

STUDY FOR PERSONAL BRANDING STRATEGY ON SINA WEIBO:

A CASE STUDY OF XIJINGMUDAN



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A CASE STUDY OF XIJINGMUDAN



Yiting Jiang

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**Title: STUDY FOR PERSONAL BRANDING STRATEGY ON SINA WEIBO: A CASE
STUDY OF XIJINGMUDAN**

Author: Mr. Yiting Jiang

Independent Study Committee:

Advisor


(Asst. Prof. Dr. Tiwa Park)

Field Specialist


(Asst. Prof. Dr. Patama Satawedini)


(Suchada Chareanpunsirikul, D.B.A.)

Dean of the Graduate School

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ABSTRACT

The main purpose of this study is to explore the personal brand strategy on Sina Weibo, taking Xijingmudan's strategy of building a personal brand as an example.

This paper uses a qualitative content analysis method to analyze 50 original videos and 110 original pictures provided by Sina Weibo of Xijingmudan. The results show that the personal brand construction of Xijingmudan is divided into three stages: establishing a personal brand, implementing a personal brand and maintaining a personal brand. Through the analysis of empirical materials, it is found that there are three strategies corresponding to the video content of Xijingmudan: 1. Establish a clear brand image and identity; 2. Increase brand meaning and competitive advantage; 3. Interact with the audiences. Moreover, the key elements presented in the relevant content are also indispensable, such as name, symbol, performance style, props, femininity, etc.

Based on these findings, this study proposes a personal brand strategy model of Xijingmudan, which shows that it is a complex and long-term process to build a personal brand on Sina Weibo. In this process, all elements of brand development need to be configured and arranged to create a strong and comprehensive personal brand. Therefore, this research has a certain theoretical contribution and guiding significance to the personal brand building of Sina Weibo.

Keywords: Xijingmudan, Internet celebrities, Personal branding strategy, Sina Weibo

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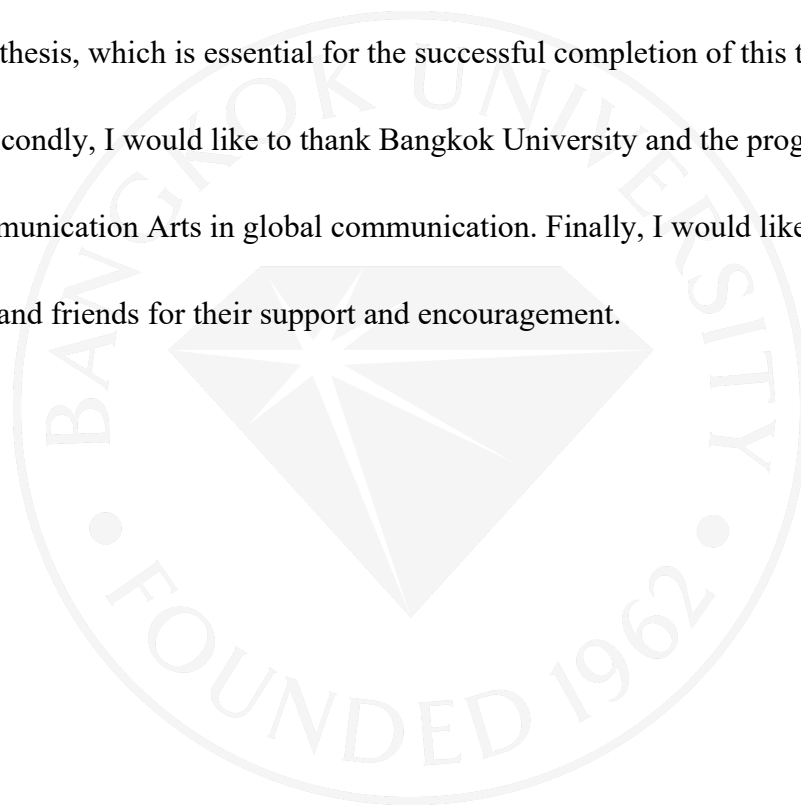


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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

Under the background of technology progress and world integration in today's environment, people are under great pressure in their lives, and facing stronger competition at any time, which requires people to "stand out" from the crowd and become "different" (Brooks, & anumudu, 2016; Wilbur, & Angela (2014). As an answer to this enormous pressure and strong competition, it has become a more common concept to distinguish one's own ideas from those of others. Furthermore, most personal brand literature shows that the key to career success is to build a personal brand for yourself (Philbrick, & Cleveland, a, 2015; shubhada, 2018; Keller, 2008; Susie, Lawrence, a & Raymond (2016), 2016; Cara, & Martina, 2016). Furthermore, the argument that “if you don’t brand yourself, others will” (Kaputa, 2003, cited in Shepherd, 2005, p. 590).

However, with the introduction of Web 2.0 and the concurrent rise of social media, the personal brand has evolved into a phenomenon not only unique to professionals and celebrities (Urbanová & Slind 2016). Many people began to show their lives to the public and gradually evolved into a popular career. They created a group of followers to let these people engage in their lives. This means they make

money by sharing their daily lives with others on the Internet. Internet celebrities communicate with followers of social platforms by sharing photos, uploading videos, publishing moods, writing interesting or thought-provoking words, etc. People express and display themselves in different forms, such as videos, pictures, and content, breaking through time and geographical constraints (Jing, 2019). Whatever they do, they branded themselves with character-their personalities. They create highly personalized content and use large social media platforms as a viewable tool to entertain thousands of viewers and followers, and this "highly personalized content" is what we call personal brand (Beishuo, 2018). The term "personal brand" was coined by Peters (1997), who claimed that everyone had their own brand. Therefore, every person has the right to be their own marketer. Wanwan (2017) maintain that in terms of communication effect, celebrities on the Internet have a wide range of communication, frequent interaction with audiences, and great social impact, every speech can attract a large number of audiences 'attention.

In China, celebrities on the Internet are also known as “Wanghong” (Baidu, 2019). In the past, WangHong was a derogatory term used to describe self-proud girls who lived a luxurious life through social media. They create controversial tricks by publishing photos and videos of heavy makeup and sexy body parts on social networks to attract audiences (Jiaxu, 2017). But since 2016, people's impression of China's stereotyped "Wanghong " has changed dramatically, because

there were many excellent we-media video producers on Weibo that year, they uploaded and shared satire, funny, original video content is deeply loved by netizens (Lan, 2016). At the same time, these we-media producers quickly build up a strong fan base by displaying their intense personality and different evaluations and attitudes towards various social problems in the video. It also creates its own unique personal brand elements (Lan, 2016). Wang Hong has gradually evolved into a word used to show that a person has achieved unprecedented success and attention in social platforms. More and more people begin to accept and recognize "Wang Hong" or celebrities on the Internet as a popular person, and their evaluation has turned positive and become potential customer as well. Internet celebrities are also aware of this change that "treats a potential consumer's attention as a resource" (Pedrycz and Chen, 2013), which has also derived another word "Wanghong economy", it meaning Chinese Wanghong attract the attention of Internet users, which can translate into profit through e-commerce and online advertising (Khew, 2016). For example, according to Weiran (2016), inserting an advertising video in Papi Jiang's internet video program will cost the company 22 million yuan which is about 2.5 million pounds in 2016. (Jiang Yilei, known under the nickname Papi Jiang on Sina Weibo, is a popular web celebrity). Moreover, some manufacturers have set up new brands for popular online celebrities. They will become suppliers, so that they can save marketing costs and sell products to online celebrities' followers. For example, Zhang

Dayi who a famous fashion Internet celebrity on Sina Weibo, has annual sales of her clothing brand of more than 1 million pounds (China Newsweek, 2018). Nowadays, the endorsement of celebrities on the Internet is not limited to fashion, cosmetics and other daily necessities. It has been extended to online game industry, film industry, book publishing and online courses, etc. It can be carried out as long as the celebrities matching the products are found (Wei, 2016). Therefore, the network celebrity has become huge force that cannot be ignored. This is a relatively new industry and social phenomenon, and a major trend, but what is more worthy of attention and research is the personal brand strategy behind which these network celebrities have a high reputation, so as to help those who want to establish their own brand and get the attention of specific customer groups to gain profits.

Sina Weibo commonly referred to as "Weibo", is China's largest social media platform. Weibo is often interpreted as China's Twitter or Facebook, two platforms that are blocked in mainland China. According to the report "Sina Weibo User Development Report "(Sina Weibo Data Center, 2018), the number of active users in Weibo monthly is 462 million, an increase of 70 million for three consecutive years. The platform encourages and supports users to choose whether to engage in Internet celebrities ' life independently and become their followers. By following, sharing, commenting and liking buttons, it proves to be a tool for building communication and marketing relationships. Hence, many existing celebrities choose Weibo as their main

social platform to develop their personal brand and create their own personality and attract fans' support on Sina Weibo.

Nowadays, in order to further develop, the idea of distinguishing oneself from others are becoming more and more common and urgent in the celebrity group of Sina Weibo. In response to these pressing pressures, personal brands have gained a place among professionals. Survey such as that conducted by Gandini (2016) has shown that branding yourself is the key to personal and professional success. At the same time, he also indicated that people should think about the value of their own personality brand in many ways, or how to create a personality characteristic that is beneficial to them to improve themselves. Asacker (2004) pointed out that as long as there is some dedication, including money, time and buzzwords, a person can make more money through the practice of personal brand, and even they can use the Internet and social media to influence the real world. Thus, the complementarity of social media and personal brand makes effective personalization strategies more relevant and far-reaching than ever before. For content creators (celebrities) in social media, keeping personality tags and images displayed to followers is crucial. Most people are interested in the "authenticity" of content (Wilson, 2008). Sina Weibo allows users to expose a large amount of personal details and build intimacy with followers by publishing words, photos and videos that are considered real in their daily lives, even if followers do not necessarily consciously pay attention to this

aspect when browsing social media. Meanwhile, people expect constant new content, and the expectation of high-quality works will continue to increase. Thus, the original content and marketing activities of celebrities need to be strategically managed, planned and accordingly create content that matches the expectations of followers in order to obtain and maintain a strong follower base. (Jokinen 2016). This research reflects that the establishment of a personal brand is inseparable from the content, emphasizing the use of social media to show the original content so as to create their own brand image and network identity.

1.2 Objective of Study

The purpose of this study is to find out how to build a distinctive personal brand on Sina Weibo, which is conducive to gaining fans' attention and career planning on this platform. There are many well-known Internet users on Sina Weibo, but there is little about how they discover and create their own personal brand, and how to convey effective information to followers. By studying how celebrities create their own brands through their original content to attract audiences, this paper explores whether there are any strategies to systematically build a personal brand so that people who want to engage in this industry or ordinary people can achieve success and enjoyment in social media. Moreover, to maintain and consolidate their brand stability, increase the knowledge and understanding of their movements.

According to the above information and concepts, the goal of this paper is to theorize the key elements of personal brand that celebrities have effectively used on Sina Weibo through research. Then to better understand and demonstrate the development process of the personal brand on Sina Weibo. In the context of personal brand, for the well-known network celebrities, they can stand out and be sought after by the audiences, which has shown that they have done "right" things in managing themselves and sharing content. Or in other words, although they are not necessarily familiar with brand and marketing theories, they have mastered and skilled in using personal brand strategies. Additionally, Weibo users are willing to pay for personalized content, value and cultural identity, etc., and network celebrities who are recognized by users can provide resources for consumption. Users are willing to pay for such resources (Lian, 2018). In other words, if your personal brand and content can effectively attract a large number of followers, Sina Weibo will provide you with a new way to make money. For this purpose, the research objectives expected in this paper are:

1. How do successful online celebrities create and build their personal brand via their content on Sina Weibo

Through this question, the purpose is to understand how and in what form online celebrities publish their original content on Weibo, and whether there is a pattern of specific elements in the original content. In addition, it can help us better

understand what influential opinions can be used to maintain the personal brand on Sina Weibo. And success on Weibo may have other factors, such as the quality of original content, the degree of personality, the type of topic and the degree of fit to the audience. Therefore, these factors are necessary to investigate the scope.

1.3 Scope of the Study

This research will focus on the brand strategy of celebrities on Sina Weibo. The aim is to study how a celebrity on the Internet defines their identity and shapes images on Weibo. At the same time, in order to explore how to communicate and interact with the audience, and influence the followers' thoughts and behavior in this activity, the researcher will analyze the content published, including videos, pictures, so as to understand the strategy of maintaining a close relationship with the audience. In this paper, researcher randomly selected 45 original videos and 100 original images published by Xijingmudan on Sina Weibo from 12nd August 2017 (it was the time he released his first original video) to 1st Sep 2019 to analyze his personal brand strategy.

Xijingmudan

Zhao Hong, known under the nickname Xijingmudan on Sina Weibo, was graduated from the Department of Film, Television and Drama, Sichuan Conservatory of Music.

He is one of China's most popular Internet celebrities, Weibo data ranked as the

fastest-growing short-video blogger in 2018 and also won the 2018 annual video We-Media awards (Weiboyi, 2018). Xijingmudan has more than 4 million followers up to now on his Sina Weibo, with hundreds of millions of short video clicks. Due to his high popularity, he was invited to participate in the Happy Camp, which is China's most popular variety show on August 18, 2018, which has broken through the cumulative viewing of 100 million people. It's also seen as the way he stepped out of the Internet celebrity area and was known by others, trying to make more possibilities based on his own media (Yige, 2018). DaLiu, a well-known entertainment news commentator in China comments that “His videos have completely created unique trends, built complete relationships, even relationships of all ages, and these relationships are quite complex, comprehensive and interesting” (DaLiu, 2018) , which implies that Xijingmudan’s personal brand building has been a successful and unique case, whether from the acceptance of ordinary netizens or the evaluation of professionals.

Xijingmudan's success demonstrates the audience's love for original content producers. At the same time, personal brand is practical and effective for brand strategy in communication planning and practical application. For any celebrity and their personal brand, it is an important process to discover the needs and opinions of Points-of-difference (PODs), Points-of-parity (POPs) and audiences in terms of feedback.

1.4 Research Question

The research questions were purposed as follows:

“How does Xijingmudan create and builds his personal brand via his content on Sina Weibo? and maintain personal brand development for a long time?”

1.5 Concept and Definition of Terms

Followings are the definition of terms in this study.

1.6.1 *Personal brand* refers to the conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger impact (Perosnalbrand, 2019).

1.6.2 *Personal branding strategy* is a planned process that helps individuals make conscious efforts towards branding themselves in the market with underpinned intentions of gainful employment, entrepreneurial image or celebrity like visibility (Kulkarn, 2018).

