



Original Research Article

Marketing Communication for Online Documentary “The Story of Chuan”

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ABSTRACT

"The purposes of this study were: (1) To explore the factors contributing to the marketing communication effectiveness of online documentary; (2) To analyze how marketing communication for online documentary affects the audience's cognition and behavior, using the Bilibili online documentary "The Story Of Chuan" as a case study.

This study adopts a combination of quantitative and qualitative research methods. The researchers used literature reviews and case studies to analyze the marketing communication situation of Chinese online documentary from 2015 to 2022, with a focus on the documentary "The Story Of Chuan" on the Chinese website Bilibili. This was done to explore which factors affect the marketing communication of online documentary. A quantitative study employed a survey questionnaire to conduct a sampling survey of 463 college students in Guangzhou, China, to empirically investigate how the marketing communication of "The Story Of Chuan" affects the audience's cognition and behavior, thereby influencing the audience's value co-creation behavior.

The results of the research found that: (1) The factors that affect the marketing communication effectiveness of online documentary mainly include two parts: the quality of marketing communication of online documentary and the process of stimulating the audience with marketing communication content and triggering audience value co-creation behavior. The four dimensions of Content interesting, Interests index, Interaction quality, and Individuality characteristics will affect the quality of marketing communication in online documentary. (2) The marketing communication of online documentary, including content interesting, Interests index, Interaction quality, and Individuality characteristics, will stimulate the audience with emotional cognition, value cognition, trust cognition, and cost cognition, and trigger value co-creation behaviors such as viewing, paying, sharing, interacting, recreating, and purchasing derivatives."

Introduction

With the advent of the digital age, many online video platforms in China have evolved from simple video playback platforms to comprehensive video production platforms. Websites such as iQiyi, Youku Tudou, Tencent, and Bilibili have established dedicated documentary channels. Introduction and purchase serve as the primary sources of documentary films on online video platforms. However, as more platforms introduce documentary channels, the need for high-quality documentaries to attract audiences has intensified, driving many platforms to shift their focus towards producing their own content (Jiangzhilong,2021). Consequently, marketing and disseminating self-produced documentaries have emerged as significant challenges for Chinese online video platforms.

"The Story Of Chuan", a food-themed documentary that gained popularity in China in 2018, stands out as a prime example of success in this domain. Produced and marketed by the Bilibili Video Platform, "The Story of Chuan" has achieved remarkable success over three seasons, each comprising six episodes and totaling 18 episodes. The marketing communication data from these seasons has been particularly impressive. The first and second seasons amassed a total of 140 million views, while the third season soared to 300 million views. The first season saw the highest number of reposts, reaching 465,000, while the second season recorded the highest number of bullet comments, reaching 1.467 million. In total, 2.13 million coins were invested, and the documentary garnered nearly 3.901 million followers, attracting substantial audience attention and generating significant commercial benefits. As a result, "The Story Of Chuan" has earned the moniker "the treasure of Bilibili's offerings" (Ciweigongshe,2019).

Since the 21st century, China has issued many policies at the national level to support the development of China's documentary industry. Documentaries, as an art form that objectively records real life and has documentary value, occupy an increasingly important position in people's real lives. The amount of funds invested by the Chinese government in the documentary industry is also showing an increasing trend every year. The changes in national policies have provided great opportunities for the development of online documentary (Gongyanchanyeyanjiuyuan, 2022).

With the advancement of streaming media, mobile Internet, and other technologies in the digital era, online video platforms have diversified in business forms, with business models continuously innovating. Consequently, the profit model of online documentary has undergone significant transformations, influenced by varying technical foundations and communication terminals (Dukai,2021). Online documentary represent a product of the digital age, disrupting traditional production and broadcasting models of cinema and television documentaries (He Minqing,2023). This shift enables documentaries to embrace marketization, popularization, and

commercialization truly. Notably, the marketing communication strategies employed by online documentaries exhibit distinct characteristics compared to those of cinema and television documentaries.

