

# Research on the Brand Strategy of Fujian Free Trade Zone based on ISMAS Model

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**Abstract**—Research on the ISMAS model and the cultural brand of Fujian free trade area (FTA) based on the constructed IAMAS model, aims to research the relationship between the ISMAS model and the cultural brand of Fujian FTA, to study how to build the cultural brand of Fujian FTA. This article analyzes the consumer perception of the brand and the sharing process of the cultural brand of Fujian FTA. The study found that the perception on the brand culture and sharing process of cultural brand consumer follow the basic ISMAS model; Five stages of ISMAS model are mutual connection, mutual influence and restriction each other. This study defines cultural brand of Fujian FTA and enrich the ISMAS model. Finally, this article discussed how to carry out the cultural brand of Fujian FTA from the interest, search, word, action and sharing.

**Keywords**—China(Fujian) Pilot Free Trade Zone; Cultural brand; ISMAS Model; Strategy

## I. INTRODUCTION

Cultural brand is the embodiment of the core competitiveness of the cultural industry, which determines whether the cultural enterprise or cultural management organization can occupy the advantage in the competition, and establish its own characteristics that can not be copied. Culture as one of the six cognitive aspects of the brand, its attributes and brand attributes are similar, cultural brand attributes can be regarded as the pillar of the brand [1]. China's establishment of the Fujian free trade zone is the hope that through a higher level of opening up to promote the cultural sector in Fujian to participate in a new round of globalization at a higher level. It is in this context of the national strategic level, the rapid development of the Fujian free trade zone determines the economy of Fujian Province in this reform can go up a step. Therefore, Fujian Free Trade Zone cultural brand strategy in this context is particularly important. Through efforts to promote the construction of Fujian Free Trade Zone cultural brand, with a number of world-class cultural brands, the formation of a unique cultural brand economy.

Based on the consumer behavior analysis, put forward the ISMAS model, the model analyzes the main development process of the Fujian free trade area of the cultural brand, and redefine the Fujian free trade area of the cultural brand, and puts forward some corresponding strategies. Through the establishment of the strategy, cultivate new cultural formats, and cultivate the creative cultural productive forces.

## II. ISMAS MODEL AND FUJIAN FREE TRADE ZONE CULTURAL BRAND

### A. ISMAS model

With the rapid development of mobile Internet media, marketing model is also undergoing qualitative changes, from AISAS model to ISMAS model transformation. The IAMAS model is based on "Internet plus" as the background and according to the characteristics of consumer behavior and put forward, mainly divided into five parts, respectively is: interest (interest), search (search), mouth (word of mouth), action (action), share (share). In the ISMAS model, the consumer behavior will go through five stages: interest - Search - word of mouth - action - sharing, which is based on the development of the new era of mobile Internet, one of the new theoretical models.

### B. Fujian Free Trade Zone Cultural Brand

Fujian free trade area consists of 3 areas, namely, Xiamen area, Fuzhou area, Pingtan area. Each area according to their own characteristics of the development of the cultural industry to positioned. [2]According to the formation of cultural brands, Fujian Free Trade Zone cultural brand contains the original brand in Fujian, Taiwan cultural brand, foreign brands, and the formation of a combination of response brands. Fujian Free Trade Zone cultural brand can be seen as a free trade zone in Fujian cultural enterprises this window, the use of the original talent, technology, brand advantage to further accelerate the transformation and upgrading of cultural enterprises. The transformation and upgrading of cultural enterprises are divided into external factors and internal factors. External factors are mainly through foreign trade platform to enter China's foreign cultural enterprises and brands, the internal factor is the cultural product market demand. Therefore, the Fujian free trade area of the cultural brand bigger and stronger, we must start from the two aspects of internal and external culture, enhance brand anti strike capability, improve the cultural survival of the brand, expand the development space of cultural brand.

### C. ISMAS model and Fujian Free Trade Zone Cultural Brand.

Through the analysis of consumer behavior, the original intention of consumers to search information comes from personal interest, followed by the product, brand awareness,

which determines whether the next action. These two stages can intuitively show the cultural brand strategy is correct. Because of the particularity of Fujian free trade area of the cultural brand, based on the ISMAS model of five conceptual stages as follows: Interest : increase the visibility of the free trade area of the cultural brand, to attract the interest of the public; Search : diversified information and cultural brand communication of the search width, convenient public search. Mouth: heterogeneous connotation to enhance national and regional free trade area of the cultural brand, brand localization; Action: uniqueness and adaptability to strengthen the free trade area of the cultural brand, creating regional brand; Share: improving FTA cultural brand consumption experience, encourage word-of-mouth, build customer brand loyalty.

