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A Comparative Study of Chinese and English Smartphone Advertising--An Image Construction Perspective

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Abstract: Advertising is crucial for corporate image construction, but the enormous differences caused by high and low context present challenges to the translation of Chinese advertising. To meet this gap, the author first analyzes the cultural differences in phone advertising from language form and content, and the author further proposed three specific instructions for image construction in the English advertising, including information highlight, information exclusion, and information extension. These results cast new light on the advertising translation of Huawei.

Keywords: Advertising translation; High and low context; Corporate Image Construction

1. Introduction:

Recent years have seen the rising importance of corporate image, which refers to target consumers' overall impression and evaluation of the enterprise, reflecting the public's recognition, affection, and support for the enterprise (Liu, Hu & Zhang, 2003). It is composed of "organizational image, personnel image, product image, cultural image, environmental image, community image, and other core elements" (Fan, 2013). Among them, the product image is the most significant one because it is directly associated with consumers' willingness to buy (WTB). Against this background, an appropriate image construction in cross-culture advertising becomes increasingly crucial.

A good advertising design is indispensable for the building of a well-received product image. As a crucial part of image construction, advertising text has various functions, including expressing emotions and transmitting information. The basic principle of advertising is AIDA, that is, how to attract the attention of the audience (Attention), arouse their interest (Interest), make them desire (Desire), and then take action (Action). When consumers think and reason about advertisements based on the common sense of their cultural background, the similarities between different cultures make it easier for them to understand the advertising content of foreign products, while the differences will present challenges.

The gap between cultures has a huge impact on context. It is widely believed that culture is the sum of material and spiritual wealth created by human beings in the course of social and historical development. Hofstede (2010:6) claims that culture is the collective programming of the mind that distinguishes the members of one group or category of people from others. It is the culture that shapes our thinking and determines contextual characteristics, which explains why many well-received Chinese advertisements often fail to achieve the expected publicity effect when they are put into overseas markets. These failures in advertising often lead to inappropriate corporate image, so it is urgent to address this issue. However, there are few comparative studies on advertisements of transnational companies based on high and low contexts. Given the fact that Apple and Huawei are the two biggest phone companies in China and the US respectively, their latest phone advertising is chosen as the data for this study. And then, the author applies Hall's high and low context theory to the advertising analysis as a way to study the role of advertising in image reconstruction.

2. Applicability of High and Low Context Theory to Image Construction in Advertising

E.T. Hall is a professor of anthropology and business consultant on cross-cultural relationships. In *Beyond Culture* published in 1976, Edward Hall first proposed that culture is closely related to a particular context, and he further divided it into high context and low context (Hall, 1976:79). According to Hall, people in different cultures may react differently to complex information, which will finally shape consumer's attitudes towards products. That's how products image comes into being.

Image is the overall impression of a certain thing or person formed in the brain through various sensory organs such as vision, hearing, touch, taste, and so on. In communication science theory, an image is the product of information transmission, which is transmitted to a target audience through certain media, and the audience processes the received information through their existing cognition to form an "image" (John Fiske, 2004: 132). The overseas image of an enterprise is generated by cross-cultural communication, which is based on translation. Ideally, there is not much difference between images constructed in Chinese and English if the translation is objective. Wang Ning (2018) claims that translation is the reconstruction of culture, which reflects the image. That's why image research is the core of translation. It has become a consensus that translation can shape, change, spread, and strengthen cultural images and identity information (Van Doorslaer, L., Flynn, P., & Leerssen, J, 2015: 8). This process is called image reconstruction, which is a concept initially used in physical or life sciences, and it is introduced into advertising transmission. Rebuild and redefining corporate image is not a new topic. Paddison (1993) once studied the use of marketing techniques and found that they have social and political implications, thus influencing corporate image. However, Paddison did not delve into the reasons behind this phenomenon.

To meet this gap, framing theory, which provides invaluable insights into image reconstruction, is used in this study. The concept of “framing” was first proposed by anthropologist Bateson. In his opinion, “framing” refers to the fact that the sender provides the receiver with a specific method to decode original information (Bateson, 1995:39). Later on, Tankard (2001:95) further refines the framing theory, arguing that it creates a cognitive environment through information selection, emphasis, exclusion, and elaboration, and suggests the key point of the topic.

The reason why image reconstruction of advertising is necessary is that the gap between high and low context will lead to confusion. In high-context culture, people place less emphasis on text and they are more sensitive to illocutionary behavior. These illocutionary behaviors are a part of the culture, which is invisible and untouchable. However, what language cannot convey is often contained in social customs and values. The source of one's cultural background is the social environment in which one grows up and collects life experiences. It affects every aspect of our lives. For people living in a high-context society, time, space, body language, and intonation are as significant as words. In contrast, people in low-context societies rely more on content-based communication. They put a lot of emphasis on words and try to express themselves clearly through words. As a result, the message is explicit and it is the word that carries most of the information in a low-context society. These differences are reflected in Chinese and English advertising. To facilitate the conversion between high context and low context for Chinese advertising, the following model is introduced.

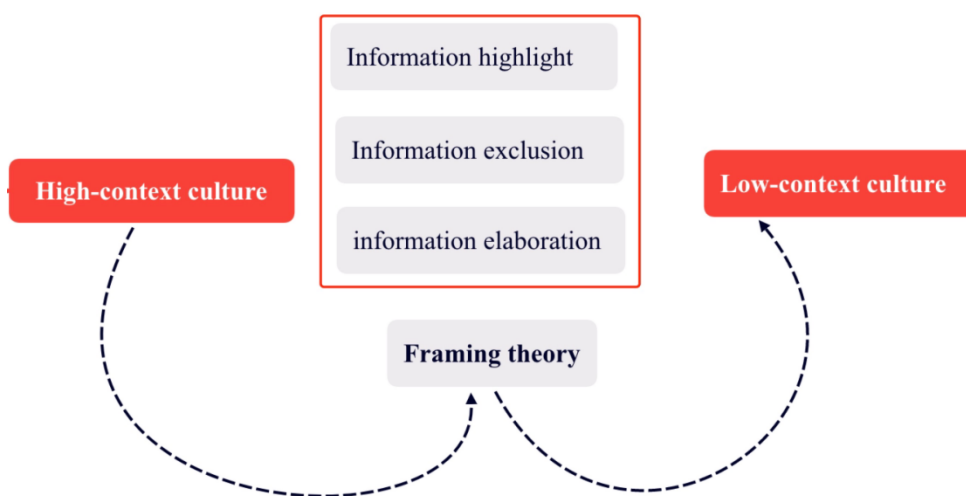


Figure.1 The advertising conversion method between high- and low-context culture

As is shown in Table.1, framing theory, including information highlight, information exclusion, and information extension, serves as a bridge between high- and low-context culture. Information highlight can reorganize complex information and make it simple, thus avoiding confusion; information exclusion contributes to downplaying certain sensitive information; information extension helps convey connotative information that implies attitudes. Chinese and English belong to high and low contexts respectively, as a result, it is clear that localization is an indispensable part when Huawei and Apple go into a foreign market, which means that Apple's Chinese advertisement needs to adapt to the high context in China and Huawei's English advertisement also needs to adapt to the low context in English.

