FACTORS INFLUENCING CULTURAL INDUSTRY COMPETITIVENESS IN ANHUI PROVINCE USING PORTER'S DIAMOND MODEL AND THE MEDIATING EFFECT OF GOVERNMENT SUPPORT

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ARTICLE INFO	ABSTRACT
	Purpose: In modern society, culture and economy are closely integrated, with cultural industry gradually playing a more and more significant role for national competitiveness. Anhui province is located in the central plain of China of which cultural industry has developed faster and faster in recent years. However, culture and related industries still lag compared with some provinces and cities in China. There is an urgent need to improve the overall competitiveness of cultural industry in Anhui province. **Theoretical framework:** This study used Porter's diamond model theory as the underpinning theory and examined the influencing factors of the dependent variable, cultural industry competitiveness in Anhui province, with factor conditions, demand conditions, related and supporting industries, firm strategy, structure and rivalry, chance as the independent variables and government role as the mediating variable. **Design/methodology/approach:** Based on a quantitative research methodology, the study utilized a questionnaire survey and manage to gain 536 respondents on the target population. **Findings:** The finding from the study show that factor condition and chance have unsignificant direct relationship with culture industries. For mediating effect of government support, again, factor condition and chance show unsignificant relationship to culture industries in Anhui, China. **Research, Practical & Social implications:** The study analyzes the current developing situation of cultural industry in Anhui province based on Porter's diamond model. **Originality/value:** The value of the study formulated differentiated policies to support and develop cultural industries and guide the investment directions of cultural industries in different regions of the province and promote the coordinated development of overall cultural industry competitiveness.

FATORES QUE INFLUENCIAM A COMPETITIVIDADE DA INDÚSTRIA CULTURAL NA PROVÍNCIA DE ANHUI POR MEIO DO MODELO DE DIAMANTE DE PORTER E O EFEITO MEDIADOR DO APOIO GOVERNAMENTAL

RESUMO
Objetivo: Na sociedade moderna, a cultura e a economia estão intimamente integradas, e o setor cultural desempenha gradualmente um papel cada vez mais importante na competitividade nacional. A província de Anhui

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está localizada na planície central da China, cujo setor cultural tem se desenvolvido cada vez mais rapidamente nos últimos anos. Entretanto, a cultura e os setores relacionados ainda estão atrasados em relação a algumas províncias e cidades da China. Há uma necessidade urgente de melhorar a competitividade geral do setor cultural na província de Anhui.

Estrutura teórica: este estudo usa a teoria do modelo de diamante de Porter como teoria subjacente e examina os fatores que influenciam a variável dependente, a competitividade do setor cultural na província de Anhui, com condições de fatores, condições de demanda, setores relacionados e de apoio, estratégia, estrutura e rivalidade da empresa, chance como variáveis independentes e o papel do governo como variável mediadora.

Projeto/metodologia/abordagem: Com base em uma metodologia de pesquisa quantitativa, o estudo utilizou uma pesquisa por questionário e conseguiu obter 536 respondentes na população-alvo.

Resultados: os resultados do estudo mostram que o fator de condição e o fator de chance têm uma relação direta não significativa com as indústrias culturais. Quanto ao efeito mediador do apoio governamental, mais uma vez, o fator de condição e o fator de chance mostram uma relação não significativa com as indústrias culturais em Anhui, China.

Implicações sociais, práticas e de pesquisa: O estudo analisa a situação atual do desenvolvimento do setor cultural na província de Anhui com base no modelo de diamante de Porter.

Originalidade/valor: O valor do estudo formulou políticas diferenciadas para apoiar e desenvolver os setores culturais e orientar as direções de investimento dos setores culturais em diferentes regiões da província e promover o desenvolvimento coordenado da competitividade geral do setor cultural.

Palavras-chave: Indústria Cultural, Competitividade, Província de Anhui, Modelo Diamante de Porter.

