertainment) (RMB) spending less than RMB 1,000 a year, 500 RMB and 500-999 RMB are 32% and 29% respectively, accounting for the largest number of respondents. 1000-1599 yuan accounted for 18%; 2000-2599 yuan accounted for 13%; 3,000 yuan accounted for 7%. Thai people consume low cultural and entertainment products.

The relationship between cultural consumption, quality of life, and well-being is inextricably linked. The vast majority of those surveyed believe that the two are inseparable from each other,

with the highest proportion being considered most important, accounting for 41.1%. 9% or less believe that the relationship between the two.

Language, income, and time are important reasons for the consumption of cultural products. Language barrier accounts for 51.3%, income is too low for 42.5%, and no time consumption accounts for more than 1/3%.

From the above analysis, it can be seen that the surveyed people think that increasing salons, shopping centers, and Chinese learning infrastructure account for 60% of all facilities, and strengthening the construction of exhibition halls and cafe facilities by about 1/6.

4. The Thai People Consume Chinese Cultural Products

There are five main reasons for Thai respondents to consume Chinese cultural products: like China, improving knowledge of cultural products, entertainment, passing time, enhancing personal image and quality, broadening horizons and expanding socialization, etc. Both tend to average. The following is the survey results and analysis.

The consumption of Chinese culture products in the Thai market is mainly Chinese movies, TV dramas and music, accounting for 70.9%, 44.5% and 38.1% of the total. In other cultural products, there are networks, magazines, newspapers, books and arts, which account for 25 %the following.

The places where Thai people consume Chinese cultural products are concentrated in cinemas, Chinese restaurants, and schools. Cinemas accounted for 39.9%, schools accounted for 31.4%, Chinese restaurants accounted for 31.2%, Confucius Institutes accounted for 16.5%, and reading halls accounted for 4.6%. In terms of style, the game background accounted for 11%, animation games accounted for 9.6%, reading accounted for 19.7%, magazines accounted for 8.7%, concerts accounted for 8.9%, stage plays accounted for 5%. The network accounted for the highest proportion, accounting for 50.7%.

According to the survey data, Thai people spend on Chinese cultural products: Chinese language learning and Chinese music each account for about 58%, accounting for the majority of consumer spending.

The survey analyzed six major reasons for restraining the consumption of Chinese cultural products: the ratio of language barriers to Chinese cultural product consumption ranked first, accounting for 41.1%; followed by high prices and single channel factors, accounting for 36.6% respectively. And 38.1%; once again the proportion of grades that are too low and low are 18.8%.

How to increase cultural facilities and improve the consumer market of Chinese cultural products, Thai respondents said that: 28.4% of the libraries need to be added; 18.5% of cinema facilities are second; 10.1% of the institutes are established; 13.2% of museums are exhibition halls; Network facilities accounted for 15.5%; a small number of respondents believe that theaters accounted for 6.2%, mobile phones 2.8%, and television channels accounted for 5.3% [5].

The respondents considered that the psychological factors for the consumption of Chinese cultural products were: consumers' personal preference was 37%, and the proportion was the largest; the proportion of psychological comparisons was 25%; the popular elements accounted for 21% of the proportion; the lower proportion of prices The proportion is relatively small, at 17%; the main factor that explains the orientation of Thai cultural market consumption is personal preference.

5. The Six Indicators of Thailand's Satisfaction with Cultural Products in Seven Countries

This article makes a statistical analysis of the six major cultural product indicators in seven countries including the United States, China, South Korea, Japan, India, Europe, and Thailand. The result is as follows;

The order of the Thai people most satisfied with the quality of cultural products is Korea, China, the United States, Thailand, Japan, Europe and India. In terms of the types of cultural products, South Korea tops the list and Thailand ranks second. China and the United States share the third place. The rest are Japan, Europe, and India.

The surveyed subjects ranked highest in terms of satisfaction with the price of cultural products

with China, ranking first, followed by Thailand, South Korea, the United States, Japan, Europe, and India. In terms of the contents of cultural products, Thailand, followed by South Korea, China, the United States, Japan, Europe, and India are the most satisfied.

In terms of consumption of cultural products, South Korea and China rank first, second and fourth respectively, while Thailand, the United States, Japan, Europe, and India rank third, fourth, fifth, sixth, and seventh. In terms of sources of cultural product channels, South Korea and the United States are the first and second places, while Thailand, China, Japan, Europe, and India are third, fourth, fifth, sixth, and seventh. The cultural product channels of South Korea and the United States are the most successful.

6. Forecast of the Development Trend of Sino-Thai Cultural Trade

The foreign cultural trade of a country is affected by its own development strategy, economic growth, population and resources, market expansion, and geopolitical conditions. Compared with China's position in the world's economic aggregate, China's cultural trade with Thailand is still at an early stage. As a big and neighboring country in Asia, the advantages of the development and competitiveness of China's cultural trade are far from being fully realized.

7. Conclusion

From the beginning of the emphasis on cultural and creative industries in 1997 to the current development of cultural trade, the Thai government has always played the role of promoter. In order to promote the development of cultural trade, the Thai government set out from the actual conditions of the country and formulated various strategies, policies, and goals that are consistent with the development of Thai cultural and creative industries. The Thai government has established many related institutions to promote cultural trade, strengthen international cooperation and exchange knowledge and technology in related fields, promote the development of cultural industries and trade, and cultural industries and trade are becoming a major boost to promote Thai economic development.

From the point of view of the cultural industry structure, Sino-Thai cultural trade has a strong complementarity. The core components of China's cultural industry are mainly television, movie services, news services, publishing and copyright services, broadcasting, and cultural and arts services. Thailand's most promising and potential cultural service industry is mainly concentrated in cultural tourism, restaurants, and cultural media. In the four major service industries, the Sino-Thai cultural trade has its own comparative advantages and advantages. Thai society is to a certain extent deeply influenced by Chinese culture. The two countries have relatively weak competitive relations in the cultural industry structure and trade structure, and there is ample room for complementarity.

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