

# *Research on the Problems and Countermeasures in the Development of Kedong Manchu Embroidery under the Strategy of Rural Revitalization*

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**Abstract:** Kedong Manchu embroidery has a deep cultural heritage, which urgently needs to be protected and spread. Therefore, improving the development level of non-genetic inheritance is an important way to strengthen cultural self-confidence and build a cultural power. In this paper, taking Kedong Manchu embroidery as the research object, based on SWOT analysis, the existing problems in the development of Kedong Manchu embroidery are analyzed, and the countermeasures and suggestions for the development of Kedong Manchu embroidery are put forward from the aspects of pricing, channels and promotion.

## 1. Introduction

Cultural revitalization is the soul of rural revitalization, while intangible cultural heritage is the vein of cultural inheritance. In March, 2021, the "14th Five-Year Plan" of Heilongjiang put forward that the frontier characteristic culture such as ethnic minorities is an important foundation and advantage for the construction of a strong cultural province in Heilongjiang. On the basis of investigating the development of Kedong Manchu embroidery, this paper puts forward a new development path for the traditional non-legacy embroidery industry from the perspective of cultural industry development driving local economic development and helping rural revitalization, so as to enhance cultural self-confidence and help rural revitalization.

## 2. SWOT analysis of Kedong Manchu embroidery

### 2.1. Advantages

Kedong Manchu embroidery has a long history, dedicated to the royal family, authentic and noble, with high inheritance and unique cultural value; Its exquisite workmanship and high artistic value; Its stitch method is special, embroidery thread has good gloss and smooth thread body; It has a well-formed company, which has a wide range of applicable items and a large scale; It is a national intangible cultural heritage, which has received more attention.

## 2.2. Disadvantages

Kedong Manchu embroidery once suffered from the great shrinking of industrial scale and low brand awareness due to historical reasons; Its theme is old and single, and it lacks certain innovation; Its price positioning is high, it does not conform to the current trend, the audience is limited, and the market has not been opened; Lack of professional talents, generally low educational level of embroidered mothers, and scarce design talents; Its industrial scale is small, and its propaganda and promotion efforts are insufficient.

## 2.3. Opportunities

Kedong Manchu embroidery has a development route that can be used for reference, and has a large development space; There are relatively mature training schools and a group of mature embroidered mothers, which are convenient for subsequent development; With the national policy, vigorously develop the non-legacy culture and fully implement the precise poverty alleviation policy, which is supported by the local government; We can take advantage of the hot broadcast of the Qing Palace drama to promote it better.

## 2.4. Threats

There are already a large number of competitive products in the market, such as Suzhou embroidery and Shu embroidery, with high recognition, high market share and great market competition; With the economic globalization, low-cost embroidery from outside has impacted the Chinese market; The technological progress of modern industrialization challenges the traditional embroidery industry; The homogenization of embroidery products is serious, and machine embroidery products occupy a large market share.

## 3. Problems in the development of Kedong Manchu embroidery

The inheritors of traditional Kedong Manchu embroidery are usually Manchu women. From the perspective of traditional skills, Kedong Manchu embroidery, as a national traditional embroidery, mostly adopts traditional embroidery techniques, such as hand-pushing embroidery, Panjin embroidery and mending embroidery. These traditional embroidery techniques gradually lost with the change of times. Nowadays, the consumer groups have limited understanding of the market situation of Kedong Manchu embroidery, especially on the Internet publicity platform, it is difficult to see the promotion of Kedong Manchu embroidery-related products. As a result, the vast majority of consumers can't know more about Kedong Manchu embroidery, and the market development of Kedong Manchu embroidery is slow.

The main application markets of traditional Manchu embroidery are Manchu clothing, embroidery and decoration, and the rest are a few daily necessities. However, with the development of economy and the continuous improvement of people's material level, the traditional Manchu embroidery products have been difficult to meet the increasingly rich spiritual and cultural needs. Most of the traditional Manchu costumes are more suitable for festivals and performances, and they are less frequently used in daily life. Moreover, the single type of products leads to the inability of consumers who have a desire to buy products, which reduces consumers' desire to buy. Under the influence of today's cultural environment, more and more young people in the society pay attention to intangible cultural heritage, and many young people are involved in the inheritance and protection of intangible cultural heritage. Traditional Kedong Manchu embroidery embroidery mainly focuses on natural scenery, flowers, birds, fish and insects, birds and animals, and

celebrating traditional festivals. These traditional embroidery patterns can't meet the needs of the public, and lack innovation and vitality in style. Therefore, Kedong Manchu embroidery is in urgent need of innovative style, breaking the stereotype of traditional embroidery and attracting more young consumers.

According to the investigation of embroidery enterprises, there is a common phenomenon in existing embroidery enterprises: the buyers of embroidery products are mostly old customers, and the number of new customers is obviously insufficient. This is closely related to the problems in sales channels. The existing sales channels of Kedong Manchu embroidery mainly rely on offline sales, and consumers make purchases in embroidery garden. Due to insufficient publicity, many potential consumers don't know Kedong Manchu embroidery, so they won't choose to buy online. This also causes that the consumers of Kedong Manchu embroidery are mostly concentrated in the northeast, but few in the south. It also reflects the problems of Kedong Manchu embroidery, such as single channel, difficult platform level to meet the demand, slow market development and so on.

