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ABSTRACT

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With the development of the Internet, consumers are exposed to massive amounts of information every day. It is becoming more and more difficult for brands to attract consumers' attention, and the role of traditional marketing is becoming more and more limited. In this situation, content marketing as a new type of marketing has been applied in practice. However, the research on the impact of content marketing on consumer attitudes and behaviors is still in the initial stage. Therefore, on the basis of summarizing previous research results on content marketing and brand behavior, this study constructed an analysis of the influence of content marketing on consumer brand behavior. Through dialogue, storytelling, customer participation, content marketing plays a significant impact on customers, like they influence information sharing, brand recommendation and buying behaviors.

Collect data through experiment and analyze secondary data to finally get the following conclusions and marketing enlightenment.

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INTRODUCTION

In this era of prevalent content marketing, traditional media advertisements created by brand owners are gradually losing their value, and users do not like or trust them. In contrast, content marketing represents more effective that allows users to participate, consume and share brand information.

Generally speaking, content marketing is very cost-effective, and the cost is 62% or less of traditional marketing, but it can bring more than three times the effect.

Under the content marketing system, with promoting high-quality content, precise users are likely to become repeat customers.

Participation is the key to high-quality content that builds long-term relationships with users. In fact, content marketing has already established a very strong and long-term subtle relationship with the target audience invisibly, and truly good content will also invisibly enhance the brand value. If content marketing is measurable and effective, all content production platforms will have their own set of indicators that can measure effectiveness. We can notice that content marketing still stands firm in the world of digital marketing [3].

Content marketing can be said to be a versatile tool. It can help brand owners build brand awareness, brand loyalty, promote sales, user engagement, etc., and it is fully applicable to various fields.

In addition, content marketing helps brand owners guide user decisions, but the ultimate goal is actually to sell products.

Content marketing can be informative, encouraging, or entertaining. But the first principle is: even if you don't push product information, your content can help users, build trust with users, develop users into loyal fans, and achieve the effect of influencing consumer brand behavior. Content production and cultural casting is not wrong for users to feel good or bad about content, and the essence of content marketing is that it ultimately serves the brand itself. The potential social value in the content will be deeply integrated

into the company culture, thereby driving the direction of the company's strategy, and will also unknowingly affect the user's decision-making.

The purpose of the paper is to study the opportunities and to make the recommendations of using different instruments of content marketing. To reach the purpose we should focus on the following tasks:

- 1) To discuss the theoretical basis of content marketing and related concepts of consumer brand behavior, perceived value and brand identity theories;
- 2) To analyze the Beijing Palace Museum content marketing;
- 3) To provide the recommendations of using content marketing instruments as a part of company marketing strategy.

This paper studies the content marketing of Beijing Palace Museum brand from insignificant content marketing to content marketing that produces huge benefits, and proves that good content marketing can influence consumers' brand behavior, guide social effects, and increase revenue.

Nowadays, when people think of the Palace Museum, the impression that people immediately think of is no longer heavy, solemn, and dull, but creative, lively, and vivid. The 600-year-old Beijing Palace Museum has completed a successful transformation. It was chased and loved by young people now.

How did this happen? The reason is that Beijing Palace Museum accurately grasps the current social communication environment, uses new technology to carry out content marketing, and completes a brand-new branding. All those successfully influence customers' brand behaviors.

We can notice that Beijing Palace Museum use content marketing to achieve better marketing effects, choose appropriate content marketing methods according to different marketing goals, not only guide users to communicate, but also actively become the main leader to encourage customers interact and participate in activities to guide consumers to recommend brands, buy products etc.

It is hoped that the analysis of the content marketing of Beijing Palace Museum in this article will help other brands to better use the new marketing model of content marketing in the era of social media and seek a new weapon for their own development.

The paper consists of three chapter. The first chapter discuss the main the theoretical basis of content marketing and also related concepts like consumer brand behavior, perceived value and brand identity theories. The second chapter discuss the excellent cases of content marketing applied in Beijing Palace Museum brand and their influence on company performance. The third chapter discuss its enlightenment to other enterprises and opportunities of using content marketing.

1 THEORETICAL BASIS OF CONTENT MARKETING

1.1 Content marketing theory

The rapid development of social media has brought great convenience to consumers. Consumers' application of social media has extended from basic social interaction and communication to work, study, shopping and other aspects. More and more companies and brands have noticed the huge commercial value of social media and have started content marketing [2].

Compared with traditional advertising, content marketing provides high-quality, interesting and soft information to contact consumers in a new way. Companies have begun to convey brand and product information to consumers in the form of storytelling and dialogue etc. The aim of content marketing strategies is to attract customers, retain customers, and influence their attitudes and behaviors while bringing value to consumers, and ultimately achieve the purpose of improving marketing performance and corporate profits. The use of social media to carry out content marketing has undoubtedly become a breakthrough in brand communication and marketing in this era.

However, the research on content marketing in academia is relatively lagging [11], and the research on content marketing in China is also in its infancy, actually, there is less research on how content marketing can make enterprises profitable. In reality, almost all companies are doing content marketing, but the effects are not the same. Some companies have done very successfully in content marketing. Most SMEs just simply follow examples, they actually don't know what to do and got little effect.

What kind of content marketing will bring more benefits to the enterprise? This article will analyze the impact of content marketing on consumer brand behavior to explore how to do a good job in content marketing to give companies better practical guidance [1].

1.1.1 The origin and conceptual connotation of content marketing

In 1895, Deere & Company, founded by former blacksmith John Deere, released the first issue of their printed magazine, *The Furrow*. *The Furrow* was unlike most printed media at the time in that its goal was not to sell products to its readers. Instead, the magazine's purpose was to provide education to farmers so that they could become more successful in what they did [7].

As of 2014, *The Furrow* is still being printed and distributed to farmers in 40 countries around the world. It also now has a tablet edition, as well as a website where farmers can read articles, see photos, and watch related videos. The Fall 2014 issue highlights students majoring in agriculture, a joint venture between three farms, and a rancher who found dinosaur fossils on his land in Montana.

John Deere's magazine is heralded as one of the earliest examples of content marketing in action, if not the very first. Although *The Furrow* didn't promote John Deere products or urge its readers to make any purchases, it still grew appreciation for the brand. Because the magazine provided its readers with long-term value, they were more likely to show their appreciation by buying from John Deere in the future [14].

A few years later, in 1904, Jell-O—at the time a fairly new company with annual sales around \$250,000—began to distribute a free recipe book. Millions of copies of the book, which contained Jell-O recipes and cooking ideas, were printed and distributed. By 1909, Jell-O's sales had reached \$1 million; by 1913, they were over \$2 million.

Early content marketing also led to the creation of the soap opera. Radio advertising was a popular way to reach housewives, but rather than pay for a commercial [15], Proctor & Gamble chose to sponsor a daytime radio drama. Their Oxydol soap powder was the sponsor of the radio show “Oxydol's Own Ma Perkins” beginning in 1933. The show was nicknamed “soap opera” due to its sponsor, and the name stuck.

As these early examples show, content marketing—that is, increasing sales through the use of helpful or entertaining content—has existed for well over a hundred years.

However, the phrase “content marketing” hasn’t been around for quite as long. When did this come about?

The first documented usage of the term “content marketing” to describe these methods was in 1996. John Oppedahl, then working for the Arizona Republic [67], led a roundtable discussion at the American Society for Newspaper Editors about the topic of effectively marketing a newspaper with content. Rick Doyle, then an editor for Walla Walla Union-Bulletin, published an online writeup titled “Roundtable: Content Marketing.”

Following these early mentions of the phrase, content marketing slowly grew in popularity. In 2007, Joe Pulizzi founded Content Marketing Institute, initially as a service meant to match content writers with brands. CMI [15] quickly grew into an industry-leading resource on the topic, providing education and a yearly conference. Additionally, in 2008, popular marketer Seth Godin declared that content marketing “[was] all the marketing that’s left,” which may have helped give more attention to the topic.

Fast-forward to today, and content marketing is everywhere [19]. The practice has grown from its humble beginnings in recipe books and radio dramas to sponsored content in every form, from videos to blog posts to webinars and online education.

However, in the field of marketing, content marketing is a relatively new concept, and related research are mainly concentrated in 2010~2019 [5]. Scholars outside of China have conducted related research earlier, they have conceptualized content marketing and distinguished it from social media marketing and viral marketing.

On this basis, they explored the applications of content marketing and summarized content marketing of basic elements. Chinese scholars began to conduct research and discussion in 2010. At that time, Chinese scholars mainly carry out content marketing related research in terms of concept definition, dimension, and influence.

Although more and more scholars are studying content marketing, there is no consensus on the definition of content marketing. Scholars mainly define content

marketing from three perspectives: the form, characteristics, and purpose of content marketing [9].

Pulizzi and Bmrctt [5] first proposed the definition of content marketing. Regarding the form of content marketing, Pulizzi and Barrett believe that content marketing should fully engage with customers and listen to their opinions. Handley and Lorenz believe that content marketing should fully integrate multiple marketing methods and adopt diversified forms.

In terms of content characteristics, Pulizzi, Barrett, Lieb, and Walters believe that content should be valuable, entertaining, and interesting, while Handley and others believe that content should be educational and eye-catching [6].

In terms of the purpose of content marketing, attracting and retaining customers and acquiring more customers is the primary purpose of content marketing. At the same time, it is the essential purpose of content marketing to establish a trust relationship with consumers, affect their purchase intention and brand loyalty, and then promote consumer behavior [8].

Chinese scholars define content marketing mainly from the media perspective. [4] Kong Qingxi emphasized that content marketing mainly includes three media forms: film and television production, video production and Weibo, they believe that content marketing should be valuable soft information. Zhou Yijin and Li Lei [23] emphasized the multi-channel, value, entertainment, and interactive communication with customers of content marketing. Content marketing is a new type of marketing model that aims to increase customer loyalty. Sun Tianxu believes that content marketing should be valuable, entertaining, and able to resonate with consumers. The purpose is to cultivate long-term relationships and brand loyalty between consumers and brands.

Although the definition of content marketing is not very consistent, it also has some common features [10]:

Valuable: the content provided by the company is valuable and meaningful to customers. Consumers can learn content to help them make more informed decisions.

Independent creation: each enterprise can publish content that can attract customers' independent creation according to its own customer group. Original content can show the creativity and uniqueness of a company, and it is easier to trigger consumer participation.

Indirect profit: the ultimate goal of the content released by the company is to promote customers to form the purchase behavior and provide a reference for purchase decisions.

Therefore, combined with the review of the literature, this article defines content marketing as the publishing of self-created content on websites or social media by companies or individuals, in various forms, and it's valuable to customers, in order to achieve the goal of attracting customers and get indirect profits of the company. Kind of marketing strategy.

1.1.2 Dimensions of content marketing

In the previous literature, content marketing has been classified into different categories, but the classification can be roughly divided into two categories, which are classified according to the form and type of content.

The first category is to divide content marketing into three forms: dialogue, storytelling, and customer participation [16].

Dialogue: refers to the bilateral communication of knowledge about products or services between enterprises and consumers. Vollero & Palazzo believes that companies act as thought leaders in their content marketing strategies. They provide consumers with high-quality content and answer questions, then get consumers' trust. Handley [28] points out that companies are not just for provide consumption. They provide professional knowledge of products and services, and companies also share knowledge that has nothing to do with products, but this knowledge is valuable to consumers. They will also

actively communicate with consumers and respond to consumers' messages and comments [13].

Storytelling [16]: Companies use storytelling to deliver brand and product information to consumers, and in this way arouse consumers' interest in reading. Holliman & Rowley [30] believes that storytelling is to convey a company's story through content, and its purpose is to show the uniqueness of the company and differentiate it from other competitors. Halevi&O, Hanlon [29] pointed out that narrating interesting stories can stimulate consumer emotions, trigger resonance, and generate brand attachment. Baltes pointed out that in order to increase the authenticity of content, companies must show their brand image by telling stories that reflect their values. Mossberg&Johansen also pointed out that storytelling will inspire consumers to purchase, and enterprises can obtain economic benefits [15].

Customer Participation: The company initiates interesting topics to trigger customer participation. Lorenz puts forward that the purpose of the content marketing strategy adopted by the company is to strengthen the interaction with the customer, to narrow the distance between the company and the customer, to generate brand loyalty [30]. Taiminen's research on the impact of content marketing on corporate brands pointed out that content marketing trigger customer participation, which can promote customer brand participation. Therefore, the focus of corporate content marketing should not only be on the value and use of content, but should also create and promote customer participation on the content.

The second category is based on the classification of content types. Sun Tianxu divide content marketing content into informational content, entertainment content and emotional content.

Informational content refers to the content that enterprises provide consumers with educational and practical information, and the content that consumers can refer to during

the purchase process. The purpose of informational content is to make consumers smarter and make wise decisions.

