https://doi.org/10.37420/j.emr.2024.007

Research on City Brand Construction under the Perspective of Value Co-Creation

Lijun Meng
School of e-commerce, University of Finance and Economics, Inner Mongolia , China
Corresponding author, E-mail: 2463019925@qq.com

Abstract:

In the era of new media, the Internet platform has created many web celebrity cities, among which "Erbin" and its related topics continue to be hot for several months, and have become a phenomenal IP for city branding.This paper starts from the perspective of value co-creation, and through the method of audience survey, we study to understand the impact of user value co-creation participation on the construction of Harbin city brand. Through the research, this paper concludes that the degree of user value co-creation participation can promote the city brand awareness, reputation and loyalty. By studying the effect of Harbin's city brand construction, this paper draws lessons for small and medium-sized city brands to "get out of the circle".

Keywords:

value co-creation, city branding, Harbin city branding

1. Introduction

City brand refers to the process of city communication, the city based on its own unique elements of endowment, history and culture, industrial advantages and other differentiated brand elements, continue to provide audiences with trustworthy, relevant special impression. City branding is designed to enhance urban competitiveness by shaping urban characteristics, enhancing urban attractiveness, leading consumer trends, and promoting urban development. 2023 can be considered the year of "phenomenal" outbreaks of city branding. "Hangzhou Asian Games", "Chengdu Universiade", "Zibo barbecue", "Shijiazhuang Rock City", "Henan Daji" and "Heilongjiang Erbin" have become the brand image of the relevant city style, the construction of these city brand image, not only successfully stimulate domestic demand, promote consumption, enhance economic efficiency, but also help the formation of the core competitiveness of the city to promote the sustainable development of the city, but also enhance the cohesion of the city residents, attract talented people to enhance the cohesion of the city, and attract talented people to enhance the cohesion of the city residents, and attract talented people to enhance the cohesion of the city residents. It can also enhance the cohesion of city residents, attract talents and increase the public's trust in the government. The topic of the study is to promote the development of the city's core competitiveness.

2. The Significance of the Topic

"The city is not only a cluster of buildings ..... but also a pole of culture." The American scholar Munford revealed the essence of the city brand, which emphasises that it is not limited to focusing on the city space

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.007

planning and architectural design and other external appearance, but should be in-depth understanding of the city's most valuable cultural connotations and spiritual heritage, so as to tell a good story of the city. Especially nowadays, it is the critical period of deepening global economic integration and China's urbanization process, and the competition among cities is becoming more and more intense, the importance of city branding as an important driving force for urban development is also more and more prominent.

Since the city branding is so important, why some cities continue to work hard or not fire out of the circle? Such as why the same belongs to the northeastern region of Harbin fire out of the circle, while Jilin did not? In this regard, we have a curiosity: what factors contribute to the successful construction of Harbin city brand?

2.1 Theoretical Significance

This study is conducted under the perspective of value co-creation theory. Using this theory to study the hot city brand phenomenon, on the one hand, the phenomenon studied is relatively new and representative, which can provide the latest case for the value co-creation theory and broaden the application field of the theory. On the other hand, while promoting the development of the theory and enriching the theoretical level, it is of great significance to the construction of the theoretical system.

2.2 Practical Significance

In order to cope with the accelerated urbanization process in China and satisfy the spiritual pursuit of the people, the report of the 20th Party Congress pointed out that it is necessary to shape the tourism with culture and highlight culture with tourism, and promote the deep integration of culture and tourism, which also provides a guideline for the construction of city brand. This study analyses the Harbin city brand, which has been on fire in the culture and tourism industry recently, with the aim of extracting the success factors of the city brand construction. Through the summary and analysis, it tries to provide useful reference for other cities to construct brand image, promote other cities to reflect on the shortcomings and learn from the experience, and provide thinking and reference for solving the problem of weak influence of city brand construction in other regions.

