

**The brand construction of Jingdezhen blue and white porcelain
artworks based on consumer identification**

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Abstract

With the rapid development of the economy, people's living standard has improved dramatically, consumption has also been upgraded, consumers' demand for spiritual culture has been increasing, and the attention towards artworks has been dramatically enhanced. Artwork is an essential element of people's spiritual needs. Some artwork contains a long history and culture and shows the different cultural connotations of different regions, so the state has strongly supported the art branding aspect. With the current increase in state support for art brands, the ecological environment for art branding has gradually improved. However, the development of brand building in China has not been long, so it is still in the process of exploration, and many unique advantageous resources have not been given full play. Based on this, this paper analyzes the relevant content of artwork brand building from the perspective of consumer identity, compares and summarizes the actual situation of artwork brand building from the perspective of consumer identity using empirical analysis, and puts forward a few personal suggestions based on the results of the analysis.

The following conclusions were drawn from this study.

Conclusion 1: Consumer identity has a significant impact on artwork branding

Conclusion 2: Branding can drive the sustainable development of artwork

Conclusion 3: Consumer identity is an important influencing factor for brand building

Keywords: consumer identity; artwork; brand introduction

1.1 Introduction

According to the brand positioning model from the perspective of brand positioning analysis of the current situation of the construction of the artwork brand, it is not difficult to find - whether the brand can find the cultural value of the brand with a point of difference, is the critical factor whether the brand can obtain consumer recognition. As an economic commodity with cultural value, the core of artwork lies in discovering the cultural value in the artwork. The connotation and expression of cultural value are also diverse in the diversity of culture.

In the current art market, there are many brands that consumers can not identify the originality and authenticity of the artwork, causing consumers to consume inconvenience. Many brands are not iconic, have not constructed a unique point of difference belonging to the brand, and remain at the stage of relying on a single historical and cultural value to gain consumer recognition. It lacks the awareness to rely on historical and cultural values to explore other distinctive brand cultural values for consumers, thus further gaining consumer recognition of the brand. This directly leads to consumers' identification with the artwork, which remains in the identification with historical and cultural values rather than the identification with the brand's unique cultural values, making it difficult for consumers to identify the brand they need.

At the same time, when consumers consume, the homogenization of products between art brands and brands is serious. Consumers cannot identify the "explosive" type of goods with brand characteristics, and product differentiation between brands is not apparent. Brands could not be recognized, and the development of brand positioning from their own, resulting in the difficulty of forming brands that can evoke This makes it difficult for brands to form a temporary state that can evoke consumer recognition, making it impossible for consumers to perceive the brand as a prominent identity.

The art market tends to appear thoughtlessly follow the phenomenon, such as the current consumers like a specific theme of the artwork, even if the art brand is not good at creating a specific theme, will also carry out a large number of specific theme art

production, resulting in a large number of specific themes of artwork on the market, the phenomenon of oversupply; the current market for many consumers with traditional cultural colors of artwork more favorable. Often some creators are not good at traditional culture but also at designing this type of art brand, thus appearing to follow the trend of the situation mindlessly.

In 2017, General Secretary Xi Jinping pointed out in the report of the 19th National Congress that "the main contradiction of our society has been transformed into the contradiction between the people's growing need for a better life and the unbalanced and insufficient development." Behind this is the growth of consumers' needs for a better life, and the growth of consumers' needs for a better life has directly driven the development of related industries and has also led to significant changes in consumers' consumption levels. According to the National Bureau of Statistics announced: China's residents' consumption amount increased from 3,712 yuan in 2000 to 27,438 yuan in 2020, and the residents' consumption capacity has been strengthened; at the same time, in 2020, China's three major industries, the value added of the tertiary industry is the highest, and the tertiary industry growth rate is faster - from 2000 398.991 billion yuan to 398.991 billion yuan in 2020.

