Identification and Shaping Personality Characteristics of Nanchang City Brand

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ABSTRACT

This paper has employed web-based data collection techniques, with Ctrip.com as the platform for review data collection, and taken famous attractions in Nanchang as the collection objects, such as Tengwang Pavilion, Nanchang Star Ferris Wheel, Historic Site Museum of Marquis Haihun State, Nanchang Ronchuang Sea World, and Rongchuang Paradise, obtaining 10,078 data as to brand reviews on Nanchang city. Through the analysis and research of the review data, it is found that the Nanchang city brand is typical with its personality characteristics as "Elegant, Simplicity and Integrity, Picturesque and Magnificent". Based on the analysis, suggestions are proposed for shaping the personality characteristics of the Nanchang city brand to better enhance its popularity and reputation of Nanchang city brand.

Keywords: Nanchang, City brand, Personality characteristics.

1. INTRODUCTION

The establishment of the Inland Open Economic Pilot Zone will lay a good foundation for the development of the cultural tourism industry in Jiangxi Province. The paper, with Nanchang, the provincial capital city of Jiangxi Province as the research object, will center hereinafter on such important research on how Nanchang can take advantage of the unique advantages of the Inland Open Economic Pilot Zone to build an international ecological and cultural tourism industry, enhance its brand influence in the economic circle around Jiangxi, and make its unique brand identification and foster its core competitiveness of the city brand. This paper intends to study the personality characteristics of the Nanchang city brand by virtue of brand personality characteristics identification theory, and provide reference decisions for the cultivation and communication of the Nanchang city brand image.

2. LITERATURE REVIEW

In 1955, Gardner & Levy has introduced the concept of brand personality (Gardner, B.B. &

Levy, S.J., 1955). Sirgy has further suggested in 1982 that any brand or product should have a personality (M. Joseph Sirgy, 1982). In 1997, Aaker has conducted an exploratory study on brand personality dimensions based on the "Big Five" personality theory model (Aaker JL., 1997). Since then, many scholars in China have been involved in brand personality research with fruitful findings, especially in the fields of marketing, psychology, and human resources. In 2003, Huang Shengbing and Lu Taihong has begun the study of "the localization of brand personality dimension", which is based on the traditional Chinese culture, and has developed the dimension scale of Chinese brand personality, and explained the dimension of Chinese brand personality as "Rén(benevolence), Zhì(wisdom), Yǒng (courage), Lè(joy), Yǎ(elegance)." (Huang Chongbing& Lu Taihong, 2003). Their study has further sublimated the brand personality dimension of "Sincerity, Competence, Ruggedness, Excitement, Sophistication" theory with the American cultural background that the Aaker and others put forward. With Aaker's "Big Five" models applied to the study of tourist destinations, the study has concluded that tourists tend to grant tourist attractions with their own

certain character color, and attach personalized brand labels to tourist destinations (Hosany, Sameer, Yuksel Ekinci & Muzaffer Uysal, 2005). At the same time, domestic scholars have applied the theory of brand personality to analyse the brand images characteristics of the tourism destinations and put forward the cultural effect model between the consumer self-images and the brand images of the tourism destinations (Hunag Zhigui & Yao Xiaoqin, 2004). Ahmad (2013) has explored the influence of city brand personality on the communication of city brand strategy (Ahmad, Muhamad Fazil, et al.). Lee, Hee-Jung has proposed that the obvious brand personality can create unique and powerful associations in the memory of consumers, thus improving the market value of the brand, and developing a measurement scale of urban brand personality that can be applied in the Korean context (Lee, Hee-Jung & Yong-Gu Suh, 2011). This paper intends to study the personalization characteristics of the Nanchang city brand with the help of personality theory, brand localization theory, tourism destination brand personalization theory and city brand personality theory.

3. METHODS AND RESULTS

3.1 Data Collection

The rapid development of computer network technology has improved the speed of information socialization, and the comment data of netizens' consumption experience is growing rapidly with a large number, difference and high speed, providing a large number of first-hand text materials for social science research. This study takes Ctrip as the database, takes "Teng Wang Pavilion, Marquis Haihun state, Nanchang Star Ferris Wheel, Nanchang Nanchang Ronchuang Sea World, Rongchuang Paradise and Nanchang Zoo" as the keywords, captures the representative online comments of Nanchang scenic spots via crawler technology, and obtains a total of 10078 online comments about scenic spots.

3.2 Keyword Feature Analysis

Keywords are the most relevant words to extract from the text and the meaning of the paper, which is the response of the text theme or the primary content. In text information retrieval, precise keyword extraction can considerably enhance retrieval efficiency. Extracting keywords is helpful for us to rapidly find the key information from a large amount of text data so as to quickly recognize the content of the article. This analysis intends to apply the keyword extraction technology to extract 10078 network comments, in an attempt to further comprehend the brand personality characteristics of the Nanchang city brand.

The following are the specific steps:

- 1. Process 10,078 online comments.

- 2. Remove irrelevant information from online comments. For example, special characters, blank spaces, typos, and so on.