3. Literature Review

3.1 Theory Review

3.1.1 Review of value co-creation theory research

At the beginning of the 21st century, management gurus Prahalad and Ramaswamy first elucidated the overall logic of value co-creation based on the "consumer experience", arguing that the consumer has been transformed into a value co-creation interacting with the producer. Later, Vargo and Lusch proposed the concept of "service-dominant logic" of value co-creation, which indicates that value co-creation occurs in the consumption process. In short, value co-creation means that in the consumption process, consumers also participate in the production of products and work with producers to improve the economic efficiency of enterprises.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.007

3.1.2 Research on value co-creation theory

With the development of social economy, value co-creation has gradually become a mature theory in the discipline of business management. Many domestic experts and scholars have focused on the research of value co-creation in the fields of brand marketing and cultural co-creation. Based on the perspective of brand value co-creation, Shen Zhanbo and Dai Liang concluded that the net red live streaming marketing is a multi-brand value co-creation interactive behaviour with the participation of consumers, and it is a reshaping of the value of brand experience for consumers. From the perspective of participatory culture, Wang Huaiyu and Chen Hongbo conclude that with the transformation of user identity, platforms and users will jointly influence text reproduction.

In recent years, the theory of value co-creation has also been mostly applied as a new concept in media industries such as publishing enterprises, short video platforms, and business model exploration. Based on the analysis of value co-creation theory, Wang Pengtao and Zhang Zhen concluded that publishing enterprises should focus on user needs and their own advantages to achieve the innovation and upgrading of knowledge services. Liao Mingzhu, Wang Chaoqun based on the basic logic of value co-creation to explore the stage of B station knowledge video fire, concluded that the platform can make use of the pluralistic subject's own value, especially the preference and activity of the consumer group, in order to achieve a win-win situation for all parties. Based on the concept of value co-creation, Zhang Xianhua and Li Qi concluded that an innovative business model that produces high-quality content, improves user experience, explores its own strengths, and interacts with symbiotic key groups on the platform is a breakthrough strategy for the network audio industry.

In summary, although the theory of value co-creation is becoming an important research topic in the media industry, research on it still focuses on the pursuit of economic benefits, highlighting the transformation of consumer identity and consumer participation in interaction and sharing, thus creating win-win value, but does not look into the impact of value co-creation on the audience's perceptions and behaviours.

3.2 Overview of the Phenomenon

3.2.1. Brand Research

The brand is initially only a kind of identification mark, and then with the deepening development of the market, it becomes a spiritual symbol, and even the concept of value, but also an important means of marketing activities. In this way, brand building is understood as a long-term, dynamic communication process of brand building. Scholar Fan Dingxi pointed out in the study of B2B branding that the establishment of brand advantage is conducive to improving brand loyalty, establishing a differentiated competitive advantage, and promoting the improvement of operational efficiency. Zhang Yishu, on the other hand, systematically analysed the brand construction of Pengpei News in the Internet environment by expanding brand awareness, shaping brand image, innovating brand interactivity, consolidating brand loyalty and other methods. It provides reference ideas for how the industry will carry out the construction of their respective brands in the future.

3.2.2 City Brand Research

City brand is a comprehensive evaluation of the city's name, history, geography, humanities and other factors, and its core task and main function is to reflect the city's individualised core values, which is the main

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.007

virtue for the public to perceive the city's personality. The current research on city branding is to examine the construction of city branding in various contexts from the perspective of communication science, and to examine the re-creation of city brand image from the perspective of image design science.

In communication science, Xu Linlan and Wen Chunying's research is based on the functionality of "media", outlining the multi-screen resonance, unique elements, and the practical characteristics of multiple communication subjects in the communication of city brands in the context of media convergence, and analysing the characteristics of the communication of city brands in the communication forms of variety shows, short videos, and live broadcasts. Wang Min discussed the value of meta-universe empowering city brand communication in the era of integrated media and the specific strategy of constructing city brand from the perspective of smart media technology. In terms of image design, Cao Xinyi takes the integrated marketing communication theory as the foundation and studies how the image IP of "Chengdu + Giant Panda" can realize the integrated communication of the city culture in new media such as social media, broadcasting and television, and mobile terminals.

3.2.3 Research on City Branding under the Perspective of Value Co-Creation

Based on the theory of brand ecosystem, Sun Ping and Wang Degang sorted out the key event of "Zibo Barbecue" phenomenon and found that the brand ecosystem of non-traditional tourism cities is shaped in four stages: pre-shaping, shaping, initial formation and sustainable development. The different stages are driven by the factors of market suitability, sensory authenticity, interactive participation, multi-subject linkage and emotional experience respectively. and emotional experience factors, respectively.