The tertiary industry is flourishing, Chinese consumers' consumption level is increasing, and consumption is being upgraded. As the people's consumption continues to upgrade, the people's continuous pursuit of a better spiritual culture and wealth management allocation, the people's demand for Jingdezhen blue and white porcelain artwork continues to expand. Jingdezhen blue and white porcelain artwork is a product of the continuous development of soil art and the Chinese traditional spirit of farming culture, in line with the people's need to pursue a better spiritual culture. At the same time, as it is one of the asset allocation options, Jingdezhen celadon artwork also meets the people's needs for wealth management allocation. The people's demand for Jingdezhen celadon artwork consumption is expanding, promoting the continuous development of the Jingdezhen celadon art market.

The State Council issued a document establishing the first "China Brand Day" in 2017. This represents the direction of China's transformation from a significant

economic power to an economic power and provides favorable conditions for the development of the brand economy. By establishing "Brand Day," we can better gather the strength to develop independent brands with Chinese characteristics in line with the spirit of the times and provide people with better services to meet the needs of the people's consumption upgrade. Establishing "China Brand Day" aligns with the strategic goal of "cultural strengthening." The national ministries and commissions have responded positively by introducing related policies, expanding domestic demand, promoting the development of domestic brands through supply-side reform, fostering national brands, facilitating the development of domestic cultural brands, and working to build a solid cultural nation. In addition, the State Council agreed in 2018 to create the Jingdezhen National Experimental Zone for Inheritance and Innovation of Jingdezhen Celadon Culture in Jingdezhen. The pilot zone's relevant implementation plan was approved in 2019. This provides a more favorable market environment for the development of Jingdezhen celadon artwork, and the branding of Jingdezhen celadon artwork has a bright future.

For Jingdezhen Celadon artwork "ID" problem, there is more mature traceability and anti-counterfeiting technology as a guarantee. After years of research, the Jingdezhen cultural Jingdezhen celadon traceability and authentication technology developed by Jingdezhen Celadon University in recent years is relatively mature. The technology takes Jingdezhen celadon DNA as the core to establish Jingdezhen celadon digital ID card on the blockchain, realizing the non-destructive and unforgeable association binding between digital and Jingdezhen celadon; the intelligent equipment products developed realize the intelligence and automation of Jingdezhen celadon authentication and traceability, and the traceability and authentication platform of Jingdezhen celadon created has passed the Office of the Central Committee of the Communist Party of China Network Security and Informatization Committee. For the record, this can effectively solve the problem of "anti-counterfeiting" that consumers are worried about. This provides technical support for the brand building of Jingdezhen blue and white porcelain artworks.

Research Innovation

Domestic scholars focus on the definition of the concept of consumer identity and the conception and suggestions of expanding consumer identity but pay little attention to the consumer behavior of consumer identity. This paper starts from the four aspects of consumer behavior of consumer identity, combines the theories of consumer identity and brand building, proposes a clear direction of branding research, and discusses the brand building of Jingdezhen Celadon artworks based on consumer identity.

Secondly, this paper summarizes the history of the Jingdezhen Celadon category brand and analyzes the logic of its formation and gaining consumer recognition. It is clarified that the construction of the brand of Jingdezhen celadon artwork needs to draw strength from the Jingdezhen celadon category and develop on this basis.

Thirdly, this paper adopts an empirical analysis to analyze the influence of brand building on Jingdezhen celadon artworks identified by consumers, further analyze the value of the brand building, and provide references and suggestions for countermeasures.

Limitations of the Study

As a ceramic commodity with cultural value, Jingdezhen blue and white porcelain artwork has a variety of forms of expression, and this paper does not analyze the specific characteristics of the diverse forms, there is a lack of comprehensive and targeted limitations. At the same time, the branding of Jingdezhen blue and white porcelain artworks in China has been developed for a relatively short period of time, and the market is still immature, so there is a certain difficulty in the collection of relevant information, data inquiry and relevant materials mining, etc. Coupled with my limited research level and ability, the research on the branding of Jingdezhen blue and white porcelain artworks based on consumer recognition is not comprehensive or lacks depth of analysis. The data sources in this paper are mainly obtained through questionnaire research, and the data obtained are highly subjective. Future research can further collect the corresponding annual financial data for the actual financial data changes of the enterprises, so that the research data and research conclusions can be more objective.

