Research on Brand Building Effect of Internet Famous City in Short Video

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Abstract: In the Internet era, short video platforms have created many Internet famous cities, among which "Zibo barbecue" and related topics have continued to be popular for several months and have become a phenomenal IP. From the perspective of brand building and audience's selective psychology, this paper makes a detailed study on the brand building effect, audience's psychological mechanism and strengthening factors in the communication process of Zibo Barbecue through experiments and in-depth interviews. Through research, this paper draws the conclusion that brand promotion can affect the audience's cognition and emotion. Compared with the single brand promotion, the brand promotion of conflict and opposition can affect the audience's cognition and emotion more. The same-frequency resonance of official and folk public opinion field and the immersive experience of short video platform are important factors to strengthen the spread of Zibo barbecue. By studying the construction effect of Zibo barbecue brand, this paper summarizes the experience for countless small and medium-sized city brands to "go out of the circle".
Keywords: Zibo barbecue; Brand construction; Selective psychology

1 Introduction

In the post-epidemic era, people's willingness to travel has become stronger, and cultural tourism in various places has also innovated and publicized. Many small and medium-sized cities have taken advantage of the situation to become the holy land of online celebrity for cultural tourism. Among them, the "Zibo Barbecue", which is very grounded, quickly "went out of the circle" with the help of social platforms, attracting tourists from all over the country and foreign netizens to punch in. Its related topics have been on the hot search many times, and the public opinion field of official and folk media resonated, and the heat continued for several months. It has become a phenomenal IP. The immersive viewing experience, fragmentation of narrative and communication, high interaction and strong socialization brought by short videos not only promoted the mobile production of urban media image, but also promoted the emergence of online famous city. But at the same time, we also found that simple publicity can't play a very good role. For example, Zibo Barbecue is accompanied by information such as "No open-air barbecue in Jincheng, Shanxi", "Tangshan Barbecue was ridiculed by people when it applied for a battle" and "Sichuan Barbecue was ridiculed by people when it applied for a battle", which significantly expanded the scope of influence. This paper will discuss whether the brand propaganda of conflicting opposites will significantly improve the visibility of both urban brands. What is its

psychological mechanism? What other factors have strengthened the spread of "Zibo Barbecue"? A series of questions will be explored.

2 Literature review

2.1 Literature review of brand building

In recent years, with China's economic development and the gradual improvement of national cultural literacy, the concept of "brand" has been mentioned more and more, and its discussion in academic circles has become more extensive and in-depth. Ken Chang, a scholar, in his paper Research on the Construction and Communication of Self-media Brands from the Perspective of All Media —— Taking the Xinshixiang as an Example, combined with the relevant theories of brand research in communication and marketing, analyzed all aspects of brand construction in the Xinshixiang, and pointed out that the development of self-media brands should take many factors such as user demand, brand positioning, content production and communication channels as important considerations for brand operation. Deng Xing, a scholar, explored the shortcomings of brand building in Yi 'ai Town, Qichun County, and pointed out that the new urbanization should emphasize "characteristics" rather than "similarity". It is particularly important to enhance brand awareness and build many small towns in China into characteristic small town brands with culture, connotation, characteristics and potential. Scholar Zhu Jing's article Brand Construction and Its Value of Henan Satellite TV Festival Gala from the Perspective of Cultural Semiotics, based on the analysis of traditional festival cultural symbols, makes a detailed analysis of the ways of brand construction and communication strategies of Henan Radio and Television Festival Gala under the trend of media integration. However, these studies did not study the brand image construction of online celebrity city.

2.2 Literature review of selective psychology

Liu Na, a scholar, pointed out in the article The Audience's Selective Psychology Behind the Public Opinion Debate of Houlang that the controversy of Houlang is the result of the interaction between the video content and the audience's selective psychology. Bilibili should improve the positive communication effect on the basis of understanding the audience's psychology, so as to keep the brand image developing by leaps and bounds. Scholars Qian Yanbing, Ma Min and Lan Yuexin, in the article Communication and Control of Internet Rumors Based on the Selective Psychology of Internet Audience, combined with the essence and causes of Internet rumors, made an example analysis of the influence of rumors' communication process and communication motivation. In the article Who Constructed Our World-A Probe into the Agenda-setting Function in the Network Environment, scholar Hu Chen thinks that in the new media environment, the openness, interactivity and immediacy brought by technology have strengthened the audience's choice in the process of information dissemination, and the public consciously and unconsciously set online topics on the Internet. In the traditional sense, the function of mass media agenda-

setting has weakened in the mass information dissemination. However, these studies did not study the effect of brand image construction from the perspective of selective psychology.

2.3 Question raising

Therefore, this paper will try to answer the following questions from the perspective of brand construction and selective psychology: Will conflicting brand propaganda significantly improve the visibility of both urban brands? What is its psychological mechanism? What other factors have strengthened the spread of "Zibo Barbecue"?