1.6.3 *Web 2.0* is a technology shifting the Web to turn it into a participatory platform, in which people not only consume content (via downloading) but also contribute and produce new content (via uploading). Web 2.0 ideas incorporate new

techniques (tagging, blogs, wikis, mashups), which are breaking the barriers between users and data-providers, by creating new and useful links among them (Ashraf and Kamaljit, 2011).

1.6.4 *Personally branded content* refers to the information published by individuals that enables them to build, communicate and promote their personal brand. (Markéta Urbanová and Thea Slind, 2016)

1.6.5 *Points-of-parity (POPs)* refers to the “reason” for providing competitive advantage and consumers to buy the brand. (Keller, 2013).

1.6.6 *Points-of-difference (PODs)* refers to the provision of "no reason not to do so" for consumers to choose a brand (Keller, 2013).

1.6.7 *Symbols refer to non-text marks in personal branding* (Xu, 2019)

CHAPTER 2

LITERATURE REVIEW

2.1 Personal Branding

In 1969, Kotler and Levy first officially put forward a new idea that a person can become a brand that can be marketed and managed. Therefore, the assumption that human beings are a brand has long been adopted in the marketing industry. In their article, Kotler and Levy discuss how to transform traditional marketing concepts from product sales to the marketing of "human, ideology, and services" (Kotler & Levy, 1969). In other words, Kotler and Levy believe that the system of marketing concept promotion and sales of products can be essentially upgraded and evolved to a higher level, including human beings, a person can actually become a so-called "product" and therefore a brand. This concept was later accepted, the evaluation and promotion were carried out. For instance, later researcher uses brand theory to conceptualize personal brands. The concept of branding is based on two main ideas: i) branding as an intermediary is used to convey information with target audiences (Chernatony, 1998), and ii) branding plays a role as a distinguishing factor from others (Roper and Fill, 2012). Nowadays, branding is usually interpreted as a way of adding value to the manufacturer and giving it a distinctive personality in the products and services it creates, that is, products and services that are different from those of other

competitors (Roper & Fill, 2012). Therefore, researcher can see that the premise of establishing a personal brand is that everyone has the power and possibility to become their own marketer. At the same time, several studies have revealed that three elements of personal brand are brand identity, brand positioning, and brand image. (Roper & Fill, 2012; Keller, 2008). Brand identity refers to what the brand can provide to the audience, which is usually interpreted as the brand's commitment to customers, and the values and personalities it represents (Roper & Fill, 2012). Brand positioning is used to distinguish itself from other competitors and to show its uniqueness and value. Brand image is often interpreted as consumers' evaluation and reputation of the brand. (Keller, 2008). Moreover, the theory of Khedher (2015) pointed out that constructed the personal branding is motivated by career advancement, for that reason, it implies that personal branding is a planned process (Khedher, 2015). Therefore, researcher will focus on and test how to create three elements of the brand when building a brand.

2.2 Personal Branding on Social Media

In recent years, with the opening of Web 2.0 tools and people's attention to social networks (SNS), it has become very important to explore their uses and evaluate their effectiveness in supporting communication, development, and revolution in various countries (Darwish & Kamaljit, 2011). The rapidly developing

technologies and applications of these tools enable people to participate and interact in the virtual world. Therefore, the core of people's online communication has changed (Darwish & Kamaljit, 2011). This means that Web2.0 transforms the Internet into a participatory platform on which Internet users can not only communicate through complex social media platforms but also contribute and produce new content by uploading. The network harnesses collective intelligence by forming communities and publishing user-generated content in large quantities. (Fournier & Avery, 2011; Ashraf & Kamaljit, 2011). In addition, social media enables everyone to create their own "profiles" on various websites, through which they can show themselves to a wide audience (Holt, 2016). This can be understood as a way for early users to establish their personal brand identity. In fact, Labrecque, Markos & Milne believes that in the context of the national network, personal brand identification relies on self-presentation, because unique personal identity is created in the use of social networking tools, blogs, and personal web pages. In other words, social media can make personal brands more relevant and effective. (Labrecque, Markos & Milne, 2011). For example, politicians, celebrities, professionals in various fields, even teenagers on social media such as Facebook and YouTube, are trying to stand out by adjusting their "profiles" so that different audiences can hear their voices. Therefore, it is clear that Instagram, twitter, YouTube, and other social networking environments support the synchronous growth of personal brands (Chen, 2013).

Combining with the previous discussion on the three elements of personal brand, i.e. brand identity, brand positioning, and brand image. And discover the phenomenon that social networking environment supports the synchronous development of personal brand, researcher can support the idea that social media allows users to display their personal brand identity. At the same time, some functions of social media and the way users present themselves are interdependent.

As it has been highlighted above, self-presentation has become one of the top priorities of personal brand. As noted by Xu jiayu (2017) have shown that to establish a well-organized personal brand, the founder must create and present brand elements that can be recognized and remembered, which means creating unique brand awareness. Delisle & Parmentier (2016) demonstrated that in order to build an effective personal brand, fashion bloggers only explore a unique tone and an editorial line through by Person-brand capital fueling practices, which stands out from a large number of fashion blogs found online. In addition, some bloggers stand out for their luxury and unique style by self-presenting unique blogs that embody personal codes (Delisle & Parmentier, 2016). Findings of the study Successful Personal Branding on Social Media (Urbanová & Slind, 2016) demonstrates that in order to create a successful personal brand it is necessary to have a clear brand profile and stay loyal to it. In this study, researcher will explore the recognized and remembered brand elements and the unique brand awareness they create.

2.3 Personal Brand Content

The widely used of social media makes it easier and more effective to promote the personal brand. However, owning personal profiles on social media alone cannot produce a recognized personal brand, your profiles must have content that appeals to the audience (Dave, 2019). For instance, most social media contents can take the form of written text, pictures, videos and audio. Nowadays, personally branded content has become the core of the building and promoting personal brand in social media, because it is through content that media people communicate with the audience to disseminate their personal brand characteristics and stories. According to the Rebecca (2011), content marketing attracts and retains clearly defined audiences by creating and mining valuable, relevant and unified content, and ultimately promotes profitable customer action. In the meantime, consumers usually actively participate in brand content to respond in the form of "like", "comment", "share" or purchase. In addition, the researcher also studied the factors influencing the popularity of personally branded content among fans. Discovering the richness of content, including images and videos, has a positive impact on consumer preferences (Sabate, 2014). At last, Markéta Urbanová and Thea Slind (2016) pointed out that all the YouTubers are skilled at being consistent in their personally branded content, and as a result, they come across as more authentic. From this point, we can see that when creators start building their personal brand, they choose a particular domain as the basis, and then

start publishing around that domain, because focusing on the same area makes them more credible. Moreover, their loyalty to the brand profile also allows them to clearly showcase their personalities, values, and opinions (Christine, Lara & Christine, 2014).

Johnson (2017) maintains that having good written and oral communication skills and demonstrating expertise in one's field are keys to developing a strong personal brand. In an analysis of Celebrity practice on twitter (Marwick, 2011) indicates the importance of content, especially when founder try to use social media to expand 2nd August 2017marketing, in this process, people can contribute content, comment or simply view a larger set of opinions online more complex. This research is valuable because it uses content as a way to develop personal brands in social media. One study by Wu (2014) examined that under the context of social media, users with performer personality are more likely to promote the personal brand, because a performer can easily create his unique and outstanding personality that others do not have, in order to attract the audience's admiration. At the same time, Critics can also effectively promote personal brands, they use very sharp language criticism to gain support and become opinion leaders. Because researcher conclude that content that evokes high-arousal emotions (both positive and negative) is more frequently shared (Berger & Milkman, 2012). In this article, researcher will test how Xijingmudan presents and manages the original content of the personal brand.

2.4 Theoretical Framework

The theoretical framework of this thesis can be understood as illustrated in Figure 1. The key pillars of the personal brand at the bottom are personal brand identity, personal brand positioning, and personal brand image. Brand identification is understood as brand name, logo, symbol, spokesperson, slogan, packaging, brand and so on to identify and distinguish brand elements (Keller, 2013). Brand positioning is understood as Points-of-parity and Points-of-difference, simply put, it means what is distinct about the brand or what differentiates it from others. Brand image refers to how an individual manages his or her own image in the target audience. It is also the customer's personal opinion, evaluation and emotional response to the brand, so researcher categorize these three key pillars as establish personal brand. Furthermore, in order to create awareness of the brand and establish the integrity of brand meaning in the mind of customers among the target audience, brand communication must be in place. In the middle of the picture, according to Arruda (2009), brand communication must be clear, consistent and constant, this step is to enforce personal brand. Finally, in the context of social media, brand information is transmitted in the form of personal branded content. Hence, researcher divide these theories into separate parts, when they are combined together, Internet celebrities can create a complete personal brand on social media. However, it should be pointed out that this theoretical

framework is only a summary of the understanding of these theories and how they complement each other to adapt to the phenomenon of personal brand in social media.

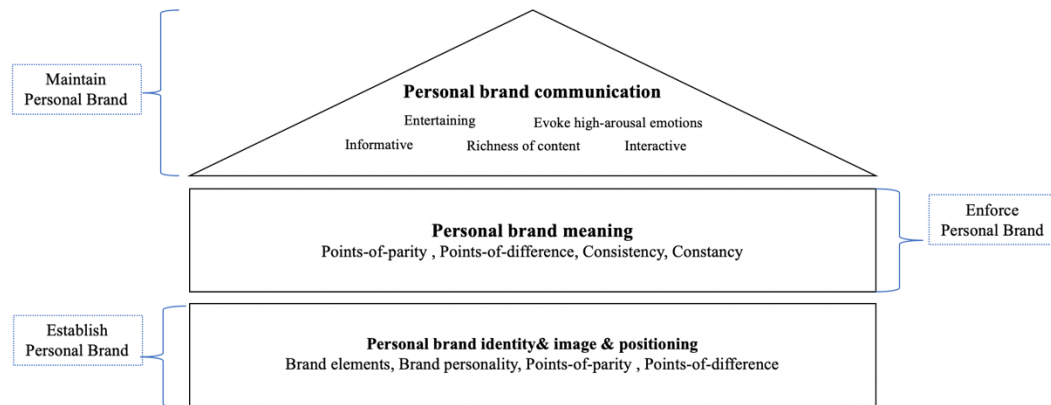


Figure 1: Theoretical framework of study

CHAPTER 3

METHODOLOGY

3.1 Research Design

The focus of this study is to investigate and analyze the content of Xijingmudan's videos and images. In order to do this, the method chosen in this study is qualitative content analysis, also known as ethnographic content analysis (ECA) (Bryman & Bell, 2015). There are several reasons for choosing this method, which are outlined in the following paragraph.

Firstly, due to the object of the study is the personal branded content of celebrities on the Internet, qualitative content analysis can help the researcher to investigate properly. The goal of content analysis is "to provide knowledge and understanding of the phenomenon under study" (Downe-Wamboldt, 1992, p. 314). Thus, for the sake of achieving the research questions and objectives of this study, be sure to pick and analyze the empirical data of the content, including what he talks about and the message he conveys. Secondly, Researchers regard content analysis as a flexible method for analyzing text data (Cavanagh, 1997). The content analysis describes a family of analytic approaches ranging from impressionistic, intuitive, interpretive analyses to systematic, strict textual analyses (Rosengren, 1981). Categories and variables initially guide the study, but others are allowed and expected

to emerge throughout the study, including an orientation toward constant discovery and constant comparison of relevant situations, settings, styles, images, meanings, and nuances (Elena, 2017). Internet celebrities create brands through some materials (videos, images), they are not very clear about the way to build personal brands or the reasons why they are popular with the audience and become celebrities on the Internet. Therefore, qualitative content analysis is considered to be the most appropriate method because it enables researcher to consider not only the display information of content but also the potential and obscure information being transmitted. Lastly, the method of content analysis is chosen, because it is often considered as an appropriate method to use when investigating “social groups that are difficult to gain access to” (Bryman & Bell, 2015, p. 313). Successful Internet celebrities are hard to gain access to; therefore, content analysis is the appropriate choice for this study.

In order to understand how images released by Xijinmudan are perceived, visual content analysis will be used in this study. Previous studies used visual content analysis: Emmons & Mocarski, 2014; Heuer, McClure & Puhl, 2011, to study differences in photo content on online platforms. In this study, coding manual will be based on the above research.

3.2. Data Collection

Researcher chose Xijinmudan's official Weibo account as the media platform.

From 12nd August 2017 to 1st September 2019, Xijingmudan used his official Sina Weibo account to publish 304 pieces of Weibo that including his videos, words and illustration, hashtag, and related information. The researcher collected 50 original videos and 100 original images by random selection and analyzed them.

3.2.1 Method of Selecting the Videos / images

The researcher used two methods to select the video and image to be analyzed. All videos and pictures are selected from Xijingmudan's microblog archives, videos as shown in Tables 1.

The first method starts with the first video and image that has been released, chooses every three contents and counts them up. For example, 1, 4, 7, 10... This method is used to ensure unbiased selection of videos and pictures and to ensure that the collected data includes both old and new resources. The second method is to arrange and select the content with the highest click-through rate on Sina Weibo. If contents from the second method are the same as the one selected from the first method, the researcher count the next content until it reaches the total required. In the process of data collection, experience materials were collected from 45 videos and 100 images, including 5 videos and 100 images from the pilot study, the total number of analyzed videos reached 50 and the total number of analyzed images reached 110. The research tool of this paper is the computer because it is easy to get the clear data that the system has counted on the website of Sina Weibo, such as the number of

followers, the total number of video and images, the number of uploaded content and the number of "like". Due to the researcher have subscribed to Xijingmudan's official Sina Weibo account, I can get all the data released by the subjects and related content. In order to accomplish the ultimate goal of this study, the methods of collecting data mainly focus on original videos and pictures taken by Xijingmudan, without considering the reprinted content. Then the researcher classifies the selected resources and makes content analysis to find out how Xijingmudan presents these contents.

