

# Based on SICAS Model: Research on New Media Marketing Strategy of Cotti Coffee

-- A Case Study of College Student Market

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**Abstract.** With the development of people's living standards and changes in habits, people's demand for coffee continues to expand. And more and more coffee brands enter the market. In such a fierce market competition, Cotti Coffee quickly entered the market with its price advantage, and adopted some new media marketing strategies to expand its market share. Although its new media marketing strategy has achieved initial results, there are still some shortcomings. So this paper studies the current situation of new media marketing based on the SICAS model and puts forward corresponding optimization suggestions. Firstly, paper analyzes the background of the coffee consuming industry, and then analyzes the theory of SICAS model. Secondly, based on the SICAS model, a consumer questionnaire was designed to investigate the new media marketing effect. Finally, according to the survey result, the SICAS model was built and targeted measures were proposed to solve the problems in the new media marketing process of Cotti Coffee. The purpose of paper is to provide improvement measures in new media marketing for Cotti Coffee, and further enrich the content of new media marketing.

**Keywords:** New media marketing; Consumer behavior; SICAS model; Cotti Coffee.

## 1. Introduction

With the improvement of people's consumption level, coffee is no longer a refreshing beverage, but has transformed into a symbol of modern lifestyle. As a start-up coffee brand, Cotti Coffee has utilized new media marketing strategies to gain consumer recognition, winning the favor of a large number of young consumers and achieving rapid business growth. Although Cotti Coffee has achieved remarkable results in brand promotion, there are many aspects that need to be optimized.

The research on Cotti Coffee's new media marketing strategies can help the brand optimize marketing strategies, and thereby improve economic benefits. At the same time, it helps to enrich the marketing strategies in the coffee industry for the college student market.

This article utilizes the SICAS model, combined with the background of the coffee industry, takes Cotti Coffee as the research object. Through the questionnaire survey to study the current status and shortcomings of Cotti Coffee's new media marketing strategy. It puts forward corresponding suggestions to provide new thinking for the direction and method of Cotti Coffee's new media marketing in the future.

### 1.1. Introduction to Cotti Coffee

Cotti Coffee was established in 2022 and has risen rapidly in just over a year. It has demonstrated strength in aspects such as user groups, domestic layout, and online and offline channels. In terms of user groups, Cotti Coffee is mainly targeted at young consumer groups aged 18 to 35. This group has strong consumption desires and relatively high consumption power. In terms of domestic layout, Cotti Coffee has adopted a wide and in-depth expansion strategy. In terms of marketing channels, Cotti Coffee has achieved multi-channel integration. Offline stores and new media platforms provide a broader market coverage for the brand. Through the organic combination of online and offline, Cotti Coffee has successfully expanded its brand influence. Cotti Coffee has shown great potential in domestic layout, marketing channels and other aspects.

## 1.2. The definitions SICAS Model

In the Web3.0 era (Intelligent Internet), the China Internet Data Center proposed a model in 2011 that better fits the behavior of Chinese consumers - the SICAS model (Cheng Hao, 2024). In the SICAS model, consumers' behavior is divided into five stages. The first is Sense, where consumers perceive the existence of a brand through various channels. The next stage is Interest & Interactive, where consumers further deepen their understanding and interest by interacting with the brand, such as participating in social media discussions. Then comes the Connect & Communicate stage, where consumers establish a closer connection with the brand. The next stage is Action, that is, consumers will finally take purchasing actions. Finally, there is the Share stage, where consumers will share their experiences and feelings through social media. This model is more "people-centered", strengthens the interaction between consumers, and constructs a circular consumer network framework (Pan Jianlin, 2020). The SICAS model is shown in Fig. 1 below:

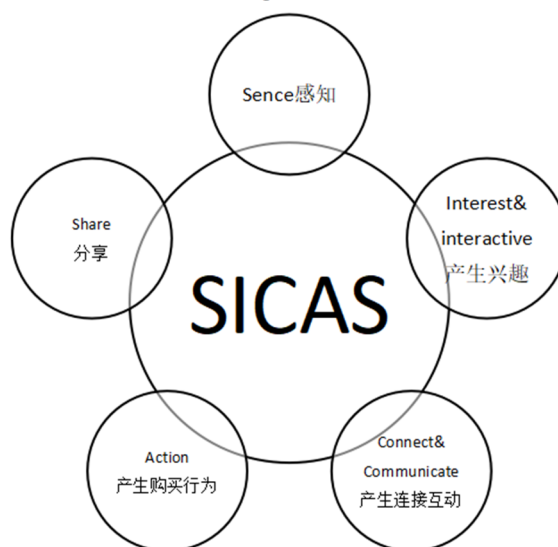


Figure 1. SICAS Model

## 2. Questionnaire Design and Collection

Given that Cotti coffee's primary consumer market centers on price-sensitive groups, with a significant proportion of university students, and that new media marketing primarily targets this consumer group, this survey specifically focuses on the university student market to more accurately grasp Cotti coffee's market positioning and marketing strategies, offering robust data support and market insights for the brand's future development. With 18 questions (single and multiple-choice), it provides vital data and insights for the brand's growth. The survey questionnaire was primarily distributed through online channels, targeting university students as the primary audience. A total of 123 questionnaires were distributed, and after screening, 119 valid questionnaires were successfully recovered, yielding a questionnaire efficiency rate of 97%.

## 3. Descriptive Analysis

### 3.1. General Demographic Characteristics

A statistical analysis of the basic information of survey respondents revealed a nearly 1:1 ratio between males and females. The age groups of 19-24 and 24-28 years old accounted for a significant proportion, aligning with the age and gender distribution of university students. Educational attainment was predominantly undergraduate, and nearly half of the respondents reported a monthly income of 2000-3000 yuan, which is consistent with the characteristics of the primary research target group of university students.

### **3.2. Characteristics of coffee consumption**

Among the current college student population, the proportion of those who purchase coffee at least 3-5 times a week is as high as 39.20%, indicating that nearly half of the college students consume coffee 3-5 times within a week. Meanwhile, the percentage of those who consume coffee at least once a day also reaches 27.2%, suggesting that coffee consumption is relatively common among college students. An investigation into the reasons for college students' coffee purchases reveals that the primary motivation is the need for refreshment, accounting for 84% of the total. This is followed by a passion for coffee and recognition of its style. Lastly, there are also factors such as the influence of the surrounding environment and the need for meeting guests or having dinner. These findings indicate that the current domestic college student market should pay more attention to the functionality of coffee products, satisfying consumers' basic need for refreshment.

## **4. Data Result Analysis Based on SICAS Model**

### **4.1. Sense**

The current level of awareness among university students towards Cotti Coffee is quite considerable, with 40 students (accounting for 32%) having a very good understanding and 60 students (accounting for 48%) having a relatively good understanding. Among this group, university students primarily rely on new media marketing advertisements (accounting for 42.4%) and print media advertisements (accounting for 33.6%) to gain knowledge about the brand.

### **4.2. Interest&interactive**

To understand the consumption preferences of the university student market, this survey selected three brands that university students frequently encounter for comparison. It was found that current university students tend to favor Luckin Coffee (accounting for 87.2%), followed by Starbucks Coffee (accounting for 61.6%), then Cotti Coffee (accounting for 52.8%).

### **4.3. Connect&Communicate**

For the college student seeking to understand Cotti Coffee's product information, they primarily rely on print media advertisements, new media platforms, introductions from friends, and other channels. Print media advertisements mainly refer to various forms of media advertising that convey visual information in a two-dimensional format, such as large screens in buildings and subway posters. New media platforms, on the other hand, primarily encompass current online television and internet platforms like TikTok, Weibo, and others. The analysis also explores promotional strategies for Cotti Coffee, with a high emphasis on event sponsorships and celebrity endorsements. As a global sponsor of the UAE national football team, Cotti Coffee has garnered significant support from fans. Future event sponsorships (31.2% of preferences) are recommended. Influenced greatly by the celebrity effect, targeting the university student through popular endorsers (27.2% of preferences) is an effective strategy.

### **4.4. Action**

According to the findings of a questionnaire survey, the frequency of current university students who regularly or occasionally purchase Cotti Coffee has exceeded 70%. Specifically, 31.2% of the respondents chose to regularly purchase, while 43.2% opted for occasional purchases.

The satisfaction rate for consumers' purchasing experience with Cotti Coffee exceeds 80%, with 52.8% of survey respondents expressing great satisfaction, 31.2% feeling neutral, and only 16% expressing dissatisfaction. Subsequent surveys were conducted based on potential dissatisfaction factors, revealing that over 80% of survey respondents believe that improvements are needed in product aspects, and more than 70% believe that improvements are also required in service experience and marketing strategies.

