

Analysis on the Social Network Relationship of Jiangsu Cultural Consumers: Taking Tourism Consumption as an Example*

Tian Wu

School of Finance and Economics, Jiangsu University, Zhenjiang 212013, People's Republic of China

Abstract— Since the reform and opening up, China's economic development has made remarkable achievements, and the people's living standards have been greatly improved. After meeting the basic living needs, residents have begun to seek higher levels of consumer demand. People begin to pay attention to improve personal cultivation, enjoy life reasonably, and cultural consumption, as a high-level consumption demand of people's spirit, gradually comes into people's vision. 19th CPC National Congress's report clearly points out that in order to promote the development of cultural undertakings and cultural industries and meet the new expectations of the people for a better life, rich spiritual food must be provided. Jiangsu Province, as a major economic and cultural province, Have good The foundation of cultural industry development in Jiangsu Province, but there is still insufficient consumption in the development of cultural industry in the whole province. Therefore, it is necessary to adjust the development strategy of cultural industry and further guide cultural consumption. It has theoretical value and practical significance to promote cultural consumption in Jiangsu Province.

Keywords— Cultural consumption, Social network, Jiangsu Province, Tourism.

I. INTRODUCTION

Cultural consumption is a higher level of development consumption corresponding to material consumption. The expansion of cultural consumption ratio is an important indicator of the improvement of quality of life and the upgrading of consumption structure. At present, the overall level of cultural consumption in Jiangsu has increased, but the proportion of household consumption has not been high.

On the basis of domestic and foreign scholars' research on cultural consumption, this paper conducts literature research on cultural consumption from the perspectives of cultural consumption value, influencing factors and regional differences, and analyzes the current situation of cultural industry and cultural consumption in Jiangsu Province. Taking tourism consumption as an example, this paper studies the characteristics of core members in the collective cultural consumption behavior of Jiangsu Province, and finally puts forward some countermeasures and suggestions to promote cultural consumption in Jiangsu Province.

II. LITERATURE REVIEW

In the process of global economic integration, the further improvement of China's market economic system, the improvement of social openness, and the gradual deepening of cultural exchanges with foreign developed countries have stimulated the cultural consumption of Chinese residents, leading to the consumption of cultural products and services. The enthusiasm continues to rise, and the cultural market in our country has gradually enriched and prospered. Therefore, the compilation and summary of the domestic and international cultural consumption research results are of great significance to China's cultural consumption research, industrial development, consumption promotion and structural optimization .

2.1 Foreign cultural consumption related research

In foreign studies of cultural consumption, theoretical research has always evolved with the deepening of consumer society theory. Adorno, Hawk Horno (1947) pioneered the concept of "mass culture" in the Enlightenment Dialectics to express the commercialization process and results in the cultural field. Veblen (1989) put forward the concept of "flavoring leisure" and "conspicuous consumption". It believes that cultural consumption follows the rules of competitive instinct and honorary rules. In order to gain prestige and status in society, only people can prove themselves through service and consumption. Ability to pay, to achieve comparison with others. German sociologist Simmel believes that "fashion is the product of class division." The content of fashion is not the key, the key point is that it highlights and maintains the social distinction. The basic function of cultural consumption is to create meaning, so cultural consumption maintains a core position in fashion and fashion. Koen van Eijck (1997) used models to estimate the impact of family background on cultural consumption. Studies have shown that family background has an impact on children's education, and older children's cultural consumption is more affected by family background than older children. Louise Crewe, Jonathan Beaverstock (1998) first elaborated on the theory of cultural economy in the city in the 1990s, and then introduced the Nottingham region as a cultural district, through a detailed survey of cultural intermediaries and consumers. The role played by producers and consumers in cultural consumption. Finally, evaluate the feasibility of a simultaneous economic and cultural strategy for urban renewal. Koen van Eijck, Roel van Oosterhout (2005), by studying the data from 1975-2000, pointed out that more and more people combine high material consumption and cultural consumption, and this trend is mostly due to material and cultural. Spontaneous consumption of consumption. The study

also found that the correlation between material and cultural consumption is declining. Erzsébet Bukodi (2007) studied the relationship between Hungarian cultural consumption, especially the readership and social stratification. The findings show that social status, education, and income are the main factors that influence the readership. People's reading behavior is closely related to their own and their parents' social status. Arthur S. Alderson et al. (2007) analyzed the data of the 2002 survey of the whole society in the United States and used the method of multiple logistic regression to establish relevant models to prove that there is a direct relationship between the type of cultural consumption and social status, rather than the social class. Florencia Torche (2007) explores the relationship between social status and cultural consumption in Chile. Through empirical analysis, it is found that the individual's social status, rather than education and income, has an impact on cultural consumption, especially reading, frequency of reading, and choice of book types. But in choosing magazines and newspapers, education and income are indeed definitive factors. Jun Wang et al. (2009) pointed out that with the continuous growth of the middle class in Shanghai and other cities, it reflects that Chinese cultural consumption has the following characteristics in middle class consumption: taking large-scale urban renewal as an opportunity; The community is the appearance; gradually expanding and spreading from the city center to the suburbs; still showing the characteristics of "great mixed living, small gathering"; gradually showing a new layered spatial structure.