3. Comparative studies between Huawei and Apple’s smartphone advertising

Apple and Huawei's smartphone advertising structure is like a tree, in which each product is given a landmark title to get itself noticed, and then a branch (specific instruction) is used to show the performance and configuration of the product. As the leading title, the role of advertising slogans is to gain consumers' attention, and it is also the first step of the AIDA principle.

3.1 A Comparative Analysis of Advertising Slogans.

Table 1: Huawei’s latest smartphone advertising slogan

Release Date	Brand	English Advertising
03/ 2023	Huawei P60 Pro	Vision Enlightened
03/ 2023	Huawei Mate X3	Unfold a New Horizon
07/ 2021	Huawei P50 Pro	Legend Reborn
02/ 2021	Huawei Mate X2	Imagine What Unfolds

10/2020	Huawei Mate40	Leap Further Ahead
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Table 2: Apple’s latest smartphone advertising slogan

Release Date	Brand	English Advertising
09/ 2022	iPhone 14	Big and bigger
09/ 2021	iPhone 13	Your new superpower
10/ 2020	iPhone 12	Blast past fast
03/ 2020	iPhone SE	lots to love, less to spend
09/ 2019	iPhone X	Say hello to the future
09/ 2018	iPhone XS	Welcome to the Big Screens

There is a K.I.S.S. principle(Keep it simple and stupid) in advertising, it refers to the fact that the simpler the sentence is, the easier it is to remember. In the era of information explosion, saving consumers’ time and attracting users is the most important. From the perspective of content, it is found that the words of Huawei’s advertising slogan are abstract, such as Legend Reborn and Unfold a New Horizon. In these slogans, Huawei’s exploratory spirit is highlighted but its product features can not be deduced from its advertising. As a slogan, it fails to gain attention from consumers who live in the English-speaking world. From the perspective of language form, four-character phrases and end rhymes are often used in Huawei’s advertisements. Above all, rich cultural associations can be found in almost every advertising of Huawei. For example, the Chinese slogan of Huawei P50 Pro is "万象新生" This slogan takes advantage of the homophonic phenomenon of “象” and “像”, so Chinese consumers can associate “象” with images and then deduces that the camera of Huawei P50 Pro is excellent. But this deduction process may not work out for English-speaking consumers who do not share the same culture as Chinese. In a word, advertising of Huawei has a highly appreciable aesthetic value for Chinese consumers, but not for English-speaking customers. Besides, there are not many direct descriptions of its products in its slogan, as a result, customers can not find its outstanding advantages in its technology.

Chinese philosophy inherited the Confucian, Buddhist, and Taoist cultures, emphasizing sensibility. Consumers who grow up under the background of Chinese culture have aesthetic appreciation ability and they can understand the deep cultural connotation of the advertising of Huawei. The process of comprehending the connotation requires thinking and time, which can leave consumers with a more shocking effect and strengthen consumers’ purchase willingness.

In contrast, western philosophy emphasizes the scientific nature of thinking. When it comes to the content of Apple’s advertisements, it can be found that Apple focuses on the direct description of product performance, and its sentences are straightforward. Apple pays much attention to customer participation and strives to shorten the interpersonal distance by taking advantage of dialogue and narration. For example, iPhone SE's advertising is "lots to love, less to spend," in which its inexpensive nature is highlighted. Besides, the typical example reflecting its straightforwardness is the advertising of the iPhone 6: *Bigger than Bigger*. This advertising came at a time when its screen size was expanded to 4.7 inches, which was the largest phone screen at that time, so the advertising slogan highlighted this most important feature. In terms of language form, short verbs, and imperative sentences are used in Apple’s English advertisements. These kinds of words are strong in persuasion. To narrow the distance with consumers, Apple also pays attention to the interactive nature of advertising, For example, the iPhone XS’s advertisement is: “ Welcome to the Big Screens.” The use of dialogue makes consumers feel more intimate. The advertising slogan of Apple is in line with the thinking habits of people in English-speaking countries, while Huawei’s advertisements are just the opposite because the elegant and serious Chinese advertising language widens the distance between the company and consumers.

Apart from the slogan, advertising differences between Huawei and Apple are also reflected in several other details, including camera, environment, and privacy protection advertising.

3.2 A comparative analysis of camera advertising.

Table 3: Apple's latest camera advertising

Release Date	Brand	Chinese advertising	English advertising
03/ 2023	Huawei P60 Pro	夜行精彩，暗中登场	Never just call it a night
09/ 2021	Nova9	精彩由我摄定	Be inspired, Be nova
10/ 2020	Huawei Mate40	好戏，不一定在后面	A good story, not necessarily at the back

Table 4: Apple's latest camera advertising

Release Date	Brand	English advertising	Chinese advertising
09/ 2022	iPhone 14 Pro	48MP Main camera. Mind-blowing detail.	4800 万像素主摄，细节大爆发
09/ 2022	iPhone 14	Pro-level camera. Whoa-level pics.	Pro 水准摄像头，拍得人人叫好

In Huawei's advertising, text meanings are often not directly presented and only deduction clues are provided, as a result, consumers need to appreciate the aesthetics of its advertising language by themselves. To achieve this goal, four-character idioms or poems are often rewritten in its camera advertising, such as "A good story, not necessarily at the back," which is the advertising of Huawei Mate40. This slogan takes advantage of Chinese idioms, belonging to typical high context. In a high-context culture, the thinking process is highlighted, so the result is usually presented at the end; while the result is emphasized in low-context culture, so the key part is often put at the opening in English. It's widely recognized that the best story must be at the end in China, so Huawei rewrites this common sense as "a good story, not necessarily at the back". This slogan is designed to show that the front camera can be as good as the back camera. However, this thinking pattern is not familiar to consumers in English-speaking countries, and consumers can not get its connotative meaning from its English translation version. Conversely, product features are directly presented in Apple's camera advertising, such as the advertising of the iPhone 14 pro: *48MP Main camera. Mind-blowing detail*, which directly describes the camera's excellent pixel. Product is the core of Apple's camera advertising, but the company's spirit is the focus of Huawei's camera advertising, which is the gap caused by the difference between high and low context.

3.3 A comparative analysis of privacy protection advertising.

Table 5: Huawei's latest privacy protection advertising

Release Date	Brand	English advertising
03/ 2023	Huawei P60 Pro	No content
03/ 2023	Huawei P60 Pro	No content
03/ 2023	Huawei Mate X3	No content
07/ 2021	Huawei P50 Pro	No content
02/ 2021	Huawei Mate X2	Built for Security
10/ 2020	Huawei Mate40	Content Only You Can View

Table 6: Apple's latest privacy protection advertising

Release Date	Brand	English advertising
09/ 2022	iPhone 14	Privacy. That's iPhone Our apps mind their business. Not yours.
09/ 2021	iPhone 13	Privacy is built in
10/ 2020	iPhone 12	Protects your privacy.

