

THE STUDY OF CONTENT ANALYSIS OF ZOO BRANDS ON CHINESE  
SOCIAL MEDIA WHICH AFFECTS BRAND PREFERENCE OF CUSTOMERS  
IN CHINA



**BANGKOK  
UNIVERSITY**

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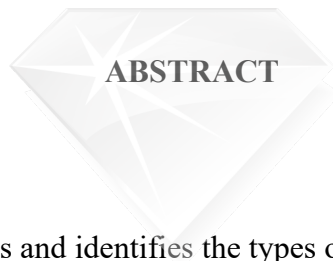
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The Study of Content Analysis of Zoo Brands on Chinese Social Media Which  
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This paper examines and identifies the types of content of zoo brands that affect brand preference of customers in China, with a focus on identifying and analyzing the types of content that a zoo brand launched on Chinese social media platforms and might affect brand preference of customers in China, and designing and developing the types of content that a zoo brand should launch on Chinese social media platforms, also focus on examining and evaluating the impact of different types of developed content on the brand preference of customers in China. Through a mixed methods of research between quantitative research (content analysis) and experimental-based research (design types of content and conduct A/B test via online questionnaire survey) approach, the study analyzes 18 representative contents that were posted on MWR official accounts between 1 May to 31 July, 2022 via coding sheet and types of content were designed by researcher, and online questionnaire

survey was conducted. And presents findings on the impact of different types of developed content on the brand preference of customers in China.

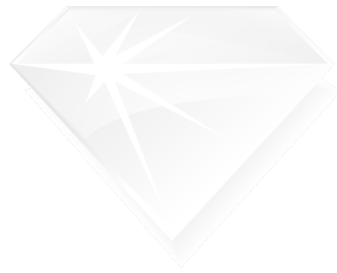
The research findings indicate that most of the respondents have positive attitude towards activity content for WeChat, compensation content for Weibo, and promotional content for Douyin, these types of content might build brand preference; While most of the respondents have negative attitude towards informational content for WeChat, informational content for Weibo, and entertainment content for Douyin, these types of content might not build brand preference. These findings have important implications for marketers, zoo brands, and scholars in follow-up research on content marketing in China, and suggest that the types of content that a zoo brand should launch on Chinese social media platforms.

The study also highlights the need for identifying common characteristics of zoo audiences worldwide, analyze their attitudes towards zoo brand content, and design and deploy corresponding content types to observe actual effects, which could have significant impact on content marketing strategies for zoo brands globally.

Overall, this paper contributes to content marketing of zoo brands in China by conduct content analysis of zoo brands on Chinese social media which affects brand preference of customers in China. This study has important implications for content marketing strategies for zoo brands in China, and provides a foundation for future research in this area.

*Keywords: Chinese Social Media, Content Marketing, Content Analysis, Zoo Brand*

*Preference, Consumer Insights*



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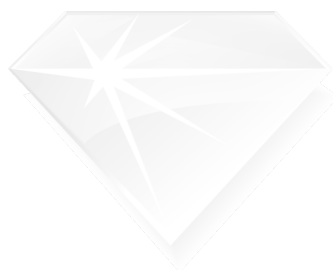
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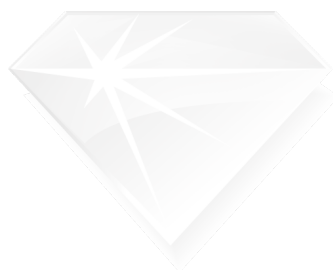
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## **CHAPTER 1**

### **INTRODUCTION**

In this chapter, the background, rationale and problem statement of the study are explained, as well as its objectives and the scope of the study. The research questions are also formulated, and the significance of the study is discussed. Furthermore, key terms are defined in a conceptual manner.

#### **1.1 Background of the Study**

The emergence of various new media due to the rapid development of information technology has caused traditional media to lose their influence over consumers. With the rise of strong broadband internet, digital advertising that can be skipped, and the increasing popularity of smartphones, experts in the field of marketing have shifted their focus to new media, especially web-based entertainment. In the 21st century, higher education institutions are utilizing content marketing as one of their marketing strategies. However, the COVID-19 pandemic has further accelerated the use of digitalization, leading to a surge in popularity of content marketing. Young people are showing more interest in digital platforms, and content marketing provides a suitable platform for them (Lee, 2021). Content marketing includes various forms such as blogging, webinars, podcasts, email newsletters,

videos, e-books, etc. Unlike other forms of online marketing, content marketing primarily aims to satisfy an existing customer need for information rather than creating demand for a new need.

As traditional methods of content creation and dissemination have changed significantly, businesses are turning to content-focused social media communication strategies to improve customer relationships and brand reputation. Social media content marketing is becoming increasingly popular for global brand overseas marketing due to its low cost and ease of use. According to a survey by the Content Marketing Institute (CMI) called "B2B Content Marketing 2019," 90% of the most successful B2B content marketers prioritize the audience's informational needs over their sales or promotional message, compared to only 56% of the least successful marketers (Thomson Data, 2019). This is because businesses that use content marketing can better understand their customers' needs, which in turn leads to increased search for relevant products. China has a large consumer market, and with over 1.1 billion monthly active users, WeChat is a popular platform for content marketing among multinational corporations seeking to increase advertising and sustain their brand's growth (China Internet Network Information Center, 2019). Current studies suggest that the primary goals of content marketing include building a long-term relationship between consumers and brands, increasing brand preference and awareness (Adjei, Noble, S. M., & Noble, C. H., 2010; Leung, 2009). Content

marketing also serves long-term goals by increasing consumer brand awareness, which can have a subtle impact on consumer purchase intention (Larasati & Hananto, 2013). Therefore, businesses can use content marketing to establish an emotional connection with customers, trigger emotional resonance and brand identity, and enhance brand identity and purchase intention (Chou, 2013; Tuskej, Golob & Podnar, 2013).

In the article "Analysis of Network Marketing Modes and Strategies in the New Media Environment", Wang Juan first discussed the characteristics of content marketing under social media, and proposed a new content marketing model. Differences in marketing, so as to propose a detailed content marketing strategy. Zhu (2018) pointed out in the article "Comprehensive Strategy Analysis of New Network Marketing Based on Network Economy Era" that with the development of network technology, the environment of content marketing has also undergone great changes, and traditional marketing strategies can no longer meet the needs of current enterprises. Demand requires the birth of new marketing strategies. Social media content marketing emerged as the times require, and at this stage, social media and content marketing are combined.

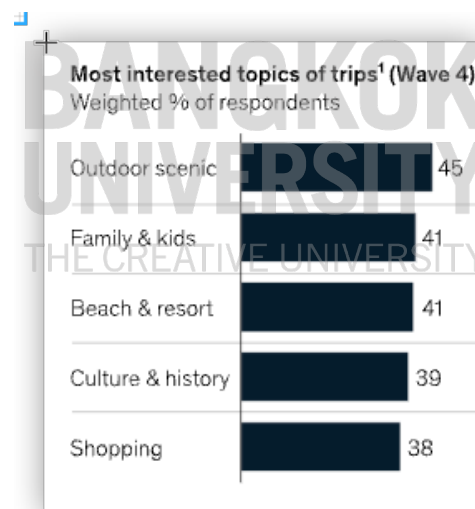
As an industry dominated by offline consumption, zoos have also trended toward online development in recent years. In recent years, more and more zoo brands have put their energy into social media marketing. The zoo marketing in 2019 has

entered a stage of fierce competition like landing on the beach. With the 2019 Basketball World Cup landing in China, and the upcoming large-scale events such as the Beijing Winter Olympics, Hangzhou Asian Games, and the Asian Football Cup in the next few years, China will become the focus market of the global zoo industry. Not only domestic brands are competing for layout, but foreign brands and zoo institutions have begun to set foot in the Chinese market one after another. In the face of the huge brand marketing value of social media, domestic zoo brands are quite active in brand communication on social media. However, due to the lack of understanding of the characteristics of social media communication and the core of brand value, domestic zoo brands are still inferior to foreign zoo brands in terms of communication effect and influence. An increasing number of Chinese consumers are obtaining travel information via social media platforms such as Weibo, Douyin, and Wechat. These platforms allow users to create accounts, post text and multimedia content, including pictures and videos, and share them with other users.

Despite their lower incomes, both Generation Z and the Generation Y are important new tourism segments. Due to China's aging population and the high frequency with which this generation travels, Generation Z is becoming the market's future traveler, and the Generation Y is growing in size. Between 1990 and 2020, the percentage of Chinese citizens over the age of 55 doubled, rising from 12 percent to 24 percent (United Nations, 2019).

Through the research of McKinsey & Company, the travel market is currently dominated by the Generation Y. The majority of this generation, 87%, traveled within the past three to six months, compared to 60% of Generation Z. The average for all age groups was 65% during this time. 94% of Generation Z respondents had traveled in the previous two weeks at the time of the survey. The Generation Y has the highest percentage of this across all age groups, with 87 percent, while the average across all age groups is 92 percent (McKinsey & Company, 2021).

Figure 1.1: Top 3 interested trips topics (2021)



Source: McKinsey & Company (2021). *Survey of Chinese tourist attitudes*.

Retrieved from <https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/outlook-for-china-tourism-in-2022-trends-to-watch-in-uncertain-times>.

The graph above indicates that outdoor scenic and family & kids travelling models hits the top 3 of all models, they are considered as the mainstream consumer travel models.

In addition to this, natural tourism is one of the most favorite types of Chinese tourists (71.8%), and the natural views are also the key factor for the decision of selecting a traveling destination (50.7%) (Research Report on China's Online Outbound Travel Industry (iResearch, 2019).

According to China Briefing's report (Tourism in China: 2022 Trends and Investment Opportunities, Aug 9, 2022), closer to nature is one of the most favorite types for Chinese tourists, Over 22 cities on the mainland named natural protected areas and national forest parks among the top five most popular scenic spots, according to Ctrip data collected at the beginning of 2022 (2022 Spring Festival Tourism Summary Report (Ctrip, 2022). In fact, places where you can get close to nature are getting more attention from Chinese tourists. Over half of the app's users have visited at least one of the first batch of national parks announced in October 2021, according to a report from Qiaoyou.com, and 83.6% of those polled say they will travel there in the future.

Across both generations, digital media is taking the lead as a source of travel inspiration and preference, but the nuances lie within digital channels. Social media text posts and promotion contents inspire and affect to brand preference of Generation



Z and the Generation Y, and they are open to digital channels like mobile ads and online travel forums.

Social media content posts inspire the Generation Y more (11 percent more than the group average) than online advertisement (9 percent less than the group average). Local online travel forums like Weibo also inspire this generation, 16% more than the group average.

Generation Z, on the other hand, is influenced more by online advertisements (13% more than the group average). Social media content posts have less of an impact on this generation (15 percent less than the group average) (McKinsey & Company, 2021).

As we can know now, Generation Y will be influenced by social media content posts more, and social media is the key factor to influence the brand preference of them, and they also domain the travel market of China now, natural tourism is one of the most favorite types for them, thus we can find out that Generation Y is the target group of zoo brands.

According to the "Report on Wildlife Tourism Consumption Experience in China" jointly released by the World Society for the Protection of Animals (WSPA), together with the Institute of Ecotourism and Regional Development of Southeast University and the Department of Tourism, College of Humanities of Southeast University (Sep 27, 2021), among wildlife-related tourism activities, wildlife

entertainment shows are not the main motivation for tourism consumers to choose destinations, and wildlife-friendly tourism based on real and natural tourism environments with animal welfare as the core has become the market choice and development trend. The report investigates and researches the characteristics of wildlife tourism consumers in China, their pre-trip decisions, mid-trip experiences, post-trip perceptions and changes brought about by the epidemic through online commentary analysis and a questionnaire survey of domestic wildlife tourism consumers. The survey found that the main groups of wildlife tourism consumers in China are the "avant-garde Generation Y" and the "parent-child interaction group", and that they are young and highly educated, and prefer to enjoy moment and enjoy life, would like to take child/children to travel during spare time and holidays, 76.1% of them have conscious to travel environmental-friendly (Meet Millennial on Animal-Friendly Tourism, World Society for the Protection of Animals, 2021, pp. 7-8). And more importantly, more than 60% of the respondents to the questionnaire survey have had browsed the information on the internet in advance.

The report also shows that the motivation of wildlife tourists is diversified, among which "spiritual satisfaction" and "social leisure" are the two most important ones, and thus activities such as "close to and caring for nature", "enjoying the beauty of wildlife" and "expanding horizons and knowledge" are more popular among tourists.

In addition to "spiritual satisfaction" and "social leisure", there are several factors that also influence consumers to generate preference for zoos, these include (Chinese Consumer Animal Travel Behavior Report, World Society for the Protection of Animals, 2021, p. 32):

1.1.1 Quality of animal exhibits: Consumers may prefer zoos that have well-maintained, spacious, and natural-looking animal exhibits.

1.1.2 Variety of animals: Consumers may prefer zoos that have a wide variety of animals, including rare and endangered species.

1.1.3 Convenience: Educational and interactive experiences: Consumers may prefer zoos that offer educational and interactive experiences, such as guided tours, animal encounters, and hands-on activities.

1.1.4 Conservation efforts: Consumers may prefer zoos that are actively involved in conservation efforts, such as breeding programs for endangered species, and research and education initiatives.

1.1.5 Amenities: Consumers may prefer zoos that offer a variety of amenities, such as food and drink options, gift shops, and playgrounds.

1.1.6 Marketing and reputation: Consumers may prefer zoos that have a good reputation and are well-marketed, as this can indicate the quality and overall experience of the zoo. Zoos can promote their facilities and events through various channels, such as social media, billboards, and print advertisements, which can entice

visitors to visit.

1.1.7 Cleanliness and Safety: Consumers may prefer zoos that are clean and well-maintained, and that prioritize the safety of both visitors and animals.

1.1.8 Location: Consumers may prefer zoos that are located in convenient and accessible locations, such as city centers, or with easy parking facilities.

It can be seen that although there are many factors which can affect brand preference of customers, the importance of social media cannot be ignored in the context of today's times. Social media can be an important tool for zoos to attract visitors by allowing them to share information and updates about their animals and events, as well as connect with potential visitors through interactive features such as live streams and social media contests. Additionally, social media can also be a useful tool for zoos to engage with their community and build a sense of connection with visitors. However, it is not the only way for zoos to attract visitors. Other methods include traditional marketing, word-of-mouth, and creating unique experiences for visitors.

Zoos, as physical attractions, can promote their offerings to attract more customers and influence their preferences. Well-known tourist destinations have advantages such as customer preference, market competition, new attractions, customer loyalty, value sharing, and reputation, resulting in positive market effects and significant economic benefits. Chinese consumers tend to choose famous tourist

destinations, and tourism organizations are now leveraging social media to generate interest in their offerings.

Content marketing is a crucial element in helping the tourism industry attract both domestic and international tourists. As stated in a study by Huang (2020), promoting a country as a tourist destination through content marketing on social media platforms such as Weibo can be an effective way to reach potential tourists. The tourism industry plays a key role in showcasing the culture, heritage, and natural resources of a location and enhancing the tourist experience. By leveraging content marketing, travelers can get a glimpse of a destination before visiting (Promoting Country as Tourist Destination to Chinese Tourists Via Weibo: A Case Study of The Switzerland Tourism Board, Huang, 2020, p. 4).

When it comes to brand preference, content marketing is crucial. To put it simply, tourism is not a product. Gurtoo (2019) stated that because it is invisible, the industry cannot sell directly to customers, unlike products. Based on what tourists imagine, these businesses sell specific destinations. So the tourist plans a holiday on the basis of expectations developed via online promotional information.

According to Hu, Marchiori, Kalbaska & Cantoni (2014), Chinese tourists are highly engaged online, actively seeking travel-related information and sharing their travel experiences. A report by China Travel Trends, the China Outbound Tourism Research Institute, and the Asia Pacific Travel Association revealed that Chinese

tourists are more inclined to acquire information through social media than official websites.

Social media also has unique advantages in brand marketing for zoo brands, which require high communication flexibility and timeliness. Social media's content is short and to the point, and the interactivity can allow customers to fully participate in real-time sharing and discussions. Users of the audience are more accurate, and the feedback data also helps with data research, which is better for brand communication and increasing influence.

Creating and sharing relevant and valuable content such as articles, videos, and social media posts can serve as a valuable strategy for zoos to attract and retain visitors. Through content marketing, zoos can establish themselves as knowledgeable and trustworthy in their field, ultimately leading to increased interest and engagement from potential visitors. This can help to increase brand preference, educate visitors about the zoo's mission and values, and showcase the zoo's unique offerings and experiences. Additionally, by providing engaging and informative content, zoos can encourage visitors to return to the zoo's website and social media channels, which can help to influence their preference and increase the chances of visitors purchasing tickets or memberships.

Additionally, content marketing can help zoos attract visitors, build brand preference, and educate the public about conservation efforts. Here are some specific reasons why content marketing is important in the zoo context:

1.1.9 Attracting visitors: Content marketing can help zoos attract visitors by showcasing their unique offerings and providing information about exhibits and events. According to a study by the American Alliance of Museums, visitors are more likely to attend museums and cultural institutions if they perceive the content as engaging and relevant to their interests ("Environment for Engagement: How Content Shapes Visitor Experience.", American Alliance of Museums, 2019).

1.1.10 Building brand awareness: By creating and sharing informative and engaging content, zoos can increase their visibility and build brand awareness. This can help them stand out from other zoos and attract more visitors. The Content Marketing Institute states that 91% of B2B marketers employ content marketing as a strategy to establish brand recognition ("B2B Content Marketing 2021: Benchmarks, Budgets, and Trends.", Content Marketing Institute, 2021).

1.1.11 Educating the public: Zoos play a significant role in educating the public about the significance of preserving endangered species and conservation efforts. Content marketing can help zoos share this information with a wider audience and inspire people to take action. According to a study by the Association of Zoos

and Aquariums, zoos are a trusted source of information on conservation and environmental issues ("AZA Study Shows Zoos and Aquariums Play a Significant Role in Conservation Education.", Association of Zoos and Aquariums, 2019).

Different functions of each Chinese social media makes Chinese users use them for different purpose, and the requirement and challenge of contents on each platform can be different as well. WeChat is the most extensive social media platform in China, with over 1.2 billion monthly active users. It operates similarly to WhatsApp, offering a private messaging service that includes shopping, financial services, gaming, and other features. WeChat is widely used in China for a variety of purposes, including socializing, shopping, making mobile payments, and buying tickets. But due to WeChat's privacy, the contents that users like or share will only be showed for the people he or she knows, it is more like a acquaintance relationship chain. So users will focus on high-quality, culturally relevant contents, because they want to keep a good image in eyes of friends and family.

As for tourism brands, good content production is required, only down-to-earth and creative content can attract users in a short period of time. Zoo brand must focus on activities and information to change the mind of customers, and present it to users in a suitable way of presentation, so that they will be willing to like contents and share them to the people they know (9 Chinese Social Media Platforms You Need to Know About, Tenba Group, May 9, 2022).



Sina Weibo, which is similar to Twitter in China, has over 550 million active users every month and is the second largest social media platform in the country, Weibo is an app and website for micro-blogging. It is a hybrid of Instagram and Twitter. It is preferred by a younger, more urban population than WeChat. Additionally, it has significantly more trending and informational content. Hashtags are utilized on this open platform. The fact that businesses can interact with users via official, verified accounts on Weibo is a major draw for them. The current two functions of Weibo are: hotspot detonation power and interest aggregation power. Hotspot detonation power can help brands win additional traffic; interest aggregation power enables the formation of numerous subcultures on Weibo. If brands want to grasp these two points, brands must be good at the management of Weibo public domain and private domain, pay attention to fan management, giving benefits to fans (reward system), and interacting with fans frequently. If fans like the posted content, they will share it, which enables the brand to gain more attention in the public domain and continuously expand the fan base.

As for tourism brands, First, tourism brands must follow the trend to create differentiated and novel content, and accumulate and manage user fans through good content. At the same time, interact with the official platform and find related accounts (travel, parent-child, etc.) or organizations (public welfare, knowledge, etc.), jointly do compensation content, and actively participate in the participation and discussion

of communities, topics, and activities. Third, prepare novel products (nft, peripheral products, etc.) and prizes for reward interaction, enhance user stickiness and preference through welfare interaction with fans, improve fan loyalty and continue to expand fan base. In a conclusion, if a brand want to do well, it must keep in mind that traffic is only a tool, planting grass is only a method, and the brand is the core (9 Chinese Social Media Platforms You Need to Know About, Tenba Group, May 9, 2022).

The short video platform has experienced significant growth in China recently. Douyin, a video-sharing social network created by ByteDance in 2017, has rapidly gained popularity and currently has 600 million daily active users as of August 2020. The platform allows users to create short music and lip-sync videos lasting three to fifteen seconds, as well as short looping videos ranging from three to sixty seconds. This has made it a popular social media platform for entertainment purposes among Chinese users. However, the development pace of Douyin and TikTok differs, resulting in varying approaches at this stage. Douyin focuses on "interest e-commerce," making traffic more costly, while TikTok capitalizes on "interest content" during the traffic bonus period.

As for tourism brands, good content production is often accompanied by eloquence and performance, extend editing scale or customize shooting can enable

contents adapt to the environment of Douyin (9 Chinese Social Media Platforms You Need to Know About, Tenba Group, May 9, 2022).

In general, different platforms have different requirements and challenges for content marketing according to the different attributes of the platforms, and the target audience wants to see different types of content, so the content analysis for different platforms is indispensable.

## **1.2 Rationale and Problem Statement**

According to the general environment of Chinese social media, and the general Chinese social trends, and by understanding the need for contemporary zoos to expand their business. Therefore, the researcher finds out the importance of content marketing for both zoo brands and consumers. The zoo industry is a significant contributor to tourism worldwide, and China is a key player in the industry. However, with increasing competition, zoos need to establish a strong online presence to attract visitors and improve brand preference. Social media has become a crucial platform for zoos to connect with customers and promote their brand, Chinese social media platforms, such as WeChat, Weibo, and Douyin, have a massive user base and are essential for zoos to reach out to Chinese consumers. Content marketing has become a popular strategy for businesses to attract and engage customers. Although content marketing has become increasingly important for businesses, there is a lack of

research on the content strategies of zoo brands on Chinese social media. By analyzing the content of zoo brands on Chinese social media, the researcher can identify the types of content that are most effective in attracting customers and increasing brand preference. By addressing this research gap, the researcher can provide valuable insights for zoo brands on how to improve their online presence and attract more visitors in China.

### **1.3 Objective of Study**

The objective of this study is to conduct a content analysis of zoo brands on Chinese social media and investigate the impact of content marketing on the brand preference of customers in China. Specifically, this study aims to:

1.3.1 To identify and analyze the types of content that a zoo brand launched on Chinese social media platforms and might affect brand preference of customers in China.

1.3.2 To design and develop the types of content that a zoo brand should launch on Chinese social media platforms.

1.3.3 To examine and evaluate the impact of different types of developed content on the brand preference of customers in China.

## **1.4 Research Questions**

To explore how different types of content can affects brand preference of customers in China, the following three research questions are proposed:

1.4.1 What types of content were launched by a zoo brand on Chinese media platforms and might affect brand preference of customers in China?

1.4.2 What types of content should be created and developed for a zoo brand to launch on Chinese social media platforms?

1.4.3 How does the different types of developed content impact the brand preference of customers in China?

## **1.5 Scope of the Study**

1.5.1 scope of study: Types of content, only study different types of content launched on Chinese social media by MWR. Engagement performance, only study posts engagement of the contents (like, share, and comment) launched on Chinese social media by MWR.

1.5.2 scope of topics: Only study content analysis, this study only research case study on Chinese social media, which are WeChat, Douyin, Weibo.

1.5.3 scope of geography: Only study the people living in city of Shanghai, China. As an international metropolis of China, Shanghai always hit top 5 in all

tourism-generating region, it has ranked No.1 in 2019 (Annual Report on China's Inbound Tourism Development 2019, China Tourism Academy, 2019).

#### 1.5.4 scope of demography: Only study the Gen Y, aged 25 - 35.

The economic growth in China has led to significant changes in marriage trends, including a decrease in the marriage rate, an increase in the divorce rate, and a delay in the age of first marriage. There is a noticeable trend of "late marriage," with the 25-29-year-old age group, also known as the "young family," now becoming the primary group for getting married, replacing the 20-24-year-old age group. Additionally, there has been a significant rise in the proportion of people over the age of 30 registering for marriage (China Marriage Report 2021, Ministry of Civil Affairs of China & National Bureau of Statistics of China, 2021).

#### 1.5.5 Scope of time: 1 month, Feb, 2023.

### 1.6 Significance of the Study

Content marketing has become an indispensable tool for zoo brands to build contacts with potential customers in China, and meanwhile, generate brand preference for zoo brands. Zoo brands need to fully comprehend how to create content for Chinese social media platforms and how to effectively interact with users in order to influence customer preference for zoo brands in China through effective content marketing plans on Chinese social media in order to grow their business and achieve

their business objectives in China. The researcher aims to bridge the information gap, offer recommendations, and furnish useful resources for marketers, zoo brands, and scholars for future investigations.

This study has three primary implications:

1.6.1 Marketing professionals: The study can help marketing professionals to understand the types of content that are most effective in promoting zoo brands on Chinese social media platforms. This can help them to develop more effective marketing campaigns and strategies that can be applied in other contexts as well.

1.6.2 Zoo brands: The study can provide valuable insights into the effective content marketing strategies that can be adopted by zoo brands to enhance their online presence and increase brand preference among customers in China. This can help them to attract more visitors and increase revenue.