Emotional content refers to the content released by companies that can make consumers feel the emotions in it. The purpose of the content is to impress consumers, make consumers feel intimacy, and establish emotional connections with the company, thereby generating purchase intentions [12].

Entertainment content refers to the content released by companies that are humorous, novel and unique, which can make consumers physically and mentally happy or curious, and full of imagination for the brand.

1.1.3 The impact of content marketing

(1) The impact of content marketing on brands: [20] Research has found that content marketing is valuable to brands, and content marketing can more effectively convey brand personality to consumers, which in turn affects consumers' attitudes towards brands. At the same time, content marketing can positively affect brand image and improve brand awareness.

Storytelling is an effective means of conveying brand information. Through plot and characters, brand values and characteristics can be better conveyed [17]. The authenticity of the story is the prerequisite for the story to work, and the story will only work when the consumer believes the story is true.

Customer interactive participation has a significant impact on customer brand loyalty, and scholars such as Birgit and Wu have proved that customer interactive participation further affects brand loyalty by affecting customer satisfaction [24].

Customers' active participation in content creation on the Internet can also enhance the relationship between consumers and brands. Wallace's research found that customers who actively participate in brand online reviews are more tolerant of brand misconduct. Content in content marketing that can stimulate consumer emotional resonance which can

positively affect consumers' perception of the brand, and in turn trigger consumers' sharing behavior [22].

Emotional content and functional information not only help consumers solve problems but also can improve consumer brand loyalty. Kunz's research shows that the dissemination of entertainment information by brands to consumers can help develop a lasting relationship between brands and consumers, and can also stimulate consumers to actively search for brand information.

(2) The impact of content marketing on purchase intention: [38] Taylor believes that content marketing can ultimately affect consumers' purchase intention by enhancing consumers' brand recognition.

Based on the rational behavior theory (TRA), Hsiao [18] believes that the aesthetic perception in storytelling is the most important dimension that affects the user's attitude, and the user's attitude will directly affect their purchase intention. Customer interaction will have an important impact on consumers' purchase intentions.

Through reading and combing the literature, it can be found that content marketing has an impact on consumers and brands at the same time.

On the one hand, content marketing affects the customers and affects consumers' attitudes, behaviors and wishes through text, pictures, and videos; at the same time, companies carry out content marketing. The purpose is to increase the image and popularity of the company and brand in the minds of consumers.

1.2 Consumer brand behavior theory

Long Xiaofeng [33] believes that consumer behavior is an activity that consumers obtain, use and dispose of products and services in order to meet their needs. The contact between consumers and brands can be divided into three stages: pre-purchase, purchase-time and post-purchase.

When consumers have a demand, they will take the initiative to obtain information by asking relatives and friends, searching for relevant content online, etc., and make a decision about whether to purchase after evaluating the information.

After purchase and use, if consumers are satisfied, they will most likely give a positive evaluation of the product or brand and recommend the product or brand to friends around them, if consumers are not satisfied, they will request after-sales service, or directly give negative comments about the product or brand, and spread negative word of mouth to friends around you.

In the process of consumers searching for information before and after purchase, there may be information sharing behaviors. Even if the consumers do not actually use the product or brand, they will also become products sharer of brand information out of altruistic or self-fulfilling motives.

As a profit organization, the ultimate goal of an enterprise cannot be separated from profitability. Therefore, the purchase behavior of consumers is the most basic and important brand behavior. Many scholars have conducted research on purchasing behavior. Eric Annould Linda Price and George Zinkham [44] proposed that consumers' purchasing behavior is mainly motivated by the following motivations: achievement motivation, power motivation, consistency motivation and distinctive motivation. In the digital marketing era, endless marketing methods are also produced to promote consumers' purchasing behavior. New methods such as integrated marketing, relationship marketing, and word-of-mouth marketing can effectively promote consumers' purchasing behavior.

When consumers make purchasing decisions, we must first attract their attention. Nowadays, social media has become one of the important channels for consumers to obtain consultations. While consumers receive information from others, they also become brand information disseminator through forwarding and other methods. This kind of behavior actually constitutes the secondary dissemination of brand information, which

makes the brand information spread to various consumers and potential consumers in multiple levels [21].

Consumers tend to share information out of social interaction motives, social status motives, economic benefits motives, altruistic motives, and entertainment motives. This behavior may occur at any stage of the consumer behavior pattern. Luo Hanyang and others pointed out that consumers' word-of-mouth recommendation is an important channel for other consumers to obtain product information [25].

Recommendations can not only provide product attribute information, but also provide consumers' true use experience, which has important reference value. Research [26] shows that personal experience and social needs are two important driving factors that promote brand recommendation behavior. After the experience, you will have a deeper perception of the brand, forming different levels of customer satisfaction, and then promote users to recommend the brand to others. People have social attributes, and social interaction constitutes the most important part of life. When studying the word-of-mouth communication of virtual communities, Chen Jun and others pointed out that by recommending a brand to others, people can gain a sense of belonging and social identity. When people recommend, they can use the brand to shape their personal image, and they can also influence the choices of others through the recommendation and strengthen the social relationship status of consumers.

1.3 Perceived value theory

The academic field has a long history of research on perceived value, and its definition is roughly divided into two directions [51].

One direction is to focus on consumers' feelings of gains and losses during the consumption process, and the other direction is to focus on consumers' evaluation of products and services.

Zeithaml [42] first expounded the connotation of customer perceived value from the perspective of gains and losses. He believed that customer perceived value refers to the comparison between the benefits of the goods or services and the cost to be paid by consumers in the process of purchasing goods or services. Perceived value varies from person to person, and may also change with time, scenes and other conditions. Monroe defined customer perceived value as the psychological judgment of consumers on the benefits and costs of the purchased goods or services in the process of purchasing goods or services. The perceived value is essentially a comparison between gains and losses.

Holbrook [28] puts forward a definition of perceived value from the perspective of evaluation, and believes that customer perceived value is an experience and a perceived utility produced by consumers on prices and goods or services, and is the subjective feelings of consumers themselves. This feeling is relative, interactive and preferential. They [39] believes that customer perceived value is the consumer's preference and evaluation of product attributes and product performance effects in a specific context. It is the consumer's own psychological perception, not determined by objective service agencies. These psychological perceptions are generally appearing when a certain product or service is obtained and used.

According to the stimulus-body-response model, after being stimulated by external physical environmental factors, individual differences combine with external environmental stimulation to form an internal state between stimulus and response. When consumers approach content marketing, the information provided by content marketing is an external stimulus. By receiving and processing information, consumers perceive the value provided by content marketing. This is the process of consumer perceive value formation in the context of content marketing.

Dialogue in content marketing is one way that can help consumers solve problems. Liang's concept of information support is consistent with the connotation of the dialogue

dimension. Therefore, when consumers are exposed to the dialogue in the context of content marketing, they will feel the valuable information support given by the enterprise.

Storytelling can not only convey relevant brand information, but more importantly, it can stimulate consumers' emotions, reduce resistance, and achieve better communication effects. In this process, it can stimulate the emotional resonance of consumers and meet their emotional needs. When a brand initiates group activities, it will deepen consumers' understanding and cognition of the brand, and establish an emotional connection between consumers and the brand.

There are mainly two types of antecedents of perceived value [42]. One is the cognitive level and the other is the emotional level. Dialogues are often initiated when consumers have demand. When companies or users answer this question, they are helping consumers. So, it can provide consumers with the practical information they need to meet consumers' cognitive needs. Therefore, we believe that content marketing's dialogue, storytelling, and customer interaction can all have a significant positive impact on perceived value.

According to the stimulus-body-response model [43], the internal state of the body is formed under the affecting of external stimuli, and this state can have a direct impact on the individual's behavior. When consumers form an internal state of the value perception of content marketing, it will affect consumer behavior.

When Zhang Xuemu and others studied green products [29], they found that perceived value is a key factor that affects consumers' willingness to buy. Researchers [47] conducted research on virtual communities and found that perceived value can effectively promote consumer purchases. Besides, conducted research on tourism in southern Xinjiang and believed that perceived value has a significant positive impact on consumers' purchase intention and recommendation intention. Researchers [45] found that perceived value can have a positive impact on consumers' word-of-mouth recommendations. And his research found that perceived value can have a positive impact

on information sharing and recommendation behaviors. Fan Yuwei also believes that perceived value can effectively stimulate consumers to share brand information [27].

From these we believe that: Perceived value can have a positive impact on consumers' brand buying behavior. Perceived value can have a positive impact on consumers' brand information sharing behavior. Perceived value can have a positive impact on consumers' brand recommendation behavior.

In summary, we believe that: on the impact of content marketing on consumer brand behavior, perceived value plays an intermediary role.

1.4 Relevant research on brand identity

"Identity" originated from social identity theory and organizational identity theory. "Brand identity" is an extension of "identity" in the marketing field [46].

After the 1970s, scholars began to conduct related research on brand identity.

In the 21st century, the research on brand identity became mature. There are three main approaches to explore brand identity from different perspectives. Most Chinese scholars have carried out related research since the 21st century.

At present, the research on brand identity by Chinese and foreign scholars is relatively mature and unified.

1.4.1 The concept of brand identity

Lastovicka and Gardner believe that consumers' willingness to buy a certain brand product and the degree of nostalgia for the brand is brand identity. The definition of brand identity is influenced by the theory of organizational identity. [38] When consumers realize their close relationship with the brand, they will have a sense of belonging. Aaker and Keller believe that consumers' sense of brand identity is related to their self-concept, and consumers tend to buy brands that reflect their own personality and image. Bagozzi and Dolokia believe that consumers match their self-concept with the concept and

connotation conveyed by the brand. If the matching degree is high, the sense of identity will be high. Brand identity is the degree to which consumers' self-personality image matches the personality image of the brand. A higher similarity helps to stimulate the generation of consumer emotional resonance, which in turn promotes the generation of brand identity.

Chinese scholars also define brand identity from the perspective of consumer self-concept and self-image. Xiong Jie believes that consumers will consider whether the brand image and self-image are consistent when evaluating products. Chen Dong pointed out that companies use communication media as a means to convey information about the functions, values, brand image and brand value of products or services to consumers, so that the brand value or connotation perceived by consumers is consistent with their own needs. By degree of similarity, consumers produce an emotional or behavioral response to the brand, which is brand identity.

By combing through the definition of brand identity by researchers, combined with social media content marketing, this study believes that brand identity means that after consumers receive brand-related content information, they will resonate and get close because they perceive that the brand is consistent with themselves. And a series of positive attitudes and willingness also appears.

1.4.2 Dimensions of brand identity

Due to different research orientations, scholars divide the dimensions of brand identity from different perspectives [34].

From the self-defined motivation orientation, someone believes that brand identity includes two types of brand identity: personal brand identity and social brand identity.

When consumers perceive that the brand's personality are similar to their own personality, they will have a sense of personal brand identity; when consumers think that

the brand can show themselves as a member of a particular social group, or can show that they have a social group to belong to, a sense of social brand identity is generated [33].

The empirical research of domestic scholar Jin Liyin shows that for brands and products that can improve their own image and enhance their status, consumers have a higher sense of identity and purchase intention. When choosing products and brands, consumers will comprehensively consider social value that the products brought.

Therefore, brand identity is divided into personal brand identity and social brand identity. This research adopts Gionee's classification method. Personal brand identity represents the similarity between consumers' perception of brand and themselves through content marketing. Social brand identity means that consumers perceive a brand to help them highlight their social status, reputation, uniqueness from others.

1.4.3 The impact of brand identity on individual behavior

It can be seen from the attitude behavior theory that as an attitude, brand identity can predict consumer behavior, including in-role behaviors such as repurchase willingness, brand loyalty, consumer satisfaction, brand promises, and out-of-role behaviors such as word-of-mouth communication and consumer brand forgiveness. They [49] pointed out that consumers' sense of brand identity will affect their purchase intentions. The research of He and Li shows that consumers' brand recognition will lead to increased satisfaction, which in turn leads to higher brand loyalty. In terms of brand promise, research by Carlson et al. shows that brand identity has a positive effect on community promise. Once consumers have a sense of identity, they are willing to promote the brand. In terms of word-of-mouth communication, Brown believes that brand identity and brand promise affect word-of-mouth communication. When customers are satisfied with the brand, they are willing to promote the positive image of the brand. Research by Larasati and Hananto proves that brand identity can influence consumers' willingness to spread word of mouth through brand promises.

Based on the research results of the above scholars, this research believes that under the influence of content marketing, after consumers identify with a certain brand, their individuals will tend to spread the brand information, that is, the brand will be more willing to spread. Brand identity can lead to consumer brand behavior, which includes word-of-mouth communication, consumer brand forgiveness and so on. Cheung and Anitsal pointed out that when customers resonate with a brand and develop a sense of brand identity, they are willing to take risks to become a positive word-of-mouth communicator for the brand. The research of Larasati and Hananto shows that brand identity has an indirect effect on word-of-mouth communication through brand promises. Yuan Denghua and other studies based on the Chinese context show that the sense of self-identity and social identity brought about by brand identity has a significant positive impact on consumers' brand admiration, that is, consumers are willing to convey positive information about the brand to others. Consumers are willing to recommend products and brands that they identify with, and are willing to pass on the brand's message [48]. That is to say, consumers' brand identity can prompt them to generate the willingness to spread the brand.

