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## Abstract

Cultural consumption is the important means to promote economic growth and the industrial structure optimization. Cultural consumption has typical lipstick effect. The cultural consumption potential is tremendous in China. Nevertheless, cultural consumption environment needs further improvement due to scarce cultural consumption amount scale, imbalance cultural consumption structure, imperfect cultural consumption service system, and insufficient cultural products supply. China should set up the concept of cultural consumption, perfect cultural consumption public service system, improve the economic income, and establish the pluralism and multi-level cultural consumption development strategy.

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## Keywords

cultural industry; cultural consumption; consumption structure; lipstick effect

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