1.6.3 Researchers: The research can make a valuable contribution to the current body of literature on content marketing by offering a deeper understanding of the unique obstacles and prospects that zoo brands encounter on Chinese social media. This can lead to progress in the area of content marketing studies.

## 1.7 Definition of Terms

This study encompasses the following concepts:

### 1.7.1 Social media

It refers to the utilization of online or internet technologies like websites, online systems, and mobile applications. It is a virtual community and network platform. Social media can also be described as a novel form of online media that offers users a platform to engage and typically exhibits the following features: user participation, transparency, communication, exchange of ideas, sense of community, and interconnectivity ("What is social media", Anthony Mayfield, 2007). As in this study, the social media refers to Chinese social media, which are WeChat, Weibo, Douyin.

### 1.7.2 Type of content

It refers to the format or genre of information presented, such as text, images, audio, video, or interactive media. The type of content can be multiple and different depends on the purpose of the communication and the preferences of the target audience. In this study, type of content is defined based on the several posts collected from MWR on three Chinese social media, mainly include activity content, informational content, compensation content, entertainment content, promotional content.



### 1.7.3 Activity content

It typically refers to content that involves interactive or participatory experiences, often designed to educate or entertain the user. Examples of activity content include quizzes, puzzles, games, simulations, and surveys. It can be used in marketing and advertising to increase user engagement and brand awareness. As for this study, activity content focuses on MWR, and refers to contents which offer the recent activities of the zoo, let consumers know what activities are happening in the park recently, and guide consumers to participate in and share these activities in advance with friends and families on WeChat.

### 1.7.4 Informational content

It refers to any type of content that is designed to convey information or knowledge to the audience. This can include written content, such as articles, reports, and whitepapers, as well as visual content, such as infographics and charts. In this study, it focuses on MWR, and it refers to zoo shares some park animals and share some daily reward-free content. Most of the time, it's unintentionally posted daily animal-themed content on WeChat or Weibo.

### 1.7.5 Compensation content

It typically refers to content that is offered as a form of compensation or reward to customers, employees, or other stakeholders. This type of content may include coupons, discounts, free products, or other incentives that are offered in

exchange for a particular action or behavior. In this study, it focuses on MWR, and it refers to zoo launches some prize-winning activities, such as lottery draws and event rewards, etc. And guide and call on everyone to actively participate in the lottery draw, and at the same time actively interact with the audience, most of time, this type of content will be posted on Weibo by MWR.

#### 1.7.6 Entertainment content

It refers to any type of content that is designed to be enjoyed or consumed for its entertainment value. Entertainment content is created to provide audiences with enjoyment, relaxation, or emotional stimulation. In this study, it focuses on MWR, and it refers to zoo shares some funny and interesting animal stories, or funny and mindless Douyin videos. The goal is to keep the audience entertained.

#### 1.7.7 Promotional content

It refers to any type of content that is used to promote or market a product, service, or brand. This can include advertisements, sponsored content, product descriptions, press releases, and social media posts. In this study, it focuses on MWR, and it refers to zoo launched some promotional activity Douyin videos, including promoting attractions and promoting tickets. In order for the audience to generate consumption.

#### 1.7.8 Educational content

Educational content refers to the material or information that is designed and developed to impart knowledge, skills, and understanding to learners. This content can take various forms such as textbooks, lectures, videos, quizzes, assessments, and interactive activities. In this study, educational content for a zoo brand refers to the resources, and experiences that are designed to educate visitors about some habitats, and conservation efforts knowledge of MWR.

#### 1.7.9 Brand preference

Brand preference is a marketing measurement that demonstrates how powerful a brand is in the market by reflecting whether consumers have a higher inclination towards a specific brand compared to other brands within the same category. In this study, it refers to a zoo brand can utilize content marketing strategy to make itself loved by the target audience and make itself the preferred brand in mind.

#### 1.7.10 Content marketing

Content marketing is a marketing strategy that revolves around creating, distributing, and publishing content on digital platforms for a specific audience. Its main objective is to draw the attention of potential customers by offering valuable and relevant content that addresses their needs, interests, and pain points. By doing so, content marketing aims to convert prospects into loyal customers over time. In this

study, it refers to a digital marketing strategy adopted by zoo brands on Chinese social media in order to influence the preference of target audience.

#### 1.7.11 Digital content marketing

Digital content marketing refers to the practice of using digital media channels to identify, anticipate, and meet the needs of a target audience by creating and distributing relevant and engaging content. It is essential to continuously maintain and update the content to align with the evolving customer behavior. In this study, it refers to the major brand communication strategy be adopted in order to reach the business goal.

#### 1.7.12 KPI

A key performance indicator (KPI) is a quantifiable measure that shows the extent to which a company is successfully meeting its main business goals. Companies use KPIs to assess their progress and achievements in reaching specific targets. In this study, the KPIs will be examined these terms:

1.7.12.1 Total engagement: Engagement includes like, share, and comment.

1.7.12.2 Avg engagement: Total data divided by the number of contents per month.

### 1.7.13 Douyin

Douyin (抖音), which means "shaking sound" in Chinese, is a social media platform for creating and sharing short videos and live streams, owned by the Chinese technology company Bytedance (字节跳动). The app provides features for editing and customizing videos, and music is often used as a background for the content.

### 1.7.14 Weibo

Sina Weibo (新浪微博) is a microblogging website in China that was launched by Sina Corporation on August 14, 2009. It has become one of the largest social media platforms in China, with over 582 million monthly active users (252 million daily active users) as of the first quarter of 2022.

### 1.7.15 WeChat

WeChat, also known as 微信 in Chinese, is a messaging, social media, and mobile payment application developed by Tencent. It was first introduced in 2011 and has since become the largest standalone mobile application in the world, boasting over one billion active users per month. Due to its broad range of capabilities, WeChat has been called China's "app for everything" and considered a "super-app." The application offers features such as text messaging, voice messaging, video conferencing, sharing photos and videos, location sharing, and even video games.

#### 1.7.16 MWR

Short for Mandai Wildlife Reserve, enterprise's name, established by Mandai Wildlife Group, previously called Wildlife Reserves Singapore, was established on August 1st, 2000, and operates as a self-financed entity in Singapore. It manages most of the zoos in Singapore, including the Singapore Zoo, Night Safari, Jurong Bird Park, and River Wonders.

#### 1.7.17 Representative types of content

It refers to the most weighted types of content of all types of content.

#### 1.7.18 Representative contents

It refers to posts selected from representative types of content based on engagement performance (highest and lowest).

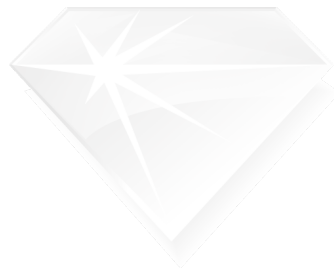
#### 1.7.19 Content which can build brand preference

It measured with positive attitude in online questionnaire survey, developed contents gained more than half (50%) of the sample scale (100%) with a like attitude (like + very like), and a positive attitude (extremely positive + somewhat positive), and a increased motivation.

#### 1.7.20 Content which can not build brand preference

It measured with negative attitude in online questionnaire survey, developed contents gained more than half (50%) of the sample scale (100%) with a dislike

attitude (dislike + very dislike), and a negative attitude (extremely negative + somewhat negative), and a decreased motivation.



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## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter reviewed a variety of synthesis of theory and past studies on content analysis of zoo brands on Chinese social media platforms, The literature review regarding relevant concepts and theories as following:

- 2.1 Social Media Marketing
- 2.2 Content Marketing
- 2.3 Brand Preference
- 2.4 Consumer Behavior Analysis of Zoo Target Group
- 2.5 An Overview of Zoo Situation in China

#### **2.1 Social Media Marketing**

##### **2.1.1 Social Media**

Social media is the technology of website 2.0 application, and there are many Internet-related applications in website 2.0. Through the network technology and mobile platform to realize the communication between enterprises, government and social groups and consumers. Individual consumers can achieve the goals of communication, comment, and consumption. Elsewhere, social media is defined as a virtual non-existent online medium through which individuals can communicate



and exchange views. Compared with ordinary social media, the most remarkable feature of social media is that it allows individuals to have the right to publish independently, to freely create various creative ideas, and to communicate and share. With the advancement of technology, there are more and more forms of social media. Some of the mainstream social media software in China mainly include: Douyin, WeChat, Weibo, QQ, Redbook, blog sites and other social platforms.

In the last ten years, social media has become an integral part of daily life, with significant implications for society, politics, and the economy.

The unprecedented global adoption of social media platforms demonstrates the unique nature of this phenomenon as traditional media loses influence. Therefore, it is important to study social media. The rise of social media has transformed the dissemination of information across societies and around the world, facilitated by the widespread use of blogs, social networking sites, and mobile technology.

Social media, which refers to internet-based channels that allow users to interact and self-present, has become an essential tool for people to stay in touch with friends, family, and various communities. Moreover, businesses utilize social media platforms to manage customer complaints and promote their products. While there are many social media platforms available, Chinese internet users are unable to access them due to the Great Firewall (GFW) policy. Consequently, China has developed its own

social media platforms, including WeChat, Weibo, Redbook, and Douyin (Bowd, 2019, p. 2; Caleb & Rebacca, 2019; Tongkowon, 2020).

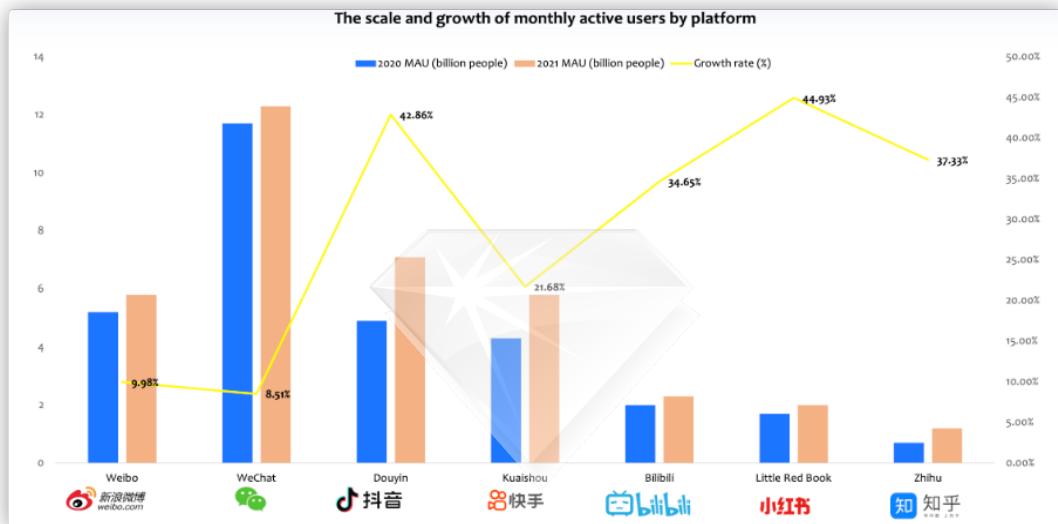
According to a report by CNNIC on Internet development in China, individuals in China spend approximately one-third of their daily waking hours online, with an average of 5 hours and 50 minutes spent per day. Within this time, they spend around 2 hours and 12 minutes on social media platforms (Statistical report on Internet development in China, China Internet Network Information Center, 2019). Furthermore, research conducted by iiMedia suggests that over 40% of Chinese individuals use 3-4 social media applications each day (2020 China mobile social networking industry user portrait and behavior analysis, Iimedia, 2020).

According to Statista, the number of internet users in China is expected to increase to 1.29 billion in 2026, up from 971 million in 2020 (Number of internet users in China, Statista, 2021). As China's online community continues to grow, Chinese social media platforms have become a popular way to engage with Chinese customers. The proliferation of social media applications in China has had a profound impact on people's lives. Brands are increasingly using social media as a primary marketing tool, particularly for activities such as brand promotion.

Based on the latest data report from Weiboyi, WeChat, Douyin, and Weibo are the top three social media platforms in terms of traffic scale. LittleRedBook, Bilibili, and Zhihu are also experiencing rapid growth in terms of traffic.

This information is presented in a graph in the report.

Figure 2.1: The scale and growth of monthly active users by platform (2021vs 2020)



Source: China Internet Network Information Center. (2019). *Statistical report on internet development in China*. Retrieved from <https://www.ifanr.com/1254954>.

As per CNNIC's (2019) statistical report on Internet development in China, WeChat is a social commerce platform with over 1.2 billion monthly active users, and it is essential for every Chinese business. WeChat is similar to WhatsApp and Line, as it is primarily used for instant messaging with others. On average, Chinese users spend more than 70 minutes per day on WeChat. WeChat's incredible data has

made it one of the most popular platforms for brands to begin social media marketing in China. WeChat allows brands and users to engage in one-on-one, customized interactions. Brands can create official accounts, share content to improve brand image, launch mini-programs to increase customer engagement, post videos to WeChat Channel, and directly communicate with customers through private traffic pools to increase customer loyalty. The WeChat ecosystem is still the platform with the closest relationship with users and the highest monetization value because it has other functions like WeChat wallet, which allows users to transfer money like Alipay (Top Chinese Social Media Platforms You Need To Know, Azoya, 2022).

Weibo, often referred to as China's Twitter, is one of the most popular websites in China, and like WeChat, it is also widely used by brands for social media marketing. As of November 2020, Weibo had 520 million monthly active users and 230 million daily active users (Weibo monthly active users (MAU) & DAU, China Internet Watch; Statistics, 2020). Weibo is an ideal platform for content to spread rapidly and for Key Opinion Leaders (KOLs) to establish their online communities.

As of August 2020, Douyin had more than 600 million daily active users, with an average of over 400 million daily video searches (Douyin's DAUs in China 2019-2020, Statista, 2021). Douyin marketing offers various opportunities for brands to tap into the Chinese market. The platform enables users to create and share trendy short-form videos, which have higher viewer engagement and virality than long-form

videos. Since October 2020, Douyin has restricted live stream links to the Douyin store, and links from third-party sources are no longer supported. Douyin Pay, the payment service of the platform, was launched in January 2021. As a popular social media platform among the younger generation, Douyin could serve as an interesting testing ground for international brands aiming to establish cross-border e-commerce operations (China Internet Watch, 2020).

### 2.1.2 Social Media Marketing

Social media marketing refers to the practice of conducting marketing services through social media platforms. By leveraging social media, businesses can listen to customer feedback, promote their products, and subtly influence customer purchasing decisions to achieve their marketing goals.

Social media is an extremely effective tool for enterprises to get closer to consumers. In the era of traditional media, it is expensive for enterprises to obtain user demand and behavior data. Today, with social media marketing, companies can relatively easily and inexpensively acquire user information and even communicate directly with consumers. Consumers can also directly feedback their demands to enterprises through social media to meet their own needs. As a result, social media marketing has become increasingly important both for businesses and consumers.

According to Nelson (2021), the reason why social media marketing has become a popular brand marketing method for companies and brands today is mainly due to the following characteristics:

2.1.2.1 The number of users is vast and the rate of expansion is significant.

The IiMedia Research recently published its "2019-2020 China Mobile Social Industry Annual Research Report" which states that the quantity of mobile social media users in China rose to 862 million in 2019, with an anticipated increase to over 900 million in 2020. The report also shows a 1.5% growth in the number of active social media users since April 2019.

2.1.2.2 The use of social media has significantly reduced the gap between companies and their customers.

One of the crucial concerns for any business is how to bridge the gap between themselves and their customers. Social media has successfully solved this problem and has become a means of disintermediation for enterprises, and it has also made direct communication between enterprises and users easier and more intuitive.

2.1.2.3 Social media has a more focused approach.

In contrast to the conventional media's broad dissemination approach, social media platforms allow for more precise targeting of a brand's marketing efforts. The heightened agency of individual users enables them to select the brands they want

to follow based on their preferences and interests. This, in turn, enables businesses to tailor their marketing strategies to the specific needs of potential customers, resulting in a mutually beneficial outcome.

2.1.2.4 Utilizing social networks for marketing can significantly decrease a company's marketing expenses.

Social media marketing operates on a multi-directional information transmission mode, which promotes interactivity. As user network behavior continues to evolve, people are more willing to seek and share information, and they exhibit high levels of engagement, sharing, and interaction. The primary medium for social media marketing is the users themselves, and the primary method is through word-of-mouth. As a result, compared to traditional forms of advertising, social network marketing significantly cuts down on a company's marketing costs.

2.1.2.5 Companies can more easily assess the impact of their marketing efforts through social media.

Companies tend to prefer using intuitive data such as shares, clicks, and likes to evaluate their marketing performance on social media, rather than relying on feedback from traditional channels. This allows them to more easily assess and summarize the impact of each piece of content and analyze market demand more effectively.

A number of fundamental shifts are taking place in zoo marketing practices and strategies. This is related to the digital age, like the majority of industries. Due to the increased availability of travel information, instant booking, and other travel resources, tourists have started depending more on their mobile devices to plan their trips.

Zoos, simultaneously, have been moving their concentration to advance and support protection rehearses. More people are becoming aware of and interested in eco-friendly business practices as a result of the increased focus on deforestation, the growing number of endangered species, and environmental issues as a whole (CAZG, 2020). In addition to shifting their focus, visitors to zoos now possess better social media tactics to promote their endeavors that benefit both species and communities.

According to the research on the improvement of the marketing strategy of the safari park (CAZG, 2020), the following advice can be utilized by the office of social media marketing strategy to direct this zoo's marketing efforts:

2.1.2.6 To attract potential visitors and social media users, zoo marketing can utilize infographics to create awareness about the location and promote it.

2.1.2.7 Zoo marketing strategies should incorporate the internet and social media platforms to expand the reach of their promotional campaigns. Sharing



concise and straightforward social media posts that link to the website is the most efficient method to achieve this objective.

2.1.2.8 To use the lingo of the internet, zoo marketing should take care not to bore their audience with their presence on social media.

2.1.2.9 To maintain an ongoing dialogue, it is important to be inclusive and answer visitors' questions and comments.

2.1.2.10 Participation in the community is central to zoo marketing; therefore, become a member of the community. Your marketing presence will gain credibility in the community and your location will become much more approachable to visitors as a result.

2.1.2.11 A well-rounded zoo marketing strategy also has clear intentions, credible messaging, and clear meaning.

Based on the previous understanding of social media marketing, we can clearly understand the importance of social media marketing to a brand, not only because it is an unstoppable trend of new era, but also because it has become an indispensable daily tool for target audiences. Moreover, today tens of thousands of brands are utilizing this marketing tool to reach users. So for zoo brands, social media marketing will also be an indispensable marketing method. Through the understanding of social media marketing theory and strategy, zoo brands will clearly realize the trend of information dissemination in the new era. This theory provides

the basic foundation for zoo brands to do content marketing on social media. Through the research and practical application of this theory, zoo brands can reach the target population more accurately and efficiently under a limited budget. In addition, this theory also provides a basic theoretical framework support for this research, and provides a basis for the subsequent application theory of content marketing on social media.

## **2.2 Content Marketing**

### **2.2.1 Content Marketing**

The term "content marketing" was coined by the Content Marketing Institute (CMI), and although not a new concept, it is still in its early stages. Defining content marketing can be challenging as its meaning can vary depending on the context.

Marketers are increasingly utilizing content marketing as a replacement for intrusive advertising to enhance brand awareness (Du Plessis, 2019; Zahay, 2018). According to Liu & Huang (2018), content marketing is effective because it draws customers to brand content without being overly intrusive, and it incorporates theories of integrated marketing communication, relationship marketing, and marketing communications (Cronin, 2019, p. 88). However, content marketing is a branding strategy that produces and distributes relevant and valuable brand content to engage the target

audience, unlike product or service promotion. Practitioners share brand stories online to make the intended audience more familiar with the brand (Brieger, 2018, p. 6).

Content marketing is often compared to publishing, native advertising, inbound marketing, and storytelling (Du Plessis, 2018; Rowley & Holliman, 2018, p. 270).

Content marketing is a crucial marketing strategy that focuses on producing and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience - ultimately leading to profitable customer action. Rather than promoting your products or services, the goal is to assist your customers and potential customers in solving their problems by offering truly relevant and useful content.

By creating and disseminating content in various forms, content marketing positions your brand as a thought leader and enhances audience trust. As a form of inbound marketing, content marketing effectively nurtures customer loyalty by enticing and engaging them. Content marketing can help cultivate relationships with both current and potential customers. When it comes time to make a purchase decision, your audience is more likely to choose your company if they perceive it as a partner that is invested in their success and a valuable source of guidance and advice.

According to Riserbato (2021), there are many ways that content marketing helps businesses. An effective content marketing strategy can, when executed correctly:

2.2.1.1 Make your website more visible. A content strategy can attract more customers and website visitors when people are continually seeking solutions to their problems. By offering educational and informative content on topics that interest them via your website or social media accounts, you can increase your online visibility.

2.2.1.2 Obtain additional leads. When you use content marketing to get people to your website, you can get more leads. You can increase the number of leads you get and begin to build relationships with potential customers by educating them about your company. This builds trust and makes customers feel more at ease making purchases from your company.

2.2.1.3 Boost customer loyalty. Marketing and business are both dependent on customer loyalty because the more satisfied customers are, the more often they will purchase from you. Providing informative content can foster trust in your brand and establish you as a thought leader in the eyes of your customers.

2.2.1.4 Enhance power. Creating content can help you establish authority and thought leadership within your industry by building trust and positioning your brand as the most knowledgeable on a subject.

It is not surprising that any present-day content marketing plan for the zoo will require modifications to social media. Marketing teams must understand which platforms to prioritize and how to effectively reach their intended audience.

Google's statistics indicate that 85% of vacationers decide on their tourist activities after reaching their destination, while half of international travelers use their smartphones to search for activities before and after arriving. Zoos can utilize digital content marketing to increase attraction attendance.

According to a study by HubSpot (2021), content marketing produces three times more leads than traditional marketing methods and is 62% less expensive. This means that zoos can use content marketing to drive more visitors to their website and ultimately to their physical location.

A study by Econsultancy (2019) found that Chinese consumers are more likely to engage with branded content that is entertaining, informative, and compensation. This means that Chinese zoos can use content marketing to engage with visitors by sharing entertaining and informative content that is relevant to compensation (Content Marketing in the Zoo Context: A Study of the Effectiveness of Zoos' Use of Social Media, Econsultancy, 2019).

The Shanghai Wild Animal Park has established a significant presence on two of China's popular social media platforms, WeChat and Weibo. They use these platforms to share photos and videos of their animals, as well as compensation content about the park's lucky draw and events. This content helps to build a loyal following of visitors who are passionate about wildlife and want to support the park's efforts.

Figure 2.2: Shanghai Wild Animal Park Official Account on Weibo



Source: *Shanghai Wild Animal Park Official Account on Weibo*. (2023). Retrieved from <https://weibo.com/u/1789198185>.

The Beijing Zoo is one of the oldest and largest zoos in China. They have a WeChat account, which is a popular social media platform in China, where they share daily life of their animals, as well as informational content about wildlife conservation, and activity content about the park's attractions and events. This content helps to attract visitors and promote the zoo's brand. They also have a dedicated website where visitors can learn more about the zoo and plan their visit.

Figure 2.3: Beijing Zoo Official Account on WeChat



Source: *Beijing Zoo Official Account on WeChat*. (2023). Retrieved from

[https://mp.weixin.qq.com/s/Bs86znw\\_I3\\_nruaxWHQ-zg](https://mp.weixin.qq.com/s/Bs86znw_I3_nruaxWHQ-zg).

The Guangzhou Chimelong Safari Park has a WeChat account where they use content marketing to promote their brand and educate visitors about the importance of conservation. They have a dedicated blog called "National Zoo Stories" where they share behind-the-scenes stories about the animals in their collection, as well as

conservation news and updates. This content helps to build a loyal following of visitors who are passionate about conservation and want to support the zoo's efforts.

Figure 2.4: Guangzhou Chimelong Safari Park "National Zoo Stories"



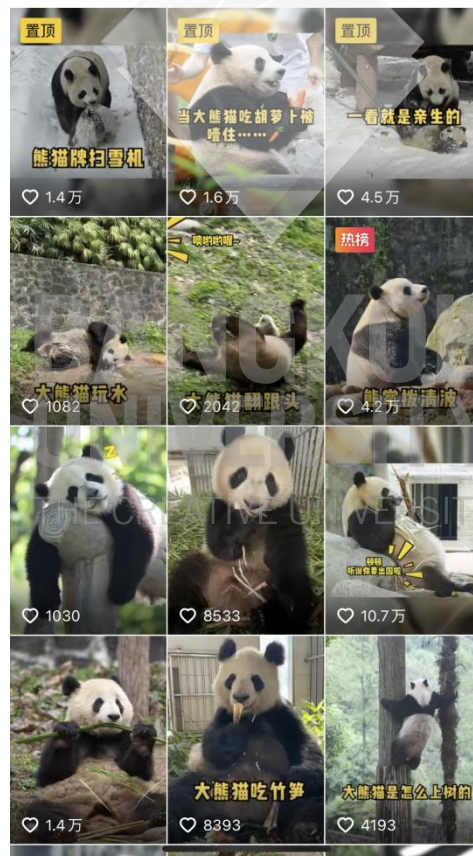
Source: Guangzhou Chimelong Safari Park. (2023). *"National Zoo Stories"*. Retrieved from <https://mp.weixin.qq.com/s/Y1O3IjZjnpHwtzfHJ4Diaw>.

The Chengdu Research Base of Giant Panda Breeding has a popular Douyin channel where they share videos of their pandas and entertainment content about



wildlife daily life. They have a series called "The Panda Show" which follows the story of panda, a premature baby panda who was born at the zoo. These educational contents went viral and helped to increase awareness of the zoo's brand and the important work they do to protect wildlife.

