

An Analysis of Net-Com Media Marketing Behavior and Its Effects Based on Aisas Theory

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Abstract: In this paper, we analyze the marketing strategy of Net-red media on social media platforms, analyze the development process of Net-red media, the reasons for their popularity, and the ways of their realization, how Net-red media directs social traffic, whether the social marketing of Net-red media is influenced by the change of consumer behavior in AISAS theory, and whether the social marketing of Net-red media is influenced by the change of consumer behavior in AISAS theory. Marketing based on AISAS theory is based on the consumer as the core, which has the characteristics of interactivity, timeliness, accuracy, and viral spread, etc. Through the analysis of new media marketing in the industry, it is found that new media marketing is more suitable for the behavior of users. Through the analysis of new media marketing in the industry, this paper finds that new media marketing is more in line with the behavior of users. Through more interaction with users, it spreads the brand and establishes an emotional connection with users, thus occupying the users' minds, facilitating purchase decisions, and forming reputation and loyalty. Also, new media is easier to attract and impress FMCG users in terms of channels and methods.

1. Introduction

With the rapid development of science and technology and the improvement of people's material living standards, people's lives are very different from those in the past, and people are beginning to promote individuality and focus on themselves. The needs of consumers are also beginning to appear scattered and diverse characteristics. In the face of these changes, how to accurately grasp the psychology and needs of consumers is the difficulty of today's enterprise marketing [1]. Traditional marketing is a rigid promotional model that allows the audience to passively receive information, such as television media, print media, radio broadcasts, these communication methods have a single content and form in the dynamic and ever-changing market process. Usually, it is a visual presentation of the product, an explanation of its advantages and scope of application, which the user reads in one direction. Each advertisement is expensive to produce and place and accounts for a large portion of a company's marketing expenses. The number of individual magazines and newspapers published is limited, so the number of audiences is restricted, and it is difficult to reach the target customer groups accurately [2]. Traditional marketing in the enterprise and customer communication is one-way, limited understanding of customer needs, and poor adhesion with customers, so traditional marketing in the enterprise's marketing plays an increasingly limited role. The network is an open media, under the premise of law-abiding Internet users can freely express their opinions and self-expression, the network has simultaneously become a new platform for people to earn income, due to the uneven quality of Internet users, many Internet users are easily influenced or even manipulated by the comments of others or the general environment of the network platform. It must be acknowledged that the internet has made it possible for everyone to become a star, and the openness and inclusiveness of online communication have accelerated the creation of internet celebrities, and the phenomenon of internet celebrity has intensified.

David proposes the theory of “lure, lure, lure, strike”, which overturns the traditional media marketing model, redefines the relationship between enterprises, marketing, and users, breaks the

old marketing understanding, and creates the “social, social” marketing model [3]. New media marketing is first and foremost about gaining the trust, appreciation, and love of users. Lanin states that in the face of digital changes in the business environment, marketing presents a new face. The change of user behavior habits has made the traditional media marketing model can no longer meet the needs of market development [4]. Pjesivac et al. start from the definition and characteristics of new media, and analyze the specific use of new media marketing strategies through case studies, different brands, and products, with different positioning [5]. Especially for FMCG products, based on product attributes and user behavior and habits, they need to use new media communication channels suitable for brand characteristics, such as videos, websites, self-media, etc., to achieve the user's love and recognition of the brand. These channels inspire the research of new media marketing in this paper [6].

The emergence of net-red has not only changed the values of many young people but is also an inevitable trend for the exchange and balanced development of elite culture and popular culture. With the advantage of the Internet, net-red has rapidly crushed the traditional mechanism of fame and cash-sucking, changing the ecological chain of many industries. The connotation and development characteristics of new media marketing: tapping the connotation of new media marketing. Through a comparison with the traditional marketing model, it states the development characteristics of new media marketing in the FMCG industry marketing: corporate propaganda cost reduction, rapid and widespread messaging, accurate target customer positioning, two-way customer communication interaction, rich content, and functional diversity. Take the FMCG industry as an example, and specifically study the market environment, development channels, and application of new media marketing. With specific cases, we analyze the application strategy of new media marketing in the FMCG industry. The research on it is seldom conducted from a systematic perspective.

