

# Evaluation of the impact of brand self media content marketing on consumers' brand attitude

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**Abstract:** *Traditional media often charge different percentages of service fees when providing services for brands, which to a certain extent increases the operating costs of brand owners. However, in modern society, after consumers' attention is tilted towards online platforms, the effectiveness of traditional marketing channels for brand owners gradually decreases, so self-media platforms and self-media content start to become the new marketing communication carriers. In terms of the overall development trend of the advertising industry, advertising agencies and media are the main components of the industry, and self-publishing platforms have become the main channel of communication between the platform transformation and consumers, and there is also a close link between the marketing process and consumers' attitude towards brand loyalty.*

**Keywords:** *Self-media, Content marketing, Consumer brand attitudes, Influence evaluation*

## 1. Introduction

Content marketing is not a new concept, it has been mentioned as early as the 1990s, but the theoretical research on it started late, and after entering the information age, the external environment has changed, making content marketing suffer from different degrees of impact. From the perspective of realistic development needs, although enterprises and brands have made a lot of efforts to explore the practical work of content marketing, but has not yet formed a systematic understanding. In a systematically changing marketing environment, brands need to adopt effective ways to attract consumers' attention in order to improve the form and content characteristics of their marketing communications and to help brands to produce and deliver targeted content.

## 2. Relevant components of branded self-published content marketing

Content marketing. Whether it is traditional direct advertising or the more subtle implant advertising at this stage, advertising content has always been present in the marketing process of products and brands and exists as a holistic concept. Traditionally, advertising has not been given a central role in a company's marketing strategy, but has only existed as an auxiliary tool in the process of product promotion [1]. However, branded self-published advertising can help companies become leaders in their communities by sharing more valuable information through new media platforms, which is the core concept of content marketing. Content marketing has not only adapted in terms of strategy, but has also reshaped brand trust and values in response to the dynamics of the consumer market. Whereas the early form of content marketing was the placement of advertisements in existing content, which sought to integrate information with content, the current phase of branded content marketing, which is based on an overall media strategy, focuses on communication with consumers to meet their needs in both directions and create greater brand value. Existing research has also focused on understanding the characteristics of content marketing and the forms of content marketing communication from a macro perspective, in order to obtain more valuable and highly engaging messages that enable consumers to actively build a connection with the brand. For example, consumers search for content on platforms and make eventual purchases, thus building brand attitudes and loyalty.

Innovations in content marketing. As mentioned above, implant advertising is an early attempt and prototype of content marketing, and has abandoned the traditional direct push form of advertising, to a more widely accepted communication system, the delivery of product and brand content, but the relationship between the original implant advertising and content is still a kind of insertion characteristics, some implant content and the original content there is a one-way cut off, it is easy to make some users resentful emotions. There is an essential difference between content marketing and viral marketing. Viral

marketing attaches more importance to the wide spread of communication, thus spontaneously spreading the content of the brand message, while content marketing focuses on shaping the value and trust of the brand, so that users have a higher degree of loyalty to the brand[2].

Self-media content marketing for brand owners .Self-media content marketing refers to crossing over traditional TV media such as radio or TV and using new media to deliver information quickly. Whether we are familiar with the Jitterbug platform, or the traditional WeChat microblogging platform, these domestic social media carriers can become self-media communication carriers, allowing companies to promote their brands with richer content and forms. The brand owner's self media content marketing is still the various trade activities carried out by the enterprise relying on the platform, and in the process of communication and communication with consumers, some more valuable content can be created as a symbol of brand loyalty.

### 3. Modeling process of branded self-published content marketing and the impact of consumer brand attitudes

Constructing the influence model. To construct the influence model, we needed to interview certain consumers and flexibly process the content of the conversations to consolidate and analyse the data around the interviewees' attitudes towards the brand, so 30 consumers were selected for this study, and their specific opinions and suggestions on branded self-marketing content were then counted.

From a conceptual point of view, it was necessary to analyse certain consumer perceptions around some basic concepts in the process of data collection, for example, Table 1 shows the mainstream views of consumers on current advertising and marketing models.