FACTORES QUE INFLUYEN EN LA COMPETITIVIDAD DE LA INDUSTRIA CULTURAL DE LA PROVINCIA DE ANHUI MEDIANTE EL MODELO DEL DIAMANTE DE PORTER Y EL EFECTO MEDIADOR DEL APOYO GUBERNAMENTAL

RESUMEN

Objetivo: En la sociedad moderna, la cultura y la economía están estrechamente integradas, y la industria cultural desempeña gradualmente un papel cada vez más importante en la competitividad nacional. La provincia de Anhui está situada en la llanura central de China, cuya industria cultural se ha desarrollado cada vez más rápidamente en los últimos años. Sin embargo, la cultura y las industrias afines siguen rezagadas en comparación con algunas provincias y ciudades de China. Urge mejorar la competitividad global de la industria cultural en la provincia de Anhui.

Marco teórico: Este estudio utiliza la teoría del modelo del diamante de Porter como teoría de base y examina los factores que influyen en la variable dependiente, la competitividad de la industria cultural en la provincia de Anhui, con las condiciones de los factores, las condiciones de la demanda, las industrias relacionadas y de apoyo, la estrategia de la empresa, la estructura y la rivalidad, el azar como variables independientes y el papel del gobierno como variable mediadora.

Diseño/metodología/enfoque: Basado en una metodología de investigación cuantitativa, el estudio utilizó una encuesta por cuestionario y logró obtener 536 encuestados en la población objetivo.

Resultados: Las conclusiones del estudio muestran que el factor condición y el factor azar tienen una relación directa no significativa con las industrias culturales. En cuanto al efecto mediador del apoyo gubernamental, una vez más, el factor condición y el azar muestran una relación no significativa con las industrias culturales en Anhui, China.

Investigación, implicaciones prácticas y sociales: El estudio analiza la situación actual de desarrollo de la industria cultural en la provincia de Anhui basándose en el modelo del diamante de Porter.

Originalidad/valor: El valor del estudio formuló políticas diferenciadas para apoyar y desarrollar las industrias culturales y guiar las direcciones de inversión de las industrias culturales en diferentes regiones de la provincia y promover el desarrollo coordinado de la competitividad general de la industria cultural.

Palabras clave: Industria Cultural, Competitividad, Provincia de Anhui, Modelo del Diamante de Porter.

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INTRODUCTION

Cultural industry in China has a relatively recent history. It is shortly after the launch of reform and opening in 1978, which provided economic and political perquisite for the onset of China's cultural industry (Yao et. al., 2023; Yu, Li & Mahendran, 2023; Meng, Juanatas & Niguidula, 2023). Cultural industry acts as a special cultural and economic form, the main aim for cultural production is to meet the cultural demands of the people (In2019, China's culture and allied sectors created 4501.6 billion yuan in added value, accounting for 4.54% of GDP, indicating that the cultural industry, as an expanding industry with vast potential, is a new engine of economic development (Yao, 2023). The cultural sector is growing and changing in tandem with the digital economy, which is more adaptable in light of the negative economic pressures (Lin, Chiang & Wu, 2023). Scholars and researchers have come to certain conclusions about the relationship between the cultural industry and economic growth based on their knowledge of its commercial and ideological value (Yu, Li & Mahendran, 2023). The diversified cultural commodities, cultural serviceability, reformation of the cultural system, internal cultural discovery, and external cultural communication are the primary accomplishments of China's cultural sector in recent years (Lin, Chiang & Wu, 2023; Yu, Li & Mahendran, 2023). Cultural industries would open up new avenues for the economy and society's sustainable and healthy growth (Yang et. al., 2023; Luo, Xiang & Li, 2023). Creating an advanced socialist culture and boosting the nation's soft power in the cultural sphere were goals outlined in the most recent 14th five-year plan. The Two Centennial Objectives and the Chinese Dream of the Great Renewal of the Chinese Nation will be prioritised in the enhancement of China's cultural soft power (Lu, 2023). Enhancing the competitiveness of the cultural sector is the primary concern for its growth (Yang et. al., 2023; Luo, Xiang & Li, 2023). The capacity of a nation or a regional cultural business to grow, occupy, and benefit from the global market is referred to as a country's ability to be internationally competitive. The competitiveness of the cultural industry is a crucial component of this ability. The cultural industries serve as a barometer of a nation's economic development and have emerged as a key tactic for boosting the fundamental competitiveness of the national economy (Yao, 2023; Yao et. al., 2023; Yu, Li & Mahendran, 2023; Meng, Juanatas & Niguidula, 2023). Anhui province has already made remarkable progress in developing cultural industry and improve its competitiveness, laying a solid foundation for further development in economy in the future (Lu, 2023; Lu & Qian, 2023) However, Anhui's cultural industry remains at a low level of development with relatively limited vitality and creativity, unbalanced spatial distribution, and