Based on these, brand identity plays a significant positive impact on consumer brand behavior. Empirical research proves that information, entertainment, and emotional content in content marketing are the main factors affecting consumers' purchase intentions. Brand identity plays a part of the intermediary role in this mechanism. Actually, through empirical research that the three forms of content marketing (dialogue, storytelling, and customer interaction) have a positive influence on consumers' brand behaviors.

Summary of Chapter One

From the above literature research, we can see that through the review of content marketing, perceived value, brand behavior, brand identity, etc., content marketing plays

a positive role in consumer brand behaviors. Considering about the methods, content marketing uses dialogue, storytelling and customer participation to share information, entertainment, and emotional content.

Brand identity and perceived value are used as an intermediary to influence consumers' brand information sharing, brand recommendation, brand purchase and other brand behaviors.

Based on these theories, we can analyze specific cases and explore the impact of content marketing on consumer brand behavior on specific measures.

2 RESEARCH ON THE IMPACT OF CONTENT MARKETING ON CONSUMER BRAND BEHAVIORS TAKING BEIJING PALACE MUSEUM AS AN EXAMPLE

2.1 Beijing Palace Museum Content Marketing

Beijing Palace Museum content marketing is a strategy for formulating marketing plans around the cultural content products of Beijing Palace Museum to achieve profits. At the same time, it is also a development strategy for Beijing Palace Museum to expand its brand influence and realize cultural dissemination and social value [56].

In the past marketing field, traditional media often ignored the communication with customers while paying more attention to the production of excellent content, which is unable to make excellent content reach consumers, and thus unable to produce diversified brand behaviors.

In recent years, Beijing Palace Museum has been focusing on the construction of content marketing platform systems based on the concept of content marketing, making content production and marketing communication reach a unified and symbiotic system, thereby promoting the flourishing development of the Beijing Palace Museum brand and cultural communication.

2.1.1 Significance of the case study of Beijing Palace Museum Marketing

As a cultural institution, the Beijing Palace Museum is a social place integrating collection, display, research, education and other functions. However, in terms of its own attributes, the demand for value transformation has gradually emerged under the marketing development. Based on this, a large number of cultural institutions in China is still need to be explored [55].

With the further development of Chinese market, the policy principles of “manage public institutions like enterprises has gradually expanded, and cultural institutions’

demand for economic income generation has gradually increased. There will be more and more institutions study on how they can achieve revenue.

This article hopes through the analysis of successful cases and the application of the influence mechanism of content marketing on consumer brand behavior in the cultural industry can make contributions to the content marketing research.

In addition, in today's media environment, due to the wide coverage of the Internet and the high penetration rate of smart phones, the reach of new media has extended to every corner of the global market. The business model is changing and updating rapidly, and traditional enterprises are also embracing the Internet in the field of e-commerce, using new media to do a good job in content marketing, and achieving a win-win situation for social and economic benefits. So, it really become an urgent need actually.

However, there are still many difficulties and problems in using new media for content marketing. How companies use content marketing strategies and use new media means to spread their content, to achieve good communication effects, will become the key to successful transformation.

In order to solve this problem, this article conducts an in-depth analysis and case study of Beijing Palace Museum on how it uses content marketing to influence customer behaviors.

In addition, [64] although Chinese traditional cultural companies have abundant resources, they are stuck in the communication dilemma. Therefore, in the current Internet communication environment, using content marketing for brand communication and influencing consumer brand behavior is an effective solution. At the same time, the commercial operation of a large number of cultural institutions in China is still in the early exploration, and no effective methodology has been formed. Studying the content marketing strategies of traditional cultural enterprises can help fill the gap in this regard.

This research has a certain reference significance for traditional cultural enterprises in the process of transformation in the new media era, through the use of content marketing

methods to develop markets and develop brands, so as to promote Chinese traditional culture to better pass the transition period. For other companies and the Internet industry itself, the research in this article will help them make better use of the new marketing model of content marketing and seek a new weapon for their own development.

2.1.2 Research methods

This paper intends to use the following research methods: Literature analysis method: study the previous related academic research results of content marketing, consumer brand influence mechanism and the Beijing Palace Museum, master the current research background, research status and application related theories of this topic, and sort out related theories and useful research results. Case analysis method: in the research process of this article, Beijing Palace Museum is used as a case for analysis. It is hoped that in the current environment social media when social has become the main source of information, other brands can also use relevant research results for successful content marketing. Quantitative analysis method: this article encodes and quantifies the transmission materials of the Beijing Palace Museum, analyzes its transmission effects, makes the analysis direction more targeted, and the results are more objective.

2.2 Overview of content marketing in Beijing Palace Museum

In 2017, Beijing Palace Museum's revenue has achieved remarkable results. Among them, the revenue of optical cultural and creative industries reached 1.5 billion. Three years later, the popularity of visitors, the super-high viewing volume of Beijing Palace Museum show, the corner tower hot pot of Beijing Palace Museum for reservation parties are all increased and the beauty products of Beijing Palace Museum that are sold out immediately, all demonstrate the brand power of the young Beijing Palace Museum. The 600-year-old Beijing Palace Museum returned to "youth" [65], and at the same time got people's attentions with considerable economic and cultural benefits.

But in fact, Beijing Palace Museum, which has often created “explosive styles” in recent years, has not been smoothly on the road to become popular. As early as 2008, the official store of Beijing Palace Museum – “Taobao of Beijing Palace Museum” has been launched, because most of its products are pure reproductions of Beijing Palace Museum cultural relics, resulting in very embarrassing sales.

It wasn't until July 2013 that the National Palace Museum in Taipei produced a adhesive plaster with Emperor Kangxi's word "I Know", which quickly became popular on Taiwan and China Mainland, creating sales of more than TWD 12 million, reshaping the brand image of Beijing Palace Museum. Inspired by the cultural and creative products produced by the National Palace Museum in Taipei, Beijing Palace Museum has changed the idea of simply copying cultural relics and published a new style of writing article represented by "Yongzheng: Feeling Cute" and "Zhen miss you so much" folding fans, Chaozhu earphones and other interesting daily-use products [61], it also have successively produced video programs such as "I repaired cultural relics in Beijing Palace Museum" and "launched new productions in Beijing Palace Museum", and even opened a hot pot restaurant in 2019, which once jumped to the top in the list of popular hot pot restaurant in Beijing...In addition, Beijing Palace Museum conducts multi-faceted content marketing through WeChat, Weibo, and streaming video platforms. The 600-year-old Beijing Palace Museum has successfully changed people's old and dull impressions of it and successfully transformed it into being often active in the public. A playful and lively popular brand impression appears.

In addition, the current people's living standards continue to improve, the quality of life is getting better and better, and people have a higher pursuit of consumption. According to statistics from research, in 2019, Chinese residents' consumption has further upgraded and the consumption structure has changed. Consumption-oriented has turned to development-oriented consumption. On the premise that basic needs are satisfied, people naturally begin to pursue higher consumer quality and experience, enjoy

convenient and personalized services, and further expand the segmentation of the economy market. One of the important manifestations is the expansion of the economic market for sub-groups. The specific manifestation is that the consumption concept has changed from buying products to buying services. The purchasing channels have changed from offline purchases to omni-channel purchases, and the demand for goods has also changed. Standardization is transformed into individualization. These changes reflect that people are beginning to pay more attention to the added value of commodities rather than use value, and the important embodiment of the added value is the brand and the abstract concepts such as the value and identity contained in the brand [69].

Taking the popular "Beijing Palace Museum phenomenon" as a starting point, the author uses content marketing in a new media environment as a theoretical framework under the current consumer culture background of fierce brand competition, and studies how Beijing Palace Museum builds its brand and influences consumers through content marketing mechanisms, which makes it create huge economic and social benefits.

2.2.1 Previous marketing issues of Beijing Palace Museum

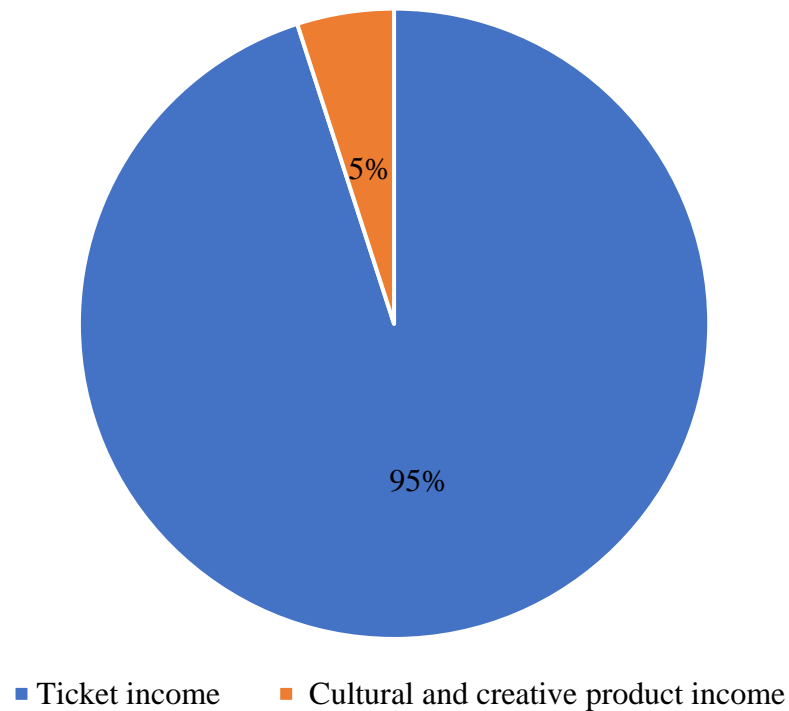
Beijing Palace Museum was established in 1925. It is a comprehensive Chinese museum established on the basis of the imperial palaces of the Ming and Qing dynasties and their collections. It is also the largest museum of ancient culture and art in China. Since its establishment, Beijing Palace Museum has the largest number of Chinese museums in terms of architecture, collections, and passenger flow. In 600 years, a total of 24 emperors lived in the Forbidden City, so Beijing Palace Museum has many exquisite cultural relics made by skilled craftsmen of the Ming and Qing dynasties. According to the official website of the Palace Museum, there are currently 1,862,690 collections in the museum, including 25 categories such as Ming and Qing cultural relics collections, ancient architecture collections, and books, among which more than 8,000 first-class collections (sets). At the same time, the Beijing Palace Museum is also the museum with

the largest number of visitors. According to the official Weibo of Beijing Palace Museum, on December 19, 2019, the annual number of visitors to Beijing Palace Museum exceeded 19 million for the first time, refresh the annual passenger flow record of Beijing Palace Museum. For records, Beijing Palace Museum has also become the most visited museum in the world today.

Before 2008, the income from Beijing Palace Museum mainly relied on ticket income, while the creation of peripheral products such as souvenirs and cultural and creative products only remained on simple reproductions of cultural relics, such as common porcelain, paintings and calligraphy works. Even though these replicas contain rich historical and cultural connotation and heritage, the brand image of Beijing Palace Museum is too rigid, serious and lack of marketing, so that Beijing Palace Museum has not opened up to the customers and people are rarely interested.

According to "Beijing Palace Museum" data, in 2012 Beijing Palace Museum's revenue, ticket revenue reached 650-million-yuan, accounting for more than 95% of the total revenue, while the revenue share of souvenirs and cultural and creative products under the Beijing Palace Museum brand was less than 5%. The situation is very embarrassing. We can see that from Picture 2.1.

As people's living standards have steadily improved, consumerism has begun to prevail, the main economic growth mode has been transformed into an innovation-driven, and people's concept of buying goods has changed from "I need" to "I want".



Picture 2.1 – Previous sales of Beijing Palace Museum

Against this background, the cultural industry has ushered in a "golden period" of development. Data shows that in 2017, the added value of the national cultural industry reached 3,422.2-billion-yuan, accounting for 4.23% of GDP. The cultural industry has become an important part of my China's economy, and it is developing at a rapid rate. There is still broad space for development in the future. Opportunities and challenges is coming, and changes in China's internal policies also provide a good opportunity. The former Dean of Beijing Palace Museum Shan Jixiang once publicly stated that the Beijing Palace Museum's financial allocation only covers 54% of the budget, and the remaining 46% needs to be resolved by itself. This reality has necessitated the transformation of the brand image of the Beijing Palace Museum. In Chinese people's view, Beijing Palace Museum is the pride of the Chinese nation, and it is the precious cultural heritage of all mankind. Because the special historical background of Beijing Palace Museum, it has always been closely related to the rise and fall of the Chinese nation, the brand awareness with the concept of "Forbidden City" has been already integrated into people's minds. In

the past, people's impressions of it mostly stayed on distant and vague metaphysical concepts such as solemnity, history, and brilliance.