This study aims to investigate the factors influencing the marketing communication of online documentaries and how these factors stimulate audience cognition and behavior. The new insights generated by this research not only offer scholars a fresh perspective but also inspire advancements in documentary production practices and marketing communication strategies.

Literature Review and Theoretical Framework

In China, online documentary is also called online documentary, online self-made documentary or new media documentary, which means that online self-made documentary is a documentary style (JiJun, 2017) that contains Internet genes, is suitable for the production and distribution of new media, conforms to the law of network communication, and is dedicated to the publicity and broadcast of new media platforms (web pages, mobile phones, mobile digital terminals, catalysts, etc.) for Internet users. Its main investors and producers are generally online video platforms or Internet teams or users, and its dissemination objects are documentaries targeted at people generated after the arrival of the Internet era, which are the combination of traditional documentaries and online media (Zhangxiaoyan, 2021). In this study, the online documentary refers to the documentary "The Story Of Chuan" produced by Bilibili, which has been aired for 3 seasons with a total of 18 episodes. The online audiovisual platform refers to Bilibili (Wangxinyan, 2023).

According to Mr. Kotler, marketing communication is a method by which a company attempts to directly or indirectly inform, persuade, and remind consumers of the products and brand information it sells. Marketing communication refers to the information dissemination and communication activities related to products (goods, services, and concepts) and images carried out by marketers or their agents. This activity is organized, comprehensive, and communicative through various communication media and methods (Zhaozhao, 2022). The 4I Marketing Communication Theory refers to the four principles of social media marketing proposed by Liu Dongming, a lecturer in the President's Class at Tsinghua and Peking University. The 4I Marketing Communication Theory is not only the theoretical foundation for implementing social media marketing in e-commerce, but also a breakthrough direction for e-commerce marketing, helping enterprises strengthen their marketing depth, and has been widely applied in the network era (Wangwei, 2023). This article applies the 4I Marketing Communication Theory to the marketing communication process of online documentary, and adopts the viewpoints of Ni Mo, Cheng Li, Sha Xiaojie, Li Zeran, Yang Zhuofan and others to

develop a measurement scale for the quality of online documentary communication, in order to measure the marketing communication quality of online documentary.

The SOR model typically refers to a model in the fields of psychology and consumer behavior, known as the Stimulus Organism Response Model. In this study, the SOR model is the process by which the marketing communication of online documentary stimulates the audience, promotes their perception, and ultimately triggers their behavior (Gregg Peter B, Ancu M, Cozma R, et al, 2021). In this study, stimulus factor (S) refers to the marketing communication strategy of online documentary, which conforms to the 4I principles: Content interest, Interests index, Interaction quality, and Individuality characteristics. The organism (O) refers to the audience's perception of the marketing communication strategies of online documentary, including emotional perception, value perception, trust perception, and cost perception; Response (R) refers to the decisions and attitudes made by the audience of online documentary after being stimulated by the marketing communication strategies of online documentary, including value co-creation behaviors such as click to watch, pay to watch, share, and purchase derivative products (Liujunyue, Liuwanxin, Lijunfeng, Zhangqiaoling, 2020).

Value co-creation behavior mainly refers to the process of multiple stakeholders participating and collaborating in various stages of value creation to achieve value co-creation. At the beginning of the 21st century, C.K. Prahalad and Venkat Ramaswamy proposed the concept of "value co-creation" in the field of marketing (Prahalad C K, Ramaswamy V, 2004). Ran Congjing and Ma Lina (2023) elaborated on value co-creation as "multiple participants jointly create value, and all participants can be seen as the integration of resources", and believed that the concept of value co-creation reflects the process of stakeholders working together and participating in value creation. Peng Mo and Luo Min (2020) argue that, unlike traditional value chain models, value co-creation is a value creation process of a value network model. The audience value co-creation behavior of online documentary discussed in this study is mainly reflected in two aspects. On the one hand, it directly creates value for online documentary producers through forms such as recharging website members, "paid viewing," and "purchasing derivative products (services)."; The second is to create indirect value through forms such as "forwarding and sharing" to trigger secondary communication, "analyzing and disseminating content after secondary creation", word-of-mouth marketing, and event marketing (Guenchu, 2022).

