

# Analysis Of Enterprise Marketing Strategies Under the Trend of New Media Based on The Douyin Marketing Case

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**Abstract.** With the development of the short video platform, short videos have gained a lot of traffic. The marketing strategies of enterprises on short videos are no longer limited to the advertisements released by the enterprises. There are many new ways for enterprises to market, such as using live streaming channels to sell goods, commission rebates, influencers posting innovative videos with advertised goods, attracting traffic, etc. Based on the increase of these marketing methods, this research analyzes the political, economic, social, and technological environment of enterprises' marketing on Douyin through the pest model. The research collects questionnaires to understand the consumers' perception of the current enterprises' marketing strategies. The questionnaire data analysis concluded that the enterprises' marketing strategies on Douyin can be compared with other professional shopping platforms to get better traffic and higher conversion rates. However, there are still problems of poor product quality and over-marketing. The innovation of the marketing strategies still needs to be improved. Because of the above environmental analysis and problems, enterprises need to standardize the live streaming channel procedures, comply with the law, use the Douyin algorithm, and focus on the target customers to make reasonable marketing strategies. Pay more attention to the innovation and moderation of the marketing strategies. Most importantly, enterprises should improve product quality to enhance comprehensive competitiveness.

**Keywords:** Marketing strategies; New media; Douyin; Live streaming channels.

## 1. Introduction

With the development of short video platforms and the maturity of technology, short video platforms provide more and more marketing tools. At the same time, the number of users is also increasing, covering a wider range of people. In addition, Douyin's unique algorithm of recommendation and decentralized dissemination provides low-cost promotion opportunities for small and medium-sized enterprises in the start-up period or with limited marketing budgets, and a well-produced explosive short video can reach a very good playback volume and achieve unexpected publicity effects. Enterprises pay more attention to the marketing strategies on short video platforms, and short video marketing becomes a very important part of enterprises' marketing strategies. Due to the requirements of its strategic development, the enterprises have begun to promote marketing commercialization to realize the traffic into sales actively [1].

In recent years, the related literature has mainly analyzed the marketing strategies of a specific enterprise on Douyin [2, 3] or analyzed Douyin's marketing strategies for itself through the case study method [4, 5]. However, fewer researchers analyze the marketing strategies of Douyin's overall enterprises from a macro perspective. A few years ago, research with content like this was published [6]. However, with the rapid development of Douyin, many new, mature, and effective marketing methods have appeared in recent years. This research would like to reintegrate and analyze the marketing strategies of enterprises in Douyin based on these new changes.

To make suggestions for how enterprises can market on Douyin, it's necessary to analyze the consumer's preference for Douyin marketing. Through theoretical and empirical analyses to study the factors affecting consumers' online purchases, Zeng concluded that short video marketing needs to highlight brand personality to attract consumers' consumption [7]. Saengaran suggests that basic conditions, demand conditions, and the facilitating role of supportive industries are the three factors that influence the return on short video marketing for enterprises [8]. Companies marketing on Shakeology to increase continuous and effective exposure and publicity can sustain consumer loyalty

[9]. Sustained and effective exposure and publicity lie in five main factors: interface design, corporate image, service quality, product price, and conversion cost [9]. This research will explore consumer perceptions of enterprises' marketing strategies based on the new marketing strategies on Douyin.

Some research has analyzed enterprises' specific marketing strategies at home and abroad. For influencer marketing, the relationship between the number of influencer followers and influencer marketing effectiveness is examined using Mediation and moderation analysis. The research found that advertising effectiveness is directly proportional to the number of followers when influencers have many followers but inversely proportional to the number of followers when influencers are small [10]. For the CPS profit model (attracting customers for free, maintaining customers with quality, and making traffic to sales), Zhang used literature analysis, participatory observation method, and case study malefactor method to analyze the underlying logic and difficulties of the CPS profit model and gives a solution [11].

In this research, Douyin, a typical example of a short video platform, will be selected as a case study. The focus will be on analyzing the external environment of enterprises' marketing on Douyin. A qualitative analysis of enterprises' marketing strategies in new media, especially Douyin, will be used through the PEST model. The questionnaire will be distributed to analyze the enterprises' marketing strategies from the consumers' perspective. The data from the questionnaire will be used to analyze the pros and cons of the enterprises' marketing strategies and improvement measures.

