

The High-Quality Development Mechanism of the Ceramic Industry in the Chaoshan Region under the Background of Rural Revitalization Research

by

Xiaobin Yang

Chinese Graduate School,
Panyapiwat Institute of Management,
Nonthaburi, Thailand
E-mail: 416324288@qq.com

IJMBE International Journal of
Management, Business, and Economics

The High-Quality Development Mechanism of the Ceramic Industry in the Chaoshan Region under the Background of Rural Revitalization Research

by

Xiaobin Yang
Chinese Graduate School,
Panyapiwat Institute of Management,
Nonthaburi, Thailand
E-mail: 416324288@qq.com

Abstract

In the context of rural revitalization, the ceramic industry in the Chaoshan area as one of Chaoshan's typical regional characteristic industries, is an important part of promoting regional economic development and is of great significance in promoting rural revitalization. Based on the case of the ceramic industry in the Chaoshan area, this article uses grounded theory to refine the influencing factors and development mechanisms of high-quality development of the ceramic industry, and analyzes the formation mechanism of high-quality development of the ceramic industry. Research shows that the ceramic industry in the Chaoshan area is mainly affected by four factors: government factors, environmental factors, product factors, industrial factors, and brand factors. Specifically, government factors are the basic guarantee, environmental factors are external development conditions, product factors are key conditions, industrial factors are key forces and brand factors are key tasks. The five types of factors present an "external mechanism + internal mechanism" - Development Goals" mechanism framework provides theoretical and practical inspiration for the high-quality development of regional characteristic industries.

Keywords: Rural Revitalization, Chaoshan Region, Ceramic Industry, High-Quality Development Mechanism

1. Introduction

1.1 Background and Importance of the Problem

In rural revitalization, promoting the high-quality development of regional characteristic industries is crucial for advancing regional economic growth. Achieving high-quality development in these industries not only supports rural revitalization but also consolidates poverty alleviation efforts. It plays a significant role in advancing agricultural modernization (Chen Z., 2022). The ceramic industry in Chaoshan is a prominent regional characteristic industry, drawing considerable attention in research on high-quality regional development. Therefore, further research is needed to understand the factors influencing the high-quality development of the ceramic industry in Chaoshan and to elucidate its development mechanism. This article employs triangular data collection methods including field interviews, news reports, and literature review to gather relevant data on the high-quality development of the ceramic industry in Chaoshan. Utilizing grounded theory analysis methods, it aims to comprehensively abstract the influencing factors and mechanisms affecting the high-quality development of the ceramic industry in Chaoshan. This study seeks to provide

theoretical insights and guidance for the high-quality development of regional characteristic industries.

1.2 Research Question

1) What are the key factors influencing the high-quality development of the ceramic industry in the Chaoshan region?

2) How does the development mechanism of the ceramic industry in Chaoshan contribute to regional economic growth and rural revitalization?

3) What strategies and policies can be implemented to enhance the high-quality development of the ceramic industry in Chaoshan, considering its role in advancing agricultural modernization and poverty alleviation efforts?

1.3 Research Objective

1) To study the primary factors influencing the high-quality development of the ceramic industry in Chaoshan.

2) To analyze the identified development mechanisms contribute to achieving high-quality development in the ceramic industry in Chaoshan.

3) To identify theoretical insights can be derived from grounded theory analysis regarding the high-quality development of regional characteristic industries, with a focus on the ceramic industry in Chaoshan.

2. Literature Review

2.1 Related Concepts and Theories

Related Concepts and Theories in the context of the ceramic industry in the Chaoshan region could include:

2.1.1 Industrial Cluster Development

This concept refers to the geographic concentration of interconnected businesses, suppliers, and associated institutions in a particular field. In Chaoshan, the formation of a ceramic industry cluster in the late 1980s facilitated collaboration, shared resources, and competitive advantages, contributing to the industry's growth and specialization.

2.1.2 Regional Characteristic Industry

This theory focuses on industries that leverage local resources, culture, and historical heritage to develop distinctive products or services. The Chaoshan ceramic industry exemplifies this concept by drawing on its long-standing tradition dating back to the Song Dynasty and capitalizing on local craftsmanship and materials.

2.1.3 Export Base and Global Market Integration

The establishment of the "China Ceramics Export Base" in Chaozhou City highlights the industry's integration into global markets. This theory underscores how regional industries can expand their reach beyond domestic borders, enhancing competitiveness and economic contribution.