CONCEPTUAL FRAMEWORK

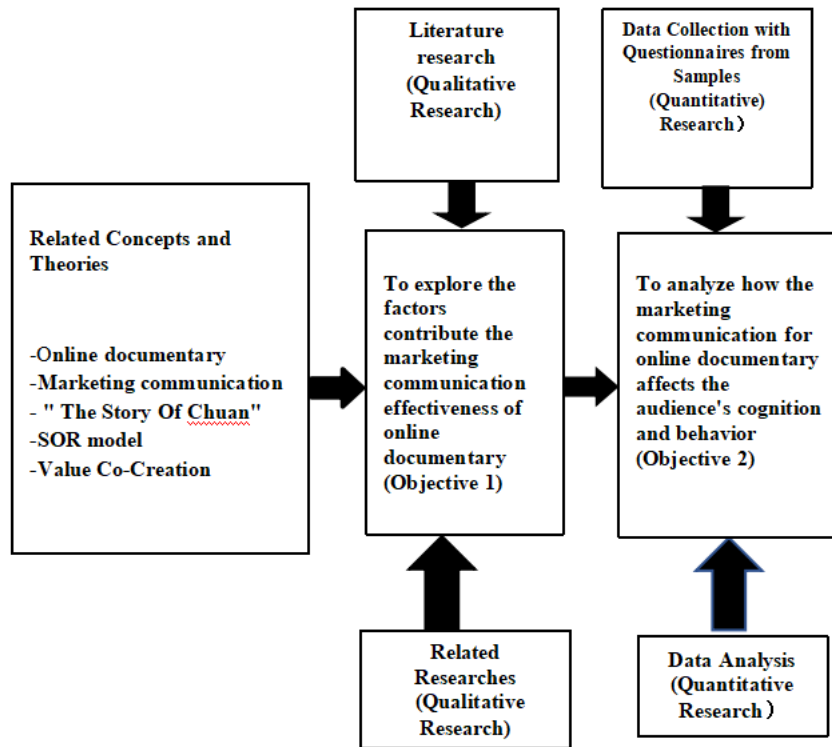


Figure 1 The Research Framework

Objectives

- 1) To explore the factors, contribute the marketing communication effectiveness of online documentary.
- 2) To analyze how the marketing communication for online documentary affects the audience's cognition and behavior, using the Bilibili online Documentary "The Story Of Chuan" as a case study.

Research Methodology

1. Qualitative Research Design

1.1 Literature Review:

By collecting and analyzing the marketing communication situation of Chinese online documentary from 2015 to 2022, the research subjects include student journal articles, degree theses, interview articles, etc. related to online documentary that can be searched on China National Knowledge Infrastructure, Baidu Baike, and news websites.

Researchers collected relevant research on "Online documentary", "Marketing Communication", "Value co-creation", "SOR (Stimulus Organism Response) model" and other keywords both domestically and internationally and analyzed the collected literature and data. Through literature research, sort out the marketing communication situation of Chinese online documentary from 2015 to 2022, and identify the factors that affect the marketing communication effectiveness of online documentary.

1.2 Case Study

Based on the scale developed through qualitative research, researchers chose the Bilibili online documentary "The Story Of Chuan" as a case study to design a survey questionnaire and analyze how the marketing communication of online documentary stimulates the audience's cognition and behavior.

The reason for choosing "The Story Of Chuan" as a case study is that it is currently one of the most popular representative documentaries in China's online documentary industry, achieving tremendous commercial success. It can serve as a successful model for marketing communication of online documentary. It is very appropriate to analyze how the marketing communication of online documentary stimulate the audience's cognition and behavior as a case study.

2 Quantitative Research Design

2.1 Questionnaire Survey

Questionnaire survey is a quantitative research method based on statistical data analysis. The survey questionnaire is designed for research objectives 2. For Goal 2, researchers used "The Story Of Chuan" as a case study, combined with literature research to obtain measurement scales for the quality of marketing communication in online documentary, measurement scales for the impact of marketing communication on audience cognition in online documentary, and measurement scales for audience value co-creation behavior in online documentary. A survey questionnaire was designed to analyze how marketing communication in online documentaries affects audience cognition and behavior.