### III. MAJOR FINDINGS

#### A. *The cognitive process and ISMAS model of public cultural brand of Fujian Free Trade Zone*

In the mobile Internet era, the public awareness of the Fujian Free Trade Zone cultural brand, followed by the ISMAS model," interest - Search - word of mouth - action - sharing".

##### 1) *Interest - Search (by functional status, demand, interest)*

Fujian Free Trade Zone cultural brand is derived from the Fujian Free Trade Zone Cultural services. Since Vargo and Lusch put forward the concept of service dominant logic in the paper, it has provided an important theoretical framework and guiding ideology for many fields of research. The public must be built on the cognitive basis of Fujian free trade area of the cultural brand for Fujian free trade area of the cultural brand of cultural interest in brand awareness, will lead to further understanding of the cultural brand of interest and desire. The cultural brand has the characteristics of ordinary commercial brands, but also has the characteristics of national brands. Fujian Free Trade Zone Cultural Services point of interest is the output of cultural activities, as well as cultural art bonded warehouse. Fujian Free Trade Zone Cultural Brand entity attached to cultural services.

##### 2) *Search - Mouth*

On the cultural brand search, its essence is to the cultural connotation of the brand culture, brand culture, brand culture carrier, enterprise development power, cultural brand and cultural potential of the brand competitiveness in all aspects of the search. Fujian Free Trade Zone cultural enterprises in the early stages of the establishment of cultural brands, it should be on the corresponding search methods, search depth, breadth of the search for the overall planning. Increased research and development of cultural products, strengthen the management of cultural products, enhance the marketing depth of cultural brand, the rational allocation of cultural resources, enhance the vitality of the brand culture, and improve the market competitiveness of the brand culture.

##### 3) *Mouth—action*

Word of mouth first appeared in people's communication or communication in the form of things, and they have a sense of identity in communication. When the influence of the word

of mouth over the local time, it will be word of mouth into a brand, and then become a brand". [3] In modern society, cultural brand has the characteristics of post industry, reflecting the cultural productivity. Brand culture to make use of word-of-mouth publicity, generally agree that the first condition is that the consumer must obtain the second, to enhance the cultural industry innovation ability, make full use of the supply side system under the policy conditions, and strengthen local cultural industry development. With the rapid development of 4G technology, smart phones, networks and other information technology, word of mouth has changed from traditional word of mouth to traditional word of mouth and online word-of-mouth. Fujian free trade zone culture brand in word of mouth strategy formulation, should talk about the netizen's word of mouth opinion as the main reference opinion. According to the 2007 "Third Session of China Social Network Research Report" in the information can be found, the public praise opinion plays a more and more important role in the consumer purchase decision and consumption process. In the traditional way of word-of-mouth, Fujian free trade area of the cultural enterprises should be based on word of mouth reputation model, making relatively simple words, for example: the game brand, a blizzard, will be fine "; television brand," the midday sun produced, will be fine. ". Cultural enterprises in the free trade zone can make full use of the effect of word of mouth to carry out so-called word of mouth marketing. There is a strong connection between word of mouth marketing and consumer behavior. Word of mouth marketing can improve the profitability of cultural enterprises, accelerate the pace of research and development of cultural products, and shorten the time for design and market.

##### 4) *Action—share*

The consumer for the sharing behavior of brand culture can be analyzed from several aspects, which are associated with motivation, reputation motivation, achievement motivation, topic, topic, circle circle of trust scale of consumer brand identity and brand culture, decided on the relevant factors and individual results will share expectations and community expectations about the results. Consumers to share the cultural brand, first of all from the cultural brand of product quality approval. This recognition of knowledge is to provide consumers with communication, access to the basis of the topic. Therefore, Fujian Free Trade Zone cultural brand strategy is to create more traditional cultural genes, but also the modern digital technology products. Fujian province can make use of the characteristics of three lanes and seven lanes, to build the first large-scale original epic drama "the three square and Seven Lanes". These cultural brands can use the platform of Fujian Free Trade Zone, these outstanding, with cultural characteristics, high-quality work output to other countries and regions. Because these brands can be recognized by consumers, therefore, the willingness of consumers to share has also been strengthened. It has been proved that enhancing the quality of relationship between consumers and brands can promote consumers' willingness to participate in brand related knowledge sharing. For example, consumers to share the experience of cultural works in the circle of friends, the one hand to meet the psychological needs of consumers; on the one hand reflects on the free trade area of the cultural brand

recognition, and ultimately to the free trade area of the cultural brand of propaganda.[4]