Figure 2.5: Chengdu Research Base of Giant Panda Breeding "The Panda Show"



Source: Chengdu Research Base of Giant Panda Breeding Official Account on

Douyin. (2023). "The Panda Show". Retrieved from

<https://v.douyin.com/UTse4qu/>.

In summary, Chinese zoos can use content marketing to engage with visitors by sharing entertaining and informative content that is relevant to compensation. They can use social media platforms such as WeChat, Weibo, and Douyin to share photos and videos of their animals, as well as information about their park's activities and events. They can also have a dedicated website where visitors can learn more about the park or center and plan their visit, type like educational content, will also be applied by zoos. By using content marketing strategies, Chinese zoos can promote their brand, inform visitors, and increase brand preference about zoo brands.

### 2.2.2 Content Management and Integration

In recent years, people have become overwhelmed with the amount of information available to them, resulting in a shift from being information-hungry to information-overloaded. This change has led to a shift in the way content is chosen and produced, with content creativity becoming essential in social media marketing. When promoting a product or brand, it is more efficient and convenient to use one idea that targets all audiences, rather than multiple creative approaches for different circles, especially when the budget is the same. Integration is crucial in promoting sales and obtaining user feedback, from technology selection for KOL to copywriting and offline practices. With the steady development of the social media era and the diversity of content dissemination methods, it has become crucial to make scientific and systematic summaries and introductions to help users find the content they want

quickly and easily. Effectively conveying product ideas and integrating and managing content has also become increasingly important (Ding & Zhu, 2019).

### 2.2.3 Type of Content

Luarn, Lin & Sun (2019), the six types of content are as follows:

informational posts, entertainment posts, educational posts, promotional posts, activity posts, and compensation posts.

According to De Vries, Gensler & Leeflang (2018) and Muntinga, Moorman & Smit (2011), informational posts can include specific products, brands, companies, and related marketing activities. Through informative posts, a brand can introduce new products or services and raise awareness (To, 2020). When a brand provides information such as release schedules or product descriptions, audiences are more likely to engage and consume the content (De Vries et al., 2018). Informational contents can help a zoo brand to increase engagement with its audience, improve its reputation as a reliable source of information on animals and conservation, attract more traffic to its website and social media channels.

According to Lin & Lu (2019), the behavior of social media users is mainly influenced by entertainment. Information with entertaining elements is highly rated by users and is more likely to result in return visits to a website compared to information without such elements (Raney, Arpan, Pashupati & Brill, 2018). Therefore, entertainment posts can serve as a means of self-distraction, aesthetic pleasure, and

emotional release (Bronstein, 2020; Tanuskova, Madlberger & Haghirian, 2021).

Instead of content that specifically promotes a brand or product, entertainment posts often consist of funny videos, anecdotes, teasers, slogans, or wordplay (Cvijikj & Michahelles, 2013). Entertainment contents can help a zoo brand to increase engagement, reach new audiences, differentiate itself from competitors, increase revenue, and support its mission of conservation and education.

Educational posts refer to the material or information that is designed and developed to impart knowledge, skills, and understanding to learners. This content can take various forms such as textbooks, lectures, videos, quizzes, assessments, and interactive activities (Lui Ciago, 2018). Educational contents can support the zoo's mission of conservation and education by teaching visitors about the importance of animal conservation and ways they can help protect endangered species.

Promotional posts contain any type of content that is used to promote or market a product, service, or brand. This can include advertisements, sponsored content, product descriptions, press releases, and social media posts (Le Sain, 2017). By promoting special discounts, or other offers, a zoo brand can increase revenue from ticket sales, merchandise sales, and other sources.

Activity posts refers to content that involves interactive or participatory experiences, often designed to educate or entertain the user. Examples of activity content include quizzes, puzzles, games, simulations, and surveys (Le Sain, 2017).

Activity contents can help a zoo brand to increase engagement with its audience and increase brand preference. People of all ages enjoy participating in activities and learning new things, and activity content can help to satisfy that curiosity.

Compensation posts contain details about incentives that are meant to capture the audience's attention, such as content that offers free trials, coupons, exclusive deals, promotional offers, and other similar benefits (Cvijikj & Michahelles, 2013; Wood, Ray & Messinger, 2018). It also pertains to particular actions taken to promote a company and its merchandise. (Muntinga et al., 2011). Compensation contents can help a zoo brand to create excitement and interest among the brand's audience, which can lead to increased engagement on social media channels and other digital platforms.

In China, the type of content may be a little different from other social media.

2.2.3.1 As for WeChat, Moments is a social feed that enables users to share updates about their lives with friends, similar to Facebook's status updates. It has 120 million daily active users, and most of them check it every time they open the app. Users can share various types of content on Moments, including music, images, text, short videos, and articles. Very much like Facebook notices, companions can respond to other's Minutes by offering a go-ahead and leaving remarks. As for brands, activity contents are utilizing by brands widely, this type of content can help

brands drive traffic in a certain short period, informational contents also can enable brands to draw attention from target audience (Liu, 2019).

2.2.3.2 As for Weibo, there are five types of content that have proven successful in Weibo marketing according to the Weibo Annually Observation Report in 2020.

The first one is Celebrity-oriented Weibo content. Content that features Chinese celebrities can generate a wide range of discussions due to their huge fan bases and millions of Weibo followers, making them highly visible to the public. Celebrity endorsements and participation can be very effective in attracting attention to a brand or product.

The second one is KOL-oriented Weibo content. Working with Weibo KOLs is an effective option for marketing collaboration. These KOLs may not have the same level of fame as celebrities, but they have a considerable number of followers. Some are specialists in a specific field and are highly regarded for their expert opinions and product recommendations. When brands collaborate with Weibo KOLs, they typically involve several KOLs known in a particular area to produce content, rather than relying on the influence of just one KOL.

The third one is Weibo content related to festivals and key events. Brands on Weibo not only collaborate with celebrities and KOLs but also produce original content to gain public attention. They strive to develop innovative ways to

engage and impact audiences during festivals to maximize their brand influence.

To create a buzz, exceptional content is crucial for successful festival marketing.

The fourth one is Compensation-oriented Weibo content. On Weibo, offering giveaways is a widely used and effective method to attract new followers and engage with existing ones. Typically, brands encourage followers to repost or like their posts in exchange for a chance to win one of the brand's products. By running such campaigns, the brand's official account can gain more followers and collect user-generated content from the lucky draw participants. Additionally, such rewards-based content on Weibo can directly drive sales.

The last one is Information-oriented Weibo content, refers to a brand presents its new product and upcoming items, to let the customers acknowledge the information about upcoming products. And also, Consumers who are interested in purchasing a product often seek out feedback from reviews and comparisons between similar products. While these individuals may not be celebrities or have a large following on Weibo, they provide valuable information on specific products. These individuals are often discovered through keyword searches and are referred to as "Zhongcao bloggers," meaning "grass planting bloggers." This term suggests that they are experts in promoting the benefits of a product to encourage purchases.

2.2.3.3 As for Douyin, users of the Douyin app can create short videos.

The app lets users make, watch, and share videos about dancing, comedy, lip-syncing,

and other activities, contents like promotional and entertainment contents can enable brand builds its reputation, and can easily spread by audience (Ke Lin, 2019). With a steady stream of user-generated content, Douyin has become a potential destination for traffic due to its popularity. On Douyin, content creation is simple. Users of Douyin are required to record a fifteen-second video and select a soundtrack from the platform's library. Douyin is an app for sharing videos, which happens to be more interesting and engaging than the graphics and text that Weibo and WeChat have. People have also decided to give the app a try after seeing the list of people who have achieved fame through their Douyin content in the past.

Kamp & MacInnis (2019) suggest that emotional appeals can be highly effective in services such as natural attractions, hotel stays, and vacations due to the hedonic nature of the consumption experience. Therefore, marketers in the service industry may find emotional appeal content more effective in conveying messages. Hirschman & Holbrook (2018) define hedonic consumption as consumer behavior that is influenced by multisensory, fantasy, and emotional aspects of product use. Additionally, Mattila (2001) notes that many zoo-related content is designed to satisfy the emotional needs and wants of the audience.

To sum up, content marketing, as a powerful marketing tool of social media marketing, can bring obvious benefits to brand digital marketing. Brands can use this marketing tool to maximize their benefits and establish a deeper relationship



with consumers in a short period of time. Through the understanding of content marketing theory and its integration and application on social media, including type of content and usage strategies of different platforms, we can clearly realize the importance of this theory to help zoo brands develop in the Chinese market. Zoo brands must use this method if they want to gain the preference of the target audience in China, whether it is to accurately push to the target audience through the platform algorithm, or to interact with users through more down-to-earth content and build the stickiness of the target audience to rapidly expand the group, the benefits of content marketing are what zoo brands need. This theory also provides a deeper understanding of content marketing for this research, which will be used in subsequent research.

## **2.3 Brand Preference**

### **2.3.1 Brand Identity**

As per Keller (2018) and Wheeler (2021), a brand's identity is an association that marketers aim to establish and maintain, which can create a favorable perception of the brand among consumers. Aaker (2018) states that a brand's identity can facilitate customers' connection with the company. Brand managers play a crucial role in developing and managing the brand's identity to establish productive relationships with potential customers (Chaves, 2018; Mao, Zhang, Wang & Li., 2020;

Wang, Zhang & Mao, 2019). The reputation and image of a brand's identity can also facilitate decision-making at a higher level and optimize the use of marketing resources (Hemsley-Brown & Goonawardana, 2018) (Xi, Xiangdong, Xiangmeng & Yu, 2020).

### 2.3.2 Brand Preference

Everybody has a brand that we always prefer to its rivals. A customer is said to have a "brand preference" when they consistently choose one brand over another. To put it another way, they have learned about the rivals, it is possible that they have experimented with various brands and products before determining that one particular brand is their preferred choice. The concepts of brand loyalty and preference are interconnected. When confronted with the choice, clients with brand inclination will pick your image like clockwork. This kind of repeat business helps you build a profitable and long-lasting business because it builds customer loyalty and brand advocates.

There were two factors that supported customers' motivation. According to Bhat & Reddy (2021), the first aspect was a rational model, which was evaluated using objective criteria or product attributes to select the best brand. The subjective criteria of taste, pride, and consumer desire were the subject of the second aspect, which was an emotional one. Because there was no emotional standard, consumers varied in their evaluations of the emotional aspect (Schiffman & Kanuk, 2020).

Regardless, both aspects were related to how customers felt about the brand or product. According to Ajzen (2018), a function of the consumer's attitude always correlated with and influenced the consumer's behaviors. This could make it clearer how well a customer's attitude predicted their buying decisions. This belief was based on the idea that a successful brand focused on a group of customers who were positive about a particular product or brand to get them to buy more. A positive attitude just lasted for a while. It required development plans to cultivate customer loyalty in order to maintain a longer-term relationship with customers (Bennett & Bove, 2019).

Client faithfulness toward a specific brand reflected through brand inclination. It was difficult to quantify brand preference, but indirectly quantifying repurchases and the referral program allowed for this. According to Pearson & Handsjuk (2019), brand preference was crucial because it could influence repurchase intent and the enhancement's or its avoidance's referral program. The main focus was on the development plan to make people like the brand. Throughout the process of development, numerous models were required for the various product categories. As a result, the six models used to establish brand preference served as a guide. According to Alreck & Settle (2019), the various perspectives were used to develop the models. The viewpoints were classified into several categories, including linking to needs, associating with moods, influencing subconsciously, modifying behavior, cognitive processing, and emulating models.

Building brand loyalty was the most important goal of brand management. The goal of gaining more advantages on brand equity was to increase brand loyalty. According to Theng So, Parsons & Yap (2020), brand loyalty was a long-term commitment made by consumers to the brand. One aspect of brand equity, the conceptual theory that assets linked to a brand can either increase or decrease product values, was brand loyalty. Brand asset, brand awareness, brand quality, and brand association were the remaining four dimensions of brand equity (Wang & Wei, 2019). According to Calvo Porral & Levy-Mangin (2020), brand equity was typically taken into account when comparing the market's product values for the same category of goods. According to Yu, Wang & Wei (2019), brand equity started a brand confidence to show that the brand performed better than other competitors and that it is unique in some situations (Khongsawatvorakul, 2020).

According to Tao (2020), One effective approach to retain customers is to create a strong connection between them, your brand, employees, and services. The following tactics can be employed to cultivate brand loyalty among your audience and customers.

#### 2.3.2.1. Deliver on quality and value (above and beyond expectations)

To establish brand loyalty, it is essential to fulfill all commitments and exceed expectations in every possible way. It is crucial to offer products and services of top-notch quality and maintain their standards consistently, ensuring that the value

provided is always unquestionable. Concentrate your efforts there once you know what makes your customers happy. If you are able to meet or exceed the expectations of your client, there will be no need for them to look at your rivals.

#### 2.3.2.2. Talk to your customers regularly

Regularly communicating with your customers can strengthen the relationship between your brand and its customers. Keeping them informed about any updates related to your brand, and showing interest in their personal lives through social media can help establish a personal connection with them. Additionally, soliciting feedback from your customers and showing that you value their opinions can help in building trust and loyalty. Communication channels can include traditional B2B methods such as emails and phone calls, as well as unconventional ones such as social media and physical letters. Ultimately, incorporating a human touch in business interactions can be highly effective in building strong customer relationships.

#### 2.3.2.3. Be consistent in everything.

Consistency is key in building authenticity and trust with customers, and this includes being consistent in your brand and service delivery. Customers should feel a sense of familiarity with a brand whenever they interact with its emails, documents, web pages, and other assets. Any deviation in the look or feel of these branded assets may raise warning signs in the customer's mind, whether consciously or unconsciously. To establish your brand as the go-to solution for a specific problem,

it's crucial that all of your marketing materials are consistently branded, and that you focus on a narrow range of offerings. You should treat your brand's logo, values, personality, and tone with the same care as you would your own, and protect it accordingly.

#### 2.3.2.4. Be known locally or vertical

While you can improve your image and reach your audience through effective marketing, having someone else promote your brand and organization through word-of-mouth referrals can lead to a higher level of trust with your customers. Utilize your media partners and industry influencers to promote your brand, demonstrating how popular you are in your market and industry. Sponsoring events or engaging in charitable work can also help generate indirect awareness and positive public relations in your community. It is important to stay relevant in your messaging and actions.

A study by the University of Warwick (2014b) found that consumers who have a positive emotional attachment to a brand are more likely to be loyal and recommend the brand to others. This means that zoos can build brand preference by creating positive emotional experiences for visitors, such as providing engaging and warded exhibits, informational and knowledgeable contents, and promotional events and activities.

A study by Deloitte (2019a) found that Chinese consumers prefer brands that are authentic, have a strong social purpose, and are innovative. This means that Chinese zoos can build brand preference by demonstrating their commitment to wildlife conservation, providing innovative and engaging exhibits, and promoting their brand in an authentic and transparent way.

The Chengdu Research Base of Giant Panda Breeding is a well-known zoo in China that has built a strong brand and is a preferred destination for visitors. They have a strong focus on conservation and sustainability, and provide a range of exhibits and experiences that are engaging and educational. By building a strong brand and providing a positive visitor experience, the Chengdu Research Base of Giant Panda Breeding has become a preferred destination for visitors in China and around the world.

The Shanghai Zoo is another example of a zoo in China that has built a strong brand and is a preferred destination for visitors. They provide a range of exhibits and experiences that are engaging and educational, and have a strong focus on conservation and wildlife preservation. By providing a positive visitor experience and building a strong brand, the Shanghai Zoo has become a preferred destination for visitors in the Shanghai area.

For visitors to Guangzhou, China, the Guangzhou Chimelong Safari Park is a popular destination. They offer a variety of engaging and instructive exhibits and experiences with a strong emphasis on wildlife conservation and sustainability. The Guangzhou Chimelong Safari Park has become a popular destination for visitors to Guangzhou and the surrounding areas thanks to its strong brand and positive visitor experience.

In summary, Chinese zoos can build brand preference by demonstrating their commitment to wildlife conservation and sustainability, providing innovative and engaging exhibits, and promoting their brand in an authentic and transparent way. By building a strong brand and providing a positive visitor experience, Chinese zoos can become preferred destinations for visitors and build a loyal following of supporters.

Brand preference is a good impression of a brand rooted in the hearts of target groups. Brands can not only take this opportunity to establish a deeper relationship with the target group, but also take the opportunity to expand more consumer groups. Understanding the establishment process and mechanism of brand preference can better help zoo brands achieve their goals, and lay a theoretical foundation for studying the psychological motivation of the target consumer group and its consumption behavior.



## 2.4 Consumer Behavior Analysis of Zoo Target Group

The analysis of consumer behavior aims to create a profile of visitors based on their attitudes, behaviors, and demographic information, and examines the connections between these characteristics. It is the study of how individuals make decisions about what to buy, how much to buy, and when to buy (Bennett & Bove, 2019). In the context of a zoo, consumer behavior analysis would involve studying the factors that influence visitors' decisions to visit the zoo, such as the price of admission, the variety of animals on display, the quality of the facilities, and the reputation of the zoo (Schiffman & Kanuk, 2020). It would also involve examining the factors that influence how much time and money visitors are willing to spend at the zoo, such as the availability of food, souvenirs, and other amenities (Shen & Bissell, 2020). By understanding the factors that influence consumer behavior, zoos can develop strategies to attract and retain visitors, which can help to ensure the financial viability of the organization. Consumer behavior analysis can also help to identify the factors that are most important to visitors, such as the quality of the animal exhibits and the availability of educational programs. This information can be used to develop marketing and advertising strategies that are tailored to the specific needs and preferences of the target audience (Cvijikj & Michahelles, 2019).

According to Ajzen (2018), 6Ws and 1H, including who, were the questions used for consumer behavior analysis. What? Why? Who? When? Where? How else?

1) Who makes up the target audience? The purpose of this question is to examine the characteristics of the target audience. It involves demographic data and purchasing habits.

2) What does the buyer purchase? The purpose of this question is to examine the needs of customers. It concerns the features of goods or services.

3) Why does the customer purchase? The goal of this question is to get people to buy. What advantages are consumers anticipating from products or services?

4) Who is involved in the buying process? Decision-making is influenced by the role and the people who are in the vicinity of customers.

5) When does the buyer make a purchase?

6) Where does the client shop?

7) How do customers make purchases?

It is about how consumers decide, how they find information, how they evaluate their options, how they feel after purchasing them, and what they lose.

According to Cvijikj & Michahelles (2019), the motivation behind a consumer's decision to buy can be seen in the Consumer Behaviour Model. It begins with the unpredictable stimulus that came from Buyer's black box. When a stimulus is applied to the black box, the customer will respond in a particular way. It depends on three things: the stimulus, the characteristics of the buyer, and the buyer's decision-making process (Lamperuch, 2019). According to Kotler & Armstrong (2018),

an understanding of consumer behavior can assist marketers in predicting how consumers will act and select products or services.

One of many factors that influence consumer behavior and purchase decisions is consumer attitude. According to Solomon (2019), "attitude is a lasting, general evaluation of people (including oneself), things, advertisements, or issues." Demeanor will in general remain over the long haul since it requires investment, encounters and factors to shape disposition. From very product-specific behavior to more general, consumption-related behavior, attitude can range widely. The functions that it serves for consumers include utilitarian function, value expression function, ego defensive function, and knowledge function. When consumers have an attitude toward products based on whether they cause pleasure or pain, this is called utilitarian function. Functions that express value are related to the value of the customer. It concerns how products portray him to other people (Santonia, 2019). When people adopt an ego-defensive attitude to shield themselves from internal or external threats, this is known as the ego-defensive function. When people are in a hazy situation, they use their knowledge function. Mentality will frame since they need request, construction or importance. Depending on their experiences or circumstances, people develop their attitudes in a variety of distinct ways. Attitude plays a role in the decision-making process when someone decides to act on something. It could be related to a service or product, depending on the individual (Nunnally, 2021).

Because it has the power to influence consumers' thoughts, feelings, and actions, attitude is very important. It causes consumers to either like or dislike the products. According to the studies (Ma, Littrell & Niehm, 2019), consumer intentions and attitudes play a significant role in predicting purchase behavior. According to De Pelsmacker & Janssens (2020), these factors affected consumers' perceived behavioral control, which influences their purchase decision (Dickson Ma, Liang, Wei & Lu, 2019). The relationship between various product attributes and the influence they have on consumer purchasing habits is the subject of attitude. As a result, attitude can assist us in comprehending and anticipating consumer reactions to products.

The characteristics of visitors such as demographics, leisure values, interests, expectations, and motivations are commonly examined in studies (Hood, 2021; Hood 2018; Whittall 2018; Morgan & Hodgkinson 2020). However, it is difficult to determine who typically visits zoos. According to Morgan & Hodgkinson (2020, p. 227), there is no "typical" zoo visitor, and attempting to create a profile for the average visitor is likely to be unsuccessful. Studies that classify visitors based on demographic characteristics such as age, gender, education level, and socioeconomic status are rare (Martin & O'Reilly, 2021; Kellert 2020, pp. 199-220), and generalizations are challenging due to the differences between zoos in different regions and their operational procedures (Patterson, 2021; Ament 2018). As a result, there is unlikely

to be a standard zoo visitor profile, even within a specific region. However, individual zoos can use visitor profiles to identify underrepresented groups, attract specific audiences, and compare their data with other local tourist attractions and industry benchmarks.

There can be many different motivations for people who visit zoos. Some common reasons for visiting a zoo include a desire to learn about animals and their natural habitats, a love of animals and a desire to see them up close, and a desire to spend time outdoors and engage in leisure activities with friends and family (Yamashita, 2018). Other motivations for visiting a zoo may include a desire to support conservation efforts, a curiosity about exotic animals, and a desire to engage in educational activities with children (Britania, 2019).

A study by Euromonitor International (2019) found that Chinese consumers are increasingly interested in wildlife and nature, and are willing to pay for experiences that allow them to connect with nature. This means that Chinese zoos have a large potential consumer base, and can attract visitors by offering engaging and educational exhibits and experiences.

The Chinese government has placed a strong emphasis on environmental protection and wildlife conservation in recent years, which has led to increased awareness and interest in wildlife among Chinese consumers. This means that Chinese zoos can build brand preference by demonstrating their commitment to

conservation and sustainability, and promoting their brand as a responsible and ethical organization (Chinese Research Academy of Environment Sciences, 2020).

The COVID-19 pandemic has had a significant impact on consumer behavior in China, with many consumers turning to domestic tourism and seeking out outdoor activities that are perceived as safe and low-risk. This means that Chinese zoos may see an increase in demand from local visitors, and can attract visitors by offering safe and hygienic facilities and experiences (*“Chinese Consumer Behavior Report”*, 2020; BGC, 2020).

A study by Kantar (2018) found that Chinese consumers are increasingly interested in immersive and interactive experiences, and are willing to pay for experiences that are both educational and entertaining. This means that Chinese zoos can attract visitors by providing engaging and interactive exhibits, such as animal shows, petting zoos, and virtual reality experiences.

The rise of social media in China has opened up fresh prospects for zoos to interact with consumers and promote their brand. One such example is the Chengdu Research Base of Giant Panda Breeding, which has amassed a considerable following on Chinese social media platforms like WeChat and Weibo, and leverages these channels to promote its brand and engage with consumers.

In summary, Chinese zoos can take advantage of the growing interest in wildlife and nature, demonstrate their commitment to conservation and sustainability,

offer safe and engaging experiences, and leverage social media to connect with consumers and promote their brand. By understanding the evolving consumer behavior in China, zoos can attract visitors and build a loyal following of supporters.

Draw in conclusion, the research on the behavior of target consumers in zoos can help us to know more clearly what motives the target group has, why, when and under what circumstances they will have consumption behavior, what is the standard for them to choose brands, etc.. Due to the particularity of the category, although it is difficult to predict the motivation and behavior of the entire population, this analysis can also bring guiding opinions to the research and lay a stronger foundation for subsequent research design.

## **2.5 An Overview of Zoo Situation in China**

The profit sources of the Chinese zoo mainly include admission revenue, consumption in the zoo, entertainment and catering. As zoos have positive significance, their own profitability is strong. According to the data, in 2016, the total profit of China's zoo industry reached 22.393 billion yuan, and is expected to exceed 23 billion yuan in 2021 (China Zoo Market Analysis Report 2021 - Current Market Supply and Demand Situation and Future Trend Forecast).

According to the report, one of the main drawbacks of traditional zoos is the entertainment value of animals in the first place, while modern zoos are more focused

on the scientific research value of animals and educational value, into the 21st century, China's zoo industry is facing a strategic transformation from traditional zoos to modern zoos, in the intricate situation of clear thinking, public good handling of all aspects of the relationship in order to operate and manage a modern city zoo, in order to protect the long-term development of the industry.

China's second-tier city zoos (such as Beijing Zoo, Shanghai Zoo, since the state zoo, etc.) are growing China's zoo development gap (Chinese Association of Zoological Gardens, 2022). This is because China's part of the zoo layout, planning, and management are in a disorderly, chaotic state of operation, facing the threat of relocation and closure. The level of development is high, but western zoos are significantly behind, making it difficult to raise ticket prices.

When comparing Chinese zoos to those in other countries, there are some similarities and differences, as well as unique challenges and opportunities:

**Cultural Differences:** Chinese culture has a strong emphasis on nature, wildlife, and the environment, which creates a unique opportunity for Chinese zoos to connect with consumers on a deep cultural level. However, cultural differences can also create challenges in terms of communication and content marketing.