Through the combing of foreign cultural consumption theory research, it can be found that the research on cultural consumption at the beginning is mostly from the perspective of sociology and cultural studies. The research focuses on the field of sociology. With the development of the economy, the research field is also deepening. From researching cultural consumption objects to researching consumer behaviors and consumers.

2.2 Research on domestic cultural consumption

2.2.1 Research on the value of cultural consumption

For the economic value of cultural consumption: Jin Xiaotong et al. (2014) found that educational cultural consumption including knowledge dissemination and skill training has a significant role in promoting the income of new generation of migrant workers, and the accumulation of human capital after work in this process. Acting as an intermediary. Zhao Di and Zhang Zongqing (2016) found that cultural consumption can promote China's consumption upgrade from both scale and structure.

For the non-economic value of cultural consumption: Wu Hongyu (2012) believes that the prosperity of cultural consumption will lead to the dailyization and life of cultural aesthetics. Zhou Chunping (2015) found that different types of cultural consumption have different effects on residents' subjective well-being. Compared with leisure-style cultural consumption such as TV and chess, reading and tourism are positively promoted. The effect is more obvious. Yu Hongmei (2016) pointed out that the continuous rise of the cultural consumption physical space represented by Shanghai

Tianzifang, Beijing Nanluoguxiang and Suzhou Pingjiang Road has severely squeezed the urban public space and caused the decline and shrinkage of public space. The virtual space of cultural consumption promoted by digital technology can compensate for this to a certain extent and even play an important role in expanding and reshaping the urban public space.

2.2.2 Research on the Factors Affecting Cultural Consumption

Zhang Jie et al. (2015) believe that the cultural and creative industry has the characteristics of "soft industry", and its product value is reflected in the intangible copyright. At present, the phenomenon of infringement and copying in China is serious, and the protection of intellectual property rights is conducive to improving the development environment of cultural consumption. To promote cultural consumption, this has a strong guiding role in reality. Chen Guang et al. (2016) conducted an empirical study on the relationship between population structure and cultural consumption in rural areas based on provincial panel data, and found that the educational level of rural population is positively correlated with cultural consumption, but the family size is related to cultural consumption. "Inverted U-shaped". Fan Xingju et al. (2016) quantitatively analyzed the impact of public cultural facilities construction on the cultural consumption of urban residents, and pointed out that the new cultural venues can indeed play a certain role in the cultural consumption of residents, but whether the latter operation is sustainable is whether the above-mentioned driving actions can be maintained. key. Li Guangming and Duan Shirui (2016) introduced the social needs and emotional infiltration theory, and empirically tested the influence of interpersonal relationship on cultural consumption will, and found that residents with higher interpersonal adaptability are more willing to engage in cultural consumption activities with social functions. Ye Jihong (2016) found that identity is not only a factor influencing cultural consumption, but also plays a mediating role in cultural consumption to promote urban sculpture in new urban residents. Li Jianjun and Wan Cuilin (2017) found that factors such as scientific research and development, policy and government financial support, human resources, social culture and cultural consumption environment, cultural industry foundation and development status have an important impact on the development of Shanghai's cultural and creative industries.

2.2.3 Study on Regional Differences in Cultural Consumption

Nie Zhengyan and Miao Hongchuan (2014) conducted an empirical study on the cultural consumption of urban residents across the country. It is found that the degree of regional development will have a magnifying effect on the income elasticity of urban residents' cultural consumption. Medical expenditure will significantly inhibit urban residents in the eastern and central regions. Cultural consumption and purchase expenses will promote the cultural consumption of urban residents in the western region, and the influence of consumption habits in different regions is quite different. Xu Xuezhen and Zhang Zhen (2014) found that the marginal consumption propensity of urban residents is greater than that of rural residents. The former is asymmetric "inverted U-

shaped”, while the latter is more symmetric “inverted U-shaped”; the income of urban residents The degree of elastic differentiation is inconsistent with rural residents. Meng Shukui and Lei Yuan (2019) used the inter-provincial panel data from 1998 to 2017, and concluded that different provinces adopt different strategies to formulate targeted strategies in cultural product development and consumption to ensure that residents' cultural consumption needs are maximized. Satisfaction.

In summary, scholars have carried out a more detailed analysis and research on the issue of cultural consumption, but in general, we believe that the existing research lacks the relationship between public cultural fiscal expenditure and cultural consumption, social network and cultural consumption, and cultural consumption. Deep discussion and systematic research on motivational changes and other content. Therefore, this paper analyzes the relationship between social network and cultural consumption, and can provide theoretical reference for the study of cultural consumption.