Personal privacy has become a central issue as technology advances, while China is characteristic of a collectivist society, focusing on national and corporate interests. From Huawei's privacy protection advertising, it can be seen that individual interest is often ignored because few privacy protection slogans can be found in its latest smartphones' advertising. Although privacy protection content is highlighted in the advertising of Huawei Mate40 and Huawei Mate X2 which are released in 2020 and 2021 respectively, it was ignored again in later generations. There is no doubt that privacy protection is not on the top agenda of Huawei's promotion strategy, as a result, a corporate image that cares little about consumers' privacy is built. In contrast, privacy protection is always the core of Apple's advertising, and it even becomes an increasingly crucial selling point. Recent years have seen Huawei's business in the US and England in trouble because of data security, so privacy protection advertising is becoming much more crucial to its corporate image construction.

3.4 A comparative analysis of environment protection Advertising

Table 7: Huawei's latest environmental protection advertising

Release Data	Brand	English advertising
03/ 2023	Huawei P60 Pro	No content
03/ 2023	Huawei Mate X3	No content
07/ 2021	Huawei P50 Pro	No content
02/ 2021	Huawei Mate X2	No content
10/2020	Huawei Mate40	No content

Table 8: Apple's latest environment protection advertising

Release Data	Brand	English advertising
09/ 2022	iPhone 14	Recycling, reimagined.
09/ 2021	iPhone 13	Good design is good for the planet.
09/ 2020	iPhone 12	Lighter on the planet.

Currently, the issue of environmental protection and climate change has drawn the public's attention. In COP27, a great number of countries have made clear objectives to bring down their carbon emissions. There is no denying that the production and transportation of smartphone will lead to environmental pollution, so phone producer is responsible for controlling pollution while doing business. Against this background, Apple puts its environmental protection concept into almost every advertisement, such as "Good design is good for the planet" and "Lighter on the planet." These slogans help prove that Apple is not a company that only concern about profit without considering environmental protection. But we can not find any similar slogans in the advertisement of Huawei. As the leading company in the ICT industry, it is Huawei's job to protect the environment and fulfill its corporate social responsibility(CSR). A company that can fulfill its CRS will win more trust from consumers and make them believe that their consumption is helping protect the earth. Therefore, if Huawei wants to gain more overseas market share, it must pay attention to environmental protection and cater to the psychology of the local people.

4. Discussion

As mentioned above, Huawei attaches great importance to arousing the emotional resonance of consumers and the introduction of product features is not the top concern. However, this kind of marketing strategy does not apply to English-speaking consumers. What Huawei desires to do is to attract more consumers from the global market. Therefore, Huawei must study foreign companies' phone advertising. Given the huge differences presented by high and low context, image reconstruction is needed in advertising, which means that the original advertising must be rewritten to a certain extent before translation, and they should be consistent with the international mainstream phone advertising in terms of ideology and theme. Apple enjoys great popularity in the US and Huawei must emulate its advertising strategy and cater to the local aesthetic. To bridge the gap between high and low context, the author proposes specific solutions from the perspective of image construction, namely: information highlight, information exclusion, and information elaboration.

Information highlight helps reorganize complex information and make it simple, thus avoiding confusion. Huawei's advertising is characteristic of four-character phrases and poems, and this information is too complex to understand for English speakers. For example, Harmony OS was introduced in the advertising of Mate X2 and its Chinese advertising is "一生万物，万物归一", which derives from *Tao Te Ching*. But the introduction of Harmony OS is deleted from its English advertising. A possible reason is that the translator thinks that this phrase is too difficult for English consumers to grasp its connotation. However, it is known that Harmony OS is a new generation of the intelligent terminal operating system, which provides a unified programming language for the intelligence, interconnection, and collaboration of different devices, and it is also one of the most significant breakthroughs for Huawei in the past years. It is a landmark that shows Huawei's phone industry is not choked by the blockage and it has strong research ability, which is consistent with the corporate image of high-tech companies. Given this background, the advertising of Harmony OS must be kept. Considering its complexity, information highlight is a feasible way to change it from high context to low context. The core of Harmony OS's advertising is a unified programming language that supports the operation of all application programs. As a result, this information can be highlighted in its English advertising.

Besides, information exclusion is also needed when translating Chinese advertising into English. It contributes to downplaying certain sensitive or unnecessary information. Due to differences between high and low context, information emphasizing personality is often found in Apple's English advertising, while collective interest is usually highlighted in Huawei's English advertising. As a result, Huawei's advertising translation should pay attention to individual interests.

For example, Huawei Mate30 Pro's privacy protection advertisement is: "The isolated secure system has achieved CCEAL 5+". Although many Chinese consumers don't know what CCEAL5+ is, this authoritative news gives them a sense of trust, making them believe that this product is recognized by the majority of this society. However, English-speaking consumers pay more attention to product quality rather than authoritative information in countries dominated by individualism. In contrast, Apple has done a better job of adapting to Chinese culture. For example, the advertising of iPhone 14 is: "Pro-level camera. Whoa-level pics," in which "whoa-level" is replaced by "everyone applauded". This replacement is an appropriate adaptation to Chinese collectivist culture, which makes it more urgent for Huawei to enhance its adaptation ability in advertising translation. It is clearly shown that information exclusion is an effective way to change advertising information between high context and low context.

Information elaboration in advertising is also a crucial part of Huawei's image reconstruction. As mentioned in the above comparative analysis, Huawei's English smartphone advertisements lack publicity of user privacy information and environmental protection information. While these two points are exactly the focus of Apple's advertising, even more important than product quality. Once there is a problem of user privacy leakage, no matter how good the product is, it is difficult to win consumer trust again. In recent years, Huawei has met setbacks because it is accused of data leakage. To clarify itself in publicity, Huawei needs to make a major change in its marketing strategy and put the privacy protection slogan in the most prominent position of advertising to show its determination. In addition, environmental protection, as an important part of corporate social responsibility, has become the consensus of global enterprises. However, Huawei, like many domestic enterprises, has not done a good job in the promotion of corporate social responsibility. In contrast, the slogan of environmental protection and product recycling has been reflected in each Apple smartphone advertisement, so information elaboration about privacy and environmental protection is a must for Huawei's image reconstruction.