## **2. PEST Model Analysis**

### **2.1. Political**

Under the centralized political system, the government coordinates relevant special funds and provides more favorable modern support. They develop a live webcast marketing management program following laws, regulations, and administrative rules. Specifically, it regulates marketing code of conduct, protection of minors, consumer protection, personal information protection, and network and data security management. As a result, companies should strictly comply with laws and regulations, track policy changes, make timely changes, improve marketing strategies, and avoid publishing illegal content. The following are specific details of national laws and regulations [12].

- (1) Consumer protection: identification and tax filing following the laws.
- (2) Personal information protection: take necessary measures to protect the security of personal information, portrait rights, and voice rights.
- (3) Live streaming norms: standardize the recruitment, training, and management process of live streaming marketing personnel. Take legal responsibility for the products in the live streaming channel. Do not engage in false advertising propaganda.
- (4) Network data security management: for virtual images displayed using artificial intelligence and other technologies to engage in live network marketing, safety assessment should be conducted following relevant regulations and marked conspicuously.
- (5) International trade policy: cross-border marketing needs to consider local and national policies.

### **2.2. Economic**

The development of the Internet economy and the convenience and economic characteristics of e-commerce have greatly impacted the real economy. Meanwhile, the unemployment rate has risen. Various types of enterprises began to seek development on the Internet, especially on short video platforms. They opened online stores and short video marketing. The unemployed part of the population also needed to find opportunities from the short videos. Therefore, the employment structure has changed dramatically. With time, the technical development and functionality of short video platforms have been improved, and new types of companies based on short videos have also appeared.

Enterprises, especially multinational companies, must consider changes in international trade exchange rates. They should evaluate the advantages and disadvantages of various marketing methods according to the enterprise's characteristics, target groups, marketing objectives, and economic environment and decide on marketing methods based on predictable returns.

An analysis of the current state of enterprises' marketing strategies on Douyin: Douyin live streaming continues to maintain a strong growth trend, with the average number of live sessions per person in 2023 increasing by 201% compared to 2022. The GMV of flagship stores increased by 221% in 2023 compared to 2022. The number of settled influencers increased by 289%. The distribution of Douyin's live-streaming-related components shows that live-streaming components have the highest proportion, followed by gaming components and mini-programs.

### **2.3. Social**

As a fragmented time harvester, short videos are loved by teenagers and young middle-aged. The components of people on Douyin are complex. According to Airci data, the ratio of male to female users of Douyin is equal, with 48.03% of male users and 51.97% of female users [13]. Regarding age distribution, users under the age of 24 and those between the ages of 25 and 30 account for the highest proportion, with 27% and 29.03% respectively [13]. Most users in this age group have stable incomes, advanced concepts can lead the social trend, and have higher purchasing power. The average user time for Douyin is more than 100 minutes a day.

Based on this truth, enterprises need to conduct targeted marketing based on Douyin's user profile and the preferences and characteristics of the target consumer group. Pay attention to marketing data, market research, consumer preferences, and consumer behavior. Understand Douyin's algorithmic recommendations to adjust the content of the video to achieve the purpose of expanding influence and national awareness. Change the content of the marketing program and video format according to the current situation. Continuously optimize and innovate the content created by Douyin.

### **2.4. Technology**

With the development of the Internet industry, the rise of short videos, the application of AI VR, and other new technologies provide a basis for enterprises' marketing on the Internet. Douyin algorithms continue to improve, which allows large enterprises to have good exposure and gives small and medium-sized enterprises with good content and products an opportunity to achieve low investment and high output. At the same time, the algorithm makes the placement of short videos more accurate and can be relatively targeted to the marketing target customers.

