



# The influence of the secondary dimension culture on economic development —— Virtual idol is an example

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**Abstract.** Under the influence of COVID-19, China's economic development has been severely hit, and the economic development speed has declined, and the economy is on a downward trend. In this predicament, China's economic development needs a new focus to promote the people's enthusiasm for consumption, and then drive the recovery of China's economy. As a minority culture, the two-dimensional economy has shown unique economic vitality in the background of the epidemic. Under the background of the decline of the tourism industry in various regions, it can still hold various offline comic-book exhibitions, concerts and other activities to promote economic development. Therefore, in the post-epidemic era, the two-dimensional culture plays an important role in economic development, and can become an important impetus for the transformation from economic recovery to rapid development. Virtual idol, as an important part of the two-dimensional culture, its role in economic development can become an effective proof that the two-dimensional culture can promote economic development.

**Keywords:** two-dimension, economy, development

## 1 INTRODUCTION

The question to be explored in this paper is, what is the influence of the two-dimensional culture on economic development? After the epidemic, the global economic development is slowing down, and China's economic development is also facing a transition period from high-speed development to high-quality development. In order to break through the economic difficulties brought about by the COVID-19, China needs to find a new direction as the driving force for its development. Two-dimensional offline activities, especially the concerts of virtual idols, have shown amazing vitality after the epidemic, which means that the two-dimensional culture has the potential to become the direction of economic development. This paper will explore the advantages and disadvantages of the secondary economy under the secondary culture, and propose possible solutions to help the secondary culture play its role in promoting the economy.

## **2 ECONOMIC DEVELOPMENT**

### **2.1 Elements of economic development**

Economy is the general term for human production, circulation, distribution and consumption of all material and spiritual materials, and is an important standard to measure the degree of development of a country. China's economy refers to the socialist market economy with Chinese characteristics, the economic system has both the socialist economy of equality of distribution on demand, and the vitality of the market economy and value creation ability, these characteristics are reflected in the macro market regulation and micro market exchange, is a kind of the current Chinese conditions of the effective economic system. Under China's economic system, the elements of economic development can be simply classified as export, investment and consumption. The theory comes from Say's book *Introduction to Political Economy*, which extends the production, distribution and consumption of wealth to the national level by combining the trend of trade globalization with China's national conditions.[1]

### **2.2 Difficulties facing China's economic development**

Affected by COVID-19 outbreak, the global economy hit severely, small and medium-sized enterprises bankruptcy unemployment, unemployment of consumption levels and expectations for the future, will lead to more enterprise product backlog and enterprise bankruptcy, form repeated vicious circle, the global economy into a slowdown. China, the birthplace of COVID-19 and the world's second largest economy, has also been the most affected.

In terms of exports, the slowdown in global economic development is bound to lead world countries to shrink international trade to protect their own industries. As a major exporter of consumer goods, China mainly exports middle and low-end primary consumer goods supplemented by a small number of technology-oriented products, so it is more vulnerable to the protective trade policy.

From an investment perspective, along with the global panic of COVID-19 and the blockade in some regions, many industries have been severely hit, such as the decline in the total number of domestic tourists, leading to lower earnings expectations for tourism, air transport and service industries. Therefore, capital holders are not willing to take risks, and thus reduce investment, with conservative investment as the main investment direction.

As for consumption, the shutdown caused by the epidemic has reduced the income of enterprises. In order to maintain the balance of income, large enterprises will choose to cut workers to reduce costs, while small and micro enterprises with poor risk resistance are at risk of bankruptcy. This means that the unemployment rate of workers will increase and the income of residents will also be affected. In the case of lower income, in order to maintain living needs, people will reduce their consumption to meet spiritual needs, and this change of consumption still limits China's economic development in the post-epidemic era.