#### **4.5. Share**

According to the survey data, if colleagues or friends are seeking to purchase coffee, 40% of respondents would first recommend Cotti Coffee, 44% would recommend it but would not immediately think of the brand, and 16% would not recommend Cotti Coffee at all.

An investigation into the specific reasons behind consumers' current sharing behavior revealed that over 80% of survey respondents share to obtain discounts, 73.6% share based on their recognition of coffee quality, and 73.6% share to disseminate coffee culture.

### **5. Summary of the Current Problems in the New Media Marketing of Cotti Coffee**

We are currently in the era of "Internet +". New media marketing has come into the public view. New media marketing can not only help brands reduce their investment in fixed costs, but also improve marketing efficiency through precision marketing. As an emerging coffee brand, Cotti Coffee has attracted wide-spread attention from consumers, but there are still deficiencies in its new media marketing. Therefore, this article want to discover and summarize the current problems and deficiencies of Cotti Coffee in new media marketing.

#### **5.1. Insufficient Coverage of New Media Marketing**

Since Cotti Coffee was founded one year ago, consumers have gained a certain level of understanding of it. However, when analyzing the channels, it is found that the proportion of consumers who learned about it through new media marketing is not large, indicating that the penetration rate of Cotti Coffee's new media marketing is insufficient.

Currently, most young consumers initially come into contact with and learn about brands through hot-topic discussions and key events. Therefore, the possible reason for this problem is that relevant hot-topic discussions fail to fully mobilize consumers' enthusiasm for discussion. Currently, there may be problems such as serious IP homogenization, insufficient depth of IP discussion and low participation of celebrity endorsers.

#### **5.2. Insufficient Depth of New Media Marketing**

Marketing on new media platforms has characteristics such as wide-spread dissemination, rich content, and diverse methods. The current new media marketing methods have single-content in terms of dissemination content, do not effectively utilize digital technology in terms of dissemination forms, lack diversity in forms, have insufficient dissemination depth, and cannot provide good information support. Such problems may stem from the enterprise's human resource management. Cotti Coffee may not have a clear human resource planning design and necessary talent reserve mechanisms, and cannot effectively utilize various technologies to expand the richness of the enterprise's new media marketing.

#### **5.3. Lack of Effective New Media Connections with Consumers**

When consumers want to further understand products, they mainly rely on three ways: traditional print advertisements, new media platforms, and introductions from friends. New media platforms have the function of connecting consumers, but they are not convenient and require consumers to exert their subjective initiative. At the same time, they may not necessarily be noticed by the brand. Therefore, most consumers do not rely on this method to interact with the brand. The source of the problem is precisely that Cotti Coffee lacks reasonable analysis and management of the feedback data of consumers on new media platforms, and has not established a special contact channel to effectively connect consumers with the brand. This indicates that Cotti Coffee may currently lack the necessary technical support in big - data processing and analysis and function development.

### 5.4. Consumers' Needs Are Not Fully Met

Regarding the further improvement, nearly 80% of consumers indicate that there is huge room for improvement in products and services. In terms of products, consumers' needs are more diverse, while Cotti Coffee currently has problems such as insufficient product innovation and slow innovation speed. This makes Cotti Coffee far from being able to meet consumers' diverse needs. In terms of service experience, due to the lack of service awareness of some store service personnel, there is a problem of poor service attitude in some stores.

### 5.5. Insufficient Consumer Brand Loyalty

Although Cotti Coffee obtained a large number of new customer flows through community marketing in the early stage, it did not adopt appropriate ways to maintain consumer activity and loyalty. An important reason is the lack of a platform to connect with consumers. Consumers' demands cannot be responded to in a timely manner, reducing consumers' loyalty. It also reflects that the enterprise's work in customer relationship management is not in place.

There are still many deficiencies. Therefore, when making marketing arrangements, Cotti Coffee should start from the perspective of consumer behavior, combine the several key elements of the SICAS model, and further optimize and upgrade the current new media marketing strategy of Cotti Coffee to better cope with the constantly changing environment and consumer needs.

## 6. Strategies for Improving the New Media Marketing of Cotti Coffee

### 6.1. Construction of a New Media Marketing System Based on the SICAS Model

New media marketing platforms are good choices for companies. Companies should seize the opportunities of the times and make full use of new media platforms to promote their long-term development. Based on this, through sorting out and researching the SICAS model and combining the statistical analysis results of the above-mentioned questionnaire, the author has constructed the new media marketing system of Cotti Coffee, as shown in the figure below.

