
RESEARCH ON THE APPLICATION OF MUSEUM CULTURAL GOODS IN THE NEW MODEL OF NETWORK SALES EDUCATION

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ABSTRACT

Culture is created by Common human activities. Museum showcases human artifacts and natural heritage, collection, research, exhibition, education, various "life form" and "lifestyle" venues[1]. Museums are a large collection of cultural manifestations. Now people participate and experience art, humanities and natural sciences in museums. Visiting museums and learning about culture has become part of life.

In today's society, museums have flourished and many cultural products have been developed. The objects passed down show human development, aesthetic thinking, cultural symbols, life wisdom and inspiration to today's society. Through the new design, cultural concepts are introduced into cultural products, bringing museum culture to life is the success of education and commerce. The diversification of cultural connections has opened up more design paths for designers, indirectly transmitted the originality of museum culture, established the image of the museum, and reflects the power of multi-level cultural education. In the new era of Electronic Commerce, more and more museums have opened up new sales models, broken the limitations of venues and opened the way for museums to globalize.

In this paper, helps to research on the Application of Museum Cultural goods in the New Model of Network Sales Education. Through the collation of this study, by virtue of online sales platform with a large number of customers, museum website easy access to online store, product diversity, the design of exciting point, the point of the product, hot topics are all important factors. Can learn and reference, and diversify cultural and educational paths.

KEYWORDS: culture, museums, cultural goods, online sales, TMALL

INTRODUCTION

Today, museum culture produces many cultural products. These cultural concepts, painting inherited aesthetics, life intelligence, through new design, the culture into the object, the museum culture into life. In the early days, the cultural products of museums were small, and now cultural derivatives are all kinds. The cultural products have both a sense of cultural history and an ancient aesthetic achievement, practical value and sense of humor. Infect the public with good design, so that the public in the culture attracted at the same time, increase aesthetic thinking, learning culture behind, to achieve the purpose of education. Good cultural signs help promote cultural education and establish the museum's brand image.

The Rise of the Network Sales Model in the 21st Century. Data shows, as of May 16, 2019, Tmall's The Palace Museum store receives 60 million visitors a year. The Palace Museum has only 17 million visitors a year, visitors to The Beijing Palace Museum are less than a third of the number of visitors to online stores. Traditional store sales, consumers have a lot of restrictions, new pattern

of online trafficking breaks down restrictions on local procurement, Museum cultural goods purchase online, this is already a major social trend. The British Museum is the first overseas museum to work with Tmall, it's only 16 days, all the items that Tmall sold for the first time sold out. The huge potential of museum cultural products is reflected in the online sales model.

On policy, May 11, 2016, China Ministry of Culture, National Development and Reform Commission, Ministry of Finance, State Administration of Cultural Relics 「Several opinions on promoting the development of cultural creative products in cultural relics units」 issue, we will encourage the digital transformation and development of cultural resources such as works of art, cultural relics and non-cultural relics.

This paper is research on the Application of Museum Cultural goods in the New Model of Network Sales Education. In the cultural communication, the development of museum cultural products, the creation of network sales model, the change of model, is a major change. Online sales broke through local restrictions and embarked on a global path that allowed more people to see the museum's products, integrate art into life and cultural education. Open up the road of future practice, pay attention to the choice of platform and the design and development of cultural goods, so that cultural education can be better disseminated.

LITERATURE RESEARCH

Each museum has its own unique culture. Re-creation through culture, forming new cultural products, after perfecting the marketing model, integrating the network, can globalize museum education.

1.1 Culture

Culture is the product of the common activities of mankind, these works, it's not just the tools people use, the legal system on which social life depends, various artistic products of spiritual life, it also includes the process of creation, the activities of many human thoughts (Lin, 2010).

1.2 Cultural goods

Cultural goods are consumer goods that convey ideas, symbols and lifestyles (Li, 2004).

1.3 Museum Marketing

Table 1 Museum Marketing Definition Summary Sheet

Scholars / Institutions	Defined
AAM, 1984: 100; McLean, 1997: 59	Marketing is an ongoing effort to build a museum in a way that the public can understand and appreciate. Over time, people learn about the value of museums, the World Heritage sites they collect, the knowledge they embody, and the services they provide. At the same time, the public will actively use and support the museum after a better understanding of it.

Lewis (1991)	It may have various motives for identifying, anticipating, and satisfying the needs of its users
McLean (1993)	A program that brings organizations together with people, whether for the benefit, meeting its needs and aspirations, or increasing the number of visitors.
Dickman (1995)	The aim is to attract visitors to the museum to learn more about its collections, equipment and services, and then experience and learn.