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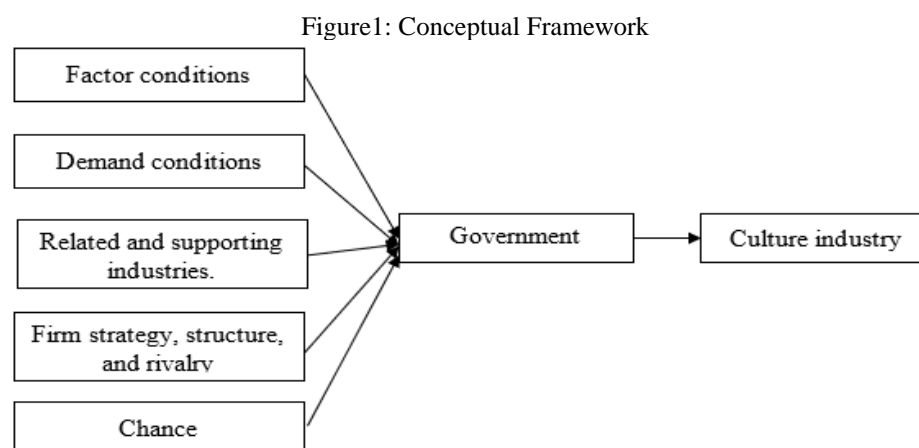
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yet-to-be-improved supporting policies and investment, so there is still a long way to go before it exerts the influence of soft power becomes a pillar of the economy (Yu, 2023; Yang & Duan, 2023; Yao et. al., 2023; Yu, Li & Mahendran, 2023; Meng, Juanatas & Niguidula, 2023). Given that, Anhui's cultural and related sectors and departments should work together to solve the existing problems while ensure faster growth in the future. Thus, it is essential to have a thorough grasp of how the competitiveness of the cultural sector and economic development interact. This study builds an assessment index system for the cultural industry based on Porter's five-factor diamond model and assesses the competitiveness of the sector using principal component analysis and factor analysis by examine the factor that related to the factor that can improve the competitive of cultural industry in Anhui province.

LITERATURE REVIEWS

One of the theories incorporated is Porter's diamond theory, also known as Michael Porter diamond model, diamond theory and national competitive advantage theory. Since it takes into account the key aspects of economic models under its sub-factors, Porter's diamond model, which was designed from the viewpoint of strategic management, is one of the best tools for determining the level of competitiveness of a country or a business environment (Zhang, 2023; Yao et. al., 2023; Xian, 2022). Porter believes that industrial competitiveness is the ability of a nation's international competitiveness in a certain industry. It can create a good business environment and enable its enterprises to gain competitive advantage (Zhang, 2023; Yao et. al., 2023; Xian, 2022). Principally, Porter used the diamond for competitiveness analysis not only for nations but also for clusters. For example, Hlady-Rispal & Blancheton (2022) used the diamond model to make a comparative case study of two French luxury clusters, one of which is brandies in Cognac and the other leather in Périgord-Limousin, Nouvelle-Aquitaine for investigating how value flows ideally interact in a French luxury context. Although the diamond model theory is used to explain the international industrial competitiveness, the evaluation standard of industrial competitiveness can be established according to this theory (Guan et al., 2019). Porter emphasises resource elements, market demand, supporting industries, and industrial strategy to explain national competitiveness (Zhang, 2023; Yao et. al., 2023; Xian, 2022). Under the background of the development and change of the period, the connotation and manifestation of national competitiveness are constantly changing. Globalization highlights national resource and scientific and technological disparities. All countries and industries compete with others through both endogenous and exogenous factors. From the perspective of