The content of the survey questionnaire includes a survey on the basic information of the audience (10 questions), a survey on the marketing communication quality of "The Story Of Chuan" (19 questions), a survey on the audience's cognition and value co-creation behavior of "The Story Of Chuan" marketing communication (23 questions).

The effectiveness of the content was checked by five experts and analyzed through Project Objective Consistency (IOC). The project value is ≥ 0.60 . For reliability, Cronbach alpha conducted an analysis at 0.969. The questionnaire was sent through QuestionStar by researchers on various WeChat and WeChat groups. The survey targets the Z generation audience aged 18-25.

2.2 Population and Sample

Random Sampling: In Guangzhou, China, there are 5 universities randomly sampling 400 college students: Guangdong Vocational College of Literature and Art, Guangzhou Southern College, Guangzhou Huali College, Guangzhou Institute of Applied Science and Technology, and Guangdong Dance and Drama Vocational College, with 400 students enrolled. These students have all been exposed to media related courses during their university years and will also work in the field of media in the future. They are between the ages of 18 and 25, all of whom are Generation Z audiences, some of whom are members of Bilibili. They have a certain understanding and interest in documentaries. They have a certain understanding and interest in documentaries and have watched "The Story Of Chuan".

2.3 Variables

Based on qualitative research results, the researchers summarized the factors that affect the effectiveness of documentary marketing communication and designed variables.

Table 1: Variables of Marketing Communication of Online Documentary

	Variables	Sub variables
The Marketing Communication of Online Documentary	Marketing Communication Quality of Online Documentary	Content Interesting
		Interests Index
		Interaction Quality
		Individuality Characteristics
	Audience Cognition	Emotion Cognition
		Value Cognition
		Trust Cognition
		Cost Awareness
	Audience Behavior	Value Co-creation

Form Table 1, there are three variables and nine sub variables that affect the marketing communication of online documentary. Based on this, researchers conducted empirical research using "The Story Of Chuan".

3 Research Scope

3.1 Scope of Content to Study

1) The marketing communication situation of Chinese and foreign online documentary from 2015 to 2022.

2) The documentary "The Story Of Chuan" on the Chinese Bilibili website consists of a total of 18 episodes, with approximately 50 trailers related to it. The marketing communication strategy of "The Story Of Chuan" is also discussed.

3) Research on online Documentary, Marketing Communication, value co-creation, SOR Model, etc. both domestically and internationally.

3.2 Scope of Time to Study

The time range of this study is from January 2023 to December 2023. The survey period is from October 1, 2023 to October 30, 2023. The in-depth interview will be conducted from September 1, 2023 to October 30, 2023.

3.3 Scope of Area to Study

Regional scope of this study: Guangzhou, China online documentary

4 Research Tools

1) Books, articles, reports and other literature materials related to documentaries: Search for keywords such as "", "Marketing Communication", "value co-creation", "SOR model", etc. on websites such as CNKI and ProQuest to find relevant thesis and journal articles within 6-8 years; English journal articles and dissertations; Media coverage, etc.

2) Selecting "The Story Of Chuan" as a case study, all video works of "The Story Of Chuan" have a total of 3 seasons and 18 episodes. 50 video advertisements and posters used in the marketing communication of "The Story Of Chuan".

3) Data collection will be conducted using a survey questionnaire, which includes both open and closed-ended questions. Closed ended questions will be evaluated using a 5-level rating scale.

4) The research utilizes the Index of Item Objective Congruence (IOC) from five experts in the field to ensure clarity, appropriateness, and accurate measurement of the questions.

5) The issue will be evaluated by the Institutional Review Board (IRB) to mitigate potential risks for participants.

6) The statistical analysis of questionnaire data includes Cronbach conducted using SPSS program α Coefficient, frequency, percentage, correlation, path analysis, etc.