## **3. The Data of the Questionnaire**

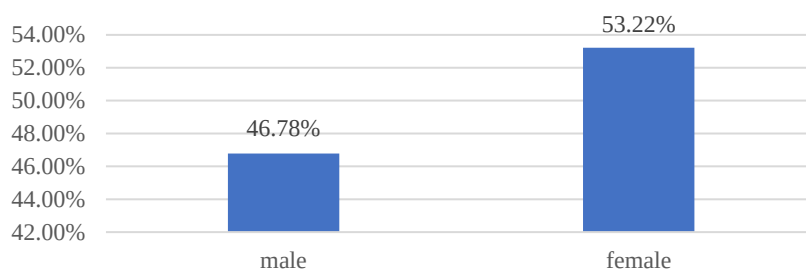
### **3.1. Questionnaire Design Ideas**

This research uses a questionnaire survey method to collect data. Three respondents were invited, and the questionnaire was exchanged to ensure a correct understanding of the design. At the same time, 48 questionnaires were distributed on a small scale for pre-survey before the formal research to find out the irrationalities in the design of the questionnaire, including the fluency of the language and the understanding of the meaning of the words, and to ensure the validity of the questionnaire. In addition, the terminology of the questionnaire was adapted to fit the context of online shopping.

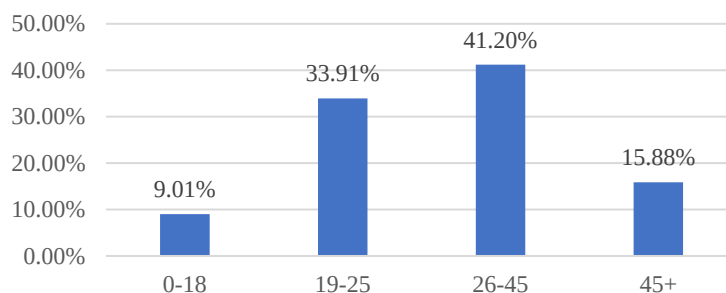
First, considering that men, women, and various age groups have different preferences for using the Internet and online shopping methods, the classification of age and gender is set. This questionnaire mainly analyzes consumers' views and reactions to companies' marketing strategies on Douyin. Therefore, it is necessary to set the question of online or offline shopping and whether they will buy on Douyin if they buy online. The next questions are for the different marketing methods of enterprises on Douyin to understand the consumer's view and reaction to different marketing methods and the consumer's preference for different enterprises' commodity goods. The above data is used to analyze different marketing strategies' advantages, disadvantages, and solutions.

### 3.2. Data of the Questionnaire

As shown in Fig.1 and Fig. 2, a total of 214 questionnaires were distributed in this research, of which 46.78% of people were male and 53.22% of people were female, making the overall gender ratio relatively balanced. Regarding age, 9.01% of people were under 18 years old, 33.91% of people were between 19 and 25 years old, 41.20% of people were between 26 and 45 years old, and 15.88% of people were over 45 years old. The age ratio is relatively balanced because, according to Airui data, the main crowd of Douyin is young and middle-aged people aged from 19 to 45 years old [13].