2.1.4 Sustainable Development

This theory emphasizes the balance between economic growth, environmental protection, and social well-being. In Chaoshan, sustainable development principles may guide efforts to maintain the industry's longevity while minimizing environmental impact and benefiting local communities.

2.1.5 Quality Management and Certification

As evidenced by accolades like "China's No. 1 Sanitary Ceramics Town", theories related to quality management and certification play a crucial role. These concepts ensure that products meet international standards, enhancing market acceptance and consumer trust.

2.1.6 Historical and Cultural Heritage

The ceramic industry in Chaoshan also intersects with theories related to preserving historical and cultural heritage. By safeguarding traditional techniques and promoting cultural identity through ceramics, the industry contributes to regional identity and tourism development.

These concepts and theories collectively contribute to understanding the dynamics, challenges, and strategic directions of the ceramic industry in the Chaoshan region, highlighting its unique position within China's industrial landscape and its contributions to local and national economies.

2.2 Literature Surveys

The specialty ceramic industry in the Chaoshan region boasts a history spanning over 1,300 years, dating back to the Song Dynasty. Chaozhou City, within the Chaoshan region, emerged as a prominent center for ceramic production post-Song Dynasty. By the Guangxu period of the Qing Dynasty, Chaozhou ceramic products were being exported to Africa, America, Southeast Asia, and other regions (Wei Z.H & Wei S.Y, 2012). Following China's reform and opening up, the Chaozhou ceramic industry experienced rapid development. In the late 1980s, the Chaoshan area witnessed the initial formation of a ceramic industry cluster, and by 2007, it was designated as a "National Characteristic Industrial Base for Daily Use Ceramics". In 2011, Chaozhou City, in collaboration with the China Chamber of Commerce for Import and Export of Light Industrial Crafts, established the first "China Ceramics Export Base". Concurrently, it earned the distinction of "China's Home of Daily Use Ceramics Export" the same year. Guxiang Town and Fengtang Town in Chao'an District were recognized by the China Building and Sanitary Ceramics Association as "China's No. 1 Sanitary Ceramics Town" and "China's Important Sanitary Ceramics Town", respectively. These accolades signify the pivotal role of the Chaoshan ceramic industry, particularly in the construction sector, entering a prosperous phase. The ceramic industry in the Chaoshan region has established a comprehensive production system encompassing raw materials, kilns, molds, printing, and downstream processes such as packaging, sales, and quality inspection, thus forming one of the most complete ceramic industry chains.

From the developmental trajectory of the ceramic industry in the Chaoshan region, it is evident that this industry is deeply rooted in local characteristics. Leveraging regional advantages and fostering industrial cluster development, it has gradually forged a distinct brand as a regional characteristic industry, achieving sustainable growth. Through pertinent research findings on the

ceramic industry in Chaoshan, we have summarized the state of high-quality development within the region.

2.3 Conceptual Framework

Independent Variables:

- 1) Government Factors: Policies, regulations, subsidies, and governmental support.
- 2) Environmental Factors: Market demand, technological advancements, infrastructure, and environmental regulations.
- 3) Product Factors: Quality standards, design innovation, differentiation, and market adaptation of ceramic products.
- 4) Industrial Factors: Internal dynamics within the ceramic industry cluster, including collaboration, supply chain integration, technology adoption, and workforce skills.
- 5) Brand Factors: Branding strategies, marketing efforts, reputation management, and brand identity building for Chaoshan ceramics.

Dependent Variables:

High-Quality Development of the Ceramic Industry: This includes aspects such as enhanced product quality, increased market competitiveness, sustainable growth, and contribution to regional economic development and rural revitalization.

3. Research Methodology

3.1 Research Design

The research design emphasizes qualitative methods, particularly case study and grounded theory, to comprehensively explore and theorize the high-quality development of the ceramic industry in the Chaoshan region.

1) Qualitative Research Methods

The study employs qualitative research methods, specifically case study and grounded theory.

2) Case Study Approach

The research utilizes multiple case comparative research methods. This approach allows for an in-depth exploration and analysis of the high-quality development mechanisms within the ceramic industry in the Chaoshan region.

3) Grounded Theory

The grounded theory approach is used to decompose, refine, and abstract data collected through interviews. This methodological choice helps in systematically developing a theoretical framework that emerges from the data itself (Pandit, 1996).