7) An online questionnaire survey tool, namely Questionnaire Star, is employed for data collection in China.

5 Data Collection

Step 1: Through literature research, sort out the marketing communication situation of Chinese online documentary from 2015 to 2022, and identify the factors that affect the marketing communication effectiveness of online documentary.

Step 2: Based on the research results of the above steps, design survey questionnaires.

Step 3: Consult experts for IOC testing and IRB review.

Step 4: Conduct in-depth interviews with 8 experts.

Step 5: Conduct a descriptive analysis of the results of in-depth interviews.

Step 6: Conduct an online survey with a total of 463 responses. Before data collection, the questionnaire is repeatedly checked and revised to ensure the accuracy and effectiveness of the questions, thereby improving the quality and reliability of the research.

Step 7: Computerize the raw data of the questionnaire survey.

Step 8: Use SPSS software to conduct statistical analysis on questionnaire data.

Result

1. Conclusion of Research Objective 1 : To Explore the Factors Contribute the Marketing Communication Effectiveness of Online Documentary.

The factors that affect the marketing communication effectiveness of online documentary mainly include two parts: the quality of marketing communication of online documentary, and the process of stimulating the audience with marketing communication content and triggering audience value co-creation behavior. The four dimensions of Content interest, Interests index, Interaction quality, and Individuality characteristics will affect the quality of marketing communication in online documentary.

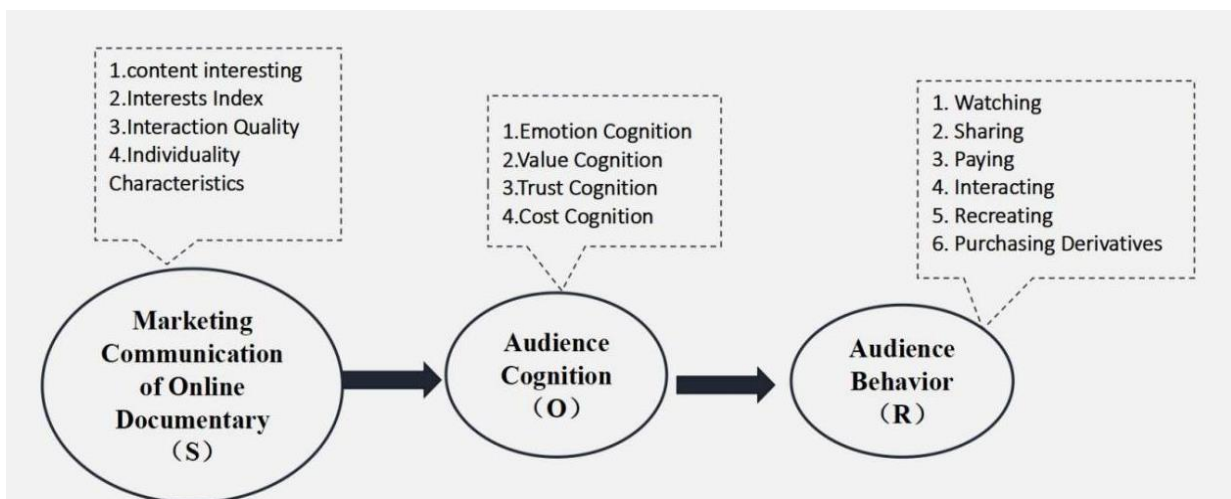


Figure 2 The Marketing Communication of Online documentary will Stimulate Audience Awareness, thereby Promoting Audience Value Co-creation Behavior

From Figure 2, The marketing communication of online documentary includes four sub variables: Content interest, Interests index, Interaction quality, and Individuality characteristics. The cognitive psychology and activities generated by audience stimulation include four sub variables: emotion cognition, value cognition, trust cognition, and cost cognition. The value co-creation behavior of the audience includes watching, paying, sharing, interacting, re-creation, purchasing derivatives, etc.

The marketing communication of online documentary will stimulate the audience's cognitive and psychological activities and trigger their value co-creation behavior.