In summary, there are relatively few studies on city branding from the perspective of value co-creation. Although scholars Sun Ping and Wang Degang have touched on "value co-creation", they have not analyzed the impact of user interaction and co-creation on city branding from the perspective of value co-creation in detail.

4. Question Raising

The paper will start from the theory of value co-creation and try to answer the following questions: What is the impact of users' value co-creation participation on city brand construction from the perspective of value co-creation in the explosion of Harbin city?

5. Research Methodology

This paper adopts the research method of audience survey in an attempt to answer the above questions.

5.1 Hypothesis Establishment

Based on the above questions, the corresponding hypotheses are proposed here:.

H :User value co-creation participation has an impact on city brand construction.

H1:The more participation in user value co-creation, the higher the recognition of city brand.

H2: The more active participation in user value co-creation, the more the reputation of the city brand increases.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.007

H3: The more frequently users participate in value co-creation, the more loyal they are to the city brand.

In order to prove the hypotheses, this study adopts the questionnaire method and creates questionnaires.

5.2 Research Questionnaire Design

This questionnaire aims to understand the effect of user value co-creation participation on Harbin city brand construction, that is, firstly, through the data collection of user value co-creation of communication behaviour changes, and then from the audience's cognitive attitude, behavioral changes in the data to derive the impact of value co-creation on the Harbin city brand cognition, reputation and loyalty construction. The cognitive level involves the perception of the city's image, the psychological and attitudinal level contains the user's willingness, and the user behavioral level contains the user's participation and interactive behaviour. Therefore, the questionnaire design is divided into three parts:

The first part investigates the audience's liking, commenting and forwarding of Harbin city-related content to exclude users who do not engage in these interactive behaviors and to clarify the scope of the survey target.

The second part investigates the audience's cognition, psychology and attitudes and behaviors on the recognition, reputation and loyalty of the city's image.

The third part is user profile statistics.

5.3 Sampling Method

The research object corresponding to this hypothesis is the audience group that is concerned with the content related to the city of Harbin. Firstly, we will conduct convenience sampling of this group and select users who have recently seen Harbin-related content as the research overall; secondly, making questionnaires in the way of questionnaire star; again, we will distribute questionnaires in social media channels such as WeChat friend circle and WeChat group, exclude blank questionnaires and ineffective questionnaires, and select the rest of questionnaires that have research value as samples.

5.4 Sample Description

This survey was conducted on 21 February, 2024 to complete the process of data collection, collation and analysis. The survey is mainly based on open-ended and closed-ended questions, and the main contents are: (1) Confirmation of basic information: including age, gender, and place of origin. (2) The part of dimensionality reduction statement of independent variable X. (3) The part of dimensionality reduction statement of dependent variable Y. This questionnaire contains 18 questions, including 7 single-choice questions, 1 multiple-choice question, 9 matrix questions, and 1 fill-in-the-blank question. The scale questions refer to the Likert five-point scale, where the questions are divided into five levels, with 1 representing "strongly disagree", 2 representing "disagree", 3 representing "generally", 4 representing "agree", and 5 representing "disagree". 4 is for "agree" and 5 is for "strongly agree".

The questionnaires for this study were collected through Questionnaire Star and disseminated in WeChat Moments and groups by means of questionnaire links. The number of samples is 243, excluding those who have not read the content related to the city of Harbin, the final number of valid samples is 226.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

5.4.1 Sample Characteristics

This questionnaire survey collected a total of 243 questionnaires, male and female gender accounted for the same proportion, respectively, 48.97% and 51.03%; youth groups 26-30 years old accounted for the highest proportion, a total of 66 people, accounting for 27.16%; from the distribution of the first academic degree, most of the samples are "undergraduate", a total of 93 people, accounting for 38.27%; from the occupation division, most of the sample is "bachelor's degree", a total of 93 people, accounting for 38.27%; from the point of view of occupation, most of the samples are distributed among "company employees", "students", "civil servants" and "professional and technical personnel" (e.g. doctors, teachers, lawyers, lawyers and other professionals), accounting for 27.57%, 13.99%, 13.58% and 13.58% respectively.

