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Media City: A Study of "must-visit " City Brand Communication in the Perspective of Media pilgrimage

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Abstract:
With the popularity of social media platforms, popular check-in videos have become a new focus, affecting user gaming behavior. This article takes "Zibo Barbecue", "Southern Little Potato" and other tourist cities as the background, and uses audience survey and in-depth interview methods as the main research methods to conduct a detailed study on how watching internet celebrity check-in videos affects user decision-making behavior and triggers media pilgrimage, thereby achieving co-creation of urban brand value. We have found through research that internet celebrity visit videos act on audiences through popular topics and internet buzzwords, causing them to develop a herd and verification mentality, which in turn affects user behavior. This phenomenon is more pronounced among young people. By sharing user check-in behavior records, the value co-creation of urban brand communication has been achieved.

Keywords:
Visit video; Media pilgrimage; Urban Brand communication; Value Co-Creation

1 Introduction

In 2023, cities, such as Zibo and Harbin, have become internet famous cities"Zibo barbecue", "southern small potatoes" and other related words have quickly become topics for online discussions.As a result, many media influencers, internet celebrities have gone to these cities to play and share their check-in videos and experiences on social media. This type of video has attracted the attention of many users, and we have observed that many netizens are also influenced by the internet celebrity effect to visit, visit the same scenic spots and cuisine, share and comment on their social media platforms, and continue to generate heated discussions. This phenomenon has become a new way for city brand communication. Unlike previous city promotions, under the trend of "visit fever", users spontaneously go to tourist destinations to play and shoot relevant pictures and videos to share on social platforms, constantly attracting new audiences to visit and share, thus forming new promotional momentum. We are curious about this: why do users spontaneously participate in this "visit" behavior? What impact has the "visit" videos of media influencers, internet celebrities had on user behavior? Has the promotion method of this internet celebrity visit video played a role in promoting the city's brand?

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2 Literature Review

The theory of media pilgrimage is developed by British scholar Nick Kurdry based on Victor Turner's explanation of the concept of "pilgrimage". In his book "Media Rituals: A Critical Perspective," he provides a detailed overview of media pilgrimage. Turner sees pilgrimage as a symbolic journey, and people participate in the pilgrimage process with respect and anticipation for the city. Kurdri believes that media pilgrimage specifically refers to traveling to important locations in media narratives. At the same time, value not only comes from producers, but is built on the basis of consumer participation, created jointly by producers, consumers, and other relevant stakeholders, that is, value co creation.

2.1 Literature review on Value Co-creation Theory

The value co-creation theory was proposed by C K. Prahalad and Gary Hamel proposed the value co-creation theory in an article titled "Core Competencies of Enterprises" published in the Harvard Business Review in 2004. The main idea of the value co-creation theory is that the relationship between enterprises and consumers is no longer a simple supply-demand relationship, but a relationship of co creating value. The value co-creation theory emphasizes that value not only comes from producers, but is built on the basis of consumer participation, created jointly by producers, consumers, and other relevant stakeholders.

Chinese scholars have conducted extensive research on the consumer perspective of value co-creation. They believe that value co-creation mainly involves all stakeholders in the value system based on the same value proposition, sharing resources and continuous cooperation to achieve value goals, ultimately sharing results, and then interacting and feedback to improve cooperation, entering a new round of value creation and acquisition. With the technological development of the new media era in recent years, value co-creation has begun to emphasize the value embodiment between the subject and the user. Zhang Chao and others proposed the concept of a digital innovation ecosystem in "Theoretical Construction and Future Research", believing that in the context of the digital era, new technologies can enhance the correlation between subjects, strengthen the collaborative symbiotic relationship between subjects, and enhance the logic of co creating value. Although new technologies have emerged to enhance co-creation value in this era, there is still relatively little research on how this mechanism achieves value co-creation through the interaction of network users in urban communication.