For example, humor and sarcasm may not translate well across different cultures, so zoos may need to adapt their messaging and tone to resonate with Chinese consumers (The 2019 China Outbound Travel Consumption Report, Ctrip and the



China Tourism Academy, 2019).

**Digital Marketing:** China has a highly developed digital marketing landscape, with a strong emphasis on social media and mobile marketing. Chinese zoos can leverage these digital platforms to reach and engage with consumers, but may face unique challenges in terms of competition and censorship (Chinese Consumers: Are You Ready for the Digital Age?, McKinsey & Company, 2020).

**Conservation and Sustainability:** The Chinese government has placed a strong emphasis on environmental protection and wildlife conservation in recent years, which creates an opportunity for Chinese zoos to demonstrate their commitment to sustainability and conservation. However, this also creates a higher standard for zoos in terms of ethical and responsible practices, which can be challenging to meet (The Role of Zoos and Aquariums in Educating People to Protect the Environment: A National Survey of American Adults and Adolescents, 2019, the American Association of Zoos and Aquariums).

**Brand Perception:** Chinese consumers have become increasingly aware of the importance of brand reputation and ethics, which creates an opportunity for zoos to build brand preference by demonstrating their commitment to responsible and ethical practices. However, this also means that negative publicity, such as animal welfare controversies, can have a significant impact on a zoo's reputation and consumer trust (The Changing Landscape of Chinese Tourism: New Challenges and Opportunities

for Marketing to Chinese Tourists, 2020, The Center for Hospitality Research at Cornell University).

Local vs. International Visitors: Chinese zoos may face unique challenges in terms of attracting and catering to both local and international visitors. While local visitors may be more interested in educational and cultural experiences, international visitors may have different expectations and preferences (The Chinese Animal Protection Movement, Animals Asia, 2019).

In summary, Chinese zoos face unique challenges and opportunities when it comes to communication and content marketing, including cultural differences, a highly developed digital marketing landscape, a strong emphasis on conservation and sustainability, brand perception, and the need to cater to both local and international visitors. By understanding these challenges and opportunities, Chinese zoos can create effective communication and content marketing strategies that resonate with consumers and build brand preference.

By studying the current situation of the China's zoo, we can better understand the current scale of the China's zoo and its status in China, which shows its importance to China's tourism industry.

## **CHAPTER 3**

### **METHODOLOGY**

This chapter presents the type of research, source of data, research procedures, data collection tools, data collection method, and data analysis and presentation as well. The items' coding is elaborated on by the researcher with great detail. Furthermore, the research's reliability and validity are thoroughly examined.

The Study of Content Analysis of Zoo Brands on Chinese Social Media Which Affects Brand Preference of Customers in China aims:

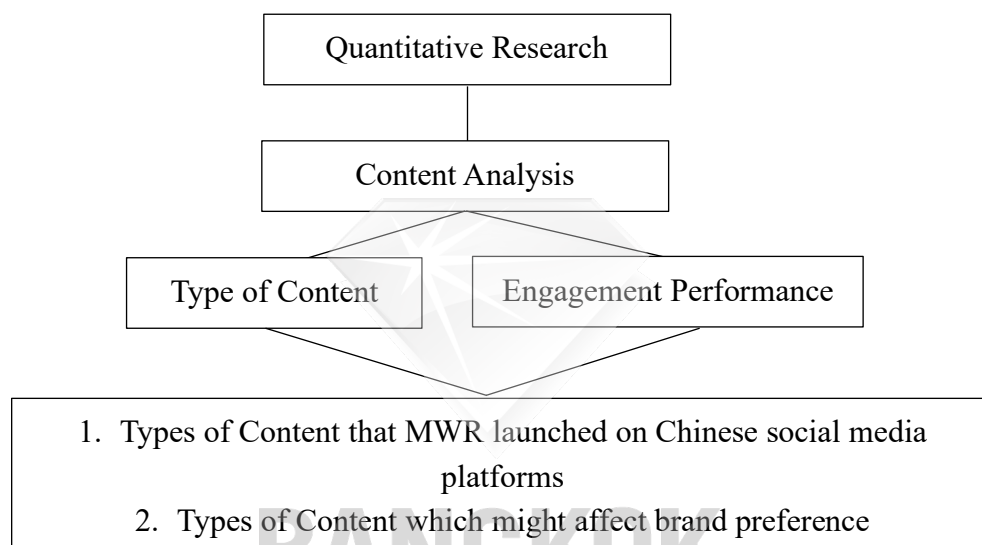
- 1) To identify and analyze the types of content that a zoo brand launched on Chinese social media platforms and might affect brand preference of customers in China.
- 2) To design and develop the types of content that a zoo brand should launch on Chinese social media platforms.
- 3) To examine and evaluate the impact of different types of developed content on the brand preference of customers in China.

#### **3.1 Type of Research**

In this study, mixed methods of research between quantitative research (content analysis) and experimental-based research (design types of content and

conduct A/B test via online questionnaire survey) will be utilized.

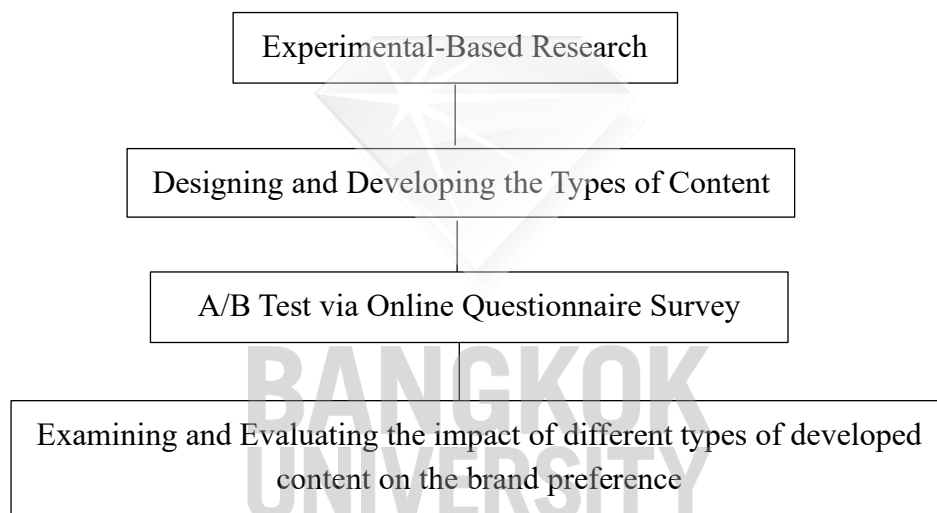
Figure 3.1: Quantitative Research Framework



As shown in Figure 3.1, Quantitative research method in this study will mainly focus on content analysis about the presentation and types of content launched on Chinese social media, including analysis of types of content, post engagement (share, like, comment) performance. Researcher will conduct content analysis by utilizing the data from Mandai Wildlife Reserve (MWR), by observing data performance on Chinese social media, which are WeChat, Weibo, and Douyin. So that researcher can find out what types of content were launched on Chinese social media platforms and might affect brand preference of customers in China,

and can thus proceed the experimental-based research in order to design and develop the types of content that a zoo brand should launch on Chinese social media platforms, and to examine and evaluate whether the analysis is correct.

Figure 3.2: Experimental-Based Research Framework



As shown in Figure 3.2, Experimental-based research in this study will mainly focus on designing types of content based on the previous content analysis by researcher, and then researcher will conduct A/B test via online questionnaire survey about the attitude of customers toward to the different types of content. In order to examine that whether the target group will generate likes/dislikes for the brand based on different types of content. So that researcher can summarize how to develop the types of content in order to adapt the preference of Chinese target audience for a zoo brand.

In order to know which types of content were launched on Chinese social media platforms, and in order to observe and compare which types of content might affect brand preference of customers in China, therefore the content analysis will be conducted before, and the experimental-based research will be proceeded later, for the purpose of examining and observing the impact of different types of developed content on the attitude of the target group towards the zoo brand, and can thus summarizing how to develop the types of content in order to adapt the preference of Chinese target audience for a zoo brand.

### **3.2 Source of Data**

In this study, researcher will adopt three sources of data, which are:

#### **3.2.1 Online Document**

Some representative posts on MWR official accounts between 1 May to 31 July, 2022 will be collected, because researchers need a certain amount of posts to use these posts to find out what types of content were launched on Chinese social media platforms and analyze which types might build brand preference and which types might not build brand preference. Due to the fact that the collected posts will be observed engagement performance, thus each platform will collect two types of content for comparison, and the most weighted posts of all types of content with highest and lowest engagement performance will be selected as representative

contents, due to the fact that these two kinds of content with different engagement performance can better reflect the different levels of customers preference. The types of content include:

### 3.2.1.1 WeChat: activity content, informational content, educational content

Informational content refers to MWR shares some park animals and share some daily reward-free content. Most of the time, it's unintentionally posted daily animal-themed content on WeChat.

Figure 3.3: Example of Informational Content



Source: MWR Official Account on WeChat. (2022b). *"Going in a group to watch fantastic beasts."*. Retrieved from

[https://mp.weixin.qq.com/s/p7U7i\\_AM7\\_9rBndyru21YA](https://mp.weixin.qq.com/s/p7U7i_AM7_9rBndyru21YA).

Activity content refers to contents which offer the recent activities of MWR, let consumers know what activities are happening in the park recently, and guide consumers to participate in and share these activities in advance with friends and families on WeChat.

Figure 3.4: Example of Activity Content



Source: MWR Official Account on WeChat. (2022a). *"Dingdong Christmas wildlife*

*blind boxes are here, let's open them!"*. Retrieved from

<https://mp.weixin.qq.com/s/TwLRS1Cn3aWi5YbPhV2Q6g>.

Educational content in this study for a zoo brand refers to the resources, and experiences that are designed to educate visitors about some habitats, and conservation efforts knowledge of MWR.



Figure 3.5: Example of Educational Content



Source: MWR Official Account on WeChat. (2022c). *"Interesting and little-known facts about giant pandas in the wild, click to unlock."*. Retrieved from <https://mp.weixin.qq.com/s/s79MhxxAwSq2jagy0FSE6A>.

3.2.1.2 Weibo: informational content, compensation content,  
educational content

Informational content refers to MWR shares some park animals and share some daily reward-free content. Most of the time, it's unintentionally posted daily animal-themed content on Weibo.

Figure 3.6: Example of Informational Content



Source: MWR Official Account on Weibo. (2022a). *"All the feelings about Monday*

*are written in the status of #Leopard Chameleon#.*". Retrieved from

<https://weibo.com/5140438895/4878802917788989>.

Compensation content refers to zoo launches some prize-winning activities, such as lottery draws and event rewards, etc. And guide and call on everyone to actively participate in the lottery draw, and at the same time actively interact with the audience on Weibo.

Figure 3.7: Example of Compensation Content



Source: MWR Official Account on Weibo. (2022b). *"Comment on and repost this Weibo post to participate in the interactive lucky draw."*. Retrieved from <https://weibo.com/5140438895/4831327096406510>.

Educational content in this study for a zoo brand refers to the resources, and experiences that are designed to educate visitors about some habitats, and conservation efforts knowledge of MWR.

Figure 3.8: Example of Educational Content



Source: MWR Official Account on Weibo. (2022b). *"Tasmanian devils are also known as 'devils'."*. Retrieved from <https://weibo.com/5140438895/4858506173222274>.

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3.2.1.3 Douyin: promotional content, entertainment content,  
educational content

Promotional content refers to zoo launched some promotional activity  
Douyin videos, including promoting attractions and promoting tickets. In order for the  
audience to generate consumption.

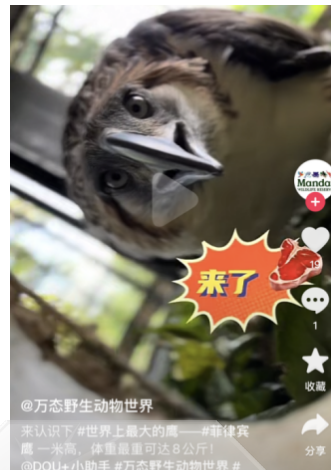
Figure 3.9: Example of Promotional Content



Source: MWR Official Account on Douyin. (2022b). *"Visit the park and enjoy the summer half-price discount."*. Retrieved from <https://v.douyin.com/k3aBxMh/>.

Entertainment content refers to zoo shares some funny and interesting animal stories, or funny and mindless Douyin videos. The goal is to keep the audience entertained.

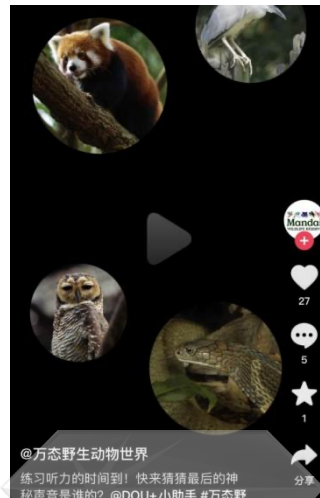
Figure 3.10: Example of Entertainment Content



Source: MWR Official Account on Douyin. (2022a). *"Interesting stories about Philippine eagles abound."*. Retrieved from <https://v.douyin.com/k3ay7SG/>.

Educational content in this study for a zoo brand refers to the resources, and experiences that are designed to educate visitors about some habitats, and conservation efforts knowledge of MWR.

Figure 3.11: Example of Educational Content



Source: MWR Official Account on Douyin. (2022b). *"It's time to practice your listening skills! Guess whose mysterious voice you'll hear at the end?"*.

Retrieved from <https://v.douyin.com/AR76h3Q/>.

All contents will be collected on coding sheet and analyzed later.

The online document will be utilized for content analysis, due to the reason that researcher need to analyze the types of content, therefore to find out what types of content were launched on Chinese social media platforms and might affect brand preference of customers in China, and then researcher can therefore able to design type of content for each platform.

### 3.2.2 Primary Data

Primary data will be collected from MWR directly, the duration of data sample is between 1 May to 31 July, 2022. Primary data includes both files of monthly report and KPIs benchmark sheet, monthly report includes the KPIs data of that month, and benchmark sheet includes the expected KPIs, and due to the fact that this period happens to be around the time of 6.18 Shopping Festival in China, thus the data is more convincing and can more intuitively show the attitude of Chinese consumers.

The primary data will be utilized for post engagement (share,like,comment) comparison, due to the fact that researcher need the KPIs data to observe and compare the engagement performance of content launched on Chinese social media, so as to divide collected posts into two groups based on the performance of engagement (like/dislike), and then conclude which types might build brand preference and which types might not build brand preference.

### 3.2.3 Online Questionnaire Survey

Online questionnaire survey will be designed and conducted in February, 2023, and the respondent scale is 100. Designed contents (each platform 2 contents, 3 platforms, totally 6 contents will be designed and placed) will be placed into the survey form, in order to examine and evaluate the impact of different types of developed content on the brand preference of customers in China.



### 3.3 Key Respondents

The book "Research Methods in Psychology" by Morling (2017) states that a sample size of at least 100 is commonly recommended for online surveys to ensure statistical significance, although larger samples may be necessary for more complex analyses. The American Statistical Association (ASA) recommends a minimum sample size of 100 for surveys intended to estimate population parameters. Therefore, online questionnaire survey will be conducted with 100 respondents who are wildlife travel key decision maker and live in Shanghai, aged 25-35, have a family, as known as "young family". As researcher mentioned before, these people are the main target group for zoo brands.

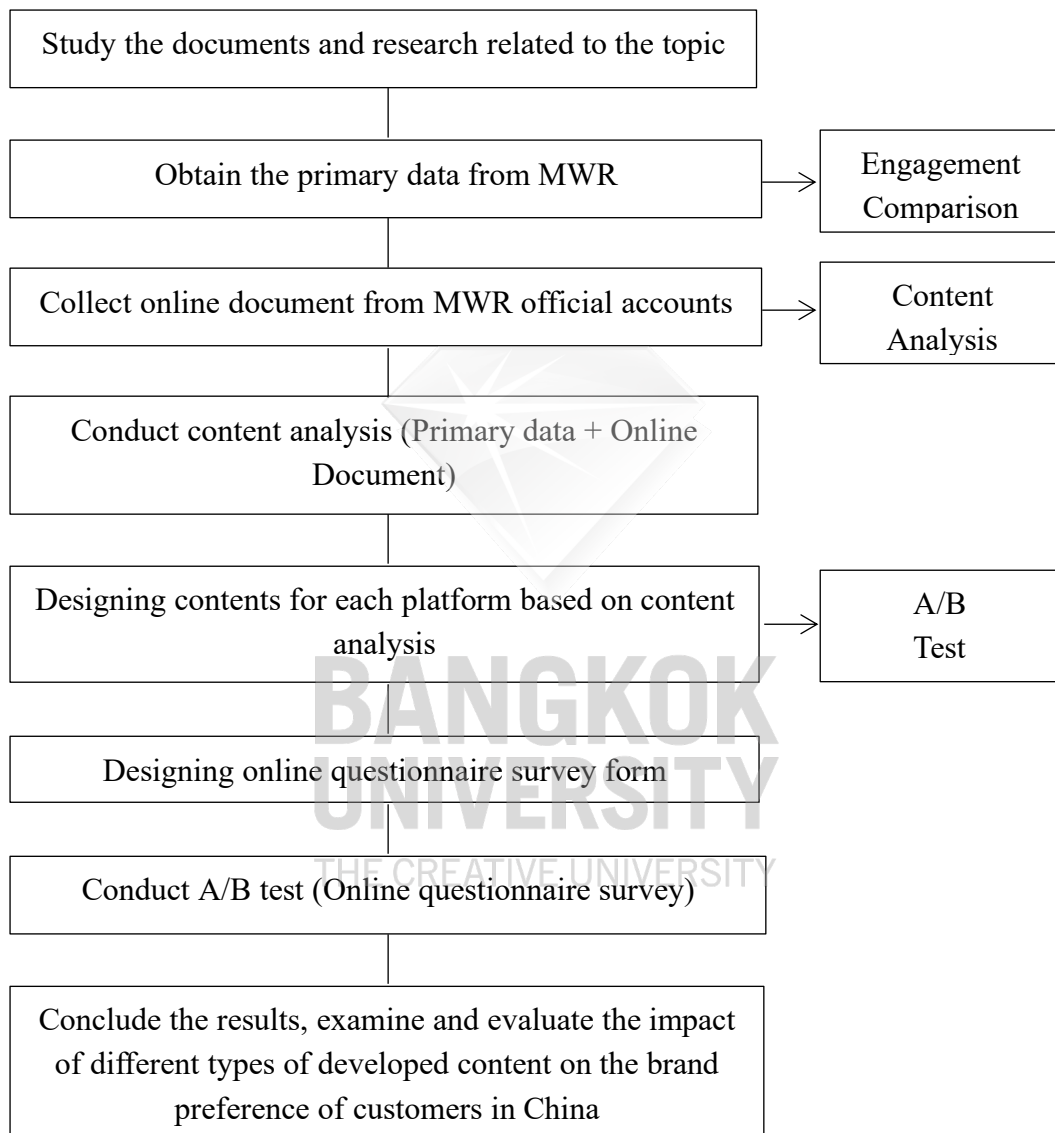
Questionnaire survey will be designed as 1 form, respondents need to answer questions in order to show their attitudes toward to the contents designed by researcher, thus researcher can find out whether the contents designed based on content analysis can build brand preference for zoo brand, and can conclude respondents' attitudes toward to brand. The questionnaire survey includes 2 types of content for each platform, all 3 platforms: Douyin, Weibo, WeChat, totally 6 contents will be designed and placed in the survey form. 2 types of content will be named as "expected preferred contents", which is the type of content that can build brand preference, and "expected unpreferred contents", which is the type of content that cannot build brand preference.

The whole questionnaire survey will be conducted online, and key respondents will be selected randomly by releasing link of survey, and the data will be summarized instantly once the amount of respondents reaches 100.

### **3.4 Research Procedure**

In general, in order to make the research process simple and accurate, the research procedure in this study will focus on the comparison of engagement performance of content (content analysis), and the comparison of result from online questionnaire survey (experimental-based research).

Figure 3.12: Research Procedure Framework



According to the Figure 3.12, the detailed implementation steps are as follows:

3.4.1 The researcher need to study the documents and research related to the research topic: The Study of Content Analysis of Zoo Brands On Chinese Social Media Which Affects Brand Preference of Customers in China.

3.4.2 Defining research objectives, and throwing out research questions.

3.4.3 Planning the research and contact with MWR, in order to obtain the primary data between 1 May to 31 July, 2022, prepare to conduct post engagement (share,like,comment) comparison.

3.4.4 Collecting some representative posts on MWR official accounts between 1 May to 31 July, 2022, in order to conduct content analysis. Each platform will collect two types of content for comparison, as for three platforms (Douyin, Weibo, WeChat), three months, totally 18 representative posts will be collected.

3.4.5 Conducting content analysis by using the online document and primary data between 1 May to 31 July, 2022, to compare the engagement performance of content on each platform, in order to know what types of content were launched on Chinese social media platforms and might affect brand preference of customers in China.

3.4.6 After conducting content analysis of each platform, the researcher can be able to draw conclusions about what kinds of content can build brand preference, and which types of content cannot build brand preference.

3.4.7 Designing contents for each platform based on the findings from content analysis, and create online questionnaire survey form.

3.4.8 After creating online questionnaire survey form, start selecting key respondents randomly by releasing link of survey and then wait until reach the specified amount (100).

3.4.9 After key respondents finished and reach the specified amount, researcher will conclude the results and make charts for data insight and explanation. To examine and evaluate the impact of different types of developed content on the brand preference of customers in China.

3.4.10 Giving reasonable suggestions, what to do if the “expected preferred contents” is not the type of content that can build brand preference, what to do if the “expected unpreferred contents” is the type of content that can build brand preference.

### **3.5 Data Collection Tools**

3.5.1 Coding sheet will be used for content analysis and engagement comparison (share, like, comment).

3.5.2 Designed contents and online questionnaire survey form will be used for conducting experimental-based research.

### **3.6 Data Collection Method**

3.6.1 Representative posts on MWR official accounts and primary data obtained from MWR between 1 May – 31 July, 2022 will be collected and analyze the contents' engagement performance.

3.6.2 Types of content will be designed based on the findings from content analysis, and will be divided into “expected preferred contents”, and “expected unpreferred contents”.

3.6.3 Online questionnaire survey form will be created and distributed to key respondents, to examine and evaluate the impact of different types of developed content on the brand preference of customers in China.

### **3.7 Validation of Data Collection Tools**

3.7.1 All KPIs data will be validated by MWR before collection is conducted. MWR will carefully check all data to ensure the accuracy of monthly reports and KPIs benchmark sheet, after that the researcher will perform a secondary verification.

3.7.2 All posts data will be verified accuracy before collection is conducted. The researcher will carefully observe and record posts on MWR's social media accounts to ensure the accuracy and availability of the posts.

3.7.3 All questions will be validated by advisor before the online questionnaire survey is conducted. All data from online questionnaire survey will be

verified accuracy and authenticity after collection is completed. The researcher will carefully record the data answered by key respondents.

### **3.8 Ethical Issue**

3.8.1 All data collection will be asked for permission from MWR before analysis is conducted. All utilization of information about MWR will be asked for permission from MWR before data is collected. After that, the data analysis will be conducted. Only data which are allowed from MWR will be published while others will be treated in a strict confidence.

3.8.2 All participants will be asked for permission before questionnaire survey is conducted. After that, the online questionnaire survey will be conducted. Only data which are allowed from key respondents will be published while others will be treated in a strict confidence.

### **3.9 Research Instrument and Data Analysis**

According to Thomas (2006), the inductive method ensures that the research can be defended by shortening the data into a summary format and making clear connections between the purpose of the study and its outcome. It can also enhance the model or theory based on the findings of the raw data (Thomas, 2006).

By observing data from coding sheet, the researcher can understand and conclude the performance of contents' engagement and then design types of content, and by comparing the results from online questionnaire survey, the researcher can conclude the impact of different types of developed content on the brand preference.

3.9.1 Data Reduction – In order to be ready for analysis, the data will be simplified and transformed, both primary data and online documents will be collected and transformed into a simple and precise way in order to display data intuitively and concisely. Until the study is over, data will be recorded and sorted.

3.9.2 Data Display – The appropriate format for presenting the data is a table, info graphic, or chart, due to the reason that researcher need a intuitive format to display data precisely, the contents will be displayed by info graphic, and the results from online questionnaire survey will be displayed by chart and table.

3.9.3 Conclusion Drawing and Verification – In order to reach a conclusion, the data will be interpreted based on the connection between theory and data.

### **3.10 Data Presentation**

To represent the data, descriptive analysis will be utilized. Opinion, questionnaire survey, and topic of interest will be used to describe the data.

In the analysis, examples and pictures will be used (Miles & Huberman, 1994).



3.10.1 The results of content analysis on MWR official accounts (content's engagement performance refers to like, share, comment). In order to understand the types of content that MWR launched on Chinese social media platforms, and to know types of content which might affect brand preference of customers in China towards a zoo brand.

3.10.2 The example of types of content based on findings from content analysis. In order to design online questionnaire survey and conduct A/B test.

3.10.3 The results of online questionnaire survey. In order to examine and evaluate the impact of different types of developed content on the brand preference of customers in China.

## **CHAPTER 4**

### **FINDINGS**

The Study of Content Analysis of Zoo Brands on Chinese Social Media

Which Affects Brand Preference of Customers in China is driven by the three following questions:

RQ1: What types of content were launched by a zoo brand on Chinese media platforms and might affect brand preference of customers in China?