However, with the development of society and the flying times, government departments and institutions have to reform. The level of social development and people's living standards are improving day by day, and young millennials are gradually occupying the status to speak in society. Beijing Palace Museum's operation mode that relied solely on museums needs to be changed, and the brand image is also in pursuit of "young" urgently [54].

2.2.2 Content marketing products

The content products of Beijing Palace Museum mentioned in this paper refer to the various products and services of Beijing Palace Museum. They focus on the cultural resources of Beijing Palace Museum through various forms of presentation, research and development, derivation, and creativity to meet the needs of the customers. It needs to be emphasized that the content products of Beijing Palace Museum have a very wide range. It is not limited to cultural and creative products in the marketing field, but also includes relatively niche or non-profit publications, exhibitions, popular science lectures and other cultural content. These products are all traced to the cultural resources of the Beijing Palace Museum, forming a huge network system under the cultural system of the Beijing Palace Museum.

In addition, with the arrival of the "new normal" in the field of social communication, the "content + form" two-element model of traditional content products in the mass media field must be upgraded to a "four-element" model, that is, add two more elements, that is, "relationship" element and "scene" element. This change also has important reference significance for the production of museum content products represented by Beijing Palace Museum [52].

In recent years, the content products and production process of Beijing Palace Museum have fully reflected the above characteristics [55]. Under the digital environment, content marketing is built on new media technology and Beijing Palace Museum content marketing system covering multiple channels, online and offline, Beijing Palace Museum content production is a way of using new Internet media, based on content resources, focusing on public needs, and taking technology, form, and relationships into account.

The content marketing layout of Beijing Palace Museum has a wide range, covering everything from physical objects to virtual products, from daily life appliances to luxury collections, from general education apps suitable for children's enlightenment, to historical publications designed for middle-aged and elderly people.

Up to now, the youthful brand of Beijing Palace Museum has covered online merchandise marketing, social media marketing, app marketing, film and television marketing, offline merchandise marketing, offline exhibition marketing, offline event marketing, etc., the specific content is shown in the following Table 2.1.

These various marketing methods with different positioning have caused the customers to pay attention to the new Beijing Palace Museum, changing the previous serious brand image in people's minds, and affecting a series of consumer brand behaviors. The 600-year-old Beijing Palace Museum is rejuvenated and is affectionately called "Youth Beijing Palace Museum" by the majority of Netizens. Its products are purchased by young people. While bringing huge economic benefits, it also plays an excellent role in cultural communication.

Table 2.1 – Content marketing layout of Beijing Palace Museum

Category	Item	Quantity
Online product marketing	Beijing Palace Museum Taobao, Beijing Palace Museum Cultural and Creative Store, Beijing Palace Museum, Stationery New in Beijing Palace Museum	6

Category	Item	Quantity
Social media marketing	Official Sina Weibo: @the Palace Museum, @the Palace Museum Taobao, @the new Palace Museum, @the official flagship store of the Palace Museum, @the Palace White Point, @the Palace Publishing House, @the Palace Food, @the Palace Culture, @the 10Palace Bookstore, @the Palace Corner Cafe, @ the Palace Museum, @The official WeChat account of the internal guard: @Wei Forbidden City, @Forbidden City Palace Culture, @Forbidden City Museum Cultural and Creative Museum, @Forbidden City Taobao, @My Heart, Forbidden City Stationery Official website: The Palace Museum	19
App marketing	Forbidden City Exhibition, Daily Forbidden City, Forbidden City Ceramic Pipe, Qing Dynasty Emperor Costumes, Han Xizai Night Banquet, Forbidden Auspiciousness, Yinzhenmei Human figure, Emperor's Day, Forbidden City 600, Zijin Xiangrui Pro	10
Film and television marketing	"I repaired cultural relics in the Forbidden City", "National Treasures", "On New, Forbidden City", "Forbidden City", "Forbidden City 100", "Echoes of the Forbidden City" (animation)	6
Offline merchandise marketing	Forbidden City Cultural and Creative Museum, Forbidden City Corner Tower Restaurant, My Heart Pop-up store, new physical store in the Forbidden City	4

Category	Item	Quantity
Offline exhibit marketing	Traditional exhibition + cultural and creative product exhibition	
Offline event marketing	Light Show of Shangyuan Night in the Forbidden City	
Others	Forbidden City Wallpaper, Forbidden City Emoji, Forbidden City Input Method Skin	

2.3 The impact of Beijing Palace Museum content marketing on consumer brand behaviors

On the one side, Beijing Palace Museum integrates cultural elements to shape brand characteristics, and promote product dissemination with cultural empowerment [63]. On the other side, it uses a variety of marketing forms, such as storytelling, and uses the intermediary role of brand communication, such as brand identity and perceived value to affect consumer behavior.

2.3.1 Influencing consumer brand behavior through dialogue

Who is in the conversation? The relationship between the subject of the dialogue and the customers determines the relationship between the brand and the customers, and it also determines the distance between the brand and the customers.

For Beijing Palace Museum brand, introducing and promoting the collection of cultural relics to the customers is an important source for content marketing. It's an indispensable part of brand building as well [66].

However, the methods of introduction and promotion are different, and the effects produced are also different. American narrative theory scholar believes that the narrator

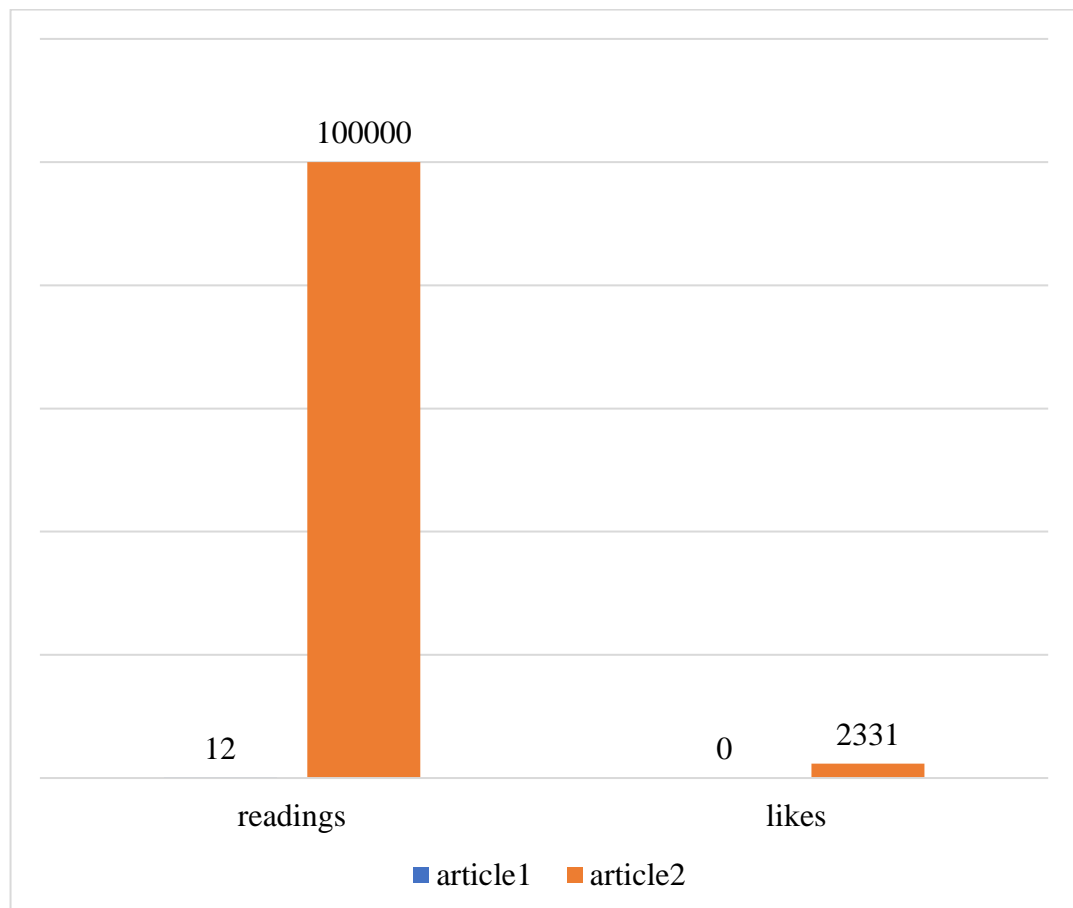
is the perceiver, and the closer the perceiver is to the customers, the smaller the emotional "discount" received by the customers.

On December 11, 2017, the official WeChat account of Beijing Palace Museum opened the comment, and at the same time, it answered consumers' questions and received good feedback from customers, the Picture 2.2 is added.



Picture 2.2 – Reader comments

The article "A Strange Person in the Cosplay World: Yongzheng" (article 1) published by the official account in the first phase and the article "Yongzheng: Feeling myself Meng Mengda" (article 2) published in the second phase are about the same collection of cultural relics, but using different narrative subjects to the customers. It shows, the different spreading narrating produce different effects. The second phase of the article received more feedback from consumers, obviously. You can see from picture 2.3.



Picture 2.3 – Articles' comparison of consumer feedback

From the perspective of Beijing Palace Museum, "A Strange Person in the Cosplay World: Yongzheng" introduced to the customers a set of "Yongzheng" collections in Beijing Palace Museum in a plain third-person tone. "Emperor Enjoys Fun", followed by some cultural relic pictures. This is also a self-talking dialogue method. The whole article does not provide any practical information or entertainment value that the customers'

needs, nor does it establish an emotional bond with the customers. A serious tone will not attract the customers to read this article patiently.

Afterwards, Beijing Palace Museum noticed its previous problems in the first stage of content marketing. "Yongzheng: Feeling Myself Meng Mengda" used the first perspective of Emperor Yongzheng as the title, and chose the internet buzzword "Meng Mengda", which turned the solemn and old emperor into a peer with no communication barriers and generation gaps with young people. As a witness who tells his own story, Yongzheng establishes an emotional bond with the customers by using daily expression, mixed with abundant emotions, which encourage customers greatly. The core of expression is the "emotion" and make the narrator as a real "person". There are many articles in the second stage that convey emotions from the perspective of a real "person", such as "Zhen Live up to Others in My Life", "Zhen Have My Secrets Here", etc. The first-person dialogue style is used in the title, and communication also goes smoothly. All of these make content more directly and increase the intimacy of the customers.

In addition to the first person's narrative perspective, articles such as "Enough! Zhen Want to Calm Down" "How Dare You Criticize Me?" added a lot of emotions, allowing the dialogue to break away from time, they also use emotional information such as complaints and anger to cause emotional ups and downs in the customers and increase emotional confrontation.

All of these mobilize the customer's sense of participation and experience. We can feel that there was someone in the dialogue. This person was real and specific, with his emotions, worries and sorrows. We can see that in this kind of dialogue, we are in a specific situation that the customers were not familiar with but wanted to understand, the emperor encountered specific things that the customers had not experienced or had experienced. For the customers, this means following the dialogue of the brand and entering the context of the dialogue, and finally substituting the situation of the "person"

in the story, completing the replacement and self-substitution, thereby creating "empathy" with the characters in the dialogue.

It is worth mentioning that the use of "Zhen" as the brand's self-referential dialogue in Beijing Palace Museum is an important feature of its content marketing. The special self-proclaimed "Zhen" has become a symbol of imperial power in the history of China. The use of "Zhen" as the self-proclaimed in content marketing demonstrates the uniqueness of Beijing Palace Museum brand on the one hand, and on the other hand through the brand tone, the brand is personalized, at the same time create brand identity for customers.

In the article "I Want to Talk to Foreign Designers", Beijing Palace Museum compares the cultural relics or content-based products with Chinese connotations with the works published under the misunderstanding of Chinese style by foreign designers, pointing out what is the true essence of Chinese classical aesthetics. In this context, "Zhen" is of course no longer a specific emperor in the Ming and Qing dynasties, but more of a spokesperson for the national culture, implying the customers's sense of identity which is belonging to the national culture.

In this way, the customers achieve the projection of their own identity through the appellation "Zhen", making the customers feel that "Zhen" and "I" are the psychologically same thing, besides, customers get the same cultural knowledge of Chinese style and personality characteristics. So, by stimulating a sense of identity and belonging to the brand, Beijing Palace Museum brand has also differentiated from other brands through dialogue, and its individuality has been highlighted.

2.3.2 Influencing consumer brand behavior through storytelling

"Storytelling"[63] is one of the cores of content marketing. For branding and content marketing, telling a good brand story is a magic weapon to attract the attention of the customers, strengthen the connection between the brand and the customers, and form the

brand personality. If the storytelling of the brand story fails to capture the customer's attention, or more specifically, the story fails to provide the value that the customers' needs or does not have a certain amount of entertaining content, it will not be able to receive obvious results [62].