5. Conclusion

Through a comparative study, the author finds that advertising of Huawei pays attention to aesthetics, which makes the products described in the advertising not clear. The aesthetic appreciation process requires thinking and reasoning, which can leave Chinese consumers with a more shocking effect and strengthen their purchasing willingness, but this effect does not apply to English-speaking consumers. In addition, it is also found that Huawei's advertising ignores the element of environmental protection and users privacy protection, which are just the focus and selling points of Apple's advertising and contribute to its success. Therefore, Huawei must emphasize the promotion of environmental protection in its advertisement and cater to the psychology of the locals. Conversely, Apple's English advertisements are highly targeted and directly describe the characteristics of products to show consumers the difference among its products.

Based on what has been discussed above, this paper summarizes the following elements that should be included in advertising, as a way to help build a better product image for Huawei, 1) fulfill social responsibility, such as environmental protection; 2) Objective information dissemination, no exaggeration; 4) Respect individualism, emphasize privacy protection. These results cast new light on advertising promotion of Huawei. The advertising text is very special, and it will lose economic benefits if it hinders the spread of information, which means that Huawei needs to choose simple genres with universal values in the initial stage of going global. As a result, it is a must for Huawei to change its advertising from high context to low context as it enters the international market, thus building a good corporate image.

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The Influence of Content Marketing on Consumers' Purchase Intention Based on SOR Theory

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Abstract

The popularization of social media makes content marketing gradually attract the attention of enterprises and marketing academia. On this basis, this paper hopes to investigate the relationship between content marketing and purchase intention and introduce brand identity into the empirical model. The following conclusions are drawn: (1) content marketing positively affects purchase intention; (2) content marketing positively affects brand identity; (3) brand identity positively affects purchase intention; (4) brand identity partially mediates the relationship between content marketing and purchase intention.

Keywords: Content marketing, Brand identity, Purchase Intention, SOR theory

1. Introduction

1.1 Research Background

With the popularity of social media, consumers now actively search for and get exposed to brand information. Therefore, content marketing whereby enterprises deliver consumer-driven content on social media has attracted more and more attention from enterprises and marketing scholars. According to the latest report published by the content marketing institute in 2022¹, content marketing is an opportunity for enterprises, especially small ones, to gain competitive advantages. In addition, the report also points out that many marketers give up traditional sales-based content and turn to explore more high-value marketing materials. Furthermore, data from *The China Content Marketing Ten-year Trend Report*² shows that content marketing is becoming increasingly important in digital marketing. In 2021, nearly 90% of advertisers used content marketing in their marketing campaigns, with an average growth rate of over 10%. It's obvious that considering what kind of content can arouse consumers' interest is very crucial for enterprises to set content marketing strategies. Based on the previous studies this paper discusses the relationship between content marketing and consumers' purchase intention from the perspective of consumers combined with brand identity.

1.2 Purposes of the Research

Predecessors such as Adjei (2010) discovered the influence of brand content on consumers' purchase intention and verified the positive correlation between the two through relevant experiments. Similarly, Qin et al. (2022) confirmed that authentic and interesting information can enhance purchase intention. Drawing on the existing research, this study intends to examine the relationship between content marketing and consumers' purchase intention within the theoretical framework of SOR theory with the employment of quantitative research methods. Besides, this study also tries to probe into the mediating role of brand identity in the relationship between content marketing and consumers' purchase intention on the grounds of the studies by Li (2017), who verified that brand identity plays a mediating role in the relationship between the perceived value of virtual brand community and consumers' purchase intention of new products. Ultimately, relevant suggestions would be given to enterprises to promote their marketing strategies in the paper's final part.

1.3 Significance of the Research

Existing research has confirmed that interesting or resonant brand content can positively affect consumers' purchase intentions (McMillan et al., 2003). Therefore, this paper intends to further probe into the impact of content marketing on consumers' purchase intentions. In addition, since scholars like Li (2017) have found that brand identity plays an intermediary role in the relationship between customer perceived value and consumer purchase intention, this paper introduces brand identity as an intermediary variable in the model of content marketing and purchase intention to explore the relationship between the three. The research results will enrich the existing theoretical achievements in the field of content marketing and help enterprises enhance their marketing strategies accordingly.

1.4 Innovation of the Research

¹ Data source: Content Marketing Institute. (<https://contentmarketinginstitute.com/articles/b2b-power-content-marketing-research/>)

² Data source: Trend (<http://www.iuechina.com/news/ziben/caij/72754.html>)

Setiawan et al. (2016) have conducted studies in this field on the perception-emotion-behavioral intention aspect, this paper attempts to interpret from the angle of the Stimulus-Organism-Response perspective. Thus the innovative points lie in the following aspects: Firstly, this paper constructs the path of the role of content marketing on purchase intention, which provides a new perspective on multi-dimensional content marketing and enriches the study of the relationship between them to a certain extent. Secondly, it introduces brand identity as a mediating variable to further strengthen the explanation of the relationship between content marketing and purchase intention.

1.5 Hypotheses and Research Design

Prior studies have shown that brand content can trigger consumer emotion and promote purchase intention (McMillan et al., 2003; Berger et al., 2012; Li et al., 2017; Qin et al., 2022). In view of the SOR theory, this paper hypothesizes that after stimulating by content marketing, customers will develop a sense of recognition for the brand, then further improve their willingness to buy.

2. Literature Review and Theoretical Framework

2.1 Content Marketing

2.1.1 The Definition of Content Marketing

The concept of content marketing was formally introduced in 1996, but scholars still have not reached a unified definition of the concept of content marketing. Pulizzi and Barrett (2009) considered content marketing a comprehensive term encompassing all marketing related to creating or sharing content forms for engaging current and potential consumers. Zhou et al. (2013) argued that content marketing places more emphasis on customer engagement by delivering content that customers are interested in. He et al. (2016) emphasized that content marketing focuses on communicating and interacting with consumers and is dedicated to creating valuable content for specific consumer groups. In summary, this paper defines content marketing as a new marketing form in which companies post content on social media, deliver brand messages, and generate consumer interaction aiming to promote consumers' purchase intention.

2.1.2 Dimensions of Content Marketing

Table 1. Dimensional Division of Content Marketing

Dimensions	Author	Dimensional division
Two-dimensional	Lieb (2011)	Valuable content and entertainment content
	Yang (2014)	Information content and entertainment content
Three-dimensional	Zuk (2009)	Conversation, storytelling, and consumer interaction
	Zhou & Chen (2013)	Knowledge-based content, entertainment content, emotional content, interactive content
Four-dimensional	Yan (2019)	Functional content, entertainment content, brand interactive content, social interactive content, self-actualization content
Five-dimensional	Gao (2019)	

The table above summarizes the dimensions of content marketing divided by various scholars. This thesis intends to divide content marketing into information content, authentic content, emotional content, and entertainment content according to the main characteristics of content marketing at the present stage. Specifically, information content refers to providing practical information for the customers. Authentic content means that the content presented to the customers is real and reliable. Emotional content refers to content that can strike a chord and let customers resonate. Entertainment content refers to content that stimulates customers' curiosity and positive emotions.