2. Aisas Theory of the Analysis of the Marketing Behavior of Internet Redditors from the Media

2.1 The Aisas Theory of Netflix Self-Media Analysis Design

As the Internet has gradually become the media that the public is familiar with and accustomed to, mass media such as television and newspapers are called “traditional media”. In the past, consumers used to consume products to get what they need, but now more and more consumers are not only satisfied with this, they want to know more about the product from production to distribution to the market, they want to be involved in every step of the product, especially when the purchase behavior is generated, they have high demands on products and services [7]. The AISAS model reflects the fact that consumers are more willing to actively search the Internet rather than passively wait for information when they notice products they are interested in. From the AIMDA model to the AISAS model, it is fully considered that marketing activities in the Internet era should not only be able to “attract consumers' attention and interest”, but also allow consumers to take the initiative to understand and search, and ideally to share after consumption, as shown in Figure 1.

In the age of social media, information delivery is cheap, fast, and fragmented. Enterprises want to establish close ties with users and attract their attention, should know how to grasp the opportunity, enterprises can be innovative in the content to attract the attention of users, but also according to the interests of consumers to develop special information copy, and in which the enterprise's brand culture and production services and other information to pass to the user, to attract the user's attention. Enterprises can also analyze the user's consumption psychology and consumption behavior, pay attention to user dynamics, through viral communication and social communication fun, release content with brand characteristics and product night, to attract the attention of some users.

The new social media has the function that traditional media does not have, it can respond to users' questions promptly, form interaction with users, help enterprises and consumers to form information sharing between enterprises and consumers so that enterprises can better maintain the

relationship with users. In many cases, after buying a product, users hope that the company can help them solve their problems and keep a timely track and communication with them. Enterprises can also attract users to participate in their activities through this interaction, to strengthen communication with users, so that users have more knowledge of the enterprise and brand, to achieve user recognition of the enterprise and brand.