III. STATUS OF CULTURAL INDUSTRY AND CULTURAL CONSUMPTION IN JIANGSU PROVINCE

Since the 18th National Congress of the Communist Party of China, China's cultural industry has maintained a double-digit growth rate, showing a good momentum of “small sails and hundreds of battles”. According to the statistics of the National Bureau of Statistics, in 2016, the added value of national culture and related industries increased from 180.71 billion yuan in 2012 to 3.025 billion yuan, breaking through 3 trillion yuan for the first time, and the proportion of GDP increased from 3.48% in 2012 to 4.07%.

As the second largest GDP in Jiangsu Province, the development of cultural industry has shown a trend of rapid growth, strong growth, and agglomeration in recent years. The cultural industry has maintained an average growth rate of 30% for many years and has grown into a prominent growth pole for the regional economy. However, from the total point of view, the absolute value of the added value of Jiangsu's cultural industry and the number one in Guangdong is huge. The absolute value of Guangdong is almost twice that of Jiangsu; and the gap between Shandong and Zhejiang after Jiangsu is not very large. At the same time, from the perspective of cultural industry competitiveness, Jiangsu has problems such as weak cultural product originality, weak cultural industry park, weak corporate brand influence and weak high-end talent cultivation ability.

3.1 The overall development status of Jiangsu cultural industry

A new breakthrough was made in the development of Jiangsu's cultural industry. As shown in Figure 1, as of the end of 2016, Jiangsu's cultural industry realized an added value of 380 billion yuan, an increase of 63.09% over 2012, higher than the current GDP growth rate; cultural industry added value accounted for 4.99% of GDP, compared with 2012 The annual growth rate is 0.68 percentage points. The growth rate of the cultural industry is significantly higher than that of the

economic development in the same period, showing a rapid growth trend.

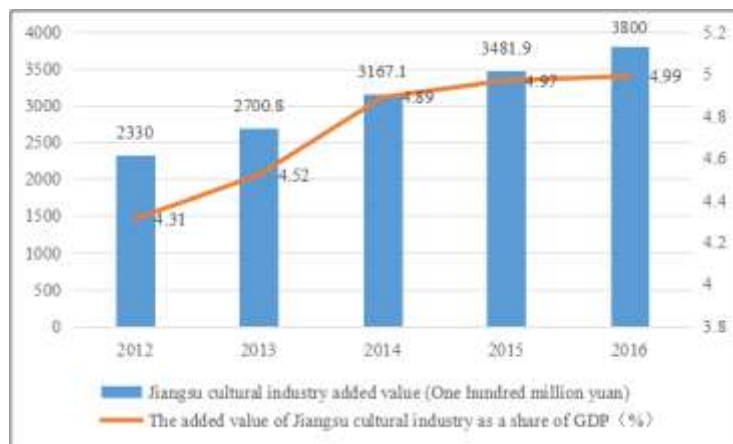


Fig. 1. Value added of Jiangsu cultural industry from 2012 to 2016
Source: China Statistical Yearbook.

Jiangsu Province has also made great progress in the construction of various cultural facilities. As shown in Figure 2, as of the end of 2016, there were 114 public libraries in the province(7 children's libraries), an increase of 3 from 2012; the total volume of books and periodicals was 76.02 million(pieces), an increase of 13.4% over 2012. Since 2012, a total of 11 million valid books have been issued; there are 54,000 reading rooms and 6009 electronic reading terminals, which are 28.4% and 33.3% higher than in 2012 respectively. Since the 18th National Congress, 4977 has been held. The number of visitors reached 11.302 million. There were 1395 mass art galleries and cultural centers (stations), 24 fewer than in 2012, 8875 exhibitions, and 59,000 cultural activities, up 20.2% and 51.3% respectively over 2012. In 2016, there were 223 art performance venues, an increase of 111 from 2012; a total of 2.04 million performances and 110 million viewers in five years. There are 27 art galleries, 11 more than in 2012, and 2,877 exhibitions were held in five years. The number of visitors reached 12.448 million, of which 2.75 million were visited by minors.

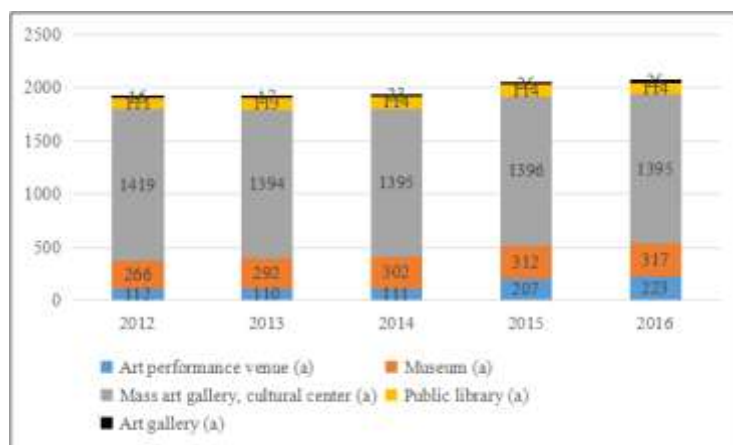


Fig. 2. Number of various cultural facilities in Jiangsu from 2012 to 2016
Source: Jiangsu Statistical Yearbook.