2.1.3 Previous Studies on Content Marketing

Early researches on content marketing mainly focus on the conceptualization of content marketing and the distinction between content marketing and traditional marketing methods. For instance, Zuk (2009) believed that there is a two-way interaction between brand and consumers in content marketing, where the brand is equivalent to a thought leader who creates knowledge and shares it with consumers. Researchers then began to focus on the impact of content marketing on other marketing variables. Adjei et al. (2010) proposed that the communication content between brands and consumers will affect purchase intention. Berger et al. (2012) have proved that content arousing positive emotions is more likely to stimulate consumers' willingness to buy.

2.2 Consumers' Purchase Intention

2.2.1 Definition of Consumers' Purchase Intention

The concept of willingness originates from the field of psychology. Eagly and Chaiken (1993) believed that willingness is a psychological term different from attitude, which can be understood as the purposeful motivation generated before the occurrence of individual or group behaviors. This psychological term has gradually been applied to the field of management and marketing. Fishbein et al. (1977) considered that purchase intention is another manifestation of consumption desire. Yu et al. (2016) proposed that purchase intention determines whether consumers will take specific actions on a certain product or service. In this paper, consumers' purchase intention is defined as the possibility of consumers making specific consumption behavior on a certain object.

2.2.2 Previous Studies on Consumers' Purchase Intention

Purchase intention is usually used as a post-dependent variable to study the factors affecting it. Factors affecting purchase intention can be summarized into the following three categories. The first is consumer personality which includes personality, age, social status, and cultural background. The second is the product or service factor, including internal and external factors. Internal factors refer to the core interests of products or services which can meet the basic needs of consumers, and external factors refer to the factors that help consumers understand and recognize the product, such as brand positioning and brand values. Pu et al. (2022) once showed that the service quality of salespeople positively affects the purchase intention of audiences. The third is the consumption situation factor. For instance, Wei et al. (2020) conceived that the usefulness, accessibility, and entertainment of short videos will affect consumers' purchase intention through emotions. This paper focuses on whether and how brand content marketing can influence consumers' purchase intention.

2.3 Brand Identity

2.3.1 The Definition of Brand Identity

The definition of brand identity is derived from sociology and psychology. Lastovicka and Gardner (1979) defined brand identity as the degree of attachment to a brand. Bagozzi et al. (2006) considered brand identity as the similarity between consumers' images and brand image. Jin (2006) contended that brand identity represents consumers' personal values and social attributes. Consumers buy products mainly because they recognize the social attributes of a brand and hope to show their self-image through it. Based on existing studies, this paper defines brand identity as the degree to which consumers believe that a brand matches their personal image and social status.

2.3.2 Previous Studies on Brand Identity

At present, there are more after-effect studies than antecedent studies on brand identity. The research on brand identity as an antecedent variable can be roughly divided into two parts. Part is to explore the influence of brand identity on other brand factors, including brand loyalty, brand attraction, and so on. The other part explores the influence of brand identity on consumers' cognition and purchasing behavior. Some studies also take brand identity as an intermediary variable to explore its influence on other consumption behaviors. For example, Li et al. (2017) explored the mediating influence of brand identity between perceived value and consumers' purchase intention. Many researchers also take brand identity as the result variable to explore the factors that drive brand identity. These driving factors can be summarized as consumer factors, brand characteristics, and external factors.

2.4 The SOR Theory

2.4.1 The Definition of SOR Theory

The SOR (Stimulus-Organism-Response) model was proposed by Mehrabian and Russell (1974) based on environmental psychology. Specifically, stimulus (S) represents factors that affect individual cognition or emotion, organism (O) represents the individual mental state or subjective evaluation after being stimulated, and response (R) represents specific behavioral performance after changes in individual mental state or subjective evaluation. This paper will conduct the research based on this theoretical model.

2.4.2 Previous Studies on SOR Theory

Previous studies on SOR theory have paid much attention to predicting and interpreting consumer behavior. In the marketing field, SOR theory was first applied to the retail world. Eroglu et al. (2003) argued that customers would generate various emotions stimulated by the tangible environment and intangible atmosphere in stores, and verified that emotions such as happiness can positively affect customer satisfaction. With the birth and development of the Internet, SOR theory has been gradually applied to the study of various network situations. Hu and Chaudhry (2020) used the SOR model to study how rational bonds enhance consumer stickiness to explore the impact of live streaming on consumers' purchase intention. Against the backdrop of these, this paper hopes to fill this gap by exploring the impact of content marketing on purchase intention through a rooted theory approach.

3. Hypothesis Development

3.1 The Effect of Content Marketing on Purchase Intention

Content marketing refers to the marketing means by which the brand produces and delivers content information to stimulate consumers. By combing and analyzing the literature, it is found that content marketing may have an impact on purchase intention. McMillan et al. (2003) affirmed in their research on online advertising that interesting content can better stimulate consumers' willingness to buy the products or services of enterprises. Qin et al. (2022) maintained that the information content can enhance consumers' trust in the short videos, while the interesting and emotional content can enhance consumers' perceived value. These lead to the following hypotheses:

- H1. Content marketing positively affects purchase intention
- H1a. Information content positively affects purchase intention
- H1b. Authentic content positively affects purchase intention
- H1c. Emotional content positively affects purchase intention
- H1d. Entertainment content positively affects purchase intention

3.2 The Effect of Content Marketing on Brand Identity

Prior research examined various driven factors that influence brand identity. Sha et al. (2010) proved that perceived ease of use in a virtual community indirectly affects brand identity through perceived usefulness; Kuenzel (2010) and Jin (2006) both indicated that brand personality can affect brand identity; He et al. (2011) concluded that both corporate social responsibility (CSR) and service quality (SQ) have direct effects on brand identity and customer satisfaction. Since content marketing usually represents the image of a brand or an enterprise, we hypothesize:

- H2. Content marketing positively affects brand identity
- H2a. Information content positively affects brand identity
- H2b. Authentic content positively affects brand identity
- H2c. Emotional content positively affects brand identity
- H2d. Entertainment content positively affects brand identity

3.3 The Effect of Brand Identity on Purchase Intention

The importance of brand identity in marketing has been emphasized by previous studies. Research by Wang et al. (2010) noticed that both individual brand identity and social brand identity have significant effects on consumers' attitude loyalty and behavior loyalty. Mao et al. (2020) and Tang (2020) demonstrated the relationship between brand identity and consumer purchase decisions. Therefore, another hypothesis is made:

- H3. Brand identity positively affects consumers' purchase intention

3.4 The Mediating Role of Brand Identity

Consumers measure brand image by the content it communicates. Kim et al. (2001) had faith that consumers' recognition of brand value is the essence of brand identity. They held that if a specific brand can represent the identity of consumers, consumers will hope to establish a long-term relationship with the brand. Furthermore, brands' content can trigger consumers' emotions and indirectly influence their behaviors (Berger et al., 2012; Li et al., 2017). Therefore, this study suggests that brand identity plays an intermediary role between content marketing and purchase intention:

- H4. Brand identity plays an intermediary role in the influence of content marketing on purchase intention
- H4a. Brand identity plays an intermediary role in the influence of information content on purchase intention
- H4b. Brand identity plays an intermediary role in the influence of authentic content on purchase intention
- H4c. Brand identity plays an intermediary role in the influence of emotional content on purchase intention
- H4d. Brand identity plays an intermediary role in the influence of entertainment content on purchase intention

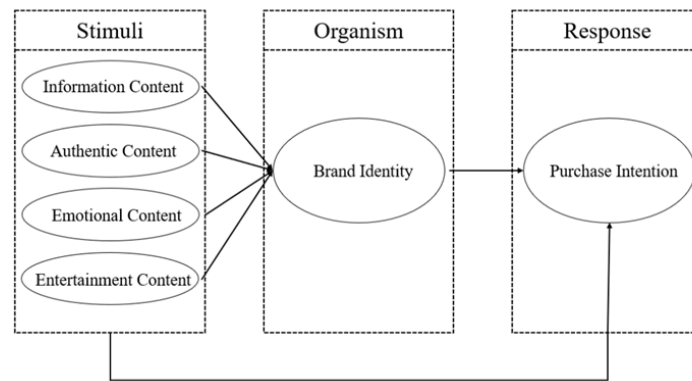


Figure 1. Research Model

4. Method

This study adopts quantitative analysis and a questionnaire survey as the main research approach. Fifty questionnaires were distributed first as a pre-experiment to further ensure the effectiveness of the questionnaire. After analysis, the original questionnaire was modified and then distributed on a large scale. In this study, questions are measured by a 5-point Likert scale, and the degree of approval decreases from strongly agree to strongly disagree. Specifically, the scores were scored based on the participant's response to each statement as 1 point for strongly agree, 2 points for agree, 3 points for neutral, 4 points for disagree, and 5 points for strongly disagree. The respondents choose the most consistent option with their actual situation. The structured questionnaire is designed according to the theoretical model and carried out via online platforms and the data collected is analyzed with an online analysis program Statistical Product and Service Solutions (SPSS).

Table 2. Content Marketing Measurement Scale

Variable	Dimension	Measurement Items	Reference
Content Marketing	Information content	I can get information about the product and the brand from the content the brand published	Sun (2016)
		I can get useful information from the content the brand published	
		I can get valuable information from the content the brand published	
		I can get something I wanted to learn about through the content the brand published	
	Authentic content	The content the brand published is authentic	Qin (2022)
		The content the brand published is reliable	
		The display of the brand's products is detailed	
	Emotional content	The content the brand published makes me feel no distance	Sun (2016)
		The content the brand published makes me empathize	
		The content the brand published hits my hearts	
	Entertainment content	The content the brand published resonates with me emotionally	Sun (2016)
		The content the brand published is interesting	
The content the brand published excites me			
		The content the brand published makes me feel addicted	
		The content the brand published filled me with imagination and curiosity	

This study discusses content marketing from four dimensions: information content, authentic content, emotional content, and entertainment content. The specific items and reference sources are shown above.

Table 3. Brand Identity Measurement Scale

Variable	Dimension	Measurement Items	Reference
Brand identity	Personal brand identity	The product features and personality of the brand are consistent with my image	Jin (2006)
		The product features and personality of the brand are consistent with my values	Sun (2016)

Social brand identity	The product features and personality of the brand are consistent with my lifestyle
	The product features and personality of the brand are consistent with my taste
	Using the brand reflects my social status
	Using the brand makes me gain the respect of others
	Using the brand helps me gain face
	The brand distinguishes me from different people

This study discusses brand identity from two dimensions: personal brand identity and social brand identity. There are 8 items total and specific items and reference sources are shown above.

Table 4. Purchase Intention Measurement Scale

Variable	Measurement Items	Reference
Purchase intention	If necessary, I will consider buying the products of the brand	Dodds et al. (1991) Sun (2016)
	I'm very eager to buy the products of the brand	
	Among similar products, I am more likely to buy this brand	
	Compared with other products, I am willing to pay a higher price to buy this brand	
	The brand is worth buying	

There are 5 items total and specific items and reference sources are shown above.

5. Statistics and Data Analysis

5.1 Introduction to the Sample

Questionnaires were distributed through online platforms, and a total of 217 questionnaires were collected. After eliminating invalid questionnaires, 200 valid questionnaires were obtained, with an effective recovery of 92.2%. Table 5 presents the characteristics of the respondents.

Table 5. Characteristics of Respondents

	Number	Percentage		Number	Percentage
1. Gender			3. Education		
Male	107	53.5	High school diploma	24	12.0
Female	93	46.5	Specialty	43	21.5
Total	200	100	Bachelor's degree	117	58.5
			Master's degree	12	6
2. Age group			Doctor of Philosophy	4	2
Below 20	116	58.0	Total	200	100
20-30	54	27.0	4. Monthly living expenditure (yuan)		
30-40	24	12.0	Below 1,000	36	18.0
Above 40	6	3.0	1,000-2,000	108	54.0
Total	200	100	2,000-3,000	33	16.5
			3,000-4,000	13	6.5
			Above 4,000	10	5.0
			Total	200	100

5.2 Data Analysis

5.2.1 Reliability Analysis

Table 6. Reliability Analysis

Item	Numbers of items	Cronbach's α	Overall Cronbach's α
------	------------------	---------------------	-----------------------------

Information content	4	0.776	
Authentic content	3	0.785	0.931
Emotional content	4	0.791	
Entertainment content	4	0.832	0.961
Personal brand identity	4	0.750	0.894
Social brand identity	4	0.896	
Purchase intention	5	0.869	0.869

It can be concluded from the table that Cronbach's α coefficient of the whole scale and each dimension are greater than 0.7, giving evidence that the scale has good reliability.

5.2.2 Validity Analysis

Table 7. KMO and Bartlett Test of the Content Marketing Scale

Kaiser-Meyer-Olkin Measure of Sampling	0.872
Bartlett's Test of Sphericity	Approx. Chi-Square 529.216
	df 105
	Sig. 0.000

Table 8. Factor Analysis of the Content Marketing Scale

Variable	Dimension	Serial Number	Component			
			1	2	3	4
Content Marketing	Information content	Q1	0.829			
		Q2	0.703			
		Q3	0.732			
		Q4	0.733			
	Authentic content	Q5		0.655		
		Q6		0.668		
		Q7		0.738		
	Emotional content	Q8			0.807	
		Q9			0.754	
		Q10			0.653	
		Q11			0.781	
	Entertainment content	Q12				0.699
		Q13				0.647
		Q14				0.679
		Q15				0.794

The KOM value of the content marketing scale is 0.872 (> 0.8), and Bartlett's sphericity test results are significant, so factor analysis can be performed on this scale. According to the result the of component factor analysis, the factor loading coefficient of each item of content marketing is above 0.6, presenting that the scale setting validity is good.

