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Perception Measurement of City Brand Archetype in Xiamen, Zhangzhou, and Quanzhou-Based on Projection Method Analysis

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Abstract: City branding is the most concentrated embodiment of city image and the most valuable intangible asset of a city. City branding can attract investors, talents, tourists, and the public's attention to the city, as well as enhance the competitiveness of the city and bring greater economic benefits and growth potential to the city. Past studies in the context of city branding systematically focus on the development, shaping and communication. Little is known on the combination of city branding and brand archetypes. The projection technique is applied for this research. The objective of this research is to explore the archetypes of city brand based on the Twelve Chinese Cultural Archetypes theory, and takes Xiamen, Zhangzhou, and Quanzhou as the examples. The research reveals that Xiamen belongs to the archetype of "Beauty", Zhangzhou is close to the archetype of "Neighborhood", and Quanzhou belongs to the archetype of "Benevolent".

Keywords: City Branding; City Image; City Competitiveness; Projection Technique

1. Introduction

The development of Chinese cities has stepped into the era of branding, and city branding has been regarded as the high point of city competitiveness. In today's rapidly growing urbanization, cities are exploring the development of city brand in order to gain greater economic benefits and growth potential. By building up a good city brand image and spreading it, cities can attract investors, talents, tourists, and the public's attention. City branding is the most concentrated embodiment of city image and the most valuable intangible asset of a city. It is very important to promote the value-added of a city by shaping and spreading a city brand image. Xiamen, Zhangzhou, Quanzhou are key part of the area of the "21st Century Maritime Silk Road" in Fujian Province, and is also a window for the world to see China. The city branding of these three cities is important for spreading the image of Chinese cities, promoting the national cultural soft power, and establishing distinctive city brands in cities along "One Belt and One Road".

2. Review of the Literature

2.1. City Brand Theories

City branding is the use of marketing strategies to give a city a unique identity in the minds of citizens, visitors, and investors. As an extension of the essence of commercial branding, city brand represents the image, visibility, and reputation of a city, and is a comprehensive objective reflection of economic, environmental, and social changes inside and outside the city. City branding is an indispensable step for cities to improve their competitiveness (Shao *et al.*, 2021). Li and Zhang (2021) believe that city brand is based on the city's historical heritage, geographic environment, industrial advantages, etc., to refine and integrate the distinctive city DNA, and is the core advantageous value delivered to the public in the process of promoting the city's image. Building city brand has become an important strategic initiative for many cities to promote development. Bao and Miao

(2021) pointed out that in the process of drawing the city brand image concept, the relevant personnel should be based on our traditional historical and cultural system. And applying traditional visual symbols to show the concept of Chinese cities seeking common ground while preserving differences in the international arena, as well as the unique aesthetic values and deep historical heritage of the Chinese nation. A positive, positive city brand image can have greater attractiveness and competitive advantage, which is conducive to regional investment attraction, tourism development, talent introduction and citizen services. Urban brand development has gradually become an important force to boost the high-quality development of cities (Liu and Wang, 2021).

2.2. Analysis of Theories Related to Brand Prototypes

American scholars Margaret Mark and Carol S. Pearson first introduced the concept of archetypes to the field of branding, arguing that mythical archetypes can be used to create deeply rooted brands. In China, Liu *et al.* (2018) constructed a framework of cultural archetypes for Chinese brands and divided them into 12 specific archetypes. This research focuses on the projective measurement of Xiamen, Zhangzhou, and Quanzhou using this Chinese cultural archetype framework.

Table 1. Prototype Value Symbols.

Archetypes	Value Symbols
The Hero	Everyone has the potential to be a hero. Heroes all over the world have one thing in common, bravery and perseverance.
The Jester	A comedian who loves jokes and tells people that life is to be treated in a way that amuses and entertains
The Wise Man	Harmony, experience, wisdom, spiritual belonging, spiritual unity
The Kindly Mother	The image of a mother is great and hardworking. She is kind, loving and selfless, and her attachment to her children often keeps her waiting for a lifetime
The Filial	Filial piety, hoping for good luck and long life for parents
The Confidant	Friends who know, appreciate, trust and care for you often guide your life
The Neighborhood	Harmony, cordiality, and mutual help
The Lover	Love, romance, love is the only
The Benevolent	Responsibility, duty, mission, care for the disadvantaged, minors, left-behind children. Care for the well-being of the collective
The Gentleman	Ambitious in career; calm and relaxed in life; friendly in interpersonal relationship
The Beauty	Beautiful, healthy, happy, free, energetic, and sensible modern women
The Child	Childlike innocence, purity, truthfulness, being loved, often to be cared for

Source: Liu *et al.* (2018).