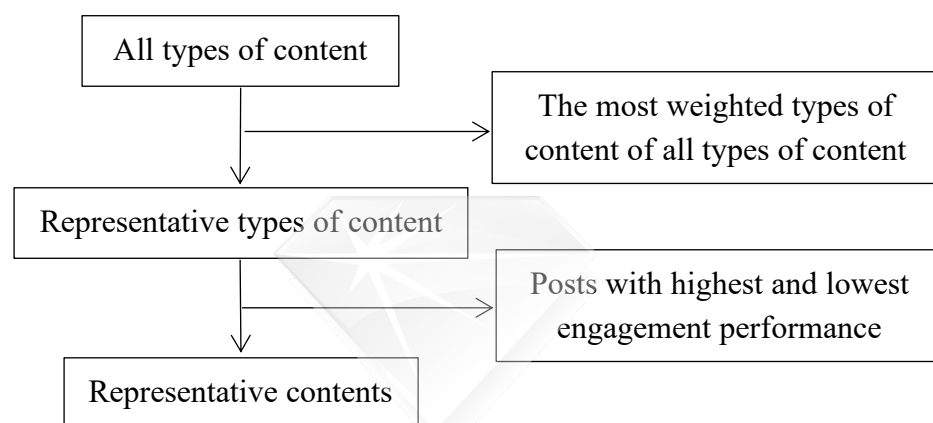
RQ2: What types of content should be created and developed for a zoo brand to launch on Chinese social media platforms?

RQ3: How does the different types of developed content impact the brand preference of customers in China?

18 representative contents that were posted on MWR official accounts between 1 May to 31 July, 2022 are collected and analyzed via coding sheet and types of content will be designed by researcher, and online questionnaire survey was conducted in order to find that whether the target group will generate likes/ dislikes for the brand based on different types of developed content. The findings will be divided into 3 parts which are: contents that were posted on official accounts, posts engagement comparison and content which affects brand preference of customers in China.

#### 4.1 Contents on Official Accounts

Figure 4.1: Content Selection Framework



As we can see from Figure 4.1, in order to make the research process simple and accurate, the researcher will only choose each platform two types of content for comparison, the researcher conducted content selection by collecting all types of content from three platforms, which are WeChat, Weibo, Douyin, and then the most weighted types of content from all types of content were selected as representative types of content, posts with highest and lowest engagement performance were selected as representative contents.

Between 1 May to 31 July, 2022, types of content on each platform are as following:

Table 4.1: Types of Content on Three Platforms (Between 1 May to 31 July, 2022)

Platform	Type of Contents	Amount of Posts (All types)	% (All types)	Total Engagement	Avg Engagement
WeChat	Activity content	9 (26)	35% (100%)	963	632
	Informational content	12 (26)	46% (100%)	322	211
	Educational content	5 (26)	19% (100%)	97	74
Weibo	Informational content	37 (74)	50% (100%)	106	94
	Compensation content	26 (74)	35% (100%)	625	433
	Educational content	11 (74)	15% (100%)	97	40

(Continued)

Table 4.1 (Continued): Types of Content on Three Platforms (Between 1 May to  
31 July, 2022)

Platform	Type of Contents	Amount of Posts (All types)	% (All types)	Total Engagement	Avg Engagement
Douyin	Entertainment content	11 (37)	30% (100%)	173	82
	Promotional content	17 (37)	46% (100%)	79	51
	Educational content	9 (37)	24% (100%)	31	19

According to Table 4.1, the most weighted posts of all types of contents with highest and lowest engagement performance will be selected as representative contents, and researcher will design types of content later based on findings. Between 1 May to 31 July, 2022, there will be totally 18 posts will be selected as representative contents. The most weighted types of content are as following:

Table 4.2: The most weighted types of content (Between 1 May to 31 July, 2022)

Platform	Type of Contents	Amount of Posts (All types)	% (All types)
WeChat	Activity content	9 (26)	35% (100%)
	Informational content	12 (26)	46% (100%)
Weibo	Informational content	37 (74)	50% (100%)
	Compensation content	26 (74)	35% (100%)
Douyin	Entertainment content	11 (37)	30% (100%)
	Promotional content	17 (37)	46% (100%)

As shown in Table 4.2, the researcher can find out:

1) As for WeChat, activity content and informational content are the main types of content, the percentage is 81%. These two types of content are regarded as representative types of content.

2) As for Weibo, informational content and compensation content are the main types of content, the percentage is 85%. These two types of content are regarded as representative types of content.

3) As for Douyin, entertainment content and promotional content are the main types of content, the percentage is 76%. These two types of content are regarded as representative types of content.

Therefore, according to the above findings, the researcher selected representative contents from representative types of content for each platform based on the engagement performance (highest and lowest) of the contents as following:

#### 4.1.1 WeChat (May-July):

As show in Figure 4.2, Figure 4.3, Figure 4.4, they show the representative activity contents during May to July.

Figure 4.2: 0524 - Summer Heat Relief with Animal Friends



Source: MWR Official Account on WeChat. (2022e). "0524 - Summer Heat Relief

with Animal Friends.". Retrieved from

<https://mp.weixin.qq.com/s/uYbpCXyPU9kt9KIBAZXu5Q>.

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MWR organized Summer Heat Relief activity to call for everyone to join.

It is an activity about summer holiday theme.



Figure 4.3: 0625 - Playtime at TOYBOX

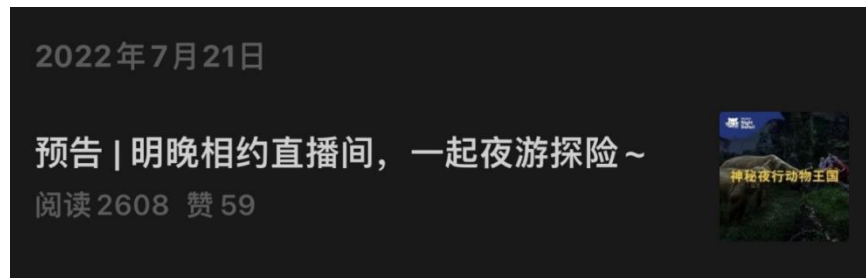


Source: MWR Official Account on WeChat. (2022f). "0625 - Playtime at TOYBOX".

Retrieved from [https://mp.weixin.qq.com/s/Goz\\_bWXZaIunyLc1avxfKg](https://mp.weixin.qq.com/s/Goz_bWXZaIunyLc1avxfKg).

MWR organized a TOYBOX event, it is a limited time event, calling everyone to gather in advance and take the lead online.

Figure 4.4: 0721 - Livestream at NS



Source: MWR Official Account on WeChat. (2022h). "0721 - Livestream at NS".

Retrieved from [https://mp.weixin.qq.com/s/-7qHSg7LL2VDqI\\_\\_IMmLHg](https://mp.weixin.qq.com/s/-7qHSg7LL2VDqI__IMmLHg).

MWR's live preview of new attractions, let everyone share in advance with friends and family around. It is a preview for the livestream.

As show in Figure 4.5, Figure 4.6, Figure 4.7, they show the representative informational contents during May to July.

Figure 4.5: 0508 - Giraffe Edu



Source: MWR Official Account on WeChat. (2022d). *"0508 - Giraffe Edu"*. Retrieved from <https://youtu.be/669O4jW1AIQ>.

MWR share the daily life of giraffe.

Figure 4.6: 0627 - Gambian Pouched Rat



Source: MWR Official Account on WeChat. (2022g). "0627 - Gambian Pouched

*Rat*". Retrieved from <https://youtu.be/WuWf00jzmGc>.

MWR share the cute Gambian pouched rat.

Figure 4.7: 0722 - Jia Jia and Le Le are besties



Source: MWR Official Account on WeChat. (2022i). "0722 - Jia Jia and Le Le are besties". Retrieved from <https://youtu.be/cWtGvVck8a0>.

MWR share some daily moment of Panda Jia Jia and Le Le.

#### 4.1.2 Weibo (May-July):

As show in Figure 4.8, Figure 4.9, Figure 4.10, they show the representative informational contents during May to July.

Figure 4.8: 0501 - New Post for Le Le

大小朋友#儿童节快乐#呀! ❤️看看 wuli#大熊猫#幼崽  
叻叻快乐自在的样子, 谁不想永远当个宝宝呢~  
🐼✨#万态野生动物世界# #河川生态园# #野趣好友#  
#新加坡出生的首只大熊猫宝宝取名叻叻#



Source: MWR Official Account on Weibo. (2022d). "0501- New Post for Le Le".

Retrieved from <https://weibo.com/5140438895/4775551627430787>.

MWR update the news about panda Le Le.

Figure 4.9: 0601- SZ Goat – Happy Everyday

念念不舍的#五一#假期也结束了~👋 #山羊#宝宝扭了扭身体，问你心情如何？#五月#也记得要快乐呀~❤️#万态野生动物世界# #新加坡动物园# #野趣好友#



Source: MWR Official Account on Weibo. (2022f). "0601- SZ Goat – Happy

*Everyday*". Retrieved from

<https://weibo.com/5140438895/4765761132827059>.

MWR share the new day's mood.

Figure 4.10: 0704 - New term with Meerkat

2022进入下半场，下半年的第一个#周一#，你准备好了吗？与#狐獴#一起展望未来，继续前行，  
#2022下半年加油# ʘ(●°▽°●)ʘ #万态野生动物世界# #新加坡动物园# #野趣好友#



Source: MWR Official Account on Weibo. (2022h). "0704 - New term with Meerkat".

Retrieved from <https://weibo.com/5140438895/4787478327985838>.

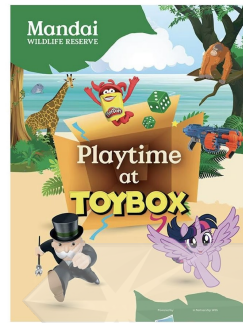
New terms for students are coming, MWR share meerkat to express the mood.

As show in Figure 4.11, Figure 4.12, Figure 4.13, they show the representative compensation contents during May to July.



Figure 4.11: 0525 - Playtime at Toybox Campaign

#野趣上新# 假期如约而至，游园惊喜安排上——5月28日至6月26日期间，#新加坡动物园# 和 #河川生态园# 迎来孩之宝旗下四大热门玩具品牌#小马宝莉# #大富翁# #培乐多彩泥# 和#NERF# 为你打造12项精彩体验活动，快来Pick专属你的乐趣之旅！详细戳这里👉假期玩乐时光野趣游园来袭，好耶！#万态野生动物世界#



Source: MWR Official Account on Weibo. (2022e). "0525- Playtime at toybox campaign". Retrieved from

<https://weibo.com/5140438895/4773074623532821>.

MWR organized a TOYBOX event and organized lucky draw on Weibo, the lucky one will come to visit for free.

Figure 4.12: 0617- Rainbow Lorikeet &amp; JBP Tactical Promo

毛色鲜艳的#彩虹吸蜜鹦鹉# 活泼好动，学习能力超强～如果身在现场，会被TA们漂亮的外表和活跃个性吸引！🦜🌈👏 欢迎来#裕廊飞禽公园# 探索精彩纷呈的鸟类天堂，即日起至6月26日，新加坡本地居民购买裕廊飞禽公园门票输入「JBP50」即享5折优惠哦！🎫期待与你见面～... 全文



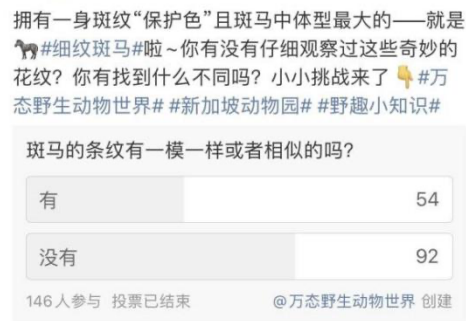
Source: MWR Official Account on Weibo. (2022g). "0617- Rainbow Lorikeet & JBP

*Tactical Promo*". Retrieved from

<https://weibo.com/5140438895/4781317566500395>.

MWR promote a new activity with gifts, call everyone to join the activity and get the gift.

Figure 4.13: 0714 - Polling Gift with SZ Grevy Zebra



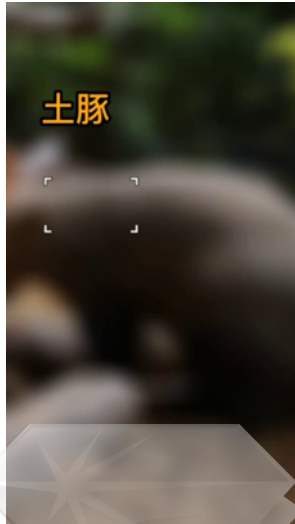
Source: MWR Official Account on Weibo. (2022i). "0714 - Polling Gift with SZ Grevy Zebra". Retrieved from <https://weibo.com/5140438895/4767184494271122>.

MWR call everyone to vote and poll for grevy zebra in SZ Park, to gain the chance to win the award.

#### 4.1.2 Douyin (May-July):

As show in Figure 4.14, Figure 4.15, Figure 4.16, they show the representative entertainment contents during May to July.

Figure 4.14: 0510 - Join with Aardvark

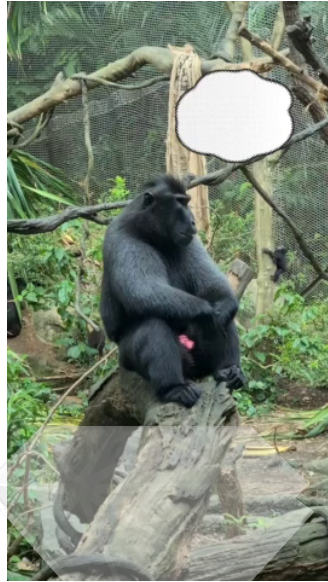


Source: MWR Official Account on Douyin. (2022d). *"0510 - Join with Aardvark"*.

Retrieved from <https://v.douyin.com/UwWo8ys/>.

MWR share interesting moment of aardvark.

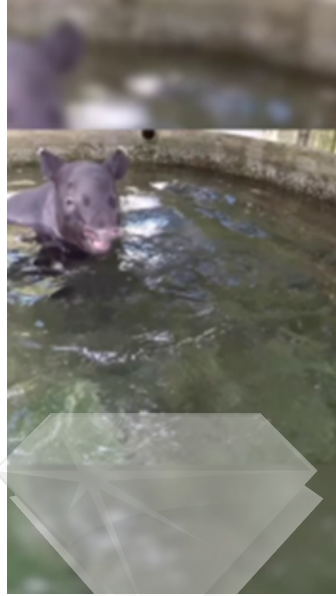
Figure 4.15: 0614 - Get to play Crested Macaques Yawning



Source: MWR Official Account on Douyin. (2022e). *"0614 - Get to play Crested Macaques Yawning"*. Retrieved from <https://v.douyin.com/Uw7Lqvq/>.

MWR share the crested macaques yawning by trend meme.

Figure 4.16: 0726 - Malayan Tapir Waiting for Your Come



Source: MWR Official Account on Douyin. (2022h). *"0726 - Malayan Tapir waiting for your come"*. Retrieved from <https://v.douyin.com/Uw7kXaH/>.

MWR show the funny moment of Malayan tapir.

As show in Figure 4.17, Figure 4.18, Figure 4.19, they show the representative promotional contents during May to July.

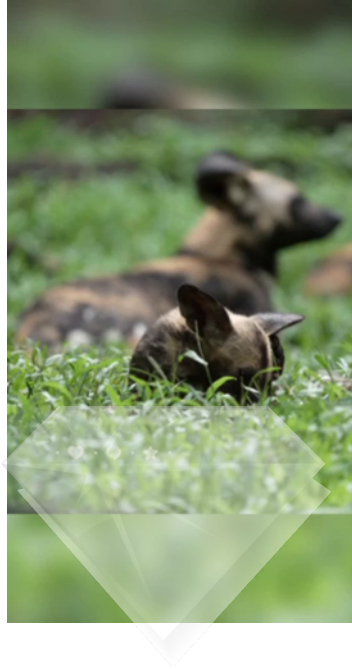
Figure 4.17: 0508 - Asian Small-Clawed Otter Tactical Promo



Source: MWR Official Account on Douyin. (2022c). *"0508 - Asian Small-Clawed Otter Tactical Promo"*. Retrieved from <https://v.douyin.com/Uw7kG4c/>.

MWR launches new promotion with Asian small-clawed otter.

Figure 4.18: 0617 - Dog Pups New Season Promo

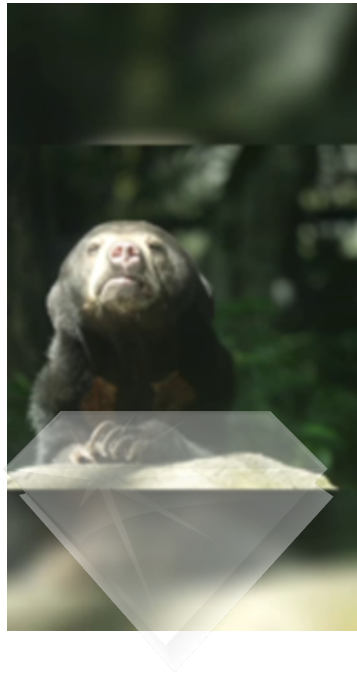


Source: MWR Official Account on Douyin. (2022f). *"0617 - Dog Pups New Season Promo"*. Retrieved from <https://v.douyin.com/Uw7CSVj/>.

MWR promotes new season promotion about new park dog pups.



Figure 4.19: 0712 - Sun Bear - Summer Sunbathing Promo Gift



Source: MWR Official Account on Douyin. (2022g). "0712 - *Sun Bear - Summer Sunbathing Promo Gift*". Retrieved from <https://v.douyin.com/iJRkRUd/>.

MWR Promotes the summer holiday with gifts.

#### 4.2 Engagement Performance Comparison

In order to observe and compare the impact of different types of content on the attitude of the customers toward the zoo brand to find out which types might build brand preference and which types might not build brand preference, the researcher need to select the representative contents with highest and lowest engagement

performance, due to the fact that these two kinds of content with different engagement performance can better reflect the different levels of customers preference.

Contents with highest engagement might build brand preference, contents with lowest engagement might not build brand preference. The engagement performance for different contents are as following:

Table 4.3: Engagement of 2 Contents Launched on WeChat Official Account (MAY)



Content	Name	Capture	Like	Comment	Share	Total Engagement	Avg Engagement
Activity content	0524-Summer Heat Relief with Animal Friends		57	54	136	247	163
Informational content	0508-Giraffe Edu		5	4	2	11	17

Table 4.4: Engagement of 2 Contents Launched on Weibo Official Account (MAY)

Content	Name	Capture	Like	Comment	Share	Total Engagement	Avg Engagement
Informational content	0501- New Post for Le Le		5	2	1	8	6
Compensation content	0525- Playtime at toybox campaign		120	4	10	134	27

As we can see from Table 4.3, Table 4.4, and Table 4.5, type of content that.

Table 4.5: Engagement of 2 Contents Launched on Douyin Official Account (MAY)



Content	Name	Capture	Like	Comment	Share	Total Engagement	Avg Engagement
Entertainment content	0510- Join with Aardvark		62	9	3	73	25
Promotional content	0508 - Asian Small-Clawed Otter Tactical Promo		9	4	0	13	13

People have the top 3 highest engagement rate are Activity content (247 engagement) for WeChat, Compensation content (134 engagement) for Weibo, and Entertainment content (73 engagement) for Douyin, whereas the 3 that have the lowest engagement rate are Informational content (11 engagement) for WeChat, Informational content (8 engagement) for Weibo, and Promotional content (13 engagement) for Douyin.

Table 4.6: Engagement of 2 Contents Launched on WeChat Official Account (JUNE)

Content	Name	Capture	Like	Comment	Share	Total Engagement	Avg Engagement
Activity content	0625 - Playtime at TOYBOX		114	112	100	326	174
Informational content	0627 - Gambian Pouched Rat		22	8	17	47	32

Table 4.7: Engagement of 2 Contents Launched on Weibo Official Account (JUNE)

Content	Name	Capture	Like	Comment	Share	Total Engagement	Avg Engagement
Informational content	0601- SZ Goat – Happy Everyday		12	3	18	33	10
Compensation content	0617- Rainbow Lorikeet & JBP Tactical Promo		17	23	29	69	30

As we can see from Table 4.6, Table 4.7, and Table 4.8, type of content that.

Table 4.8: Engagement of 2 Contents Launched on Douyin Official Account (JUNE)

Content	Name	Capture	Like	Comment	Share	Total Engagement	Avg Engagement
Entertainment content	0614 - Get to play Crested Macaques Yawning		18	5	17	40	16
Promotional content	0617 - Dog Pups New Season Promo		9	17	6	32	15

People have the top 3 highest engagement rate are Activity content (326 engagement) for WeChat, Compensation content (69 engagement) for Weibo, and Entertainment content (40 engagement) for Douyin, whereas the 3 that have the lowest engagement rate are Informational content (47 engagement) for WeChat,

Informational content (33 engagement) for Weibo, and Promotional content (32 engagement) for Douyin.

Table 4.9: Engagement of 2 Contents Launched on WeChat Official Account (JULY)



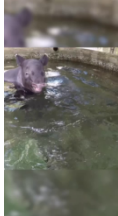

Content	Name	Capture	Like	Comment	Share	Total Engagement	Avg Engagement
Activity content	0721 - Livestream at NS		122	31	18	171	90
Informational content	0722 – Jia Jia and Le Le are besties		21	8	3	32	40



Table 4.10: Engagement of 2 Contents Launched on Weibo Official Account (JULY)

Content	Name	Capture	Like	Comment	Share	Total Engagement	Avg Engagement
Informational content	0704 - New term with Meerkat		13	4	4	21	13
Compensation content	0714 - Polling Gift with SZ Grevy Zebra		24	9	7	40	28

Table 4.11: Engagement of 2 Contents Launched on Douyin Official Account (JULY)

Content	Name	Capture	Like	Comment	Share	Total Engagement	Avg Engagement
Entertain -ment content	0726 - Malayan Tapir waiting for your come		29	8	0	37	21
Promo- tional content	0712 - Sun Bear - Summer Sunbathing Promo Gift		25	3	6	34	20

As we can see from Table 4.9, Table 4.10, and Table 4.11, type of content that people have the top 3 highest engagement rate are Activity content (171 engagement) for WeChat, Compensation content (40 engagement) for Weibo, and Entertainment content (37 engagement) for Douyin, whereas the 3 that have the lowest engagement rate are Informational content (32 engagement) for WeChat,

Informational content (21 engagement) for Weibo, and Promotional content (34 engagement) for Douyin.

Based on the above engagement data performance, the researcher can thus conclude the following points in this regard:

4.2.1 As for WeChat, Activity content is the content with highest engagement rate, compared to Informational content, Activity content is more in line with the character of the WeChat platform, and more popular with customers. And according to customers' application usage habits, most consumers like to share Activity content to the Moments or share it with friends, and they prefer to engage some activities to gain some benefits (Tencent Annual Report, 2021). Although some customers also use WeChat to browse the Informational content, however, brand's informational content merely can draw attention from customers, customers usually pay less patience to read Informational content, most of them like to take part in activities instead of reading Informational content, mostly because they are profit-oriented. (China Internet Network Development Report, 2021). To sum up, Activity content is easier to be accepted by customers, and it is more suitable to be placed on this platform to make customers like the brand, while Informational content is not easy to attract customers, thus generating brand preference.

4.2.2 As for Weibo, Compensation content is the content with highest engagement rate, giveaway campaigns are a common and effective method for engaging existing followers and attracting new followers on Weibo. Typically, these campaigns involve a brand encouraging followers to repost or like articles or posts in exchange for a chance to win a lucky draw for a product from the brand (Chen, 2020). Additionally, Compensation Weibo content directly boosts sales as well (Hu, 2021). In contrast, Informational content is only for brands to inform customers and present its new sending-off items or administrations, and not all upcoming items are interesting for customers, some Informational contents will even make customers feel boring and lose interests for brand. In conclusion, since most customers are profit-oriented, and Reward-oriented content happens to satisfy their mentality, it can naturally attract more customers to participate in the rewarding activities and mobilize their enthusiasm, to like and share the content.

4.2.3 As for Douyin, Entertainment content is the content with highest engagement rate, Douyin is an app for sharing videos, which happens to be more interesting and engaging than the graphics and text that Weibo and WeChat have. Unlike long video platforms, Douyin, as a short video platform, is not very promotion-oriented, and at the same time, it cannot provide specific promotion videos like long video platforms (Zhong, 2021). The content that is most popular with customers is actually life-related, light-hearted and funny, entertainment videos that

do not require using brains. The purpose of most customers using Douyin is to entertain, not to learn about promotional information, customers will usually enjoy some funny content instead of acknowledge the information about promotion (ByteDance, 2022). The summary is that Promotional content video does not conform to the character of the platform, and most people prefers to watch relaxing and entertaining content here.

#### **4.3 Content Which Affects Brand Preference of Customers in China**

In order to know what types of content should be created and developed for a zoo brand to launch on Chinese social media platforms, and in order to find how does the different types of developed content impact the brand preference of customers in China. The researcher designed the types of content and conducted online questionnaire survey and summarized the findings.

Designed types of content for each platform based on findings from content analysis which are:

“expected preferred contents”:

#### 4.3.1 WeChat (Activity content):

Figure 4.20: Le Le Birthday Party Live Streaming



Source: Researcher's Designed Content. (2022b). *"Le Le Birthday Party Live*

*Streaming"*. n.p.

Researcher designed this activity content about previewing the panda Le Le's birthday party streaming, and call everyone to join and share this activity with friends and family.