Table 9. KMO and Bartlett Test of Content Marketing Scale

Kaiser-Meyer-Olkin Measure of Sampling	0.868
Bartlett's Test of Sphericity	Approx. Chi-Square 253.116
	df 28
	Sig. 0.000

Table 10. Factor Analysis of Brand Identity Scale

Variable	Dimension	Serial Number	Component
Brand identity	Personal brand identity	Q16	0.704
		Q17	0.727
		Q18	0.680
		Q19	0.700

	Q20	0.812
Social brand identity	Q21	0.888
	Q22	0.867
	Q23	0.762

The KMO value of the brand identity scale is 0.868 (> 0.8), and Bartlett's sphericity test results are significant. Furthermore, the factor loading coefficient of each item is above 0.6, indicating that the scale setting validity is good.

Table 11. KMO and Bartlett Test of Purchase Intention Scale

Kaiser-Meyer-Olkin Measure of Sampling		0.873
Bartlett's Test of Sphericity	Approx. Chi-Square	127.165
	df	10
	Sig.	0.000

Table 12. Factor Analysis of Purchase Intention Scale

Variable	Serial number	Component
Purchase intention	Q24	0.836
	Q25	0.774
	Q26	0.796
	Q27	0.834
	Q28	0.824

The KOM value of the purchase intention scale is 0.873 (> 0.8), and the Bartlett sphericity test results are significant. The factor loading coefficient of each item is above 0.6, manifesting that the scale setting validity is good.

5.2.3 Correlation test

Table 13. Correlation Coefficients of Variables

	Content marketing	Information content	Authentic content	Emotional content	Entertainment content	Brand identity	Personal brand identity	Social brand identity	Purchase intention
Content marketing	1								
Information content	0.845**	1							
Authentic content	0.887**	0.716**	1						
Emotional content	0.899**	0.646**	0.698**	1					
Entertainment content	0.934**	0.692**	0.793**	0.819**	1				
Brand identity	0.819**	0.648**	0.719**	0.721**	0.822**	1			
Personal brand identity	0.869**	0.681**	0.738**	0.805**	0.858**	0.891**	1		
Social brand identity	0.8692**	0.552**	0.624**	0.583**	0.703**	0.955**	0.717**	1	
Purchase intention	0.785**	0.629**	0.726**	0.672**	0.771**	0.866**	0.777**	0.824**	1

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

In this paper, the Pearson correlation coefficient (r) was used to test the correlation of each variable. Pearson's r varies between -1 and +1, where +1 is a perfect positive correlation, and -1 is a perfect negative correlation. 0 means there is no linear correlation at all. As can be seen above, the correlation coefficients are all between -1 and 1 and are significantly correlated at the level of 0.01. What's more, there is a significant correlation between the two variables (P < 0.01), which lays the foundation for regression analysis.

5.2.4 Hypothesis testing

5.2.4.1 Regression Analysis of Content Marketing on Purchase intention

Table 14. Regression Results of Content Marketing and Purchase intention

Variable		Purchase intention					
		M1	M2	M3	M4	M5	M6
Control variable	Gender	-0.261	-0.033	-0.095	-0.140	-0.122	0.027
	Age	0.158	-0.001	0.008	0.027	0.071	0.020
	Educational background	-0.067	0.038	0.005	-0.029	0.048	0.026
	Monthly disposable income	0.044	0.029	0.020	0.037	0.041	0.030
Independent variable	Content Marketing		0.788***				
	Information content			0.826***			
	Authentic content				0.773***		
	Emotional content					0.737***	
	Entertainment content						0.851***
	F	0.782	17.328	7.092	7.480	9.441	15.829
	R ²	0.055	0.620	0.401	0.540	0.471	0.599
ΔR ²	-0.015	0.585	0.344	0.497	0.421	0.561	

Note: *** p<0.01, ** p<0.05, * p<0.1 (two-tailed).

Six models are constructed to study the relationship between content marketing and purchase intention. M1 takes the control variable as the independent variable and purchase intention as the dependent variable to conduct regression analysis. M2, M3, M4, M5, and M6 respectively add content marketing and its four dimensions (information content, authentic content, emotional content, and entertainment content) based on M1 to do the regression analysis of purchase intention.

According to the output results of SPSS statistical software, R² increases from 0.055 to 0.620 after content marketing is added to M2 (β=0.788, P<0.001), suggesting that content marketing can explain 62% of consumers' purchase intention, and content marketing has a significant positive impact on consumers' purchase intention, and H1 is verified. H1a, H1b, H1c, and H1d are supported in the same way.

5.2.4.2 Regression Analysis of Content Marketing on Brand Identity

Table 15. Regression Results of Content Marketing and Brand Identity

Variable		Brand identity					
		M7	M8	M9	M10	M11	M12
Control variable	Gender	-0.112	0.120	-0.059	0.005	0.035	0.196
	Age	0.090	0.112	-0.065	-0.037	-0.002	-0.057
	Educational background	-0.054	0.084	0.020	-0.017	0.068	0.045
	Monthly disposable income	0.049	0.047	0.024	0.041	0.045	0.034
Independent variable	Content Marketing		0.828***				
	Information content			0.855***			
	Authentic content				0.753***		
	Emotional content					0.784***	
	Entertainment content						0.910***
	F	0.327	23.032	7.836	11.587	12.063	24.371
	R ²	0.024	0.685	0.425	0.522	0.532	0.697
ΔR ²	-0.049	0.655	0.371	0.477	0.488	0.668	

Note: *** p<0.01, ** p<0.05, * p<0.1 (two-tailed).

Six models are constructed to study the relationship between content marketing and brand identity. M7 takes the control variable as the independent variable and brand identity as the dependent variable to conduct regression analysis. M8, M9, M10, M11, and M12 respectively add content marketing and its four dimensions (information content, authentic content, emotional content, entertainment content) based on M7 to do the regression analysis of brand identity.

According to the output results of SPSS statistical software, R² increases from 0.024 to 0.685 after adding content marketing to M8, (β=0.828, P<0.001), implying that content marketing can explain 68.5% of brand identity, which also means content marketing has a significant positive impact on brand identity. H2 is confirmed. Likewise, H2a, H2b, H2c, and H2d are verified in a similar fashion.

5.2.4.3 Regression Analysis of Brand Identity and Purchase Intention

Table 16. Regression Results of Brand Identity and Purchase Intention

Variable	Purchase intention		
	M1	M13	
Control variable	Gender	-0.261	-0.161
	Age	0.158	-0.078
	Educational background	-0.067	-0.019
Independent variable	Monthly disposable income	0.044	0.001
	Brand identity		0.887***
	F	0.782	34.384
	R ²	0.055	0.764
	ΔR^2	-0.015	0.742

Note: *** p<0.01,** p<0.05,* p<0.1 (two-tailed).