Hypostasis

In the face of the rising consumption level of Chinese consumers, the brand of Jingdezhen celadon artwork is facing the opportunity brought by the upgrading of consumption, riding on the east wind of the country's brand economy and relying on the construction of the Jingdezhen National Experimental Zone of Celadon Culture Inheritance and Innovation, it is the right time to conduct brand building research. Based on this, the following hypothesis is proposed in this paper.

Hypothesis 1: Consumer identification has a positive impact on brand

Hypothesis 2: Branding has a positive impact on consumer identity

Hypothesis 3: Consumer identification has a positive impact on artwork branding

has a positive impact on artwork branding

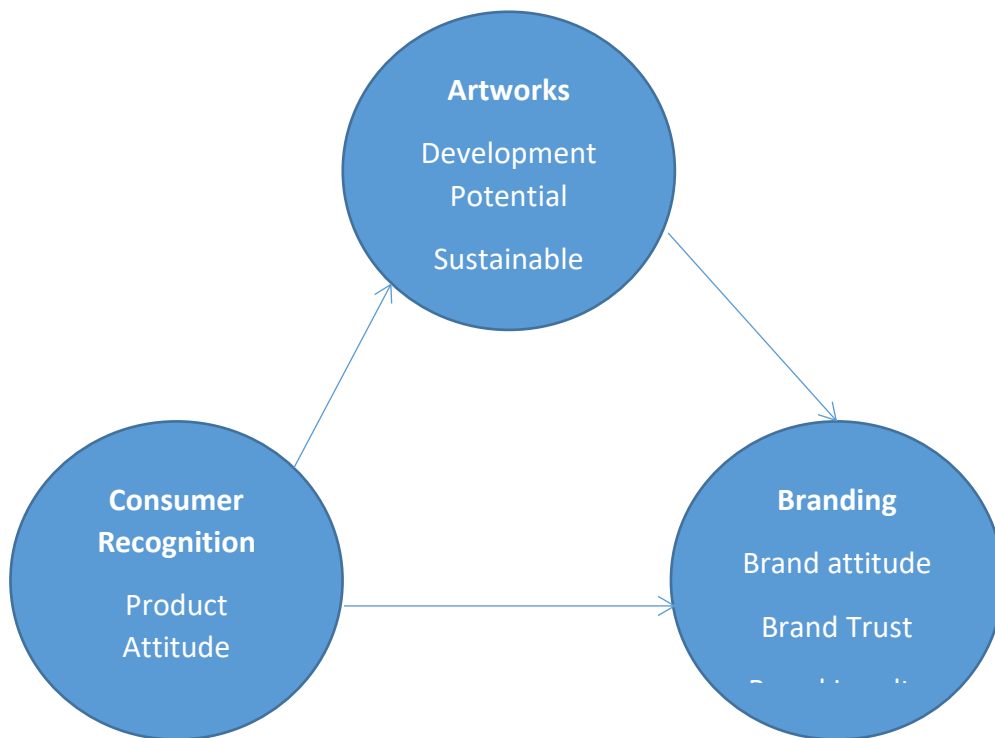


Figure 3-1 Research model architecture diagram

Research Subjects

The questionnaire survey was conducted from September 20-27, 2022, a week-long period. The research object is not limited, mainly to analyze the attitude of consumers of different ages, education, and positions. In order to complete the research of this paper, this questionnaire summary issued 500 copies, with the final recovery of 488 copies. The recovered questionnaires are valid, so the recovery rate is 97.6%.

Research Methodology

Questionnaire method: According to the research factors of this paper, questionnaires were designed and distributed online to understand consumers' perceptions of the Jingdezhen Celadon brand and other situations to provide data support for the research of this paper.