3. Research Method

The projection technique is a basic method of qualitative research techniques. Projection is also the psychological tendency of individuals to unconsciously reflect their attitudes, emotions, personality, and other psychological characteristics on externally relevant things. Through projection, the research detects the perception of different city brands in the minds of the public. This research uses psychological projection method to explore respondents' first perception of city brand image through interviews. The interviews were then categorized and key factors extracted, and summarized in conjunction with the Chinese brand culture archetypes constructed by Liu *et al.* (2018). Finally, the brand culture archetype image is paired. This paper measures the brand image of three cities, Xiamen, Zhangzhou, and Quanzhou, mainly in four dimensions: economic environment, human history, anthropomorphic characteristics, and city brand story.

The research used an in-depth interview method to talk to the respondents in a one-on-one manner. To explore the interviewees' emotions, opinions, and attitudes through continuous follow-up questions.

Table 2. Interview Questions.

Dimensionality	Problem Description
Economic Environment	What do you know about Xiamen/Zhangzhou/Quanzhou? (From the economic environment, development status)
	What are the similarities and differences between Xiamen/Zhangzhou/Quanzhou? (From the economic environment, development status)
Human History	Have you ever been to Xiamen/Zhangzhou/Quanzhou? What is your first impression of these three cities?
	What are the city characteristics of Xiamen/Zhangzhou/Quanzhou? (From a humanistic point of view)
	What city history comes to mind when you think of Xiamen/Zhangzhou/Quanzhou?
Anthropomorphic features	If you take Xiamen/Zhangzhou/Quanzhou as a person, what would you think of him? (You can start from age, character, appearance, temperament, mental state, etc.)
	Why do you think Xiamen/Zhangzhou/Quanzhou are such people? What aspects of the city make you feel this way?
City Story	Are there any city stories from Xiamen/Zhangzhou/Quanzhou that stand out to you?
	Do you like Xiamen/Zhangzhou/Quanzhou? Why do you like/dislike it?
	If you are allowed to live in Xiamen/Zhangzhou/Quanzhou for a period, how will you live your life?

Source: Author's own compilation

4. Research process

4.1. Object Selection

Table 3. Interviewee information.

Number	Gender	Age	Profession	Live
P1	Male	18	Students	Zhangzhou
P2	Male	20	Students	Quanzhou
P3	Female	30	Teachers	Zhangzhou
P4	Female	19	Students	Fuzhou
P5	Male	20	Students	Xiamen
P6	Female	20	Students	Xiamen
P7	Male	18	Students	Sanming
P8	Male	26	Freelance	Xiamen
P9	Female	19	Students	Zhangzhou
P10	Female	22	Freelance	Quanzhou
P11	Male	25	Staff	Zhangzhou
P12	Female	19	Students	Zhangzhou
P13	Male	25	Staff	Xiamen
P14	Female	28	Teachers	Xiamen
P15	Male	21	Students	Zhangzhou
P16	Male	20	Students	Quanzhou

Source: Author's own compilation

4.2. Interview Material

Through Xiamen, Zhangzhou, Quanzhou city relative understanding and have living experience respondents' one-to-one depth interview, and interview content analysis, we concluded that consumers for the city perception of Xiamen word, and refining keywords, three-quarter or more respondents think Xiamen is a comfortable livable, inclusive open, beautiful environment, urban management is perfect, dynamic city. Two

and two-thirds or more respondents believe that Zhangzhou is harmonious and friendly, honest, hospitable, and Quanzhou Xiamen and help each other. At the same time, two-thirds of the respondents believe that Quanzhou is a rich economic city of Fujian, is the starting point of the Silk Road always has the sense of responsibility of the times, give people the feeling of inclusive of everything, and is a city with strong historical heritage.

Table 4. Refining of Xiamen city brand interview materials.