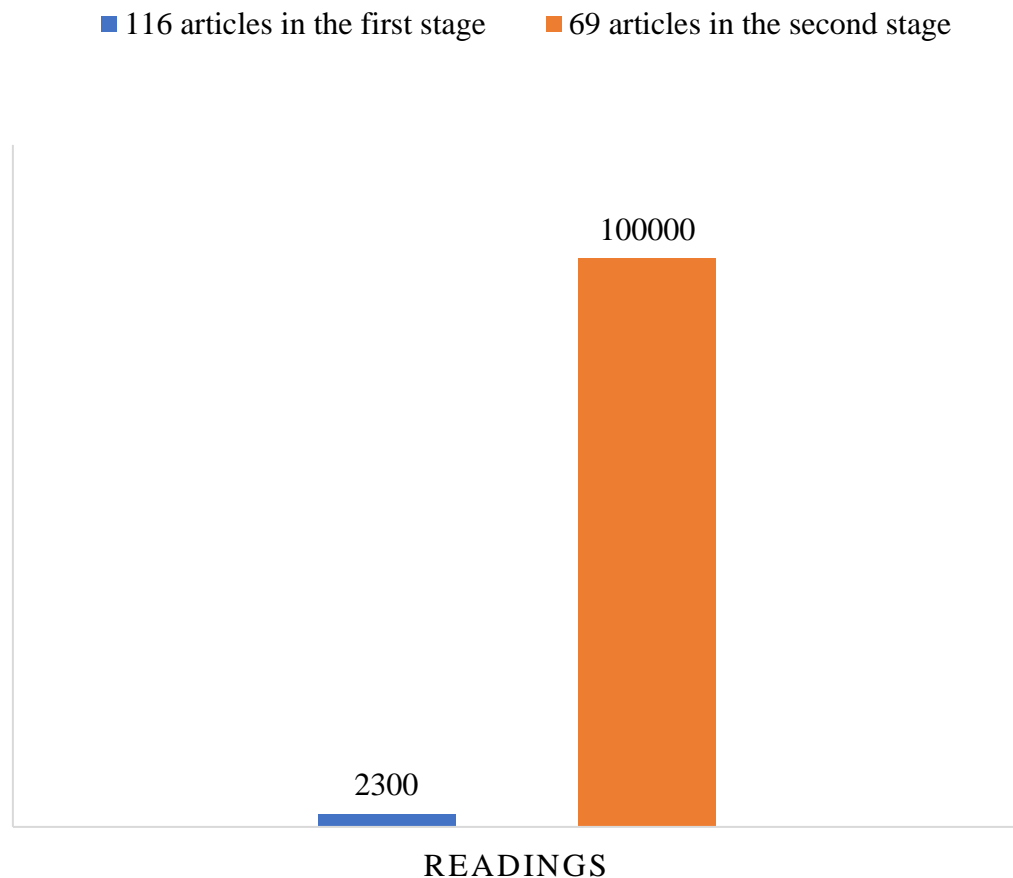
The long articles published on WeChat and Weibo, that is, the reading volume of brand stories fully illustrate this point. Throughout all the published brand stories, the storytelling style and communication effect of the 117th "Yongzheng: Feeling Myself Meng Mengda" is the turning point, which is divided into two completely different stages.

There were 116 articles in the previous stage, mainly including the architectural introduction of Beijing Palace Museum, the introduction of a certain type of cultural relics in Beijing Palace Museum, royal customs, and other historical stories. The amount of reading on its WeChat terminal ranges from 300 to 23,000. Taking the reading volume of 5000 as the dividing line, there are more articles with a reading volume of less than 5000, totaling 100 articles, and only 16 articles with a reading volume of more than 5000.

In general, the dissemination effect of the first stage of Beijing Palace Museum brand story is not satisfactory. However, it is worth noting that, in the case of the overall dissemination effect is not very good, articles such as "Beijing Palace Museum Treasures Exhibition", "Beijing Palace Museum on the Bite of the Tongue", "The Grace between the Wrists of the Concubine of the Qing Dynasty" have achieved relative the higher reading volume, which provided market provident for the Beijing Palace Museum to focus its efforts on launching physical content products on stationery, food and accessories.

A total of 69 articles in the second stage (as of December 31, 2019) have more diverse themes. In addition to the themes included in the previous stage, historical characters' stories, introductions to historical traditions, fictional humorous stories, and cultural product experience and creative background stories. And the reading volume of its WeChat terminal ranges from 15,000 to 100,000 (because WeChat articles will not be

displayed after reading more than 100,000 times, so the value of more than 100,000 is calculated as 100,000). There is big difference for these two different stages. You can see from picture 2.4.



Picture 2.4 – Comparison of reading peaks in different stages

The distribution of the reading volume of articles in the second stage is completely opposite to that in the first stage. A large number of articles in the second stage are gathered at the top level, that is, articles with more than 100,000 readings are the data subjects. Taking reading volume as an intuitive measurement standard, articles at this stage have achieved very good dissemination effects.

The reason for such a huge difference in communication effect has a lot to do with the storytelling method in the two stages before and after. Take the first stage of "A Strange Person in the Cosplay World "Yongzheng" and the second stage of "Yongzheng: Feeling Myself Meng Mengda" as examples, the protagonists of both articles are Yongzheng, and

the content shared is all the painting that in Beijing Palace Museum's collection, but in terms of its dissemination effect, the former has only gained 4,000 views, while the latter is the most popular article in the social media, which impressed many people with more than 100,000 readers. In addition, we can see consumers' brand information sharing behavior from the number of forwarding on WeChat in the figure. Especially in an article about the advantages of Beijing Palace Museum products, the amount of forwarding by consumers proves the consumers' recommended behavior brand.

Narrative scholar Woodset [61] believes that most of the customers' ideas and information are stored and activated through various plot fragments. The famous saying that "you are born to understand stories, not logic" is also widely recognized, so the construction of story lines is important for content marketing. The effect is very important.

In order to cater to the shallow reading habits of modern customers and the characteristics of the Internet communication platform, Beijing Palace Museum still focuses on short stories in the construction of stories, and the structure is relatively simple. For the case introduced above, in the article "Yongzheng", the point of constructing the storyline is directly ignored. The whole article is just a simple sharing of cultural relics, without setting any plot of succession and transformation for the customers to perceive.

In "Yongzheng: Feeling Myself Meng Mengda", Beijing Palace Museum displayed the cultural relic. In "Emperor Enjoys Fun", they used new media technology to add dynamic effects to each painting, turning static ancient paintings closer to the customers.

Besides, they also use funny sentences like "Sometimes, I just want be a charming man quietly..." This kind of humor suddenly connects the customers with the emperor's mentality of a hundred years ago. Even if it may be fictional, it also resonates emotionally, and can't help but smile.

To achieve the purpose of content marketing. The setting of the plot is more reflected in the developing of the story. In the article "There was an emperor before he did not study well", the tragedy of Tongzhi's life is the core. It is set that the Emperor Tongzhi is

unwilling to read—the Empress Dowager Cixi severely punished it—the Empress Dowager Cixi interfered in the marriage—the Emperor Tongzhi rose up to resist—the Empress Dowager Cixi fought for power—the emperor Tongzhi give up—the Emperor Tongzhi fell ill and died prematurely. The plot ups and downs, using popular straightforward language firmly caught the audience's eyes. Children's education, marriage and love issues are the topics that the customers pay high attention to. The contradiction between the emperor and the queen dowager satisfies the customers's curiosity to understand the story behind the imperial palace.

In addition, the setting of suspense on the plot also strongly promoted the curiosity of the customers, encouraging them to click and browse. Due to the communication method of the new media platform, the brand story of Beijing Palace Museum cleverly uses the most common suspense setting method, which is, to use the cover image, main title and subtitle of the article to create a huge contrast to attract readers' attention. The subtitle of "Once upon a time there was an emperor who did not study well" appeared abruptly in the next line—"Later he died". The cover was selected from the ancient paintings, and the reading picture was added to it after re-creation. Such a combination formed a pre-narrative, and the customers couldn't help but be curious. Why did he die? Is it caused by "not studying well"? The appearance of suspense triggers customers' clicks.

The obvious effect is that the brand story of Beijing Palace Museum has reversed in its WeChat reading volume from a minimum to a maximum, which has achieved great results. The storyline is constructed based on contradictions and conflicts.

The stories that can capture the customers often have two opposite sides in the plot setting, and one of them must be the narrator, that is, the person who replaces the customers. In this way, the customers will feel the emotions in the narrative process. Projected onto the feelers, the customers care not so much about the storyline as they care about their own destiny. For example, the article "How Dare You Criticize Me" separately integrated the online argument about Kangxi and Qianlong, and presented them in a

humorous way, imitating the mutual fans' complaints to defend their idols, which triggered a separate battle between Kangxi and Qianlong fans. Joined the quarrel, using the terminology from fans so good.

Scholars of narrative theory believe that a good story cannot incorporate too much information, but it can get resonance by arousing the emotions of the customers. Although this article does not tell too many historical stories, the storytelling method that combines the culture of the fans and the way of complaining is very easy to arouse the emotions of the customers. The customers substitute themselves into different "groups" and actively participates in the brand narrative. It is under construction to achieve a spreading effect beyond expectations [54].

In the second stage of the brand story creation of Beijing Palace Museum brand, the content is deeply extracted from the palace elements suitable for modern communication in the "Beijing Palace Museum" to form a differentiated brand image, in terms of language, it has changed the previous dull and serious narrative routine and formed itself unique and personal language style.

In Beijing Palace Museum brand story, the main body is the story with the royal family and the court as the background. The protagonists of the story are mainly the emperors of the Ming and Qing dynasties, especially the three emperors of Kangxi, Yongzheng and Qianlong who are most well-known. While presenting the relationship and plot in the narrative content, it also reveals the style of "court" and "imperial power" that carries the imagination of the customers.

In addition, the characters appearing in the brand story as the imperial family have also been re-encoded by the brand as "ordinary people" in the modern social context. The way to re-personalize the characters as the royal family, such as the narration of the tortuous fate and family conflicts of the story, is conducive to the customers to mobilize their own experience and enhance the understanding of the brand's connotation. In the process of returning from the "imperial family" of historical figures to "ordinary people",

what the brand story wants to do is not only shorten the time and space distance between historical figures and real characters, but also cater to the needs of the target customers' identity and retain the customers. It not only creates enough imagination space, but also create potential value for the meaning of their own brand.

Beijing Palace Museum brand often endows and affirms universal values. Represented by some other brand stories, they talk about the harmonious father-son relationship between Kangxi and Yongzheng, and Cixi's education method for the failure of Tongzhi, two social issues that are valued by the public to attract the attention and recognition of the customers. In the brand story, these stories are wrapped in entertainment expression, but at the value level, the brand connotation is still in line with modern education concepts, highlighting the characteristics of Beijing Palace Museum brand as a knowledge education carrier.

With this soft persuasive method, the customers will subconsciously agree with the brand's concept, and unknowingly project their recognition into the brand-related content-based products, further increase their appeal to the products, and improve stickiness and loyalty.

The relationship between men and women and gender equality are also hot topics on the Internet for a long time. As a classical brand, Beijing Palace Museum has not given up the opportunity to express opinions.

In the brand stories for some others, these brand stories seem to tell history, in fact, it has undergone brand re-created, giving new connotations to the story. Through reading the story, the customers can transfer the story experience to the daily thinking of the relationship between husband and wife. The presentation of the story implies the brand value orientation, which is not only the brand's catering and affirmation of modern mainstream values, but also the guidance of consumer values. The customers' emotional and value recognition of the story will subsequently enable related products to acquire a deeper meaning of value orientation.

Nowadays, social information is highly explosive, and all kinds of information are rushing to the crowd, but most of the information can only flash through people's eyes. Compared with so much information, people's very limited attention is so scarce that grabbing the customers' attention has become the primary problem that marketing needs to solve, and keeping up with Internet hot topics is the best way to attract customers' attention.

Although the title of "A Strange Person in the Cosplay World: Yongzheng" has been as close as possible to the circle that young people love, adding words such as "cosplay", the expression is flat and straightforward and does not contain the elements to attract the customers. And "Yongzheng: Feeling Myself Mengmenda" contains the most commonly used adjective "Mengmenda" on the Internet nowadays, and puts the protagonist Yongzheng in front. The remote and serious image of the historical emperor forms a strong contrast with the online popular culture. It arouses the customers' strong curiosity, and at the same time, the customers' pursuit of chasing hot topics also allows the article to achieve a wider range of dissemination.

