

Urban Marketing Analysis from the Perspective of Social Media: Image Marketing Based on Regional Stereotypes

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Abstract: The advent of the Internet and the subsequent proliferation of social media have transformed the landscape of information dissemination. Social media has become a dynamic and multifaceted platform for contemporary individuals to access and share information. Its functionality has evolved, and it has become one of the most rapidly evolving and diverse channels for disseminating information. Social media has broadened people's knowledge of the world and planted many "seeds" in people's minds. For instance, certain regions are often associated with certain "stereotypes," which leads to the phenomenon of people referring to a certain region and relying on information they have encountered online as their initial impression. Interestingly, these stereotypes that circulate on social media have an unexpected effect on the development of local businesses, and to a certain extent, they can help local enterprises save a significant amount of investment costs in marketing and publicity. This study identifies and categorizes the types of "regional stereotypes" that emerge on social media and examines the marketing strategies that utilize them. After identifying the key principles of effective marketing, we aim to enhance their efficiency in identifying business opportunities for regional development and reducing unnecessary redundant processes. Through the use of data analysis, case studies, and macro-level discussions, the authors found that stereotypes are effective in business marketing when they are regularly matched.

Keywords: Geographical stereotypes, social media, marketing, city image

1. Introduction

The maturation of social media can be attributed to the advent of economic globalization. While the economy has driven the growth of social media, social media has also been able to feed the economy to a significant extent. The development and stability of the billions of data streams on the World Wide Web provide an invaluable reference value for the economic development strategy of a specific region. Furthermore, the stereotypes of a specific region created by internet users through the internet are also gradually being applied to the marketing methods of each local development.

It is evident that the technology and methodology to enhance the precision of stereotype identification and the optimal timing for their delivery to the most receptive target audiences remain nascent challenges for major media companies and cultural and tourism promotional organizations. The data derived from social media is no longer limited to the functions of customer profile analysis, productivity improvement, and data-driven decision-making. It can also be used to identify the specific interests of target groups with greater precision by directly extracting the highly popular

stereotypes that users are interested in, and then classifying, mixing, and integrating them into further promotional and marketing campaigns. The traditional marketing approach involves the creation of new content to generate interest and momentum. However, this strategy has been widely criticized for lacking effectiveness. This paper challenges the conventional wisdom of traditional marketing by exploring the potential of leveraging public subconscious stereotypes to inform new approaches to marketing in the digital age. This paper aims to challenge traditional marketing stereotypes and adopt those originally rooted in the public's subconscious to explore the new forces driving the high-speed flow of information in the era of marketing. It provides a faster and more feasible method and new reference value for marketing in this context. The starting point for reasonable and precise marketing is the public's subconscious mind. This approach allows for the achievement of marketing effects without leaving obvious operational traces, thus facilitating the acquisition of public goodwill and reducing the likelihood of rejection. Furthermore, it minimises the initial operational costs and the waste of resources, aligning with the new situation of high-speed information and the globalisation of the economy and society.

The preceding background information provides the context for this paper, which employs an in-depth study approach. This includes the case study method, data analysis method, and macro discussion method. The tourism industry of the Chinese cities Harbin and Inner Mongolia serve as illustrative examples. This paper begins with an examination of business marketing on social media, addressing the challenges faced by local city marketing. It then employs a macro-metaphorical approach to analyze the optimization of specific regional marketing methods. Finally, it offers a comprehensive analysis and conclusion. The objective is to develop a more effective stereotypical impression of the marketing elements of the ratios, with the aim of providing a reference point for the fast-paced social media environment. This will enable them to accurately grasp the landing point of the marketing in the heart of the situation, thereby playing a greater role.

2. Literature Review

2.1. Stereotype

A stereotype is a fixed impression about a person or a certain kind of person that exists in people's minds. It can be positive or negative. One type of stereotype is the geographical stereotype, which refers to a cognitive structure formed by individuals over an extended period of time based on the humanistic traditions and living habits of a specific region. Furthermore, this stereotype may have exerted an unconscious influence on the individual's attitude and behavior towards people from a specific region [1].

