Original Paper

Social Networks Marketing in COVID-19 Epidemic Storm-A Case Study from Cultural and Creative Parks in Middle Taiwan

Chia Sung YEN[*]

[*] Department of Cultural and Creative Industries, National Chin-Yi University of Technology, No.57, Sec. 2, Zhongshan Rd., Taiping Dist., Taichung 41170, Taiwan (R.O.C.)

Abstract

In order to attract more consumers, cultural and creative parks in Taiwan has launched new media marketing methods in recent years, hoping to attract more tourists. Starting in 2020, in the global COVID-19 epidemic storm, cultural and creative parks had tried so hard to keep customers' concern. So they have strengthened the social networks links to social media. This study used group networks connection and qualitative methods, such as in-depth interview. Try to understand cultural and creative industries business promotion methods and effects.

The results of this study found that starting from social networks is an important way to attract crowds, but there must be three supporting methods. 1) The function of social networks must be communicated with community groups to be effective. 2) Each marketing promotion must have certain issues before it can exert influence. 3) The characteristics of the topic must be combined with the local particularity.

Keywords

cultural and creative industries, cultural and creative parks, social network, COVID-19

1. Introduction

From the perspective of globalization, cultural and creative industries have been high-valued in many countries which are constantly repacking the footprints of past human activities, making these daily lives an important development factors to attract tourists from all over the world. One of the shortcuts for cultural and creative industries operators is to collect local cultural characteristics systematically, and set up a cultural and creative park. In the park, all the heritage can be used such as local architecture, streets and so on to present the historical atmosphere. In addition to tangible cultural assets, some regions also emphasize the retention of intangible cultural assets. In France, there are actions requiring legislation to retain intangible cultural assets such as smells and sounds. These acts

can be regarded as an important role in the promotion and expansion of cultural and creative industries and creative goods. As a result, cultural and creative parks have been emerging in Taiwan in recent years.

Research on cultural and creative industries also includes discussions on cultural industries and creative goods, as well as activities derived from the above premises, including cultural funds and economic behavior, urban development strategies, artistic administration and youth entrepreneurship (Power, 2002). From a global perspective, these developments and transformations are gradually shaping the character and shape of the place (Scott, 2008). It also bring about much significant changes in the local landscape.

From the point of view in Asia, there are so many places with a long history that are gradually being affected by history. It allowed old architectural clusters to gradually become cultural and creative parks with characteristics. In Shanghai, for example, there have been many creative industry parks in the past decade, and although there is still some controversy about their use and planning, the value of cultural and creative parks are still full of economy value, and the recreation of urban landscapes had created new consumer recreation spots, as well as becoming one of the most popular tourist destinations for young tourists in Asia (Wu & Chen, 2018). Taiwan adopted the Cultural and Creative Industries Development Program in 2002, and began planning cultural and creative industries parks throughout Taiwan. Beginning in 2010, local governments began a regional inventory of vacant space, using Taipei Huashan 1914 Cultural and Creative Park and Songshan Cultural and Creative Park as the flagship bases of Taiwan's arts and technology industry (Wu & Wang, 2015). This is a case study that take Middle-Taiwan Cultural and Creative Park as an example, this study tried to understand the business management focus that the Cultural and Creative Park must pay attention to on the social networks.

In recent years, cultural and creative parks in Taiwan could divided into three sites, in north, middle and south. Because of the change of administrative districts, the original official dormitory gradually became idle space. In the beginning of 2002, the promotion of the cultural and creative industries got started and so it began to carry out the renovation and renewal of old spaces. Montgomery (2004) believes that cultural and creative parks should have research and development, education and exhibition and other related functions. In fact, in addition to these features, the impact and changes of the Cultural and Creative Park can spread to neighborhood locations. For example, cultural and economic development of the community can also help (Evans, 2009). Under the trend of making commercial arts goods, the cultural and regional characteristics of various countries have been gradually modified into commodities that can be sold, which has also promoted the rise of cultural and creative industries and local cultural initiatives.

In 2020, the COVID-19 storm made many countries and cities had locked down for half a year to prevent virus from spreading. However, the excessive blockade had led to the loss of vitality of many economic activities. Among which "sightseeing tourism" and "participation in arts and culture activities" have a significant decline. In order to enhance consumers' participation in arts and cultural

activities, many operators of cultural and creative parks have begun to use new technology to intervene in an attempt to bring vitality to the above-mentioned industries. This study intended to understand how cultural and creative park operators and business management units can use the power of social networks in the online community to keep art and culture preferences.

The keywords described in this article are defined as below:

Cultural and creative industries: In Taiwan, it include radio, television, film, visual arts and communication, architecture and life design, a total of 15 and 1 kinds of business.

Cultural and Creative Park: Generally refers to the use of old spaces to engage in the all above-mentioned cultural and creative activities.

Social networks: relationships that are linked to the outside world by individuals or organizations.