Table 1: The selected 50 videos of Xijingmudan

No	Headline
1	Reactions of different girls after broke up
2	How to Get Attention
3	Dual criteria for mothers
4	Sometimes celebrities and actors are really vulnerable groups.
5	How to Talk with the male
6	The frightening memories of childhood
7	Children's Lies
8	When you and your elders attend other people's weddings
9	When you are hungry at night
10	Habitual Comparisons with Others

(Continued)

Table 1 (Continued): The selected 50 videos of Xijingmudan

11	When your mother comes to school to look after you
12	Sometimes shopping is like gambling.
13	Customs of the Spring Festival
14	Chinese Annual Meeting
15	How to Beware of Fraudsters
16	Respect for service personnel
17	Remember all the first time in your life?
18	Do you remember your first love?
19	Safety Guidelines for Girls Living Alone
20	Chinese Feudal Superstition
21	You never know what your mom's going to do next second
22	When your mother has a dog
23	Moral Coercion
24	When you recommend something to others
25	Learn to drive
26	How to spend the 5-million-yuan prize
27	Vanity in University

(Continued)

Table 1 (Continued): The selected 50 videos of Xijingmudan

28	Be kind to anybody, no one owes you
29	Are you looking forward to seeing each other again?
30	When the elder is sick
31	Workplace strategy 2.0
32	The Impact of origin family on you
33	Interesting Events of Student Military Training
34	Parents always say it's for your good
35	This happiness can be eaten
36	When parents quarrel
37	What's always heard on birthdays
38	When your mother goes to the school parents 'meeting
39	Learn to resist campus violence
40	A situation in which no one can argue
41	50 questions about Xijingmudan
42	Renting a house is like an exam
43	Sex education: problems parents have difficulty communicating with their children

(Continued)

Table 1 (Continued): The selected 50 videos of Xijingmudan

44	When you live with the older generation
45	Do you feel inferior?

Pilot Study

Video content

Researcher conducted pilot study of five videos to help understand and explain some profound implications, to lay the foundation for the initial factors of the research results as well. These five videos are very important because they represent different periods in the development of Xijingmudan's brand. Researcher can have a preliminary understanding of this personal brand.

“People of different ages go to a nightclub”, (2017). This is Xijingmudan's first original video on Sina Weibo, and also his first video using the performance mode of one person dividing multiple roles. Researcher try to explore the initial factors and standards of original video production by observing the video.

“When you and your mother go traveling”, (2017). It is the first video to start using between different characters. In the video, there is only one performer, but there are different voice conversations, and then show them in the way of performance. In addition, Xijingmudan is also the first time to present pet phrases in this video. The

researcher tried to find out why Xijingmudan integrated into the performance mode to create his original content.

"Xijingmudan teaches you what to do when you encounter sexual harassment", (2017) is Xijingmudan's first original video to incorporate social issues into his own. At the same time, it began to use the iconic golden wig to distinguish roles and realize the video of one person playing multiple roles.

"The cost of a girl going out on a date", (2017) is Xijingmudan's first video to help advertise products. Putting the name of the product at the end of the video is a clear expression of the product or brand information to the audience. By watching this video, the researcher studied how Xijingmudan transformed his personal brand influence into commercial value, and how he did not let audiences reject and resent him while making promotional products.

"Whoever bullies you for the first time, you must fight back." (2018) is Xijingmudan's first time in which he talks about the real thing that happened to him in his real identity (without playing anyone), and also implies that the audience is involved in the discussion of the topic. The researcher tried to test the interaction and relationship between Xijingmudan and his audience.

On the basis of the above five videos, the pilot study gave researcher a comprehensive understanding of Xijingmudan's personal brand from the aspects of creating the

personal brand image, developing brand significance and differences, and maintaining contact and interaction with the audience.

Image content

Researcher randomly selected 10 original pictures published by Xijingmudan on Sina Weibo to make a pilot study of the content of the images, in order to help understand the characteristics and habits of sending pictures and lay the foundation for the final research results. The purpose of selecting 10 photos is to initially show the general direction of the research and a simple conclusion and to have an understanding of Xijingmudan's experience in the direction of pictures





Figure 2: Randomly selected 10 original pictures published by Xijingmudan on Sina Weibo to make a pilot study

According to the coding manual that provided (see table 3), the results of the analysis of 10 photos are as follows: 90% of the pictures are based on daily life, 100% of the pictures are color and 100% of the pictures are based on characters. At the same time, 70% of the people in the pictures can clearly see the High-arousal emotions, 50% of the symbol factors in image presentation are related to video content and only one photo is commercial, and there is information about the goods in it.

Based on these ten photos, researcher can get a preliminary understanding of how Xijingmudan prefers to choose pictures to promote and extend his personal brand.

Researcher believe that the research results of the final 100 pictures can improve these data.

3.3 Coding Manual

Researchers use coded manuals to analyze empirical data. The coding manual provides information on selected topics observed during the data collection phase. The theme is based on the content presented in the literature review section. Many topics are obvious in videos, and each video may have more than one theme. Topics can be seen as a set of written rules that allow data to be recorded in a consistent manner (Bryman & Bell, 2007). Therefore, coding manuals can be called content analysis dictionaries (Bryman & Bell, 2007). Each video uses the same form of coding manual. The final version of the encoding manual includes identified topics, as shown in Table 2 (videos), Table 3 (images):

Table 2: Theme and explanation of coding manual (videos)

Theme	Explanation
Showing Name	Does Xijingmudan introduce himself by name?
Showing features or symbol	Does Xijingmudan show any things in frequency as his feature or symbol
Showing emotions	What emotions are shown in Xijingmudan's video? Or What emotions are evoked with the viewers?
Showing personality	What personality traits does Xijingmudan show? How does he show it? What is he saying about himself?

(Continued)

Table 2 (Continued): Theme and explanation of coding manual (videos)

Uncovering	Does the Xijingmudan reveal things about himself that we would otherwise not know? Does the Xijingmudan reveal flaws or vulnerability?
Expressing	Does the Xijingmudan tell personal stories and share personal experiences?
Performance model	Does Xijingmudan add a sitcom performance model to the theme? Does he play multiple roles alone?
Expression of values and opinions	Does the Xijingmudan tell personal stories and share personal experiences?
Introduction to the content of the video	Does the Xijingmudan introduces the topic of the video? Is the topic of the video clear?
Recognizable personal features	What are the elements that appear in almost every video, for example, products or things Xijingmudan uses, wears or says. What is it that makes the Xijingmudan recognizable?
Use/promotion of products/brands	Does Xijingmudan promote brands? How?

(Continued)

Table 2 (Continued): Theme and explanation of coding manual (videos)

Use of positive laden words	Excessive use of words such as ‘fantastic’ ‘amazing’ ‘great’ ‘magnificent’ ‘wonderful’ ‘love’ ‘awesome’, and so on?
Exemplifying a recognizable situation for the target audience	Is it likely that the situations described and exemplified in the video are recognizable among the target audience? What are the situations?
Encouragement of co-creation	Does Xijingmudan encourage the viewers to co-create video? If yes, how?
Use of multiple channels and promotion of these	Is Xijingmudan present on multiple social media? Does she promote these? How?
Addressing the audience	Does the Xijingmudan talk in the video to his audience in the same way as if the audience were next to them? Does he refer to the audience directly?

Table 3: Theme and explanation of coding manual (images)

Category	Analysis options
The mood of the picture	<ul style="list-style-type: none"> • High-arousal emotions • low-arousal emotions

(Continued)

Table 3 (Continued): Theme and explanation of coding manual (images)

Activities in photo	<ul style="list-style-type: none"> • Work photo • Daily life
People in photo	<ul style="list-style-type: none"> • Yes • No
Color	<ul style="list-style-type: none"> • Black White/Monochrome • Color
Nature	<ul style="list-style-type: none"> • Commercial • Non-profit
Symbol	<ul style="list-style-type: none"> • Whether or not the image appears in the video-related personal symbols

3.2.1 Method of Selecting the Videos / images

The researcher used two methods to select the video and image to be analyzed.

All videos and pictures are selected from Xijingmudan's microblog archives, videos as shown in Tables 1.

3.4 Data Analysis

3.4.1 Video data analysis

As shown in Figure 2, the research process of video content in this paper is

illustrated. Researcher adopt an iterative method to collect, analyze and conceptualize empirical materials. Moreover, the data were used for content analysis. For the first time, researcher learned the important aspects of video through the titles, paragraphs and text of 50 videos. After the second viewing, the content of these videos was divided into four stages in the guidance work, and then analyzed in depth.

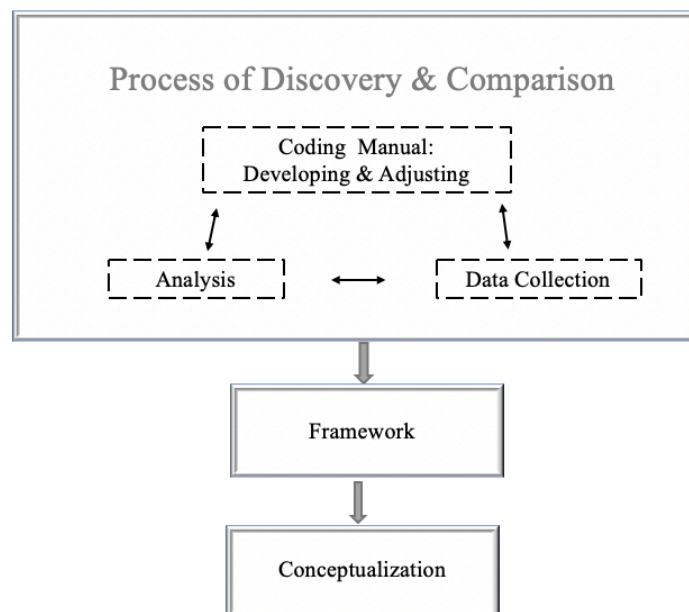


Figure 3: Video research Process

3.4.2 Image data analysis

On the other hand, as shown in Figure 3, the researcher still adopts an iterative approach to the collection, analysis, and conceptualization of empirical materials. Unlike video research, researcher can visually display the location and content of

images in percentage form directly according to Coding Manual, thus obtaining the corresponding data results.

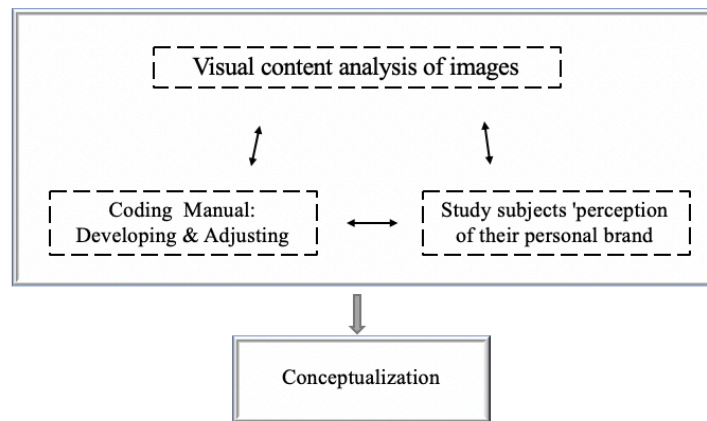


Figure 4: Image research Process

3.5 Validity

Firstly, in order to ensure the credibility of this study, all videos and images are selected directly from the microblog accounts of the subjects, which means that these images and videos must be released by the subjects themselves, thus committing the authenticity of the resources and the source of no doubt. Secondly, because these contents are produced, edited and published by the subject himself, it is reasonable to think that these resources do not contain the mistakes about their personal brand. The ultimate purpose of the content released by the subjects is to create the communication mode and potential brand for them, so the content is credible. Due to the qualitative content analysis is a very subjective research method, researcher

randomly select samples to avoid bias and subjective feelings. At the same time, the amount of research data is more than half of the total published data, so the number of videos and the way of research and analysis are enough to ensure a satisfactory degree between the observations made and the results of this study. Finally, there is the issue of generalization, because this study chooses one of the most typical and popular Internet celebrities on Sina Weibo as an example, so it cannot be said that these findings apply to all people on social media. However, according to Bryman and Bell (2015, p. 414), the aim of qualitative studies is to “generalize to theory rather than to populations”. From this point of view, through the study of Xijingmudan, this paper explores some key success factors, which may be indispensable in creating and building personal brands through content on social media.

CHAPTER 4

FINDING

4.1 The Overall Analysis

Using the method mentioned in the third chapter, the researcher collected and analyzed the data of 45 videos (see Table 1) and examined the three stages of building "Xijingmudan" personal brand. Then, combining the framework (see figure 1) and the subsequent analysis of the original content, we can roughly divide the creation of personal brand into three stages;

Stage 1: Creating the Brand Identity, positioning, image. Xijingmudan uses the unique elements presented in the video to construct the recognition degree of personal brands, such as name, logo, symbols (play multiple roles, femininity, contrast of appearance, pet phrase, and use of props). According to Cottrell (2006), "the more times you encounter something, the more likely you are to recall it. Therefore, it is better to cover the same thing several times for short periods." Just because of this, Xijingmudan repeatedly shows these elements in the original video to leave a memory in the audience's impression with high frequency. At the same time, these elements also help the personal brand to establish its own clear position (Roper & Fill, 2012), so as to make sure the connection between Xijingmudan's video and personal brand "Xijingmudan" in the eyes of the audience. This phase of the investigation and

analysis focuses on how Xijingmudan video clarifies and defines the categories of personal brands and creates elements that satisfy the audience. Further analysis is provided in Section 4.2.

Stage 2: Developing brand meaning. Through the observation and analysis of the video's content and spokesperson characteristics, researcher understand how Xijingmudan defines himself and his personal brand, and he wants to leave some traces on the audience, which wants the audience to learn something from his video, or the audience can feel happy because of him, as he mentioned at video "50 questions about Xijingmudan" (see figure 4). In addition, the researcher also analyzed Xijingmudan's purpose of deepening brand meaning through the empathetic ability of information communication. Finally, express personal brand style personality and values. On the one hand, it aims to increase the value discussion degree of the video theme, show the idea of Xijingmudan's personal perspective, so as to arouse the resonance of the audience with the same view. On the other hand, it's also to reflect the meaning of the brand, that is, although Xijingmudan makes videos in a funny and ironic style, he doesn't just satirize. On the contrary, he will express his ideas and values to let the audience get something. The detailed analysis is in Section 4.3.

Stage 3: Maintain a relationship with the audience. Xijingmudan is used to show its true self to the audience. Through uncovering information, addressing the audience, encouraging interaction, and marketing advertising activities, which

audiences have strong resonance and contact with each other so that the audience can learn more about Xijingmudan and personal brand, and give them channels for feedback to Xijingmudan. Section 4.4 is a detailed analysis



Figure 5: Screenshot of video "50 questions about Xijingmudan" (translated, Either the audience learns something from your video, or the audience can be happy with your video.)

4.2 Creating the Brand Identity, Positioning, Image

In this section, through the analysis of the collected empirical materials, it is found that one of the main models of establishing personal brand is the identification of personal brand. Firstly, Xijingmudan uses video to show brand names, symbols. At the same time, the video of Xijingmudan didn't show a slogan repeatedly, and more in the video, he showed some pet phrases with the characteristics of his hometown accent to replace them. These elements let Xijingmudan realizes a personal brand style that can be accepted by the audience. Secondly, phrases such as brand name and symbols are also helpful to improve the loyalty and recall probability of individual brand. Because of this he can stand out among many celebrities on the Internet, and

audience and netizens can easily recognize Xijingmudan. Table 4 is the measurement table, which the test content includes brand name, logo/symbols and pet phrases.