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economics, Porter's theory is more suitable for the study of industrial competitiveness (Lin & Wang, 2021). (Lin & Wang, 2021). As for competitiveness in both the industry and firm levels, it is defined as the capability of an industry or firm to produce and sell products and services of superior quality, lower costs, and better innovation than its domestic and international competitors, and to better satisfy the needs of various other stakeholders, such as providing superior returns to shareholders, providing a safe workplace for workers, and creating a competitive advantage (Lin & Wang, 2021). Based on this, numerous scholars analyzed the influencing factors of a certain industry based on the diamond theory in with the perspective to enhance the competitiveness, such as in agricultural industry (Liu, 2023), tourism (Zhang & Wei, 2023) and others industry. Additionally, these determinants are extended by government policies and chance (Porter, 1990b). Liu, (2021) applied Porter's Diamond Model to analyzes the competitiveness of Hong Kong's cultural and creative industry (CCI). The study explored the six elements, factor conditions, demand conditions, strategy, market structure and rival firms, related supporting industries and the role of government and chance. In this current study, the researcher will utilize the model that have been develop by Liu, (2021). Besides, just as Lin (2021) stated, there are also some problems in investigating the competitiveness of cultural industry by using Porter's theory without modification, especially in quantitative research. For example, it is difficult to quantify chances, and the study of enterprise strategy and organizational status at the industrial level also needs to be deepened. This research makes slight revision on the six elements of diamond theory, especially takes the government role as the MV, in order to adapt to the purpose of this research.

Conceptual Framework

Figure1: Conceptual Framework

(Source: Authors)

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RESEARCH METHODOLOGY

This study attempts to investigate the driving factors that have effect on the culture industries in Anhui province from various industries regarding the implementation of culture industries. The respondent for this research comes from individuals who live and work in Anhui province, aged between 18-65 years old, constitute a sizeable proportion of cultural industry market in Anhui province and they are the main consumers. Based on a quantitative research methodology, the study utilizes a questionnaire survey on the target population where 536 respondents are successful gathered for this currents studies to gather information and makes statistical analysis by Statistical Product Service Solutions (SPSS, version24.0) and PLS-SEM

FINDING

Demographic Characteristic

In this study, it was found that most of the respondents were women. Out of a total of 536 respondents, 60.8% (n=326) were women, while 39.2% (n=210) were men. When it comes to age, 16.4% (n=88) of respondents were between the ages of 18 and 29, while 35.8% (n=192) of respondents were between the ages of 30 and 39. 31.7% of the people who answered (n=170) were between the ages of 40 and 49. Only 16.0% (n=86) of the people who answered the survey were 50 or older. for education level, 6.5% (n=35) of the respondents had completed high school, 19.4% (n=104) had an associate bachelor's degree, 35.3% (n=189) had a bachelor's degree, 24.8% (n=133) had a master's degree, and 14.0% (n=75) had a doctoral degree. The descriptive analysis also shows that 17.0% (n=91) of the respondents had less than 5 years of work experience, 30.0% (n=161) had 6–15 years of work experience, 37.9% (n=203) had 16–25 years of work experience, and 15.1% (n=81) had more than 26 service years working in cultural and related institutions or firms. In terms of monthly income, the answers show that 36.4% (n=195) of respondents earned between RMB 5001 and RMB 7000, followed by 171 with a monthly income between RMB 7001 and RMB 9000 (31.9%), 19.0% (n=102) earned more than RMB 9001, and 12.7% (n=68) earned less than RMB 5000.

Table 1: Measurement model parameter estimation

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Chances	0.939	0.945	0.953	0.802
Culture Industries	0.957	0.957	0.966	0.852
Demand Conditions	0.963	0.963	0.971	0.870
Factor Conditions	0.947	0.948	0.960	0.826

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Firm Strategy, Structture And Rivalry	0.936	0.942	0.951	0.795
Government Support	0.966	0.966	0.974	0.882
Related And Supporting Industries	0.957	0.958	0.967	0.852