#### *B. Fujian Free Trade Zone cultural brand and IAMAS model*

Fujian free trade area of the cultural brand is a comprehensive brand, which includes multi-level system and multi dimension concept; Fujian free trade area of the cultural brand not only refers to the Fujian Free Trade Zone in the public mind the overall image, including various aspects of system, service and behavior. From the perspective of publicity, Fujian free trade area of the cultural brand should adopt dynamic strategy, continuous organization can attract consumers, produce new points of interest, at the same time, active use of big data, cloud technology, consumer behavior analysis, identify points of interest. The use of IAMAS model of the relevant content of the brand building.

#### *C. The deepening of ISMAS model*

With the development of science and technology, the behavior of the public is changing. From AIDMA to AISAS to ISMAS, the change of these models is a change in public habits. Free Trade Zone cultural brand is not only a kind of brand, but also different from the general brand; not only to be included in the scope of cultural brands, but also has a unique operating rules. Therefore, the factors that affect the public's practical actions on the cultural brand and cultural products in the free trade area are not only familiar with the region, but also have a sense of belonging. Therefore, there are deficiencies in the ISMAS model in this study. To improve the model, we need to combine the internal and external factors, and comprehensively analyze the consumers' experience of the cultural brand of the free trade zone.

### **IV. ISMAS MODEL AND FUJIAN FREE TRADE ZONE CULTURAL BRAND**

The five stages of the public cognitive process of Fujian Free Trade Zone Cultural Brand follows the ISMAS model, so it can be from the "interest, search, reputation, action, share" in five aspects, targeted strategy to accelerate the building of Fujian free trade area of the cultural brand.

#### *A. Interest: increase the visibility of the cultural brand of the free trade zone, to attract the public interest*

First of all, the free trade area of the cultural brand with rich connotation, beyond the geographic and cultural boundaries, with rich cultural connotation to support the brand reputation and visibility, the influence of cultural brand deep into the hearts of consumers, to attract the interest of the public. From the aspect of the use of the brand, can be combined through graphics and Pinyin, which is conducive to



culture across geographical boundaries, for example, the use of "Fujian" character font and the auxiliary deformation characteristic of Fujian red brick wall texture, the sign to give people a more intuitive impression, not only including the brand content also includes regional characteristics. Secondly, the cultural image of the free trade

zone is well planned. The image of a cultural brand has both the factors of design and the factors of brand representation. Both the globalization and the regional characteristics should be taken. Thirdly, to form a unique cultural brand value concept, so that consumers have an intuitive understanding of the brand value concept. Value concept is the essence of cultural brand. This kind of value should be reflected in brand image and product, so that consumers can understand what the cultural brand means to consumers is it fashion or value for money? Finally, in order to facilitate the dissemination of cultural brands, it is necessary to establish a cultural brand image recognition system (CSI), both color, line, image, should highlight the uniqueness of cultural brands. Image recognition system is suitable for local culture advertising planning.

#### *B. Search :To achieve the diversification of cultural brand communication and the breadth of information search*

Establish a diversified cultural brand media system, and enhance the right to speak. The characteristics of the cultural brand communication in the free trade zone are the same as those of the general cultural commodity brand, which is the 3 characteristics of the use of cultural brand communication, namely, the aggregation of information, the diversity of media and the systematization of the operation. Make full use of the role of the mass media to create a pseudo environment for the audience of the brand, thereby affecting the reputation and behavior of the audience. At present, the free trade area of the cultural brand of cultural development, relatively weak brand communication ability and media resources, urgent need in the current media environment, integration, promotion, advertising, public relations, interpersonal network resources, establish communication mechanism has strong influence, comprehensively enhance the FTA media in the global status and influence, and have a certain right to speak. Several aspects of technical characteristics, the free trade area of the cultural brand should cultural enterprises organizational resources, market expectations and external knowledge to increase the richness of cultural brand search width, guide the audience to make knowledge search.

