

# IP Research on City Brand Competitiveness-Take "Sanxingdui" Cultural Innovation as an Example

Feng Xu

North Bangkok University, Bangkok 10220, Thailand.

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**Abstract:** Under the background of the Internet era, with the continuous development of social economy and culture, to create and maintain the brand in today's highly competitive market environment is more important, a city to create and have its own city brand, to improve their traffic, attract more resources and talents, to create more benefits for itself. The mutual penetration of cultural and creative industry development and social and economic development, with culture gradually distributed in various industries, makes it become a productive force to promote social development. Cultural and creative IP products come into being under the background of The Times and become a new hot spot of consumption. Therefore, how to enhance the competitiveness of city brand through regional historical cultural and creative IP is a problem of research value. As the recent "hot spot" of the Internet, Sanxingdui cultural and creative IP products and their local Guanghan city have a certain representative and research significance.

**Keywords:** Regional History; Cultural and Creative IP Products; City Brand Competitiveness; SPSS Data Analysis

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## 1. Background

In the context of the Internet era, with the continuous development of social economy and culture, the speed of industrial change and product innovation is constantly increasing rapidly, and it is more important to create and maintain the brand in today's highly competitive market environment. At the same time, with the further development of the brand concept, the industry and relevant scholars have expanded the concept of the brand to the regional, urban and national levels, making the concept of the city brand become the focus of urban planning and governance people. City brand refers to the process in which a city reasonably refines, analyzes and integrates its own tangible assets and intangible assets such as natural resources, history and culture, development planning and so on, and then transmits and promotes its own city image to the public.

## 2. Research objectives

Analyze the impact of city brand competitiveness on the economy

Explore the influence mechanism between the following groups of factors: what is the influence relationship between reputation, popularity, loyalty and city brand competitiveness.

Conduct empirical research on the competitiveness of city brand for regional historical cultural and creative IP, so as to provide some reference suggestions for the promotion of city brand competitiveness and the further improvement and upgrading of regional historical cultural and creative IP products in combination with city brands.

## 3. Range of study

### 3.1 Significance and value

In terms of the theoretical value. This study on the basis of the classic literature at home and abroad, from the perspective of

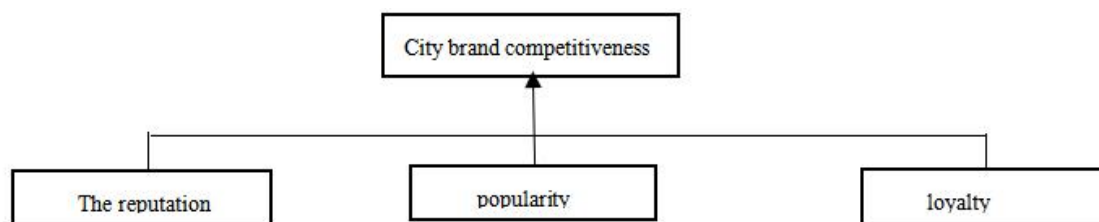
brand competitiveness, explore regional history and IP on urban brand competitiveness, build a regional history and IP influence model of urban brand competitiveness mechanism, help regional history and IP to city brand competitiveness of related literature, enrich and enrich the existing consumption decision-making theory.

In terms of real value. This study clarifies the influencing factors that promote or inhibit the regional historical cultural and creative IP on the competitiveness of urban brands, so that the existing business operators can better meet the market demand and provide theoretical support for product development and marketing strategy. This will help domestic business operators to better understand the regional history of cultural and creative IP has a certain practical value for the city brand competitiveness information and to obtain considerable economic benefits in its market.

### 3.2 Regional demographic characteristics of the study

Based on the area limited by the research topic selection, the researchers have strictly limited the scope of the study. In terms of regional distribution of samples, the researchers limited the scope of sample collection to Chengdu city, Sichuan Province, China, according to the available social resources of their own research ability and ability.

### 4. The conceptual framework of the research:



### 5. Theoretical principle

Hu Dali (2005) proposed that brand competitiveness can start from three aspects of source, force and flow. Its evaluation is divided into two dimensions: market indicators and customer indicators, including the measurement elements of market share, super value profit margin, expansion potential and popularity, reputation and loyalty. Liu Mengjiao (2020) in the research of improving regional brand competitiveness in Xinjiang, in the competitiveness evaluation index design, through the product force, image force, sales force to explore its regional competitiveness, in the image force level indicators through visibility, reputation, loyalty three secondary indicators.

### 6. Correlation studies

Brand competitiveness first originated from the concept of competitiveness, the competitiveness related research originated in the United States, it took the lead in being recognized and in-depth research, and was widely used in the field of enterprise development; Harvard University professor Scott.B. R, and Lodge. C defines competitiveness as: " The ability of enterprises to maintain sustainable development through the use of human and financial resources."In this definition, scholars put human resources and financial resources at the forefront of competitiveness research.

Cultural and creative industry refers to the knowledge-intensive and wisdom-led strategic industry with creativity as the core, culture as the soul, science and technology as the support, and the development and application of intellectual property rights as the main body. As an emerging field with knowledge and wisdom intensive type, cultural and creative industry has high knowledge, high added value and strong integration. It has become the industry with the strongest development momentum in developed countries and regions, and is regarded as one of the most promising industries in the world in the 21st century. The I P is the intellectual property rights (Intellectual Property). In recent years, with the further development of the cultural and creative industries, the cultural and creative IP products have also further expanded their influence and scale along with the development of the cultural and creative market.

## Conclusion

### 7.1 Your expected conclusions in this study

Reputation has a significant influence on the city brand competitiveness, the higher the reputation, the higher the city brand competitiveness; the visibility is also a significant influence on the city brand competitiveness, the higher the loyalty, the higher the city brand competitiveness.

Bearing the regional historical or cultural symbols of cultural creative IP products, through reasonable development and publicity, in improving the visibility and reputation of the product itself at the same time, also can indirectly drive the city brand awareness and reputation, let consumers for wen gen IP products attention transferred to the city brand, and enhance the city of the brand competitiveness.

Loyalty does not have a significant impact on the city brand competitiveness. Many young groups just stay in samsung wen gen IP products of guanghan city brand competitiveness awareness recognition in reputation recognition level, did not rise to the stage of loyalty recognition, that guanghan city brand needs to be further deepened in the minds of consumers, the overall urban frequency partial competitiveness needs to be further improved.

Sanxingdui wen gen IP products can help enhance the city brand image of guanghan and make it have a better city reputation, as urban planning and management, should pay attention to mining the region unique culture, history, such as IP elements, and development and publicity, in promoting the influence of wen gen IP product itself at the same time, also can well promote the improvement of city brand competitiveness.

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