Source: Authors

Scale instruments' uniformity has an impact on their dependability. The measuring indicators include internal consistency and individual item dependability. Factor loading is used to assess the reliability of each individual item. Internal consistency is assessed using Cronbach's alpha and latent variable composition reliability (CR). The proposed figure needs to be more than 0.7. Convergent and discriminant validity are measurement indicators that relate to the correctness of the scale instrument. Convergent validity's main goals are to determine the average variance extraction and to look at the connection between items on the same dimension (AVE). It must be more than 0.5 for the proposed value. The discriminant validity assesses the link between items with various features using the square root of AVE's value as a test. If the square root of the diagonal AVE is greater than either the horizontal or vertical column's correlation coefficient, this suggests discriminative validity. Table 1 shows that all Cronbach's alpha and CR values are more than 0.7, indicating strong internal consistency and dependability. The AVE value for each dimension is more than 0.5, demonstrating sufficient convergence validity. When the Cronbach's alpha and composite reliability (CR) of each construct reach the threshold values of 0.60 and 0.70, respectively, the internal consistency dependability of a measurement model is judged satisfactory. Table 1 displays the Cronbach Alpha results for this research, which range from 0.947 to 0.999. According to Table 1, the composite dependability (CR) ranges from 0.953 to 0.974. As a result, every Cronbach Alpha and CR value exceeds the suggested top limit of 0.7. According to the present study's AVE results, every variable ranges from 0.795 to 0.882 and is more than 0.5. As a result, we may conclude that the analysed constructs are sufficiently reliable and internally consistent.

Structural Model Assessment

In this section, it will share the model fit analysis by using discriminant validity and HTMT score.

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Figure 2; Structural model
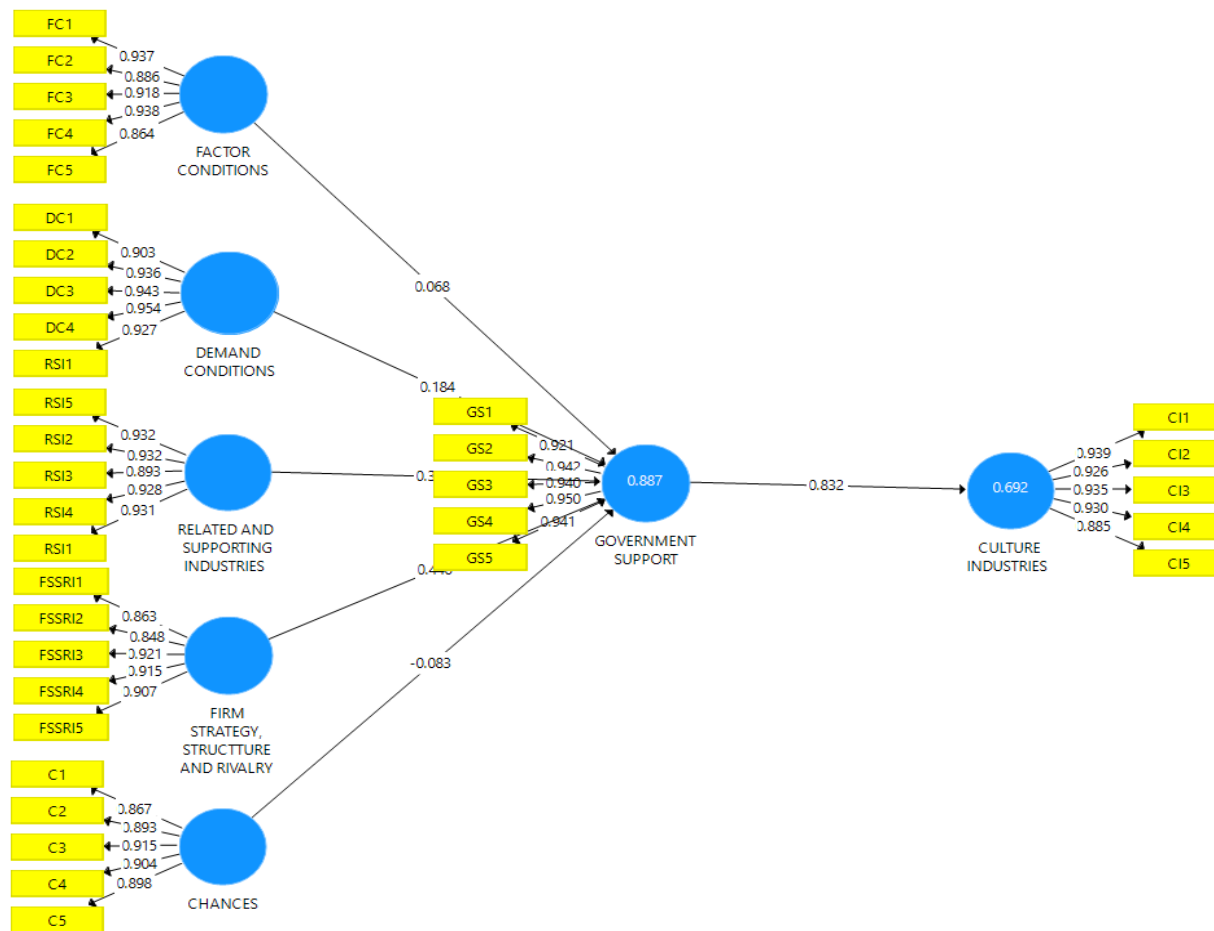
(Source: Authors)