2 Conclusion of Research Objective 2 : To Analyze how the Marketing Communication for Online Documentary affects the Audience's Cognition and Behavior, using the Bilibili Online Documentary "The Story Of Chuan" as a Case Study.

The researchers used "The Story Of Chuan" as a case study and empirically demonstrated through a survey questionnaire that the marketing communication quality of online documentary can significantly affect the formation of individual audience cognition, thereby promoting audience value co-creation behavior.

Table 2: Results of Path Testing for The Influence of Various Latent Variables

	X	→	Y	SE	z(CRvalue)	p	Standardized path coefficient	Verification results
H1	Content Interesting	→	Emotional Cognition	0.043	3.555	0.00	0.162	√
H2	Content Interesting	→	Trust Cognition	0.037	3.677	0.00	0.152	√
H3	Content Interesting	→	Value Cognition	0.045	2.344	0.019	0.108	√
H4	Content Interesting	→	Cost Awareness	0.117	-2.154	0.031	-0.166	√
H5	Interests Index	→	Emotional Cognition	0.052	2.536	0.011	0.131	√
H6	Interests Index	→	Value Cognition	0.052	6.46	0.00	0.326	√
H7	Interests Index	→	Cost Awareness	0.125	3.591	0.00	0.277	√
H8	Interaction Quality	→	Emotional Cognition	0.043	4.214	0.00	0.194	√
H9	Interaction Quality	→	Trust Cognition	0.041	6.127	0.00	0.279	√
H10	Individuality Characteristics	→	Emotional Cognition	0.048	9.092	0.00	0.424	√
H11	Individuality Characteristics	→	Value Cognition	0.046	10.375	0.00	0.451	√
H12	Individuality Characteristics	→	Trust Cognition	0.046	9.797	0.00	0.456	√
H13	Emotional Cognition	→	Value Co-creation	0.06	2.331	0.02	0.119	√
H14	Value Cognition	→	Value Co-creation	0.057	3.749	0.00	0.186	√
H15	Trust Cognition	→	Value Co-creation	0.06	7.707	0.00	0.382	√

	X	→	Y	SE	z(CRvalue)	p	Standardized path coefficient	Verification results
H1 6	Cost Awareness	→	Value Co-creation	0.025	6.928	0.00	0.237	✓
Note: → Indicates the Path Influence Relationship								

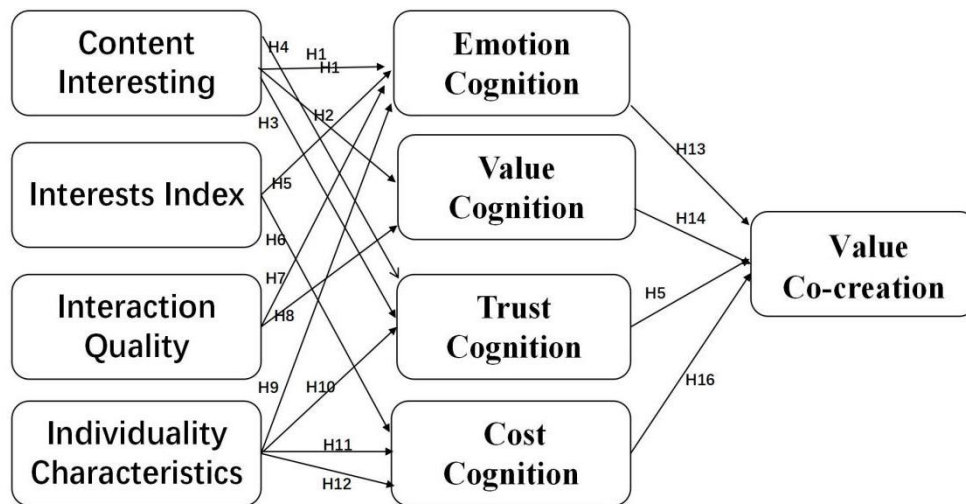


Figure 3: Relationship Diagram of Marketing Communication Variables of Online Documentary

From Table 2 and Figure 2, we can see that: 1) The marketing communication content of online documentary has a positive impact on the audience's emotional cognition, value cognition, and trust cognition, while a negative impact on the audience's cost cognition.

