

Study on the Influence Mechanism of Content Marketing of Bullet Screen Video Websites on Consumer Brand Loyalty in Sichuan under the Community Economy

Qi Chen

North Bangkok University, Bangkok 10220, Thailand.

Abstract: With the development of science and technology, the world has entered a new information age. The innovative marketing methods of online advertising make traditional advertising more and more marginalized. Bullet screen advertising has undoubtedly made this Internet era a representative advertising and marketing model. It has the characteristics of comprehensive advertising coverage, strong pertinence, good concealment, and remarkable effect. This paper takes various online bullet screen video APPs as the research object and studies the influence of the bullet screen advertisement on the audience's purchase intention on the online video platform. This paper mainly analyzes the influencing factors of consumers' acceptance of brands in bullet screen advertisements, then combines the characteristics of screen video advertisements to establish a relationship model of three dimensions. They are bullet screen advertising marketing, consumer brand attitude, and consumer purchase intention. The three research objectives are; to analyze the influence of content marketing on the brand loyalty of bullet screen video websites under the social economy, to explore the influencing factors to consumer loyalty in Sichuan, and to provide suggestions for the sustainable development of content marketing for the development of consumer loyalty.

Keywords: Content Marketing of Bullet Screen; Consumer Brand Loyalty; Community Economy

1. Introduction

Under the highly developed Internet background, various types of new media platforms emerge in an endless stream in China. These platforms are quietly changing people's way of life and communication. At the same time, people express themselves on these platforms according to the same hobbies and common cultural identities. A community for communicating and sharing information has been formed. Based on the high development of the community, the platform seizes the opportunity, and the community economy emerges as the times require. Research has found that people's feelings towards the community may gradually turn to the platform's loyalty. This paper takes the consumers of the bullet screen video websites as the research object, adopts the quantitative research method, and combines the perspective of the community economy and the dimension of content marketing to explore the effect of content marketing on the brand loyalty of the consumers of the bullet screen video websites under the community economy.

2. Theoretical Basis

2.1 Theoretical Significance and Value

From a theoretical point of view, the current academic research on bullet screen video websites mainly focuses on the perspectives of narrative and immersion, multi-directional interaction, UGC, etc. It discusses the more characteristic UGC atmosphere of the bullet screen video websites, and the content marketing of the platform itself is less discussed. In terms of research content, the research on the bullet screen video websites mainly focuses on the discussion of the bullet screen culture and subcultural groups. From the perspective of the community economy and the dimension of content marketing, this paper

analyzes the influence mechanism of content marketing on the brand loyalty of barrage video website consumers under the community economy. It builds a system that can fully reveal the consumer brand loyalty of barrage video websites. The model of the influence mechanism, which is helpful to the related literature on consumer brand loyalty of barrage video websites, enriches and enriches the existing brand loyalty theory.

2.2 Practical meaning and value

In terms of practical significance, although the bullet screen video website started late, it has developed very rapidly under the impetus of the mobile Internet trend. Because the barrage video website is a complete consumer-oriented video website, it provides consumers with a product that is in line with consumer temperament. It is undeniable that content such as games and animations have the most substantial synergy effect with barrage video sites. At the same time, bullet-screen video websites are also constantly generalizing the content on their platforms, attracting new consumers based on retaining the activity of old consumers. The bullet screen video website has become one of the most popular video software platforms, with relatively strong representativeness and research value. It has reference significance for how each platform can do its content marketing in the community economy and improve platform consumer brand loyalty. It is also important to how the bullet screen video websites can further enhance brand competitiveness.

3. Understanding the Influence Mechanism of Content Marketing of Bullet Screen Video Websites on Consumer Brand Loyalty in Sichuan under the Community Economy

3.1 The theory of brand identity

Lai (2017)^[1] studied the effect of content marketing on brand loyalty plays a mediating role, while content marketing has an impact on brand identity. According to the information dual processing theory and SOR theory, a theoretical model of the relationship between content marketing, brand recognition, brand awareness, and brand loyalty was established. Analysis model revision and goodness-of-fit test found that content marketing had a positive effect on brand identity, the brand identity had a positive impact on brand loyalty (behavioral loyalty and attitude loyalty), and brand awareness had a positive impact on content marketing, and brand identity plays a positive moderating role. And it is proposed that organizational managers effectively use content marketing strategies to create an environment conducive to consumers' brand recognition from the perspective of deepening consumers' awareness of the brand, and further enhancing consumers' brand loyalty.

3.2 Consumer-brand engagement theory

Liu (2015)^[2] implied the influence mechanism of global brand content marketing on brand loyalty is revealed and analyzed. Lai Yuanwei used the theoretical research model to construct the normative method of empirical research and mainly discussed five core issues: the academic roots of social media content marketing, the classification of marketing content in social media and its value dimension, and the role of social media content marketing on brand loyalty.

3.3 Unique social media customer value

Chang (2015)^[3] reviewed the related concepts of social media, drawing on scholars' research on online customer value; combined with the AISAS consumer behavior model, a brand-new concept of social media customer value is proposed, and its Connotation and dimensions are defined. As an intermediary variable, brand trust builds a relationship between social media customer value and brand loyalty. Empirical research proves that social media customer functional value, psychological value, and brand loyalty are positively correlated, and brand trust is in social media.

4. The Conceptual Framework for the Research Study

4.1 Marketing of bullet screen video websites

Bullet screen, a new feature emerging on Chinese and Japanese online video sites, allows viewers' real-time comments to fly across the screen like bullets. This "social viewing" feature is prevalent among younger groups and is mainly used for virtual nods and zingers. It's so popular that several theaters in China have incorporated the practice into special screenings, showcasing streams of text messages sent by audience members. It is unclear whether this trend will spread to the global market, but it is an excellent example of how media channels can adapt to user behavior.

5. The Influence Mechanism of Content Marketing of Bullet Screen Video Websites on Consumer Brand Loyalty in Sichuan under the Community Economy

Zhang (2019) ^[4] established a stable and lasting emotional connection between enterprises and customers. The research found that: (1) Online brand community participation positively affects both dimensions of brand loyalty (traditional and hostile brand loyalty). The deeper the participation, the higher the loyalty to the brand. (2) When customers actively participate in the online brand community, they form a close relationship with the brand, play a role in promotion and publicity, form customer engagement, and participate in the customer community. Play a facilitative role in the impact on brand loyalty. (3) Self-brand connection plays a moderating role between online brand community engagement and customer engagement.

6. Conclusion

In addition to providing exclusive video resources, bullet screen video sites have also cultivated a group of self-created information producers with the help of their high-quality UGC environment. To gain more attention, information producers usually upload new content; in addition to having an excellent social experience, consumers can also choose to become opinion leaders and realize their self-worth. When consumers accept the entertainment information of the website, most consumers think that the information is exciting and enjoyable. On the website, most consumers can meet people who are similar to themselves. When consumers have better satisfaction in receiving news and social interaction, then consumers are more likely to form a strong brand identity.

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