Table 2: Fornell and Lacker (1981) criterion

	Chances	Culture Industries	Demand Conditions	Factor Conditions	Firm Strategy, Structure And Rivalry	Government Support	Related And Supporting Industries
Chances	0.806						
Culture Industries	0.747	0.710					
Demand Conditions	0.861	0.904	0.733				
Factor Conditions	0.774	0.962	0.879	0.759			
Firm Strategy, Structture And Rivalry	0.940	0.786	0.886	0.807	0.891		
Government Support	0.862	0.832	0.903	0.843	0.910	0.709	
Related And Supporting Industries	0.885	0.869	0.944	0.893	0.914	0.924	0.903

Source: Authors

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The ability of a set of items to distinguish one variable from others is known as discriminant validity. Table 2 shows that none of the concept correlations exceeded 0.924 (Hu and Bentler, 1999). According to the present study, discriminant validity ranges from 0.710 to 0.891. It recommends that all components show solid factor loadings on their own structures. The discriminant validity of the measurement model was good overall. The "Heterotrait-Monotrait ratio (HTMT)" of correlations has to be assessed for discriminant validity, claim Henseler et al. (2015). HTMT values have to be within 0.85. The results for the current study are shown in Table 3, and all of the items with scores between 0.721 and 0.820 suggest that discriminant validity has been validated and the model is reliable for further processing.

Table3: Heterotrait-monotrait ratio (HTMT)

	CHANCES	CULTURE INDUSTRIES	DEMAND CONDITIONS	FACTOR CONDITIONS	FIRM STRATEGY, STRUCTTURE AND RIVALRY	GOVERNMENT SUPPORT
CHANCES						
CULTURE INDUSTRIES	0.772					
DEMAND CONDITIONS	0.892	0.813				
FACTOR CONDITIONS	0.806	1.010	0.820			
FIRM STRATEGY, STRUCTTURE AND RIVALRY	1.005	0.822	0.928	0.815		
GOVERNMENT SUPPORT	0.891	0.864	0.936	0.881	0.711	
RELATED AND SUPPORTING INDUSTRIES	0.920	0.907	0.982	0.939	0.959	0.721

Source: Authors

Table4: R Square

	R Square	R Square Adjusted
Culture Industries	0.692	0.691
Government Support	0.887	0.885

Source: Authors

The R square of the correlation coefficient may reflect the degree of variance between two variables when a linear fit is assumed (Sanchez, 2012). (Sanchez, 2012). Table 4 shows Sanchez (2012) R2 and goodness of fit values. Table 4 shows that the R2 values for culture industries is 0.691 which indicate 69.1 % of the culture industries can be explained by factor demand, demand condition, related and supporting industries, firm strategies, structure and rivalry, chance, and government support. For government support, 0.885 or 88.5% can be

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explained by factor demand, demand condition, related and supporting industries, firm strategies, structure, and rivalry.