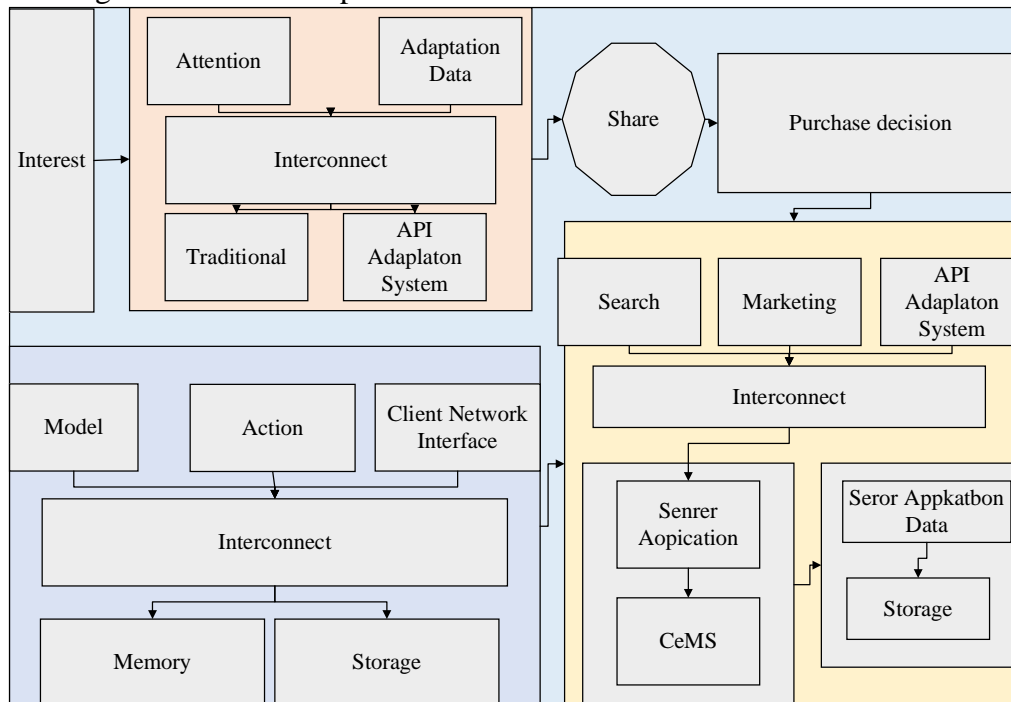


Fig.1 Aisas Model Marketing Design Architecture

The development of internet technology has brought search engines into the public's life. Users can always search to get the information they want, and then process and re-integrate the information to find the conclusion they want. Nowadays, many users search for the products they need on the Internet before making a purchase decision and decide whether to buy based on the information and search results. This search behavior is out of their interests or hobbies, the user activity to understand the product information, the user in the search, there may be a corresponding purchase link, and this purchase link will be equivalent to the enterprise sales channel. Enterprises can search for products through the user's focus and attention to the importance of refining the product market and user experience, to enhance the value of the brand, precision marketing. After users get interested in the product and corporate information through search, some users may have the desire to purchase and make a purchase. In many cases, users can directly enter the enterprise's e-commerce sales platform or online sales page through a link to make a purchase, or download the enterprise's APP application or small program to purchase the required products. Since the user has made a purchase, it means that the enterprise has a certain amount of information about the product, at this time, the enterprise should ensure the quality of the product, timely after-sales service, to enhance the user experience, so that the user will have the desire to purchase again in the future. Enterprises can track the user service, understand the user's use of the situation, according to user feedback on the product to make timely adjustments, when users put forward suggestions or questions on the product, to quickly give the user response and timely processing.

2.2 Design of Netcom's Media Marketing Behavior

The consumer goods industry in the era of net-red media is facing major changes in user behavior, communication channels, operation models, and marketing concepts. The original channels have been unable to meet the ever-changing competition requirements, and new online channels have emerged to seize the resources of traditional channels. The operation mode has also changed from the traditional offline terminal display to online and offline diversification. The

biggest challenge is the big change in marketing concept and mode. A variety of media marketing tools have emerged incessantly, constantly seizing the minds of consumers. Users' touch media habits are more diverse and decentralized. In the past, a brand released new products, invited star endorsement, did a wave of advertising on TV, and did a variety of eye-catching displays in the stores, you can achieve certain results. But with the progress and development of the times, the formation of the user's fragmented touch media habits, multi-channel to reach users is more important. This traditional marketing model has little effect. Only through the use of media marketing, can we help enterprises to influence and guide consumers to make choices: microblogging has subverted the traditional mode of communication, neither the one-to-one linear communication, nor the one-to-many fan-shaped dissemination of traditional media, nor the network of forums and other net-like dissemination, but a kind of fission spread, there is no core communicator, is the spread of countless individuals to countless individuals. The quality or attractive content spreads and spreads like a virus by leveraging public enthusiasm and interpersonal networks, and products or services are quickly copied and distributed to tens of thousands of consumers in a short period, as shown in Figure 2.