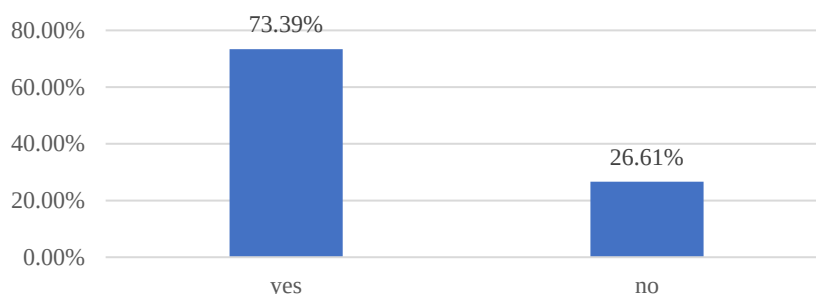


**Fig. 1** The gender proportion of the questionnaire

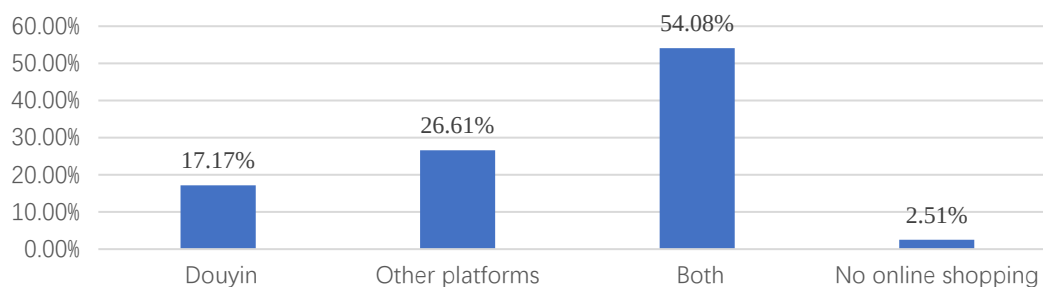


**Fig. 2** The age proportion of the questionnaire

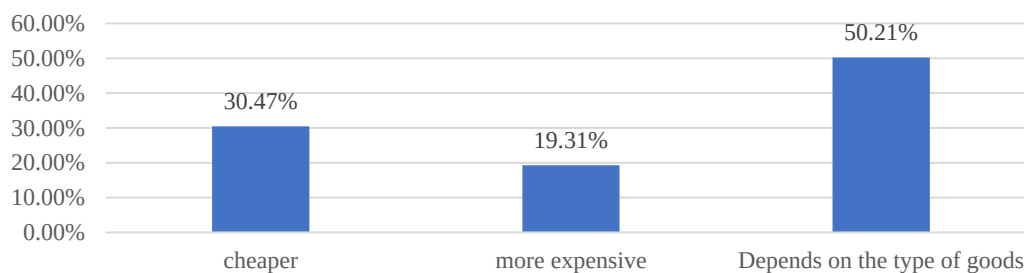
97.49% of people shop online, and 73.39% of people will buy something on a live streaming channel (Fig.3). However, 9.44% more people are willing to buy on other platforms than Douyin (Fig.4). 30.47% of people think there is a price advantage in live streaming channels. 50.21% of them doubt the price advantage in live streaming, and the remaining 19.31% think there is no price advantage in live streaming channels (Fig.5). 48.07% of people believe that the quality of Douyin's products is not significantly different from that of other online shopping platforms. 26.18% of people think the quality of Douyin's product is not as good as other platforms (Fig 6).



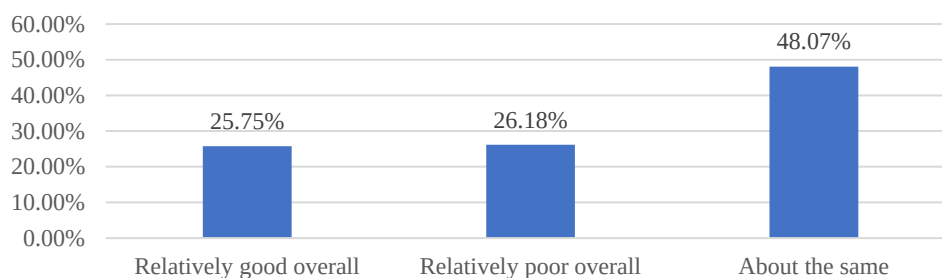
**Fig. 3** Consumers' preference for purchases on the live streaming channel