2) The marketing communication benefits index of online documentary has a significant positive impact on the audience's emotional and cost cognition but has no significant impact on value cognition and trust cognition.

3) The quality of marketing communication interaction in online documentaries has a positive impact on audience emotional cognition and value cognition, but has no significant impact on trust cognition and cost cognition.

4) The personality traits of marketing communication in online documentary have a positive impact on audience emotional cognition, trust cognition, value cognition, and cost cognition.

5) The audience's emotional cognition, value cognition, trust cognition, and cost cognition of online documentaries have a positive impact on value co-creation behavior.

Therefore, when formulating marketing communication strategies for online documentary, attention should be paid to the two important elements of content interest and personality characteristics, and a fun and personalized marketing communication plan should be created. Through interaction, value commitment, and other means, the audience should be stimulated, and their value co-creation behavior should be triggered.

Discussion

1. Based on the research objectives, the researchers conducted discussions by comparing the research results of the relationship between various latent variables and previous studies:

1) The marketing communication content of online documentary has a significant positive impact on the establishment of audience emotional cognition, a significant negative impact on the establishment of audience cost cognition, and no significant impact on trust cognition and value cognition.

Researchers believe that interesting marketing communication content can attract the audience's attention, make them more interested and curious about documentaries, and thus more likely to generate emotional resonance and value identification. The establishment of cost awareness may have a negative impact on the interest of marketing communication content in online documentary. This is because if the marketing communication content is more interesting, the audience will think that this online documentary is worth watching, and the awareness of the cost that should be spent will be lower.

2) The benefit index of online documentary significantly positively affects the audience's emotional and cost cognition but has no significant impact on value cognition and trust cognition; The interactive quality of online documentary positively affects the audience's emotional and value cognition, but has no significant impact on trust cognition and cost cognition.

Researchers believe that if the marketing communication of online documentary can provide valuable information or meet the needs of the audience, they will develop positive emotional cognition towards the documentary, such as feeling satisfied, happy, or moved. The higher the profit index of an online documentary, the higher the audience will feel that the production team will invest in the production cost of this documentary. In this regard, the audience's perception of acquisition costs can be reduced by clearly explaining the viewing methods and costs, providing convenient viewing channels, or formulating reasonable pricing strategies. Through interaction, the audience can better understand the content and theme of online documentary, thereby generating deeper emotional resonance and value identification. Interaction can also reduce the cost for audiences to obtain information, making it more convenient and efficient for them to understand the relevant content of documentaries.

3) The personality traits of online documentary positively influence the audience's emotional cognition, value cognition, trust cognition, and cost cognition

Researchers believe that if the marketing communication of online documentary have unique personality traits, such as creativity, style, or perspective, these personality traits can attract the audience's attention, make them more interested and curious about documentaries, and thus more likely to generate emotional resonance and value identification.

If the marketing communication of online documentary can make the audience realize the unique value conveyed by documentaries, the audience will have a higher value perception of documentaries, believing that they have higher value and significance. If the marketing communication of online documentary have credible personality characteristics, such as reliable data sources, truthful facts, or objective viewpoints, the audience will have a higher sense of trust in the documentary, believing it to be reliable and trustworthy. If the price of an online documentary is reasonable, viewing is convenient, or time is saved, the audience will think that the cost of obtaining documentaries is lower, making it easier to accept and recognize documentaries.

4) In the process of marketing and dissemination of online documentary, the audience's emotional cognition, value cognition, trust cognition, and cost cognition will positively affect their value co-creation behavior.

Researchers believe that if the audience has a positive emotional perception of documentaries, such as feeling satisfied, happy, or moved, or believes that the values conveyed by documentaries are in line with their own values or can meet their needs, or has a sense of trust in documentaries, believing that they are reliable and trustworthy, or that the cost of obtaining documentaries is low, such as convenient viewing, reasonable price, or time saving, they will be more willing to participate in watching, evaluating, and sharing documentaries.