3.research method

In this paper, in-depth interviews and experiments will be used to study the above issues.

3.1 In-depth interviews

3.1.1 Research hypotheses

H1: Brand promotion can affect the audience's cognition and emotion.

H2: Conflicting and contradictory branding is more likely to affect the audience's perception and emotion than a single branding promotion.

The effect of brand construction can be conceptualized into two dimensions: brand cognitive effect: the memory effect of the audience on the brand, and brand psychological effect: the attitude and emotional tendency of the audience to the brand.

The research method is mainly divided into two parts. In the first part, 20 respondents were randomly divided into four categories, watched videos and filled out questionnaires. In the second part, the interview method is used to further interview the interviewees who have seen the conflict video and have a deep memory, and investigate their psychological process and mechanism.

3.1.2 Basic information of interviewees

Table 1 Basic information of interviewees

serial number	gender	age	occupation
1	man	19	college student
2	man	20	college student
3	woman	21	college student
4	woman	22	college student
5	man	22	college student
6	woman	23	college student
7	man	27	write and direct
8	woman	27	civil servant
9	woman	28	teacher
10	woman	28	teacher
11	woman	29	graphic designer

12	woman	30	doctor
13	man	30	teacher
14	man	32	camera operator
15	man	33	Real estate sales
16	woman	36	teacher
17	man	40	teacher
18	woman	55	housewife
19	man	58	individual
20	woman	60	housewife

3.2 experimental method

The author set several conflicting short videos in succession, such as "Zibo Barbecue" and "No open-air barbecues in Jincheng, Shanxi", "Tangshan Barbecue was ridiculed by people when it applied to go to barbecue war" and "Sichuan Barbecue was ridiculed by people when it applied to go to barbecue war".

The first group of respondents watched five different food-related videos, one of which was "Zibo Barbecue" and filled in the questionnaire.

In the second category, respondents watched five videos related to different cuisines, one of which was related to "Zibo Barbecue" and the other was "No open-air barbecues in Jincheng, Shanxi", and filled in the questionnaire.

The third group of respondents watched five videos related to different cuisines, one of which was "Zibo Barbecue" and the other was a video of "Tangshan Barbecue was ridiculed by people when it applied to go to barbecue war", and filled in the questionnaire.

The fourth category of respondents watched five videos related to different cuisines, one of which was a video related to "Zibo Barbecue" and the other was a video of "Sichuan Barbecue was ridiculed by people when it applied to go to barbecue war", and filled in the questionnaire.

Table 2 Questionnaire on Cognition and Memory of Zibo Barbecue

serial number	question	option
one	What impressed you most about the video you just browsed?	Autonomous answer
two	What does the kebab match in Zibo barbecue video?	A. pepper B. onion C. coriander D. I don't remember
three	Is Zibo barbecue an open-air barbecue?	A. outdoor B. indoor C. I don't remember
four	What do you think of the security atmosphere of Zibo barbecue?	A. Safety B. General C. Danger
five	What do you think of the price of Zibo barbecue?	A. Good quality and low price B. Normal C. High price D. I don't remember
six	What's your attitude towards Zibo barbecue?	1 2 3 4 5 6 7 I like it very much. General I hate it.
seven	What's your impression of Zibo?	1 2 3 4 5 6 7 Interesting General Disgusting

3.3 Description of sample characteristics

The author interviews the interviewees who saw the conflict video and have deep memories, and investigates their psychological process and mechanism. In the process of interview and research, the researchers tried their best to avoid the four ethical problems and deviant behaviors emphasized by scholar Allen Bleiman. First, it caused damage to the research participants. Second, do not use informed consent permission documents or materials. Third, the privacy of research participants is violated. Fourth, cheat the research participants. And if the interviewee has any questions or dissatisfaction that he doesn't want to answer during the interview, he can remain silent or quit halfway. The interview materials that respondents declared unwilling to disclose were not included and cited in this study.

In this study, 20 interviewers aged 18-60 were interviewed in a semi-structured depth for 15 minutes. The interview began in March 2023 and ended in May 2023. Respondents first include college students, teachers and other professionals, and then collect more research samples through social aspects. According to the maximum sampling principle of qualitative research methods, when the 20th interviewee is collected, all the interview contents are enough to answer the research questions, and the sample collection is closed. Respondents are different in age, region and growth environment, and the degree of homogenization is low. The interviews were mainly conducted by one-on-one face-to-face interviews, and some were conducted by online WeChat communication. The interview results were compiled into a word-for-word manuscript with a total of 15,000 words. The processing of the interview content is completed by myself.