Two models are constructed to study the relationship between brand identity and purchase intention. M1 uses the control variable as the independent variable and purchase intention as the dependent variable to conduct regression analysis. In M13, brand identity is added based on M1 to conduct regression analysis with purchase intention. According to the output results of SPSS statistical software, R² increases from 0.055 to 0.764 after brand identity is added to M13, ($\beta=0.887$, P<0.001), showing that the brand identity can explain 76.4% of consumers' purchase intention, and brand identity has a significant positive impact on consumers' purchase intention. H3 is verified.

5.2.4.4 Testing the Mediating Effect of Brand Identity

Table 17-1. Regression Results of Content Marketing and Purchase Intention Adding Brand Identity

Variable	Purchase intention				
	M1	M2	M3	M4	M5
Gender	-0.261	-0.033	0.107	-0.095	-0.144
Age	0.158	-0.001	0.100	0.008	0.062
Educational background	-0.067	0.038	0.075	0.005	-0.012
Monthly disposable income	0.044	0.029	0.042	0.020	0.001
Content Marketing		0.788***	0.246***		
Information content				0.826***	0.115***
Authentic content					
Emotional content					
Entertainment content					
Brand identity			0.729***		0.831***
F	0.782	17.328	29.871	7.092	28.739
R ²	0.055	0.620	0.775	0.401	0.768
ΔR^2	-0.015	0.585	0.749	0.344	0.742

Note: *** p<0.01,** p<0.05,* p<0.1 (two-tailed).

Table 17-2: Regression Results of Content Marketing and Purchase Intention Adding Brand Identity

Variable	Purchase intention					
	M6	M7	M8	M9	M10	M11
Gender	-0.140	-0.144	-0.122	-0.151	0.027	-0.125
Age	0.027	0.055	0.071	0.073	0.020	0.065
Educational background	-0.029	-0.017	0.048	-0.009	0.026	-0.010
Monthly disposable income	0.037	0.006	0.041	0.004	0.030	0.004
Authentic content	0.773***	0.215***				
Emotional content			0.737***	0.089***		
Entertainment content					0.851***	0.142***
Brand identity		0.741***		0.828***		0.779***
F	7.480	31.218	9.441	28.570	15.829	28.860
R ²	0.540	0.783	0.471	0.767	0.599	0.769
ΔR^2	0.497	0.758	0.421	0.740	0.561	0.742

Note: *** p<0.01,** p<0.05,* p<0.1 (two-tailed).

It can be seen from the above analysis that the independent variable content marketing and the intermediate variable brand identity both significantly affect the purchase intention of consumers, which has reached the test condition of mediating

effect. Therefore, the mediating effect of brand identity in the relationship between content marketing and its four dimensions with purchase intention can be examined.

Summarized from the analysis of the above table, M3 is still significant after adding the brand identity based on M2 ($\beta=0.729$, $P<0.001$), and R^2 increases from 0.620 to 0.775, revealing that M3 adding the intermediary variable is better than M2. Meanwhile, the standardization coefficient of content marketing on purchase intention decreases from 0.788 ($P<0.001$) to 0.246 ($P<0.001$), which means brand identity plays a partial mediating role between content marketing and purchase intention. H4 is confirmed. H4a, H4b, H4c, and H4d are supported similarly.

6. Conclusion

6.1 Summary of Major Findings

The main research conclusions can be drawn from the above data analysis. First of all, content marketing and its different dimensions all have a significant positive impact on purchase intention. This shows that content marketing is an important factor to promote consumers' purchase intention. Secondly, data show that content marketing and its different dimensions all have a significant positive impact on brand identity. It suggests that valuable information enterprises deliver to consumers through content marketing can stimulate consumers' curiosity and increase their trust and recognition of the enterprise. Thirdly, brand identity can positively predict consumers' purchase intention. Brand identity, as the image of a brand in the mind of consumers, plays a very important role in enhancing consumer loyalty. Ultimately, brand identity plays a partial mediating role between content marketing and purchase intention. That is to say, the content marketing of enterprises infiltrates product information into consumers' cognition, and then consumers will judge whether the brand concept and product features conform to their image. In this process, they gradually form the recognition of the brand and then make decision-making behavior.

Based on the surveys conducted in this research, it can be concluded that content marketing has dramatically transformed traditional marketing strategies, and has been becoming an irreversible trend to improve consumers' purchase intention. Besides, brand identity can prompt consumers to make decisions that favor the brand, and drive consumer behavior to achieve product sales growth.

6.2 Practical Implications

With the acceleration of globalization and the popularization of standardization, the quality of goods and services become more and more homogeneous, and the traditional consumption pattern has been difficult to arouse the interest of consumers. Coupled with the rapid improvement of the economy and people's living standards, consumers' demand for products is no longer only focused on the material level, but gradually pay attention to spiritual needs. In short, in the era of social media, enterprises pay more and more attention to their brand image, and consumers are more active in understanding brand information and finding the brand that conforms to their values. It's obvious that both businesses and consumers are turning their attention to content marketing. Combined with the above views and the research conclusions of this paper, the following marketing implications can be proposed.

To begin with, enterprises should produce content that can trigger more empathy from the consumers considering different layers of consumer needs. For example, information content introduces products or services to consumers in detail, authentic content enhances consumers' trust in the brand, and emotional content enables consumers to form resonance by conveying the brand's lifestyle and values. Besides, entertainment content can satisfy the diversified entertainment demand of consumers.

In addition, enterprises are supposed to skillfully use content marketing to build consumer brand identity. The research results show that consumers will have a different brand identity based on the information provided by the brand, and brand identity will be translated into consumers' purchase intention. Therefore, when publishing content, brands need to develop different content marketing programs for different product positioning and customer characteristics.

6.3 Limitations and Prospects

This thesis studies the influence of content marketing on consumers' purchase intention but it is subject to certain limitations due to the limited research time, research conditions, and other factors. Firstly, this study adopts a questionnaire survey to collect data. The questionnaire is a self-report scale, and the respondents are asked to complete the questionnaire online, which may make it difficult to ensure the authenticity of the results. In this case, the authenticity of the results may be varied. Secondly, among the research objects, most of the surveyors are college students, which will affect the representativeness of the samples and reduce the general adaptability of the research. Thirdly, due to the limited academic attainments and research capabilities, there is inevitably some room left room satisfied.

Given the research limitations mentioned above, further research directions are proposed. Firstly, it would be better to enlarge the sample size. Secondly, this study only selects brand identity as the intermediary variable in the process of content marketing's influence on consumers' purchase intention, which is somewhat incomplete. Future studies can be

further explored, and the classification of content marketing can also be more detailed. Ultimately, no specific enterprise or brand is given in this research, so researchers can adjust according to their own needs.

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