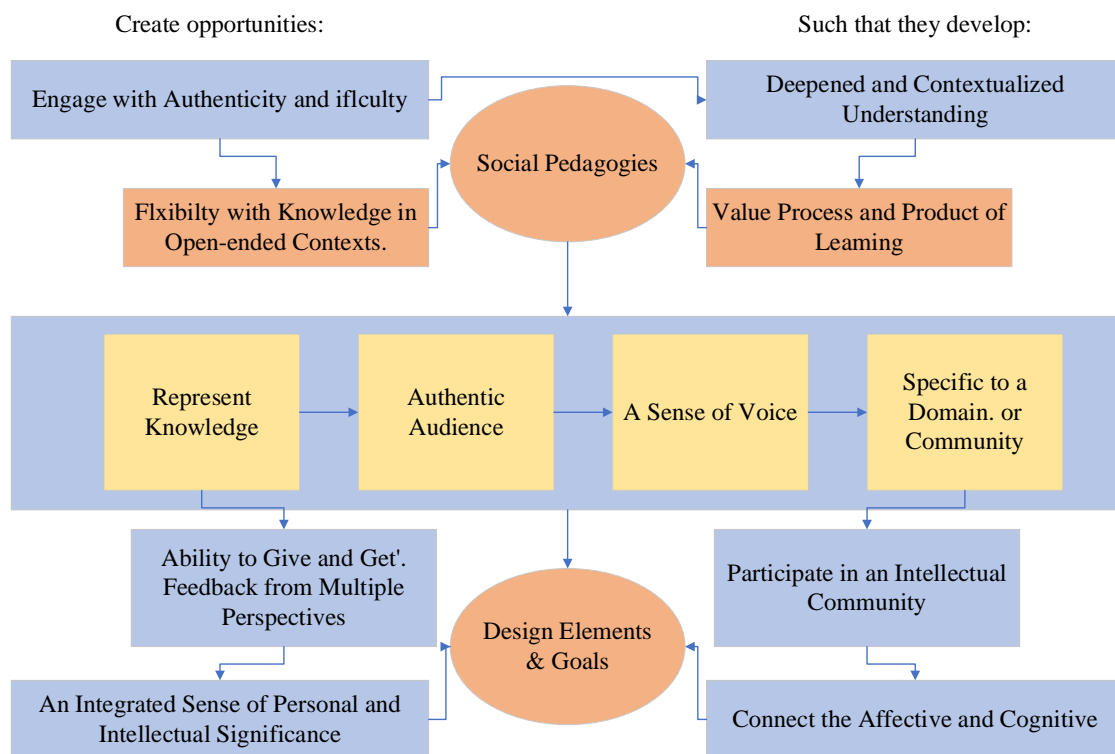


Fig.2 Design of the Marketing Behavior of the Netizens' Media

With the diversification of advertising and marketing, consumers' psychological threshold is getting higher and higher, and it is difficult to impress consumers with advertisements that rely solely on product features and brand appeal. Consumers will search and compare various aspects of e-commerce platforms and social media platforms before deciding to buy on Taobao, and they will compare homogeneous products in the search process, such as reputation, price, quality, service, and other aspects, and search for this information to protect their purchase behavior.

Interactive marketing is a marketing model with the characteristics of social media marketing, which fully reflects that consumer participation in the core of marketing in social media. Brand promotions, promotions, and other methods are all designed to attract consumers to participate and share their true feelings and opinions. Interactive marketing changes the traditional marketing model of top-down marketing by companies and emphasizes marketing promotion based on bottom-up feedback from consumers. Businesses need to find ways to use social media platforms to engage in dialogue and communication with consumers, incorporating their products to establish a positive and stable emotional connection with them. Once there is a positive emotional connection

between the company and the consumer, the consumer will become a potential customer and stabilize the company's market share. It is because interactive marketing captures the psychology of the consumer that it has become a common strategy for social media marketing nowadays. With the development of the economy, consumers' demands on businesses have gradually increased. Consumers' shopping needs are not only limited to buying products but also want to establish a relationship with businesses through social media and share their consumption experience with friends and netizens.

Netizens use social media platforms to introduce products and share their life and work, bringing them closer to consumers and differentiating them from other similar products. In addition to the usual graphic mode, netizens also use video presentations and occasional live interactions. The video explanation shows the product's style and matching, etc., and will also be mixed with the story of making the product, making the video more storytelling and interesting. The first step is to start with the practicality of the product, the specific benefits that consumers can only get from using the brand, such as “formal or casual” and “age-appropriate”. To get fans to recognize the added value of their products, according to consumer psychology, Net hub will explain that “the product is the same style as a big brand” and “it is different from general clothing production, whether it's plate making or selection of materials, there is an ulterior motive”. Users are more likely to be attracted to the product during the search process, which hits consumers' pain points and stimulates their desire to shop.