4 Research findings and discussion points

During the experiment, I found that the first group of respondents (that is, watching five different food-related videos, only one of which was related to "Zibo Barbecue", but not the video conflicting with "Zibo Barbecue") had relatively poorer cognition and memory of "Zibo Barbecue" compared with other respondents (that is, watching five different food-related videos, one of which was related to "Zibo Barbecue" and the other was related to the video conflicting with "Zibo Barbecue").

However, among the second, third and fourth types of respondents who watched the related videos of Zibo Barbecue and the videos that were in conflict with each other, their cognition and memory about Zibo Barbecue were also slightly different. For example, the second type of respondents who watched the related videos of "Zibo Barbecue" and "No Open-air Barbecue in Jincheng, Shanxi" have a deeper memory of the open-air environment of "Zibo Barbecue". The third group of respondents who watched the video of "Zibo Barbecue" and the video of "Tangshan Barbecue was ridiculed by people when it applied to go to barbecue war" felt better about the security atmosphere of "Zibo Barbecue". The fourth group of respondents who watched the video of "Zibo Barbecue" and the video of “Sichuan Barbecue was ridiculed by people when it applied to go to barbecue war” basically thought that "Zibo Barbecue" was cheap and good.

When conducting further in-depth interviews on the interviewees' attitudes, emotions,

topic participation and understanding channels about Zibo Barbecue, I found that most of the interviewees' comments on Zibo Barbecue were positive, and positive words such as "warm", "lively", "enthusiastic", "affordable" and "fireworks" were mentioned a lot. Regarding the psychological mechanism of the audience in the process of constructing the image of "Zibo Barbecue", the interviewees' answers corroborate my thoughts.

"As a college student, when I see the topic of' college students going to Zibo to eat barbecue', I will naturally pay attention to it, and I have never seen this way of eating pancakes with onions and meat. It is very novel and has local characteristics. I really want to try it."

"Almost at the same time, I saw that Jincheng barbecue banned open-air barbecue and Zibo barbecue. The contrast is obvious. I feel that Zibo is a small city with human feelings."

"The comments of netizens in Sichuan BBQ are humorous and ridicule the high price. I feel that someone has said what I want to say but dare not say when I consume, and there is a consumer resonance. I think Zibo barbecue looks more affordable and popular. "

"Last year's Tangshan barbecue hit people event, my memory is quite deep, and I was very angry. Now I feel very relieved to see that Zibo barbecue is particularly hot and Tangshan barbecue is ridiculed by the crowd.' I'm going to spend money, not to be beat' and' If you go to Zibo, consumption discount 50%, if you go to Tangshan, you will be broken bones'. Although the expression is a bit extreme. But when it comes to barbecue, I can think of these two cities at once. "

4.1 Brand promotion can affect the audience's cognition and emotion

In the process of building a city brand, not only all departments in the city need to work together to provide good services, but also the publicity of the city brand affects the audience's cognition and emotion of the city to a great extent. Zibo BBQ provides a flood of tourists with the sincere, home-like and orderly services. "Through the screen, I feel warm and friendly from the distant fireworks and happy people." At the end of the special three-year quarantine period, Zibo barbecue swept away the gloom of depression. In a warm atmosphere, it showed simple and warm fireworks, people's livelihood security and public confidence, and positive and optimistic expectations for the future. Zibo barbecue has broken through the limitation of being a gourmet, and has become a personalized image of the city brand, establishing an emotional link with the public, thus obtaining a good effect of city brand construction and communication.

Kevin lane keller, a famous American scholar, thinks that city branding is to let people know and know about a city, and naturally connect some image and association with the existence of the city, so that its spirit can be integrated into every building in the city, and competition and life can coexist with the city. Hai Jiang and Chen Jianxin, Chinese scholars, believe that the city brand is generated by the combination of the material content of the city and the psychological content of citizens and viewers in a specific communication mechanism. A city is not only a thing with natural attributes, but also a spiritual existence. Zibo BBQ takes food as the core to build a city brand, endows it with profound humanistic connotation, impresses the broad audience with emotion and core values, and achieves fission communication on the short video social media platform.

4.2 Conflicting and contradictory branding is more likely to affect the audience's perception and emotion than a single branding promotion

In the Internet era of information explosion, users will not blindly follow the information pushed by the platform, but will choose information content related to their own interests. When the topic of "college students going to Zibo for a barbecue" becomes a hot topic, it is easier to attract the attention of college students. The differentiated content of "stove pancakes and green onions" in Zibo barbecue can be different from competitors to a certain extent. The affordable and sufficient labels cater to the pain points of the tourism consumption of the broad audience. The homemade gestures of pancake rolls make Zibo barbecue have a strong visual impact, and various factors have blessed Zibo barbecue, which has won a lot of attention resources and is an important prerequisite for winning the general recognition of the audience.