#### **2.3. Solutions to the economic difficulties**

With the popularity of COVID-19 vaccine and the complete lifting of containment, COVID-19 is no longer as frightening as in the first outbreak, but the impact of the epidemic in three years is still affecting China and even the world. International trade is still difficult to open up the situation, coupled with the intensification of regional contradictions, such as the formal war between Russia and Ukraine, the deepening of the contradictions between Israel and Palestine in the Middle East, it will take some time to continue to develop China's economy through exports. Therefore, China's economic development needs to rely on investment and consumption to overcome the current difficult period, but the existing investment directions and consumer products are no longer enough to maintain the high-quality development of China's economy. Therefore, in order to promote China's economic development, a dynamic industry that can promote consumption needs to be invested. However, the two-dimensional industry brought by the two-dimensional culture has successfully attracted many young people to consume on relevant content with its unique attraction. Therefore, the development of the two-dimensional industry will be an effective means for China's economic difficulties.

### **3 TWO-DIMENSIONAL CULTURE**

#### **3.1 Definition of the quadratic element culture**

The secondary dimension was originally a spatial concept, which refers to the two-dimensional plane composed of lines. Later, it gradually broke away from the original spatial attribute and derived a subculture relatively independent from the mainstream culture, that is, the "secondary dimension culture". The evolution and birth of the two-dimensional culture may be because the carriers of animation, games and comics are mostly two-dimensional images, so ACG enthusiasts regard the two-dimensional culture as a synonym of ACG, and is widely recognized by [2].

#### **3.2 Virtual idol**

##### **3.2.1 Definition of a virtual idol**

Virtual idol is a unique branch of the two-dimensional culture. It is a kind of character image produced through painting, animation, CG and other forms, in virtual scenes like the Internet or real scenes such as singer activities, produced and cultivated with the specific needs of business and culture, but itself does not exist in the physical form. In addition to the albums, MV, photo and idol activities sold as real idols, virtual idols can also gain profits by selling peripheral and through fans' second creation.[3]

##### **3.2.2. The driving role of virtual idols on the economy**

Different from real idols, virtual idols are made by painting CG and other means, which means that virtual idols do not need to conduct activities based on the appearance of real idols, and can meet the needs of fans as much as possible. This means that fans of virtual idols will be more sticky and more willing to consume. In addition, the virtual

idol unique profit model can further deepen the connection between fans and idols, fans can by making idol related second works express love of idol, the second works released to video web site also can bring certain income for fans, increase fans are feedback at the same time also can improve consumer water products, and form consumption, gen, release, revenue, in the virtuous cycle of consumption. And, more importantly, the Internet based virtual idol activity is not affected by the outbreak of the new champions league, online idol activities for virtual idol gained more fans during the period of the outbreak, therefore, virtual idol can after the outbreak era become the breakthrough to promote consumer consumption, through the related offline activities, can effectively promote residents' consumption.

## **4 THE INFLUENCE OF THE SECONDARY DIMENSION CULTURE ON ECONOMIC DEVELOPMENT**

### **4.1 Economic value of the two-dimensional culture itself**

As can be seen from the example of virtual idols, the two-dimensional culture has its unique economic value. The two-dimensional culture is mainly divided into three main objects: animation, game and cartoon.

For animation, selling animation CD is not the main means of profit. Most animation production companies will choose to make online films and sign contracts with video websites to make profits by selling broadcast rights.[4] In addition, sales surrounding is also its important source of profit, with famous animation IP "Mickey Mouse and his friends", for example, in 2022, the animation box office revenue only 0.6% of the revenue, valuation of \$457 million, and its authorized derivatives income accounted for 99%, valuation of \$82.161 billion, thus animation products has a strong economic benefit.

From a gaming perspective, revenue sources can be divided into two aspects, buy-out games and in-app purchases of free games. Two payment methods each has its unique advantages, for buyout game, players can pay the full experience content, if the manufacturer content good enough, can harvest a large number and strong sticky fans, after the work although not perfect also can have good sales, nintendo's "fairy treasure" series game is so, because the original generation of play innovation, successfully attracted a large number of loyal fans, so although some works such as "treasure dream sword shield" poor quality, still can sell 17.31 million created into \$85 million income. In-game purchases are for light players with poor stickiness, who can reduce the time cost by buying paid items, quickly get positive feedback, and then increase the purchase efforts. Both the buyout system and the in-house purchase system are effective enough to attract players and encourage players to spend, which also proves the benefits of the two-dimensional economy itself.