3. Result Analysis

3.1 Analysis of the Results of Netflix's Media Marketing Behavior

In the survey about the audience attitude of the online media marketing business microblogging, 27.96% of people have a favourable attitude, the number of opposing views accounted for 10.22%, of which 61.83% of people said it does not matter, it does not affect me, neutral attitude. The formation of attitudes stems from individual social practices and group participation, and is the result of a variety of social factors, due to the complexity and diversity of influencing factors, so people's attitudes towards something is not static. The views of the Netflix media marketing enterprise WeChat marketing activities will not be affected by the social environment of the speech information, 19.35% of people said that they will be affected, but will maintain the original attitude towards the marketing activities, 17.74% of the communication audience to choose will be affected by the relevant speech, and attitudinal changes will occur, 52.69% of people's attitudes depending on the content of the speech, the statistical results are shown in Figure 3.

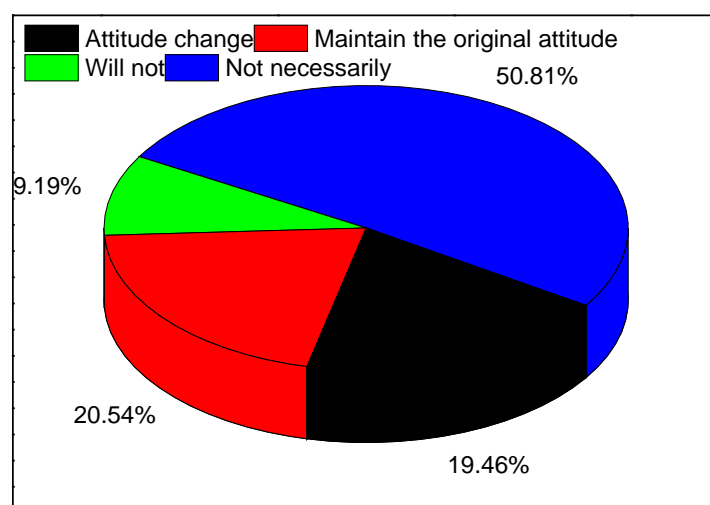


Fig.3 Audience Attitude Level Effect

The processing behavior of marketing information, according to the different information dissemination platforms, it is divided into two sections of public account marketing information

processing and agency friend circle marketing information processing. On the processing of the public account information of the Netflix media marketing enterprise, according to the questionnaire data, 3.24% of the audience will consult it in time, 9.19% of the users will occasionally share the link to the marketing content while consulting it in time, 57.30% of the users will only consult the marketing information of the enterprise when they occasionally think of it, 30.27% of the people generally do not look at it, from the above data we can see that even though The audience has paid attention to the public account of the net red from the media marketing enterprise, its final information dissemination is not optimistic. Secondly, on the processing of information in the circle of friends, 11 people chose to block all of them, 75 people chose to partially block, 72 people chose to access marketing information, 38 people chose to ignore, 9 people chose to comment, 25 people chose to praise, where praise and comments are interactive information processing, in comparison, the degree of interaction of comments is higher than praise.

The attribute of media marketing determines that its use strategy is based on users. The limitations of TV, radio, and magazines make it impossible for many companies to develop their marketing ideas, and the dissemination of information is also boring and dull. From the media marketing to the use of a human-cantered strategy also lets the promotion method close to the user. Let users perceive, experience, and understand the brand. The brand is no longer unattainable and unattainable, the promotion copy may have the participation of users, and the community may have a direct dialogue with the brand, giving feedback and suggestions. Users will establish a close emotional connection with the brand, and even take the initiative to help the brand to communicate.