**Fig. 4** Consumers' buying preference for Douyin or other platforms

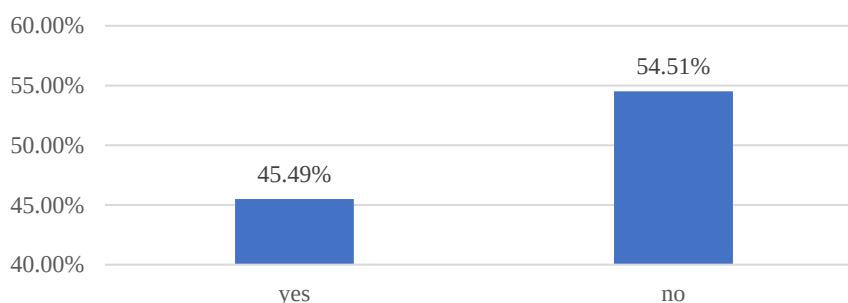


**Fig. 5** Consumer perceptions of Douyin product prices

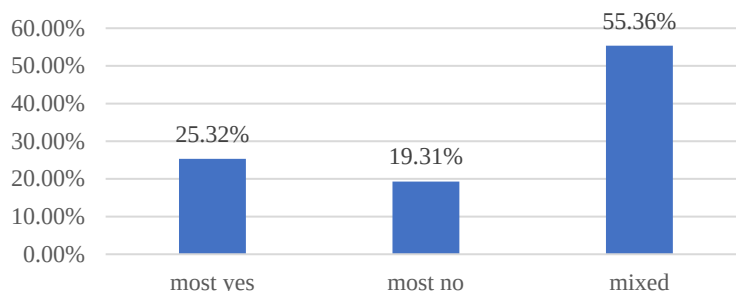


**Fig. 6** Consumer perceptions of Douyin product quality

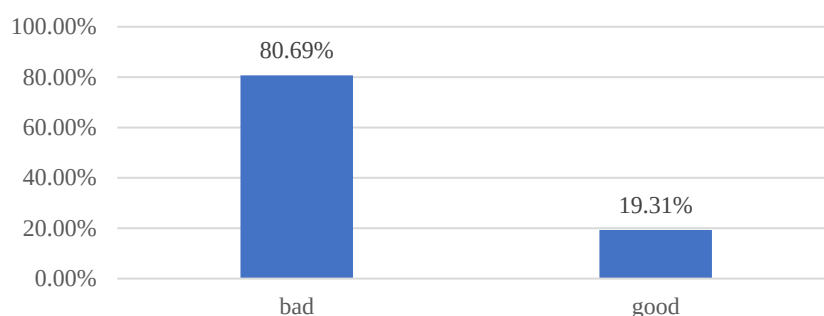
Fig.7 presents that 45.49% of people have followed the trend and bought very hot products. 25.32% of people think that the quality of the goods is in line with the price of the product and the advertisement, 19.31% of people think that the quality of the goods is not in line with the price of the product, the remaining 55.36% of people think it is a mix of good and bad, as shown in Fig. 8. Also, as many as 80.69% of people think over-advertising will make consumers bored with the product (Fig.9).