- 3. Create a text storage method that meets the needs of keyword extraction and save the text properly.

- 4. Remove invalid comments that are unrelated to the research topic, such as repeated publication, travel advertisements, and so on.

- 5. Identify high-frequency keywords and analyze their personality traits.

A total of 6080 nouns, 1582 adjectives and 1020 verbs were obtained. To further understand the personality characteristics of the Nanchang city brand, this study extracted frequent nouns, adjectives and verbs.(As shown in "Table 1".)

Table 1. List of high-frequency words

n.	Freq.	n.	Freq.	adj.	Freq.
scenery	1752	feeling	697	not bad	3176
entertainment	1639	local	546	good	2244
experience	1216	building	425	Great	1214
project	923	friend	392	high	748
Cost performance	618	Famous building	368	happy	502
Paradise	597	history	362	Good-looking	307
ocean	556	animal	354	beautiful	278
children	550	feature spot	352	stunning	208
adj.	Freq.	v.	Freq.	v.	Freq.
interesting	1156	play	2240	recommended	1197
exciting	494	worth	1923	perform	1388
wonderful	169	look	1059	punch the clock	111
cheap	137	like	493	praise	108
spectacular	124	suit	454	be not so bad	106
large	106	queue up	416	hope	100
Iconic	95	sightsee	324	feel	96
Landmark	95	suggest	262	experience	95

According to the extraction results of Nanchang city brand network comment keywords, first of all, scenery, entertainment, experience, performance, performance, cost performance, building, history, scenic spots and other terms appear in high frequency, which shows that in the process of communication, Nanchang city brand has formed the integration mode of history, relics, culture and modern entertainment facilities. Secondly, the adjectives of "good, interesting, beautiful, stunning, wonderful, iconic, and famous" appear in high frequency, signifying that the public has identified the brand image of Nanchang city. Moreover, the verbs of "play, worth, sightsee, queue, perform, punch the clock, etc." appear in high frequency, signifying that the interaction between the public and the viewing and entertainment resources of Nanchang city is increasing.

3.3 Semantic Analysis of the Network Text

This study attempts to conduct semantic analysis of the texts of online reviews on Nanchang City brand by virtue of the theory of bibliometrics. The theory of bibliometrics has been applied to strategic information management(Di Stefano, Peteraf, Verona, & change, 2010), the collection, processing, and analysis of quantitative literature data in scientific publications(Verbeek, Debackere, Luwel, & Zimmermann, 2002) and new inventions (Fagerberg, Fosaas, & Sapprasert, 2012), etc. It is

proved that with the continuous development of network bibliometrics, there will be a growing number of research fields applying bibliometrics on a large scale to solve practical problems. This study uses the text semantic network analysis method and the bibliometric method to construct the semantic network so as to analyze more directly the semantic connection between the elements, as well as the public concerns, and finally build a semantic network based on the Nanchang city brand network text comments.

The study of the occurrence of high frequency keywords and the vocabulary group formed around the high frequency vocabulary will provide a decision-making reference for the personalized identification and shaping of Nanchang city brand.

3.4 Personalized Characteristics of Nanchang City Brand

High-frequency adjectives, verbs and nouns are the main words that reflect the personality characteristics of Nanchang city brand. Therefore, through "Table 1", combined with the five brand dimensions of Sincerity, Excitement, Competence, Sophistication and Ruggedness proposed by Aaker and the findings of statistical analysis of high-frequency vocabulary within Nanchang city brand image network comments, the study has refined the

glossary of Nanchang city brand personality characteristics, as shown in "Table 2".

Table 2. Glossary of Personality Characteristics of Nanchang City Brand

Dimension	Words reflecting brand personality characteristics (frequency)	Total word frequency	Word frequency ratio%
Elegant	Good (2244), Not bad (3176), Tengwang Pavilion (1477), Famous Building (368), Good-looking (307), Famous (80), Ancient (59), Iconic (54), Landmark (47), Special (29), Simple (20), Ferris Wheel (541), The rainbow clouds with lonely bird together fly (174), The autumn water blends with the endless blue sky(193), History (362), Oceanarium (239), Zoo (138), Rongchuang Paradise (30), Marquis Haihun state (29), Qiushui Square (25)	9592	35.3%
Simplicity	interesting (1156), fun (1639), comfortable (21), wonderful (169), exciting (494), romantic (23)Happy (21), addictive (21), pleasant (37), agreeable (27), preferential (26), suitable (454), delicious (20), experience (1107), cost-performance ratio (618), worth (1923), liking (493), sight-worthy (26)	8275	30.4%
Integrity	satisfied (106), affordable (75), comfortable (57), passionate (57), new (40), great Value (22), free (34), cute (31), fast (30), cheap (137), happy (502), convenient (25), recommended (1197), culture (203)	2516	9.2%
Picturesque	beautiful (278), stunning(208), graceful (62), scenic (62), clean (33), perfect (25), picturesque (24), very beautiful (21), beautified (20), scenery (1752), Internet Celebrity(111), feeling (697)	3293	12%
Magnificent	Great (1214), high (748), amazing (230), spectacular (124), large (106), super (88), unique (66), complete (61), majestic (47), magnificent (41), mighty (34), strong (27), grand (22), Ganjiang River (448), long-history (47), venerable (20), skyey (168), imposing (80)	3571	13.1%
Total	27247		100%