5.4.2 Findings and Discussion Points

A reliability analysis of the scales used in this study yielded the following results. Regarding the City Brand Awareness Scale, the validity test showed that the KMO = 0.698 and the Bartlett Sphericity Test chi-square value was 218.447, with a p-value of less than 0.05; the reliability test, analyzed by using the Cronbach's alpha reliability coefficient, showed that the coefficient of the scale was 0.792, which was a good reliability of the scale. Regarding the city brand reputation scale, the validity test shows that the KMO=0.705, the Bartlett sphericity test chi-square value is 202.870, and the P-value is less than 0.05; the reliability test is analyzed by using Cronbach's alpha reliability coefficient, and the results show that the coefficient of the scale is 0.783, which is a good reliability and validity of the scale. Regarding the city brand loyalty scale, the validity test shows that the validity test shows that the KMO=0.822, the Bartlett sphericity test chi-square value is 398.545, and the P-value is less than 0.05; the reliability test, analyzed using the Cronbach's alpha reliability coefficient, shows that the scale coefficient is 0.850, and the reliability and validity of the scale is good.

This indicates that the value co-creation behaviour of audiences frequently watching, liking, commenting and forwarding Harbin-related content or even being happy to create similar content themselves has a significant impact on the recognition, reputation and the establishment of loyalty of Harbin city brand. Therefore, the researcher proposes the hypothesis:

H1: The more users participate in value co-creation, the higher the awareness of the city brand.

Using correlation analysis to study the relationship between the degree of participation in user value co-creation and city brand awareness, the Pearson correlation coefficient was used to indicate the strength of the correlation, and the two were significantly correlated, with a correlation coefficient of 0.275. Then using regression analysis, the data showed that the independent variable and the dependent variable had a significant linear relationship, with a regression coefficient of 0.732; the significance of 0.000. This indicates that the more the users participate in value co-creation, the higher the reputation and loyalty of the city. The more participation in value co-creation, the deeper the understanding of the city of Harbin, which in turn leads to a higher awareness of the city brand, the research hypothesis H1 is supported.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.007

Correlations

		Q5_User Value Co-Creation Engagement	Q11_City Brand Recognition
Q5_User Value Co-Creation Engagement	Pearson Correlation	1	.275**
	Sig.(2-tailed)		.000
	N	243	243
Q11_City Brand Recognition	Pearson Correlation	.275**	1
	Sig.(2-tailed)	.000	
	N	243	243

**.Correlation is significant at the 0.01 level (2-tailed).

Figure 1 Correlation analysis of hypothesis H1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std.Error	Beta		
1	(Constant)	8.461	.630		13.441	.000
	Q5_User Value Co-Creation Engagement	.732	.165	.275	4.438	.000

a. Dependent Variable:Q11_City Brand Recognition

Figure 2 Regression analysis of hypothesis H1

This is mainly because with the rapid development of science and technology such as big data, algorithms, artificial intelligence, etc., social media platforms such as Jitterbug, Xiaohongshu, and WeChat public number meet the current audience's demand for "exhibition" with social attributes, and at the same time make netizen users' visual cognition of the city's mediated landscapes richer. Such as the decentralised media platform to break the past grand, single city image propaganda film narrative, user participation in the creation of other media users with the city of Harbin related to the cityscape, customs and folklore, history and culture and other diversified visual symbols, and then in the form of fragments pushed to more users, and other users and through the many fragments spliced together. Other users, in turn, piece together different aspects of the city's image through a number of fragments, thus enabling users to gain a deeper and deeper understanding of Harbin.

H2: The more active the users' participation in value co-creation, the more the city's brand reputation will be improved.

When the user value co-creation participation is analyzed with the city brand reputation, the Pearson correlation coefficient is used to show the strength of the correlation, and the two are significantly correlated with each other, with a correlation coefficient of 0.295. Then regression analysis is used, and the data show that there is a significant linear relationship between the independent variable and the dependent variable, with a regression coefficient of 0.203; the significance of the regression coefficient is 0.000. The more active participation in co-creation, the more it indicates that users identify with the city brand, which in turn leads to

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.007

the conclusion that the more it can promote the improvement of the reputation of the city brand, and hypothesis H2 is valid.