#### 4.3.2 Weibo (Compensation content):

Figure 4.21: Happy Lucky Draw in the End of 2022

#野趣上新# 2022年开始进入尾声，年末狂欢派对安排上了！🎉🎊一起跟随可爱萌趣的单色动物开启独特的玩耍模式，还有首次亮相新加坡的#袋獾#、套票优惠、支付优惠等多重惊喜等你来解锁~❤️ 更多详细点击查阅🔗网页链接  
#万态野生动物世界# #新加坡动物园# #夜间野生动物园# #河川生态园#



Source: Researcher's Designing Content. (2022a). *"Happy Lucky Draw in the end of 2022"*. n.p.

Researcher designed this compensation content about organizing the lucky draw activity in the end of 2022, and call on everyone to join this lucky draw for the chance to gain the gifts.

#### 4.3.3 Douyin (Entertainment content):

Figure 2.22: New Year Little Cute Rabbit



Source: Researcher's Designing Content. (2022e). *"New Year Little Cute Rabbit"*.

Retrieved from <https://youtube.com/shorts/3GMEUruPIXA?feature=share>.

Researcher designed this entertainment content about sharing the happy moment of little cute rabbit, considering the new year is coming, everyone wants to have a happy new year and wish to see some cute animals.



“expected unpreferred contents”:

#### 4.3.4 WeChat (Informational content):

Figure 4.23: New Babies in Zoo Come to Report



Source: Researcher's Designing Content. (2022d). "New Babies in Zoo Come to Report". n.p.

Researcher designed this informational content about telling and informing visitors that there are some new babies in zoo, and they are waiting for your coming.

#### 4.3.5 Weibo (Informational content):

Figure 4.24: Le Le's New Year Mood

#野趣好友# #周五# 啦！立刻整点快乐~  
#大熊猫# 母子嘉嘉和叻叻干饭中 🐼 🌈 🍴 这画面也太治愈了吧~ ❤️ ✨ 🌈 #万态野生动物世界# #河川生态园# #快乐吃饭# #十二月#



Source: Researcher's Designing Content. (2022c). "*Le Le's New Year Mood*". n.p.

Researcher designed this informational content about sharing the new year's mood by using panda Le Le.

#### 4.3.6 Douyin (Promotional content):

Figure 4.25: Ticket Big Sale



Source: Researcher's Designing Content. (2022f). "Ticket Big Sale". Retrieved from

<https://youtube.com/shorts/jbnFSrUnY8g?feature=share>.

Researcher designed this promotional content about promoting the new ticket discount price, and calling on everyone to buy.

Designed types of content shown above were placed into the online questionnaire survey form to conduct A/B test, 6 types of content were used as examples for key respondents to judge.

Online questionnaire survey were conducted with group of people which is: People live in Shanghai, aged 25-35, have a family, as known as “young family”.

The results of survey are shown as below:

#### 4.3.7 Demographic Information

Table 4.12: Frequency and Percentage of Demographic Information Classified by

Gender (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
Gender	Male	43	43.0
	Female	57	57.0
	Prefer not to say	0	0.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents are female, with a total number of 57 (57.0%, N = 100), while the total number of male is 43 (43.0%, N = 100), all respondents (100.0%, N = 100) were willing to say their gender.

Table 4.13: Frequency and Percentage of Demographic Information Classified by Age

Range (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
Age Range	25-30	61	61.0
	30-35	39	39.0
Total (N)		100	100.0

Descriptive Findings: Most respondents are in aged between 25-30 and the total number is 61, accounting for 61.0% (N = 100), followed by 30-35 years old 39 respondents, accounting for 39.0% (N = 100).

Table 4.14: Frequency and Percentage of Demographic Information Classified by

Residential Area (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
Residential Area	Shanghai City	66	66.0
	Shanghai Surrounding Area	34	34.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents are living in Shanghai City, with a total number of 66 (66.0%, N = 100), There are 34 respondents living in Shanghai surrounding area, accounting for 34.0% (N = 100).

Table 4.15: Frequency and Percentage of Demographic Information Classified by  
Income Range (USD) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
Income Range (USD)	Under 1000	10	10.0
	1000-2000	33	33.0
	2000-3000	40	40.0
	Over 3000	17	17.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents reported income range between 2000-3000 (USD), with a total number of 40 (44.0%, N = 100), followed by 1000-2000 (USD) 33 respondents (33.0%, N = 100), over 3000 (USD) 17 respondents (17.0%, N = 100), respectively. Only 10 respondents (10.0%, N = 100) are under 1000 (USD).

Table 4.16: Frequency and Percentage of Demographic Information Classified by

Marital Status (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
Marital Status	Married (No Child/ Children)	35	35.0
	Married (With Child/ Children)	65	65.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents are married and with child/ children, with a total number of 65 (65.0%, N = 100), while 35 respondents (35.0%, N = 100) are married with no child/ children.

Table 4.17: Frequency and Percentage of Demographic Information Classified by  
Educational Level (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
Educational Level	Secondary Education	9	9.0
	Bachelor	45	45.0
	Master	33	33.0
	Doctor	13	13.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents hold bachelor's degree with a total number equal to 45 (45.0%, N = 100), followed master's degree 33 respondents, accounting for 33.0% (N = 100), doctor's degree 13 respondents, accounting for 13.0% (N = 100), and secondary education 9 respondents, accounting for 9.0% (N = 100), respectively.



#### 4.3.8 Zoo Travel Behavior

Table 4.18: Frequency and Percentage of Zoo Travel Behavior Classified by Do You Have Zoo Travel Experience? (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
Do You Have Zoo Travel Experience?	Yes, I have	88	88.0
	No, I have not	12	12.0
Total (N)		100	100.0

Descriptive Findings: Most respondents have zoo travel experience, with a proportion of 88.0% ( $n = 88$ ,  $N = 100$ ), while 12.0% respondents ( $n = 12$ ,  $N = 100$ ) have no experience about zoo travel.

Table 4.19: Frequency and Percentage of Zoo Travel Behavior Classified by How

Often Do You Visit the Zoo Each Month? (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
How Often Do You Visit the Zoo Each Month?	Seldom (0-1 times)	12	12.0
	Sometimes (2-3 times)	54	54.0
	Often (3-5 times)	28	28.0
	Almost always (more than 5 times)	6	6.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents visit the zoo 2-3 times per month (54.0%,  $n = 54$ ,  $N = 100$ ), followed by 3-5 times per month (28.0%,  $n = 28$ ,  $N = 100$ ), 0-1 times per month was selected by 12 respondents (12.0%,  $N = 100$ ) who have no experience about zoo travel, and only 6 respondents visit zoo almost always (more than 5 times), accounting for 6.0% ( $N = 100$ ).

Table 4.20: Frequency and Percentage of Zoo Travel Behavior Classified by Which of the Following Factors are Most Important to You When Selecting a Zoo to Visit? (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
Which of the following factors are most important to you when selecting a zoo to visit?	Animal exhibits and attractions	59	16.3
	Educational opportunities	49	13.5
	Quality of facilities and amenities	56	15.5
	Cost of admission and parking	61	16.9
	Promotion and advertising	65	18.0
	Location and proximity	38	10.5
	Conservation and sustainability initiatives	34	9.4
Total (N)		362	100.0

Descriptive Findings: The top three important factors of selecting a zoo to visit are promotion and advertising (18.0%,  $n = 65$ ,  $N = 362$ ), followed by cost of admission and parking (16.9%,  $n = 61$ ,  $N = 362$ ), and 16.3% respondents ( $n = 59$ ,  $N = 362$ ) selected animal exhibits and attractions as an important factors for selecting a zoo to visit. Followed important factors are quality of facilities and amenities, which was selected 56 times (15.5%,  $N = 362$ ), educational opportunities, which was selected 49 times (13.5%,  $N = 362$ ), location and proximity, which was selected 38 times (10.5%,  $N = 362$ ), and conversation and sustainability initiatives is only selected 34 times (9.4%,  $N = 362$ ).

Table 4.21: Frequency and Percentage of Zoo Travel Behavior Classified by Have  
You Ever Changed Your Preference for a Particular Zoo Brand Based on  
Negative Content You Encountered? (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
Have you ever changed your preference for a particular zoo brand based on negative content you encountered?	Yes	72	72.0
	No	18	18.0
	Maybe	10	10.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents said that they have changed their preference for a particular zoo brand based on negative content they encountered, with a total number of 72, accounting for 72.0% (N = 100), however, 18 respondents (18.0%, N = 100) said they have not changed their preference, and the rest of respondents (10.0%, n = 10, N = 100) selected maybe as their answer.

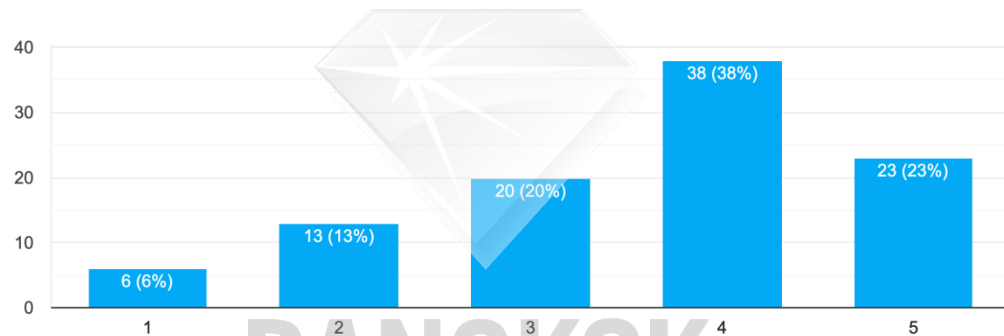
Table 4.22: Frequency and Percentage of Zoo Travel Behavior Classified by Have  
You Ever Changed Your Preference for a Particular Zoo Brand Based on  
Positive Content You Encountered? (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
Have you ever changed your preference for a particular zoo brand based on positive content you encountered?	Yes	76	76.0
	No	18	18.0
	Maybe	6	6.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents said that they have changed their preference for a particular zoo brand based on positive content they encountered, with a proportion of 76.0% ( $n = 76$ ,  $N = 100$ ), however, 18 respondents (18.0%,  $N = 100$ ) said they have not changed their preference, and the rest of respondents (6.0%,  $n = 6$ ,  $N = 100$ ) selected maybe as their answer.

Table 4.23: Frequency and Percentage of Zoo Travel Behavior Classified by How Likely are You to Recommend a Particular Zoo Brand to a Friend or Family Member Based on Positive Content You Encounter?  
(100 Respondents)

How likely are you to recommend a particular zoo brand to a friend or family member based on positive content you encounter?  
(100 条回复)



Descriptive Findings: The majority of respondents are likely to recommend a particular zoo brand to a friend or family member based on positive content they encounter, with a proportion of 38.0% ( $n = 38$ ,  $N = 100$ ), 23.0% respondents ( $n = 23$ ,  $N = 100$ ) are very likely to recommend, followed by 20 respondents (20.0%,  $N = 100$ ) stay neutral, while 13 respondents are unlikely to recommend, only 6 respondents are very unlikely to recommend.

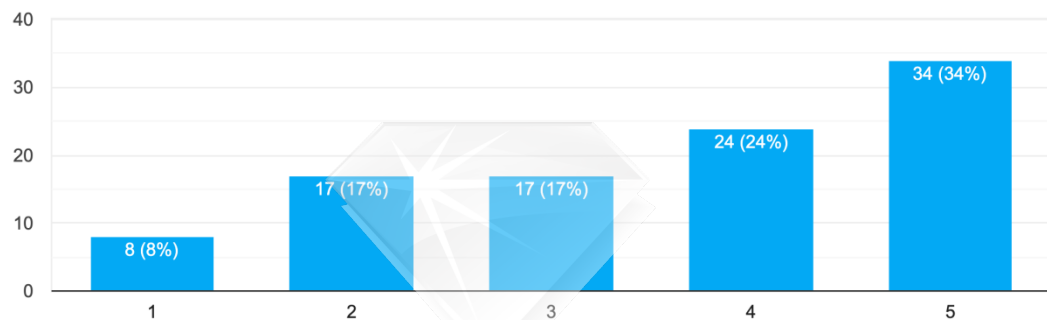
Table 4.24: Frequency and Percentage of Zoo Travel Behavior Classified by How

Likely are You to Avoid a Particular Zoo Brand to a Friend or Family

Member Based on Negative Content You Encounter? (100 Respondents)

How likely are you to avoid a particular zoo brand based on negative content you encounter?

(100 条回复)



Descriptive Findings: The majority of respondents are very likely to avoid a particular zoo brand based on negative content they encounter, with a proportion of 34.0% ( $n = 34$ ,  $N = 100$ ), 24.0% respondents ( $n = 24$ ,  $N = 100$ ) are likely to avoid, followed by 17 respondents (17.0%,  $N = 100$ ) stay neutral or are unlikely to avoid, only 8 respondents are very unlikely to avoid.



### 4.3.9 The Impact of Content on Brand Preference

#### 4.3.9.1 WeChat Content

Figure 4.26: WeChat Content 1 (Activity Content)

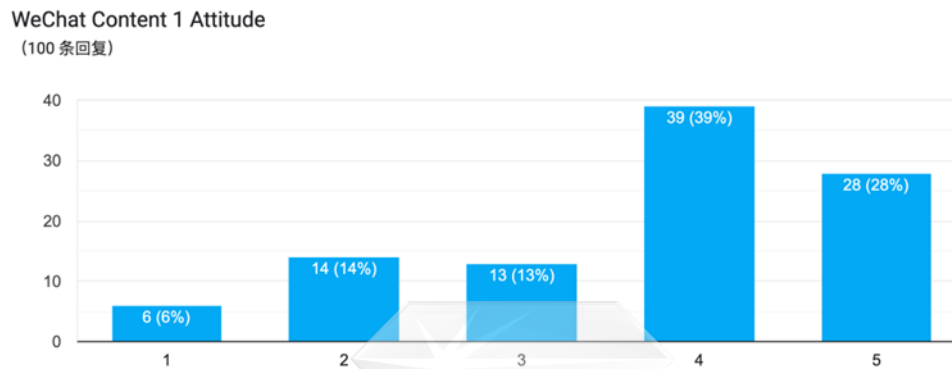


Source: Researcher's Designed Content. (2022b). *"Le Le Birthday Party Live*

*Streaming"*. n.p.

Table 4.25: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by WeChat Content 1 Attitude (100 Respondents)



Descriptive Findings: The majority of respondents like the WeChat Content 1, with a total number of 39, accounting for 39.0% (N = 100), 28 respondents (28.0%, N = 100) very like this content, while 13.0% respondents (n = 13, N = 100) stay neutral, 14.0% respondents (n = 14, N = 100) dislike this content, only 6 respondents (6.0%, N = 100) very dislike this content.

Table 4.26: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by What is Your Attitude Towards to the Content Above?

(WeChat Content 1) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	Extremely positive: The content is novel, unlike other content, it has its own uniqueness	32	32.0
	Somewhat positive: The content is interesting, can enable me to know this brand well.	37	37.0

(Continued)

Table 4.26 (Continued): Frequency and Percentage of The Impact of Content on  
 Brand Preference Classified by What is Your Attitude  
 Towards to the Content Above? (WeChat Content 1)  
 (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	No effect/Neutral:  The content is normal, cannot impress me so much.	10	10.0
	Somewhat negative: The content is not fascinating, I cannot remember what it was.	9	9.0

(Continued)

Table 4.26 (Continued): Frequency and Percentage of The Impact of Content on  
 Brand Preference Classified by What is Your Attitude  
 Towards to the Content Above? (WeChat Content 1)  
 (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	Extremely negative: The content is fairly bad, making me feel that this brand is boring, and not good.	7	7.0
	Unsure: I am uncertain about my attitude towards to the content above.	5	5.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents have positive attitude towards to the WeChat Content 1, which are 37 respondents (37.0%, N = 100) with somewhat positive attitude and 32 respondents (32.0%, N = 100) with extremely positive attitude, while 10 respondents (10.0%, N = 100) have neutral attitude and 5 respondents (5.0%, N = 100) have unsure attitude towards to this content. However, only 16 respondents have negative attitude towards to this content, which are somewhat negative attitude 9 respondents (9.0%, N = 100) and extremely negative attitude 7 respondents (7.0%, N = 100).

Table 4.27: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by How Does the Content Above Affect Your Motivation for  
the Brand? (WeChat Content 1) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
How does the content above affect your motivation for the brand?	Increased motivation: The content above increased my motivation to visit this zoo brand.	68	68.0
	Decreased motivation: The content above decreased my motivation to visit this zoo brand.	12	12.0

(Continued)

Table 4.27 (Continued): Frequency and Percentage of The Impact of Content on  
Brand Preference Classified by How Does the Content  
Above Affect Your Motivation for the Brand? (WeChat  
Content 1) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
How does the content above affect your motivation for the brand?	Indifferent: The content above did not affect my motivation to visit this zoo brand.	14	14.0
	Confusion: The content above confused me and I'm not sure how it affects my motivation for this zoo brand.	6	6.0
Total (N)		100	100.0



Descriptive Findings: The majority of respondents said that the WeChat Content 1 increased their motivation, with a total number of 68, accounting for 68.0% (N = 100), while 14 respondents (14.0%, N = 100) said this content is indifferent for their motivation, and 6 respondents (6.0%, N = 100) said this content is confused for their motivation. However, only 12 respondents (12.0%, N = 100) said that this content decreased their motivation.

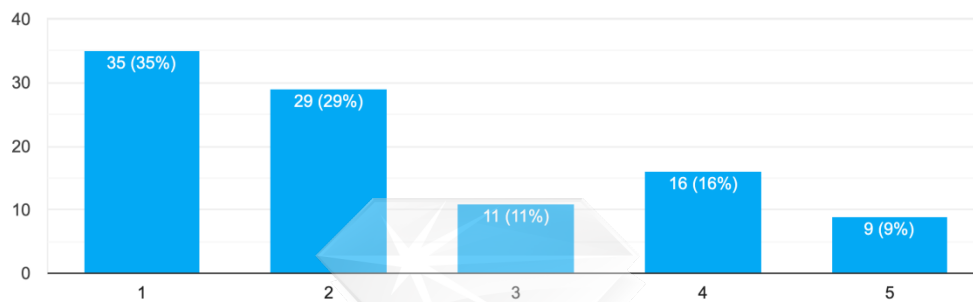
Figure 4.27: WeChat Content 2 (Informational Content)



Source: Researcher's Designing Content. (2022d). *"New Babies in Zoo Come to Report"*. n.p.

Table 4.28: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by WeChat Content 2 Attitude (100 Respondents)

WeChat Content 2 Attitude  
(100 条回复)

Descriptive Findings: The majority of respondents very dislike the WeChat

Content 2, with a total number of 35, accounting for 35.0% (N = 100), 29 respondents (29.0%, N = 100) dislike this content, while 11.0% respondents (n = 11, N = 100) stay neutral, 16.0% respondents (n = 16, N = 100) like this content, only 9 respondents (9.0%, N = 100) very like this content.

Table 4.29: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by What is Your Attitude Towards to the Content Above?

(WeChat Content 2) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	Extremely positive: The content is novel, unlike other content, it has its own uniqueness	7	7.0
	Somewhat positive: The content is interesting, can enable me to know this brand well.	17	17.0

(Continued)

Table 4.29 (Continued): Frequency and Percentage of The Impact of Content on  
 Brand Preference Classified by What is Your Attitude  
 Towards to the Content Above? (WeChat Content 2)  
 (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	No effect/Neutral:  The content is normal, cannot impress me so much.	13	13.0
	Somewhat negative: The content is not fascinating, I cannot remember what it was.	24	24.0

(Continued)

Table 4.29 (Continued): Frequency and Percentage of The Impact of Content on  
 Brand Preference Classified by What is Your Attitude  
 Towards to the Content Above? (WeChat Content 2)  
 (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	Extremely negative: The content is fairly bad, making me feel that this brand is boring, and not good.	36	36.0
	Unsure: I am uncertain about my attitude towards to the content above.	3	3.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents have negative attitude towards to the WeChat Content 2, which are 36 respondents (36.0%, N = 100) with extremely negative attitude and 24 respondents (24.0%, N = 100) with somewhat negative attitude, while 13 respondents (13.0%, N = 100) have neutral attitude and 3 respondents (3.0%, N = 100) have unsure attitude towards to this content. However, only 24 respondents have positive attitude towards to this content, which are somewhat positive attitude 17 respondents (17.0%, N = 100) and extremely positive attitude 7 respondents (7.0%, N = 100).

Table 4.30: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by How Does the Content Above Affect Your Motivation for  
the Brand? (WeChat Content 2) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
How does the content above affect your motivation for the brand?	Increased motivation: The content above increased my motivation to visit this zoo brand.	22	22.0
	Decreased motivation: The content above decreased my motivation to visit this zoo brand.	60	60.0

(Continued)

Table 4.30 (Continued): Frequency and Percentage of The Impact of Content on  
 Brand Preference Classified by How Does the Content  
 Above Affect Your Motivation for the Brand? (WeChat  
 Content 2) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
How does the content above affect your motivation for the brand?	Indifferent: The content above did not affect my motivation to visit this zoo brand.	15	15.0
	Confusion: The content above confused me and I'm not sure how it affects my motivation for this zoo brand.	3	3.0
Total (N)		100	100.0



Descriptive Findings: The majority of respondents said that the WeChat Content 2 decreased their motivation, with a total number of 60, accounting for 60.0% (N = 100), while 15 respondents (15.0%, N = 100) said this content is indifferent for their motivation, and 3 respondents (3.0%, N = 100) said this content is confused for their motivation. However, only 22 respondents (22.0%, N = 100) said that this content increased their motivation.

#### 4.3.9.2 Weibo Content

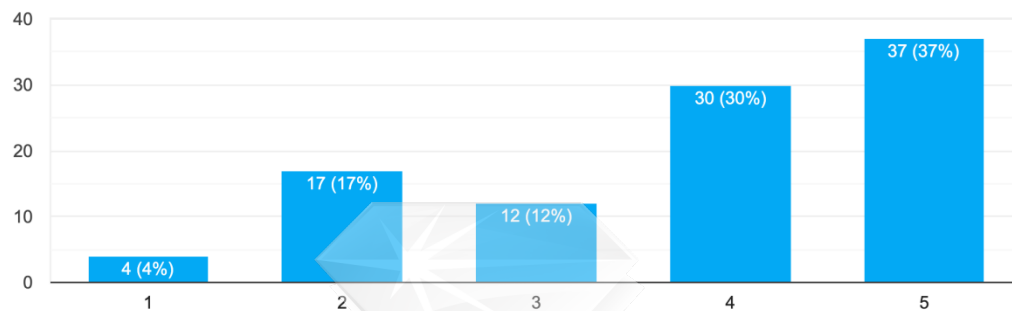
Figure 4.28: Weibo Content 1 (Compensation Content)



Source: Researcher's Designing Content. (2022a). "Happy Lucky Draw in the end of 2022". n.p.

Table 4.31: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by Weibo Content 1 Attitude (100 Respondents)

Weibo Content 1 Attitude  
(100 条回复)

Descriptive Findings: The majority of respondents very like the Weibo

Content 1, with a total number of 37, accounting for 37.0% ( $N = 100$ ), 30 respondents (30.0%,  $N = 100$ ) like this content, while 12.0% respondents ( $n = 12$ ,  $N = 100$ ) stay neutral, 17.0% respondents ( $n = 17$ ,  $N = 100$ ) dislike this content, only 4 respondents (4.0%,  $N = 100$ ) very dislike this content.

Table 4.32: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by What is Your Attitude Towards to the Content Above?

(Weibo Content 1) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	Extremely positive: The content is novel, unlike other content, it has its own uniqueness	40	40.0
	Somewhat positive: The content is interesting, can enable me to know this brand well.	34	34.0

(Continued)

Table 4.32 (Continued): Frequency and Percentage of The Impact of Content on  
 Brand Preference Classified by What is Your Attitude  
 Towards to the Content Above? (Weibo Content 1)  
 (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	No effect/Neutral:  The content is normal, cannot impress me so much.	8	8.0
	Somewhat negative:  The content is not fascinating, I cannot remember what it was.	9	9.0

(Continued)

Table 4.32 (Continued): Frequency and Percentage of The Impact of Content on  
 Brand Preference Classified by What is Your Attitude  
 Towards to the Content Above? (Weibo Content 1)  
 (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	Extremely negative: The content is fairly bad, making me feel that this brand is boring, and not good.	7	7.0
	Unsure: I am uncertain about my attitude towards to the content above.	2	2.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents have positive attitude towards to the Weibo Content 1, which are 40 respondents (40.0%, N = 100) with extremely positive attitude and 34 respondents (34.0%, N = 100) with somewhat positive attitude, while 8 respondents (8.0%, N = 100) have neutral attitude and 2 respondents (2.0%, N = 100) have unsure attitude towards to this content. However, only 16 respondents have negative attitude towards to this content, which are somewhat negative attitude 9 respondents (9.0%, N = 100) and extremely negative attitude 7 respondents (7.0%, N = 100).