2.2 Literature review on the phenomenon of "visit"

The term "check in" originally refers to the act of swiping a card to record one's attendance during commuting. Nowadays, the extended meaning of "checking in" on the internet is the act of taking photos or short videos immediately after arriving at a place or owning something, and uploading them to social media platforms to share with others. Chen Jiyou proposed in the article "Research on the Symbol Communication of Online Red Clock Places - Taking Douyin as an Example" that in a broad sense, check in refers to a behavior of recording daily life or participating in things that many people are passionate about, and leaving traces of participation on social platforms, which can be in the form of random combination of pictures, words, videos, positioning and other forms. Wu Chenyue proposed a definition of "check-in destination" in her book "Media pilgrimage□ A Study on the Inner Generative Logic of Short Videos for" Tourism visit ". She believes that"

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visit destination "is a media landscape derived from the consumption of internet celebrity culture, and" visit fever ", as a current cultural phenomenon, affects people's cognition, choices, and consumption under the collective participation of the masses.

2.3 Literature review on Urban Branding

Professor Kevin Lane Keller from the Fuquay School of Business at Duke University in the United States, in his book "Strategic Brand Management," defines a city brand as: "Just like products and people, a geographical location or a certain spatial area can also become a brand. Domestic scholars interpret the characteristics of a city brand as urban elements. Li Chengxun believes that a city brand is not created out of thin air, but has a rich foundation in history and reality, that is, a city brand is formed through a combination, summarization, abstraction, comparison, and screening of many elements such as historical roles, cultural heritage, cultural customs, industrial advantages, economic strength, and similar geographical features." Research on Modern City Brand Image Shaping and Communication by Tang Cancan. The book proposes strategies and communication channels for shaping urban brand image in the new era, and points out that urban brand is the core content of current urban marketing. In order for a city to stand out in the increasingly homogeneous competition, it must fully demonstrate its advantages and uniqueness, and give people a clear overall image.

In the new era, urban brand communication places more emphasis on using more diverse media as carriers. Although there have been many studies on urban brand communication in the context of the new era, most of these studies focus on urban elements and emphasize the impact of the construction and promotion of "urban elements" using various media as carriers on urban brand communication in the new era. There is relatively little research on the impact of internet users on urban brand communication from the perspective of users.

2.4 Question raising

The article will start from the theory of media pilgrimage and explore why netizens engage in "card style" pilgrimage behavior? What impact does the level of love among netizens for media influencers such as internet celebrities have on their pilgrimage behavior? Can this influence and behavior achieve co creation of urban brand value?

3 Research methods

This article adopts the research methods of audience survey and interview to attempt to answer the above questions.

3.1 Assumption Establishment

Based on the questions raised earlier, propose corresponding hypotheses:

H1: Watching internet celebrity visit videos has increased user engagement in related topics (search, like, share, participate in discussions, self-disclosure and presentation)

H2: Watching popular visit videos has improved users' understanding of destinations

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H3: Watching popular visit videos has increased user favorability/attitude towards the destination

H4: Watching internet celebrity visit videos increases users' intention to go to their destination

To prove the hypothesis, this study used a questionnaire survey method.Select representative samples based on the questionnaire results to further analyze the reasons for their occurrence.

3.2 Sample selection

This survey conducted proportional sampling. As of December 2020, the age structure of Chinese netizens showed that the proportion of netizens aged 20 to 29, 30 to 39, and 40 to 49 was 27.9%, 20.5%, and 18.8%, respectively. The matched sampling based on this data. Due to the fact that this article is studying the impact of internet celebrities on the group, and considering that there are significant differences in social media usage habits among users of different age groups, the impact received when watching internet celebrity visit videos varies. Therefore, we used a proportional sampling method to select survey samples in the study, in order to facilitate the discussion of the differences in the impact on different populations. According to the statistical report on Internet development, the 20-49 age group is the main group of Internet users.

A survey was conducted on the impact of popular check-in videos on user travel decisions. A total of 220 samples were collected during the questionnaire distribution. Nearly 50% of the samples in terms of gender are females, and nearly 50% of the samples are males; Among them, 78.18% are aged between 20 and 49, and 21.82% are aged under 20 and 50 and below. More than 60% of the samples use social media platforms and follow online celebrities on the platforms. The social media platforms they use are mainly Douyin, Xiaohongshu and Weibo; More than 50% of the samples have watched videos similar to "visit" games posted by internet celebrities on social media platforms. This shows the behavior of users using social media platforms to watch visit videos.