Cultural and creative industries were first promoted by British prime-minister Tony Blair in 1997, and at that time, South Korea also do something about that. South Korea began to develop "cultural content industries" such as film making, digital content industries. Because of the Asian financial turmoil, the cultural and creative industries originated in 2002 in TAIWAN. In order to systematically integrate the resources related to cultural and creative industries, Taiwan began to build cultural and creative parks, which were used as an important way of overall marketing and packaging, including events marketing, festivals, education and traditional skills preservation. "Festival" is a special day for human beings to use special festivals as a memorial. Getz (2009) believes that the connotation of the festival should include economic and cultural aspects, culture is caused by the history of the local people's way of life and special people's feelings, and "economic" level is from the festival to the host area brought about by the economic and consumer impact. Robinson (2009) argues that the final results of the festival depend on "location", "resource integration" and "people's participation". Among them, the integration of resources and the participation of the people are from the ground, but also one of the focus of this study.

Taiwan's cultural and creative parks mostly come from the re-use of old spaces, which vary in size, but larger areas are often subordinate to the authorities, and there are often difficulties in coordinating "private management" and "official governance" (Brinkerhoff & Brinkerhoff, 2011; Koppenjan, 2005)。 With coordination in place, creative parks often use a variety of story marketing elements to engage consumers and Lacey (2000) believes that the marketing world often uses stories to illustrate the value of the brand. Escalas (2004) and others argue that story marketing not only attract consumers, but also that the presentation of stories can affect the final marketing effect. In addition, a study by Shankar (2001) found that brand stories would construct images of the world's mind, a study similar to Lippmann's (1946) study of public opinion, but as time went on, consumer intent evolved from traditional media to a generation that primarily used new media.

The promotion of the external image of the cultural and creative park has become one of the most important work in the park. If the promotion activities fail, there would be a loss of commercial force, which means that the cultural and creative park will face the dilemma of insufficient funds, so that the

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development of the cultural and creative park will bring greater difficulties. McKee (2003) argues that the marketing process, if emotional, can influence consumer purchasing behavior. A study by Richins and Bloch (1986) found that if consumers had a higher sense of situational involvement, they could attract more motivation from a customer.

Therefore, the marketing methods and benefit of cultural creative parks depends on lies in explaining the content of the parks to consumers in an emotional and in-depth way, that is, the "theme" of the parks' pictures and articles. Therefore, in terms of efficiency, this study would like to understand how the "theme", "story" and "activities" are used in the case of the "Middle-Taiwan Cultural and Creative Industries Parks" and how to do it, and try hard to understand its benefits.

Barnes proposed social network analysis in 1954, and in the late 1960's the concept of social networks was used to study social relations in older people (Stokowski, 1988), so research began on social network analysis to explore interpersonal interaction. Social network theory was applied in the field of enterprise research in the 1990's. And human network formation included survival, psychological and other needs, while interactive views were similar, complementary, and dependent to form networks (Donelson, 1990). Wellman and Berkowitz (1988) argued that social networks are a powerful social structure that not only explains the relationship between nodes, but also uses interpretations in education and international trade. So that there is a relatively stable system between individuals and groups consisting of social relationships. Social network theory became a pioneer in formal society and related analytical research (Scott & Carrington, 2011). As on the individual as the starting point, from the individual's investment behavior to the cause and effect of network returns. Social networks are widely used in various studies, and basically social network theory consists of two mechanisms: (1) individuals will have different strong and weak links because of their knowledge. (2) The higher the homogeneity of individual traits between individuals, the closer the bilateral links will be.

Social network studies in recent years have emphasized the qualities between nodes, such as how to use interpersonal networks for "integration", "networking and social capital links" and "community entity cooperation" (Serrat, 2017). This study uses the concept of social network to use "new media", which includes electronic newspapers, network self-media, social media, etc., and uses these "new media" as media that use the Internet for communication and proliferation, these media are formed from the use of Internet Web 2.0, so that people with common hobbies and interests can break through the limitations of time and space, easily achieve the effect of aggregation, such an effect also forms the so-called virtual community (virtual community), so that members of the community can share the common value (Romm, 1997). With fewer cumbersome censorship procedures, the variety of content generated on social media brings other possibilities for marketing. In a study of the luxury business community, Kim and Ko (2012) found that motivations for using social media should include entertainment, interaction and online word-of-mouth (word-of-mouth; WOM) as a target for the online community.

The issues that this study intend to explored include the following:

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(1) Theme of the community have effects on the Cultural and Creative Parks viewer's response.

(2) The addition of communities in the area has effect on the viewer's reading of the text.

(3) Social networks have effects on the content they post on social media platform.

2. Method

This study aim at three most popular cultural and creative parks on internet in middle Taiwan. To know that the application of cases to social networks on internet. To finish this study, we used qualitative research methods, using the "in-depth interview" and interviewed nine young entrepreneurs. In addition, the owners we interviewed also run their own community platforms in a self-media. The study used a pre-developed open interview outline to conduct in-depth interviews with nine young people operating in leading stores to understand the effectiveness of their application of "issues", "local community" and "social networks" on the community platform, and to try to understand how these entrepreneurial youth feel about the operation of the cultural and creative park as a reference for future park operations. After the interview, the data can be analyzed and the following conclusions can be drawn.