**Fig. 7** Proportion of consumers following the trend of buying goods

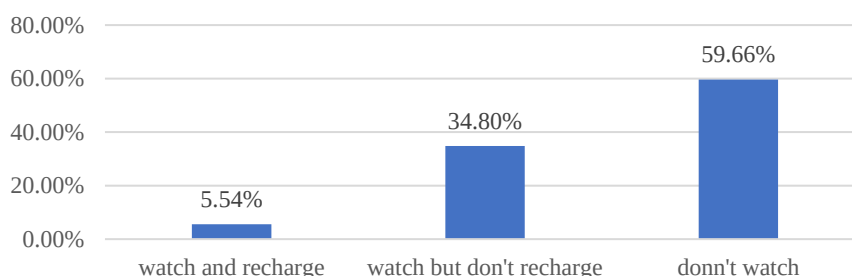


**Fig. 8** Consumers' perceptions of whether the goods are consistent with the marketing of the goods

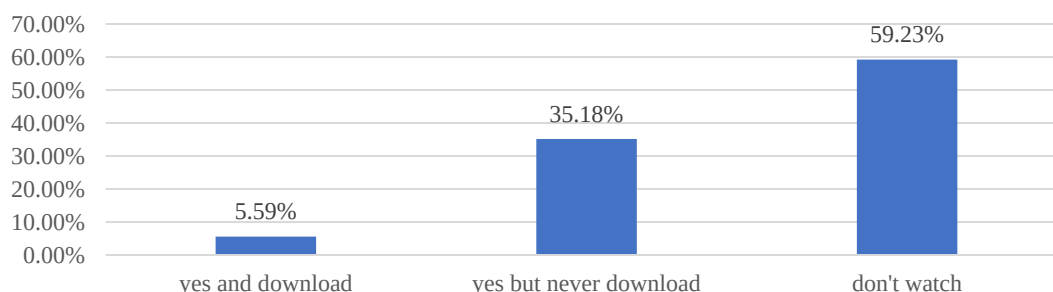


**Fig. 9** Consumer perceptions of over-marketing

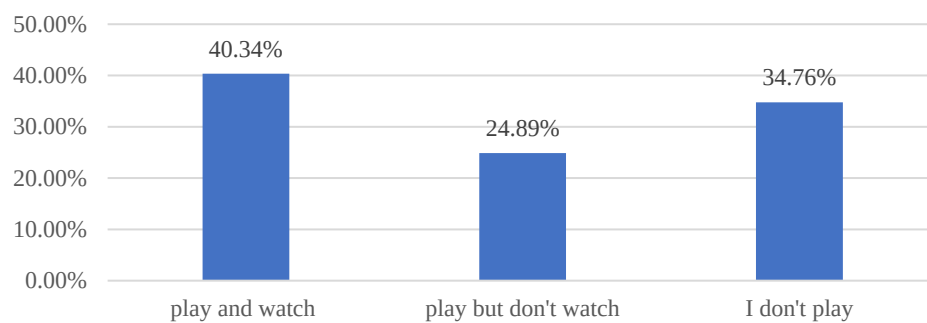
As shown in Fig.10 and Fig. 11, regarding the data on attracting traffic for other software through Douyin, 15.92% of those who watch the advertised novels will recharge for them; among those who watch the live games streaming, 15.89% of people will download the advised games. Regarding the new marketing method of watching advertisements instead of recharging VIPs, 61.84% of people who play the Douyin online game are willing to watch advertisements (Fig.12).



**Fig. 10** Consumers' choice of whether to top up paid audiobooks on Douyin

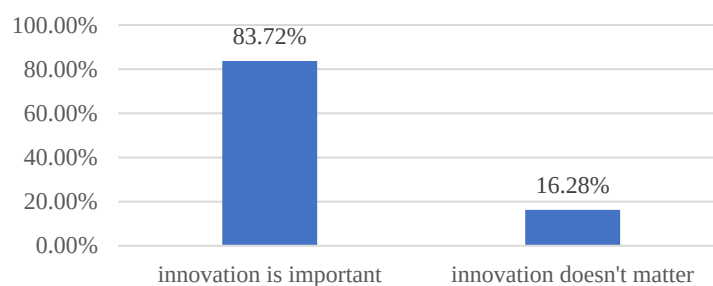


**Fig. 11** Consumers' choice of whether to download games app when watching the game live streaming channel on Douyin

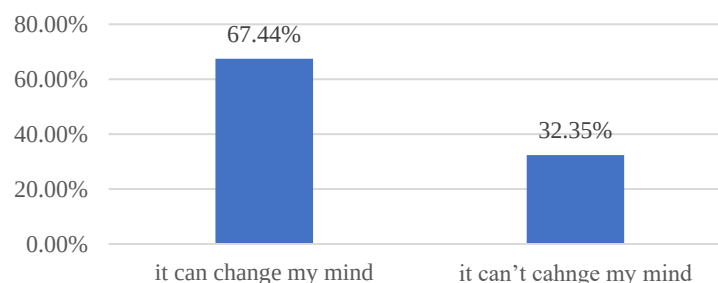


**Fig. 12** Consumer choice about playing games for free but at the expense of watching advertisements.

For companies' marketing ideas on Douyin, 83.72% of people think marketing ideas are important, and 67.44% of people would change their minds from not buying the product to buying it (Fig.13 and Fig. 14).



**Fig. 13** Consumers' perceptions on whether or not Douyin marketing needs to be innovative



**Fig. 14** Consumers' perceptions of whether an enterprise's marketing strategies can change consumers' decisions to buy a product

#### 4. Analysis of Causes and Recommendations

Based on the preliminary survey results, most people buy things on Douyin, even though the percentage of people who are willing to buy something on Douyin is slightly lower than the percentage of people who are willing to buy something on professional shopping platforms, Douyin, as a short video platform, has begun to catch up with the professional shopping platforms rapidly. The live streaming channels also have a network effect. More people buy, and the influencer can ask the brand for a more favorable price, thus making the product in live streaming channels lower. This creates a virtuous cycle and is a unique advantage of Douyin e-commerce. Unlike traditional e-commerce, live streaming allows consumers to enjoy a more comprehensive and detailed product explanation. Therefore, people intend to purchase live-streaming channels with relatively strong price advantages. However, more than half of the people think that the quality of products on the Douyin platform could be better and that there is no obvious price advantage except in live streaming channels. For the enterprises, the most important thing is to improve the quality of the products. Therefore, they

should pay attention to marketing strategies and increase investment in research and development to improve product quality.