2.2. Overview of the Most Common Stereotypes Associated with Various Regions in China

Table 1: Basic Stereotypes of Chinese Regions.

Regions	Stereotypes
Beijing	Beijing Roast Duck, Old Beijing Opera, Political Center
Shanghai	Fashion city, petty bourgeoisie, high price
Guangdong	Pragmatism, morning tea, light cuisine, Cantonese, the city of cuisine
Sichuan	Passionate, optimistic, slow paced, giant pandas, mahjong
Northeast Three Provinces	Bold, straightforward, snowy, hospitable, only child
Shandong	Enthusiastic hospitality, barbecue, high average height

Table 1: (continued)

Henan	A populous province and cultural city, Online Love Province
Hubei	Hubei duck, Hot dry noodles
Hunan	Hunan TV, Exciting Nightlife, No Spiciness, No Joy
Jiangsu	No concept of Jiangsu people, royal garden scenery
Zhejiang	E-commerce major province, world center (Yiwu), internet celebrity
Fujian	Fujian have difficulty obtaining household registration visas
Anhui	Revolutionary old areas, low sense of existence
Jiangxi	Jingdezhen ceramics, special spicy food
Guizhou	Toast Song, Mysterious Miao Territory, Ethnic Minorities

Please note that all data and information mentioned in this content are sourced from the internet, and this study does not guarantee the accuracy and completeness of the data, nor assumes any responsibility for the use and reliance of the data (Table 1).

2.3. Geographic IP Display

The geographic IP display is a novel initiative of the Chinese Internet. It entails the automatic display of a netizen's geographic location in all social media software in China, typically in the form of the name of the relevant Chinese province or the abbreviation of the provincial capital[2].

2.4. Harbin Ice and Snow World

Founded in 1999, is by the Harbin city government of Heilongjiang province to meet the millennium celebration Shenzhen century tour activities, with the advantage of Harbin's snow and ice season, and the launch of large-scale ice and snow art boutique project, show the northern city of Harbin ice and snow culture and ice and snow tourism charm.

Inner Mongolia Naadam Assembly: Naadam Assembly is China's Mongolian people with distinctive national characteristics of the traditional activities, but also the Mongolian people love a traditional form of sports activities. The word "Naadam" is a translation of Mongolian, which not only translates as "entertainment, games", but also can be used to express the joy of harvest. It is an annual traditional event on the grassland which starts in July and August of the solar calendar when the grass is green, and the flowers are red and the sheep are fat and the horses are strong.

2.5. Dynamic Elements

Human environment, travel experience and other things that can be changed by subjective will at any time. Everyone's travel experience cannot be replicated, and everyone's travel experience is unique. The local environment and atmosphere may be different from the main body, which may lead to inconsistent travel experience. For example, Guangdong people traveling to Hong Kong may feel that the locals are friendly, because the culture and language environment is similar; travelers from other provinces may think that the service attitude in Hong Kong is not good, because the two sides of the language is different from each other in different ways of behavior is also different.

Static elements: Landscape architecture and other things that are not changed by human subjective will. Take Beijing as an example, famous attractions such as the Great Wall, the Forbidden City, the Summer Palace and other historical and cultural buildings are objective and cannot be changed by

human subjective will; and the natural snow scene in Harbin, for example, is determined by its natural geographic location, and cannot be subjectively changed by personal will.

3. Research Method

With regard to the state of social media activity in China with a view to promoting geographic business, the country's distinctive IP geo-display initiative has been of considerable assistance in creating geographic stereotypes. Not only do individuals' words and actions leave a digital footprint, but their geographic location is also subject to scrutiny. Similarly, the mandatory display of IP addresses increases the likelihood of reinforcing and disseminating stereotypes about a particular region. Although the term "stereotype" itself carries a pejorative connotation in the Chinese context, for the purposes of this paper, the term is first defined as a neutral term without any emotional inclination.