3.2 Population and Sample

The population in this study refers to the broader group or universe from which the researchers aim to draw conclusions. In this case, the population consists of entities or elements related to the ceramic industry in the Chaoshan region. This includes various stakeholders such as ceramic manufacturers, industry experts, government officials involved in industry policies, researchers specializing in ceramics, and possibly consumers or users of ceramic products.

The sample represents a subset of the population that is selected for study and analysis. It is important to note that qualitative research often focuses on purposive or theoretical sampling rather than random sampling.

3.3 Research Instruments

1) Semi-Structured Interview Framework

Initially, the researchers develop a preliminary semi-structured interview framework. This framework is constructed based on a thorough review of the development history and relevant literature of the ceramic industry in the Chaoshan area. The framework serves as a guide for conducting qualitative interviews with key stakeholders, experts, and individuals involved in the ceramic industry.

2) Interviews

Qualitative data is collected through in-depth interviews. These interviews are conducted based on the semi-structured interview framework, allowing researchers to gather rich insights and perspectives on various aspects of the high-quality development of the ceramic industry in Chaoshan.

3) Open Coding and Selective Coding

Following data collection through interviews, the researchers employ qualitative coding techniques such as open coding and selective coding. These coding methods help in systematically organizing and categorizing the collected data into meaningful themes and categories related to the high-quality development of the ceramic industry.

4) Theoretical Framework Construction

Utilizing grounded theory methodology, the researchers build a theoretical framework. This framework emerges from the data itself and is constructed based on the relationships and patterns identified through coding and analysis of the interview data.

3.4 Data Collection

1) Development History and Literature Review

Initially, the researchers review the historical development and relevant literature of the ceramic industry in Chaoshan to construct a preliminary semi-structured interview framework.

2) Data Collection

Conducting interviews based on the semi-structured framework to gather qualitative data.

3) Coding

Employing open coding and selective coding techniques to categorize and analyze the collected data.

4) Theoretical Model Construction

Building relationships between core categories identified through coding to construct a theoretical model.

5) Theoretical Saturation Test

Testing the theoretical model for saturation to ensure comprehensiveness and validity.

Figure 1 represents the systematic process of data collection and analysis, starting from literature review to theoretical model construction, and finally discussing the theoretical model's significance and implications for high-quality development in regional characteristic industries.

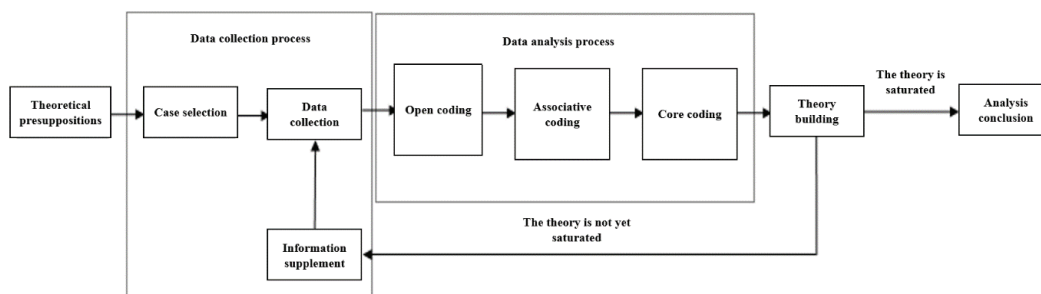


Figure 1 Research Roadmap

4. Data Analysis and Findings

4.1 Introduction

This article collected data through various methods such as secondary data collection, semi-structured interviews, and informal interviews to ensure the reliability and authenticity of the data. Among them, the sources of secondary data include relevant academic reviews, published books, government documents, news reports, official public accounts, local chronicles, etc. Another important data source is mainly relevant industry data from industry associations, and repeated data are reviewed. Su and Liu (2013) pointed out that researchers can conduct case studies based on rich and effective case samples of secondary data. It can be seen that secondary data is an important source of data; semi-structured interviews and informal interviews are mainly for the early stage. Typical examples of characteristic industries discovered during the data collection process and relevant details were re-confirmed to ensure the integrity of the research context and the development process of characteristic industries. Doubts and contradictions that arise during the analysis process will be verified and corrected through informal interviews such as WeChat or telephone interviews with relevant personnel (Su and Liu, 2013).