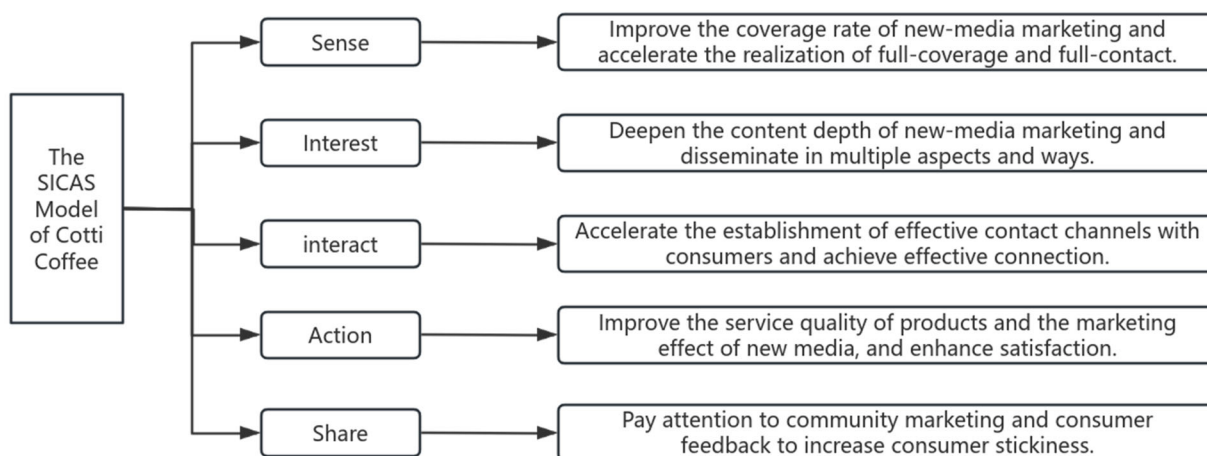


Figure 2. The SICAS Model of Cotti Coffee

This system takes the SICAS model as the core framework and makes a systematic elaboration from five dimensions: perception, interest-generating, interaction, purchasing behavior, and sharing. It aims to comprehensively reveal the marketing rules and trends in the new-media era. By deeply analyzing the key elements and potential opportunities of each link, we have put forward targeted suggestions for Cotti Coffee's future choice of new-media marketing strategies, hoping to provide powerful strategic support for the long-term development of the brand.

## **6.2. The Selection of New Media Marketing Strategies for Cotti Coffee**

### **6.2.1. Driving New Media Marketing through IP Co-branding Marketing**

Currently, Cotti Coffee has launched co-branding campaigns with popular IPs such as Honor of Kings, the Argentine National Team of the FIFA World Cup, Care Bears, and Empresses in the Palace. Although the co-branding with such IPs has won Cotti Coffee a certain degree of consumer popularity, compared with the co-branding of Luckin Coffee with Kweichow Moutai, Tom and Jerry, and Cinnabon Puppy, the effect of Cotti Coffee's IP co-branding is far inferior. Therefore, Cotti Coffee should fully explore the value of IPs and make full use of popular IPs to reach more potential consumers through synergy effects.

For the co-branding of Cotti Coffee with the game Honor of Kings, lotteries can be held for the winners in game battles, and products can be given away to attract more gamers to participate. The co-branding with the Argentine National Team of the FIFA World Cup is quite unique and can create differentiated IP marketing to reach more football fans. For example, the brand can parachute into the Weibo super topic supporting the Argentine National Team of the FIFA World Cup to conduct random free-order lottery activities. Through the co-branding with Care Bears, it can cover more young groups and further expand the market. Cotti Coffee can also further expand new IPs to stimulate new vitality, such as traditional art IPs and cartoon character IPs.

### **6.2.2. Presenting Diversity to Boost Consumers' Interest**

Cotti Coffee can utilize new media platforms to present diverse content, enhancing consumers' interest and attention.

Currently, the official new media platforms of Cotti Coffee mostly convey information about preferential policies, which is rather monotonous. It can leverage online "hot memes" to release relevant interesting videos to attract young consumers. Moreover, detailed introductions of products should be added to the ordering mini-programs, enabling consumers to understand the products and avoid allergy problems.