Table 4: The test content includes brand name, logo/symbols and pet phrases

No. Video	Brand name	Symbols	Pet phrases	Date
1	√	√	√	17 th Sep. 2017
2	√	√		17 th Sep. 2017
3	√	√		18 th Sep. 2017
4	√			21 st Sep. 2017
5	√	√	√	23 rd Sep. 2017
6	√	√	√	27 th Sep. 2017
7	√	√		17 th Oct. 2017
8	√	√	√	16 th Nov. 2017
9	√	√		27 th Nov. 2017
10	√	√	√	18 th Dec. 2017
11	√	√	√	26 th Dec. 2017
12	√	√	√	22 nd Feb. 2018
13	√	√		29 nd Jan. 2018
14	√	√		04 th Feb. 2018

(Continued)

Table 4 (Continued): The test content includes brand name, logo/symbols and pet phrases

15	√	√		16th Feb. 2018
16	√	√	√	08 th Mar. 2018
17	√	√	√	20 th Mar. 2018
18	√	√		27 th Mar. 2018
19	√	√	√	09 th Apr. 2018
20	√	√	√	17 th Apr. 2018
21	√	√	√	09 th May. 2018
22	√	√	√	16 th May. 2018
23	√	√		04 th Jun. 2018
24	√	√	√	15 th Jun. 2018
25	√	√		22 nd Jun. 2018
26	√	√		07 th Jul. 2018
27	√	√	√	19 th Aug. 2019
28	√	√	√	06 th Aug. 2018
29	√	√		17 th Aug. 2018
30	√	√	√	26 th Mar. 2019

(Continued)

Table 4 (Continued): The test content includes brand name, logo/symbols and pet phrases

31	√	√		29 th Aug. 2018
32	√	√	√	07 th Sep. 2018
33	√	√		14 th Sep. 2018
34	√	√	√	26 th Sep. 2018
35	√	√		20 th Sep. 2018
36	√	√	√	08 th Oct. 2018
37	√	√	√	02 nd Nov. 2018
38	√	√		20 th Oct. 2018
39	√	√	√	06 ^h Apr. 2018
40	√	√		18 th Apr. 2019
41	√		√	27 th Dec. 2018
42	√	√	√	28 th Feb. 2019
43	√	√	√	29 th Apr. 2019
44	√	√	√	15 th Jun. 2019
45	√	√	√	08 th Jul. 2019
Total	45	44	27	

4.2.1 Brand name

“戏精牡丹” is the name of the brand, translated as "Xijingmudan" in this paper (see Figure 5). The brand name is composed of two Chinese words, “戏精xijing” has two meanings in Chinese network language, one is a talented performer, the other is a drama queen who a person with exaggerated behavior (Baidu, 2019). Xijingmudan once said that his dream is to be a real drama actor, and all his efforts now are to pave the way for this dream, and drama actor is his only way, so that "xijing" refers to the first meaning, talented performer. "牡丹mudan" is the name of the main character in his entire series of videos. All the videos of xijingmudan are created around the life scene, family members and the surrounding environment of the character "Mudan". Moreover, another means of “mudan” is peony in Chinese. This flower represents the exclusive pattern of the queen, and also has a high-level meaning in ancient China (Qingfeng, 2018). Combined with the above, researcher can guess that Xijingmudan hopes to become the best performer in the performer and has great expectations for his drama actor's dream. The name "Xijingmudan" is a very profound and entertaining memory point, which is easy to be included in the memory of the audience when watching the video. At the same time, "xijing" and "mudan" are commonly spoken words in real life which encourage the exposure of word-of-mouth communication, help to establish a strong memory link, and the audience can understand the meaning of the brand with video.

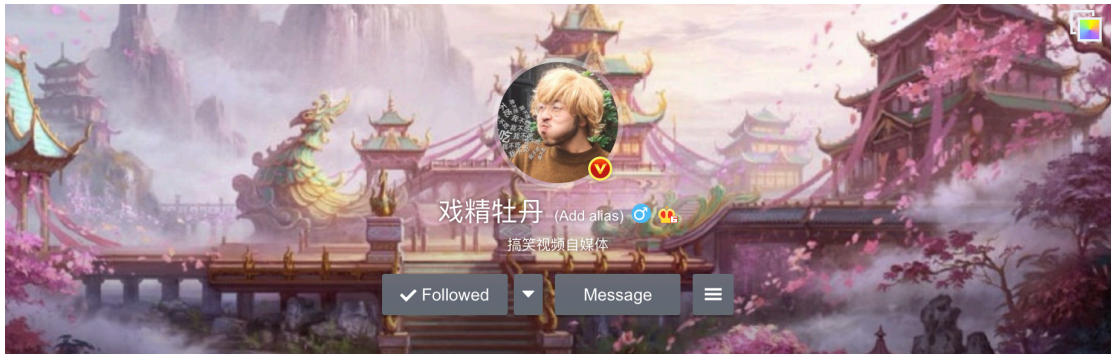


Figure 6: Sina Weibo Profile of 戏精牡丹 (translated as Xijingmudan, a Funny video producer)

Through the observation of the videos and table statistics (see table 4), the text logo of the brand name "Xijingmudan" will appear in the upper left corner of the video, and the brand name will appear again at the end of the video (see Figure 6) in 45 selected videos. Not only that, the names of the main characters in a series of videos mentioned before having also been named "mudan", through frequent dialogue between roles in which the keyword of the brand name will appear repeatedly in the way of voice reminders (see Figure 7). This discovery shows that in the process of building a personal brand, Xjingmudan needs a lot of visual and sound reminders to deepen the audience's memory of the brand name, in a way of frequent brainwashing and repeated emphasis, so that the audience can quickly produce the image and familiarity of the brand name in the early stage.



Figure 7: Screenshot of text logo in videos

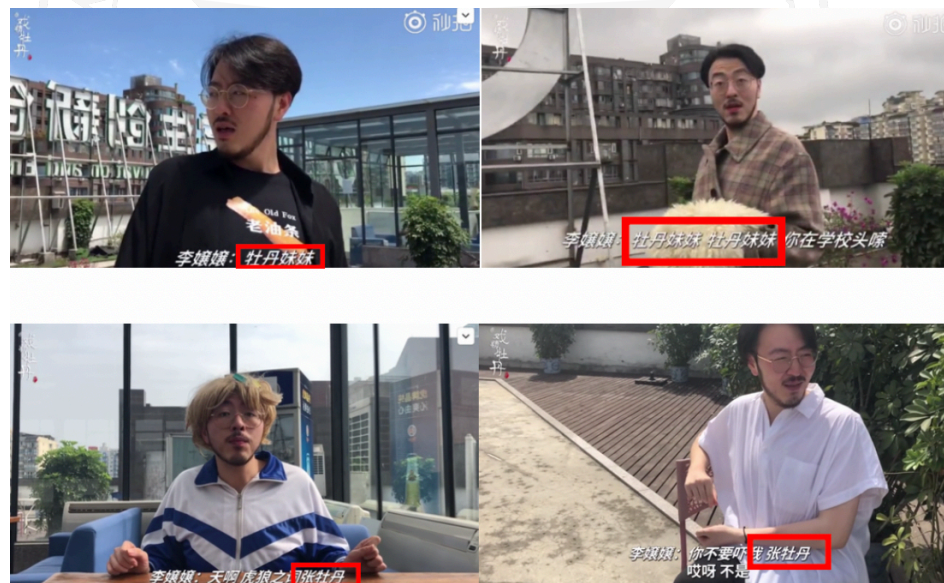


Figure 8: Screenshot of key words of brand name in video

4.2.2 Symbols

Symbols refer to non-text marks in personal branding (Xu, 2019). To be popular, they refer to the special factors that can help the audience identify the brand in the

original content of Xijingmudan. As noted by Stewart (2017) symbol is what makes you unique – it's the thing that ensures you'll always be valuable, no matter how many other companies try to copy your ideas, or products, therefore, the importance of symbol is self-evident. At video No. 41 "50 questions about Xijingmudan" (2019), Xijingmudan mentioned that he didn't sign any entertainment company, and he was excluded by other peers because of this. This dialogue shows that all the original content currently published by Xijingmudan is produced according to its own will. For researcher, this speech can also prove that the non-text symbols in the video are all his own make, without the help of any other people's design and operation, so it is very necessary to study the symbols in the video, and also can fully explore how he laid the groundwork to build his own brand identity.

4.2.2.1 Performance mode

According to the findings, Xijingmudan plays multiple roles by himself, his visual image, or his face are all important symbols of the xijingmudan video (see Figure 8)



Figure 9: Screenshot of Video No. 31 “Workplace strategy 2.0”, Xijingmudan plays multiple roles by himself

The following is the statistical findings of occurrence of symbols in the video (see Table 5). The results show that in 45 selected videos, each video has a symbol. The face of Xijingmudan appeared 45 times with 100% coverage. Xijingmudan has played multiple roles 42 times, accounting for 93.3%.

Table 5: The statistical findings of the occurrence of brand symbols

Symbol	Occurrence	Percentage
The face of Xijingmudan	45	100%
Multiple roles	42	93.3%

There is no doubt that the face and visual image of the Xijingmudan are an integral part of the personal brand of "Xijingmudan". High occurrence (93.3%) of Xijingmudan’s face and image is presented in his video. Besides, the researcher

recognizes that the way in which Xijingmudan plays multiple roles in video has become his symbol (93.3%). Use different costumes to distinguish the character differences between characters. Xijingmudan also mentioned that the stories in the video are all inspired by his own real life and created from daily life, so his video represents an exclusive "Xijingmudan style". Moreover, he also shows that each character in the video is the embodiment of one of his own personality characteristics. Such as in the following four main roles:

- 1) Mudan zhang, she is the first character to show to the audience, which the whole series of videos are created around her life, so it is also the most important role. It's also said in the video that the prototype of the character comes from the observation of a typical "Chinese mother". Although Mudan is impetuous and traditional, she is upright and brave enough to fight against all unfairness, and willing to pay for her children. Most of her videos are about family conflicts and educating children.



Figure 10: Mudan zhang (Role in video)

- 2) Kelly Zhang, who is Mudan's daughter, has blonde curly hair. She is a modern independent woman who pursues success in her career and high quality of life. However, she is also troubled by the traditional concept that "it is perfect for a woman to marry and have children in her life". Xijingmudan once said that Kelly was the closest character to himself, therefore it can be concluded that the issue of traditional concepts may also be controversial. The theme of Kelly's videos is mainly related to workplace, interpersonal relationship and women's issues



Figure 11: Kelly zhang (Role in video)

- 3) Fiona, who is the colleague and friend of Kelly. Due to the rise of Chinese traditional culture inheritance in recent years, many people will integrate Chinese ancient traditional culture into their lives, such as traditional clothing, writing, tea ceremony, etc. Fiona is such a girl, but they are also criticized by the society because of these differences. Fiona mostly appeared in the video together with Kelly, or about some social topics such as campus bullying and sexual harassment



Figure 12: Fiona (Role in video)

- 4) Laolao (Grandmother), the mother of mudan zhang. Most of her videos are about how to get along with and communicate with the older generation.



Figure 13: Laolao (Role in video)

There are other supporting actors in the series of videos. The reason why the researcher listed main characters is that through the survey that Xijingmudan would choose different characters to match different video themes and combine the audience's interpretation of the role's background to better understand the meaning that the video wants to express, and it would not appear too abrupt. On the other hand, Xijingmudan plays a variety of unique characters, which shows that Xijingmudan has

the talent of self-directing and self-acting. He once said that as a video blogger, your original content can either let people learn some knowledge and ideas from it or make others happy because of you. Xijingmudan always has these two points in its own way. It tells some social sensitive topics or some real-time hot events through role-playing, which makes "Xijingmudan" a typical style of the original video on Sina Weibo. Not only the audiences who like to watch the "Xijingmudan" video, but also the video producers with similar styles. The name "Xijingmudan" reminds them of an original video producer named "Xijingmudan" on Sina Weibo and his unique style, which means that a strong brand awareness personal brand "Xiingmudan" is established.

4.2.2.2 Femininity

From the discussion in the previous section, researcher can see that Xijingmudan plays all the female roles and he will reveal the feminized expression, intonation, action behavior in the process of performance, and even sometimes make the audience ignore the real gender of Xijingmudan. Therefore, the performance femininity in the video also belongs to a special image and symbol of Xijingmudan. According to the Kite research (2001), it is easier for strangers to let go of their guard and get close to them to show the quality of feminization, which is of great strategic significance for the image building of a personal brand. In the context of China as a masculine society (Hofstede Insights, 2019), it is loved and sought after by the

audience with men playing the role of women and showing the image of feminization. On the positive side, it has changed the division and regulation of gender in traditional culture, made an individual's personality shaping and role achievement more flexible and diversified. Therefore, the researcher speculates that this may also be a reason why the personal brand "Xijingmudan" has attracted the attention of Internet users because the brand has a strong "rebellious" emotion.

In addition, there is a symbol that cannot be ignored when watching the video, that is, the contrast in appearance. Throughout the 45 original videos, Xijingmudan's roles are all female roles (100%), but he still has a beard, which gives the audience a comparative impact on the perspective and the topic derivation of discussing funny images. And Xijingmudan also makes his beard as an identification and a funny point. At video No. 41 "50 questions about Xijingmudan" (2019), someone asked him: "how to become as beautiful as Mudan Zhang?" "When you have a beard," he replied proudly.

4.2.2.3 Use of props

Since does video observation and analysis, the researcher noticed potential symbol, which is special props in his original video, he often uses these interesting props to replace some of our commonsense items. For example:

At video No,10 "Habitual Comparisons with Others"(2017), when the character Fiona is putting on lipstick, she takes out a glue stick from her bag to replace it.



Figure 14: Using glue stick as funny props

At video No. 26 "How to spend the 5-million-yuan prize" (2018), the scene where the character Kelly replaced the hairpin on her head with paper clips



Figure 15: Using paper clips as funny props

The following are the results of props used by the test (see Table 6). The results showed that 47% of the 45 videos selected used props.

Table 6: The results of props used

Symbol	Occurrence	Percentage
Props	18	40%

Based on the statistics of the data, the researcher thinks that the props may not be as clear and prominent as the symbols of pet phrases and performance mode, or even need to watch dozens of videos of Xijingmudan to conscious of it, but this does not mean that the symbol does not exist. In 45 samples, 40% of the videos also use props, so researcher calls it a potential symbol. The use of props improves the richness of the performance. Because Xijingmudan's videos are all played by himself, the props can also explain the content to the audience more intuitively from the side. For instance, Fiona (the role) mentioned above uses the glue stick to replace lipstick. The props "glue stick" help improve the video richness from two aspects. On the one hand, the props help Xijingmudan to tell audiences what the scene is doing (applying lipstick). On the other hand, the effect of replacing lipstick with props "glue stick" will bring more powerful and interesting impact to the audience's perspective, due to this situation is not reasonable in reality, and no one will use glue stick as lipstick. The symbol "use of props" not only helps to improve the integrity of personal brand product content but also increases the interest of the video from the side.