Table 5: direct Relationship

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Factor Conditions -> Government Support	0.068	0.074	0.039	1.742	0.082
Demand Conditions -> Government Support	0.184	0.182	0.078	2.351	0.019
Related And Supporting Industries -> Government Support	0.361	0.351	0.084	4.307	0.000
Firm Strategy, Structture And Rivalry -> Government Support	0.440	0.449	0.102	4.307	0.000
Chances -> Government Support	-0.083	-0.086	0.065	1.264	0.207

Source: Authors

From the result above, hypothesis one and hypothesis five who suggest there is a significant impact of factor condition and chance with government support are not significant with the score (β=0.068, t=1.742, p>0.005) and (β=-0.083, t=1.2064, p>0.005). For hypothesis two, three and four which suggest that there is a significant relationship between demand condition, related and supporting industries and firm strategy, structure and rivalry with government support show a significant relationship with the score (β=0.184, t=2.351, p>0.005), (β=0.361, t=4.307, p=0.005) and (β=0.440, t=4.307, p=0.005).

Indirect Relationship

Table 6 Indirect Relationship

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Factor Conditions -> Government Support -> Culture Industries	0.057	0.062	0.034	1.678	0.094
Demand Conditions -> Government Support -> Culture Industries	0.153	0.152	0.067	2.296	0.022
Related And Supporting Industries -> Government Support -> Culture Industries	0.300	0.292	0.071	4.242	0.000
Firm Strategy, Structure And Rivalry -> Government Support -> Culture Industries	0.366	0.374	0.083	4.411	0.000
Chances -> Government Support -> Culture Industries	-0.069	-0.072	0.055	1.257	0.209

Source: Authors

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For mediating relationship, there have two hypotheses show unsignificant result which is hypothesis six and hypothesis 10 where, government support is not significant in mediating the relationship between factor condition and chance with culture industries. Hypothesis seventh, eight and nine show a significant relationship with the score (β=0.153, t=2.962, p<0.005), (β=0.300, t=4.242, p=0.005) and (β=0.366, t=4.411, p=0.005), which indicate that government support dose mediate the relationship between demand condition, related and supporting industries and firm strategy, structure and rivalry with culture industries Anhui, China.

DISCUSSION

The first research objective is to identify the relationship between factor conditions and CIC in Anhui province. Accordingly, hypothesis H1 states, there is a positive relationship between factor conditions and Culture industries. Unfortunately, the result from this finding show that there is no significant relationship between factor condition with culture industries with the score (β=0.068, t=1.742, p>0.005). This implies the variable factor conditions are not the strong influence on the development of culture industries in Anhui, China. Even though the region has factor condition advantage in human resources, public cultural resources, historical culture resources, capital resources, infrastructure, and cultural market, the regional competitive in creating culture industries, but unfortunately poor and unmanageable factor condition can lead to the inefficient in creating the culture industries in Anhui, China. The finding also support by the previous research that have been done by Akhuand and Abbas, (2023). Unfortunately, this result of this study is contradict with other studies that confirming the importance of factor conditions and considerable influence on cultural industry development. A study conducted revealed that factor conditions had a direct and significant effect on culture industry (Xu, 2019, Liu, 2019; Boix Domenech et al., 2022; Tirumalaisamy et. al., 2023; Bahta& Mbai, 2023). Previous studies have demonstrated that regions which have good conditions of fundamental resources are more likely to attain advantage in economic developments (Boix Domenech et al., 2022; Tirumalaisamy et. al., 2023; Bahta& Mbai, 2023). The reason behind this contradict result is human capital that provided by Anhui, China in implementing the culture industry is the human capital in Anhui, China have poor working experience related to the culture industry. thus government need to create and construct more fundamental program in preparing and attract more professional talents in crating the cultural industries.

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Second, hypothesis two suggest there is a positive relationship between demand conditions and culture industries. From the finding, hypothesis two is significant with the score (β=0.184, t=2.351, p>0.005). The finding from the previous research also supports the current research finding where between demand conditions are one of the variables that are important in creating the culture industries (Spais et al., 2019). Since the demand condition from the customer in creating the culture industries in Anhui China, it can create advantages for the region to implement the culture industries in that region. The finding from this study was supported by the finding from the research that have been done by Tirumalaisamy et. al., (2023), van der Kwaak et. al., (2023) and Lestari et. al., (223). For the third hypothesis, the finding from the current research show a significant relationship where related and supporting industries and firm strategy have a significant relationship with culture industries in Anhui, China. Related industry means the same general industry or field as the applicant business, or a business that contracts with other businesses in the applicant business' industry or field. Since in Anhui, China, there have a healthy competitive and proper resources management, it encourage the creating of the culture industries. According to the result from the current finding, the hypothesis is supported with the score (β=0.184, t=2.351, p>0.005) . The finding from this study was supported by the finding from the research that have been done by Li et. al., 2020), peukert (2019) and Zhang (2019).