Based on fresh hot topics and cleverly integrated into the story of Beijing Palace Museum brand, the re-creation of these Internet hot topics, and the examples presented in an entertaining way of expression are common in the narrative of the second state of Beijing Palace Museum brand [64]. For example, "I have a story, do you have wine?" "I want to calm down. "Who is Jingjing? ", "enough! "Zhen want to calm down" and other curious and eye-catching titles to generate traffic flow, which is often used by people to ridicule the Internet hot topics like "Zhen Don't Allow Others to Talk About You". The significance of catering to Internet hot topics is that narrators only need to use the most novel expressions of the moment, the elements that can capture the customers' attention, and they can get hundreds of thousands of clicks and traffic, and reach the widest range of customers at the lowest cost.

Although it is only a matter of narrative methods, it is the first hurdle to face the customers in the communication process, which will form the customers' first intuitive impression. This impression affects the customers' judgment of whether the brand matches their own tastes, hobbies and other. The Internet is a world of "entertainment to death", and content that is not entertaining can hardly get influence in the ocean of the Internet.

2.3.3 Influencing consumer brand behavior through customer participation

One of the important characteristics of content products is that the product itself is also a substantive social tool [59]. Content-based products have completed the first two interactions between content-based products and audiences by giving audience identity tags to make them feel of belonging and emotional resonance.

The audience will share on social media based on their own sociality and the content of the product, completing the third interaction of content-based products. The reason lies in the nature of social media and people's motivation to use social media.

Like what I told above, people would like to share Information based on social interaction motives, social status motives, economic benefits motives, altruistic motives, and entertainment motives. This behavior may occur at any stage of the consumer behavior pattern.

As for social media, the sociality is its basic attribute. Some scholars, such as Zhao Yunze of Renmin University of China, think it can reflect its essence. Social media is a communication method that has emerged based on web2.0 [58]. The core feature that is different from web1.0 is the communication center. The communication center has been transformed from a portal site to a community of user sharing, information aggregation, and interest-based aggregation. But nowadays, social media conveys more than just information, but also the expression and emotions.

The increasingly user-friendly interaction interface, as well as the dedicate emoji design, etc., all make this medium have a very prominent advantage in emotion management, that is to say, people are socializing in media sharing, the first step is to share information with a certain new value, and the second step is to convey emotions. In this sense, the content products of Beijing Palace Museum brand inject cultural and aesthetic connotations from the cultural relics of Beijing Palace Museum. Providing audiences with content that is worth spreading or fresh and interesting has become the first key to guide audience to share. Beijing Palace Museum, which is frequently searched for, has led the group effect formed by extensive sharing because the audience thinks Beijing Palace Museum products are interesting and unique. The media has become a popular place for audiences to spontaneously promote Beijing Palace Museum brand, and attract a lot of attention to the brand again to achieve marketing self-propagation.

On the other hand, the content-based products of Beijing Palace Museum contain historical allusions, with elegant and exquisite shapes. Sharing such elegant brand information will help the publishers to build their own image and make Beijing Palace Museum a tool for themselves to enhance their image. At the same time, the information released not only expresses one's own sight and taste, but also "calls" the same group of people with the same aesthetics and hobbies. For people who see this information, they will like and leave a message to express themselves. In this way, the audience has a connection and relationship with others through the products of Beijing Palace Museum.

In addition, the interaction on social media does not only exist between the audience and the audience, the interaction between the audience and the brand is also an important part. Social media acted as a medium for communication between the audience and the brand, changing the brand's fixed position as a spreader and the audience's passive receiver position, allowing the brand and the audience to sit on a round table where they can communicate equally and smoothly. The "Lenggong" series of refrigerator stickers (picture 2.5) sold by Beijing Palace Museum is the product of the interaction between the

audience and the brand. The content posted by the audience on social media was responded to by the brand, and actions were taken to produce content products. While the audience is expressing themselves, they also participate in the brand's product design. While realizing their self-worth, the audience also reflects more emotions on the brand. This feedback can positively improve the audience's perception of the brand. Stickiness to further complete brand building.



Picture 2.5 – Stickiness

2.3.4 Use the intermediary role of brand identity to influence consumer brand behavior: "Culture + Aesthetics"

The first dimension of content marketing of Palace Culture is the interpretation of "beauty". The Flagship Store of Beijing Palace Museum takes "Forbidden City Life Aesthetics" as its publicity theme, and it conveys this aesthetic concept that is integrated with life. Taiwanese cultural scholar Han Baode defines life aesthetics as "the general public finds aesthetic satisfaction in their daily lives." In other words, life aesthetics is an aesthetic experience and emotional expression that is accepted by the public and integrated with daily life. It can draw nourishment from traditional culture, and re-emerge traditional culture in the perception of contemporary life.

The construction of life aesthetics of Beijing Palace Museum is first based on the aesthetic tradition of Beijing Palace Museum: As the pinnacle of traditional Chinese architectural aesthetics, Beijing Palace Museum itself is the embodiment of the Chinese aesthetic tradition; 90% of the collections of Beijing Palace Museum are precious cultural relics, the shape, pattern, and decoration are all excellent works, the Forbidden City, as the residence of the emperors of the Ming and Qing dynasties, its life regulations and rituals also make today's people yearn for it.

Secondly, the construction of life aesthetics in Beijing Palace Museum is not the restoration of ancient relics and serious preaching, but the cultural rebirth directed at modern life: the process of conveying aesthetic experience, value and identity to the public based on modern aesthetic standards.

At the same time, the life aesthetics of the Forbidden City is a "New Forbidden City Cultural Action" that is dominated by the culture of the Forbidden City to meet the growing spiritual and cultural needs and consumer psychology of the audience.

Specifically, Beijing Palace Museum uses different methods of representation, integration, empathy, etc. to express "beauty" and refined craftsmanship, unifying the aesthetic standards of its products with the imagination of the beauty of Beijing Palace

Museum in the minds of the broad audience, and this kind of psychological identity is the basis for the dissemination of content products. During the special exhibition of "Shiqu Baoji", it is very crowded, and the audience queues for at least 6 hours during peak hours.

In view of the value and popularity of the cultural relics, Beijing Palace Museum successively produced the hand-scrolls accompanying the exhibition of "Along the River During the Qingming Festival" and Pavilion 3.0 of Along the River During the Qingming Festival. One of the two products is personally calibrated by the painting and calligraphy experts of Beijing Palace Museum, and strictly controlled to reproduce the original content and quality of the cultural relics to the greatest extent; the other is to dig deep into the content of the screen and integrate the latest high-tech interactive art to form a real and virtual interweaving. The two products used different technical means to reproduce the content value and aesthetic value of the cultural relics, and both have been widely welcomed, especially the latter, which has been sought after and favored by the majority of young people.

At present, more cultural products of Beijing Palace Museum are designed to focus on people's feelings through the integration of content elements. Through the exquisite design, life and aesthetics are closely linked, allowing people to truly feel the beauty of the shapes and colors of the utensils, the beauty of culture, and the beauty of poetry through various senses such as sight, touch, and hearing. For example, the "Five Blessings and Cute Pig Pots" (see picture 2.6) launched by Beijing Palace Museum in 2019 are based on the characters "Fu" in the imperial books of the five emperors of the Qing Dynasty collected by Beijing Palace Museum, and integrated with the auspicious meaning of Wanfu Wanshou in new year. In addition to the beauty of cultural relics, another perspective of the "life aesthetics" of Beijing Palace Museum is the transmission of spiritual values, sense of identity, and "poetic beauty". For example, the "Festival in the Palace" series products let "Royal Years" come into the lives of the people.

The cosmetic series products represented by "Beijing Palace Museum Lipstick" (picture 2.7) apply the colors of classic porcelain and accessories to the texture and color design of lipsticks. In the middle, the classic colors and noble temperament are given to the products to meet the expectations of users for the oriental aesthetic culture and classic charm. In addition, another product series, the design of the beauty powder also uses the symbol of Chinese traditional royal culture "Phoenix", as you can see from the picture 2.8.



Picture 2.6 – Five Blessings and Cute Pig Pots



Picture 2.7 – Beijing Palace Museum Lipstick



Picture 2.8 – Beijing Palace Museum beauty powder

In addition, one of the important characteristics of content-based products is to make the targeted customers feel brand identity, so that they have a sense of spiritual identity. As mentioned above, the main customers of Beijing Palace Museum are young people aged 25 to 34. While pursuing fashion and entertainment, personalization is a distinctive label that distinguishes them from other age groups. In a word, fun and unique products with personalization are what they are looking for to buy.

For Beijing Palace Museum, the many treasures in the collection are the source of the uniqueness of its products. The specific method is to take elements of the collection of cultural relics, integrate the understanding of modern life and the expression of the Beijing Palace Museum and make it a unique content-based product. Such products are usually easy to remember, can be directly related to Beijing Palace Museum brand and cultural relics, with the public's imagination of the palace and royal style, which makes Beijing Palace Museum products easily distinguish from the many products quickly.

2.3.5 Influencing consumer brand behavior through perceived value: experience + scenario

The sense of value beyond price for cultural products of Beijing Palace Museum is another characteristic of its content marketing.

Content marketing is a combination of quality marketing and emotional marketing attached to quality. Although the quality of the cultural content products of the Beijing Palace Museum is already very outstanding, in many cases the emotional value is often higher than the quality itself, so the sense of acquisition and value of the buyer's experience often exceeds the price. This kind of value sentiment often comes from the power of content details. When Beijing Palace Museum pushes a certain collection of on the "Daily Beijing Palace Museum" APP and on the official account platform, it deliberately avoids "large", but often selects a delicate part to present it to convey the beauty of close range.

The literary and historical knowledge introduced by the collocation is also from a small point. It is this delicateness that makes people feel the beauty of the individual collection itself Beijing Palace Museum. Especially for the quality, details, and the "loyal symbol" of Beijing Palace Museum, which together constitute the value connotation of Beijing Palace Museum's cultural content products beyond their market pricing.

In addition, this kind of content is to make the audience have emotional resonance, and this resonance is not only after using the purchased product, but also during the purchase process. The so-called purchase process is the purchase experience, that is, the process of experiencing the purchase.

What the Beijing Palace Museum needs to do is to try to better meet the spiritual needs of the audience during the shopping process, and to realize the value added of products and brands. Content marketing believes that the core of doing this is to use products as materials, add a certain specific service, and create a high value-added experience that is worth remembering or experiencing by the audience.

The food pop-up store belong to Beijing Palace Museum brand is a content marketing case worthy of discussion that allows the audience to resonate emotionally during the purchase process. During the Spring Festival of the Lunar New Year in 2019, Beijing Palace Museum noticed the audience's desire for reunion at that time, and opened an offline pop-up store "Zhen sneak out of the palace and play with you" in Sanlitun, Beijing. The serious and quaint landmark of the Forbidden City suddenly appeared in Sanlitun. And the collision of tradition and trend has cleverly captured people's scarce attention. In terms of themes, the anthropomorphic presentation of Beijing Palace Museum brand gives people a sense of naughty, fun and real closeness, which fits the atmosphere of the Spring Festival. Buying "My Heart-Forbidden City Food" with friends and relatives is not just a simple shopping Behavior but also a rare experience of coexistence of fashion and culture, enjoying family affection and friendship. When the audience buys a product, they not only buy the product itself but also the experience of the product purchase process. Maybe people will gradually forget the purchased product after use, but the experience itself will have a long-term impact, allowing the audience to maintain a good impression of the brand for a long time.

In addition to experience, the "scene" is also an important reason for the emotional resonance of the audience. Whether the content of the product fits the audience's life-oriented usage scenarios depends on whether the brand really understands the audience. For example, the Ring of No Hurry and Forbearance (picture 2.9) sold on Taobao can generate strong emotional identification with the audience, and the reason lies in its usage scenarios. This ring is engraved with the words "no haste, be patient", which is a motto given to Yongzheng by Kangxi, hoping that he can control his emotions and always maintain a peaceful and clean mind. This is an allusion in history, but in the current society, people are impatient, anxious and irritable, especially as the "Lunu tribe" continues to grow. Anxiety have gradually become common negative emotions in people's lives. People have to keep comforting themselves and remind themselves, "no haste, be patient."

This kind of phenomenon makes the product have a life-like use scene, and brings an additional experience of content-based products. Netizens who have purchased the product replied with a message, "This ring is worn on my hand, and it can be touched every time you work. Ease my restless mind", they interpret the emotional resonance brought humorously and wittily by content-based products.

The most important function of the emotional resonance of content-based products is to improve the audience's experience. This experience not only exists in the use process, but also manifests itself in the purchase process. This kind of experience is personal and personalized. Everyone's experience is different, and it has a subtle influence on deepening brand impression and improving brand inference in the long-term process.



Picture 2.9 – The Ring of No Hurry and Forbearance

For fully understanding the main instruments that Beijing Palace Museum used in this case, the following is the table that clarify the pros and cons of content marketing instrument, it also refers to dual-process theory.