4.2.2.4 Pet phrases

In the video, the dialogue between the characters will be mixed with some idioms with dialect, which will be displayed in different videos (see Figure 9).



Figure 16: Xijingmudan's pet phrase are presented at his video.

The following are the statistical results of Xijingmudan's pet phrase (see Table 7). The results show that 60% of the 45 videos selected have a pet phrase.

Table 7: statistical results of the pet phrase

Symbol	Occurrence	Percentage
Pet phrase	27	60%

The researcher noticed that pet phrases are just sentences used to express emotions or to carry on dialogues, it had no real meaning, but the intonation of the pet phrases is different from the general Chinese pronunciation, and often appears in different videos. Over time, this has become a feature of the personal brand of Xijingmudan. On the other hand, using the pet phrase is a single way. In most cases,

Xijingmudan will add a phrase to the appropriate conversation, but the pet phrase must be a fixed few sentences to deepen the audience's memory and arouse resonance.

The pet phrases that first appeared in the video were " When you and your mother go traveling " (2017), which played an important role in building the personal brand "Xijingmudan". On the one hand, the frequent repetition of the pet phrases can constantly stimulate the memory of the audience. For a personal brand, the most important thing is to have a memory point different from others, which can help the audience remember the person called "Xijingmudan". At the same time, these phrases will also become the sentences imitated by the audience, strengthen the propaganda, and have obvious effect on the brand building in the first and middle periods. On the other hand, the pet phrase also appears with funny performances and rich dialogues in different videos, which also reveals a message that the creative inspiration of "Xijingmudan" is the real combination of life. He is a man with creative ability and performance talent.

All in all, the symbol elements created and evolved by Xijingmudan through its original content has been highly recognized and accepted by the audience. The most visible recognition is the comparison of video data. As shown in the figure below, figure 10 shows two reaction videos produced by Xijingmudan (2017), and figure 11 shows the original video of the first one-person multi-role "people of different ages

going to nightclubs" (2017) released after Xijingmudan changed his style, and the first video showing pet phrases "when you and your mother go traveling" (2017).



Figure 17: the reaction video (2017) made by Xijingmudan.

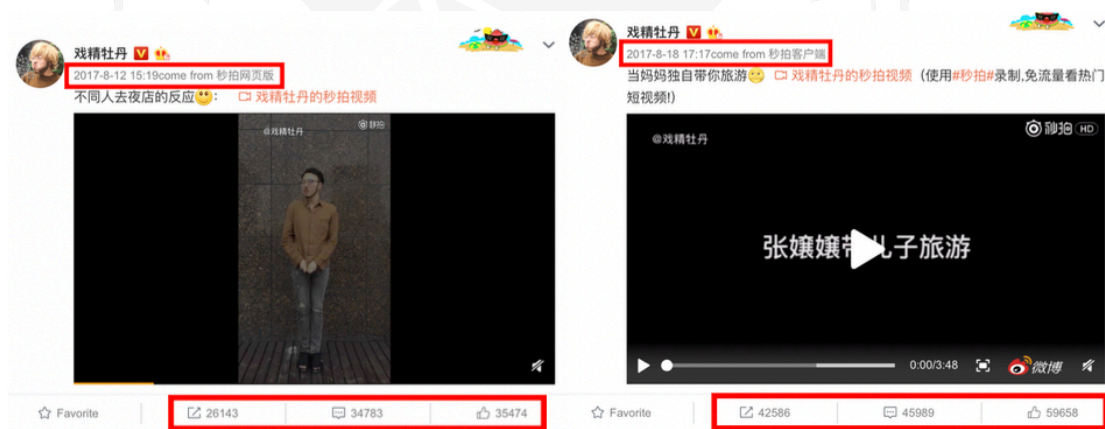


Figure 18: the original video (2017) released after Xijingmudan showing the symbols

It can easily saw that the publishing interval between the four videos is only one month apart, but the number of videos shared, comments and likes are very different. Moreover, it can also intuitively prove that after Xijingmudan changes its style and

displays its unique symbols, it has attracted more and more attention and liked by netizens.

4.3 Developing the Brand Meanings

In this chapter, the researcher explores the meaning of personal brand "Xijingmudan" by analyzing its brand image, the form of expression and its impact on the audience. In this study, brand meaning refers to conveying all kinds of effective information to the audience to explain what is "Xijingmudan". In short, Xijingmudan develops its brand meaning by setting up and decorating Points-of-parity (POPs) and Points-of-difference (PODs) in original content. Setting up independent and clear pops will help Xinjingmudan show his video features, and make the audience undoubtedly pursue and watch his video. Meaningful pods provide a competitive advantage to the content and brand of Xijingmudan, which gives the audience "reason" to see the original content of Xijingmudan. The following table lists the video observations about building brand meaning. (see Table 8)

Table 8: The list to examine Xijingmudan's person-brand meaning

	No.Video						
Theme	1	2	3	4	5	6	7
Showing emotions	√	√	√	√	√	√	√

(Continued)

Table 8 (Continued): The list to examine Xijingmudan's person-brand meaning

Showing personality	√	√	√	√	√		√
Uncovering			√	√		√	
Expressing personal stories	√	√	√		√	√	√
Expression of values and opinions		√	√	√	√		
Introduction to the content of the video	√	√	√	√	√	√	√
Recognizable personal features	√	√	√		√	√	√
Use/promotion of products/brands					√	√	
Use of positive laden words	√	√	√		√		
Exemplifying a recognizable situation for the target audience	√	√	√	√	√	√	√
Encouragement of co-creation							
Use of multiple channels and promotion of these							
Addressing the audience		√		√	√	√	
Theme	8	9	10	11	12	13	14
Showing emotions	√	√	√	√	√	√	√
Showing personality	√	√	√	√	√	√	√

(Continued)

Table 8 (Continued): The list to examine Xijingmudan's person-brand meaning

Uncovering		√			√	√	√
Expressing personal stories		√	√	√	√	√	√
Expression of values and opinions	√		√	√	√	√	
Introduction to the content of the video	√	√	√	√	√	√	√
Recognizable personal features	√	√	√	√	√	√	√
Use/promotion of products/brands	√		√		√	√	√
Use of positive laden words	√			√	√	√	√
Exemplifying a recognizable situation for the target audience	√	√	√		√	√	√
Encouragement of co-creation							
Use of multiple channels and promotion of these							
Addressing the audience	√		√		√	√	√
Theme	15	16	17	18	19	20	21
Showing emotions	√	√	√	√	√	√	√
Showing personality	√	√	√	√	√	√	√
Uncovering			√	√			√

(Continued)

Table 8 (Continued): The list to examine Xijingmudan's person-brand meaning

Expressing personal stories	√	√	√	√	√	√	√
Expression of values and opinions	√	√	√		√		√
Introduction to the content of the video	√	√	√	√	√	√	√
Recognizable personal features	√	√	√	√	√	√	√
Use/promotion of products/brands	√		√		√	√	√
Use of positive laden words	√		√		√		√
Exemplifying a recognizable situation for the target audience	√	√	√	√	√	√	√
Encouragement of co-creation							
Use of multiple channels and promotion of these							
Addressing the audience	√	√	√		√		√
Theme	22	23	24	25	26	27	28
Showing emotions	√	√	√	√	√	√	√
Showing personality		√		√	√	√	√
Uncovering		√		√			
Expressing personal stories	√	√	√	√	√	√	√

(Continued)

Table 8 (Continued): The list to examine Xijingmudan's person-brand meaning

Expression of values and opinions	√	√		√		√	√
Introduction to the content of the video		√	√	√	√	√	√
Recognizable personal features		√	√	√	√	√	√
Use/promotion of products/brands	√		√	√	√		
Use of positive laden words	√	√	√		√		√
Exemplifying a recognizable situation for the target audience	√	√	√	√	√	√	√
Encouragement of co-creation							
Use of multiple channels and promotion of these							
Addressing the audience	√	√	√	√	√	√	√
Theme	29	30	31	32	33	34	35
Showing emotions	√	√	√	√	√	√	√
Showing personality	√	√	√	√		√	√
Uncovering	√	√		√			
Expressing personal stories	√	√	√	√	√	√	√
Expression of values and opinions		√	√	√		√	√

(Continued)

Table 8 (Continued): The list to examine Xijingmudan's person-brand meaning

Introduction to the content of the video	√	√	√	√	√	√	√
Recognizable personal features	√	√	√	√	√	√	√
Use/promotion of products/brands			√			√	√
Use of positive laden words			√	√			
Exemplifying a recognizable situation for the target audience	√	√	√	√	√	√	√
Encouragement of co-creation							
Use of multiple channels and promotion of these							
Addressing the audience	√		√	√		√	√
Theme	36	37	38	39	40	41	42
Showing emotions	√	√	√	√	√	√	√
Showing personality		√		√		√	√
Uncovering		√		√		√	
Expressing personal stories	√	√		√	√		√
Expression of values and opinions			√	√	√	√	√
Introduction to the content of the video	√	√	√	√	√	√	√

(Continued)

Table 8 (Continued): The list to examine Xijingmudan's person-brand meaning

Recognizable personal features	√	√	√	√	√		√
Use/promotion of products/brands		√	√		√		
Use of positive laden words		√	√	√	√	√	
Exemplifying a recognizable situation for the target audience	√	√	√	√	√		√
Encouragement of co-creation						√	
Use of multiple channels and promotion of these							
Addressing the audience		√	√	√		√	√
Theme	43	44	45	Total		%	
Showing emotions	√	√	√	45		100	
Showing personality	√		√	37		82	
Uncovering			√	19		42	
Expressing personal stories	√	√	√	35		78	
Expression of values and opinions	√		√	31		69	
Introduction to the content of the video	√	√	√	45		100	
Recognizable personal features	√	√	√	42		93	

(Continued)

Table 8 (Continued): The list to examine Xijingmudan's person-brand meaning

Use/promotion of products/brands		√		23	51
Use of positive laden words	√			26	58
Exemplifying a recognizable situation for the target audience	√	√	√	44	98
Encouragement of co-creation				1	2
Use of multiple channels and promotion of these				0	0
Addressing the audience	√	√	√	34	75

According to the researchers' observation of the video content, this section will analyze from three parts. The first part is the analysis of the main characteristics of video content, as well as its subtle impact on the audience. The second part describes the use and experience of video mode, publicity, and empathy for the follow-up development. The third part analyzes the style, personality, and values.

4.3.1 The analysis of the main characteristics of video content, and its subtle impact on the audience

In this study, the construction of the main features is related to arousing the audience's emotions and feelings about certain things and characters. In other words, the emotions and feelings of the audience are also helpful for brand building. On the

one hand, the audience's emotion reflects the brand's attempt to arouse the emotional resonance of the visitors, so as to meet their psychological or social needs; on the other hand, the audience can form image association of video information directly from their actual experience, or form association indirectly through the emotional images conveyed by the content. This part introduces how Xijingmudan constructs the main characteristics of POPs and PODs, and how it guides and influences the audience's emotion.

Based on table 6 (see table 6), it was found that in 45 samples, "showing emotion" was 100%. Therefore, it can be explained that Xijingmudan pays great attention to expressing his information emotion so as to evoke the emotion of the viewers. There are many findings in the video that can prove the strategic points of building the main features of the video. For example, in different theme videos, Xijingmudan will play the most appropriate role to show the content, and the performance of different roles will resonate. In the video No. 27, he uses the role of Kelly to deduce the vanity of college students in the time period, which involves a series of family conflicts and social problems of students' private loan, causing the audience's thinking. Xijingmudan will also reveal some of its own real information to create emotional interaction with the audience. For example, in video No. 32, at the end of the video, Xijingmudan shows that he did something about campus violence with his real self because he was also a victim of campus violence (showing that the

scar on his head was left by campus violence), which is his original intention to do this content. He not only explains effective solutions to problems from the perspective of children but also points out how parents should know whether children are suffering from difficulties and troubles. From these aspects, he expands the age stage of the internal audience, and tells his own views with his own practical examples, so that visitors can know the authenticity of the content and then arouse the resonance of feelings. On the other hand, Xijingmudan will look at Some typical real-life items and events are added to the frequency, such as he will show off the new mobile phone he bought in line, show off the process of taking out, and put the things ordinary people know but can't remember in the video.

The main purpose of the video is to show that Xijingmudan has the same characteristics as the audience and the viewers. He is not a celebrity with a distance from the audience. He has been showing his real face to the audience. He not only likes to show some of his hobbies, likes shopping (Sometimes shopping is like gambling, 2018) and enjoys food (This happiness can be eaten, 2018) or sharing life fun (Learn to drive, 2018) but also pays attention to social issues like everyone else (Respect for service personnel, 2018) . As an original video producer, the success of the work is undoubtedly the key premise of self-promotion. It is also difficult to produce a video that attracts the audience, from the conception of the story, writing the script, to the final shooting process. Although the audience appreciates the

original content produced by Xijingmudan, they don't know what the real him looks like. The presentation of this information will make the audience curious about the real character of Xijingmudan and keep tracking. At the same time, Xijingmudan knows how to create a script and appropriately interpret his works, which brings a very prominent brand to the audience, enables the audience to fully consume his works (watch video), and was reminded of the existence of the brand. Followings are some examples:

At video No.4 "Sometimes celebrities and actors are really vulnerable groups", Xijingmudan started with the topic that idols suffered cyber violence and expressed his own views against cyber violence to arouse the audience's perception. At the same time, he was also associated with the abuse he suffered because of the originality of the video style. Finally, researcher also call on the audience not to hurt others with words because of freedom of speech.

At video No. 13 "Customs of the Spring Festival", Xijingmudan shows how people used to celebrate the Spring Festival and show some traditional customs and ways to arouse the audience's resonance. At the same time, it suggests the audience not to forget the Chinese cultural customs and the need to maintain the heritage of traditional culture.

At video No.21 "You never know what your mom's going to do next second",

Xijingmudan performed in a humorous way that mothers always do something that surprises their children. Even the seemingly gentle mothers will become strong and brave immediately for their children. He hopes that everyone can understand their mother's mood. Although there will be a generation gap in topic and behavior in age, the mother will always love you. Finally, he wishes all mothers a happy Mother's Day.

At video No. 42 "Renting a house is like an exam ", Xijingmudan shows the difficulties and scams that young people who are just starting to work will encounter when they rent a house in the form of performance combining with their own actual cases, satirizing the bad behaviors of some intermediaries and landlords. At the end of the video, he recommended that you rent houses through some legal institutions and channels, and do not covet small and cheap things.