Dimensionality	Example List (16 Select 2)	Factor Extraction	Keyword	
			Keyword	Frequency
Economic Environment	1.Xiamen's special economic zone is the "window", "experimental field" and "vanguard" of modernization. They are committed to exploring and open the way and trying first. 2.Xiamen has beautiful scenery, delicious food, and comfortable environment, and is a famous tourist city, known as Oriental Hawaii.	Good public security, management, beautiful and clean, open, and diversified, comfortable, and livable, perfect infrastructure construction	Comfort and livable	10
			Romantic	4
			Environment daintiness	3
Human History	1.Xiamen is a sea garden with excellent charm. 2.I think Xiamen coincides with the leisurely world that I yearn for, and the whole humanities is very inclusive and open.	Simple and honest, soft, and rigid, has a long history, inclusive, open, vitality, literature, and art, fresh	Literature	6
			External soft inside just	3
			The style is excellent	3
			Full of vitality	3
Anthropomorphic Features	1.Women, aged 20-30, look clean, enthusiastic, energetic, and creative, and live a happy life. 2.A32-year-old woman, soft and rigid, generous, and reasonable, gentle, kind, and healthy.	Young and energetic, forge ahead, indifferent to fame and wealth, knowledgeable, dignified, and elegant, beautiful, healthy	Young and active	7
			Tender and soft as water	7
			Bright	3
			Pure and fresh	3
City Story	1.Xiamen is more energetic and beautiful, just like the young youth of the new era. 2.Xiamen contains everything without lack of personality, with pleasant climate and moderate pace of life, which makes people feel full of enthusiasm and full of emotional appeal.	Clean and tidy, fighting spirit, vitality, high quality, pleasant climate, reasonable	Modern feeling	7
			Liven	6
			Clean and tidy	6
			High quality of citizens	3

Source: Author's own compilation

Table 5. Refining of Zhangzhou city brand interview materials.

Dimensionality	Sample Sentence	Factor Extraction	Keyword	
			Keyword	Frequency
Economic Environment	1.Zhangzhou development is relatively backward, lack of investment, there is no opportunity and opportunity to let their development. 2.A good urban ecology, and needs further economic development, suitable for tourism close to nature, and a lot of fruits, with southern characteristic scenery.	Backward economy, lack of investment, Xianadu, beautiful environment, comfortable and livable	Land of idyllic beauty	8
			The economy is backward	8
			Comfort and livable	6
			Graceful surrounding;	4

Table 5. Refining of Zhangzhou city brand interview materials (Cont.).

Dimensionality	Sample Sentence	Factor Extraction	Keyword	
			Keyword	Frequency
Human History	1.Zhangzhou has a slow pace of life, low people's living standard, more suitable for enjoyment, hidden life. 2. Full of primitive atmosphere, the city has a long history will make people have a unique rural feeling.	Simple atmosphere, a long history, a slow pace of life, comfortable	Have a long historical standing	9
			Simple breath	8
			The pace of life is slow	6
Anthropomorphic features	1.A 65-year-old woman is relatively feudal and backward, less tolerant and has her own thoughts. 2.50-60 years old men, honest and honest, honest, indifferent to fame and wealth, carefree.	Simple and kind, the image of the elderly, considerate, indifferent to fame and wealth, hospitality	Considerate	4
			Friendly	4
			Beautiful and generous	4
			Indifferent to fame and wealth	3
City Story	1.Zhangzhou is not developed, people's living standards are relatively low, the pace of life is relatively slow, giving a person a feeling of carefree, just away from the worldly noise like a paradise, clean. 2.Hospitable, simple, giving a sense of intimacy, feeling like not having a good opportunity and opportunities to develop.	Slow development, slow pace, living standards need to be improved, poor, simple, and kind, hospitable, and historical charm	Simple and honest	8
			Slow rhythm	8
			Low living standards	7
			Have historical charm	3

Source: Author's own compilation

Table 6. Refining of Quanzhou city brand interview materials.

Dimensionality	Sample Sentence	Factor Extraction	Keyword	
			Keyword	Frequency
Economic Environment	1.Quanzhou is the first economic city in Fujian, the starting point of the Maritime Silk Road, and contributes GDP to Fujian. 2.Quanzhou is known as "Wenling", middle-aged warm and humid, the four seasons are not clear, ancient poetry called Quanzhou "four seasons have flowers common rain, a winter without snow but smell thunder".	Large economic city, rich, the largest port in the East, a contributor to Fujian GDP, strong market power, and the Silk Road	Economic market	7
			Market power is strong	7
			Rich	6
			The Silk Route*	6
Human History	1.Quanzhou has a lot of religions, more inclusive, selfless, kind, I feel that there are many temples located between the city, there is a sacred feeling, let people respect. 2.Quanzhou has a slow pace of life, locals live and work in peace and contentment, hospitality. The impetuous sense of the tourist city is very low and the streets are very comfortable.	With a long history, many temples, solemn saints, living and working in peace and contentment, hospitality, simple and comfortable, all Purdue living beings	Have a long historical standing	10
			Purdue all living beings	9
			Love selfless	8
			Cultural deposits	8
			Enjoy a good and prosperous life	5

*A route over which Han silk fabrics and other products were transported to Southwest Asia and Europe

Table 6. Refining of Quanzhou city brand interview materials (Cont.).