Empirical analysis method: SPSS software is used to analyze the statistical data to pearl research hypotheses proposed in this paper, and the data obtained are verified and analyzed to verify whether the hypotheses proposed in this paper are valid and to provide reference and reference for the subsequent countermeasure suggestions.

Research findings

The literature review and qualitative analysis of the study found that companies can build their brands based on consumer identity. Brand building based on consumer identity has an important impact on the development and operation of the enterprise itself; it not only determines the future direction of the enterprise but also influences the strategic decisions and implementation measures of the enterprise in the present, and it is closely related to the internal management and operation of the enterprise. Through the analysis of hypothesis verification, the study found that the brand building of artwork based on consumer identity contains three dimensions: product attitude, purchase intention, and perceived quality, and the brand building of corporate consumer identity positively and significantly affects the development potential of the brand.

Second, in addition to consumer-based branding, there is also consumer identity-based artwork branding, which can enhance the development potential of artwork, ensure its sustainable growth, increase investment in artwork, and thus gain market advantage. Through quantitative research, the study found that consumer identity-based artwork branding contains four dimensions: brand attitude, brand trust, brand loyalty, and brand identity and that branding has a positive impact on consumer identity and consumer identity has a positive impact on artwork branding.

5.2 Suggestions for Countermeasures

5.2.1 Play the role of brand building stakeholders

Based on consumer recognition of Jingdezhen blue and white porcelain artwork, brand building is never subject to compete alone and can be successful, but need "time and place, people and" all aspects of synergy. In Jingdezhen blue and white porcelain artwork brand building, the enterprise is the main body of the brand building, but it also can not be separated from the role of other stakeholders.

1) Role of enterprises in branding Jingdezhen blue and white porcelain artwork

Then Brand building lies in the establishment and management of brand assets. As the owner of the brand, the enterprise is the main body that builds brand assets and plays the leading role in the construction of the brand.

In Jingdezhen Celadon artwork branding, the choice of relevant brand elements directly affects the consumer's perception of Jingdezhen Celadon artwork brand around the change of brand equity. When companies focus on Jingdezhen blue and white porcelain artwork brand "quality" element, it is natural to strengthen the importance of the quality of Jingdezhen blue and white porcelain artwork. The quality of the brand's products could improve and gradually become a quality product, directly affecting the consumer's perception of the brand. When the quality of the brand products is guaranteed, consumers for the brand will have "excellent quality," "excellent workmanship," "exquisite

design, "outstanding quality," and a series of positive value cognition so that the brand in the consumer's psyche gradually build a trustworthy image. It can help the brand continue to increase brand equity. Nevertheless, when companies ignore the "quality" element of the brand, the quality of brand products will continue to decline. Consumers will gradually form the perception of "jerry-built," "shoddy", "indiscriminate," and so on, which will negatively affect the brand image and thus continuously cause harm to the brand equity. The brand equity will be hurt.

At the same time, the choice of brand elements will also have a direct impact on the brand positioning. When branding Jingdezhen celadon artwork, if the company chooses "innovation" as the main element of the brand, the company will undoubtedly continue to improve the ability to innovate, strengthen the investment in product development and innovation, will continue to produce innovative Jingdezhen celadon artwork. When consumers continue to buy or learn about innovative Jingdezhen blue and white porcelain artworks from the brand, consumers will gradually form the brand's innovative and pioneering cognition in their minds. When consumers want to buy innovative and unique Jingdezhen celadon artwork, they will give priority to the brand, making the brand stand out from the market, forming an innovative brand image of Jingdezhen celadon artwork in the market, which directly affects the brand's brand positioning and has a role in promoting brand building.

Furthermore, in the Jingdezhen Celadon artwork brand building, enterprise for Jingdezhen Celadon artwork brand marketing communication mode and the marketing plan choice will also directly affect the construction of the Jingdezhen Celadon artwork brand. When the enterprise, in the brand marketing communication channel selection, if one chooses to focus on online communication, then consumers will be able to move through the network and other online ways to understand the relevant brand information, and the brand's consumer base will be more from the people who are good at online activities.

