

Analysis of the Economic Impact of Differentiated Marketing in the Protection and Inheritance of Poyang Fishing Song Culture

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Abstract: This study cites economic theories to highlight the economic importance of cultural heritage in a number of areas, particularly in cultural tourism and the sale of cultural products. In this context, the Poyang Fishing Song is highlighted as a valuable cultural heritage, valued for its long history and profound cultural connotations. By practising differentiated marketing strategies such as market segmentation and customised campaigns, as well as applying digital technologies, this study argues that these strategies have positive economic impacts on the cultural heritage of the Poyang Fishing Song, such as contributing to economic growth, enhancing employment opportunities, expanding areas of expenditure, and increasing total sales. This coherent logic highlights the key role of cultural heritage in economic development, and the synergy between cultural preservation and economic growth through differentiated marketing strategies and digital technologies.

Keywords: Cultural Heritage Economy; Differentiated Marketing; Poyang Fishing Song; Digitalisation

1. Introduction

As a precious part of China's intangible cultural heritage, Poyang Fishing Song is gradually fading out of the historical stage and facing the challenges of modernisation. However, this study seeks to explore the synergy between differentiated marketing strategy and digital management technology on the way of protection and inheritance of this cultural heritage in order to achieve the sustainable development of the culture of Poyang Fishing Song. Our goal is to gain a deep understanding of the cultural value of the Poyang Fishing Song, and to explore how differentiated marketing strategies can influence the cultural heritage and assess its economic benefits.

2. Cultural heritage and economic relations

2.1 Economic value of cultural heritage

Cultural heritage not only represents the unique cultural identity of countries and regions, but also plays an important role in the economic field. According to the theory of cultural economics, the economic value of cultural heritage is reflected in a number of areas, including cultural tourism, the sale of cultural products, cultural activities and cultural media, etc. David Throsby's (2001) theory of cultural economics emphasises the importance of cultural heritage as an asset of an intangible nature, including knowledge, skills, traditions and values. He states that cultural heritage not only positively affects the development of cultural industries, but also has a positive effect on tourism and the local economy. Smith and Johnson's study emphasises the attractiveness of cultural heritage to the tourism industry and its contribution to the growth of the local economy. This theoretical framework emphasises the positive impact of cultural heritage on the economy. Thus, cultural heritage is not only an important part of cultural heritage, but it also creates rich opportunities for economic growth and employment, and contributes to the development of a diverse economic ecosystem.

2.2 Cultural Importance of Poyang Fishing Songs

Poyang Fishing Song, a traditional musical art originating from the Poyang Lake area in China, has a long history of inheritance, dating back to the Tang Dynasty, and has been passed down for more than a thousand years. This unique form of music takes the life of fishermen as its theme, celebrates their hard work, wisdom, bravery and open-mindedness, and reflects their close connection with nature. Poyang Fishing Song carries the spiritual traits, history, emotion, psychological structure and life philosophy of local residents, representing the rich conno-

tation of ancient culture. Its music has outstanding features, strong rhythm, beautiful melody and unique musical language and expression. In addition, Poyang Fishing Song integrates the local dialect and cultural elements and has strong local characteristics. It represents the cultural tradition of Poyang Lake area and becomes a living historical heritage, reflecting the unique charm of the local culture, and at the same time providing valuable resources for the inheritance of art and culture. In conclusion, Poyang Fishing Song represents a precious part of China's intangible cultural heritage, with inestimable cultural value and historical significance.

3. Differentiated Marketing Theory and Practice

3.1 Theoretical basis of differentiated marketing strategy

Differentiated marketing strategy, as the core concept of this study, is rooted in a rich theoretical framework in the field of marketing. Among them, the theory of "differentiation strategy" proposed by Michael Porter in 1980 emphasises that firms should provide unique products or services to meet the needs of different consumers, so as to achieve competitive advantage in the market. This theory provides a solid foundation for the theoretical support of differentiated marketing.

In addition, the market segmentation theory of scholars such as Lavelle (Philip Kotler) also plays an important role in differentiated marketing. The theory emphasises the importance of market segmentation in order to better understand and meet the needs of different market segments. In the context of cultural heritage preservation and heritage, the theoretical framework of differentiated marketing can be applied to market cultural heritage to different market segments in order to broaden its audience and increase the appeal of cultural products.

3.2 Application of differentiated marketing in cultural heritage conservation

The use of differentiated marketing in cultural heritage conservation can be achieved in a number of ways.

3.2.1 Differentiated positioning of cultural products

When it comes to the application of differentiated marketing strategies in cultural heritage preservation, we can see that these strategies stem from important theories in marketing. Market segmentation and differentiated positioning, proposed as early as the mid-20th century by marketing scholars such as Philip Kotler, emphasised that firms should tailor their products and promotions to different market segments in order to meet the needs of different audiences. This theory was proposed in the mid-20th century to provide theoretical support for market segmentation and differentiated positioning in cultural heritage preservation. This theory highlights the importance of differentiated positioning of cultural products, especially in a globalised market.

Taking China's ancient cultural traditions as an example, cultural heritage products such as the Poyang fishing song can be positioned according to different market segments. According to Jiangxi tourism data (2022), Shangrao's intangible cultural heritage attracts a large number of tourists, but also has the potential to find new audiences in the international market through differentiation strategies. Through surveys and market analyses, it is possible to identify market segments with different cultural characteristics and then adapt products and promotions to meet the needs of these markets.