This article adopts the data triangulation method proposed by Miles and Huberman (1994) to cross-compare sample data collected from different channels and eliminate data that does not meet the requirements of triangulation. During the data collection process, the researcher repeatedly reviewed the collected case sample information to ensure that the case analysis had a consistent structure and quality. The case data are processed in the above way to provide substantial data support for the case study (Miles, M.B. & Huberman, A.M., 1994).

4.2 Data Analysis of the Qualitative Data

4.2.1 Coding Process and Case Analysis

The ceramic industry data collected in this article includes 31 policy texts, 27 news reports, and 14 interview materials. The collected documents were summarized and coded in grounded theory.

Open Coding

Open coding aims to decompose, extract, conceptualize, and categorize the original data. Based on grounded theory and theoretical sampling, this article conducts feature extraction, conceptualization, and categorization analysis on the collected case data related to the high-quality development of the ceramic industry in the Chaoshan region, trying to ensure the comprehensiveness and accuracy of the features and facilitate the subsequent coding process. During the open coding process, this article tried its best to code the original data in the form of short sentences, aiming to more clearly reveal the factors that affect the high-quality development of the ceramic industry in the Chaoshan region, and then reveal the high-quality development of the ceramic industry in Chaoshan region through the connection between concepts development mechanism. Entries belonging to the same concept are similar. In the end, this article extracted a total of 130 initial features from the original data (see Table 1).

Table 1 Examples of Open Coding Results (Intercept)

Data Support	Initial Features	Generic
<p>News reports: The land for industrial development is tight, and the lack of land for enterprises has restricted the transformation and upgrading of the ceramic industry... Judging from many ceramic brands around the world, Chaozhou Ceramics has not yet formed its business card and failed to form a brand effect.</p> <p>Nowadays, most companies have fallen into the misunderstanding of brand building. They think that just registering a trademark is building a brand, but they ignore brand culture and brand value and are unable to establish a brand image in the minds of consumers. Some companies even use OEMs focused on production, profit margins are narrow.</p>	<p>4-1 Industrial land shortage</p> <p>4-2 Difficulties in industrial transformation and upgrading</p> <p>4-3 Brand effect has not yet been formed</p> <p>4-4 The ceramics produced in Chaozhou are not well-known enough.</p> <p>4-5 Enterprises fall into misunderstandings in brand building</p> <p>4-6 Companies ignore brand culture</p> <p>4-7 Companies ignore brand value</p> <p>4-8 Unable to establish brand image</p>	<p>-Industrial land</p> <p>-Industrial transformation</p> <p>-Brand effect</p> <p>-Brand awareness</p> <p>-City visibility</p> <p>-Brand culture</p> <p>-Brand value</p> <p>-Brand</p>
<p>Policy document: Dust, noise, and other pollution phenomena seriously disturb people. Chaozhou City's porcelain clay industry is small, scattered, chaotic, and dirty. The standardization of raw materials and the degree of automation are low... The</p>	<p>9-1 Dust, noise, and other pollution phenomena occur frequently</p> <p>9-2 The current situation of the porcelain clay industry is small, scattered, chaotic, and dirty.</p> <p>9-3 Low standardization of raw</p>	<p>-Environmental pollution</p> <p>-Industry rectification</p> <p>-Raw material</p>

<p>quality of porcelain clay directly affects the quality of ceramic products.</p> <p>However, most of the Chaozhou porcelain clay factories are small and micro enterprises, and their production equipment and technology are relatively backward. In addition, the upstream raw ore material suppliers of the mud are unstable, which causes the quality of the mud batch supply to fluctuate. The lack of quality standards for porcelain clay has become a problem for Chaozhou Ceramics. One of the bottlenecks in industrial transformation and upgrading.</p>	<p>materials</p> <p>9-4 Low degree of automation</p> <p>9-5 The quality of porcelain clay is limited</p> <p>9-6 Production equipment is backward</p> <p>9-7 The production process is backward</p> <p>9-8 Porcelain clay raw material supplier is unstable</p> <p>9-9 The quality of porcelain clay lacks standards</p>	<p>standards</p> <p>degree of automation</p> <p>-Raw material quality</p> <p>-Production equipment</p> <p>-Production process</p> <p>-Raw material supply</p>
<p>Interview data: The ceramic industry in our town is dominated by traditional intensive small and medium-sized enterprises. Most of the enterprise's products are medium and low-end products, with low average output values. Moreover, small and scattered enterprises have serious homogeneous competition, backward processing technology, and high energy consumption, Problems such as low output urgently need to be reformed.</p>	<p>36-1 industry is dominated by small and medium-sized enterprises</p> <p>36-2 Most enterprise products are mid- to low-end products</p> <p>36-3 Enterprises are small and scattered</p> <p>36-4 Enterprise homogeneity competition is serious</p> <p>36-5 Processing technology is backward</p> <p>36-6 low output efficiency</p>	<p>-Product quality</p> <p>-Type of enterprise</p> <p>-Market competition</p> <p>-Processing</p> <p>-Technology</p> <p>-Output efficiency</p>