According to "Table 2", the public's perception of the brand personality characteristics of Nanchang city can be analysed as follows:

First of all, the 35.3% of the comment keywords have shown that the city brand image of Nanchang has "elegant" characteristics. This shows that this dimension is of great significance to building up the brand image of Nanchang city. The Keywords such as "Tengwang Pavilion, Minglou, 'The rainbow clouds with lonely bird together fly; The autumn water blends with the endless blue sky', Marquis Haihun state, and Qiushui Square" reflect the "elegant" elements in the personality characteristics of the Nanchang city brand.

Secondly, "simplicity" is 30.4% in the comment keywords, as the excellent performance of Nanchang's city brand personality characteristics. The dimension of "simplicity" mainly indicates that Nanchang city brand personality characteristics have both historical embedment and modern elements. Terms such as "romantic, pleasant, agreeable, interesting, fun, comfortable, wonderful, liking, and sight-worthy" appear in high frequency,

indicating that the public feels the simplicity of Nanchang city.

Thirdly, "integrity", as an important element of the construction of city brand personality characteristics, directly affects the cognition and feeling of the city for the public. Their satisfaction with the urban public service of Nanchang, the warm services they feel, and the great value they get from sightseeing of the city, have enhanced the public's recognition of the urban culture of Nanchang,

Fourthly, the dimension of "picturesque" involves high-frequency words such as "beautiful, stunning, graceful, scenic, clean, perfect, and very beautiful", which also reflect the inner beauty of Nanchang as the provincial capital city of Jiangxi Province. The economic development of Nanchang is not faster than that of the neighboring provincial capitals, yet it has retained its natural and ancient beauty. Therefore, the high frequency of words that depict the city brand personality characteristics of "picturesque" also indicates recognition and affirmation of the beauty of its city brand personality characteristics among the public.

Fifthly, the high-frequency words of "magnificent" such as "high, great, spectacular, super, unique, majestic, skyey, and imposing" further reflect the public perception of the personality characteristics of Nanchang city brand. The "magnificent" characteristics of Nanchang city brand are not only manifested in the Ten Scens of Yuzhang (Chinese ancient name for Nanchang), such as the and the Four-season Green in Xishan Mountain, Autumn Air in Tengwang Pavilion and Hong Ya Pill Well(a place where Yellow Emperor and his subjects refined pills of immortality and created the originator temperament in ancient China), but also are embodied in its excellent revolutionary cultural heritage and modern cultural atmosphere.

4. CONCLUSION

In conclusion, in the light of the above-mentioned analysis of the network comments on the personality characteristics of Nanchang city brand, the elements of the personality characteristics of Nanchang city brand have been relatively distinct and taken on its unique brand characteristics such as "elegant, simplicity, integrity, picturesque and magnificent", reflecting both the importance that Nanchang attaches to the personalized shaping of the city brand and public recognition of the personality characteristics of Nanchang city brand; whereas referring to the results of the semantic analysis of the network comments and the occurrence probability of high-frequency words, the shaping of the personality characteristics of Nanchang city brand still needs continuous improvement.

First of all, the communication power of Nanchang city brand should continue to be strengthened, especially in terms of making full use of the communication mode of network plus city brand personality characteristics, motivating the enthusiasm of public network comments through the network marketing mode, and attracting more public to join the ranks of network comments, so as to form the network word-of-mouth effect, and provide network data supports for the shaping and communication of Nanchang city brand personality characteristics..

Secondly, the brand connotation of Ten Scenes of Yuzhang should be actively explored and integrated into the personality characteristics of Nanchang city brand, highlighting the historical landscapes and features of Tengwang Pavilion, Marquis Haihun State and Longevity Palace, ect.,

optimizing their historical landscapes, and building historical landscape groups so as to enhance the "elegant" and "picturesque" elements in the personality characteristics of Nanchang city brand.

Thirdly, revolutionary elements should be actively and furtherly explored and their online communication efficiency needs to be increased. On the basis of the statistical findings of high-frequency words of Nanchang city brand personality characteristics, there are relatively few key words depicting revolutionary elements and symbols in Nanchang city brand personality characteristics, which also indicates the deficiency in shaping and spreading its revolutionary brand in Nanchang. Nanchang is known as "the City of Revolutionary Heroes" around China, which shall be embedded with both the spirit of revolutionary history and the grandness and majesty of ancient architecture. Therefore, the keynote of shaping and spreading the personality characteristics of Nanchang city brand should be put in exploring its revolutionary elements, integrating revolutionary elements into its city brand and combining ancient factors and modern ones as well.

ACKNOWLEDGMENTS

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