In order to facilitate a more in-depth study, several new conceptual frameworks are introduced in the paper. Firstly, stereotypes from any region can be designated as "primordial seeds," which are neither inherently good nor bad but possess the same attributes prior to selection. Subsequently, the seeds will be purposefully selected, and those that are chosen will be designated as "superior seeds," while those that are discarded will be designated as "inferior seeds." The seed itself can be any entity, including landscapes, humanities, or subjective emotions. Its advantages and disadvantages are not constant but are constantly transformed according to different needs. In other words, the seed's usefulness at a given moment determines its value. A seed that contributes positively to the thing is the "superior seed," while a seed that does not contribute or even counteracts the thing is called "inferior seed." In essence, its value is contingent upon its utility in the present moment.

In order to elucidate the genesis of superior and inferior seeds and the distinction between the two, case studies and data analysis of tourism marketing in Heilongjiang and Inner Mongolia are cited in the paper. Prior to the collection of data, Weibo, Jieyin, and Xiaohongshu were the three most prominent social media platforms in China. However, the consumption levels of their respective audiences differed significantly (Table 2).

Table 2: Comparison of user profiles of Weibo, Xiaohongshu, Tiktok and Kwai.

platforms	Monthly active users	User age distribution	User geographical distribution	User interests and preferences
Weibo	586 million	18-35 years old	First tier and new first tier cities	Entertainment, food, tourism, beauty, etc
Xiaohongshu	270million	18-35 years old	First tier and new first tier cities	Food, tourism, home furnishings, beauty, etc
Tik tok	759million	All age groups	All cities	Full domain
Kwai	668million	18-40 years old	Second, third, and fourth tier cities	Games, home life, etc

In light of the fact that the tourism industry is to be utilized for the purposes of the study, following an exhaustive analysis, Tiktok was ultimately selected as the sole source of data to be presented in the paper. The key to marketing in the tourism industry lies in identifying and targeting effective audience groups, namely individuals who are both willing to consume and able to consume at a given level[3]. The Kwai platform is most popular in the second, third, and fourth tiers of the Chinese market, which are experiencing a decline in consumer spending. Therefore, the user groups of this platform are not likely to engage in tourism consumption. In contrast, Weibo and Xiaohongshu have

largely abandoned the sinking market, and overly concentrated marketing to specific groups may be counterproductive. Consequently, Shake is the optimal choice for the study of data that covers a full range of coverage groups.

Given the considerable disparity in the number of fans and audiences among different bloggers, the study selected two official accounts of comparable levels within the Department of Culture and Tourism as the source of the data. These accounts were "Literature and Tourism Qingcheng (Hohhot Literature and Tourism)" and "Enjoying Heilongjiang (Heilongjiang Literature and Tourism)." The data were collected from the ten most popular videos on both accounts, and the top 20 most liked comments in the comment sections of the videos were selected for analysis. After the exclusion of comments devoid of meaningful content (e.g., repetitive single exclamations, intonations, and statements unrelated to the videos), the word cloud representing the totality of 327 comments is presented below (Figure 1 and Figure 2).



Figure 1: Hot topics in Inner Mongolia's cultural and tourism industry.



Figure 2: Hot topics of cultural and tourism themes in Heilongjiang.

The words displayed in the image above represent the "original seeds" previously discussed. The size of the font indicates the frequency of occurrence of the word, with larger fonts representing higher frequencies and vice versa. The color of the font represents the heat associated with each word, with darker colors representing higher heat and lighter colors representing lower heat. Those with high heat are designated as "superior seeds," while those that are inconspicuous are designated as "inferior seeds."

It is noteworthy that the two distinct orientations of cultural and tourism marketing exhibit a nearly identical set of original seeds. However, these seeds play markedly disparate roles in disparate environments. As illustrated in the accompanying figure, both word clouds contain expressions that indicate a robust physique, such as "tall" in the Heilongjiang map and "strong" and "fierce" in the Inner Mongolia map. In the Heilongjiang map, the word "tall" is situated at the periphery of the word cloud, while the words "strong" and "fierce" in the Inner Mongolia map are firmly anchored in the center of the word cloud. The word cloud map of Inner Mongolia for the words "tall," "strong," and "fierce" is treated as a single entity due to the high degree of similarity in word properties and meanings. For ease of understanding, these three words are referred to as "stature."