On the one hand, unlike traditional advertisements, enterprises placing advertisements in influencers' short videos may make them more innovative and acceptable. Even some influencers' goodie recommendations can't be identified as advertisements, which can lead to better brand sales. On the other hand, over-marketing may backfire. People believe excessive advertising can be repulsive. Those who follow purchasing trends are in the minority, and they have realized that. Therefore, the number of trend-followers will decrease. Most people are in denial or skeptical about Douyin's marketing. Li argues that over-marketing on the Internet produces the backlink phenomenon of "heat exclusion" [14]. Therefore, consumers will not like marketing strategies that rely on widespread advertisements in a short period, and hence, such marketing strategies will also be on the decline. Based on those facts, enterprises need to balance marketing costs and benefits; marketing should be moderate; otherwise, it will drive consumers away from the product. At the same time, the increase in marketing costs will inevitably increase the price of goods and reduce the funds for research and development, all of which will lead to a decline in product competitiveness.

The conversion rate of e-commerce is usually in the range of 3%-5%, while in the above data with questionnaires, the recharge rate of audiobooks and the download rate of games (paid content or regarding external platforms) are more than 5%, which shows the conversion rate in these two marketing strategies are excellent. There are still some methods to improve the conversion rate. For novels, showing parts of the novel and ending abruptly at the climax, there is a greater likelihood that consumers will recharge due to curiosity and interest in the moment. For game live streaming channels, consumers are usually unwilling to spend a lot of effort on events with very low probability. Therefore, enterprises can increase the number of prizes and the probability of winning to increase consumer participation (more downloads if more people participate). Also, the percentage of people willing to watch advertisements is very high without spending money (only watching advertisements). This is because consumers generally prefer "free" content. Enterprises should utilize the psychology of "free" to develop marketing strategies to achieve a win-win situation with consumers.

Companies need to be innovative in marketing Douyin, and even, to a certain extent, it can directly change consumers' minds. Innovative marketing advertisements can increase the time consumers spend on advertisements, and consumers will increase their purchase probability and change their minds because they learn more about product features and usage scenarios. Therefore, enterprises should focus more on discovering the product's characteristics, connecting them with the marketing program, and achieving innovative marketing content. At the same time, they should make good use of the existing technology and marketing tools to innovate in their marketing strategies.

## 5. Conclusion

The research found that enterprises' current marketing strategies are sound, especially emerging ones' marketing strategies. Prices are lower in live streaming channels. And the conversion rate is higher than that of traditional e-commerce. However, Douyin has uneven product quality compared to other professional shopping platforms. Consumers think over-advertising will make them bored with the product. Still, the marketing content (especially high-quality and innovative advertisements and forms of advertising) and specific methods (Updated with the Douyin algorithm update and based on consumer preferences) need improvement.

The research informs the development and improvement of future marketing strategies for enterprises in Douyin. They can use the questionnaire data and pest model analysis, combined with their actual marketing strategies, to constantly improve their marketing strategies in Douyin. Enterprises need to pay attention to moderation, legal compliance, and innovation in marketing. An enterprise's core competitiveness lies in high product quality and low prices. Therefore, companies should focus on marketing strategies and return to innovation to reduce costs and strengthen quality control.

Future research will distribute more questionnaires, especially expanding the questionnaire's scope. More data will be collected from each province and compared with other provinces' data to find the difference. Further recommendations for enterprises' marketing strategies will be made, considering the differences in the data from questionnaires combined with each province's development statutes. Also, the monopoly effect brought about by head influencers should be considered when examining the price of live-streaming channels. You can indeed buy things at a good price relative to other channels in the live streaming channels, but it is still important to consider whether it is the live streaming that raises the entire price index of a particular brand.

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