1.4 Museum and network sales models

1.4.1 Take the British Museum, the Metropolitan Museum in New York, the Louvre Museum in Paris, France, the Russian Winter Palace Museum, Taiwan's Forbidden City, etc., 8Ps for online marketing: products, prices, pathways, promotions, payments, personalize, precision, push and pull (Li, 2004).

1.4.2 Museums around the world are experiencing a "collective online boom". At present, Tmall has 24 museums, and there are six Taobao stores in the Forbidden City alone. Therefore, Tmall platform releases Tmall New cultural concepts 2.0 plan, China's museum creative industry will usher in the golden age (Li, 2004).

1.4.3 "New Cultural Concepts Consumer Trends Report" Describe, in the past two years, the turnover of e-commerce platform products has exploded. Taobao, Tmall platform spending three times more deals in 2019 than in 2017. In the past year, Taobao and Tmall Museum's flagship stores have received 1.6 billion visitors. The number of visitors is 1.5 times that of all museums (Li, 2004).

RESEARCH METHODS

This paper is based on case studies, to optimize the case study of museum cultural supplies, Tmall platform data finishing, the museum entered the Tmall network sales model for analysis and induction, Find out the difference. Through the research and analysis of this paper, we can improve the understanding and dismantling of the network sales model of museums. Expand the direction of cultural education. The process is as follows.

Research methodology flowchart

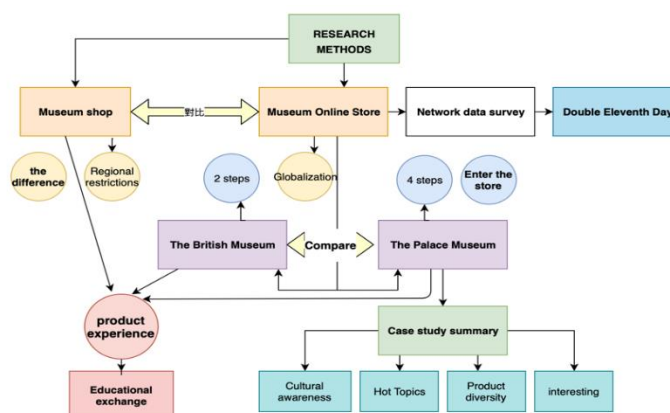


Figure 1: Research methodology flowchart

RESULTS OF THE STUDY

The new model of the network sales of cultural goods in museums is conducive to the spread of cultural and educational power of museums. Cooperation with large-scale customer volume network sales platform, the development of good creative products, is the condition of spreading cultural power.

1.5 Online sales platform

A good online sales platform is a good place to start. With a sophisticated, large sales platform, can avoid customer restrictions that are being built on your shopping platform, eliminate the worries of website store operations. Have sufficient resources to meet customer needs and develop more museum cultural products. Take Tmall data, for example: Tmall has a huge customer base, perfect logistics model, convenient customer service system, Platform after-sales guarantee.

Double Eleventh Day (Shopping Carnival) : Every year on the Internet Shopping Carnival on November 11th, on November 11, 2009, Taobao Mall (Tmall) held an online sales festival. Double Eleven has become an annual event in China's e-commerce industry, and gradually affects the international e-commerce industry (Source: Baidu Encyclopedia, 2019.12.5).

The product is sent very fast: : 2019 Tmall Double Eleven Shopping Carnival, Orders start at 0 a.m. on the 11th. “Morning CaiNiao Network” Announcing on the official platform, At 8:01 a.m. on the 11th, Number of shipments 100 million (Source: Tmall).

Tmall with 2019 Double Eleven Shopping Carnival trading data:

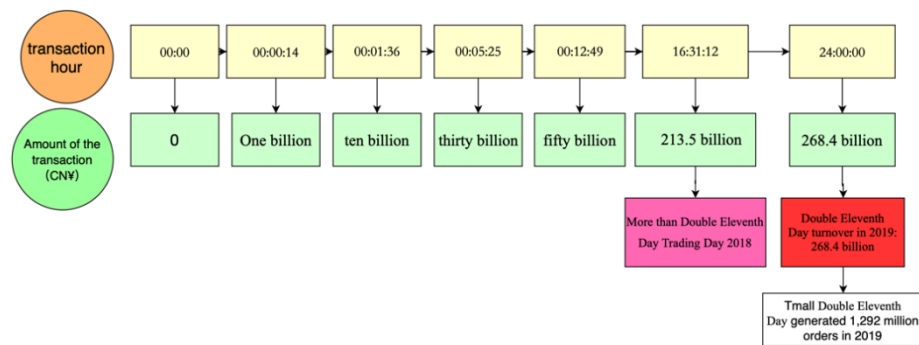


Figure 2: Tmall Double Eleven Shopping Carnival 24-Hour Transaction Data

1.6 Enter online sales platform

On the right, the Palace Museum Chinese the official interface enter network sales platform flowchart, as can be seen from the official website can be from the cultural creativity and then go to the four popular shopping platforms, go through four steps and then pick and choose the Museum Cultural goods.