The questionnaire survey results have shown a correlation between watching popular check-in videos and user engagement, cognition, attitude, and intentional behavior, but the causal relationship between the two cannot be determined. This study determined the causal relationship between the two through further interviews with highly representative samples. In the collected samples, we selected 11 representative samples from different age groups for interviews, and conducted in-depth interviews on the reasons for the impact and psychological changes.

3.3 Research process

This study created a questionnaire in the form of Questionnaire Star; Based on the results of the survey questionnaire, representative respondents were selected for in-depth interviews to further study how the impact of visit videos on user decision-making is generated. This study selected 20 representative interviewees from a questionnaire sample aged 20-49 to conduct in-depth interviews for approximately 10-15 minutes. This interview was conducted in the form of online voice calls. In order to ensure the accuracy of the interview content, the voice calls were recorded and we promise to firmly protect the personal privacy of the interviewees and never disclose them.

The variables in this article include the independent variable - watching internet celebrity visit videos, and

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the dependent variable - user decision-making influence. The decision-making influence was subdivided into four dimensions: participation influence, cognitive influence, attitude influence, and behavioral intention influence. The measurement of the impact of participation refered to the scale of Leckie et al; The measurement of cognitive influence and attitude influence refered to the scale of Voss et al; The measurement of the impact of behavioral intention refered to Böttger's scale. The dependent variable related items are shown in the table below:

Table 1 Dependent variable related measurement items

Dependent variable	Structural plane	Number	Measurement items	Scale source
User decision impact	Participation Impact	PA1	I want to know the destination in the popular check-in video	Leckie, Nyadzayo, and Johnson (2018)
		PA2	If I see videos about popular check-in destinations, I will go and watch them	
		PA3	I will learn about content related to popular check-in destinations on social media platforms	
		PA4	I will talk to others about the content of the popluar check-in destinations	
	Cognitive impact	IN1	The internet celebrity video provided me with relevant information about "check-in" destinations	Lou et al 2020; Voss, Spangenberg, and Grohmann (2003)
		IN2	Internet celebrity videos have provided me with useful information on "check-in" destinations	
	Attitude influence	AT1	I think the destination of the popular check-in video is very interesting	
		AT2	I think the destination of internet celebrity check-in videos is enjoyable	
		AT3	I think the destination of internet celebrity check-in videos is exciting	
		AT4	I feel relaxed when I watching celebrity check-in videos	
	Behavioral intention influence	BE1	After watching the popular check-in video, I want to go to my check-in destination	Böttge
		BE2	After watching the popular check-in video, my interest in the destination increased	
		BE3	After watching the popular check-in video, I have the motivation to go to my destination	
		BE4	After watching the popular check-in video, I have an impulse to go to the destination	

The first part is about the core content of this study. Based on the results of the survey questionnaire, conduct an in-depth study on the reasons for the impact of internet celebrity visit videos on user decision-making, and investigate the psychological changes of users from watching videos to developing visit intentions and behaviors. The second part is mainly about preparing for issues that may involve deep excavation. In response to user perceptions of popular visit videos, this study delves into the social connection between popular visit videos and users, and further analyzed the value impact of visit videos from the user's perspective.

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4 Holy Land Video Marketing: Enhancing User Participation in Destination Topics

The visit videos of internet celebrities have a significant impact on user engagement in destination related topics, specifically reflected in the influence of internet celebrities using visit video content to create traffic topics on user engagement. According to the results of the survey questionnaire data, in terms of participation, PA2 and PA3 show a significant positive correlation with video viewing frequency and completion, with correlation coefficients of 0.174, 0.179, and 0.196, 0.137, respectively. PA4 shows a significant positive correlation with video viewing frequency, with a correlation coefficient of 0.232. There is a significant correlation between internet celebrity visit videos and user engagement. However, this result only proves the correlation between watching internet celebrity visit videos and user engagement, so we will explore the causal relationship between the two in depth through interview methods.