3.2 Status of Cultural Consumption of Residents in Jiangsu Province

The current level of cultural consumption in Jiangsu Province has maintained a growing trend as a whole, and has become an important part of the consumption structure of residents. However, while the development of cultural consumption has expanded, the existing problems have become increasingly prominent. For example, the proportion of cultural consumption in household consumption is not high; the development of cultural consumption levels varies greatly among regions; the cultural consumption structure of each region is uneven.

In recent years, Jiangsu Province has achieved an average, over 13% GDP growth rate, stable, sustained and rapid development. People's living standards and consumption levels are increasing. The demand for cultural products and services is growing, forming a huge cultural consumer market. As shown in Figure 3, in 2012-2016, urban and rural per capita education, culture and entertainment expenditures are increasing year by year. Moreover, the per capita education, culture and entertainment expenditure in urban areas is more than twice that of rural per capita education, culture and entertainment expenditure, showing a large gap.

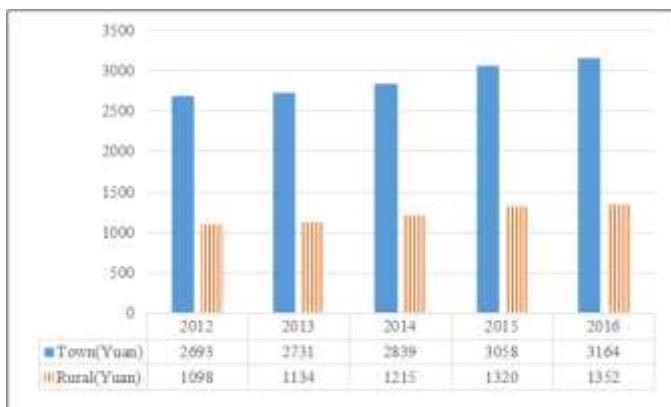


Fig. 3. 2012-2016 per capita education, culture and entertainment expenditure
Source: Jiangsu Statistical Yearbook.

In addition, as shown in Figure 4, in 2012-2016, the proportion of cultural and educational entertainment consumption in household consumption has not been high, and it is generally declining.

With regard to the cultural consumption structure of urban residents in Jiangsu Province, with the increase of cultural infrastructure construction, the investment in cultural industry has increased, expanding the channels and channels for cultural and recreational consumption of urban residents, changing the traditional consumption pattern and making service-oriented culture. Entertainment consumption has shown a steady growth trend; at the same time, the proportion of "cultural entertainment products" consumption in the overall consumption of culture has a slow downward trend, which indicates that with the development of the market, consumers reach a certain stage of consumption, As with other types of products, people's consumption of physical products will slow down, and service consumption will show a growing

trend, which also shows the huge market potential of cultural entertainment service projects.

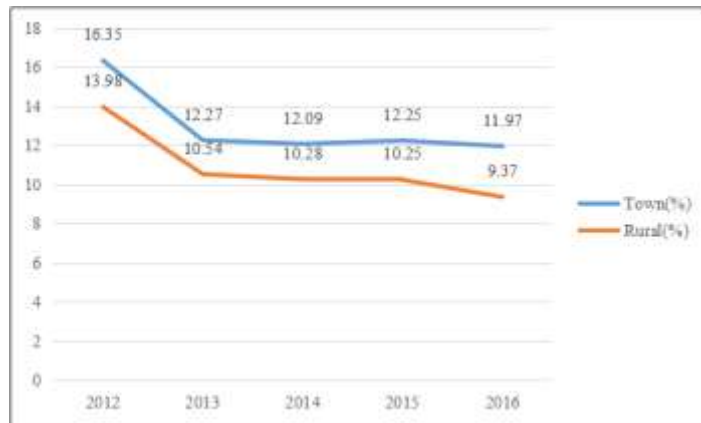


Fig. 4. Proportion of cultural and educational entertainment expenditures of residents in Jiangsu Province in 2012-2016
Source: Jiangsu Statistical Yearbook.