Associative Coding

Relevant coding aims to summarize the sub-categories and core categories and is a further condensation of the results of open coding. This article is based on the 130 initial features obtained from the above open coding. After classification, merging, inspection, and other steps, 40 sub-categories related to the high-quality development of the Chaozhou ceramic industry and 10 core categories are obtained (see Table 2)

Table 2 Associative Coding Results (Intercept)

Core Categories	Subcategory	Examples of Corresponding Open Coding Results
Government	Policy Support	Government 4-The government needs to do a good job in top-level design and strengthen institutional guarantees... 15-Fiscal and taxation policies and fiscal incentive and subsidy projects...
	Team of Genius	1-Talent team and professional equipment in the field of materials... 4-Stimulate the innovative vitality of talents 15-Unified deployment and organizational coordination of high-quality development work...
	Public	7-A comprehensive service platform integrating technological

	Platform	innovation, product research and development... and other functions... 7-Productivity Promotion Center Service Platform 2-Industrial Innovation Platform
	Infrastructure	6- Improvement of road traffic environment in the town
Technology	Integration of Three Modernizations	6-Develop towards intelligence, digitalization and informatization 7-Promote the intelligent and digital transformation and upgrading of the manufacturing industry.
	Technological Innovation	5-Take the path of high-tech, specialized development 14-Accelerate technological innovation and transformation
	Technology R & D	6-Promote the transformation of scientific and technological achievements into practical applications 14-Integration of basic research and applied basic research
	Technological Transformation	4-Implement a new round of technological transformation...to improve product quality 2-High-tech transformation
	Scientific Research Innovation	1-Provincial Laboratory of Chemistry and Fine Chemicals
Culture	Cultural Features	7- Transform from “selling ceramics” to “selling cultural ceramics” 8-Ceramic culture creates the background of the porcelain capital 8-Taking into account both beauty and practicality
	Cultural Integration	5-Integrate ceramic heritage tourism and ceramic culture exhibition into one
Industry	Industrial Clusters	6-Create smart equipment manufacturing and smart sanitary ware industry clusters 7-New projects in industrial clusters
	Industry Scale	1-The industry scale supporting ceramic production. 16-The industrial scale effect is not obvious
	Industrial Environment	6-Pro-Qing political and business relations 6-Create a first-class business environment.
	Industrial Structure	9-Blurred ribbon layout 16-Optimize industrial structure layout
	Industry Association	15-The power of industry associations 15- Give full play to the functions of industry associations
	New Business Format	14-Explore industrial tourism resources 18-“Industry + Tourism” Project
Market	Market Development	1-Open up the market 1- Have a good understanding of the ceramic markets in the EU and Japan
	Market Penetration	1-The market penetration rate of domestic smart bathroom products is 5%
	Market Opportunity	1-The rising proportion of finely decorated rooms brings opportunities for smart bathrooms
	Distribution Channels	1-Build a corporate exhibition and sales platform through multiple channels