When we further investigated the causal relationship between watching internet celebrity check-in videos and the impact on user behavior, we were pleasantly surprised to find that most of the thoughts and attention of users towards their destinations were generated after watching the visit videos, and more than half of the interviewees reported that they rarely paid attention to tourism related videos on social media platforms before watching the check-in videos. The interviewee's response to the causal relationship between the impact of internet celebrity visit videos on user behavior supports my idea:

"I didn't really know about some cities before, or even heard of them. Some time ago, when I opened the Douyin brush video, it was all online red card punching Zibo BBQ. Only then did I know that Zibo BBQ was so hot and so many people went to play, I began to know about this city." (S1)

"Last winter, wasn't Harbin very popular? During that time, when I clicked on the video comment section, there were all 'Southern Little Potatoes' under it." (S1)

I think it's because the videos of internet celebrities use words and topics that are in line with modern people's internet preferences to showcase the relevant content of their destinations. These words and topics can be very brainwashing and gradually become a popular trend. You will feel that videos with relevant content can be viewed on various social media platforms, arousing your interest. You will unconsciously follow and understand them, as if you can keep up with the times and be in a popular topic. (S1) This proves that hypothesis H1 is valid.

4.1 Agenda setting: Constructing destination topics and media "holy sites"

To attract users to participate in discussions, internet celebrity visit videos need to first explore the value of check-in destinations, set agendas for related topics, create marketing hot spots, and then form a media "holy land" in dissemination. In the agenda setting of the destination, provincial and municipal new media use product thinking and marketing concepts to create hot topics and topics, making the destination a product with clear market and user positioning. Taking Zibo as an example, Zibo manufactures hot products through barbecue, and uses unique barbecue modes, eating methods, and affordable prices to form a topic, constructing the agenda that Zibo is a "barbecue holy land".

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4.2 Creating a sense of network: the "pan entertainment" and "popularization" of social media platforms

On the basis of setting the agenda for the holy land, the destination topic needs to be beautified through popular visit videos to become a traffic topic that most users are willing to pay attention to. In the information age prevalent on social media platforms, information transmission has become simple. On such social media platforms with public participation, topics can generate widespread discussion and explosive dissemination in a short period of time, becoming hot topics. The impact of online hit card video on user participation is to use this feature to build an entertaining and populist topic, enhance the user's sense of experience and affinity, and shorten the distance with users. The most representative social media platform is Douyin. Douyin's platform attributes are entertainment and civilian-oriented, and it has a huge user base□which provides a good foundation for the spread of traffic topics. When the content of clocking in forms funny jokes and hot topics under the decoration and packaging of online celebrity videos, and enters the eyes of users repeatedly under the recommendation mechanism of the Douyin platform in a relaxed and entertaining style, hot traffic topics are formed under the condition of increasing attention, and more and more users are encouraged to participate in the discussion of related topics. Driven by this traffic model, Zibo Barbecue quickly became popular across the entire network, becoming a topic of traffic and gaining a great deal of user participation.

4.3 Value Co-Creation: Interaction between Internet celebrity visit videos and users

The interaction between users and internet celebrities is an important manifestation of how internet celebrity visit videos affect user engagement. Users can participate in discussions on topics related to popular visit videos and give them likes, comments, and shares, which can be seen as interactive feedback. The communication and interaction between users and producers are a prerequisite for value co creation. The open information sharing mechanism on social media platforms reduces the cost of communication and interaction between both parties and promotes communication between users and video content producers. While this interactive video producer, related destinations, and topics provide popularity, users also obtain effective information about related destinations and provide feedback, allowing video content producers and consumers to trust each other, exchange production information in a timely manner, and promote the generation of co creation value.