A review of the Jittery Voice accounts of Heilongjiang Literature and Tourism and Inner Mongolia Literature and Tourism reveals that of the 3,541 videos posted by the former (as of 2024.5.7), 2,236 are related to winter ice and snow, while of the 1,835 videos posted by the latter, 1,072 are related to grassland. The former's "rate of ice and snow content" is approximately 63. The latter, "with grassland rate," is approximately 58.42%. Both have the focus of publicity, and further understanding of Heilongjiang's tourism is the biggest feature of the Harbin Ice and Snow World. Inner Mongolia, on the other hand, is characterized by the Naadam Congress (Table 3).

Table 3: Tiktok Account Data Comparison Chart.

dimensions	Heilongjiang	Inner Mongolia
Tiktok account fans	589 thousand	231thousand
Number of videos published	3541 videos	1835 videos
Video content theme	63.15% about ice and snow	58.42% about Grassland
Representative activities	Harbin Ice and Snow World	Nadam Assembly
Discussion frequency of "figure"	6 times	20 times

The original seed can be observed in the publicity of ice and snow entertainment at Ice and Snow World. In this context, it is regarded as a "bad seed," as it does not play a role. Conversely, in the context of sports activities based on the Naadam Conference, the "figure" is a highly popular attraction. Consequently, it is regarded as a "superior seed." The "figure" is a significant draw, so it can be seen that the two development directions of the original seed are determined by the specific situation.

The original seed concept was established with the objective of more effectively identifying and leveraging the superior seed group. To further elucidate the underlying principles governing successful marketing initiatives, all the original seeds referenced in the word cloud diagram have been classified into two categories: "dynamic elements" and "static elements." The seeds mentioned in the previous word cloud map were classified into two categories: "dynamic elements" and "static elements." By conducting a manual analysis and calculating the ratio of dynamic and static elements, we can initially grasp the marketing success of the "law of seed selection." A ratio of greater than one indicates a greater focus on dynamic elements in the marketing strategy, while a ratio of less than one

suggests a greater emphasis on static elements. When the ratio is equal to one, it signifies that both elements are of equal importance and should be distributed evenly in the marketing strategy.

In order to ensure the utmost accuracy, the study also selected the official Tiktok account data of the Department of Culture and Tourism of Xinjiang, Guangdong, Yunnan, Sichuan, and Jiangxi to be compared and analyzed according to the same process as in the previous section[4].

4. Research Result and Case Analysis

Table 4: Tiktok Account Data Comparison Chart.

provinces	Number of fans	Number of videos	Video content theme	Representative activities	Ratio of dynamic and static elements
Heilongjiang	589 thousand	3541 videos	63.15% about ice and snow	Harbin Ice and Snow World	5.25
Inner Mongolia	231 thousand	1835 videos	58.42% about grassland	Nadam Assembly	4.26
Xinjiang	530 thousand	1717 videos	44.26% about the desert	Xinjiang Song and Dance	4.81
Guangdong	321 thousand	605 videos	52.43% about food	Cantonese style morning tea	5.52
Yunnan	352 thousand	2565 videos	65.52% about landscape	the Water-Sprinkling Festival	4.5
Sichuan	1648 thousand	3371 videos	57.85%about landscape	Giant panda	5.0
Jiangxi	896 thousand	2357 videos	46.12% about culture	Jingdezhen Ceramics	5.54