Table 4.33: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by How Does the Content Above Affect Your Motivation for  
the Brand? (Weibo Content 1) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
How does the content above affect your motivation for the brand?	Increased motivation: The content above increased my motivation to visit this zoo brand.	73	73.0
	Decreased motivation: The content above decreased my motivation to visit this zoo brand.	14	14.0

(Continued)

Table 4.33 (Continued): Frequency and Percentage of The Impact of Content on  
Brand Preference Classified by How Does the Content  
Above Affect Your Motivation for the Brand? (Weibo  
Content 1) (100 Respondents)

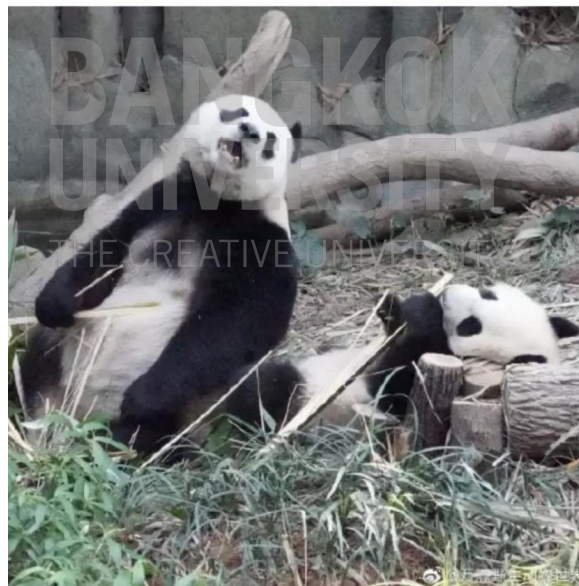
Designation	Option	Frequency (n)	Percentage (%)
How does the content above affect your motivation for the brand?	Indifferent: The content above did not affect my motivation to visit this zoo brand.	9	9.0
	Confusion: The content above confused me and I'm not sure how it affects my motivation for this zoo brand.	4	4.0
Total (N)		100	100.0



Descriptive Findings: The majority of respondents said that the Weibo Content 1 increased their motivation, with a total number of 73, accounting for 73.0% (N = 100), while 9 respondents (9.0%, N = 100) said this content is indifferent for their motivation, and 4 respondents (4.0%, N = 100) said this content is confused for their motivation. However, only 14 respondents (14.0%, N = 100) said that this content decreased their motivation.

Figure 4.29: Weibo Content 2 (Informational Content)

#野趣好友# #周五# 啦！立刻整点快乐~  
#大熊猫# 母子嘉嘉和叻叻干饭中 🐼 🌿 🍴 这画面也太治愈了吧~❤️ ✨ 🌈 #万态野生动物世界# #河川生态园# #快乐吃饭# #十二月#

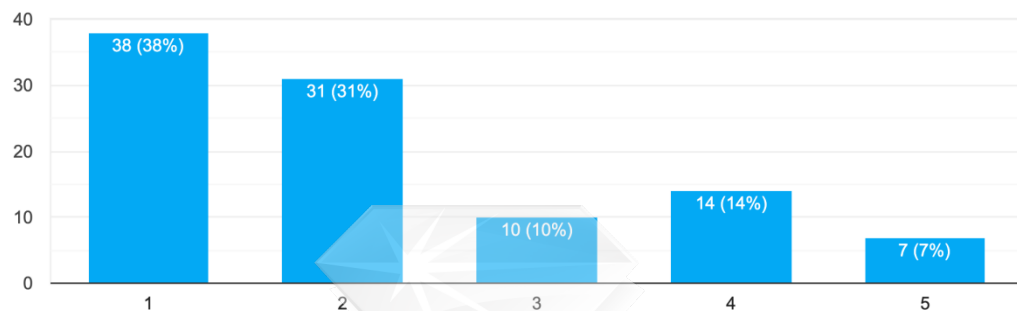


Source: Researcher's Designing Content. (2022c). *"Le Le's New Year Mood"*.

n.p.

Table 4.34: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by Weibo Content 2 Attitude (100 Respondents)

Weibo Content 2 Attitude  
(100 条回复)

Descriptive Findings: The majority of respondents very dislike the Weibo

Content 2, with a total number of 38, accounting for 38.0% ( $N = 100$ ), 31 respondents (31.0%,  $N = 100$ ) dislike this content, while 10.0% respondents ( $n = 10$ ,  $N = 100$ ) stay neutral, 14.0% respondents ( $n = 14$ ,  $N = 100$ ) like this content, only 7 respondents (7.0%,  $N = 100$ ) very like this content.

Table 4.35: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by What is Your Attitude Towards to the Content Above?

(Weibo Content 2) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	Extremely positive: The content is novel, unlike other content, it has its own uniqueness	8	8.0
	Somewhat positive: The content is interesting, can enable me to know this brand well.	11	11.0

(Continued)

Table 4.35 (Continued): Frequency and Percentage of The Impact of Content on  
 Brand Preference Classified by What is Your Attitude  
 Towards to the Content Above? (Weibo Content 2)  
 (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	No effect/ Neutral:  The content is normal, cannot impress me so much.	10	10.0
	Somewhat negative:  The content is not fascinating,  I cannot remember what it was.	27	27.0

(Continued)

Table 4.35 (Continued): Frequency and Percentage of The Impact of Content on  
 Brand Preference Classified by What is Your Attitude  
 Towards to the Content Above? (Weibo Content 2)  
 (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	Extremely negative: The content is fairly bad, making me feel that this brand is boring, and not good.	39	39.0
	Unsure: I am uncertain about my attitude towards to the content above.	5	5.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents have negative attitude towards to the Weibo Content 2, which are 39 respondents (39.0%, N = 100) with extremely negative attitude and 27 respondents (27.0%, N = 100) with somewhat negative attitude, while 10 respondents (10.0%, N = 100) have neutral attitude and 5 respondents (5.0%, N = 100) have unsure attitude towards to this content. However, only 19 respondents have positive attitude towards to this content, which are somewhat positive attitude 11 respondents (11.0%, N = 100) and extremely positive attitude 8 respondents (8.0%, N = 100).

Table 4.36: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by How Does the Content Above Affect Your Motivation for  
the Brand? (Weibo Content 2) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
How does the content above affect your motivation for the brand?	Increased motivation: The content above increased my motivation to visit this zoo brand.	20	20.0
	Decreased motivation: The content above decreased my motivation to visit this zoo brand.	61	61.0

(Continued)

Table 4.36 (Continued): Frequency and Percentage of The Impact of Content on  
Brand Preference Classified by How Does the Content  
Above Affect Your Motivation for the Brand? (Weibo  
Content 2) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
How does the content above affect your motivation for the brand?	Indifferent: The content above did not affect my motivation to visit this zoo brand.	14	14.0
	Confusion: The content above confused me and I'm not sure how it affects my motivation for this zoo brand.	5	5.0
Total (N)		100	100.0



Descriptive Findings: The majority of respondents said that the Weibo Content 2 decreased their motivation, with a total number of 61, accounting for 61.0% (N = 100), while 14 respondents (14.0%, N = 100) said this content is indifferent for their motivation, and 5 respondents (3.0%, N = 100) said this content is confused for their motivation. However, only 20 respondents (20.0%, N = 100) said that this content increased their motivation.

#### 4.3.9.3 Douyin Content

Figure 4.30: Douyin Content 1 (Entertainment Content)

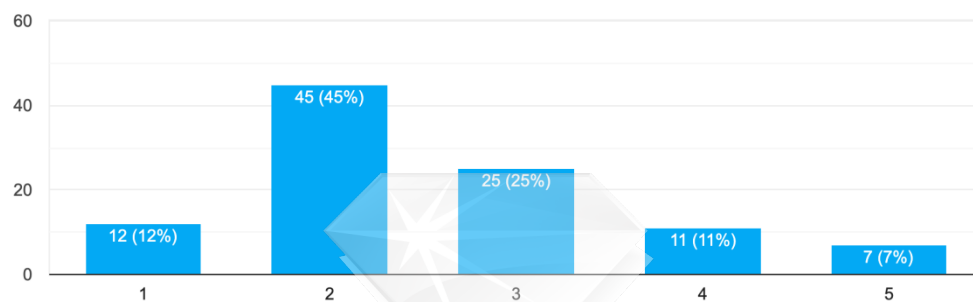


Source: Researcher's Designing Content. (2022). *"New Year Little Cute Rabbit"*.

Retrieved from <https://youtube.com/shorts/3GMEUruPIXA?feature=share>.

Table 4.37: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by Douyin Content 1 Attitude (100 Respondents)

Douyin Content 1 Attitude  
(100 条回复)

Descriptive Findings: The majority of respondents dislike the Douyin Content 1, with a total number of 45, accounting for 45.0% (N = 100), 12 respondents (12.0%, N = 100) dislike this content. Significantly, 25.0% respondents (n = 25, N = 100) stay neutral, 11.0% respondents (n = 11, N = 100) like this content, only 7 respondents (7.0%, N = 100) very like this content.

Table 4.38: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by What is Your Attitude Towards to the Content Above?

(Douyin Content 1) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	Extremely positive: The content is novel, unlike other content, it has its own uniqueness	10	10.0
	Somewhat positive: The content is interesting, can enable me to know this brand well.	11	11.0

(Continued)

Table 4.38 (Continued): Frequency and Percentage of The Impact of Content on  
 Brand Preference Classified by What is Your Attitude  
 Towards to the Content Above? (Douyin Content 1)  
 (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	No effect/Neutral:  The content is normal, cannot impress me so much.	19	19.0
	Somewhat negative: The content is not fascinating, I cannot remember what it was.	41	41.0

(Continued)

Table 4.38 (Continued): Frequency and Percentage of The Impact of Content on  
 Brand Preference Classified by What is Your Attitude  
 Towards to the Content Above? (Douyin Content 1)  
 (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	Extremely negative: The content is fairly bad, making me feel that this brand is boring, and not good.	12	12.0
	Unsure: I am uncertain about my attitude towards to the content above.	7	7.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents have negative attitude towards to the Douyin Content 1, which are 41 respondents (41.0%, N = 100) with somewhat negative attitude and 12 respondents (12.0%, N = 100) with extremely negative attitude. Significantly, 19 respondents (19.0%, N = 100) have neutral attitude and 7 respondents (7.0%, N = 100) have unsure attitude towards to this content. However, only 21 respondents have positive attitude towards to this content, which are somewhat positive attitude 11 respondents (11.0%, N = 100) and extremely positive attitude 10 respondents (10.0%, N = 100).

Table 4.39: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by How Does the Content Above Affect Your Motivation for  
the Brand? (Douyin Content 1) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
How does the content above affect your motivation for the brand?	Increased motivation: The content above increased my motivation to visit this zoo brand.	20	20.0
	Decreased motivation: The content above decreased my motivation to visit this zoo brand.	39	39.0

(Continued)

Table 4.39 (Continued): Frequency and Percentage of The Impact of Content on  
Brand Preference Classified by How Does the Content  
Above Affect Your Motivation for the Brand? (Douyin  
Content 1) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
How does the content above affect your motivation for the brand?	Indifferent: The content above did not affect my motivation to visit this zoo brand.	30	30.0
	Confusion: The content above confused me and I'm not sure how it affects my motivation for this zoo brand.	11	11.0
Total (N)		100	100.0



Descriptive Findings: The majority of respondents said that the Douyin Content 1 decreased their motivation, with a total number of 39, accounting for 39.0% (N = 100), while 30 respondents (30.0%, N = 100) said this content is indifferent for their motivation, and 11 respondents (11.0%, N = 100) said this content is confused for their motivation. However, only 20 respondents (20.0%, N = 100) said that this content increased their motivation.

Figure 4.31: Douyin Content 2 (Promotional Content)

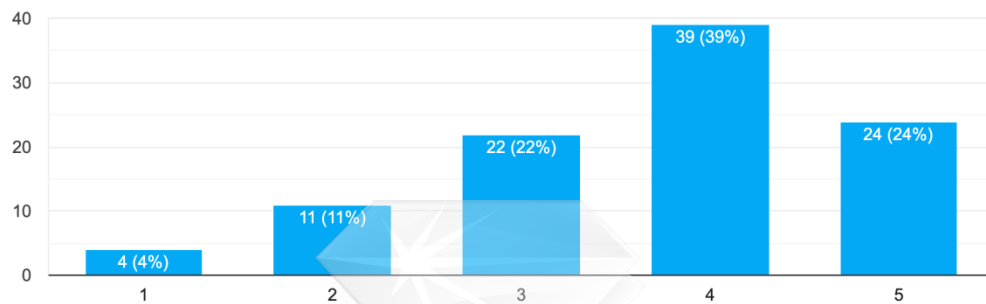


Source: Researcher's Designing Content. (2022). *"Ticket Big Sale"*. Retrieved from

<https://youtube.com/shorts/jbnFSrUnY8g?feature=share>.

Table 4.40: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by Douyin Content 2 Attitude (100 Respondents)

Douyin Content 2 Attitude  
(100 条回复)

Descriptive Findings: The majority of respondents like the Douyin Content 2, with a total number of 39, accounting for 39.0% (N = 100), 24 respondents (24.0%, N = 100) very like this content, while 22.0% respondents (n = 22, N = 100) stay neutral, 11.0% respondents (n = 11, N = 100) dislike this content, only 4 respondents (4.0%, N = 100) very dislike this content.

Table 4.41: Frequency and Percentage of The Impact of Content on Brand Preference

Classified by What is Your Attitude Towards to the Content Above?

(Douyin Content 2) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	Extremely positive: The content is novel, unlike other content, it has its own uniqueness	29	29.0
	Somewhat positive: The content is interesting, can enable me to know this brand well.	35	35.0

(Continued)

Table 4.41 (Continued): Frequency and Percentage of The Impact of Content on  
 Brand Preference Classified by What is Your Attitude  
 Towards to the Content Above? (Douyin Content 2)  
 (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	No effect/Neutral:  The content is normal, cannot impress me so much.	19	19.0
	Somewhat negative: The content is not fascinating, I cannot remember what it was.	8	8.0

(Continued)

Table 4.41 (Continued): Frequency and Percentage of The Impact of Content on  
 Brand Preference Classified by What is Your Attitude  
 Towards to the Content Above? (Douyin Content 2)  
 (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
What is your attitude towards to the content above?	Extremely negative: The content is fairly bad, making me feel that this brand is boring, and not good.	4	4.0
	Unsure: I am uncertain about my attitude towards to the content above.	5	5.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents have positive attitude towards to the Douyin Content 2, which are 35 respondents (35.0%, N = 100) with somewhat positive attitude and 29 respondents (29.0%, N = 100) with extremely positive attitude, while 19 respondents (19.0%, N = 100) have neutral attitude and 5 respondents (5.0%, N = 100) have unsure attitude towards to this content. However, only 12 respondents have negative attitude towards to this content, which are somewhat negative attitude 8 respondents (8.0%, N = 100) and extremely negative attitude 4 respondents (4.0%, N = 100).

Table 4.42: Frequency and Percentage of The Impact of Content on Brand Preference  
Classified by How Does the Content Above Affect Your Motivation for  
the Brand? (Douyin Content 2) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
How does the content above affect your motivation for the brand?	Increased motivation: The content above increased my motivation to visit this zoo brand.	60	60.0

(Continued)

Table 4.42 (Continued): Frequency and Percentage of The Impact of Content on  
Brand Preference Classified by How Does the Content  
Above Affect Your Motivation for the Brand? (Douyin  
Content 2) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
How does the content above affect your motivation for the brand?	<p>Decreased motivation:</p> <p>The content above decreased my motivation to visit this zoo brand.</p>	7	7.0
	<p>Indifferent:</p> <p>The content above did not affect my motivation to visit this zoo brand.</p>	21	21.0

(Continued)

Table 4.42 (Continued): Frequency and Percentage of The Impact of Content on  
Brand Preference Classified by How Does the Content  
Above Affect Your Motivation for the Brand? (Douyin  
Content 2) (100 Respondents)

Designation	Option	Frequency (n)	Percentage (%)
How does the content above affect your motivation for the brand?	Confusion: The content above confused me and I'm not sure how it affects my motivation for this zoo brand.	12	12.0
Total (N)		100	100.0

Descriptive Findings: The majority of respondents said that the Douyin Content 2 increased their motivation, with a total number of 60, accounting for 60.0% (N = 100), while 21 respondents (21.0%, N = 100) said this content is indifferent for their motivation, and 12 respondents (12.0%, N = 100) said this content is confused for their motivation. However, only 7 respondents (7.0%, N = 100) said that this content decreased their motivation.



## **CHAPTER 5**

### **DISCUSSION**

The Study of Content Analysis of Zoo Brands on Chinese Social Media

Which Affects Brand Preference of Customers in China aims: 1) To identify and analyze the types of content that a zoo brand launched on Chinese social media platforms and might affect brand preference of customers in China. 2) To design and develop the types of content that a zoo brand should launch on Chinese social media platforms. 3) To examine and evaluate the impact of different types of developed content on the brand preference of customers in China. 18 representative contents that were posted on MWR official accounts between 1 May to 31 July, 2022 were collected and analyzed via coding sheet and types of content were designed by researcher, and online questionnaire survey was conducted in order to find that whether the target group will generate likes/dislikes for the brand based on different types of developed content.

This chapter provides conclusion of the findings, discussion of the study, practical contribution, recommendation for future research.

## 5.1 Conclusion

### 5.1.1 The conclusion of content analysis

In order to develop and design the types of content which can affect zoo brand preference of customers in China, the researcher chose a zoo brand named Mandai Wildlife Reserve (MWR) as an reference object to conduct content analysis, and studied the types of content launched on 3 Chinese social media platforms between 1 May to 31 July, 2022. Through observation, it was found that there were 9 types of content being launched on WeChat, Weibo, Douyin, which are informational content (WeChat), activity content (WeChat), educational content (WeChat), informational content (Weibo), compensation content (Weibo), educational content (Weibo), promotional content (Douyin), entertainment content (Douyin), educational content (Douyin).

Table 5.1: Types of Content Launched on MWR's Official Accounts

Platform	Type of Contents	Amount of Posts (All types)	% (All types)	Total Engagement	Avg Engagement
WeChat	Activity content	9 (26)	35% (100%)	963	632
	Informational content	12 (26)	46% (100%)	322	211
	Educational content	5 (26)	19%	97	74
Weibo	Informational content	37 (74)	50% (100%)	106	94
	Compensation content	26 (74)	35% (100%)	625	433
	Educational content	11 (74)	15% (100%)	97	40

(Continued)

Table 5.1 (Continued): Types of Content Launched on MWR's Official Accounts

Platform	Type of Contents	Amount of Posts (All types)	% (All types)	Total Engagement	Avg Engagement
Douyin	Entertainment content	11 (37)	30% (100%)	173	82
	Promotional content	17 (37)	46% (100%)	79	51
	Educational content	9 (37)	24% (100%)	31	19

Among all types of content, activity and informational content are the most weighted types of content for WeChat, informational and compensation content are the most weighted types of content for Weibo, entertainment content and promotional content are the most weighted types of content for Douyin. The researcher thus understood the representative types of content, therefore selected 18 representative contents for 3 platforms based on the engagement performance (highest and lowest), and conducted engagement comparison to observe which contents have highest engagement might build brand preference, and which contents have lowest engagement might not build brand preference.

Table 5.2: Contents which Might Affect Brand Preference of Customers

Type of Content	WeChat	Weibo	Douyin
Contents which might build brand preference  (The most weighted types of content with the highest engagement performance)	Activity Content	Compensation Content	Entertainment Content
Contents which might not build brand preference  (The most weighted types of content with the lowest engagement performance)	Informational Content	Informational Content	Promotional Content

Through engagement performance comparison, contents with highest engagement and might build brand preference are activity content for WeChat, compensation content for Weibo, entertainment content for Douyin, contents with lowest engagement and might not build brand preference are informational content for WeChat, informational content for Weibo, promotional content for Douyin.

5.1.2 The conclusion of types of content which affect brand preference of customers

The researcher developed and designed types of content based on findings from content analysis, and divided these contents into two groups, which are “expected preferred content” and “expected unpreferred content”.

Table 5.3: Developed Contents

Platforms	Expected Preferred Content	Expected Unpreferred Content
WeChat	 <p>提前庆祝的惊喜与云围观的快乐等你来get~ 见证呦呦一周岁特备庆贺会， 漫游「四川生态园」Panda-stic派对主题活动</p> <p>Activity Content</p>	 <p>Informational Content</p>

(Continued)

Table 5.3 (Continued): Developed Contents

Platforms	Expected Preferred Content	Expected Unpreferred Content
Weibo	<p>#野趣上新# 2022年开始进入尾声，年末狂欢派对安排上了！🎉🎉一起跟随可爱萌趣的单个动物开启独特的玩耍模式，还有首次亮相新加坡的#袋獾#、套票优惠、支付优惠等多重惊喜等你来解锁~❤️ 更多详情点击查阅🔗网页链接</p> <p>#万态野生动物世界# #新加坡动物园# #夜间野生动物园# #河川生态园#</p>  <p>Compensation Content</p>	<p>#野趣好友# #周五# 啦！立刻整点快乐~ #大熊猫# #母子嘉嘉和叻叻干饭中# 🐼🐼 这画面也太治愈了吧~❤️🌈 #万态野生动物世界# #河川生态园# #快乐吃饭# #十二月#</p>  <p>Informational Content</p>
Douyin	 <p>Entertainment Content</p>	 <p>Promotional Content</p>

After developing and designing the contents, the researcher conducted online questionnaire survey in order to examine and evaluate the impact of different types of developed content on the brand preference of customers in China. The researcher found that:

#### 5.1.2.1 Demographic Information

Descriptive findings revealed that with a sample scaled 100, female respondents (57%) were slightly more than respondents who were male (43%), aged between 25-30 years old (61%), most of them were living in Shanghai city (66%), and with monthly income of 1000-3000 USD (1000-2000 33%, 2000-3000 40%). Moreover, it found that the majority of respondents were married with child/children (65%) and were well-educated (bachelor 45%, master 33%).

#### 5.1.2.2 Zoo Travel Behavior

Descriptive findings revealed that with a sample scaled 100, most of the respondents have zoo travel experience (88%), they would like to visit zoo 2-3 times per month (54%), promotion and advertising (18%), cost of admission and parking (16.9%) and animal exhibits and attractions (16.3%) were the top three important factors for respondents to select a zoo to visit. The majority of respondents have changed their preference for a particular zoo brand when they encounter negative content (72%), and have also changed their preference when they encounter positive content (76%). Additionally, most of the respondents would like to



recommend a particular zoo brand to friends and family members based on positive content they encountered (likely 38%, very likely 23%), and most of the respondents would like to avoid a zoo brand based on negative content they encountered (likely 24%, very likely 34%).

### 5.1.2.3 The Impact of Content on Brand Preference

Table 5.4: Different Types of Developed Content Impact the Brand Preference of Customers in China

Type of Content	WeChat (100%)	Weibo (100%)	Douyin (100%)
<b>Contents which can build brand preference</b>  (Positive Attitude: Like/ Positive Attitude/ Increased Motivation)	<b>Activity Content</b> (39% like, 28% very like)  (32% extremely positive, 37% somewhat positive)  (68% increased motivation)	<b>Compensation Content</b> (30% like, 37% very like)  (40% extremely positive, 34% somewhat positive)  (73% increased motivation)	<b>Promotional Content</b> (39% like, 24% very like)  (29% extremely positive, 35% somewhat positive)  (60% increased motivation)

(Continued)

Table 5.4 (Continued): Different Types of Developed Content Impact the Brand

## Preference of Customers in China

Type of Content	WeChat (100%)	Weibo (100%)	Douyin (100%)
<b>Contents which can not build brand preference</b>  (Negative Attitude: Dislike/ Negative Attitude/ Decreased Motivation)	<b>Informational Content</b>  (35% very dislike, 29% dislike)  (36% extremely negative, 24% somewhat negative)  (60% decreased motivation)	<b>Informational Content</b>  (38% very dislike, 31% dislike)  (39% extremely negative, 27% somewhat negative)  (61% decreased motivation)	<b>Entertainment Content</b>  (45% dislike, 12% very dislike)  (12% extremely negative, 41% somewhat negative)  (39% decreased motivation)

Descriptive findings revealed that with a sample scaled 100, as for WeChat, most of the respondents like the content 1 (activity content) (39% like, 28% very like), and most of them had positive attitude towards to the content 1 (activity content) (32% extremely positive, 37% somewhat positive), and most of them said that the content 1 (activity content) increased their motivation (68%); the majority of respondents dislike the content 2 (informational content) (35% very dislike, 29%

dislike), and most of them had negative attitude towards to the content 2 (informational content) (36% extremely negative, 24% somewhat negative), and most of them said that the content 2 (informational content) decreased their motivation (60%).

As for Weibo, most of the respondents like the content 1 (compensation content) (30% like, 37% very like), and most of them had positive attitude towards to the content 1 (compensation content) (40% extremely positive, 34% somewhat positive), and most of them said that the content 1 (compensation content) increased their motivation (73%); the majority of respondents dislike the content 2 (informational content) (38% very dislike, 31% dislike), and most of them had negative attitude towards to the content 2 (informational content) (39% extremely negative, 27% somewhat negative), and most of them said that the content 2 (informational content) decreased their motivation (61%).

As for Douyin, most of the respondents dislike the content 1 (entertainment content) (45% dislike, 12% very dislike), and most of them had negative attitude towards to the content 1 (entertainment content) (12% extremely negative, 41% somewhat negative), it is notable that some of them had neutral attitude towards to it (25% and 19% neutral), and most of them said that the content 1 (entertainment content) decreased their motivation (39%), while some of them said it is indifferent (30%); the majority of respondents like the content 2 (promotional content) (39% like,

24% very like), and most of them had positive attitude towards to the content 2 (promotional content) (29% extremely positive, 35% somewhat positive), and most of them said that the content 2 (promotional content) increased their motivation (60%).

## **5.2 Discussion**

In this study, the researcher investigated the impact of different types of developed content on the brand preference of customers in China by conducting a content analysis of zoo brands on Chinese social media. The study identified and analyzed the types of content that a zoo brand launched on Chinese social media platforms and designed the types of content that a zoo brand should launch on Chinese social media platforms. The study also examined and evaluated the impact of different types of developed content on the brand preference of customers in China.