5 Persuasion of internet celebrity videos: the driving force for visiting internet celebrity check-in destinations

The research data results show that in terms of behavioral intention, BE1 shows a significant positive correlation with video viewing frequency, with a correlation coefficient of 0.135. BE2 shows a significant positive relationship with video viewing frequency, with a correlation coefficient of 0.146. BE3 shows a significant positive correlation with video viewing frequency, with a correlation coefficient of 0.180; In addition, according to the interview results, one-third of the interviewees expressed emotional resonance: "The barbecue presented in the video looks really delicious, they describe it as very tempting, and those who like to eat barbecue really want to go to Zibo." (S4) "I heard that Zibo's barbecue is very cheap." (S4) "Many of my friends have gone to Harbin to play in the snow, and many are the first time they have seen snow. I also really

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want to go because I am from the south and have not seen snow yet." (S4) Based on the results of the survey questionnaire and interview, hypothesis H4 is valid.

5.1 Precise positioning of user preferences

The precise positioning of user preferences in the content of popular visit videos is the key to influencing user behavior intention. Rhetoric in communication studies can be seen as the use of certain techniques to persuade people, with a focus on language modification in communication. Rhetoric fully utilizes the art of language, emphasizing the skills of oral communication, accurately positioning audience preferences, and in the process of describing and modifying, "tailoring the medicine to the case" presents the appearance of audience preferences. The impact of internet celebrity visit videos on user behavior intention is achieved by accurately matching user preferences, making the audience love and expect, and generating behavior. Taking Zibo Barbecue as an example, in the videos of internet celebrities visiting Zibo Barbecue, they often use words such as "externally charred and inwardly tender", "making a sizzling sound", and "melting at the entrance" to modify the atmosphere and visual impact of the mood particles, presenting the viewers' imagined taste preferences for barbecue, and enhancing their intention to go to Zibo to taste barbecue.

5.2 The combination of emotional and rational appeals

In addition to the application of rhetoric, the presentation of popular visit videos also utilizes emotional and rational appeals. Emotional demands satisfy users' beautiful associations with check-in destinations, guide them to resonate, increase the humanization of check-in destinations, and give users a sense of familiarity, while rational demands satisfy users' gaming needs for check-in destinations. Taking Zibo Barbecue as an example, internet celebrities convey the excellent taste of Zibo Barbecue in their check-in videos. The local barbecue owners in Zibo are friendly and enthusiastic, and the "down-to-earth atmosphere" of Zibo Barbecue gives people a warm feeling. This creates a beautiful association between Zibo and Zibo Barbecue among users who watch the video and participate in the conversation, satisfies their emotional needs, and resonates with others, triggering their intention to go and check-in. At the same time, in addition to emotional promotion, the popular visit videos also highlight the objective situation of Zibo barbecue, such as its cheap price, fresh and unique eating methods, and good local service. This satisfies users' demand for delicious food and comfortable services at affordable prices, helping them make better judgments on relevant content and enhancing their intention to go to Zibo. Internet celebrity visit videos achieve the best effect of "reasoning and emotion" by combining emotional and rational demands.

6 Media pilgrimage behavior: the subjective initiative of users

The impact of internet celebrity visit videos on user behavioral intentions can also have an impact on their actual behavior, with this behavior being more pronounced among young people. In order to further investigate whether internet celebrity check-in videos actually affect user behavior, the author focused on asking whether visit behavior actually occurred during the interview. From the interview results, many interviewers said that the clocking in really happened: "I want to know whether (Zibo barbecue) is really so delicious, so I went there, and it was really good" (S5) "In fact, this kind of visit video is quite suitable for young people's tourism mode, especially college students. The" special soldiers "type of visiting and playing is particularly

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common, and college students see this kind of video after the" special soldiers "type of tourism trend, feeling more like a tourism strategy. I went to Zibo with my classmates to refer to the recommendations in the video... We also took our own tour vlog and uploaded it to Little Red Book." (S5)) In conclusion, it is assumed that H5 is established.

6.1 "Check in" Play: An Important Reason for Young People's Check in Behavior

Internet celebrity visit videos not only have a behavioral impact on users in terms of content, but also have an impact on young people's gaming behavior in terms of gameplay modes. In recent years, more and more young people have pursued a special forces style gameplay, which originated from popular check-in videos. Special forces tourism is a new way of traveling that has emerged among young tourists, which involves visiting as many scenic spots as possible with minimal time and cost.