The above example shows several main features of personal brand Xijingmudan. On the one hand, from the content of the video, researcher can see that Xijingmudan's video is made up of various high-quality ideas, which are combined with various hot topics and subsequent fact discussions, to ensure the high-quality experience of the audience watching the video. Xijingmudan himself also mentioned in the video "50 questions", each video from the theme confirmation, writing scripts, shooting release often takes weeks. On the other hand, Xijingmudan also conveys a message to the audience from the side through the video content: "whenever, no matter what kind of

theme, I will express my own views to my audience", recording and distributing the video in a way that makes the viewers feel that they are promised to be valued. At the same time, Xijingmudan not only presents high-quality content to everyone in the style of humorous performance, but also undertakes the responsibility of being a public figure, reminding the audience not to hurt others with words ("Sometimes celebrities and actors are really vulnerable groups", 2017), not to be cheated easily ("Renting a house is like an exam", 2018), paying attention to cultural heritage ("Customs of the Spring Festival", 2018), thanking their mother ("You never know what your mom's going to do next second", 2018), or maybe researcher can say he always guiding his own audience to become better and more active people.

In addition, another character is that Xijingmudan is good at consistency. Whether the content is released consciously, it is expanded around being close to life. His performance style is the same from the beginning to the end, and he is very loyal. The impression made by the brand image is true. This is also supported by his occasionally exposed bad personality characteristics, such as when Xijingmudan adds some swearing in the video conversation, which strangely makes the audience have a more favorable impression on him.

4.3.2 The use and experience of video mode, publicity, and empathy for the follow-up development

The findings in the previous part of the analysis give researcher a new

understanding which there seems to be a conscious decision behind the content and video mode of the release. In other words, there is little deviation from the topic category, shooting environment, performance mode, or pet phrases and intonation used. This section analyzes how the original works of Xijingmudan promote the brand itself and demonstrate empathy to the audiences.

According to the "brand name" discussed above, the researcher believe that the brand name added to every video is also the promotion of its Sina Weibo account because the original content of the brand can be transmitted to another platform through reprint and sharing (see Figure 12). No matter what channel the promotion of Xijingmudan is, all online platforms are tools to attract more audiences.

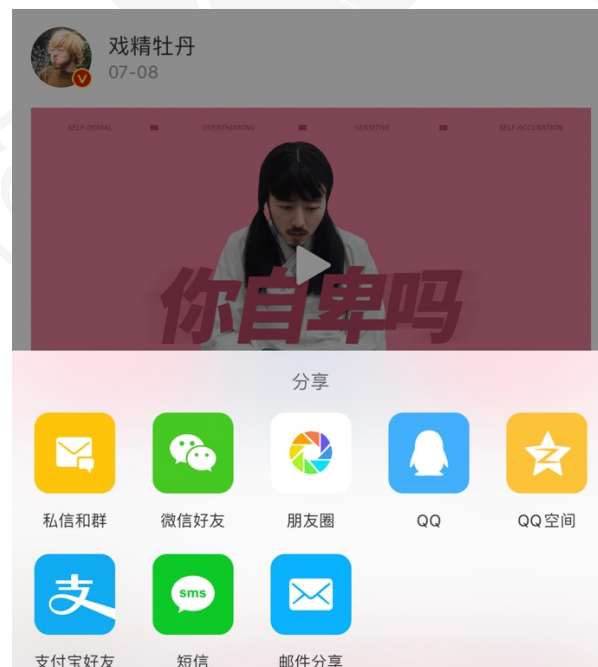


Figure 19: Videos can be shared to other platforms through Sina Weibo, such as QQ,

Wechat, etc

Furthermore, according to Kallas (2018) paper, Internet users think that watching the videos of Internet Celebrities provide them with a topic to talk about when they participate in social activities, so as to help them improve their social relations.

Therefore, Sina Weibo also enables Xijingmudan to use her social media account for self-promotion, such as provide discussion direction on daily topics, food ("When you are hungry at night", 2017), travel ("When you and your mother go traveling", 2017) and colleague relationship ("Workplace strategy 2.0", 2018) and family relationship ("The Impact of Native Family on You", 2018); also keep up with hot topics on the Internet, women's topics ("Safety Guidelines for Girls Living Alone", 2018), Social controversy ("Vanity in University ", 2019; "Moral Coercion", 2018).

At the same time, because of its topicality, the audience will comment on the video of Xijingmudan to express the same emotion and interest as him. Instead, it will help him to find a group of audiences who have similar feelings about the topic, so that they have a certain degree of preference for the brand. Next in importance, through Xijingmudan's works, the audience has emotional resonance and ideological understanding with him and also develops the brand image and definition from the side. Of course, it is also inseparable from Xijingmudan's use of his professional performance skills (Xijingmudan graduated from a professional drama school) to show his real emotional expression and rational thinking through video. For example, video 45 "introverted inferiority complex" shows that Xingmudan is good at

expressing empathy with the same topics that many viewers have experienced. In Xijingmudan's opinion, introversion does not necessarily mean inferiority, and introversion is not necessarily bad. He cites many real personal experiences and discusses them at the end of the video to persuade people to give up their prejudice against introversion, because "life belongs to you, you just need to live in the most comfortable way you feel, and don't force change because of the views of others"

Moreover, after watching the videos released by Xijingmudan, the researchers found that all videos are short videos with 3-5 minutes running time. According to Wochit (2017), social media is all about immediate gratification. Audiences want to consume content quickly and keep up with the latest news and trends. They don't have the time and patience to watch long videos at all. Xijingmudan's video allows viewers to take advantage of their free time to watch videos and focus on their performance and content to the maximum extent possible.

4.3.3 The analysis of style, personality, and values.

According to the profile information of Xijingmudan's Sina Weibo (see Figure 4), he defines himself as a funny video producer, so this section of researcher will elaborate the style and personality of the original video of Xijingmudan and its displayed value outlook based on the analysis of the characteristics of the video. At the same time, this is the last and most critical step to set up pops and pods of personal brand Xijingmudan.

Through the analysis of the above chapters, the success of Xijingmudan is based on his creative and high-quality original video content, the professional way of performing multiple roles by one person, and the ironic and funny tone he revealed in the video. The topics he chooses are either common in daily life or hot topics.

Xijingmudan transforms these familiar scenes into reality in the form of video, which not only gives the audience experience of watching services, but also helps the audience to have emotional resonance through the content, because they have the same experience. According to the list to examine Xijingmudan's person-brand meaning (see Table 6), 82% of the 45 videos show satirical personality, and the satirical elements also portray Xijingmudan as a satirical and humorous online celebrity, for example:

At video No 10 "Habitual Comparisons with Others" (2017), Xijingmudan satirized that many people are more and more like to compare with others, even for these illusory titles, so as to lie and do something illegal.

At video No 28 "Be kind to anybody, no one owes you" (2018), Xijingmudan lists many people in real life who are supposed to ask for things from their neighbors, but never know how to be grateful, and then satirize their behavior.

At video No 43 "Sex education: problems parents have difficulty communicating

with their children education" (2018), Xijingmudan humorously satirizes that Chinese parents are always reluctant to talk about sex education in adolescence because of traditional concepts and elders' self-esteem.

Not only that, although Xijingmudan would spend most of his time performing and talking in the video to show the satirical topic, he would often share his suggestions on the topic under discussion at the end. The list to examine Xijingmudan's person-brand meaning (see Table 6) also reflects that the researcher's findings are correct ("Expression of values and opinions " accounts for 69%). These suggestions are basically either his own experience or positive, encouraging and seeking help in a higher stage.

At video No 10 "Habitual Comparisons with Others" (2017), Xijingmudan made it clear that it is very weak to get along with such people and you will never be regarded as a friend in their eyes, so if you find such a situation, please stay away from them immediately.

At video No 28, "Be kind to anybody, no one owes you" (2018), Xijingmudan asked, "when the audience meets people with unlimited demands, do they always think it's better to be tolerant?" He said that this concept is absolutely wrong, a moment of forbearance will make them more indifferent to your feelings, so when this kind of thing happens for the first time, it should be explicitly rejected.

At video No 43 "Sex education: problems parents have difficulty communicating

with their children education" (2018), Xijingmudan changed the style of humor and joking at the end of the video, and said seriously: "sex education is something that parents must pay attention to, let children know how they were born, let them know the difference between men and women, know the respect for each other's body, and have a sense of self-protection.

With excellent empathy, Xijingmudan balances the sharp language and positive influence of personal brand image. Through his performance, he satirically exposed the disliked essence behind the topic, and also put forward valuable suggestions and solutions to the audience. On the other hand, he has been loyal to his brand's distinctive image and definition. In each of his videos, the real, ironic and positive video reactions are all highlights and are not easy to change. The meaning of the brand is obvious: personal brand "Xijingmudan" is defined as an original video producer who focuses on producing interesting content (setting POPs); Xijingmudan clearly displays the brand name, logo, performance mode, pet phrases from the beginning, so that the audience can distinguish who he is, especially, he shows the brand's personality, values and conveys his own ideas, which also enables the audience to Viewers can better understand the content of Xijingmudan video (set PODs) and can make long-term expectations for this brand and derivative content.

4.4 Maintain Personal Brand

The ultimate goal of a personal brand strategy is to establish a brand relationship with the audience, maintain and strengthen the relationship between Xijingmudan and the audience. In this part, the researcher divided four sections to discuss the interactive strategies of Xijingmudan, i.e. 1) Uncovering information, 2) Addressing the audience, 3) Encourage interaction, 4) Use and promotion of the brands.

4.4.1 Uncovering information

Uncovering information refers to the fact that Xijingmudan actively exposes his reality related information to fans through video. This kind of strategy can increase the fans' liking and trust for you, and thus enhance the intimacy of both sides, because uncover self-information can shorten the distance between Xijingmudan and the audience, which is what Xijingmudan has been pursuing. At the same time, it also gives the audience a sense of "we not only know Xijingmudan on the Internet but also he knows it in reality". Most of the information disclosed by Xijingmudan in his video is related to privacy and interest, such as his past experience ("Learn to resist campus violence", 2018; "The Impact of origin Family on You", 2018), his work status and future dream ("50 questions about Xijingmudan", 2018) and his hobbies ("When you recommend something to others", 2018; "Sometimes shopping is like gambling", 2017)

At video No 20, "The Impact of origin family on you"(2018). Xijingmudan said that the recollection of this topic is very terrible. He may be able to blame the original family for many of his own misfortunes, but later he thought that these problems should not be the obstacle for him to become better.

At video No 26, "How to spend the 5 million prize"(2018). Xijingmudan revealed that he is an ordinary person. Like other people, he always thinks about the day when he will buy the lottery, and then he doesn't need to think about making money or working anymore.

At video No 41, "50 questions about Xijingmudan"(2018). Xijingmudan revealed that his dream is to play a drama, which is not to be joked about, but he has been working hard for it. He made it clear that all he has done is for this dream.

From the above examples, it can be clearly found that Xijingmudan will appropriately disclose her privacy story in the right theme and time to respond to the audience's curiosity about Internet Celebrities. The “right time” refers to that when he has a fixed audience, his earlier works have no behavior of disclosing his own information. In the video of Xijingmudan, he is an ordinary person. He experiences everything like other ordinary people. Although he has suffered suffering (("Learn to resist campus violence", 2018), he also has dreams ("50 questions about Xijingmudan", 2018). These findings show that Xijingmudan is an ordinary person, who is the same as thousands of viewers through the exposure of his own information.

The first-hand information and experience that has never been uncovered are often the most attractive and persuasive, that is, the effectiveness and appeal of the personal brand "Xijingmudan" and its derivative product "original video".

4.4.2 Addressing the audience

“Addressing the audience” was discovered when the researcher analyzed the meaning of a personal brand, Xijingmudan always starts the videos by looking and talking to the camera when he engages and addresses his audience, which can be understood as addressing the audience. In another major study, Elite (2017) found that the acting way of actors directly talking to the camera is 1) Let the audience experience the situation of the characters in the play; 2) In order to make the audience feel authentic, deliberately hide the speaking object temporarily. Meanwhile, Xijingmudan also uses "you" and "you guys" to refer to the audience, giving the audience a real sense that the people in the video are speaking to me. The following examples can illustrate this point:

At video No 19, “Safety Guidelines for Girls Living Alone” (2018), Xijingmudan He looked at the camera and made some exaggerated gestures and said, "Today Kelly (the role he plays) teaches you guys some tips for the safety of women living alone."



Figure 20: Xijingmudan talks to the camera and uses the word “you guys”

At video No 39 "Learn to resist campus violence" (2018), Xijingmudan looks at the camera and mentions, "the reason why I did this topic which is I was a victim of school violence since I was a child. I have seen many cases of school violence before, and I am afraid that if you encounter such things, you will not know how to deal with it."



Figure 21: Xijingmudan looked at the camera and revealed his story.

At video No 45 "Do you feel inferior" (2018), He got friends to talk about

inferiority and expressed "Although to be confidence is a good thing, not everyone can do it. When you try to be confident, but you can't, there's no need to worry about it. You know where you are, and you don't need to hate yourself because you feel inferior." During the discussion, Xijingmudan also spoke at the camera



Figure 22: Xijingmudan discussed with his friends

Xijingmudan takes this kind of personal pronoun as an opportunity to communicate, which is easy to narrow the gap with the audience. Meanwhile, it will also make the audience feel that his information and views are sincere.

4.4.3 Encourage interaction

If uncovering personal information is a one-way way communication method to attract audiences, encouraging interaction is a strategy to turn one-way communication into two-way communication. By increasing the interaction and communication with the audience, that can help Xijingmudan get closer to the

audience group faster and convey a sense of belonging to them so that the audience can accurately feel that they are part of the brand so that they have a clear understanding of the meaning of the brand. Here are some common ways to do this in a brand:

The first is a special question and answer video, which is a video category about Xijingmudan answering questions from the audience. For example, Xijingmudan collected questions from the audience through the Sina Weibo platform before making the video "50 questions about Xijingmudan" (2018) and select 50 appropriate questions for video production

The second way is to ask the audience questions. For example, at video No 43 "Sex education: problems parents have difficulty communicating with their children" (2019), Xijingmudan mentioned that "the parents of the older generation always think that sex is a difficult topic to talk about, and children will understand it naturally when they grow up. Because such a view has caused many misunderstandings and tragedies, have your parents ever taught you about sex education?". At video No 23 "Moral Coercion" (2018), Xijingmudan also asked, "Do you have any experience moral coercion in your life? You can say it in the comments and let it out. "

The third way is the lottery which also provides an opportunity for the audience to contact and communicate with Xijingmudan. The lottery is self-promotion and feedback activity on Sina Weibo. Netizens with the specified conditions (forwarding,

commenting or praising) will have the same opportunity to get rewards from the people who organize the lottery. Xijingmudan specially made some limited gifts for the lottery, such as hats, canvas bags (see Figure 13). These prizes are not for sale and can only be obtained through the lottery. In fact, the lottery helps Xijingmudan's personal brand to carry out marketing activities, because it makes the audience actively forward videos for Xijingmudan by taking advantage of their desire to get awards and increases the intensity of marketing promotion. At the same time, it not only deepens the loyalty of audience behavior (watching video and forwarding video) but also returns the support of the audience with gifts.