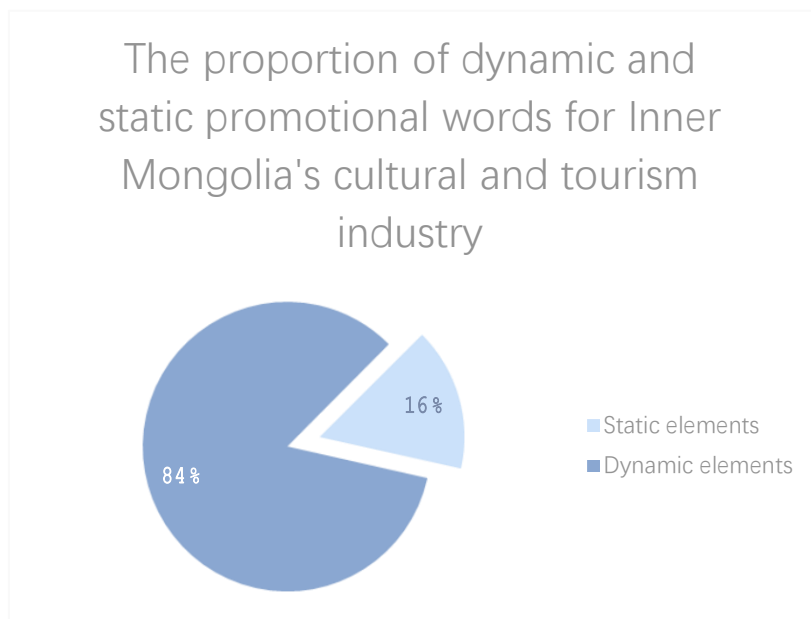


Figure 3: The proportion of dynamic and static promotional words for Inner Mongolia's cultural and tourism industry.

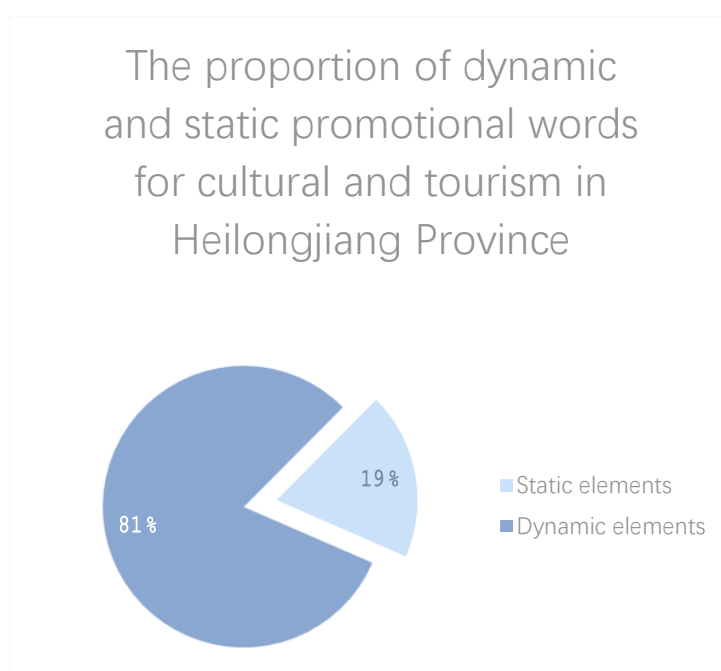


Figure 4: The proportion of dynamic and static promotional words for cultural and tourism in Heilongjiang Province.

Following the removal of the highest and lowest ratios, the resulting average ratio is 5.016 (Table 4). This suggests that when considering publicity and marketing, local cultural and tourism offices may wish to select five dynamic elements and one static element to complement their publicity efforts. In other words, they should pay more attention to the original seed with dynamic elements in their marketing strategies (Figure 3 and Figure 4).

5. Research Discussion

As commonly understood, stereotypes are more frequently observed in environments that exhibit bias in everyday life[5]. Two primary sources of such bias are the individual's knowledge base and the increasingly sophisticated social media platforms. In light of the accelerated pace of economic globalization, individuals increasingly rely on the information provided by the Internet, which has led to the emergence of certain stereotypes that have become deeply embedded in people's minds, regardless of their personal beliefs. For the local tourism industry, which is eager to utilize its own conditions for development, the Internet represents a unique opportunity for growth. The challenge for these entities is to create momentum and to utilize the resources at their disposal in a responsible manner. The previous article has been referenced in the "superior seeds" selection and is in accordance with the law, which makes the remaining "inferior seeds" seem useless. However, this is not the case. The Internet's greatest virtue is its inclusivity, which allows even the "bad seeds" to become "good seeds."