Table 2.2 – Content marketing instruments summary

Content marketing instrument	Benefits	Difficulties
Dialogue	The best way to promote buying brand behaviors	Hard to influence potential customers
Storytelling	The best way to promote information sharing brand behaviors	Hard to influence customers directly
Customer participation	The best way to promote recommend brand behaviors	Hard to be influenced by brand itself
Culture + aesthetics	Improve brand identity	Hard to build unique brand culture value
Experience + scenario	Improve conceived value	Hard to create special experience

The dual-process theory is also known as the "dual-processing theory". This theory believes that there are two process modes when individuals process information and need to make decisions or judgments: one is a systematic process. This process is mainly based on rules, focusing on rational thinking and emphasizing the process of reasoning; the other is the heuristic processing process.

This process mainly relies on intuition, pay attention to the results of the reaction, and ignore the processing process. When users buy search products, they need to search for information and think rationally in the purchase decision process. Therefore, consumers adopt a systematic process.

The dialogue in content marketing can most effectively answer questions and provide useful information for consumers. When researching on Weibo, it is found that companies'

feedback on user opinions has the greatest impact on consumers' purchasing decisions, while promotional activities have the weakest impact on purchasing decisions.

In this paper, the feedback of companies on user opinions refers to the communication between companies and users, and promotional activities are a form of customer interaction and participation. It can be seen that the influence of dialogue on purchasing behavior is more significant. Research proves that emotional needs are the main motivation for forwarding. It can be seen that information sharing behavior is a behavior mainly driven by emotion. We found that Weibo containing emotions are more likely to be reposted. It can be seen that there is a correlation between the emotion of Weibo content and the situation of being reposted. When studying Weibo, we found that conversational Weibo that does not contain emotional information were not reposted. The content provided by the dialogue is often for products or services-related information. This kind of information can better meet the practical needs of consumers, and has a low degree of satisfaction with consumers' emotions, so the driving force for brand information sharing behavior is weak. . Among the three dimensions of content marketing, storytelling can most effectively stimulate consumers' emotions. Therefore, it is inferred that storytelling has a more significant impact on brand information sharing behavior.

Consumers' brand recommendation behavior is mainly affected by altruism and egoism.

Altruism includes providing advice to others, helping others to make decisions, etc. Self-interest includes improving personal image, meeting social needs, and obtaining rewards. When an enterprise or user has a dialogue with consumers, consumers can obtain more information about products or services. The dialogue between users and consumers is a manifestation of altruistic behavior. This information can help answer consumers' questions and help Consumers understand the brand, and then recommend the brand to more people,Therefore, the dialogue will have an impact on consumers' brand recommendation behavior. Storytelling can win consumers' word-of-mouth

recommendations. When consumers are exposed to storytelling, they will stimulate consumers' emotions. Emotion is a factor in social interaction.

Therefore, storytelling will promote recommendation behavior because it meets consumers' social needs. Customer engagement is to call on consumers to participate in a brand-related activity. When consumers see this type of content marketing, the focus is on this activity, and at this time, consumers are not personally participating in this activity, so the recommendation behavior of the brand is relatively weak.

Summary of Chapter Two

The most important feature of content marketing is to provide "content". These contents must be relevant to consumers but also express their own brand information, and these contents should also be integrated into brand products to improve consumer brand loyalty.

At the same time, the product is also the most direct and realistic connection between the audience and the brand. Whether the product meets the needs of the audience directly determines the audience's impression of the brand [26].

In this part, the author regards the product as a solution for Beijing Palace Museum brand to solve a certain spiritual and material needs of the audience. By sorting out all the online and offline products belong to Beijing Palace Museum brand, and classifying them in detail, we find there are two types of content-based products, offline physical products and online virtual products.

Among them, offline physical products need to firstly give the audience an identity label, so that they have a sense of community belonging, the second is that the product needs to resonate with the audience, and the third is that the product can become a substantive social tool, which is beneficial to the audience.

Online virtual digital content-based products take practicality and experience as the main purpose, or can become an extension of a certain service to facilitate the audience's

use of functions in a certain scene, or give users a certain immersive experience. The general feeling will deepen the sense of experience, presence and participation, and leave a deeper impression on the brand products.

For brands, content is the top priority of marketing, but content marketing also emphasizes the construction of communication and dissemination platforms. This communication platform throws out the content and topics that consumers are interested in and attracts consumers to participate in the interaction, so that the content continues to spread and transform. This requires that the content and implicit value orientations thrown by the brand have a considerable space of common meaning with the audience in terms of psychology, cultural level and social life experience [36]. This chapter uses the information thrown by Beijing Palace Museum brand on social media such as WeChat and Weibo as the platform, sorts out and analyzes the brand story, divides the brand story into two completely different stages before and after, and analyzes it in conjunction with the relevant theories of narratology.

The brand story in the previous stage did not have a significant impact due to the boring and straightforward narrative method, the remote narrative perspective from the audience, and the lack of focus on plot construction in the narrative. In the latter stage of the brand story, in the narrative subject, the first person such as "Zhen" is used as the intuitive feeler of the brand story. Through emotional expression, the audience can feel the brand information; in the narrative method, pay attention to the construction of the plot, there are antagonistic two sides in the story, and there is a combination of inheritance and transformation. When the audience is reading, they will have their own emotional tendency and substitute one side in the plot, so as to participate in interaction and better empathize with the story; in the narrative timeliness, focus on following the recent Internet hot topics attract more readers to join in, which is in line with the current Internet communication characteristics of entertainment supremacy; in the extraction of brand elements and the assignment of stories, attention is paid to extracting a certain element of

Beijing Palace Museum brand that meets the preferences of modern people, and abandoning old ideas and concepts of the company in order to recombine into a fashion brand with historical and cultural charm.

It can be seen from the above changes of the Beijing Palace Museum that the Beijing Palace Museum has produced a lot of content that is interesting to consumers through a number of online and offline marketing measures, using dialogue, storytelling, and encouraging consumer participation, which push customers make many brands behaviors liker information sharing, recommendation and even purchase behaviors.

3 RESEARCH RESULTS AND PROSPECTS

From the various activities held by Beijing Palace Museum, it can be understood that Beijing Palace Museum continuously conveys perceived value and identity to customers in the process, for example, in the writing of articles, in the form of dialogue, storytelling, and customer participation. The structured content influences consumers' brand behavior. See the

Picture 3.1 below for details.



Picture 3.1 – Content structure that affects consumer brand behavior

In addition, we also need to measure the impact of content marketing on consumer brand behavior. From the above cases, we can see that consumer evaluation, the number of speakers of the users, and the activity of user-led activities are all measured standards.

3.1 Research results

Based on the above conclusions, the following marketing enlightenment is given to enterprises using content marketing methods.

(1) Companies should learn to use content marketing to achieve better marketing results. Beijing Palace Museum case proves that content marketing's dialogue, storytelling, and customer interaction can all have a positive impact on consumers' brand buying behavior, brand information sharing behavior, and brand recommendation behavior. Therefore, in an increasingly competitive market environment, companies must learn to use content marketing to induce consumers to achieve beneficial behaviors for the company.

(2) Choose appropriate content marketing methods according to different marketing goals. Research has shown that there are significant differences in the impact of dialogue, storytelling, and customer interaction on brand buying behavior and brand recommendation behavior. Enterprises should proceed from their own needs and use corresponding content marketing methods to guide consumers to issue specific brand behaviors. Specifically, if you want to stimulate consumers' brand buying behavior, dialogue is the first choice; if you want to improve the brand's reputation and promote user recommendations, dialogue and storytelling will be more useful than customer interaction. In fact, companies have had successful cases in actual operations. For example, on the shopping website platform, each store will have store customer service, user reviews, and ask everyone, etc.

(3) Enterprises must not only guide users to speak up, but also actively become the main speaker. Traditional marketing is dominated by enterprises. Since entering the Internet era, online platforms have allowed users to have their own voices. The impact of content sent by ordinary users on consumers has been affirmed by many studies. Online comments from users will affect consumers' brand behavior. Therefore, companies attach great importance to the role of users and encourage users to post comments and share user experience. At the same time, the role of the company as a communicator cannot be ignored. The company must not only become the driving force behind the consumers, but also need to stand in front of the stage to communicate with consumers, answer questions

for users through dialogue, and tell vivid brand stories. Organize customer interaction and participation activities, etc. [42].

(4) Encourage ordinary users to initiate activities to stimulate consumer brand recommendation behavior. With the development of the Internet, consumers have become more and more proactive. They will take the initiative to hold activities and call on netizens to participate. The City Club is a typical example. Consumers in the same city spontaneously gather together because of their love for the brand, and jointly organize/participate in activities. This can not only meet the social needs of consumers, but also guide consumers to recommend brands to more in order to meet their social needs. 'S friends. Therefore, companies should provide consumers with a suitable platform, in which ordinary consumers are guided to initiate activities.

(5) Provide content that directly hits the pain points of consumers and arouse resonance. Whether content marketing meets the needs of consumers has a significant impact on consumer behavior. Therefore, companies should study and publish content that can stimulate consumers' perceived value from the perspective of consumers. If content marketing does not satisfy users' perceived value well, its effectiveness will be compromised. For example, when a company talks with users, the company needs to provide targeted and easy-to-understand answers based on consumer questions. If you think about it, or use obscure language to communicate with consumers, it will greatly affect consumers. Value perception, in turn, affects the effectiveness of content marketing [14].

Nowadays, companies invest less and less in information release through third-party media, that is, paper media, television, radio, etc. On the contrary, due to the popularization of mobile terminals, the ways for customers to receive information have become diverse, and the ability to process information has also been continuously improved. Coupled with the simplification and popularization of content creation technology, the threshold for brands to independently release content constantly

decreasing, this allows more and more brands to communicate directly with their customers without the need for an intermediate communication medium.

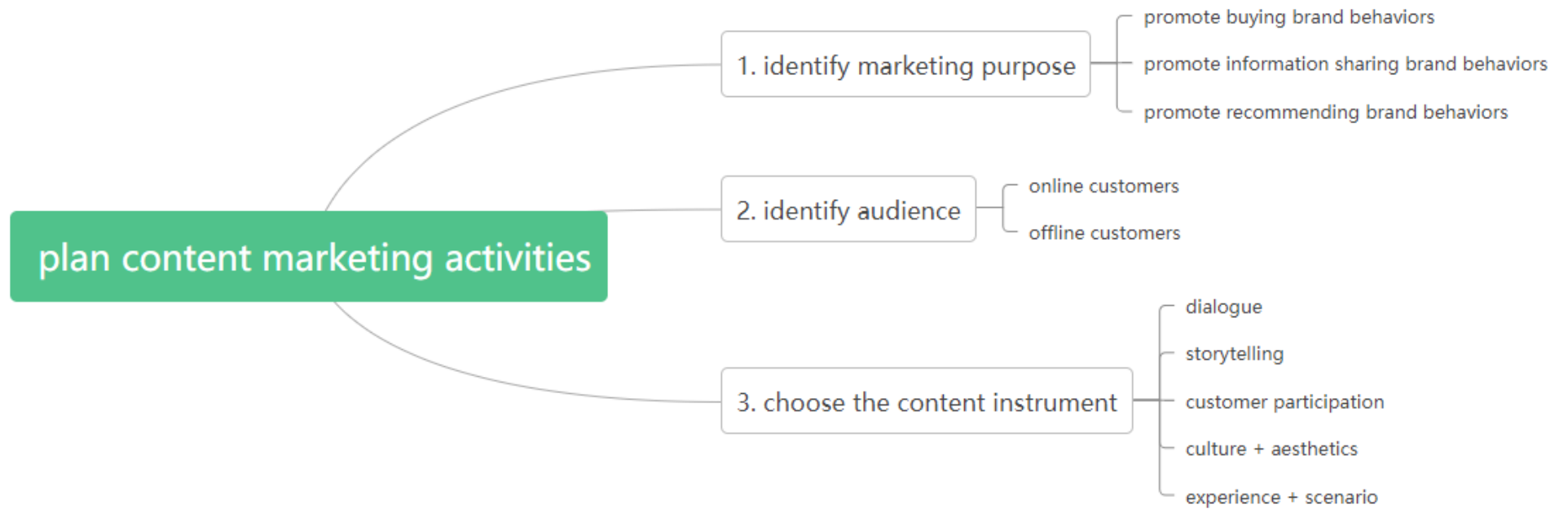
As a result, more and more companies have become content producers and publishers, and have begun to distribute publications and video works that look the same as ordinary professional media, and have their own voices on the self-media platform as their brands. A strong promotion of the characteristics. Content marketing is a new marketing method that emerged in this context. This is the reason why this article chooses content marketing as the theoretical framework.

In order to better understand the entire structure more clearly, starting from the case of Beijing Palace Museum, the following picture 3.2 is how to plan a content marketing.

When organizing content marketing activities, we first need to determine the goals we want to achieve in content marketing. Generally speaking, we plan for the diversified brand behaviors that want to affect consumers, such as consumer buying behavior. Brand information sharing behavior, brand recommendation behavior.