Figure 23: Xijingmudan customized limited prizes for the lottery

All in all, the above empirical results clearly show that Xijingmudan consciously attracts the audience to interact with him, and encouraging interaction is also a way to receive audience feedback.

4.4.4 Use and promotion of the brands

As the last point to maintain the personal brand, the use and promotion of brands

must be concerned. Although this topic is not as clear as the other identified patterns discussed above, it is still considered an interesting discovery and appears frequently, with 48% of the 45 samples selected showing brand promotion. As a result, it may play a role in personal branding on social media. At the same time, the promotion of brands is the fastest and most able to reflect the value of the current network celebrities, to make money from promotion. The following are videos that include brand promotion videos (see Table 9). The researcher divided the display categories of advertisements into 2 categories: demonstration products and oral advertising. Demonstrating products means that Xijingmudan displays the product and brand name directly in the video. Oral advertising refers to the video only mentioning the name of the brand, without any physical object, most of the information is expressed in language.

Table 9: Promotion of brands the videos of Xijingmudan

Video Number	Brands	Type of display	Content descriptions
5	Zhenhun (Mobile game)	Demonstrate product	Brand name; product picture; product experience

(Continued)

Table 9 (Continued): Promotion of brands the videos of Xijingmudan

6	Sogou translation app	Oral advertising	Brand name; product usage; product details
8	Xianyu	Demonstrate product	Brand name; product picture; product experience; product usage; product details
10	HP computer	Demonstrate product	Brand name; product picture; product usage; product details
12	Tmall	Oral advertising	Brand name; product usage
13	LAF	Demonstrate product	Brand name; product picture; product experience
14	Knives Out (Mobile game)	Demonstrate product;	Brand name; product picture; product experience

(Continued)

Table 9 (Continued): Promotion of brands the videos of Xijingmudan

15	Soyoung	Oral advertising	Brand name; product experience; product details
17	Onmyoji	Demonstrate product	Brand name; product picture; product usage
19	Rejoice	Demonstrate product	Brand name; product picture; product experience; product usage; product details
21	YUESAI	Demonstrate product	Brand name; product picture; product experience; product details
22	Royal-Canin	Demonstrate product	Brand name; product picture; product experience; product details
24	Oral-B	Demonstrate product	Brand name; product picture; product experience; product usage; product details

(Continued)

Table 9 (Continued): Promotion of brands the videos of Xijingmudan

25	BUICK	Oral advertising	Brand name; product usage; product details
26	SECOO	Demonstrate product	Brand name; product picture; product details
31	Pantene	Demonstrate product	Brand name; product picture; product experience; product details
34	Safeguard	Demonstrate product	Brand name; product picture; product experience; product details
35	Yili	Demonstrate product	Brand name; product picture; product experience; product details
37	Tmall	Demonstrate product	Brand name; product picture; product details

(Continued)

Table 9 (Continued): Promotion of brands the videos of Xijingmudan

38	Crest	Demonstrate product	Brand name; product picture; product experience; product usage; product details
40	iQIYI	Oral advertising	Brand name; product details
44	Want Want	Demonstrate product	Brand name; product picture; product experience; product usage

According to the results of the table, Xijingmudan's brand selection and promotion are most of them are products of daily life, and these product brands are well-known in China or internationally. Xijingmudan also mentioned at video No 41, "50 questions about Xijingmudan"(2018) that "it will not promote any financial brand, such as loan and financial management, he believes that it will convey some negative consumption ideas. In addition, it will not promote health products, drugs, and Korean brands. For not promoting Korean brands, Xijingmudan also shows that it's just a personal choice.

Based on the observations, Xijingmudan's advertising placement strategy is to

try to choose products that are consistent with the theme. “The cost of a girl going out on a date”, (2017) is Xijingmudan's first video to promote the product. The product is momo (dating application). In the video, Xijingmudan shows how much time and money are spent preparing for the first date from the perspective of Kelly (role) but finds that the date's person and photo are so different that they end tragically. Finally, Kelly expresses her emotion, " I should check his real photos with momo (dating application) before dating” and leads to the product name. This way of advertising implantation will not bring a sudden feeling to the audience. Video content and promoted products can have an association, and there is no embarrassment that the title is inconsistent. It can also be reflected in other videos that are embedded in advertisements. For example, at video No. 22 "When your mother has a dog" (2018), Xijingmudan's video is about the attitude of mothers before and after keeping dogs, to show some people's excessive love for pets and even affect their daily life. In this video, the product he promoted is dog food, which is consistent with the video topic

It's a challenge for Internet celebrities to add product implants to their content, whether name, material objects or details. On the one hand, it's an opportunity to prove their business value and make money from promotion; on the other hand, if the audience doesn't like advertising or is worried that the quality of video content is affected by product implantation, there is a risk of reducing the audience's goodwill and loyalty. However, Xijingmudan has started product implantation in his eighth

original video (2017), and now his personal brand has been successfully developed with about 4 million fans, which shows that the personal brand is not exposed to negative risks. Therefore, according to the above survey results, whether it's clever direct display of products or oral publicity, it's personal brand Xijingmudan that proves that he has enough ability to carry out creative content, and to obtain brand support (fame and money), which is conducive to the long-term development of personal brand. In addition, the internet celebrities who recognized by famous brands can increase the confidence of the followers in a sense (Jing. 2019)

4.5 Image analysis

Although as we all know, the biggest advantage and feature of personal brand Xijingmudan is original videos producer, which is how he defines his own in profile (see Figure 4). However, Xijingmudan not only displays original videos in Sina Weibo but also publishes images. Therefore, the researcher thinks that pictures will have more or less influence on the establishment and maintenance of a personal brand. In order to analyze the personal brand strategy more perfectly, the researcher uses the method of sample selection mentioned and coding manual in Chapter 3 and choice 100 images from Xijingmudan Sina Weibo for analysis. The analysis results are as follows:

The mood of the picture	
High-arousal emotions	low-arousal emotions
63%	37%

The results show that Xijingmudan is more willing to let the audience see high-arousal emotion images on Sina Weibo, due to social sharing was very connected to feelings of high, where the reader feels in control, such as happiness, inspiration or admiration (Jones, K.&Libert, K.&Tynski. K, 2016). Therefore, it can mobilize the feeling of the audience and influence the interaction with the audiences.

Activities in photo	
Work situation	Daily life
39%	61%

61% of the content is about the daily life of Xijingmudan. Researcher can intuitively find that Xijingmudan is more inclined to show his real side, no matter his life or his personality, which is consistent with the fact that he has been uncovering his real information in the video. Combined with the above research, it can be more certain that showing the true self is a very important feature point for the personal brand "Xijingmudan".

People in photo

No people	Have people
6%	94%

Of all the 100 pictures, only 6% are without people, while 94% have at least one person in the picture, of which 92% are Xijingmudan himself. From this, it can be found that he does not like to share photos with only scenery. His own person and his face are the biggest highlights of his personal brand "Xijingmudan". He also focuses on maintaining this principle when selecting pictures, so as to gradually make the audience familiar with this impression.

Color	
Black & White	Colored
4%	96%

In 100 samples, 96% of the images with color. Based on the data review, the researcher believes that there are two reasons for this result. First, Allison (2019) once mentioned that the way to create positive emotions is to combine a variety of primary and secondary colors to produce a young and colorful effect. These colors will attract the viewer's attention and stand out from the surrounding environment. They can also have a stimulating effect and make people feel refreshed. 63% of the pictures released by Xijingmudan are high-arousal images, so it needs multicolor to better mobilize the audience's atmosphere. The second reason is the Chinese traditional culture. In some

Chinese people's cognition, black & white photos represent the unlucky meaning, especially the people's photos, because they are usually used in funerals to turn the dead people's photos into black & white to express the sadness of the dead people.

And in combination with the video "Customs of the Spring Festival" (2018) that Xijingmudan had done before to remind people not to forget to inherit Chinese traditional culture. So, researcher can know that Xijingmudan respects and pays attention to traditional culture. In addition, as a public online celebrity, Xijingmudan also needs to consider the visual experience of different audiences, not that black & white photos will definitely bring bad feelings to people, but it may happen.

Nature	
Commercial	Non-profit
20%	80%

In this study, commercial pictures are defined as advertising pictures and product pictures. From the perspective of data, Xijingmudan's commercial pictures published on Sina Weibo are less, accounting for only 20%. Compared with the proportion of advertisements in the video, the proportion has been greatly reduced (48% of the advertising videos).

Symbols

Appear	None
49%	51%

A nearly balanced number shows that Xijingmudan will show the audience pictures related to the signs in the video, such as uploading life photos of different personas (see Figure 14). However, in this case, Xijingmudan still hopes to present the real-life state beyond its own video on Sina Weibo.



Figure 24: Life photos of different characters in Xijingmudan video

In addition, another interesting finding of the researcher is that Xijingmudan will maintain a relationship with the audience through images. He will hold the contest of airbrush pictures on Sina Weibo on a regular basis. The general rule is to invite the netizen to transfer his face on other pictures (see Figure 15), and then select three winners by voting, and give 1000 yuan (about 140 US dollars) as bonus.



Figure 25: Pictures for netizens to participate in the contest of airbrush pictures

This contest has been held for a second time; the audience has a high degree of participation, and the researcher thinks that this is also an indirect way to continue to close the distance between the audience and him.

CHAPTER 5

CONCLUSION

5.1 Research question

This paper makes a qualitative study of Xijingmudan's personal brand. By analyzing the content of his 45 videos and 100 photos, the researcher was able to identify several patterns related to the research problem:

“How does Xijingmudan create and builds his personal brand via his content on Sina Weibo? and maintain personal brand development for a long time?”

In order to answer this question, this paper proposes a conceptual framework based on empirical research (See Figure 16). Combined with the previous analysis of the original content, Xijingmudan uses three key success steps.

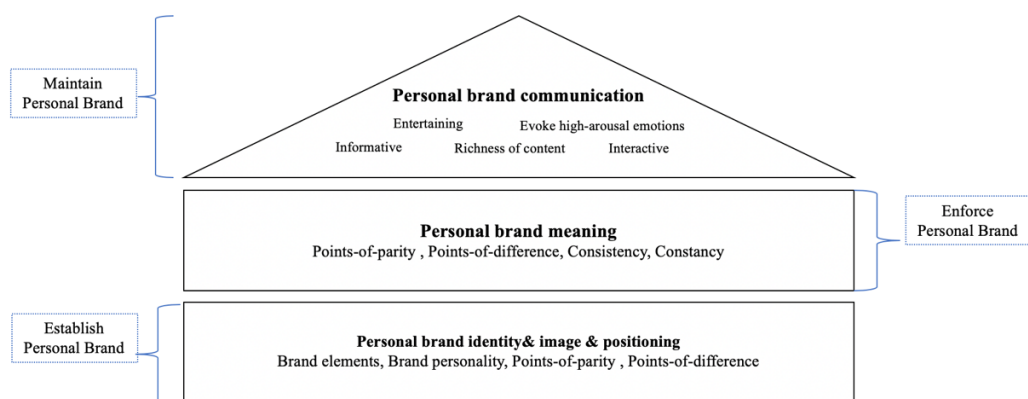


Figure 26: Framework

1. Establish Personal Brand ---A clear personal brand identity & image

To establish a successful personal brand, it is necessary to have a clear brand

identity and image, which means that the founder needs to create brand elements that can be recognized and remembered. Through the analysis of the empirical materials in this paper, it is found that Xijingmudan's personal brand identity is defined by the main elements of name, symbols (Play multiple roles, the contrast of appearance, femininity, pet phrase, and use of props) and products (video and images).

Personal brand "Xijingmudan" is a name with interesting and deep meaning, and this name is composed of two commonly used Chinese nouns (戏精Xijing+ 牡丹Mudan) so that the audience can easily remember when watching the video. At the same time, all the short videos posted by Xijingmudan on Sina Weibo are displayed in the style of funny performance, which helps the audience to establish the memory connected to the meaning of the brand name (a spoken performer or a drama queen) when watching the video.

The non- text symbols presented in Xijingmudan video all contribute to the richness of personal brand from all aspects, 1)"play multiple roles" 93.3% of the original videos will show this sign, which is also the most recognizable feature of the personal brand "Xijingmudan". On the one hand, it helps the audience understand the deep meaning of the video from multiple perspectives, on the other hand, it shows the public that Xijingmudan has the talent of self-directing and self-performing; 2) "femininity", men play the role of women, showing the image of feminization. It has changed the division and regulation of gender in traditional culture. This may also be

the reason why the personal brand "Xijingmudan" has attracted the attention of netizens because the brand has a strong "rebellious" mood; 3)"the contrast of appearance" Looking at the 45 samples, Xijingmudan's characters are all female characters, but he still has a plug beard, which provides an influential perspective for the audience and the topic derivation of the discussion of funny images. At the same time, Xijingmudan also makes his beard as identification and an interesting point; 4) "pet phrase" Xijingmudan will add some fixed pet phrases to the appropriate dialogue to deepen the audience's memory. These phrases will also become sentences imitated by the audience, strengthen publicity, and have obvious effect on the brand construction in the early stage; 5)"Use of props". In 45 samples, 40% of the videos also use props, which helps to improve the integrity of personal brand product content and increases the interest of the video from the side. In addition, as a performer himself, Xijingmudan has improved his recognition and interest, helped his personal brand get a high degree of recognition and acceptance on social networks, so as to create the identity of personal brand "Xijingmudan" in a certain range, and spoke for products and brands in the future development stage.

To sum up, by displaying the brand name, symbols and unique personal style in the original video production, Xijingmudan has achieved the goal of creating brand awareness together with the audience, laying a stable foundation for the initial stage of the personal brand "Xijingmudan".

2. Enforce Personal Brand --- Increase brand meaning and competitive edge

Xijingmudan increases its brand meaning by setting up and decorating Points-of-parity (pops) and Points-of-difference (pods) in original content, so as to introduce what "Xijingmudan" is to the audience. As Khedher (2015, p. 20) suggests: "personal branding requires a distinctive persona recognized by wide audience". In other words, the clear pops also give the audience the "reason" to enjoy the product (watch the video) and become the brand audience. In addition, Xijingmudan's funny performance style, combined with a distinctive ironic and critical attitude, provides emotional resonance to audiences who have the same ideas, which is also based on high-quality video content. At same time, he shows the brand's personality, values and conveys his own ideas, which also enables the viewers can better understand the content of Xijingmudan video (set pods) and can make long-term expectations for this brand and derivative content.