Correlations

		Q_Level of active participation in co-creation	Q12_City Brand Reputation
Q_Level of active participation in co-creation	Pearson Correlation	1	.295**
	Sig.(2-tailed)		.000
	N	243	243
Q12_City Brand Reputation	Pearson Correlation	.295**	1
	Sig.(2-tailed)	.000	
	N	243	243

**.Correlation is significant at the 0.01 level (2-tailed).

Figure 3 Correlation analysis of hypothesis H2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.Error	Beta	t	Sig.
1	(Constant)	8.470	.638		13.275	.000
	Q_Level of active participation in co-creation	.203	.042	.295	4.797	.000

a. Dependent Variable: Q12_City Brand Reputation

Figure 4 Regression analysis of hypothesis H2

This is mainly due to the fact that with the rapid development of society and economy, the user's needs are constantly extended to the upper part of Maslow's pyramid of needs, and social needs, respect needs and self-actualisation needs need to be met urgently. Embodied in the era of new media, jittery voice, small red book, microblogging and other social media platforms in the audience to facilitate access to information at the same time, but also for netizens to provide users with emotional catharsis, self-expression of the platform, when users come into contact with the other users to share the content related to the city of Harbin, they will be active in the acquisition of the emotional, aesthetic, cultural and other values through the "like", "comment" and "like". When users come into contact with the content shared by other users, they actively seek value recognition through "likes", "comments", "retweets" and other behaviors for the emotional, aesthetic, cultural and other values gained from the content, and netizen users, as an individual node of the social connectivity unit, participate in the dissemination of the Harbin city-related content to establish connections with others, thus becoming a platform for the expansion of Harbin city media content. Harbin city media content enlarger, amplify the communication effect, promote the Harbin city reputation.

H3: The more frequently users participate in value co-creation, the more loyal they are to the city brand.

Using Pearson correlation analysis to study the relationship between the frequency of user value co-creation participation and city brand loyalty, the results show that the two have a significant positive correlation,

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.007

with a correlation coefficient of 0.336. Then using regression analysis, the data show that the independent variable and the dependent variable have a significant linear relationship, with a regression coefficient of 0.274; significance is 0.000. It shows that the more frequent the participation in the value co-creation of users, the higher the brand loyalty to the city, and the hypothesis H3: The more frequent the participation in the value co-creation of users, the higher the brand loyalty to the city. brand loyalty, hypothesis H3 is supported.

Correlations

		Q_ Frequency of co-creation participation	Q13_ City Brand Loyalty
Q_ Frequency of co-creation participation	Pearson Correlation	1	.336**
	Sig.(2-tailed)		.000
	N	243	243
Q13_ City Brand Loyalty	Pearson Correlation	.336**	1
	Sig.(2-tailed)	.000	
	N	243	243

**.Correlation is significant at the 0.01 level (2-tailed).

Figure 5 Correlation analysis of hypothesis H3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std.Error	Beta		
1	(Constant)	9.622	.938		10.254	.000
	Q_ Frequency of co-creation participation	.274	.050	.336	5.533	.000

a. Dependent Variable: Q13_ City Brand Loyalty

Figure 6 Regression analysis of hypothesis H3

This is mainly due to the arrival of the concept of the "Fourth Age of Consumption" put forward by the Japanese sociologist Miura Zhan in his book "The Fourth Age of Consumption", in which he believes that the concept of consumption in the new era has changed from fashion and luxury goods, through focusing on quality and comfort, and then transitioned to the return of the inner sense of satisfaction, peace of mind, and the traditional characteristics of the place, The bond between people comes up. The fourth consumption era can be regarded as the reverse movement after the logic of desire is developed to the extreme in the late modern society, in which people who have experienced the anxiety of "consumerism" begin to return to their nature, pursuing the quality of content, and their consumption behaviors tend to be pragmatic and rational.

Therefore, in such a background, users frequently participate in the value of Harbin city-related content co-creation, in fact, presents a kind of trust and recognition of Harbin city brand, users in the rational consumption of the tide of thought, choose to go to Harbin city tour, choose to experience the four seasons of Harbin, in fact, is a high degree of recognition of the city brand of Harbin, which also shows the user's loyalty to the city brand to improve! This shows the success of the city brand construction.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

By analyzing the above data, the three assumptions we made at the beginning have been proven. Thus, to some extent, value co-creation has a positive effect on the construction of the city brand.