3.2.2 Customisation of cultural activities

Differentiation strategies are not limited to product positioning but also include customisation of cultural events. The customised event strategy derives from market segmentation theory, which was first introduced in the field of marketing in the mid-20th century. It emphasises the importance of customising events to better meet the needs of audiences of different age levels and interest areas. Although there is no clearly defined standard timeframe, the concept has evolved in response to changes in cultural activities and market demands.

3.2.3 Digital technology support

Digital management techniques play a key role in differentiated marketing. The theory and practice of digital technology support is an evolving field, with theories emerging in response to advances in information technology and the rise of cultural digitisation. Theories in this field have been proposed and developed over a long time span, evolving from the late 20th century to the early 21st century. The application of digital technologies has enabled cultural heritage to be more widely disseminated and to attract a wider audience. These theories and prac-

tices provide theoretical support for the combination of cultural heritage preservation and differentiated marketing strategies, which helps to increase the attractiveness of cultural products and broaden the audience, thus promoting the inheritance and development of cultural heritage.

4. The Economic Impact of Differentiated Marketing Strategies on the Cultural Heritage of Poyang Fishing Songs

4.1 Modelling

Model Name: Economic Impact Model of Poyang Fishing Song Cultural Activities

4.1.1 Variables

Table 1: Economic Impact Variables of Poyang Fishing Song Cultural Activities

variant	descriptions
Y	Gross domestic product (GDP)
E	Number of employment opportunities
P	Ticket Income from Poyang Fishing Song Cultural Activities
S	Catering expenditures
A	Expenditure on accommodation
T	Expenditure on transport
X	Total Sales of Poyang Fishing Song Cultural Activities
N	number of tourists
M	Market Segmentation Factor
I	Investment and resource support

4.1.2 Basic relationships

$$(1) \text{ GDP (Y)} = P + S + A + T + X$$

$$(2) \text{ Employment opportunity (E)} = N * M$$

$$(3) \text{ Catering expenditure (S)} = \alpha * N$$

$$(4) \text{ Accommodation expenditure (A)} = \beta * N$$

$$(5) \text{ Expenditure on transport (T)} = \gamma * N$$

$$(6) \text{ Total sales of fishing song cultural activities in Poyang (X)} = \theta * N$$

where α , β , γ , θ : parameters of the relationship between each expenditure type and the number of tourists, M is a market segmentation factor reflecting differences in demand across market segments, and I is the value of investment and resource support.

4.1.3 Description of the model

This model quantifies the impact of cultural events on the local economy by estimating ticket revenues, food and beverage, lodging, transport, and total sales. One of the key variables is the number of visitors (N), which is influenced by the market segmentation factor (M). Expenditure parameters (α , β , γ , θ) are used to capture the relationship between different types of expenditure and the number of tourists.

In addition, the model can also consider investment and resource support (I) to assess the sustainability impacts of cultural activities. This model is a simplified version that can be further extended and improved based on actual data and contextual information to more accurately reflect the complex impacts of Poyang's fishing song cultural activities on the local economy.

4.2 The Economic Impact of Differentiated Marketing Strategies on the Cultural Heritage of Poyang Fishing Songs

(1) GDP growth: the ticket revenue (P) of the Poyang fishing song cultural activities directly contributes to the growth of the total local

economic output (GDP, Y). By attracting tourists, especially different types of tourists through the market segmentation strategy (M), the ticket revenue will increase significantly. This not only contributes to the growth of the local economy, but also increases tax revenues for the local government and provides the community with more resources for infrastructure and social programmes.

(2) Increase in employment opportunities: As the number of tourists (N) increases, the number of employment opportunities (E) grows. The attractiveness of the market segmentation strategy (M) to different market segments will determine the demand for different types of jobs. Segments ranging from cultural performers to tourist guides will create more jobs as a result of the increase in tourists, improving the employment prospects of local residents.

(3) Increase in areas of expenditure: Successful differentiated marketing strategies for cultural events will stimulate growth in catering expenditure (S), accommodation expenditure (A) and transport expenditure (T). Visitors from different market segments are likely to spend more in these areas. This prompts local businesses to expand, hire more staff and increase supply chain activity, creating jobs and business opportunities for the local community.

(4) Increase in total sales of cultural activities: The total sales of cultural activities (X) are directly affected by the number of visitors (N), which is a key element of the differentiated marketing strategy. Attracting tourists from different market segments will lead to an increase in X, which not only brings more resources to the cultural activity itself, but also supports the development of related industrial chains.

(5) Sustainability enhancement: differentiated marketing strategies not only drive economic growth, but also help to improve the sustainability of cultural heritage. Investment and resource support (I) in the model represents the level of support for cultural activities from external investors and governments. These resources are not only used in the present, but can also be used to maintain and develop the cultural heritage to ensure that it continues to thrive in the future.

5. Conclusion

The Poyang Fishing Song represents a rich cultural heritage and contributes positively to the local economy by attracting tourists, creating jobs, increasing spending and raising total sales. At the same time, investment and resource support help to improve the sustainability of the cultural heritage and ensure its long-term prosperity. This study provides strong support for cultural heritage preservation and economic development, and provides a useful reference for future cultural heritage preservation and transmission.

References

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