In addition, Xijingmudan is good at coherence and consistency in content, so he is considered more authentic. Xijingmudan's loyalty to the brand image also enables him to clearly demonstrate their personality, values, and opinions - i.e. His brand identity. It also enables audiences to better understand brand content (pods) and guide them to think about what happens in life. This is important because the more reasons Xijingmudan gives audiences more "reasons" to like his brand, the more recognized and popular he is.

3. Maintain Personal Brand --- Interact with the audience

For the sake of establishing a successful personal brand on Sina Weibo, the Internet celebrity must also maintain the brand. Xijingmudan achieved this goal through four interactive strategies:

- To uncover information. In order to break the distance between the Internet celebrities on Sina Weibo and the real audience, Xijingmudan moderately revealed its privacy and story, to maintain the real feelings of the audience and convey resonance emotions.
- Addressing the audience. Xijingmudan always looks at the camera and talks to it, no matter whether he reveals the information or expresses his views. Elite (2017) found that the acting way of actors directly talking to the camera is 1) Let the audience experience the situation of the characters in the play; 2) In order to make the audience feel authentic. He uses "you" and "you guys" to refer to the audience as an opportunity to communicate, which not only interacts with the audience before the video but also makes the audience feel that Xijingmudan's information and views are sincere.
- Encourage interaction. Xijingmudan provides interactive channels and participates in interactive activities in his content, such as Q & A video and Sina Weibo lottery. The strategy of transforming one-way communication into two-way communication also opens up the way to receive audience feedback.

- Use and promotion of the brands. The personal brand "Xijingmudan" proves that it has enough influence and ability by promoting several famous international brands and obtains the support (fame and wealth) of the brand side, which is conducive to the long-term development of the personal brand. Moreover, the Internet Celebrities recognized by famous brands can increase the audiences' confidence in the brand in a sense (Jing, 2019),

4. Image

In terms of picture content, Xijingmudan is more inclined to show his real side, thus, most of the pictures he published on Sina Weibo are about his daily life, and the style of his personal brand "Xijingmudan" is defined as funny, so the pictures he shared with the audience are high-arousal emotion. In addition, Xijingmudan also shares some pictures related to roles from video to remind the audience of the main products of personal brand (original video), so as to establish the unity and connectivity of brand elements. Last but not least, Xijingmudan uses the image content as a way to interact with the audience, creating small activities (The contest of airbrush pictures) and presenting some prizes, so as to increase the intimacy with the audience.

5.2 Personal branding on Sina Weibo

In the previous section, the researcher summarizes the analysis of empirical data.

In order to become a unique personal brand, the founder needs to adopt some key factors, as Xijingmudan did, because it can get more attention and recognition from the audiences. Therefore, a personal brand can be understood as a process of personal accumulation and growth until becoming a brand. With the growth of the brand's audience (number of followers), the brand becomes more and more powerful. As mentioned by Arruda (2009), "it is necessary to produce personally branded content that is clear, consistent and constant to maintain the stable development of the personal brand". Furthermore, through the performance and interpretation of Xijingmudan in the video, we can see that his positioning for the personal brand "Xijingmudan" is a funny media producer. The personal brand image that you want to show is a funny performer with a female perspective and creativity. And the irony and positivity he shows in the video is personal brand identity. Based on these findings and discussions, the researcher proposed a model of Xijingmudan personal brand. The model is shown in Figure 17

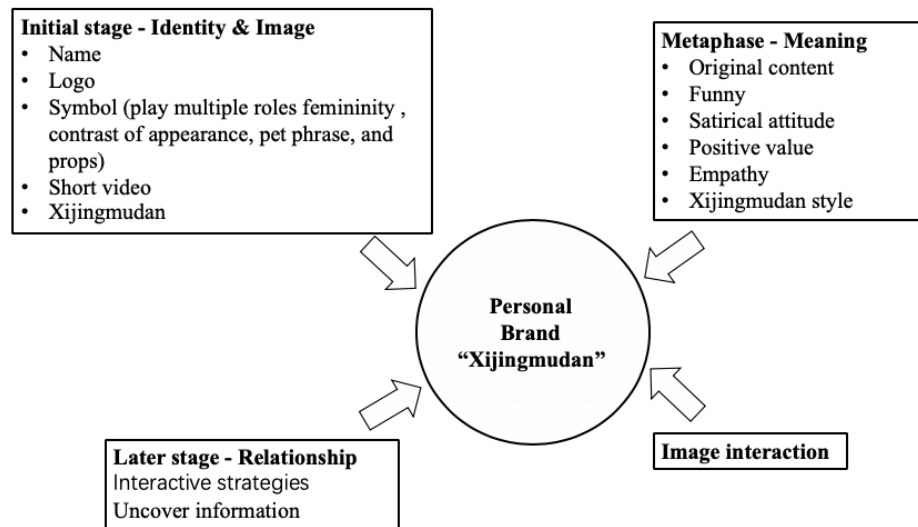


Figure 27: Xijingmudan's personal brand model

As it was explained in Figure 17, researcher can roughly divide the personal brand creation into three periods. In the initial stage of personal branding, the founder should clearly establish personal brand identity and brand image, but this is a process that needs time to explore and accumulate. It took a long time for Xijingmudan to discover the way to attract audiences through video production, thus revealing his own style and personality, and always loyal to it. In the medium term, Xijingmudan gradually established the meaning of the brand. With excellent empathy, he balanced the satirical attitude and positive influence in his personal brand image. It is not only to satirize unreasonable problems through funny performances, but also to criticize them. On the contrary, it also puts forward positive correction suggestions, which helps the audience to open up the thinking of seeing problems. By making the audience feel that they and Xijingmudan are the same types of people who have the

same idea, they can resonate with the brand. At the later stage, the audience began to enhance their loyalty, attachment, and participation to the personal brand "Xijingmudan" with interactive strategies.

5.3 Implications

1. Research implications

Based on the in-depth investigation of the original content published by personal brand "Xijingmudan", this study summarizes the whole process of how Xijingmudan creates, develops and maintains personal brand on Sina Weibo, and then puts forward three implications that are helpful for a personal brand strategy on Sina Weibo.

- Establish a unique brand identity and significance in the first and middle period.
The founders need to give the audience some "reasons" to remember you or follow your account as soon as possible. Help the audience to define the right identity for your personal brand in their memory.
- Consistency. Efforts to build a personal brand image on social media are largely dependent on self-display behavior, so it is important to maintain the consistency of brand image and content. Consistency is important because it allows your personal brand to be recognized, familiar and perceived as more authentic by the audience. Only by being loyal to your own brand image can you clearly

communicate and display your personality, values, views, and symbols through the shared content.

- Connect with the emotional empathy of audiences. On Sina Weibo, the founders can attract more "similar people" by expressing their opinions and values, so as to have brand empathy with them and improve their loyalty and dependence. This is critical to the sustainability and future word-of-mouth of personal brands.

2. Ethical Implications

Sina Weibo provides a platform for everyone to create content freely. Internet celebrities share original content, instant emotion, personal opinions, and their own stories through their own personal brand accounts, and do everything possible to create a real personal experience for the audience, which may make the audience think that they know Internet celebrities very well, like friends in real life. But it can also have a negative social impact. On the one hand, when online celebrities advertise their products, young audiences are likely to fail to recognize their marketing intentions. Besides, young audiences in China are more willing to believe the products recommended by Internet Celebrities, and they think that the test evaluation from Internet celebrities is considered more authentic than professional analysis (Weimin, 2018). Therefore, Internet celebrities should have self-evaluation standards for their advertisements. For example, at the video ("50 questions about Xijingmudan", 2018), Xijingmudan once said that he would not promote the brand of

finance and financial management, so as to avoid incorrect consumption concepts. On the other hand, because of the audience's loyalty and dependence on online celebrities, in this sense, online celebrities are not only popular people or personal brands on social media but also individuals who are granted certain "power" by society. Therefore, online celebrities and their successful personal brand must be cautious about the content they publish. Their words and opinions are really influential, and they need to be responsible for their influence.

5.4 Limitation

There are two limitations to this study; The first is the subjectiveness. Although the qualitative methods can allow the researcher to uncover meanings from what is being observed, and thus “contribute to the evolution of new theories” (Smith, Thorpe & Jackson, 2008), researchers' explanations may still have a subjective bias, which can be seen as a limitation. Researcher extract meaning from the content shared by Xijingmudan and then gain a deeper understanding of the phenomenon. In order to minimize the subjectivity, the researcher try to analyze and explain the research results according to the data mentioned in the empirical data. Next is data collection. Although the researcher mentioned that the method of content analysis is chosen, because it is often considered as an appropriate method to use when investing "social groups that are efficient to gain access to" (Bryman & bell, 2015, P. 313).

However, the research object of this paper is Xijingmudan and his personal brand, so if the researcher can interview Xijingmudan, it may increase the credibility of the research. Fortunately, the researcher got some useful information from his Q&A videos, which makes up for some shortcomings in this respect.

5.5 Future Research

This paper studies how Xijingmudan creates and builds its own personal brand through original content. It also helps to better understand the process and phenomenon of building a personal brand on Sina Weibo. In addition, this paper also reveals some potential areas of personal brand, which can be further studied.

First of all, through the research of this paper, it shows that Xijingmudan actively maintains the relationship with the audience through various interactive strategies, so it can be explained that a research on audience evaluation is helpful, because such research can supplement the audience's potential feelings and feedback on personal brand and provide valuable insights, so it has guiding significance for improving the development of personal brand . At present, the research scope of this paper is still focused on the brand itself, not involving the audience, so if there is an analysis from the perspective of the audience, then the research of this paper will be strengthened.

The second is about the promotion of products and brands by Internet Celebrities

mentioned in Chapter 4. This is a kind of gradually evolving mainstream sales trend.

Therefore, the future research topics can focus on the relationship between Internet Celebrities and brands, the purchasing power and behavior of audience fans, the economic market of Internet celebrities.



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Appendix 1: Example of Video Analysis Table

Video No. 21	You never know what your mom's going to do next second		
No of share	No of comment	No of like	No of view
8,612	10,018	43,964	11 million
Date of published	Date of record		Video runtime
09 th May. 2018	09 th May. 2019		6'56
Themes	Mother's Day		
Showing name / logo	The name "Xijingmudan" appears in the top left corner of the video, and the end shows it again		
Showing symbol	play multiple roles, contrast of appearance and use of props		
Showing pet phrase	Yes		
Showing emotions	Embarrassed, helpless, excited, serious, angry, strive		
Showing personality	Funny, real, skillful		
Uncovering	Scene, and revealed the relationship with mother		

(Continued)

Appendix 1 (Continued): Example of Video Analysis Table

Expressing personal stories	About what mothers do for their children, and their sometimes helpless
Expression of values and opinions	While women are vulnerable, the mother is strong. Moms should get more than a special day; they should get a medal of honor. They need more care
Introduction to the content of the video	He used the performance to show the details of the content and the meaning he wanted to show
Recognizable personal features	Appearance, performance, scene, intonation, pet phrase, multiple roles
Use/promotion of products/brands	YUESAI
Use of positive laden words	Comfortable, very beautiful
Exemplifying a recognizable situation for the target audience	Mothers may not be good at expressing their love for their children in front of you, but they always pay in silence and do not ask for return


(Continued)

Appendix 1 (Continued): Example of Video Analysis Table

Encouragement of co-creation	None
Use of multiple channels and promotion of these	None
Addressing the audience	Encourage everyone to take care of their mother, and don't be shy about showing love to her.

(Continued)

Appendix 2: Example of Image Analysis Table

			
No of share	No of comment	No of like	Date of published
119	1,667	9,909	12 nd Feb 2019
The mood of the picture	High-arousal emotions, feel happy		

(Continued)

Appendix 2 (Continued): Example of Image Analysis Table

Activities in photo	Daily life
People in photo	Yes
Color	Color
Nature	Non-profit
Symbol	None, no connection video message appears

BIODATA

Name-Surname: Yiting Jiang

Sex: Male

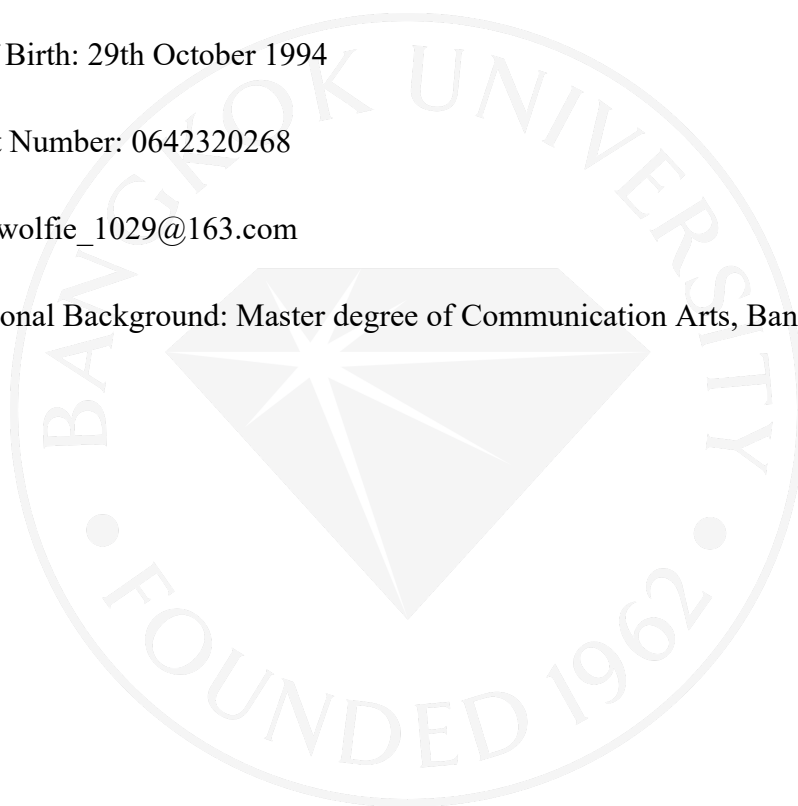
Nationality: Chinese

Date of Birth: 29th October 1994

Contact Number: 0642320268

Email: wolfie_1029@163.com

Educational Background: Master degree of Communication Arts, Bangkok University



Bangkok University

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Mr./ Mrs./ Ms Yiting Jiang now living at IDEO O2
Soi 195 Street Sunpawut
Sub-district Bangna Tai District Bangna
Province Bangkok Postal Code 10260 being a Bangkok
University student, student ID 7610300019

Degree level ☐ Bachelor ☒ Master ☐ Doctorate

Program M.Com. Arts Department - School Graduate School

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