3. Result

This study provides explanations for the three points of "community content theme", "social effects in the field" and "social network benefits" to understand the effects of these three. First of all, in the section of the topic, the respondents believed that there must be a "theme awareness" in social media, and that the lack of a theme would result in a low rate of reading of the text, with a number of young people expressing similar views.

...If my content on Instagram do not have a theme, the fans amount will show a downward trend, so the awareness is an important way for me to run the online community (Respondent E).

...As the longer the picture got published, there will basically be a fixed readership, but I also found that each time the theme of the picture has something to do with the theme in the store, the more reading rate will be obtained (Respondent H).

...I think that the theme is important to content and pictures and if we have good content, it will be introduced from networks to other users (Respondent F).

From the interviews above could be understood, for the community platform consumers who are willing to participate in the creative park store, the message they need should be related to the creative parks content, if the text loses this feature, but will harm the platform's ability to transmit the message. Therefore, whether the content update has a characteristic theme is actually a community platform operators must pay attention to a part.

... Think of the theme of replacement of furnishings will of course take some time and cost, but once the update is completed brought about by the benefits, in fact, it is worth it, on the network can also bring a certain amount of marketing effect (Respondent D.)

From the interviews made by respondents can be found that with the theme of the text can really

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achieve the effect of watching, so that the network of publicity and promotion to bring more points.

Many cultural and creative parks have historical features, so there is a strong sense of nostalgia in architecture. The motivations for viewers visit the Parks include "holiday tiny-travel" and "educational implications" of outdoor travel, hoping to bring a wider perspective and understanding about the history and culture of the area by visiting the area. Therefore, with the assistance of the local community on internet, it will be better to find out the characteristics of these places.

...The buildings here are the product of a decades-old architectural philosophy, and to be honest, we don't know any historical origins in the past, so if there are local residents who can ask for advice, it may be interesting to bring more allusions (Respondent A).

... Imagine that if we were planning to take the local cultural elements into account, it would present different ideas and be separated from other cultural and creative parks (Respondent I).

... When we post content in the community, we find that if the subject of the picture fits the topic, you can often get a lot of feedback, which means that in addition to the theme, it seems like a good idea to follow the local integration (Respondent G).

Therefore, from the interview of respondents can be found that in addition to the content of the picture to have a "theme", how to use the old architectural advantages and in the ground to do the topic of the series, will become one of the important factors whether the content is valued.

The use of social networks can also add more points to the exposure of "themes" and "topics". Social networks emphasize the relationship between nodes, so the use of knots and nodes between the life form, economic activities and preferences are equal, are sufficient to form the benefits of publicity and promotion. In the in-depth interview process, the respondents' entrepreneurs on the benefits and application of social networks show a high degree of concern, in other words, because of the relationship between the epidemic, many young people have noticed that the network connection needs social network thrust, so the interview content also constantly stressed that social networks can provide more benefits in the management of cultural and creative parks.

...Cultural and creative park is very suitable for the promotion of artistic and cultural activities, but because of the epidemic relationship, many visitors because they do not understand the park's epidemic prevention measures and therefore do not want to come, so if the use of social networks, there will be more opportunities to attract them to visit the park (Respondent G).

... Some stores in the park have tried to home matching or network sales way to expect to be able to solve the park is not in the city center lively location of this problem, but home distribution is only suitable for some of the sale of physical goods stores, if the service-oriented stores cannot actually be home-based way to solve the problem (Respondent H).

... Social networking is a good attempt, mostly because to solve the problem of channel marketing, people because of the social network familiar with the introduction of people and tend to pay attention to cultural and creative parks, which in the outbreak era is another way of marketing. (Respondent B).

... At first there was no great response, but it didn't take long for the people who joined to give back to

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us, and then it was as if a group of friends were discussing the possible direction of the store in the park, which is one of the important functions of the social network (Respondent C).

So while the use of social networks is still in its infancy for park users, it is clear that more young entrepreneurs will choose to try social networks as a means of spreading information under the premise of the new crown outbreak.

4. Discussion

The cases interviewed in this study are important cultural and creatives shops in parks of middle Taiwan. The entrepreneurs interviewed were mostly young operators with a certain information literacy, so the information of the interview were important. At present, the users of social media are mainly young people and groups, so that the use of social network analysis and owners of the social media platform are using some ways on social media to make consumers to understand their brand and the issues they are trying to discuss. The expedition between specific network nodes, will not only bring positive results to the networks, but also strengthen the creative parks and in-house store marketing efficiency.

This study also found that the use of cultural and creative parks in the community application, the concept of social networks to operate the social media platform. The promotion benefits will upgrade so the use of social networks in the epidemic era, there could take a positive effect for art and culture promotion. The future research can choose to strengthen the implementation and experience of science and technology, so that the cultural and creative parks marketing will have more significant effects.

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