From the perspective of comics, similar to animation, comics also rely on selling peripheral derivatives of IP to make profits. The difference is that comics can effectively contact animations and games. comics can be adapted into animation for broadcast, and at the same time, game manufacturers can make games by buying comics to

license. In this way, it can effectively expand the audience group, whether the comic readers, the animation audience or the game players will become the loyal fans of the IP, and then consume other content under the IP.[5,6]

#### **4.2 The driving role of the two-dimensional culture on the economy**

In addition to the economic effect of the secondary culture itself, the secondary culture can also play a role in promoting and developing the economy. In addition to the game production, cartoon drawing and animation production industries related to the two-dimensional culture itself, the two-dimensional culture can also promote the development of other industries. First of all, offline exhibition is an important form of expression in real life, in the outbreak era, around tourism are depressed, but exhibition with its excellent user viscosity, successfully attracted secondary yuan culture lovers across the country to participate in, effectively promote the exhibition of traditional tourism recovery and development, revitalize the local economy. For example, some hotels or homestays have successfully attracted the consumption of the two-dimensional culture lovers who participate in the comic-Con. For example, some airlines spray the two-dimensional characters on the surface of the aircraft, which is also favored by the two-dimensional culture lovers.

In addition, the secondary yuan culture can also promote the development of other industries, such as, secondary yuan culture lovers want to buy foreign (especially Japan) comics, games can promote the development of transportation industry, can also bring a considerable tariff income, secondary yuan culture lovers want to Cosplay, can promote the development of clothing industry, secondary yuan game players expect to get better game experience, promote game manufacturers of software development, etc., can illustrate the secondary yuan cultural economic vitality.

## **5 SUMMARY**

Secondary yuan culture as a subculture, through its unique charm attracted high viscosity loyal users, at the same time, under the influence of the new outbreak, still can break through space limit spread on the Internet, and expand the scope of its audience, form a "broken" phenomenon, after the outbreak of the recovery period, can effectively drive the recovery and development of China's economy.

However, as a foreign culture, the secondary element culture has its own unique defects. Because Japan as the birthplace of the secondary yuan culture, is also a secondary yuan culture power, in the field of secondary yuan culture has a higher voice, fans in the secondary yuan enjoy the spirit of the enjoyment should also be alert to the erosion of Japanese culture, to identify its hidden in the animation including defeat, deny war crimes such as wrong ideas. In this regard, China should also develop its own two-dimensional culture, build a cultural IP with Chinese characteristics, combine the unique content of Chinese culture with the forms of animation, comics and games, and improve its own cultural soft power, so as to give full play to the positive influence of the two-dimensional culture on the economy.[7, 8]

In addition, as a high user viscosity culture, also means that the user of secondary yuan content maker loyalty is very high, this means that some extreme groups may borrow the maintenance of the content maker as an excuse to other network violence even offline violence, therefore, the national regulation is very important, countries should introduce relevant policies to strengthen the privacy on the Internet, safeguard the security of citizens' network, only on the premise of security, users can show their consumption ability.

Finally, as a subculture relatively independent from the mainstream culture, it may collide and conflict with the mainstream culture. The two dimensional culture lovers may discriminate against the mainstream culture, while the mainstream culture may exclude the two dimensional culture to some extent. The government needs to find the balance between the two, in order to maximize the role of the two-dimensional culture in promoting the economy.[9]

To sum up, the secondary yuan culture has an important role in economic recovery and development, can stimulate citizen consumption, attract capital inflow, investment, is an important breakthrough to solve the current economic difficulties, but it still has some defects, so, secondary yuan culture has a positive effect on economic development, but the government needs to actively guide and regulation, to the maximum play the positive role of secondary yuan cultural economy.

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