Firm Strategy and Rivalry is about how innovation and quality are driven by competition in the home market. When there is a lot of competition and rivalry between companies, it keeps them on their toes, and they try to beat each other by coming up with new and better products and services. Foth hypothesis proposed that firm strategy and rivalry have significant with government role which it have a significant relationship with the score (β=0.361, t=4.307, p=0.005). The finding from this study was supported by the finding from the research that have been done by Tirumalaisamy et. al., (2023), Tiwari et. al., (2023) and Namburete, (2023). Since in Anhui, China, majority of the firm are supporting the culture industries this can be a good advantages in creating the collaborating between each companies in the same industries in producing a better product in the future Finally for the direct relationship, change shows unsignificant relationship with the culture industries with the score (β=-0.083, t=1.2064, p>0.005). this indicate that the government event though the government can play a big part in making competitive advantages and creating the change that encourage the culture industries in Anhui, China, unfortunately, there have a lots of barrier that lead to culture industries create a limitation in creating and encouraging the culture among the Anhui,

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China region. In addition, to create Cultural industries have to spend much more time for getting approval than the east part of China for the reason of the excessive administrative intervention (Qin et al., 2020). Thus, this kind of conservative concept restricts the creativity and innovation in prostitution and service for cultural firms or enterprises (Hermundsdottir & Aspelund, 2021; Lin et al., 2021). Also, it inhibits the marketization of the cultural and related industries and seriously holds back the investment amounts of the external capitals (Canestrino et al., 2022).

For mediating relationship which involve government support, the current study reveals that government support can be a mediating variable for demand condition, related and supporting industries and firm strategy, structure and rivalry with culture industries. Some scholars have found that the support of the government is also a key factor that directly or indirectly affects the growth prospects of an culture industry (Lin, 2020). Lin (2020) says that government intervention does have some benefits. The study reveal that the government's role can help the economy grow in both the short and long term. Anhui government should push for more reform and innovation in the financial and capital markets, give all types of funds a chance to shine, and put a steady flow of money into the growth of the cultural industry. Also, the guiding support should be played, such as the government investing in funds, using more funds from the market, and bringing in more strategic investors through government investment funds. Meanwhile, Anhui province needs to work hard to create a good environment for the development of market-based funds, study and set up standardised systems and procedures to support the establishment of market-based funds and improve government allocation methods, and help local governments attract more market-based investment funds around leading industries.

CONCLUSION

Anhui province has a lot of cultural resources, which helps the growth of the cultural industry, but there are still some problems, such as improper manage of the resources. For the full utilisation of resources advantage to work, the following needs to happen. First, they should do more to develop and encouraging the culture industries with a proper utilization of factor conditions and creating the changes for culture industries. Also, the influence of advanced factors should be made stronger as they continue to grow. Innovation and professional skills are very important to the growth of the cultural industry. Anhui province should focus on self-cultivation and set up the right teaching model and curriculum system based on what the talent market for the cultural industry needs right now. It should also work with universities and

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research institutions to train talent for the cultural industry. The government should bring in high-end cultural talents, introduce advanced management ideas, and encourage free creation and innovation while integrating the people who are already there. Third, Anhui province should improve the talent incentive mechanism, deepen the reform of the income distribution system, use innovation ability and management performance as important ways to measure work performance, and give financial and technical support for talent training. In addition, government should also creating to the strategy to encourage foreign trade, and make the cultural industry in Anhui province more competitive and influential on the world stage by strengthen the construction of market capital elements, set up a diversified investment and financing system, expand the culture industry development funds by increasing the government's financial investment, encourage and support private and foreign capital to enter the cultural market, and build a bank-enterprise financing platform for the cultural industry through concession loans and other preferential policies. Finally, building of relevant infrastructure should be improved by putting more money into public spaces like libraries and large exhibition halls, putting more effort into building township cultural stations and grassroots cultural fronts, and giving the people a richer, more convenient, and more comfortable cultural environment.

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