And when companies communicate online, their marketing programs are usually targeted and focused, which will also have a direct impact on the brand. For example, when the marketing plan is designed to focus on the characteristics of the users of the "Jitterbug" platform, then the "short duration," "fast pace," "brainwashing," and "spreading" type of marketing programs are more suitable for the "ShakeYin" platform. Such marketing programs will attract more "ShakeYin" users for the brand, and the brand's consumer composition will change intuitively, thus affecting a brand building.

It can be seen that the daily business activities of enterprises can directly affect the brand. Different business choices have different impact on consumers. Therefore, the enterprise is the absolute protagonist in the Jingdezhen porcelain art brand building. Every move will affect the consumer's perception of the brand and its direct role in brand building.

2) *Government's role in guiding and supporting the branding of blue and white porcelain artworks in Jingdezhen*

The current vigorous development of the socialist economy with Chinese characteristics is inseparable from the government for the government with a purpose. In the context of the socialist economy with Chinese characteristics, the branding of Jingdezhen blue and white porcelain artwork cannot be carried out without the government's support and guidance, mainly in the following aspects.

a) *Guide support brand protection*

The government can guide and support the protection of the Jingdezhen blue and white porcelain artwork brand through the "invisible hand." On the one hand, the government supports brand building to raise the brand awareness of enterprises. Moreover, relevant policies and regulations support enterprises to protect their legitimate brand rights and interests and thus reduce the harm caused by bad behavior in the market to the brand. On

the other hand, by guiding consumers, the government guides consumers to establish brand awareness so that consumers gradually form a consumer concept conducive to brand protection.

This is conducive to creating or building a harmonious relationship between the brand and consumers, forming a virtuous circle, and promoting the construction of the Jingdezhen Celadon artwork brand. Moreover, the government can use resources to guide all relevant parties to more actively and rationally develop a brand protection program for Jingdezhen celadon artworks in line with the actual development of China's market economy, add new development vitality to the Jingdezhen celadon artworks market, guide the Jingdezhen celadon artworks market to develop in a more scientific and sustainable direction, and guide enterprises to build a Jingdezhen celadon artworks brand in line with socialist values.

b) Financial and policy support for start-up SMEs

By providing direct financial investment or policy support to the Jingdezhen Celadon art market, the government can, to a certain extent, help start-up SMEs to gain a better foothold in the market and increase their motivation to build the Jingdezhen Celadon art brand. By providing a series of policies to support the Jingdezhen Celadon artwork brand, the government can save the costs associated with brand building for start-up SMEs, facilitate the business activities related to brand building for start-up SMEs, and provide more convenience for the construction of the Jingdezhen celadon artwork brand for start-up SMEs. Moreover, the government's financial and policy support is conducive to the healthy development of the Jingdezhen celadon art market, providing "fertile ground" for building more high-quality Jingdezhen celadon art brands.

c) Guide the development of price and quality standards system in line with the needs of social development

The government has a natural advantage over enterprises, as it often has a longer-term vision and a broader perspective. Moreover, it can be a more robust integration of resources, the ability to play a variety of aspects to complement each other's strengths and weaknesses. In constructing the Jingdezhen blue and white porcelain art brand, there is no way around establishing the price and quality standard system for Jingdezhen blue and white porcelain art products. Establishing a price and quality standard system for Jingdezhen celadon works of art will inevitably affect a wide range of market participants and involve the distribution of related interests. Usually, the price and quality standard system developed by a single party or part of the participants is often obviously biased, lacking fairness, and not in line with the needs of social development. Only under the guidance of the government's participation in the organization can all participants better negotiate, with a long-term perspective, the development of Jingdezhen celadon artwork price and standard quality system so that we can gradually build up the Jingdezhen celadon artwork price and standard quality system in line with the needs of social development.

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