3.2 Marketing Effectiveness Analysis

Reliability is to ensure the consistency of the results, mainly used to test the audience itself is stable, to judge the credibility of the questionnaire as well as stability, in case the final analysis of its will interfere with the accuracy of the questionnaire. If the value is higher than 0.8, it means the reliability is high; if the value is between 0.7 and 0.8, it means the reliability is good: if the value is between 0.6 and 0.7, it means the reliability is acceptable; if the value is less than 0.6, it means the reliability is poor. Using SPSS software to analyze the reliability of the answers to the questionnaire, the results are shown in the following table: The value of the reliability coefficient is 0.892, which is larger than 0.8, thus indicating the high quality of data reliability. For “the alpha coefficient of deleted items”, there is no significant improvement in the value of the confidence coefficient after the deleted items are analyzed, which means that all items should be kept, which further indicates the high confidence level of the research data. In summary, the value of the confidence coefficient of the research data is higher than 0.8, and the value of the confidence coefficient does not increase significantly after the deletion of the items, which shows the high quality of the data confidence, as shown in Figure 4.

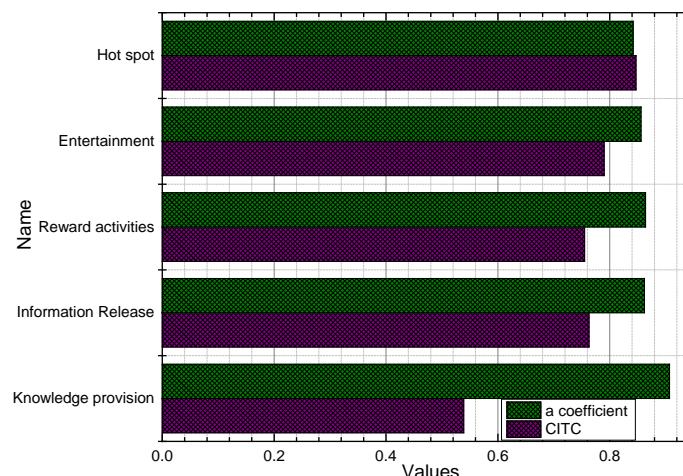


Fig.4 Analysis of Marketing Affect Results

Validity analysis, or validity, refers to the degree to which a measurement tool or instrument can

accurately measure what is to be measured and is used to study the design rationality of quantitative data. For the analysis of validity, these methods are commonly used. If the correspondence is consistent with the psychological expectation of the study, it means the validity is good. SPSS software was used to analyze the validity of the questionnaire answers, and the results were as follows: the corresponding common degree value of all research items was higher than 0.4, which indicated that the information of the research items could be effectively extracted. As a product closely related to daily life, if there is not much difference in the product itself, users are more willing to choose a brand with warmth and resonance. Therefore, using media marketing strategies can help companies build a warm brand and convert their business quickly.

4. Conclusion

In the Internet age, online celebrities can be realized in a variety of ways, but the bottom line is that attention is wealth. In the network era, consumers' attention is distracted, but at the same time, they can be tracked according to their understanding of their attention, which can meet the needs of consumers for information search and sharing. This paper uses the AISAS theory to find out how netizens can capture this dividend and realize it in the social network period. Through the survey, it is found that the psychological characteristics of consumers in the new era and netizen marketing are oriented to consumer behavior and psychology, which pays more attention to consumer feelings, draws closer to consumers, and encourages consumers to share and spread. In the self-media network environment, the traditional consumption model has been difficult to explain the behavior of consumers in the Internet era. The introduction of AISAS theory explains the psychological and behavioral changes of consumers in the new environment, and provides a new network consumer behavior model of five steps for marketing and net-red social marketing strategy, with social platforms as the main tool, shopping platform oriented to achieve consumer and net-red. The interaction between the stores stimulates the interest of the audience base, ultimately resulting in a mutually beneficial relationship between the two.

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