IV. SOCIAL NETWORK ANALYSIS OF CULTURAL CONSUMPTION: A CASE STUDY OF A MAJOR IN A UNIVERSITY IN JIANGSU PROVINCE

4.1 Overview of Social Network Analysis

4.1.1 Meaning of social network analysis

It is generally believed that a "network" is a collection of nodes and nodes. A "social network" is a collection of social actors as nodes and relationships between them. The "actor" in social network analysis can be any social unit or social entity. The actor can be an individual, a company or a social unit, or a teaching and research section, a college, a school, or a village, organization, city, country, etc. The relationships in social network analysis are multifaceted and come in many types. A network consisting of relationships from actors within a group is called a 1-modulo network; a network of actors between two groups is called a 2-mode network; actors within a group are involved in multiple social groups. The network is called an affiliation network.

4.1.2 Introduction to Ucinet Software

Ucinet is a web analyst at the University of California, Irvine. This software includes basic graph theory concepts, position analysis and multidimensional scale analysis. It can perform multidimensional scale analysis, cluster analysis, factor analysis and corresponding analysis from the perspectives of cohesion, centrality and power, subgroups, roles and positions. In addition, not only can the social network analysis program conversion of data be realized, but also an independent Net Draw program can be provided to realize the analysis and evaluation of social network correlation measurement.

4.2 Social Network Analysis of Cultural Consumption

People's consumption behaviors often have certain exemplary and herd behaviors, especially in some groups, such behaviors are particularly prominent, such as a village, a school, an enterprise and so on. Once someone has carried out a certain kind of consumption activity, and it has a certain influence, then the situation of collective consumption is very

easy to appear. In cultural consumption, group or collective cultural consumption behaviors often occur, ranging from families to departments to large units or communities. The core members of groups or groups often play an important role.

This paper takes a professional student from a university in Jiangsu Province as an example to analyze the social network of collective cultural consumption. Since the current cultural consumption of college students is a cultural consumption activity such as tourism and watching movies, the design questionnaire is: Which of the above opinions will affect the

location of your travel to Jiangsu, the choice of route, and the influential record is “1”. The unaffected is recorded as “0” to establish a social network matrix. Ucinet6.0 software was used to process the survey data, and the characteristics of core members were studied.

4.2.1 Social Network Matrix Construction

The relationship between the professional tourism consumption is shown in Table 1, and the social network map of the student consumption impact relationship thus established is shown in Figure 5.

TABLE 1. Social Network Matrix of the Influence of Student Team Tourism Consumption.

	Student 1	Student 2	Student 3	Student 4	Student 5	Student 6	Student 7	Student 8	Student 9	Student 10	Student 11	Student 12
Student 1	0	1	1	1	1	0	1	0	1	1	0	0
Student 2	0	0	1	1	0	0	0	0	0	0	0	0
Student 3	1	1	0	1	0	0	0	0	0	0	0	0
Student 4	0	1	1	0	0	0	0	0	0	0	0	0
Student 5	1	0	0	0	0	1	0	0	0	0	0	0
Student 6	1	0	0	1	0	0	0	0	0	1	1	0
Student 7	1	1	0	0	0	0	0	0	0	1	1	0
Student 8	1	0	0	0	0	0	1	0	0	0	1	0
Student 9	0	1	0	0	0	0	1	0	0	1	1	0
Student 10	1	0	0	0	0	0	1	1	1	0	0	0
Student 11	1	0	0	0	0	0	0	0	0	1	0	1
Student 12	1	1	0	0	0	0	0	1	0	0	1	0

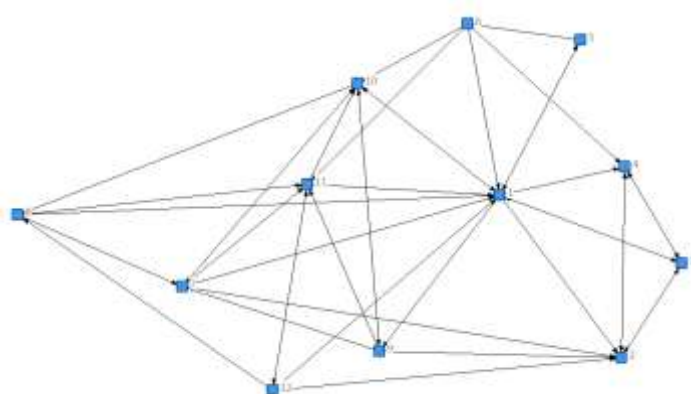


Fig. 5. Social network diagram of the impact of student team tourism consumption

4.2.2 Analysis of the overall structure of the network

In general, looking at an overall network structure, we should first start with the density of the network. Density is the tightness of the connections between the nodes in a graph, that is, the closeness of the connections between individuals. In general, the greater the density of the overall network, the more closely the connections between network members, the greater the impact of the network on the attitudes, behaviors, etc. of the actors. The Ucinet software is used to calculate the mutual influence of the students' tourism consumption. The density is 0.3182. It can be considered that the students have more interactions and close relationships.

