

Title	Brand Construction of Jingdezhen Blue and White Porcelain Artworks Based on Consumer Identification
Name	Shen Yujie
Advisor	Dr.Kanokros Sudprapai
Degree	Master of Business Administration
Year	2023

Abstract

The objectives of this research were: 1) to study to the development of the economy, people's living standard has improved dramatical. 2) to analyze consumption has also been upgraded, consumers' demand for spiritual culture has been increasing 3) to propose the 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.

The research results revealed that: 1) Consumer identity has a significant impact on artwork branding 2) Branding can drive the sustainable development of artwork. 3) Consumer identity is an important influencing factor for brand building. 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

Keywords: consumer identity; artwork; brand introduction