		16-Facing the problem of weak channel foundation
Brand	Brand Building	5-Pursue the unity of function and beauty 5-Convey the charm of “trendy” culture
	Brand Image	4-Unable to build brand image 5-Create the image of the porcelain capital
	Reputation	4-Chaozhou ceramics has not yet formed its own business card 7-Increase brand influence and visibility
Enterprise	Leading Enterprise	8-A cluster of leading enterprises has initially formed 2- Expand the scale of the industry through leading players
	Modern Business Philosophy	4-Lack of modern business philosophy
	Size and Land Use	9-The contradiction between the lagging pace of industrial transformation and the rapid development of urban construction 9-The process of urbanization has brought conflicts between real estate and enterprises
	Enterprise Transformation and Upgrading	9-Enterprise transformation and upgrading is an important part of high-quality development
Product	Feature of Product	8-National Characteristic Industrial Base for Daily Use Ceramics 16-Enhance the competitiveness of the ceramic industry 26-Leverage the advantages of this characteristic industry
	Production Process	1-Production technology of daily ceramics and high-tech ceramics 9-The production equipment and production technology of small and micro enterprises are relatively backward
	Additional Value	4-Chaozhou ceramics cannot cater to current consumption concepts. 10-Create exquisite “trendy goods” and increase product added value
	Product System	4-Lack of ideas for the development of the entire chain from product packaging, publicity, promotion, feedback, etc. 8-Art ceramics are condensed into decorations in daily life scenes
Raw Material	Standardization of Raw Materials	9-Raw material standardization and low degree of automation 9-The quality of porcelain clay lacks standards
	Raw material Quality	9-The quality of porcelain clay directly affects the quality of ceramic products 9-The quality of porcelain clay is unstable...the size of the fired ceramics will be a little different 9-Standardization of ceramic raw materials is the general trend
	Raw Material Supply	10-Local ceramic mineral soil raw materials account for only 10% to 20% 15-Improve the supply of raw materials
High Quality Development	Upgrade	2-Chaozhou ceramic industry urgently needs transformation and upgrading 8-Promote the transformation and upgrading of the traditional

	ceramic industry
Resource Utilization	12-Achieve rational utilization of resources 12-Improve production efficiency and achieve efficient use of resources.
ECO Development	6-Green development is one of the connotations of high-quality development 9-Promote green and environmentally friendly production
Win-Win	10-Cooperation and win-win development
Economic Gain	10-Driving the development of various industries such as catering and tourism in Chaozhou City

Core Coding

Based on the correlation coding results and relationships, this article finally determines the five high-quality development elements of the ceramic industry: "government", "environment", "brand", "product" and "industry", and derives the high-quality development mechanism of the ceramic industry. See Figure 2.

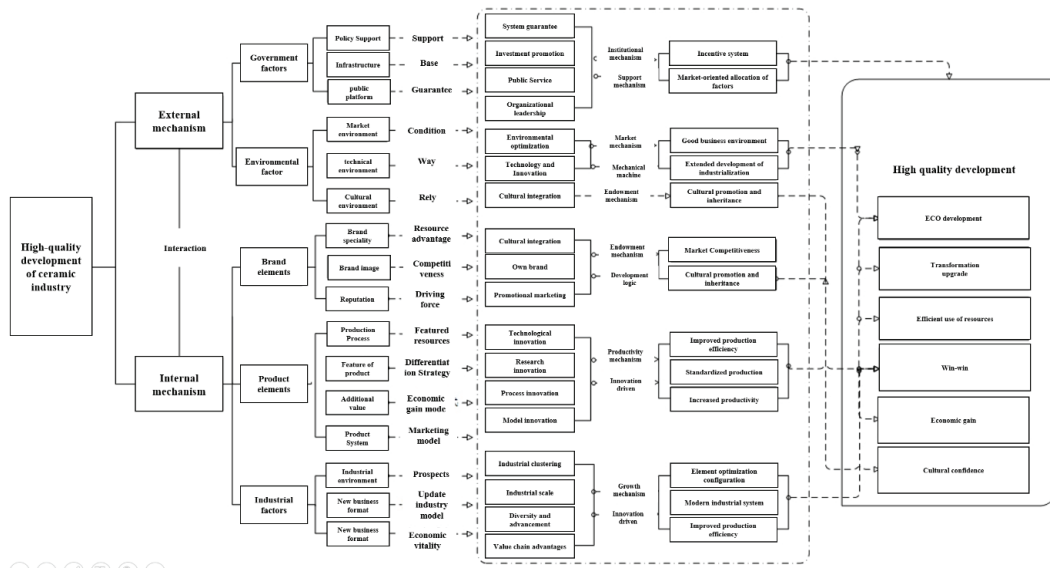


Figure 2 High-Quality Development Mechanism for the Ceramic Industry

4.2.2 Analysis of High-Quality Development of Ceramic Industry

Government Factor

High-quality industrial development is inseparable from government support, which mainly includes three major dimensions: policy support, infrastructure construction, and public platform services. Government policies are the basic elements for the high-quality development of the industry. For the development of the ceramic industry, the government needs to clearly define the boundaries of china clay resources, plan the development and reserves of china clay resources, and ensure the sustainable use of resources. This is an important step for the green and high-quality development of the ceramic industry. Institutional guarantee mechanism. As a handmade product, the ceramic

industry requires the government, an official agency, to set up a public quality inspection platform to determine ceramic quality standards and strictly control product quality. In addition, the development of the ceramic industry requires the government to vigorously support infrastructure construction, build a complete ceramic industry production chain, and improve service levels. Finally, the market environment or the market-oriented allocation of factors is an important influencing factor for the ceramic industry to expand revenue channels and obtain the economic benefits required for high-quality development. High-quality economic development is inseparable from effective market expansion strategies and development strategies. The government needs to accurately position and plan the direction of industrial development and open up new ceramic market segments.