In the second step, we need to know more clearly the consumer groups we want to influence, online consumers or offline consumers, so that we can choose the platform on which we want to launch content marketing, such as online social networking. Media or offline exhibitions, etc.

In the third step, in order to achieve the targeted consumer brand behavior, we want to influence, we need to choose suitable content marketing tools, for example, if we promote the purchase behavior that affects consumers, Dialogue is the best way. If you want to promote consumer information sharing brand behavior, the best way to tell stories, if you want to promote consumer brand recommendation behavior, consumer participation is the best way. In addition, perceived value and brand identity also play a big role in this. We can build a combination of culture and aesthetics, and a combination of experience and scenes through perceived value and brand identity.



Picture 3.2 – Steps for planning content marketing activities

3.2 Research prospects

Looking at the branding of the Beijing Palace Museum from the perspective of content marketing, it is not difficult to draw some successful experiences that can be replicated, but there are also some shortcomings that need to be improved. For other cultural companies or institutions, from the content marketing of Beijing Palace Museum, you can learn from the following successful experiences in brand building, expanding influence, and achieving both social and economic benefits:

The structure of branded products incorporates additional content, and the product types and grades are accurately arranged according to the characteristics of the customers. The reason why Beijing Palace Museum can complete brand-new branding and frequently attract public attention is the unique charm of brand products. The direct contact between brand products and the customers is the bridge through which the customers perceive the brand. The customers' intuitive feeling of the product determines the first impression of the brand. The brand-name products of Beijing Palace Museum are different from other similar products on the market. The root of this is to meet the expectations of the customers in terms of structure and meet the needs of the customers in terms of layout. From the perspective of product structure, the content-based products of Beijing Palace Museum combine practicability and fun, and use ingenuity to build the elegant atmosphere of the palace on the common items in daily life; from the product layout, precise research about the customers' favorite type, it divided the products of different grades, reduce the access price of brand products, and increase the sophistication of high-end products. To achieve these two points, first of all, it is necessary for the brand owner or cultural institution to accurately extract the most recognizable characteristics of its own, dig deep into these "distinctness", find the emotional factors that can resonate with the customers, and integrated into the product. Secondly, it is necessary to accurately position brand products, promote product categories suitable for different customers

characteristics and formulate appropriate price ranges. Here, attention should be paid to small products such as stationery, hand-mades, accessories and other types with low price thresholds and high frequency of use. Furthermore, the brand product is associated with a certain scene or emotion, so that whenever the customers see the scene or falls into a specific emotion, they can immediately associate the brand product with empathy. Finally, the product itself should have social value, that is, it has certain characteristics worth spreading. When the customers share brand products on social media, they can complete their self-image.

Information dissemination pays attention to plot and emotion, and establishes character for the brand. Beijing Palace Museum uses pull strategies instead of push strategies like advertisements when it conducts brand communication. To achieve this, we should first focus on the construction of the text plot, or set up suspense, or use the inheritance and turn to attract the customers' attention, mobilize the customers' emotional ups and downs, and let the customers' emotions naturally project into the story, so as to have a deeper understanding of the brand connotation and complete the brand. shape.

Second, the dissemination of stories should cater to the emotions of the customers. Stories that match the emotions of the customers are always easier to impress people and create a sense of trust in the brand in terms of values. Among them, following network hot topics is an effective method. Internet hot topics are a barometer of public sentiments. The hot topics themselves can effectively focus the attention of the public. Using hot topics can make brand information more widely spread with less effort. Finally, using a specific tone of expression can gradually build the personality of the brand. The personality of the brand will make the customers subconsciously no longer regard the brand as a indifferent company, but as a friend, which is more able to communicate emotionally and gain the trust of the customers. An effective method is to form a set of unique expressions. For example, Beijing Palace Museum g uses "Zhen" as its own name, and the museum writes poems to answer questions. Brands can combine their own

characteristics to set their own personalities, and use cute, intimate and other personalities to wrap the content when transmitting information to achieve the purpose of emotional interaction with the customers.

Third, brand value transmission carries out multi-level communication, in-depth step by step, targeted at all levels, and gradually covered. The process of brand value dissemination does not happen overnight, and the flow of information does not touch every customer at the same time without distinction. According to the experience of the Beijing Palace Museum, the spread of brand value needs to be gradually deepened in at least three levels, in order to achieve full coverage of the customers and allow the customers to widely accept the brand value. The first level of brand value transmission is to select and cultivate a group of seed user groups. This group of users is the first to accept brand products and brand value. As the early recipients of brand products, the brand needs to find aesthetics, value orientation and brand value. The same group of people, and open the customers' reputation from this small circle, ferment the brand effect from the early adopters, and the second-level communication is carried out on the basis of the first-level communication. It has accumulated a certain number of fans and reputation among early adopters later, these contents and brand value are packaged into a form that can be widely promoted, and then with the help of channels, the brand is promoted to as many people as possible, so as to increase the public's awareness of the brand and attract more brand-new users. The third level of communication is manifested in the customers' feedback and communication with the brand. Frequent interactions make the brand's customers active, which can increase user stickiness and brand loyalty.

Summary of Chapter Three

It has been proved in practice that content marketing is a valuable new marketing method, but the academic research of content marketing still lags behind the practice of content marketing, so it is necessary to attract more scholars' attention. As for the research

in this article, there are still some limitations, which need to be further discussed in the future.

At present, China's economy is in a period of vigorous development, but the subsequent market economy and the profound changes in the Internet have caused various difficulties and confusions. How to transform and develop has become a issue in all walks of life in society. Beijing Palace Museum has rejuvenated the brand and launched a large number of content-based products that coexist with cultural, interesting, and practical, follow hot topics on social media such as WeChat and Weibo, and use entertainment-oriented expressions to integrate with the customers. At different stages of brand building, they took a lot of targeted measures, launch co-branded products with opinion leaders, and then produced documentaries and reality shows, so that Beijing Palace Museum brand has truly become a young brand full of vigor and vitality, so that traditional culture can truly become a part of the modern life of the masses and a part of Internet social interaction. With such a successful case ahead, is there any place in its successful brand building process that can be learned by other companies or industries that urgently need to transform? Can the road to success be replicated? These issues also need to be further explored.

Of course, the content marketing of Beijing Palace Museum also has some shortcomings that need to be improved. The most noteworthy of these is that the popularity of Beijing Palace Museum's brand communication is high and low, intermittently, and cannot maintain the brand popularity for a long time. Its traffic bursts always appear when new products are launched or large-scale events. For a complete brand, although its brand awareness and product sales will fluctuate throughout the year, it still fluctuates within a certain range. Obviously, Beijing Palace Museum has not reached the standard of stable brand awareness. The reason is that content marketing has not continued. To improve this, first of all, we need to do a good job in the long-term interaction between the brand and the customers, and frequently publish the brand daily

on social media such as Weibo and WeChat, which should include brand information, new products and other rigid content, as well as daily greetings, brand personalized presentation and other soft content, so that the customers can often see the daily life of the brand like the dynamics of the moment, which can shorten the distance between the brand and the customers, while maintaining brand exposure.

Secondly, an ecosystem of content products can be formed, so that products and products are related. After the customers purchases multiple brand products, there can be interactions between products and products to achieve a content overlay effect of $1+1>2$, creating an atmosphere and style that a certain single-brand product does not have.

Finally, regular activities must be held to allow the customers to develop the habit of visiting Beijing Palace Museum.

Beijing Palace Museum is a successful case of using content marketing to complete brand building. This building process is full of wisdom and demonstrates the changing and unchanging philosophy of traditional brands in the new wave environment. It is worth learning and learning for other companies.

CONCLUSION

At present, our country is in a period of vigorous economic development. Customers can understand comprehensive product information, which reduces the asymmetry of information. This information can provide a reference for customers' purchasing decisions and also reduce the perceived risk of customers. Through corporate content marketing, customers can interact with the company to understand. To get more product details, thereby increasing customers' credibility of product quality. Content marketing that captures people's attention has given people valuable information, and at the same time makes people's decision-making wiser. In addition, content marketing also affects consumers' psychological perceived value, to arouse consumer resonance, improve consumer brand identity, thereby enhancing brand loyalty, and finally make consumers produce more brand behaviors.

From the above literature research, it can be seen under the influence of carrying on different targeted content marketing activities, integrated with the function of perceived value, brand identify, etc., content marketing has played a positive role in consumer brand behaviors.

Therefore, when consumers are exposed the context of content marketing, they will feel the valuable information support given by the enterprise. Perceived value can not only convey relevant brand information, but more importantly, it can stimulate consumers' emotions, reduce resistance, and achieve better communication effects. In the process, it can stimulate consumers' emotional resonance and satisfy consumers. emotional needs. When a brand initiates a group activity, it will deepen consumers' understanding and cognition of the brand, and establish an emotional connection between consumers and the brand.

Brand identity plays an intermediary role in the influence of content marketing on consumers' brand behaviors. Only when more consumers know and understand the content released by a brand can it generate value. In order to achieve the purpose of

widespread dissemination, content marketing managers must pay attention to the importance of content and brand identity. High-quality content can show a good brand image, which in turn can increase consumers' sense of identity. In terms of specific content creation, companies can comprehensively consider product characteristics and target group characteristics. Through insights into target groups, they can create and publish valuable and highly relevant content, which is more likely to win consumer recognition and achieve widespread brand communication.

More clearly, we can see the case of Beijing Palace Museum, we can notice the increase in search interest of Beijing Palace Museum through the ranking of Weibo hot topics, the attention of customers through the number of subscribers of the official public account, the purchase intention of customers through the sales volume of cultural and creative products, and the customer's willingness to spread through the brand information on social media.

More specifically, content marketing uses dialogue, storytelling, and customer engagement to share information, entertainment, and emotional content. Brand identity and perceived value act as an intermediary to influence consumers' brand behaviors such as brand information sharing, brand recommendation, and brand purchase behaviors.

From the case of Beijing Palace Museum in this paper, it has been proved that the dialogue, storytelling, and customer participation in content marketing have a positive impact on the brand establishment of Beijing Palace Museum.

In terms of specific content marketing measures, Beijing Palace Museum launched a series of activities, such as writing articles on WeChat official accounts, interacting with consumers on mainstream social platforms such as Weibo, establishing digital application scenarios, and launching a series of civilian peripheral products with imperial meaning as well, all of those prove the content marketing has attracted a lot of consumers.

From that aspect, I think it is a good chance for other government-owned enterprises learn from the case of Beijing Palace Museum, create their own unique value in content marketing, and use value to create profits.

There are a lot of things that we can learn a lot from the case of Beijing Palace Museum. For example, we have to endow Beijing Palace Museum its own unique value for content marketing, then take different marketing measures for different brand behavior that we want. Make dialogues is a better way to promote customer purchases as soon as possible. If you want to form a brand effect, encouraging customer participation and storytelling is another better way for Beijing Palace Museum also creates a brand image in the narrative brand telling and indirect participation promote of customers.

In addition, Beijing Palace Museum has launched content marketing on multiple platforms, combined with modern technology, and deepened the content marketing effect in a variety of ways, so that consumers have a better perception of the Beijing Palace Museum brand.

From the marketing of the Palace Museum in Beijing, content marketing has achieved good results in this brand reconstruction, but there are still many shortcomings. For example, how does Beijing Palace Museum do a good job of long-term interaction with customers, how to maintain content innovation, and how to find customers' pain points. Additionally, consumers' brand communication willingness is affected by many factors, such as consumers' personal characteristics, consumer product involvement, etc. This paper only considers the perception of content value and brand identity factors, which may lead to research limitations. These are all issues that need to be cared about when doing content marketing and maintaining brand image. These issues for current Beijing Palace Museum, are needed for further explore.

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APPENDIX A

Article data from the official account of Beijing Palace Museum

Table A.1 – Article data from the official account of Beijing Palace Museum

Title	Time	Readings
Beijing Palace Museum Treasures Exhibition	01/01/2013	477
Beijing Palace Museum on the Bite of the Tongue	17/02/2014	1222
The Grace between the Wrists of the Concubine of the Qing Dynasty	12/05/2014	756
Emperor Enjoys Fun	13/05/2014	568
A Strange Person in the Cosplay World: Yongzheng"	14/05/2014	4104
Yongzheng: Feeling myself Meng Mengda	01/08/2014	100000+
There Was an Emperor Before He Did not Study well	09/07/2015	100000+
Zhen Miss You So Much	30/11/2015	7890
Zhen Live up to Others in My Life	18/06/2015	100000+
Zhen Have My Secrets Here	18/07/2015	100000+
Enough! Zhen Want to Calm Down"	29/10/2015	100000+

End of Table A.1

Title	Time	Readings
How Dare You Criticize Me?	27/10/2016	100000+
I have a story, do you have wine?	05/11/2016	100000+
Zhen Don't Allow Others to Talk About You"	04/06/2018	100000+