When producing online documentary marketing communication, it is necessary to fully consider the audience's emotional cognition, value cognition, trust cognition, and cost cognition. By providing valuable information, solving problems, or meeting needs, the audience's interest index and participation can be increased, thereby promoting the emergence of value co-creation behavior. When formulating marketing communication strategies, attention should be paid to the two important elements of content interest and personality characteristics, creating interesting and personalized marketing communication plans, stimulating audience cognition, and triggering their value co-creation behavior.

2. The researchers compared the research results with other scholars and proposed a discussion:

1) Guenchu (2022) suggests that during the value co-creation process of online video platforms, it is believed that the quality of platform products has a significant positive impact on users' emotional and trust cognition, and a significant negative impact on their social value cognition and cost cognition. The social value cognition and trust cognition of users have a significant promoting effect on their platform usage behavior, while emotional cognition and cost cognition have a significant inhibitory effect on their usage behavior. However, in this study, only the content interest of documentary marketing communication has a negative impact on the audience's cost perception, while other relationships, as long as they can be established and have significance, are all positive.

2) Lizeran studied the audience's viewing motivation and behavior in documentary films and believed that brand promotion motivation became the external motivation that had the greatest impact on the audience's viewing behavior. The content and trait expectations of the film had the greatest impact on the audience's behavioral intention after watching, while interest habit motivation and the audience's own identification behavior with the documentary had the greatest impact (Lizeran, 2020). The conclusion drawn from this study is consistent with Li's research on the three elements of interest, benefit index, and personality traits. Unlike others, online documentaries have network attributes, so researchers have found that interactive quality is also an important factor affecting audience motivation and behavior.

Recommendations

1.Implication of the Study

This study explores the factors that affect the marketing communication effectiveness of online documentary. Taking the documentary "The Story Of Chuan" on Bilibili website as a case study, it analyzes how the marketing communication of online documentary affects the audience's cognition and behavior.

1) The paper studies the process of promoting individual audience cognition and triggering value co-creation behavior through marketing communication of online documentary, revealing the main drivers and processes of profit for online documentary, which can make up for the shortcomings in theoretical research on online documentary at home and abroad. Scholars or students engaged in documentary research in China will benefit from this study.

2) The suggestions obtained from the research can be used to guide Bilibili and other online video platforms in documentary topic planning, creative practice, and marketing communication practice.

3) The suggestions obtained from research can be used to guide companies engaged in online video production, beginners in the media industry, or college students majoring in media to develop marketing communication plans and obtain certain economic benefits.

2 Recommendations for Future Research

For further research on marketing communication of online documentary in the future, the following suggestions are proposed:

1) Deeply study the target audience: Gain a deep understanding of their interests, needs, and behavioral habits, explore their acceptance and preferences for online documentary, in order to better study audience behavior.

2) Cross platform communication research: explore the impact of different communication platforms (such as social media, video websites, streaming media platforms,

etc.) on the communication effect of online documentary, and how to use the characteristics of different platforms for effective marketing communication.

3) Content Innovation and Differentiation: Research how to attract audience attention, improve the viewing value and word-of-mouth dissemination of online documentary through content innovation and differentiation strategies.

4) Marketing Strategy and Effect Evaluation: Compare and analyze the effects of different marketing strategies, explore effective marketing methods and methods, and establish a reasonable evaluation index system to scientifically evaluate and optimize marketing effectiveness.

5) Personalized recommendation and intelligent marketing: Research how to use big data and artificial intelligence technology to achieve personalized recommendation and intelligent marketing, improve the matching degree and marketing efficiency between online documentary and target audiences.

6) Interactive quality and user stickiness: Explore how to enhance audience engagement and loyalty by enhancing interactive quality and user stickiness, and further expand the influence and audience base of online documentary.

Through further research based on the above suggestions, researchers can gain a deeper understanding of the laws and characteristics of marketing communication in online documentary, providing useful guidance and reference for the sustainable development of the online documentary industry.

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