Environmental Factor

Environmental factors include the market environment, technical environment, and cultural environment. Among them, the market mechanism promotes the high-quality economic development of the ceramic industry by creating a good business environment for the development of the ceramic industry, the technical environment empowers the extended development of industrialization through science and technology and innovation and assists the high-quality development of the industry, and the cultural environment promotes the high-quality development of the industry through the resource endowment mechanism. Empower the local cultural connotation of ceramic products, and at the same time promote and spread the local characteristic cultural connotation with the help of ceramic products, giving the industry a unique cultural competitive advantage and promoting high-quality development of the industry. Specifically, the ceramic industry has an advantageous market position and environment, which has greatly promoted the efficient use of industrial resources and high-quality development. The technical environment is a necessary prerequisite for industrial transformation and upgrading. The efficient work and high-value output of the ceramic industry production chain are inseparable from technological upgrading and upgrading. The optimization and innovation of the technical environment are necessary for the transformation, upgrading, and industrialization development of the ceramic industry. elements and mechanisms. The cultural environment is the core element for the ceramic industry to leverage the advantages of regional characteristic industries and develop regional characteristic industrial chains. The regional local cultural resource endowment is the core mechanism for the high-quality development of regional characteristic industries and an important force in enhancing regional cultural confidence and industrial advantages. Therefore, the Cultural environment is an important and special external factor for the development of regional characteristic industries.

Brand Element

Brand factors mainly include three aspects: brand characteristics, brand image, and popularity. Brand building should be integrated with local culture to shape Chaozhou's local independent brand image, and multimedia marketing methods to increase the popularity and influence of ceramic brands and further create the image of a ceramic city. Brand elements are the characteristic endowments of the high-quality development of the ceramic industry. A good brand image and reputation are important driving forces for the high-quality development of the ceramic industry. Brand awareness is the core competitiveness for the ceramic industry to build the "No. 1 Ceramic Town" sign. Brand construction must rely on the local cultural endowment, tap the core competitiveness of culture, create an irreplaceable and unique cultural brand concept, and use sustainable the logic of development promotes high-quality development of the ceramic industry.

Product Element

Product elements mainly include ceramic production processes, product features, added value, and product systems. Mature production processes and productivity improvements rely on scientific research innovation and technological innovation. The effective transformation of scientific research

results into technical productivity is the transformation and upgrading of the ceramic industry and the realization of high quality. As an important condition for development, with the blessing of scientific research results and technological achievements, ceramic companies need to continuously carry out process innovation to improve product characteristics. Product process innovation and technological innovation are necessary mechanisms to improve production efficiency, which is conducive to regional industries giving full play to their unique industrial advantages. Taking differentiation strategies as the benchmark and driven by innovation mechanisms, they can embark on a path of industrial transformation and upgrading with regional characteristics. At the same time, the integration of regional culture into ceramic products will help increase the added value of ceramic products to better meet modern consumption concepts. The development of the regional ceramics industry needs to be based on local characteristic resource endowments, attach intangible culture to tangible ceramic products, enhance the economic benefits of ceramic products through cultural resource endowments, and enhance their irreplaceability by increasing the cultural value of ceramic products. This is an important way for industrial economic gain. In addition, product marketing model innovation helps expand product market share and revenue. Marketing channels and marketing methods that conform to modern consumption concepts are modern ways to realize industrial economic gains.