The distance between members of the overall network is also an important indicator for analyzing the overall network

structure. Using Ucinet software to calculate the distance between any two points, the average distance obtained is 2.008, and the cohesion index based on “distance” is 0.613, indicating that the student team has certain interaction in tourism culture consumption. In order to solve the problem of tourism consumption, the company will communicate with each other and listen to the suggestions of other students. The team's information communication in life is relatively smooth, and the collective cohesiveness is strong.

4.2.3 Centrality analysis

Centrality is one of the focuses of social network analysis. It is important to evaluate whether a person is important or not, to measure a person's status superiority or privilege, and to use social indicators in a group.

(1) The most commonly used central measurement method is the degree of centrality. Degree is the number of contacts that are connected to or connected from someone. In the undirected graph, it is the degree of the point, and in the directed graph, it is divided into a degree of degree and a degree of point. The degree of entry calculates the number of times someone is nominated by others on the network. It is a very useful measurement method that can be used to identify opinion leaders in the network. Point-out is the number of names that someone provides when answering a questionnaire.

The point accessibility of 12 individuals will be calculated as shown in Table 2.

TABLE 2. Point penetration analysis

	Student 1	Student 2	Student 3	Student 4	Student 5	Student 6
Point-in degree	8	6	3	4	1	1
Point-out degree	7	2	3	2	2	4
	Student 7	Student 8	Student 9	Student 10	Student 11	Student 12
Point-in degree	4	2	2	5	5	1
Point-out degree	4	3	4	4	3	4

As can be seen from the above table, Student 1 has the highest degree of entry, which is 8, so Student 1 can be identified as the opinion leader in the small group.

(2) Intermediate center degree. The intermediate center measures the extent to which the actor controls the resource. If a point is on the shortcut (the shortest path) of many other point pairs, we say that the point has a high intermediate center and he acts as a bridge to communicate with each other.

TABLE 3. Intermediate Center Analysis

	Student 1	Student 3	Student 10	Student 11	Student 5	Student 7
Betweenness	58.667	18.000	12.000	11.833	10.000	6.833
nBetweenness	53.333	16.364	10.909	10.758	9.091	6.212
	Student 9	Student 2	Student 6	Student 8	Student 4	Student 12
Betweenness	5.000	4.000	3.500	1.167	1.000	1.000
nBetweenness	4.545	3.636	3.182	1.061	0.909	0.909

The results of the intermediate centering analysis of the population were measured using Ucinet software, as shown in Table 3. The intermediate center of Student 1 is 58.667, which is the most important central position in the social network and plays an important role as an intermediate contact. Student 3 is second only to student 1, with an intermediate center of

TABLE 5. Multiple Centers of Index

	OutDeg	Indeg	OutBonP	InBonP	Out2Ste	In2Ste	OutARD	InARD	Between
1	0.636	0.727	5.092	5.125	0.909	1.000	0.803	0.864	0.533
2	0.182	0.545	0.728	5.819	0.273	1.000	0.435	0.773	0.036
3	0.273	0.273	1.845	4.305	0.636	1.000	0.568	0.636	0.164
4	0.182	0.364	0.728	4.396	0.273	1.000	0.435	0.682	0.009
5	0.182	0.091	2.547	1.438	0.818	0.727	0.561	0.500	0.091
6	0.364	0.091	3.982	0.406	1.000	0.182	0.682	0.386	0.032
7	0.364	0.364	3.982	3.647	0.909	0.818	0.667	0.652	0.062
8	0.273	0.182	3.603	1.313	0.909	0.636	0.621	0.515	0.011
9	0.364	0.182	3.671	2.556	0.818	0.818	0.644	0.561	0.045
10	0.364	0.455	4.591	3.982	0.818	0.818	0.652	0.697	0.109
11	0.273	0.455	3.759	2.428	0.909	0.727	0.621	0.667	0.108
12	0.364	0.091	3.705	0.683	0.909	0.455	0.667	0.423	0.009

It can be seen from Table 5 that the various centrality indices of the students 1 are the highest, indicating that the student 1 is at the core of the social network of the relationship between the tourism consumption of the student teams surveyed.

4.2.4 Small group analysis

Small groups (cliques) are groups of people in a group that are so closely related that they are combined into a sub-group and are an indicator of the overall structure of the network.

18.000, and is also in a relatively important position in the student team. The 4, 8, and 12 students of the entire student team have relatively simple consultation relationship with other students about tourism consumption, and their centrality is not high.

(3) Close to the center. Close to the center is also called the overall center degree, which is a measure of a point in the figure that is not controlled by others. If a point is very short from all other points in the network, the point has a higher near center.