The reason why young people engage in this kind of check-in behavior is that shooting popular check-in videos is very in line with the modern way of traveling that young people love. The popular check-in video showcases the scenic spots of the destination, indirectly providing young people with a travel guide for the destination, stimulating their motivation to visit. Young people are willing to imitate internet celebrities in filming videos, and their visit videos promote the occurrence of young people's visit and play, which has an impact on their behavior.

6.2 Media pilgrimage stimulates users' verification psychology and reconstruction behavior

Users may associate their visit destination with the video content of internet celebrities, which not only satisfies them with online viewing, but also leads to ideas for verification and the user's media pilgrimage behavior. The emergence of this idea stems from the expectations of users for their destination after watching popular visit videos, which stimulates their initiative to choose. Users will decide to engage in pilgrimage behavior based on their own needs and the unique impression of the destination displayed by the media. In this process, users develop a curiosity about the check-in destination, so this verification behavior is also a manifestation of media meeting user needs.

In addition, media pilgrimage behavior also stimulates users to reconstruct destination symbols and symbolic meanings. During the process of media pilgrimage, users will verify the content conveyed by the media, self evaluate and interpret the relevant content conveyed by internet celebrity check-in videos, and then construct their own understanding of the symbols and symbolic meanings of check-in destinations based on pilgrimage behavior. These understandings, through secondary dissemination on social media platforms, may change others' interpretation of visit destinations and even lead to media pilgrimage behavior.

6.3 User's "production" and "sales" support the dissemination of urban brands

Users' sharing and feedback of clocking experience after Hajj reflects the participatory culture and value co creation of city brands in the Internet era. In the era of intelligent communication, the identity of the audience has departed from traditional models and exists in the form of users who integrate production and sales. The integration of production and sales emphasizes that users are not just simple consumers, but also play the role

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of producers, emphasizing the changes in user needs and the enhancement of initiative. In addition to triggering user visit behavior, internet celebrity check-in videos also stimulate users to spontaneously create and share their visit videos on social media platforms.

The user's visit video realizes an interactive feedback for watching internet celebrity visit videos, in which media producers and media users jointly create the value of the visit destination in this interaction. The user's needs are met during the check-in process, and their subjective initiative is fully utilized to share and exchange information on their visit experiences on social media, participating in value co creation. Provincial and municipal level integrated media consider cities as brands and visit destinations as a product in the "holy land" agenda setting. Users who integrate production and sales create urban value through feedback interaction, and in the process of co-creating production and sales value, they achieve the dissemination of urban brands and achieve the goal of promoting urban brands.

7 Conclusion

The research conducted a theoretical study on the phenomenon of users visiting and playing in popular cities through audience surveys and in-depth interviews, attempting to explain the reasons for this phenomenon and answer the mechanism of the impact of internet celebrity visit videos on user decision-making behavior, leading to media pilgrimage and value co creation. Through research, it has been found that hypotheses H1,H4 and H5 hold, while H2 and H3 do not. This is mainly because the questionnaire failed to clarify the meaning of the items in cognitive influence in the Chinese context when converting English scales, did not accurately distinguish the expressions between option items, and the data did not support hypothesis proof. There are still shortcomings, and in subsequent related research, more attention will be paid to issues such as semantic translation of scales.

In short, internet celebrity visit videos have promoted the development of China's tourism industry to a certain extent. However, due to the complex conditions involved by the internet environment and internet celebrities themselves, internet celebrity visit videos may also provide users with false advertising and marketing that does not match their actual destination. Therefore, the platform needs to strengthen the supervision of this type of video, and users also need to improve their identification ability.

However, this study did not provide a comprehensive and in-depth understanding of how provincial and municipal level integrated media construct urban topics. In future research, researchers may need to pay more attention to how provincial and municipal level integrated media construct urban topics, as well as expand the research and practice of the role and influence of provincial and municipal level integrated media in urban brand communication.

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