Every audience is not a completely objective information receiver, and subjective factors such as emotional tendency and thinking mode always affect the understanding, evaluation and attitude of the received information. Compared with the prohibition of open-air barbecue in Jincheng, Shanxi Province, the audience will have a deeper understanding of the city's tolerance, politics and people's communication contained in the fireworks of Zibo barbecue. Compared with the Tangshan barbecue in 2022, the humane, sense of order of Zibo barbecue can win the audience recognition. The audience's cognition of Zibo barbecue is also more diversified and multi-angle in this kind of conflict contrast propaganda, and the brand built by Zibo barbecue is also more three-dimensional and sensible.

This psychological mechanism of the audience is the audience selective exposure mechanism proposed by Lazarsfeld, the founder of communication studies, in People's Choice. American scholar Crabbe calls this mechanism selective psychology, and refines it into selective attention, selective understanding and selective memory. Selective psychology refers to the fact that the audience does not receive information indiscriminately, but selects, understands and remembers content similar to their own interests and positions according to their own needs. In the conflicting information, Zibo BBQ not only conveys the food information and serves the public life, but also has the function of entertainment and cultural value dissemination, which fits the audience's psychology and can stand out in the information explosion Internet.

4.3 Other factors to strengthen the spread of Zibo barbecue

4.3.1 The main body of communication: the same frequency resonance of the official and folk public opinion field

In the in-depth interview, I learned that a small number of audiences had already learned about Zibo barbecue before watching today's Zibo barbecue video, or through WeChat friends circle, short video platform or official media. Among them, CCTV, as a national media, has played an especially important role in setting up the image of Zibo barbecue for the interview audience. The

folk media such as WeChat friends circle and short video platform mainly promote Zibo barbecue spontaneously, share the real experience of individuals, update from time to time, and have frequent patterns and topics. The same frequency resonance of the official public opinion field can continuously guide the positive trend of Zibo barbecue topic.

4.3.2 Communication channel: immersive experience of short video platform

In the new media era, the fragmented narrative mode and the vivid content display of short videos highlight the personal perspective and emotional attitude, and create a more immersive viewing experience for the audience, so that the audience can more truly feel the cultural atmosphere and human feelings of a city. When watching the video related to Zibo barbecue, the interviewer "empathized" with the smell of Zizi oil and fireworks at the scene of Zibo barbecue, and his heart yearned and expected, resulting in a positive imagination of Zibo barbecue. At the same time, the interactive functions provided by the short video platform, such as comments, forwarding and messages, have also enabled more audiences to participate in the spread of Zibo barbecue.

5 Summary and reflection

City brand is an intangible asset for the sustainable development of cities. The successful experience of online celebrity cities such as Xi 'an, Ganzi and Litang in recent years also tells us that building a good city brand can not only enhance the competitiveness of cities, but also attract the attention of all sectors of society and gain better development opportunities. In the process of building a city brand on the short video platform, Zibo BBQ has explored the experience of "going out of the circle" for countless small and medium-sized city brands.

First of all, the differentiated positioning of urban brands forms the unique spiritual core of the city. Each city has its own unique scenery, cultural characteristics and spiritual connotation that are different from other cities. City brand lies in the unique core value and spirit of the city, which bears the vision and expectation of the official government and the true feelings of the city residents. If there is only a single food in Zibo barbecue, the audience will always have aesthetic fatigue, and the pursuing hot spots behavior will gradually fade with the decrease of heat. Only based on the genes and cultural elements of the local city, and deeply excavating the humanistic connotation of the city through differentiated and personalized strategies, can we retain the city's personality temperament, build a distinctive cultural brand and a unique spiritual core, and provide a brand-new experience and value resonance for the audience on the short video platform, thus forming a long-term and stable brand influence and boosting the sustainable development of the city.

Second, social media platforms help emotional communication. The development of new media technology has strengthened the ability of public expression and communication, and the audience's right to speak has been continuously enhanced. In the process of information transmission, urban brands cannot ignore the emotional communication on social media platforms.

City brands should pay attention to perfecting narrative and expression methods, weakening the nature of advertisements, reducing the resistance of the audience, shaping the brand image with personality, temperature and affection, enhancing affinity, and effectively establishing the emotional connection between the audience and the city, so as to enhance the communication efficiency and shape a more amiable, lovely and credible city brand.

It is worth mentioning that the agenda setting of official media helps to build a good city brand. In the initial stage of city brand building, the government should play a leading role, actively set topics, arouse the audience's attention by creating topics and events that are in line with the city brand value, operate the topic from multiple angles, repeatedly drain from different angles, and always be innovative. At the same time, with the new media technology giving the audience more right to speak, the audience consciously and unconsciously participate in the agenda setting on the Internet, and the subjects of agenda setting are gradually diversified. Urban brand building should make good use of the resources of all parties to form a strong communication force.

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