For instance, the term "body shape" is a defining characteristic of Heilongjiang province, as well as the entire region of Northeast China. Residents of this area are typically taller and more robust than those in the southern part of the country. The original seed is not useful in promoting the Ice World but has a more positive effect in other ways. For instance, during the 2022 Winter Olympics in Beijing, China's sports publicity department selected volunteers for the games nationwide. A notable proportion of the final qualified volunteers were college students born in the three northeastern provinces[6]. One of the natural reasons is that they are in a unique geographical advantage. This

familiarity with the culture of ice and snow sports and many high-level ice and snow sports athletes is evident. Southern regions cannot be sought as an advantage, but in fact, the figure is also in the selection of volunteers for the Olympic Games. This presents an opportunity for the "body" waist to become a "superior seed," which will assist in the marketing of milk, sports drinks, sports equipment, and other products. In the Chinese marriage market, the three northeastern provinces of the body also have a significant advantage, which will assist local authorities in the recruitment of talent, the promotion of fertility, and other related tasks.

The findings of this study provide a framework for the optimization of cultural tourism marketing in Datong, a city in Shanxi Province. Datong is a renowned historical city in China that was the capital of six dynasties in ancient times and still retains a wealth of historical and cultural relics. However, in comparison to Xi'an, a renowned tourist destination in the neighboring province, Datong's popularity and the intention of tourists to travel there are considerably lower. Similarly, data collected from social media indicates that a significant proportion of individuals hold a stereotypical image of Datong and Shanxi province, which encompasses the following characteristics: Datong is China's coal-mining capital, home to the Yungang Grottoes, a UNESCO World Heritage Site[7]. However, the city's transportation infrastructure is inadequate, and its cultural heritage is not well-protected. Furthermore, the city's attractions are scattered, and its scenic spots are numerous. Despite these assets, Datong lags behind economically and is relatively unknown. It can be observed that Datong is endowed with a wealth of tourism resources, yet it lags somewhat in terms of service and publicity. As previously discussed, the ratio of static and dynamic elements can be applied to Datong. The most famous attraction, the Yungang Grottoes, can be considered the static element, while five additional dynamic elements can be included to stimulate interest among tourists. Datong is often regarded as the "coal mining capital of China," which has led to perceptions of "backward economic development." As the "capital of coal mining in China," Datong is regarded as a place of "backward economic development." It is home to numerous renowned monuments and well-preserved cultural relics, yet remains relatively unknown. The contrasting publicity may be perceived as novel and more appealing than usual.

However, the role of the Internet and stereotypes is not limited to this particular instance. If we consider the marketing model in question outside the context of its original inception, it becomes evident that it still exhibits a certain degree of passivity. Stereotypes have existed for some time, but now we are entering a new era in which new approaches to marketing and publicity are required. Does this purported superiority of the subpopulation ratio serve any purpose? One positive aspect of the Internet is that information is readily shared among users, rather than being confined to a single source. This presents an opportunity to shift the focus from a passive approach to a more active one. Rather than simply providing answers, we can utilize the questionnaire as a tool to engage users in a more dynamic and interactive manner. By adopting a more active role as an examiner, we can prompt users to think in new ways and challenge their existing perceptions. This approach can help us to gain a deeper understanding of their needs and preferences, leading to more effective and targeted marketing strategies. How can new ideas be introduced in a way that does not appear sudden or forced, but rather gradually and organically, in a way that does not alienate the public and does not result in boredom? This may be a topic worthy of consideration by other new media data analysis enterprises and experts.

6. Conclusion

In summary, this study proposes a new conceptual framework and analyzes the successful cases of cultural tourism marketing in Inner Mongolia and Heilongjiang. It then applies this analysis to develop a reasonable law for the distribution of cultural tourism promotion elements. It is anticipated

that the law will be applied to general regional commercial marketing, with the objective of reducing promotion costs and improving marketing efficiency.

At the same time, the quantity of data collected in this study is still insufficient, and the methods of data collection, calculation procedures, and calculation tools are relatively limited. The utilization of enhanced models and instruments to quantify a greater quantity of more precise data would facilitate the advancement of this study to a more sophisticated level[8].

This study focuses on the Chinese local domain. However, due to the fact that each country's situation is different, the results of this study cannot be directly applied to the geographic marketing of other countries and regions with a high probability. It is this author's hope that the results of this study will one day assist in the establishment of a more comprehensive and accurate geographic marketing model that can be applied globally.

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