At present, Kedong Manchu embroidery has not adopted some novel promotional methods, but mainly relies on word-of-mouth communication and exquisite embroidery technology to make a name for itself among consumers. With the advent of the Internet era, more and more self-media short video platforms have started an upsurge of online consumption, while Kedong Manchu embroidery has less investment in the Internet and insufficient publicity pages. It can make proper use of the Internet to develop product popularity, thus broadening the consumer market and increasing sales.

## **4. Kedong Manchu embroidery development strategy under the Rural Revitalization Strategy**

### **4.1. Price strategy**

Kedong Manchu embroidery industry should improve the price system, meet diversified needs, and adopt different pricing methods according to different needs. And adopt the demand differential pricing method, give appropriate concessions or raise prices for different target markets to achieve the purpose of promoting sales and attracting consumers. For example, college students, as a large consumer group, can bring a certain income to tide brand full embroidery, so it is possible to introduce the policy that college students can enjoy certain preferential treatment by holding student ID cards. In addition to this traditional way, "Marriage certificate can enjoy certain discount (cash discount, lottery gifts, etc.) at the original site of Manchu embroidery" can also be introduced to increase the number of married people for Manchu embroidery consumption. With this, the embroidered lovers' shirts are leisurely and comfortable, which is suitable for relaxing and comfortable image. On special projects, the price can be appropriately raised or lowered, so as to be priced at the value understood by consumers and tourists. In special seasons, such as national statutory holidays, full discount offers are offered, or on the birthday of consumers (subject to the issuance of valid identity certificates), cash discounts and physical discounts are offered.

### **4.2. Place strategy**

At present, Kedong Manchu embroidery has a single purchase channel, and most of them are purchased in online stores and Manchu Embroidery Exhibition Hall. However, the lack of offline stores and the difficulty in purchasing have also become one of the main reasons restricting the development of Kedong Manchu embroidery. With the development of the Internet, Kedong Manchu embroidery's sales channels should also change at the right time. With the help of the Internet platform, online sales can be carried out, the sales channels can be broadened and the market share can be increased.

Online sales. With the advent of the Internet age, Internet business activities such as live broadcast are becoming more and more popular, which makes Manchu Embroidery face all netizens or consumers who may see goods, so that more people can understand Manchu Embroidery's traditional culture. Manchu Embroidery has also fully combined the new media marketing methods and opened the official flagship store of Manchu Embroidery. In this website, all the people can have a better understanding of Manchu embroidery, and can buy Manchu embroidery related products here. Moreover, the online shop is not limited by time, and can place orders at any time. Consumers can buy their favorite products without leaving home, which is convenient and quick. Make use of WeChat platform to advertise Kedong Manchu Embroidry, so as to deepen people's impression of Kedong Manchu Embroidry. Wechat has a low threshold and a large audience. The embroidery industry can first raise the popularity of Kedong Manchu embroidery through WeChat WeChat official account and WeChat applet. After the popularity reaches a certain level, product promotion can be carried out, which can be combined with appropriate preferential activities and price strategies to attract people to shop. What's more, WeChat platform spreads the non-genetic inheritance and unique stitch changes of Manchu embroidery, prompting people to experience the unique artistic sense of Manchu embroidery offline.

Offline sales. Open an embroidery experience hall in Qiqihar scenic spots (such as he cheng Park). In the experience hall, people can not only see the embroidery process of embroidery teachers, feel the unique charm of stitch change, but also have the opportunity to embroider Manchu embroidery works with their own hands, so that everyone can feel the unique charm of Manchu embroidery in the process of personal experience, and have a deeper understanding of Manchu embroidery technology. At the same time, professional Manchu embroidery teachers will give explanations and simple teaching in the experience hall, so that everyone can gain happiness in personal experience and feel Kedong Manchu embroidery in practice. Under the influence of the high-speed life rhythm, the traditional way of selling goods has been unable to meet people's needs. Consumers' demand for convenience is getting higher and higher, so the intelligent automatic display (sales) hall came into being. It is not limited by the space environment, can be traded at any time, and saves manpower to a certain extent.

### 4.3. Promotion strategy

Make use of various ways to publicize. Embroidery industry can make use of Tik Tok, Aauto Quicker and other online APP platforms to publicize Kedong Manchu embroidery, create Kedong Manchu embroidery's account, publish works, or cooperate with high-traffic online celebrity to promote brands through live video or live broadcast. Embroidery industry can use leaflets, posters, banners, packaging bags, billboards and other cost-effective forms to promote Kedong Manchu embroidery brand, and can also use vehicles-trains, high-speed trains, subways, public transportation and scenic spots to advertise in the form of exhibition boards.

Publicity of scenic spots. Set up the linked website of Kedong Manchu embroidery in Kedong County on the website that promotes Hecheng Park, Mingyue Island, Longsha Zoo and Botanical Garden, Water Park and other scenic spots in Qiqihar. Offline can carry out more detailed dissemination and publicity through the integration of cultural, travel and business.

Campus communication. Works that are well embroidered after teaching on campus can be displayed in the exhibition hall or exchanged for small embroidered gifts or tools. Creative works can be collected from campus embroidery and selected regularly. The first one has the opportunity to communicate and discuss directly with experts, continue to improve the works, cultivate students' interest, and meet their sense of achievement and participation. Publicity Web Design Competition. Interested students can participate in the design activities of Manchu Embroidery web pages, and

choose thoughtful, meaningful and creative finished drawings through voting, and give certain material rewards.

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