Descriptive analyses of the independent and dependent variables yielded the following results:

From the descriptive analysis, 56.79% of the audience chose user-created content, accounting for more than half of the answers to the question "Is it user-created content or is it officially released by the Harbin Culture and Tourism Bureau that is the majority of the content about Harbin". In response to the question of "recent content on the Internet about Harbin affects my choice of places to visit", 32.51% of the audience chose "agree", 29.22% of the audience chose "strongly agree". "The combined percentage of the two was 61.73 per cent.

From the analysis of the above results, it can be seen that in the process of city brand construction, the participation of user value co-creation will affect the audience's cognition, attitude and behaviour, and then have a facilitating effect on the construction of city brand. This shows that value co-creation in the new media era, driven by science and technology, can widely reach the audience and meet their individual needs, while the sharing of relevant content by the audience (liking, commenting, forwarding) reflects the audience's perception and attitude towards a city brand, which in turn leads to behavioral changes under the influence of value co-creation, i.e., Harbin is included in the list of places to visit.

6. Summary and Reflection

City brand, not only a natural resource or a logo, it is the city's "cultural chip", is the city's intangible assets. In recent years, the explosion of Xi'an, Zibo, Chongqing and other cities in the cultural and tourism circle shows that building a good city brand not only enhances the competitiveness of the city, but also attracts the attention of all walks of life and gets better development opportunities. From the perspective of value co-creation, this study analyses the role of netizen users in the construction of city brands, thus providing experience for other city brands to explore "out of the circle".

It is worth noting that this study also found that algorithm recommendation plays an important role in the user value co-creation participation process. The questionnaire data shows that 80% of users' access to Harbin city-related content comes from platform push, and the algorithmic recommendation technology promotes the wide dissemination of Harbin city-related content. However, it is undeniable that the personalized algorithmic recommendation technology can cater to the audience's selective contact psychology, thus exacerbating the formation of information cocoon. This not only affects the city of Harbin to create a diversified city brand, but also solidify the cognitive ability of the audience, so that the audience's vision in the wave of the new media development is facing a full range of multi-dimensional information uninterrupted refreshing, the grey side of the information explosion is the content of the good and the bad, by the "cocoon" isolation of the audience will be The audience isolated by the "cocoon" will be driven by emotional factors, which will lead to the fermentation of non-positive public opinion. Therefore, the construction of city brand can not only rely on the algorithmic technology of the "charm", immersed in the netizen user value co-creation of the "myth" world, but also to use rational thinking "charm", all-round consideration of the city brand of the "myth". Instead, we need to "dispel the myths" with rational thinking and consider the construction path of city branding in a holistic way.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.007

However, due to the time constraints, this study has not explored what kind of value co-creation plays a crucial role in the construction of city brands. In future research, we will further explore the value co-creation factors that contribute to the construction of city brands, and then explore how city brands can have a sustained impact.

References

[1]Du Qinglong, Yuan Guangcai. (2004), Theory and empirical analysis of city brand positioning. Journal of Southwest Jiaotong University (Social Science Edition), (06):105-108.(in Chinese)
[2]Mihalis Kavaratzis. (2005). Place branding:A review of trends and conceptual models. The Marketing Review.
[3] Liao Shengwu, Zheng Yongtao. (2023), Research on City Brand Communication under the Threshold of Media Construction. Contemporary Communication, (02): 50-54.(in Chinese)
[4] C.K. Prahalad, Venkat Ramaswamy. (2004). Co-creation experiences:The next practice in value creation. Journal of Interactive Marketing, 18(3).
[5] Vargo S. L., Lusch R. F. (2004). Evolving to a New Dominant Logic for Marketing. Journal of Marketing, 68(1) : 1-17.
[6] Shen Zhanbo,Dai Liang. (2021), Research on Marketing Mechanism of Netflix Live Streaming with Goods--Based on the Perspective of Brand Value Co-creation. Journal of Hebei University (Philosophy and Social Science Edition), 46(06): 125-135.(in Chinese)
[7] Wang Huaiyu,CHEN Hongbo. (2023), Ecological Representation and Communication Reflection of Erchuang Video under the Perspective of Participatory Culture. News tide, (11):27-29.(in Chinese)
[8]Wang Pengtao,Zhang Zhen. (2023), Research on the Innovation Mechanism of Technology-Enabled Publishing Knowledge Service under the Perspective of Value Co-Creation. Publishing Guangjiao,(23):22-28.(in Chinese)
[9] Mingzhu Liao,Chaoqun Wang.(2023), The inner mechanism and future path of sustainable development of B station knowledge-based video under the perspective of value co-creation. Audiovisual world,(06):27-31.(in Chinese)
[10] Zhang Xianhua,Li Qi.(2022), Research on the innovation of value co-creation business model of network audio platform - A multi-case analysis based on Himalaya, Lychee and Dragonfly FM. Journal of Fujian Business School,(03):59-68.(in Chinese)
[11] Fan Dingxi. (2017), B2B brand image construction and communication research.PhD. Dissertation. Shanghai University.(in Chinese)
[12] Zhang Yishu. (2016), Research on brand asset management of new media based on the perspective of brand-user relationship. PhD. Dissertation. Guangxi University.(in Chinese)
[13] Lai Mingyong, Zhou Yubo.(2011), Research on the Difference between Domestic and International City Brand Building Models. Seeking, (08):87-88.(in Chinese)
[14] Zhong Yu.(2011), Analysis of city brand communication strategy. Journalism, (09):19-21+29.(in Chinese)
[15] Zhou Quanming.(2024), The process of constructing city brand image: folklore memory and symbol generation. Cultural Heritage,(01):113-121.(in Chinese)
[16] Xu Linlan,WEN Chunying.(2024), Research on City Brand Communication under the Perspective of Media Integration. Journal of Media,32(01):27-30.(in Chinese)