The image on the left is the British Museum's official interface go to online sales flowchart. When selecting the official website of Chinese, click on the store in the upper right corner of the website page to enter the only sales platform for Chinese consumers. go through two steps and then pick and choose the Museum Cultural goods.

By contrast, the British Museum is easy to go to the online store. The Palace Museum chooses to be sexually diverse; each has its advantages and disadvantages.

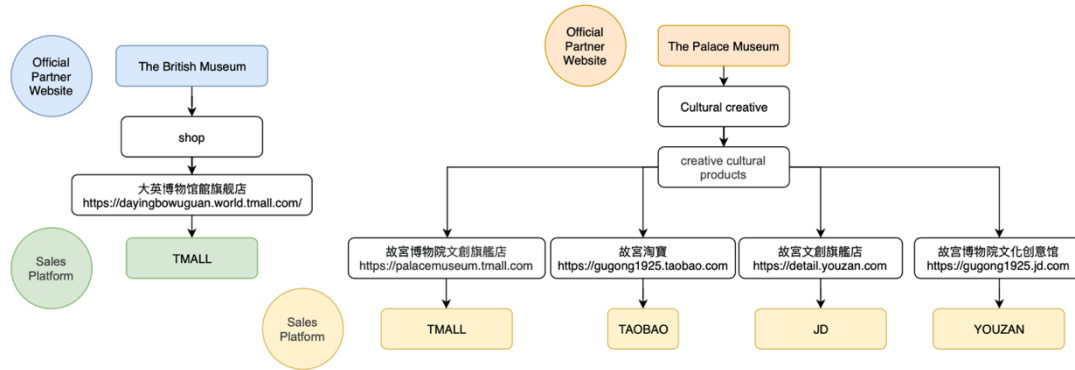


Figure 3: The Palace Museum, The British Museum Enter Online Sales Platform Comparison

1.7 Hot Topics

A good design, when it's a Hot Topics, museum brand awareness can be recognized in a short time. Hot topics products for brand communication, take the development of Tmall online shop, The Forbidden City Taobao.

At first - 「The Forbidden City Taobao」 the online store was first established in 2008 and sales remained flat until September 2014.

Turning point -Bead headphone products (figure 4) : In October 2014, the introduction of bead headphones. online store sales rapid growth, at the same time, the brand, driving the store's



sales of other creative products.

Figure 4 Bead headphone products

1.8 Product diversity

In the development of cultural product design, a single museum object can produce many product designs. Goods with cultural symbols, the goods needed in life, beautifully designed goods, interesting goods easy to get the public's favor.

Single design case study-Change the boring design of copy-and-paste : Thousands of miles of mountain and rivers handbag

‘A Panorama of Rivers and Mountains’ ancient Paintings, a wide range of products are designed as shown in the figure below (Figure 5) .

Table 2 Thousands of miles of mountain and rivers handbag organization table

Product name	Thousands of miles of mountain and rivers handbag
Design source	‘A Panorama of Rivers and Mountains’ Ancient Paintings Period: Northern Song dynasty. Ancient Paintings Dimensions: 51.5 × 1191.5 cm The painting is a masterpiece of "blue-green landscape"(qinglü shanshui). Pictured are thousands of miles of high mountain and peaceful wave mirror lake, between the boats, Nomura, Tingtai Temple landscape and so on.
Design key points	Make the huge reel 15 times smaller and turn it into a decorative and handbag straps.
Total sales	15686 (Source Tmall Mall, as of 2019.12.2)
Same design source sales ranking	3



Figure 5: ‘A Panorama of Rivers and Mountains ’Data

CONCLUSION

Through the summary of this study, new pattern of online trafficking breaks down restrictions on local procurement, it is already a big social trend. the new model of the network sales of cultural goods in museums, can help the museum's cultural and educational power to pass on, research on the Application of Museum Cultural goods in the New Model of Network Sales Education Sustainable learning and reference, Working with large network sales platforms, Avoid the early development of online stores, more resources in-depth study of cultural products,

Develop better cultural products. Cultural products make cultural knowledge learning close to the public, learn museum culture in life, increase the breadth and depth of culture.

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