TABLE 4. Near-centrality analysis results

	inFarness	outFarness	inCloseness	outCloseness
1	14.000	16.000	78.571	68.750
2	16.000	33.000	68.750	33.333
4	18.000	33.000	61.111	33.333
3	19.000	24.000	57.895	45.833
10	19.000	20.000	57.895	55.000
7	20.000	19.000	55.000	57.895
11	22.000	20.000	50.000	55.000
9	22.000	21.000	50.000	52.381
5	24.000	22.000	45.833	50.000
8	26.000	20.000	42.308	55.000
12	32.000	19.000	34.375	57.895
6	33.000	18.000	33.333	61.111

According to the meaning of the proximity degree, the actor who is the farthest from the center point is also the weakest in terms of information resources, full strength, and reputation. The larger the value close to the center, the more the point is not the core point of the network. From the results of the near-centrality analysis in Table 4, it is known that the values of students 12 and 6 are close to the centrality, indicating that students 6 and 12 are not core members of the social network of the student team's tourism consumption.

(4) Comparative analysis of various centrality indices. In Ucinet, various centrality indices of various points are calculated, and then comparative analysis is performed.

Compared with popular sayings, small groups can be compared to factions, which is also a general structural indicator of the network. Using the cliques process analysis in Ucinet software, I got two small groups. I can see that students 1, students 7, and students 10 form a small group. Students 2, students 3, and students 4 also form their own small group, as shown in Table 6.

TABLE 6. Small group split results

1	Student 1 Student 7 Student10
2	Student 2 Student 3 Student 4

4.3 Conclusion

Through social network analysis, such core members can be searched for in a certain group, and certain marketing activities can be carried out, which can greatly reduce marketing costs, improve marketing efficiency, and achieve twice the result with half the effort. Therefore, in the collective cultural consumption, finding core members and analyzing their consumption characteristics and hobbies have important theoretical and practical significance for improving cultural consumption.

Social network analysis shows that the students in the professional student group, Student 1 and Student 2, are both important central figures and important intermediaries. Therefore, they grasp these core figures and give full play to their leading role in the entire team, especially when these core personnel conduct After a certain cultural consumption, its demonstration effect will be stronger. When enterprises and institutions that produce cultural products start marketing activities, they should seize these core personnel, understand their individual characteristics and consumption behaviors and characteristics, and meet their consumption needs, which can bring more consumer groups to the enterprise.

V. POLICY RECOMMENDATIONS

This paper analyzes the cultural consumption behavior of a certain group in Jiangsu Province through social network relationship, which is reflected by the small group to the whole province, and then proposes countermeasures to promote cultural consumption in Jiangsu Province.

5.1 Focus on increasing support for cultural consumption

The government needs to play a role in the “booster” of consumption through policies, and accelerate the transformation of residents' potential cultural needs into cultural consumption behaviors, and promote the development quality and development level of the cultural industry. First of all, through the increase of public investment in education, the proportion of education expenditure in household expenditure is reduced, so that families can be freed from the pressure of huge educational consumption, and there is more room for the development of cultural consumption. At the same time, it lists special funds for stimulating cultural consumption, which is used to cultivate cultural consumption hotspots, reduce the price of cultural products, and strengthen the encouragement and guidance of cultural consumption through various cultural benefits policies, so that government subsidized finance Funds are not only used for the development of cultural industries, but also for cultural consumption. At present, cultural industry development funds are mainly used for subsidies for cultural project enterprises. However, from the reality, cultural industries have a wide range of financing channels, and cultural enterprises are not lacking in investment, while cultural consumption is in a slow release stage. Once there is a policy “booster”, it will have a strong vitality and generate

good interaction with the cultural industry, thus promoting the leap-forward development of the cultural industry.

5.2 Creating a cultural consumption atmosphere and environment

The rapid development of the knowledge-based economy has improved the scientific and cultural level of consumers and the ability to appreciate art. The improvement of the cultural education level of consumers not only helps to stimulate the consumption of cultural demand market, but also achieves the purpose of developing cultural industries. It can also avoid the fluctuation of cultural industry development caused by fluctuations in demand, and is conducive to the management of cultural enterprises. Therefore, in the long run, we must pay attention to the impact of education on the development of cultural industries, and create a consumer culture in the primary stage of socialism. Specific to all levels of government, it is necessary to cultivate citizens' cultural consumption habits through various measures from the perspective of building socialist spiritual civilization in the new era, such as promoting traditional culture and finding new communication carriers for traditional culture, combining the characteristics of the times. Modern consumption hotspots with cultural characteristics, once cultural consumption becomes a habit, cultural demand will become rigid demand, with long-term continuity and stability.