#### *C. Word of mouth: to enhance the cultural connotation of the brand name of the national and regional cultural connotation of the brand*

First of all, the establishment of the free trade area of the cultural brand reputation system, make full use of physical activities, communication, communication environment office staff communication, determine the propagation time of the choice of strategy communication time flexible, communication timing strategy, improve the brand reputation of the free trade area of the cultural.[5] Secondly, the promotion of domestic and international media coverage of the Free Trade Zone cultural brand reputation. The contact surface of the media and the audience more finer, more contact points, long contact time, with the continuous development of the intelligent mobile phone APP, the audience is more affected by the level of a wide range, timeliness and uncertainty characteristics, therefore, China's FTA cultural brand to enhance the overall strength of the free



trade area of the cultural brand to attract media active, objective reporting, improve the media coverage of the free trade area of the cultural image of the brand, the public can quickly complete and search more information, purify the media environment and the search. Finally, the use of good word of mouth communication through unofficial channels, in the two-way conflict between customers without conflicting features. Since the communicators are brand audience and have no direct relationship with the enterprises represented by the brand, the brand information that is transmitted is more objective, reliable and credible. Word of mouth reduces the perceived risk, to reduce the problem of asymmetric information is not necessary, to provide a reference for potential customers, at the same time, also increased the brand in the invisible audience, increase the enterprise value.

*D. Action: strengthening the uniqueness and adaptability of the cultural brand of the free trade zone, shaping the regional brand*

First of all, the wide area and wide range of the influence of cultural brand needs to be reflected through the final action of consumers. Through the inspection of the quality of the cultural products of the free trade zone, enhance consumer satisfaction with their own actions. Secondly, the regional brand. The homogenization of FTA between product consistencies exists in the free trade area of the cultural brand development process, to further tap the local cultural elements into the regional characteristics for the product, to avoid the cultural homogeneity of products, at the same time to give the brand more cultural connotation, create a cultural brand with regional characteristics. Finally, the convenience and shortcut have become the standard to measure a test area, and the introduction of intelligent, mobile and Internet can speed up the free trade zone and improve the efficiency. With the development of mobile Internet technology, mobile phone side has become the main channel of word-of-mouth transmission. At present, nearly 400 cities have started construction of various intelligent cities in our country. Fujian Free Trade Zone cultural brand construction can be carried out simultaneously with the wisdom of urban construction, the use of cloud data advantages, the different cultural brands within the FTA integration, legend has it that a complete Free Trade Zone Cultural brand. Through the analysis of the data, the cultural brand strategy of the free trade zone is adjusted dynamically, thus forming a brand with both international and local characteristics.

*E. Share: to enhance the consumer experience of the cultural brand of the free trade zone, the establishment of customer loyalty*

The sharing behavior of consumers can be divided into active sharing and passive sharing. Before the consumer share of the free trade area of the cultural brand, cultural products should keep up with the pace of Technological Development in the variety, quality, technology and other aspects, based on the primary to meet consumer demand, improve consumer experience, enhance consumer satisfaction of cultural brand, and promote the active sharing of the free trade area of the cultural consumer brands such as: AR/VR technology can be

fully applied to product design. Secondly, broaden the sharing channels of cultural brands, make full use of domestic and foreign channels to expand their influence. Domestic channels have new media, Internet, WeChat friends circle, QQ space, today's headlines, etc.; foreign channels have Facebook, ooVoo, fighting in France, Chatroulette, Badoo and so on. Finally, encourage consumers to share the experience, experience, experience, and improve the corresponding concessions to improve customer loyalty.

## V. CONCLUSIONS

2017 is the year for the development of the free trade area of the cultural brand, timely attention to cultural brand strategy, according to the new consumer behavior pattern, constantly seeking new ways to the free trade area of the cultural brand is a magic weapon in the future market competition to win. Strive to build the Fujian Free Trade Zone, the cultural brand of the Shenzhen and Hong Kong, the formation of cultural brand depressions, for other industries to form a unique spillover effect of Fujian free trade zone. While sharing the cultural brand of Fujian Free Trade Zone, it is important to follow the pace of the overall development of the Fujian Free Trade Zone, the formation of sustainable and lasting influence.

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