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

[17] Wang Min.(2024), The construction of new ecology of city brand communication in the field of meta-universe. News World,(02):33-35.(in Chinese)
[18] Cao Xinyu.(2023), A study on figurative IP design in the context of new media--Taking "Giant Panda" as an example of integrated communication for Chengdu's city branding. Journalism Research Guide,14(24):19-21.(in Chinese)
[19] Sun Ping,WANG Degang.(2024), From "Media Out of Circle" to "Value Co-Creation": A Study on the Shaping of Destination Brand Ecosystem in Non-traditional Tourist Cities. Journal of Shandong University (Philosophy and Social Science Edition), (01):30-41.(in Chinese)
[20] Miura Zhan,translated by Manai,(2014).The Fourth Age of Consumption, Oriental Publishing House, pp. 91, 137, 92, 92, 83, 179, 192, 92-93, 95.(in Chinese)
[21] Liu Chaoxia. (2020), Modernity Rebellion and Idyllic Imagination in the Fourth Consumption Era-An Analysis of Li Ziqi's Overseas Popularity as a Case Study. Modern Communication(Journal of Communication University of China),42(09):60-67.(in Chinese)
[22] Gilmore. (2002). F.A Country-Can It Be Repositioned?Spain-The Success Story of Country Branding. Journal of Brand Management.Vol.9, Nos4/5.
[23] Song G. (2023). Research on Brand Building Effect of Internet Famous City in Short Video. EconomicsManagement Review,4(2).
[24] Pengfei Y ,Yanghan Y ,Yu Z .(2022). Research on the Communication Channels and Strategies of Hangzhou City Brand from the Perspective of Internationalization.Cross-Cultural Communication,18(4):64-68.
[25] Yu Shuqing. (2012). Research on the Construction of Town Brand Value Chain Based on the Niche Theory. PhD. Dissertation.Ocean University of China.
[26] Arnaldo Coelho,Cristela Bairrada,Lidia Simão & Cátia Barbosa. (2020). The Drivers of the City Brand Equity Comparing Citizens and Tourists Perceptions and Its Influence on the City Attractiveness: The Case of the City of Coimbra. International Journal of Hospitality & Tourism Administration,(2).
[27] José Antonio Folgado Fernández,Paulo Alexandre Oliveira Duarte & José Manuel Hernández Mogollón. (2015). Assessing the differentiated contribution of city resources to city brand image. Tourism & Management Studies.
[28] Won Joo Choi. (2011). A Search for Building Identity of City Brand Based on Brand Symbol and Slogan. Journal of Korean Society for the Scientific Study of Subjectivity, (22).
[29] Cook, Ben. (2010). Creating a city brand. Regeneration & Renewal.
[30] Anholt, S. (2007). Competitive Identity: A new model for the brand management of nations, cities and regions. Policy & Practice-A Development Education Review, (4).

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)