*Table 1 Attitudes of some consumers towards content marketing*

Main points	Number of people	Conceptual awareness
Marketing based on self-published content can show a lot of product information unlike the common implant advertising	12	This part of the content can be widely disseminated, and the plot is relatively deep, so that consumers can relate to it
When advertising around certain positive content, brainwashing and repetitive communication can be avoided	10	Positive emotional experience for the audience group
The marketing design process for some products is very innovative and allows for the adaptation of familiar content	6	Add personalised content to bring consumers closer to the product
Transforming some specific product information into entertainment content	2	Marketing tools updated to build brand memory

It can be seen that this part of the content can fully highlight the social nature of content marketing, with the entertainment properties of self-media platforms such as Weibo and ShakeYin, which, in addition to their original social functions, can also become a hub for brands and consumers to connect, thus meeting different aspects of consumer needs, such as obtaining feedback from users in their daily communication, and then making adjustments to marketing strategies.

Research hypothesis. Based on the previous research, the characteristics of content-based marketing are summarised into different aspects, and the link between these aspects and consumer attitudes towards brands is analysed. In the case of implanted or native advertising, for example, these advertising and marketing models often fail to impress consumers on a sensory level, although they do change their psychological inclinations. In contrast, in the mobile network era, consumers' attention begins to become a very scarce resource. Companies need to pay attention to consumer consciousness tendencies in the Internet era, and by enhancing the intensity of the stimulation of marketing messages, consumers gain a more profound awareness and access to external marketing messages before brand loyalty can be established. There is a close link between the storytelling characteristics, entertainment characteristics and social characteristics of branded self-media content marketing and brand loyalty. Table 2 shows the indicators and characteristics of the different dimensions of measurement.

Table 2 Multidimensional content marketing

Content Marketing Dimensions	Measurement indicators
Storytelling features	Storytelling, incorporating product information with an element of authenticity, choosing real life events as reference cases
Entertaining features	Brands publish content that makes viewers feel interesting, resulting in emotional resonance and positive perceptions and awareness
Socialisation features	With social features, many consumers will spontaneously share posted content to provide feedback to other potential consumers or to interact with other users.

From the perspective of brand loyalty, when users and consumers are loyal to a brand, it means that the user will pay attention to or buy other branded products produced by a company in subsequent consumption stages and, after purchasing the product, will recommend the brand to the people around them and inform other people about the new product information in the relevant self-published media. From this it can be seen that when consumers are able to have a positive emotional experience with a product, they will highlight the brand value with the help of the deep content delivered by the brand [3].

Research Model Fitting. After using multiple indicators to reflect information about the underlying variables, the relationship between the entire model factors can be obtained, and this method is more accurate than traditional regression statistics. Assuming that we take entertainment and social features as the main exogenous variables, these variables can be measured by a theoretical model that takes the dimensions of branded self-media content marketing as the independent variables and brand loyalty as the dependent variable after a regression analysis. The thermal characteristics have a positive effect on brand memory, but socialisation does not have a clear effect on brand memory, as can be seen in Table 3.

Table 3 Content of hypothesis test results

Hypothetical items	Specific description	Validation results
1	The storytelling and entertainment features of branded self-published content have a positive impact on brand recall	Established
2	Social features of branded self-published content positively influence brand recall	Not Established
3	Brand memory builds consumer brand loyalty	Established
4	Brand recall mediates the storytelling and entertainment features of marketing content	Established

Discussion and analysis of hypothesis results. From the existing research findings, the main factors in the formation of brand memory come from product information, consumer perception and many other aspects, while consumers can receive more fragmented information and content through online channels, based on the characteristics of the storytelling expression itself to produce a positive impact on brand memory. Content marketing has clear social attributes that can help consumers form good brand memories and generate brand loyalty, while the storytelling features and entertainment features play a positive role in undoubtedly promoting consumer behaviour. Traditional implantable and direct push advertising, although able to make consumers remember a specific message of the brand in a short period of time, does not build brand loyalty on this basis[4]. Because the formation of brand loyalty is a very long process that includes changes at both behavioural and psychological levels, consumers can only properly understand the brand concept and brand values once they have formed a perception of the brand. Self-media platforms clearly play an intermediary role in providing a key vehicle and message in terms of brand loyalty.

#### 4. Conclusion

In summary, there is a strong correlation between the social nature of the branded content marketing process and brand memory, and the more pronounced the characteristics of branded content marketing, the higher the likelihood of consumers forming brand attitudes. In the future, the brand's role as a mediator will be based on this feature to form a specific brand-loyal consumer base and ensure effective market operations.

## References

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