5.3 Introduce and cultivate high-quality cultural industry management talents at all levels

The creative nature of the cultural industry determines that high-quality cultural industry talents are a powerful source of power for the development of cultural industries. The lack of leading talents in the cultural industry and high-quality management talents has also become a bottleneck in the development of cultural industries in Jiangsu Province. To this end, Jiangsu Province should speed up the formulation and introduction of cultural industry talent training plans and introduction policies, provide better entrepreneurial conditions and development opportunities for high-level cultural industry management talents, and attract cultural industries with strong market appeal and industry influence. The leading figures set up in the camp in Jiangsu Province and made contributions. When enterprises and institutions producing cultural products start marketing activities, cultural industry management talents can better grasp the core personnel of the consumer groups, meet their consumption needs, and bring more consumer groups to the enterprise. At the same time, the development of cultural industries should make full use of the resources of universities and scientific research institutions, actively cooperate with universities, support each other and promote each other, form a cooperative form of “production, study and research”, and achieve the goal of “win-win” for enterprise development and school personnel training; Support the theoretical research of cultural industry in colleges and universities, form the theory of cultural industry development with Chinese characteristics, and guide the further development of cultural industry. At the same time, actively build a cross-regional cultural industry talent exchange

platform to promote the flow and exchange of cultural industry talents, and provide important intellectual support for the development of cultural industries.

REFERENCES

- [1] Feng Jinghan. Research on regional differences and influencing factors of cultural consumption in China [D]. Jilin University, 2014.
- [2] Kong Xue. Comprehensive evaluation of cultural consumption levels in various provinces and regions of China [D]. Liaoning University, 2014.
- [3] Zhu Litong. A review of cultural consumption research [A]. Chinese Academy of Social Sciences, National Postdoctoral Management Committee Office, China Postdoctoral Science Foundation. Cultural Development Research 2014, 1st Series [C]. Chinese Academy of Social Sciences, National Postdoctoral Management Committee Office China Postdoctoral Science Foundation: 2013:12.
- [4] Hawke Hino, Adorno. Enlightenment Dialectics [M]. Liang Jingdong, Cao Weichen, Trans. Shanghai: Shanghai People's Publishing House, 2003.
- [5] Pierre Bourdieu. Globalization and Cultural Capital [M]. Wu Xishen, translated. Beijing: Social Science Press, 2005.
- [6] Qimeier. Currency Philosophy [M]. Chen Yu, etc., translated. Beijing: Huaxia Publishing House, 2002.
- [7] Wang Mengyao. Research on Cultural Consumption Space in Xiguan Historical Street District of Guangzhou [D]. Guangdong University of Technology, 2016.
- [8] Hu Huiyuan. New Progress in Domestic Cultural Consumption Research: A Literature Review[J]. Cultural Industry Research, 2017(01): 222-230.
- [9] Huang Weiqun. Empirical Analysis of the Main Influencing Factors of China's Cultural Industry Development[J]. Library and Information Service, 2014, 58(10): 19-23+61.
- [10] Ye Nanke. The Bottleneck and Restriction of Jiangsu Cultural Industry Development[J]. Reality, 2014(06):29-31.
- [11] LIU Xiaohong, CAI Chensi. Promoting the Construction of Ecological Civilization in Jiangsu with Cultural Consumption[J]. Journal of Nanjing Xiaozhuang University, 2017, 33(02):89-93.
- [12] Guo Shaojuan. Research on the Status Quo of Cultural Consumption in China [D]. Liaoning University, 2014.
- [13] Qin Feifei, Cao Juan, Qian Zhiyong. Analysis of Social Network of Academic Integrity Research in China in the Past 20 Years[J]. Journal of Huaiyin Teachers College (Philosophy and Social Sciences Edition), 2017, 39(06): 627-635, 648.
- [14] Wang Yan. The Status Quo of Cultural Consumption in Jiangsu Province and the Countermeasures for the Development of Cultural Industry[J]. Commercial and Economic Research, 2015(23):128-131.
- [15] Wu Tiantian. Analysis of the impact of urban residents' income on cultural consumption expenditure [D]. Northwest Normal University, 2016.
- [16] David Hesmondhalgh. The Cultural Industries [M]. Sage Publications, 2002.
- [17] Huang Zhengang. Research on Urban Residents Consumption in Zhejiang Province Based on Income Structure Perspective [D]. Southwestern University of Finance and Economics, 2016.
- [18] Cong Shuguang, Li Yunpeng. The Study about Development Status, Trends and Paths of Cultural Industry in China [J]. Energy Procedia, 2011, 5: 2078-2081.
- [19] David Hesmondhalgh, A.C. Pratt. Cultural Industries and Cultural Policy [J]. International Journal of Cultural Policy, 2005, 11(1): 1-13.
- [20] Hui Qingyi. Analysis of the purchase intention of cultural product features based on consumer classification [D]. Zhejiang University, 2016.
- [21] Meng Shukui, Lei Yuan. Research on the influencing factors of the development of Chinese cultural industry [J/OL]. Statistics and Decision, 2019 (07): 100-104 [2019-04-16]. <https://doi.org/10.13546/j.cnki.tjyj.2019.07.025>.

*The 18th batch of student research projects of Jiangsu University in 2018 "Research on the Impact of China's OFDI on Corporate Performance: Based on the Evidence of China's A-Share Listed Manufacturing Enterprises" (No. 17C096).

Corresponding Author: Tian Wu
15751003591@163.com.