Industrial Factor

The development of industrial factors is a key link in the high-quality development of ceramics, including four major mechanisms: product clustering, scale, diversification, and leveraging the advantages of the value chain. Although the industry supporting ceramic production has formed a scale and has certain cost advantages, the industrial scale effect is not outstanding and the economic gains brought are not ideal. Moreover, the spatial layout, functional layout, and business environment of product groups have not yet met the requirements for high-quality development, and the industrial clustering effect has not played a key role. This requires the ceramic industry to create a good industrial environment, develop industrial tourism as a new format, adjust the industrial layout and spatial structure, and build a modern industrial system so that upstream, midstream, and downstream industries can exert an industrial cluster effect, achieve win-win cooperation, and achieve high-quality development goals. The core mechanism of industrial factors affecting the high-quality development of the ceramic industry is that industrial clustering, scale, and value chain advantages are the core growth logic of the high-quality development of the industry. Through the industrial cluster effect, scale effect, and diversified parallel development model, the efficiency of industrial factors can be achieved. Configure and develop a modern industrial system to better promote the regional ceramic industry to match the current status of the modern industrial market, so that the regional industry can better adapt to the modern industrial development environment and achieve high-quality development goals as soon as possible.

4.4 Summary of the Results

Research shows that the ceramic industry in the Chaoshan area is mainly affected by four factors: government factors, environmental factors, product factors, industrial factors, and brand factors. Specifically, government factors are the basic guarantee, environmental factors are external development conditions, product factors are key conditions, industrial factors are key forces and brand factors are key tasks. The five types of factors present an "external mechanism + internal mechanism" - Development Goals" mechanism framework provides theoretical and practical inspiration for the high-quality development of regional characteristic industries.

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

The high-quality development of the ceramic industry in Chaoshan will be mainly affected by government factors, environmental factors, product factors, industrial factors, and brand factors. Government factors are the basic guarantee, environmental factors are external development conditions, product factors are key conditions, industrial factors are key forces and brand factors are key tasks. The five types of factors influence, interrelate, and interact with each other, showing that each factor The logical mechanism relationship that affects the high-quality development of the ceramic industry presents the mechanism framework for the high-quality development of regional characteristic industries, that is, "external mechanism + internal mechanism-development goals."

5.2 Discussion

The research discussion delves into the influencing factors and development mechanisms shaping the high-quality evolution of the ceramic industry in Chaoshan. Government policies, environmental conditions, product innovation, industrial capabilities, and brand reputation emerge as pivotal in driving this development. By employing grounded theory, the study unveils how these factors interact both externally and internally to propel the industry towards its development goals. The theoretical framework proposed, emphasizing "external mechanism + internal mechanism - Development Goals," not only advances theoretical understanding but also offers practical insights for promoting similar regional characteristic industries. The discussion concludes with implications for policymakers and industry stakeholders, highlighting opportunities to leverage these insights for fostering rural revitalization and sustainable economic growth in Chaoshan and beyond.

5.3 Recommendation

Based on the comprehensive analysis of government, environmental, product, industrial, and brand factors influencing the high-quality development of the ceramic industry in Chaoshan, several focused recommendations emerge. Policymakers should prioritize supportive policies that foster innovation and streamline regulatory processes to sustain industry growth. Environmental sustainability initiatives should aim to optimize resource use and comply with international standards. Continued investment in product innovation and R&D is crucial to meet evolving market demands. Enhancing industrial capacity through infrastructure upgrades and fostering intra-industry collaboration can improve efficiency and competitiveness. Moreover, strategies for brand development and international marketing should be strengthened to enhance market presence and consumer trust. These integrated efforts align with the goal of achieving sustainable development and advancing the ceramic industry in Chaoshan.

References

- Chen, Z. (2022). Analysis of the path for tea industry to promote high-quality development of regional economy under the background of rural revitalization-taking Youyang Tujia and Miao Autonomous County as an example. *Rural Economy and Science and Technology*, 33(15), 87-89.
- Huang, J. M., Li, L., & Wang, W. (2011). Case study: From good stories to good theories—A review of the China Enterprise Management Case and Theory Construction Research Forum (2010). *Management World*, (2), 9.
- Miles, M. B., & Huberman, A. M. (1994). Focusing and bounding the collection of data: The substantive start.
- Pandit, N. R. (1996). The creation of theory: A recent application of the grounded theory method. *Qualitative Report*, (2), 1-15.
- Su, J. Q., & Liu, J. (2013). Research on the reliability of secondary data from the normative perspective of case studies. *Journal of Management*, 10(10), 6.
- Wei, Z. H., & Wei, S. Y. (2012). A brief discussion of the development history and style characteristics of Chaozhou ceramics. *Popular Literature and Art*, (14), 135-136.
- Wu, X. N., Peng, B. J., & Chen, S. D. (2016). Analysis of the quality and prospects of exported ceramics from Chaozhou, Guangdong. *Economic and Trade Practice*, (14), 121-122.