Dimensionality	Sample Sentence	Factor Extraction	Keyword	
			Keyword	Frequency
Anthropomorphic features	1. Around 60 males, respected, prestigious, religious, Purdue beings. 2. A 40-year-old male, a successful person, is relatively open and inclusive, very rich, colorful life, and seriously lives in his own circle.	Successful people, respected, have a certain prestige, believe in religion, selfless love, mature and stable	Mature and steady	10
			Have prestige	9
			Respected	7
			Rich and colorful	5
			Have a distinctive flavor	3
City Story	1. Quanzhou feels that the city is very urban, but the countryside is also very rural, his pace is not slow and not fast, I feel that living in Quanzhou is like drinking a sip of lemon juice, began to be a little sour, behind the aftertaste is endless. 2. The managers of the whole city are very concerned about the lives of the people, shoulder the mission of The Times, and have a strong sense of responsibility.	Endless aftertaste, intimacy, far-reaching, sense of responsibility, sense of mission, care for society, rhythm is not happy	Responsible	10
			Strong sense of mission	7
			Care for society	7
			Affect profoundly	6
			Pluralism	3

Source: Author's own compilation

5. Analysis Conclusion

It can be seen from the content of the interviews that the public has different brand perceptions in the three cities of Xiamen, Zhangzhou, and Quanzhou. People's recognition, extraction and enhancement of city brands are all based on "emotional" linkage. The establishment of city brands strengthens people's sense of regional identity and cultural belonging. The use of 12 prototype characters can refine and upgrade the city symbols of Xiamen, Zhangzhou, and Quanzhou, highlighting the unique and differentiated urban connotation. Through matching analysis with 12 prototype characters in China, it is concluded that the brand image of Xiamen city is close to the prototype of "beautiful person", the brand image of Zhangzhou city conforms to the prototype of "neighborhood", and the brand image of Quanzhou city is close to the prototype of "benevolent". Exploring the brand image of the city is conducive to grasping the core value of the city brand and finding a more appropriate core positioning of the city. Leveraging on China's 12 cultural prototypes, we will build a personalized, vivid, and three-dimensional city brand with personality charm and emotional stories, strengthen the appeal and affinity of the city, and enhance the public's sense of identity with the city brand.

6. Suggest

6.1. Position the City's Brand Image and Build the City's IP Image

"Beautiful, comfortable, pleasant, modern" image of Xiamen has been deeply branded in the public heart, Xiamen should give play to its own urban advantage, using its unique urban charm, shaping elegant, delicate, fashionable "beauty" urban IP image, Xiamen as a "beautiful, free, dynamic, intellectual" urban modern woman, create close to "beauty" cultural atmosphere, artistic atmosphere, with more personality charm of city brand image.

When creating the IP image of the city, Zhangzhou can build a city brand close to the "neighborhood" spirit, give Zhangzhou a "simple, honest, harmonious and friendly, hospitable" city brand personality, arouse the emotional resonance of the public, and shorten the emotional distance with the public.

In the hearts of the public, Quanzhou is a city with strong historical and cultural heritage. As a large city of economic development in Fujian Province, it also retains rich historical heritage and religious culture. This is the important city personality of Quanzhou different from other cities, Quanzhou in building the city brand image, Quanzhou can make full use of the characteristics of the city, closer to the "benevolent" image, shaping Quanzhou into a "benevolent, tolerant, upright, strong sense of responsibility, sense of mission" "benevolent" image.

6.2. *Build the City Brand Image with the Help of Short Video*

Mobile short video has the characteristics of low operation threshold, high utilization of fragmentation time, and easily cause “viral” transmission. Short video plays an important role in the road of city branding. Taking advantage of short video and taking advantage of Chinese 12 cultural prototypes, we will actively create a distinctive, key, and rich three-dimensional city brand image. In the short video, form the city unique label core brand concept, refined, sublimated, condensed, form a high repetition rate on the platform, concentrated play to the characteristics of concentrated traffic, the image of Xiamen, Zhangzhou, Quanzhou city brand deeply rooted in the hearts of the people.

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