Table 5.5: Results of Three Research Objectives

Research Objectives	Results
1) To identify and analyze the types of content that a zoo brand launched on Chinese social media platforms and might affect brand preference of customers in China.	Types of content that a zoo brand launched on Chinese social media platforms (9 types): informational content, activity content, educational content, compensation content, promotional content, and entertainment content
	Types of content which might affect brand preference of customers in China: activity and informational content for WeChat, informational and compensation content for Weibo, promotional and entertainment content for Douyin.

(Continued)

Table 5.5 (Continued): Results of Three Research Objectives

Research Objectives	Results
2) To design and develop the types of content that a zoo brand should launch on Chinese social media platforms.	<p>Expected Preferred Content: Activity content for WeChat, compensation content for Weibo, entertainment content for Douyin. Expected</p> <p>Unpreferred Content: Informational content for WeChat, informational content for Weibo, promotional content for Douyin.</p>
3) To examine and evaluate the impact of different types of developed content on the brand preference of customers in China.	<p>Content which can build brand preference: Activity content for WeChat, compensation content for Weibo, promotional content for Douyin.</p> <p>Content which can not build brand preference: Informational content for WeChat, informational content for Weibo, entertainment content for Douyin.</p>

According to the research results reported in Chapter 4, it can be seen that there were 9 types of content being launched currently by MWR on WeChat, Weibo, and Douyin, which are informational content, activity content, educational content, compensation content, promotional content, and entertainment content, the findings are consistent with Social Media Theory and Content Marketing Theory, a study conducted by University of Warwick (2014a) and a study by Deloitte (2019b) indicated that content marketing can be utilized by Chinese zoos to effectively interact with visitors by presenting entertaining and informative content that is interest-oriented. They can leverage social media platforms such as WeChat, Weibo, and Douyin to share visually appealing photos and videos of their animals, as well as news and information about their park's activities and events. Additionally, they can establish a dedicated website that provides visitors with information about the park and assists in planning their trip, including educational content. By implementing content marketing techniques, Chinese zoos can increase their brand recognition, disseminate useful information to visitors, and enhance brand preference towards their zoo brands.

Among all types of content, activity and informational content are the most weighted types of content for WeChat, from Content Marketing Theory, the findings are the same direction as type of content theory of Liu (2019), brands are increasingly utilizing activity-based content to generate a surge in traffic within a limited time

frame, while informational content is also being employed to capture the attention of their target audience on WeChat. Informational and compensation content are the most weighted types of content for Weibo, from Content Marketing Theory, the findings are the same direction as the Weibo Annually Observation Report in 2020, information-oriented and reward-oriented content are widely used by brands to stimulate sales. Entertainment content and promotional content are the most weighted types of content for Douyin, from Content Marketing Theory, the findings are the same direction as Ke Lin (2019), contents like promotional and entertainment contents can enable brand builds its reputation, and can easily spread by audience. And these contents are also the types of content which directly affect brand preference of customers in China, the findings are consistent with Brand Preference Theory, a study conducted by University of Warwick (2014b) indicates that zoos can build brand preference by creating positive emotional experiences for visitors, such as providing engaging and warded exhibits, informational and knowledgeable contents, and promotional events and activities.

Based on online questionnaire survey, it found that most of the respondents have positive attitude towards activity content for WeChat, compensation content for Weibo, and promotional content for Douyin, these types of content might build brand preference; While most of the respondents have negative attitude towards informational content for WeChat, informational content for Weibo, and



entertainment content for Douyin, these types of content might not build brand preference.

The WeChat platform's character is best reflected in Activity content, which is more popular with customers. Customers tend to share Activity content on Moments or with friends and prefer to engage in activities that offer benefits, according to the Tencent Annual Report of 2021 (Tencent, 2021). While some customers may browse Informational content, they typically lack the patience to read it, and most prefer to participate in activities because they are profit-oriented, as indicated by the China Internet Network Development Report of 2021. Therefore, Activity content is more likely to be accepted by customers and generate brand preference when placed on this platform, whereas Informational content is less likely to attract customers. In summary, brands should focus on Activity content to align with the platform's character and appeal to customers, rather than relying solely on Informational content.

Compensation content on Weibo can build brand preference of customers, particularly through giveaway campaigns, which are effective in engaging existing and attracting new followers. These campaigns typically involve followers reposting or liking articles or posts in exchange for a chance to win a product from the brand, according to Ekko Chen's research in 2020. Moreover, Compensation Weibo content can directly boost sales, as noted by Hu Feijing in 2021. On the other hand,

Informational content on Weibo is only useful for brands to inform customers about new products or services. However, not all upcoming items are interesting to customers, and some Informational content can be tedious and cause customers to lose interest in the brand. Given that most customers are profit-oriented, Reward-oriented content can satisfy their mentality and naturally attract more customers to participate in rewarding activities, mobilizing their enthusiasm to like and share the content. Therefore, brands should focus on Compensation content and giveaway campaigns to engage customers effectively and boost sales on Weibo, rather than solely relying on Informational content.

Inconsistently, promotional content can build brand preference on Douyin compared with entertainment content, and is popular among customers. Douyin is a video-sharing app that is more interesting and engaging than Weibo and WeChat's graphics and text, as explained in Hanguo Zhong's research in 2021. Conflicting with ByteDance report of 2022, as a rapidly emerging short video platform, Douyin has entered the era of e-commerce. In the platform's overall environment, most of the content is centered around promotions, and most promotions can be presented to customers through interesting content, according to the Douyin annually analysis report of 2022. Customers are already accustomed to this environment. What customers dislike is not the promotion itself, but rather uninteresting promotion content, said by Le Tianxin, 2020. Due to the tendency of Chinese consumers to

prioritize their interests, customers hope to obtain promotional content from brands.

If promotional content is exciting, interesting, and meets their needs, most customers are willing to accept it and develop a preference for the brand. Conversely, purely entertaining content cannot meet customers' increasingly growing consumption demands. Most customers hope to receive information on brand promotions while being entertained with interesting content.

The study also found that the majority of respondents live in Shanghai, aged 25-30, and well-educated, married with child/children, as known as “young family”, they have zoo travel experience and would like to visit a zoo 2-3 times per month, the findings are consistent with the Consumer Behavior Behavior Analysis of Zoo Target Group, the survey found that the main groups of wildlife tourism consumers in China are the "avant-garde Generation Y" and the "parent-child interaction group", and that they are young and highly educated, and prefer to enjoy moment and enjoy life, would like to take child/children to travel during spare time and holidays, 76.1% of them have conscious to travel environmental-friendly (Meet Millennial on Animal-Friendly Tourism, WSPA & CTR, P.7,P.8, 2021). Additionally, promotion and advertising, cost of admission and parking, and animal exhibits and attractions were the top three important factors for respondents to select a zoo to visit. The majority of respondents have changed their preference for a particular zoo brand when they encounter negative content and have also changed their preference when they encounter positive

content. Additionally, most of the respondents would like to recommend a particular zoo brand to friends and family members based on positive content they encountered.

### **5.3 Practical Contribution**

Chinese zoos face a distinctive set of challenges and opportunities in communication and content marketing, such as cultural nuances, a well-developed digital marketing ecosystem, a strong emphasis on conservation and sustainability, brand image, and catering to both local and international visitors. By comprehending these challenges and opportunities, Chinese zoos can develop effective communication and content marketing strategies that resonate with consumers, generate brand preference and loyalty, and achieve business objectives. It is important to explore these challenges and opportunities, and provide practical recommendations for Chinese zoos to enhance their communication and content marketing efforts.

The use of content marketing has become essential for zoo brands seeking to establish connections with potential customers in China and increase brand preference. To achieve their business goals, zoo brands must have a thorough understanding of how to create content for Chinese social media platforms and engage with users effectively. Effective content marketing plans on Chinese social media can influence customer preferences, drive business growth, and achieve business objectives. This study aims to bridge the gap in current knowledge by providing

recommendations and references for marketers, zoo brands, and scholars in follow-up research.

#### 5.3.1 Marketing Professionals Contribution:

The study provides valuable insights into the types of content that prove most effective in promoting zoo brands on Chinese social media platforms. This knowledge can aid marketing professionals in developing more effective marketing campaigns and strategies that can be applied in other contexts beyond zoo brands. By understanding the effectiveness of different content types, marketers can enhance their content marketing efforts and achieve better business outcomes. Especially for those marketers who are currently facing the complex environment of Chinese social media, this research can help them understand that if they need to carry out content marketing on Chinese social media, they need to catch the attention of young families, the target group of zoos, based on the different attributes of the three main trend platforms. Due to the development of China's e-commerce, WeChat, Weibo and Douyin are all suitable for profit-oriented content.

#### 5.3.2 Zoo Brands Contribution:

The study can offer valuable insights into the content marketing strategies that zoo brands can employ to strengthen their online presence and generate greater brand preference among Chinese customers. Such insights can help these brands attract more visitors and increase revenue. By comprehending effective content

marketing strategies, zoo brands can enhance their customer engagement, build brand preference, and achieve their business objectives by applying these types of contents. Especially for zoo brands that want to develop in China, establishing a good interactive relationship with young families is the basis for brand preference. Therefore, zoo brands need to combine their brand uniqueness with platform tonality on their social media accounts. Together, according to the general environment of content marketing, the content of your own brand need to be packaged through profit-driven, so that the target group will be willing to interact and generate brand preference.

### 5.3.3 Academic Researchers Contribution:

The study can make a significant contribution to the existing literature on content marketing by exploring the unique challenges and opportunities faced by zoo brands on Chinese social media. Such insights can help advance the field of content marketing research, particularly in the context of cross-cultural and cross-industry marketing. By addressing the specific challenges and opportunities of content marketing for zoo brands in China, this study can provide a foundation for future research and guide scholars to make more informed decisions in their content marketing studies. Especially for those scholars who are studying the content marketing of zoo brands in Chinese social media, this research can let them know that they need to research and develop zoo content according to the attributes of

different social platforms. The common point of Chinese platforms is that they are mainly profit-driven.

#### **5.4 Limitations**

The study investigates the content analysis of zoo brands on Chinese social media platforms. The researchers conducted a case analysis of individual brands to design corresponding content types and validate their effectiveness using a survey to collect data on target audience attitudes and brand preferences. However, there are some limitations need to acknowledge:

Firstly, the results of the survey on content for Douyin, a popular social media platform, did not match the researcher's expectations, therefore the results were inconsistent with the theory. The results indicated that promotional content can build brand preference on Douyin compared with entertainment content, but before conducting survey, the researcher did some research on content for Douyin, ByteDance report of 2022 claims that the purpose of most customers using Douyin is to entertain, not to learn about promotional information, customers will usually enjoy some funny content instead of acknowledge the information about promotion. However, the results are conflicting with ByteDance report of 2022, as a rapidly emerging short video platform, Douyin has entered the era of e-commerce. In the platform's overall environment, most of the content is centered around promotions,

and most promotions can be presented to customers through interesting content, according to the Douyin annually analysis report of 2022.

Secondly, the study did not involve actual content post, and therefore the actual effects of content posts are unknown, and the attitudes of customers toward types of content can only be measured by questionnaire survey. Although questionnaire survey can help researcher see the relevant results intuitively and clearly, and 100 sample scale is commonly recommended for online surveys to ensure statistical significance (Morling, 2017), compared with actual content post to observe the effects, actual content post can more accurately reflect the audience's attitude towards different types of content, credibility and authenticity will be higher than questionnaire survey.

Thirdly, the study only focuses on the attitudes of Chinese consumers towards the content types of zoo brands, and the target group only includes Shanghai, a major tourism hub, and does not represent other small and medium-sized cities in China, or world. Therefore this study can only be applied for content strategy research on Chinese social media, especially for consumers' attitudes in major tourism cities in China, as under the worldwide context, it cannot be representative and lack of diversity, because of the lack of research on social media commonly used in the world, the singleness of the study is reflected in its applicability only to Chinese social media.



### **5.5 Recommendation for Future Research**

As acknowledging from the limitations of this study, the recommendation for future research are:

The researchers should do more detailed research and deeper analysis before conducting experimental research, so that the results can be more precise and accountable.

The researchers should develop and post corresponding contents to observe actual effects, thus the results can be more convincing and reliable, and the researchers can therefore conclude the real attitude of customers.

For future research, analysis of the target audience can identify common characteristics of zoo audiences worldwide, analyze their attitudes towards zoo brand content. This approach will increase the applicability of content marketing strategies for zoo brands globally.

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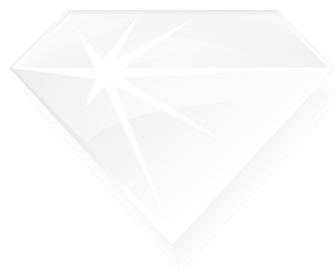
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**APPENDIX**

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### **Online Questionnaire Survey (Via Google Form)**

#### **Types of Content Which Can Affect Zoo Brand Preference of Customers in China**

I am a student from a master's program named DiMC at Bangkok University.

I'm currently doing research and analysis, the research topic is The Study of Content Analysis of Zoo Brands on Chinese Social Media Which Affects Brand Preference of Customers in China. I may collect some basic personal information and attitudes towards the zoo brand from you, and please allow me to use your answers as part of the data analysis. Thank you for your cooperation.

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**Part 1: Demographic Information**

Q1: Gender

- A. Male
- B. Female
- C. Prefer not to say

Q2: Age Range

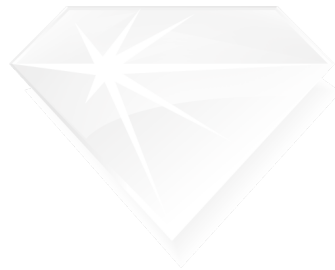
- A. 25-30
- B. 30-35

Q3: Residential Area

- A. Shanghai City
- B. Shanghai Surrounding Area

Q4: Income Range (USD)

- A. Under 1000
- B. 1000-2000
- C. 2000-3000
- D. Over 3000



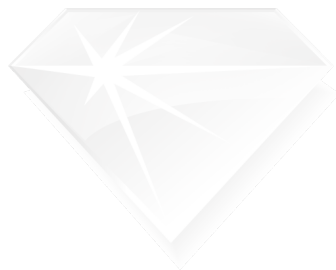
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Q5: Martial Status

- A. Married (No Child/Children)
- B. Married (With Child/Children)

Q6: Educational Level

- A. Secondary Education
- B. Bachelor
- C. Master
- D. Doctor



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**Part 2: Zoo Travel Behavior**

Q7: Do You Have Zoo Travel Experience?

- A. Yes, I have
- B. No, I have not

Q8: How Often Do You Visit the Zoo Each Month?

- A. Seldom (0-1 times)
- B. Sometimes (2-3 times)
- C. Often (3-5 times)
- D. Almost always (more than 5 times)

Q9: Which of the following factors are most important to you when selecting a zoo to visit? (Multiple)

- A. Animal exhibits and attractions
- B. Educational opportunities
- C. Quality of facilities and amenities
- D. Cost of admission and parking
- E. Promotion and advertising
- F. Location and proximity
- G. Conservation and sustainability initiatives

Q10: Have you ever changed your preference for a particular zoo brand based on negative content you encountered?

- A. Yes
- B. No
- C. Maybe

Q11: Have you ever changed your preference for a particular zoo brand based on positive content you encountered?

- A. Yes
- B. No
- C. Maybe

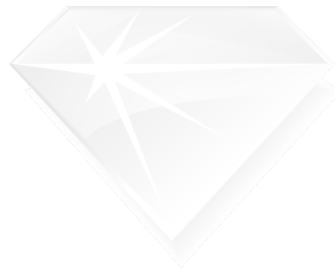
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Q12: How likely are you to recommend a particular zoo brand to a friend or family member based on positive content you encounter?

- 1. Very Unlikely
- 2. Unlikely
- 3. Neutral
- 4. Likely
- 5. Very Likely

Q13: How likely are you to avoid a particular zoo brand based on negative content you encounter?

1. Very Unlikely
2. Unlikely
3. Neutral
4. Likely
5. Very Likely



### Part 3: The Impact of Content on Brand Preference

Several zoo post cases will be provided, please answer your attitude towards the content according to the offered content.

#### WeChat Content

Please choose your preference degree and answers according to the following two contents.

#### WeChat Content 1

Q14: Attitude

1. Very Dislike
2. Dislike
3. Neutral
4. Like
5. Very Like

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Q15: What is your attitude towards to the content above?

1. Extremely positive: The content is novel, unlike other content, it has its own uniqueness.
2. Somewhat positive: The content is interesting, can enable me to know this brand well.

3. No effect/Neutral: The content is normal, cannot impress me so much.

4. Somewhat negative: The content is not fascinating, I cannot remember what it was.

5. Extremely negative: The content is fairly bad, making me feel that this brand is boring, and not good.

6. Unsure: I am uncertain about my attitude towards to the content above.

Q16: How does the content above affect your motivation for the brand?

1. Increased motivation: The content above increased my motivation to visit this zoo brand.

2. Decreased motivation: The content above decreased my motivation to visit this zoo brand.

3. Indifferent: The content above did not affect my motivation to visit this zoo brand.

4. Confusion: The content above confused me and I'm not sure how it affects my motivation for this zoo brand.

**WeChat Content 2**

Q17: Attitude

1. Very Dislike
2. Dislike
3. Neutral
4. Like
5. Very Like



Q18: What is your attitude towards to the content above?

1. Extremely positive: The content is novel, unlike other content, it has its own uniqueness.
2. Somewhat positive: The content is interesting, can enable me to know this brand well.
3. No effect/Neutral: The content is normal, cannot impress me so much.
4. Somewhat negative: The content is not fascinating, I cannot remember what it was.
5. Extremely negative: The content is fairly bad, making me feel that this brand is boring, and not good.
6. Unsure: I am uncertain about my attitude towards to the content above.



Q19: How does the content above affect your motivation for the brand?

1. Increased motivation: The content above increased my motivation to visit this zoo brand.

2. Decreased motivation: The content above decreased my motivation to visit this zoo brand.

3. Indifferent: The content above did not affect my motivation to visit this zoo brand.

4. Confusion: The content above confused me and I'm not sure how it affects my motivation for this zoo brand.

### **Weibo Content**

Please choose your preference degree and answers according to the following two contents.

### **Weibo Content 1**

Q20: Attitude

1. Very Dislike

2. Dislike

3. Neutral

4. Like

5. Very Like

Q21: What is your attitude towards to the content above?

1. Extremely positive: The content is novel, unlike other content, it has its own uniqueness.
2. Somewhat positive: The content is interesting, can enable me to know this brand well.
3. No effect/Neutral: The content is normal, cannot impress me so much.
4. Somewhat negative: The content is not fascinating, I cannot remember what it was.
5. Extremely negative: The content is fairly bad, making me feel that this brand is boring, and not good.
6. Unsure: I am uncertain about my attitude towards to the content above.

Q22: How does the content above affect your motivation for the brand?

1. Increased motivation: The content above increased my motivation to visit this zoo brand.
2. Decreased motivation: The content above decreased my motivation to visit this zoo brand.
3. Indifferent: The content above did not affect my motivation to visit this zoo brand.

4. Confusion: The content above confused me and I'm not sure how it affects my motivation for this zoo brand.

## **Weibo Content 2**

Q23: Attitude

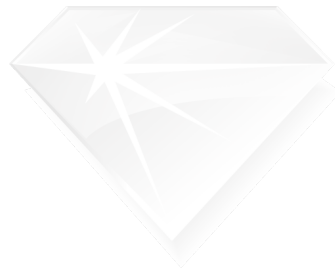
1. Very Dislike

2. Dislike

3. Neutral

4. Like

5. Very Like



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Q24: What is your attitude towards to the content above?

1. Extremely positive: The content is novel, unlike other content, it has its own uniqueness.

2. Somewhat positive: The content is interesting, can enable me to know this brand well.

3. No effect/Neutral: The content is normal, cannot impress me so much.

4. Somewhat negative: The content is not fascinating, I cannot remember what it was.

5. Extremely negative: The content is fairly bad, making me feel that this brand is boring, and not good.

6. Unsure: I am uncertain about my attitude towards to the content above.

Q25: How does the content above affect your motivation for the brand?

1. Increased motivation: The content above increased my motivation to visit this zoo brand.

2. Decreased motivation: The content above decreased my motivation to visit this zoo brand.

3. Indifferent: The content above did not affect my motivation to visit this zoo brand.

4. Confusion: The content above confused me and I'm not sure how it affects my motivation for this zoo brand.

### **Douyin Content**

Please choose your preference degree and answers according to the following two contents.

#### **Douyin Content 1**

Q26: Attitude

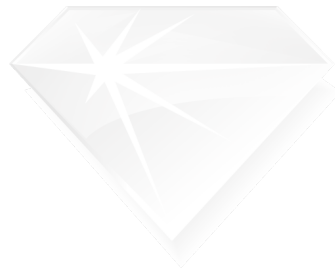
1. Very Dislike

2. Dislike

3. Neutral

4. Like

5. Very Like



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**UNIVERSITY**  
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Q27: What is your attitude towards to the content above?

1. Extremely positive: The content is novel, unlike other content, it has its own uniqueness.

2. Somewhat positive: The content is interesting, can enable me to know this brand well.

3. No effect/Neutral: The content is normal, cannot impress me so much.

4. Somewhat negative: The content is not fascinating, I cannot remember what it was.

5. Extremely negative: The content is fairly bad, making me feel that this brand is boring, and not good.

6. Unsure: I am uncertain about my attitude towards to the content above.

Q28: How does the content above affect your motivation for the brand?

1. Increased motivation: The content above increased my motivation to visit this zoo brand.

2. Decreased motivation: The content above decreased my motivation to visit this zoo brand.

3. Indifferent: The content above did not affect my motivation to visit this zoo brand.

4. Confusion: The content above confused me and I'm not sure how it affects my motivation for this zoo brand.

## **Douyin Content 2**

Q29: Attitude

1. Very Dislike

2. Dislike

3. Neutral

4. Like

### 5. Very Like

Q30: What is your attitude towards to the content above?

1. Extremely positive: The content is novel, unlike other content, it has its own uniqueness.
2. Somewhat positive: The content is interesting, can enable me to know this brand well.
3. No effect/Neutral: The content is normal, cannot impress me so much.
4. Somewhat negative: The content is not fascinating, I cannot remember what it was.
5. Extremely negative: The content is fairly bad, making me feel that this brand is boring, and not good.
6. Unsure: I am uncertain about my attitude towards to the content above.

Q31: How does the content above affect your motivation for the brand?

1. Increased motivation: The content above increased my motivation to visit this zoo brand.
2. Decreased motivation: The content above decreased my motivation to visit this zoo brand.

3. Indifferent: The content above did not affect my motivation to visit this zoo brand.

4. Confusion: The content above confused me and I'm not sure how it affects my motivation for this zoo brand.



**Thank You for Your Cooperation!**

I have received your answer very well. I will not disclose your personal information without permission. This questionnaire is only used as a material for academic research data and will not involve other illegal purposes. Thank you again for your cooperation!

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Platforms	Expected Preferred Content	Expected Unpreferred Content
WeChat	 <p>明早十点，大熊猫特备庆贺会直播正式开启！</p> <p>呦呦一岁啦！ 壹园观大熊猫特备庆贺会</p> <p>直播时间 8月12日，上午10点 直播平台 视频号搜索“万态野生动物世界”</p> <p>提前庆祝的喜悦与云围观的快乐等你来get~ 见证呦呦一周岁特备庆贺会， 漫游「河川生态园」Panda-atic派对主题活动</p> <p>Activity Content</p>	 <p>新生宝宝报道</p> <p>与往年一样，今年各个园区也迎来了很多小生命，TA们的诞生来之不易，先看“吸”下几个人气宝宝吧~</p> <p>二趾树懒Indigo 今年晋升为新手妈妈，看看TA怀里的mini崽宝宝，熟睡中的姿态也太可爱了！</p> <p>可爱的“吸”样 永远不想错过，夏天出生的马来貘Rayu已经长大啦！看看TA无忧无虑的状态，真的是一件很治愈的事情呢~</p> <p>白虎长尾猴家族 也喜迎新宝宝啦，回忆TA的满月照，看看TA小时候的样子，除了嗨，还是嗨！ 欢迎来「新加坡动物园」 见见TA~</p> <p>Informational Content</p>
Weibo	<p>#野趣上新# 2022年开始进入尾声，年末狂欢派对安排上了！🎉一起跟随可爱萌趣的单车动物开启独特的玩耍模式，还有首次亮相新加坡的#袋鼠#、#套票优惠#、#支付优惠#等多重惊喜等你来解锁~❤️更多详细点击查阅🔗网页链接 #万态野生动物世界# #新加坡动物园# #夜间野生动物园# #河川生态园#</p>  <p>Mandai WILDLIFE RESERVE</p> <p>Festive Wild-erland A Black &amp; White Celebration 2022年11月17日 - 2023年1月2日</p> <p>Compensation Content</p>	<p>#野趣好友# #周五# 啦！立刻整点快乐~ #大熊猫# #母子嘉嘉和呦呦干饭中# 🐼🍵🍵 这画面也太治愈了吧~❤️🌈 #万态野生动物世界# #河川生态园# #快乐吃饭# #十二月#</p>  <p>Informational Content</p>

<p>Douyin</p>	 <p>Entertainment Content</p>	 <p>Promotional Content</p>
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**BIODATA**

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Education:

2019-2021 Bachelor of Communication Arts (Advertising),  
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Work Experience:

Aug 2021-Oct 2021 Thai Jiaranai Group Pub Co., Ltd., Bangkok  
New Media Operator (Trainee)

Jan 2022-Mar 2022 Qian Han Media, Kunming  
Operations Strategist

Apr 2022-Jan 2023 Enrich, Shanghai  
Strategic Advertising Planner

Jan 2023-Now Wink Technology Pte.Ltd., Bangkok  
Influencer Marketing Consultant