At present, the development of artificial intelligence, big data technology, and new productive forces provides brands with diverse forms of dissemination. Cotti Coffee can use artificial intelligence to conduct virtual interactive communication with consumers, allowing them to have a more intuitive understanding of the products and further arousing their interest. Through the dissemination of diverse content and forms, the concepts of products and brand will be infiltrated to more consumers via new media platforms, attracting their interest and gradually influencing their purchasing decisions.

### **6.2.3. Effective Contact Channels to Achieve Better Interaction with Consumers**

Cotti Coffee should fully analyze the user feedback on current new media platforms. There are a large number of discussions about Cotti Coffee and its products on new media platforms. Cotti Coffee should make full use of such feedback data to conduct data analysis, focus on solving the problems that users are highly concerned about, and consider adopting the constructive suggestions put forward by users. For example, conduct data analysis work such as cluster analysis and word cloud analysis on the text data of relevant hot posts about "#Cotti Coffee and #Raw Coconut Latte" on the Little Redbook to comprehensively understand the user feedback on the main promoted products of Cotti Coffee and make relevant adaptive adjustments in a timely manner, which is helpful for the renewal and development of the products. Being an enterprise that "listens to advice", responding quickly to user feedback and adopting a warm response method can shorten the distance with consumers, obtain more customer satisfaction, and is very beneficial to the long-term development of the company.

### **6.2.4. Product Innovation, Service Improvement to Enhance Satisfaction**

For coffee brands, marketing is like walking on two legs. On one hand, it shapes consumers' perception of products through various professional endorsements. On the other hand, it enhances brand awareness through various events and endorsements. From the perspective of product raw materials, Cotti Coffee firmly grasps the "Gold Medal of the IIAC International Coffee Tasting Competition". On one hand, it builds a moat for its brand with the help of this award. On the other

hand, it shows consumers that although the price is low, they can buy high-quality products. Product innovation plays a crucial role in the development of enterprises. Young consumer groups tend to be "fond of the new and tired of the old". Therefore, to obtain the satisfaction of young consumers, products should be continuously improved and new ones should be introduced.

Looking back at coffee market, many of the popular new products are related to co-branding and cooperation. The new idea of product promotion this year is integration, such as the integration of coffee and wine, tea and coffee, and flower and coffee. Cotti Coffee has created many popular products by integrating with products such as Wuchang rice, peach gum, jasmine, and high mountain fresh leaves. For further product innovation in the future, other elements should also be considered to further stimulate the vitality of products. The integration and innovation of coffee raw materials is one aspect of product innovation. Cotti Coffee can also consider innovations in product taste, texture, and function. For example, in terms of texture, special raw materials can be used to achieve special texture effects such as smoothness, coolness, and mildness.

At present, although the service attitude in stores is generally maintained at a good level, the occasional phenomenon of treating customers negatively still cannot be ignored. In view of this, Cotti Coffee should formulate regular employee education and training plans to ensure that employees deeply understand the core value of customers for brand development. Through training, employees should be guided to treat each customer with a more sincere and enthusiastic attitude, thereby comprehensively improving service quality, creating a more pleasant consumption experience for consumers, and thus consolidating and expanding the brand's market influence.

#### **6.2.5. Community Dissemination to Improve User Loyalty**

Cotti Coffee should also make full use of this channel in its subsequent development process. Firstly, Cotti Coffee needs to build a membership system, improve the management mechanism and welfare policies for members, and cultivate fans of the Cotti Coffee brand. Secondly, different types of brand communities should be established according to the characteristics of consumers, so that people with the same characteristics or interests can interact and communicate with each other. It can also collect feedback information from consumers through the communities built in the early stage and respond actively to improve consumer satisfaction. Finally, through the irregular distribution of coupons and the holding of lottery activities within the community, the members within the community can spontaneously spread the brand outward, further expanding the brand's influence. Through the group effect, the cohesion of consumers can be enhanced, the resonance between consumers and the enterprise can be amplified, and the customer stickiness and the efficiency of new media marketing can be improved.

## **7. Research Summary**

Taking Cotti Coffee as the research object, this paper reviews the theoretical basis of the SICAS model, aiming to comprehensively analyze the current situation of Cotti Coffee in the field of new media marketing. Based on the mapping principle of the effectiveness of new media marketing by consumer behavior and combined with the data obtained from the SICAS model questionnaire survey, this research systematically reveals the actual situation of Cotti Coffee in the field of new media marketing. On this basis, this paper constructs a SICAS model framework applicable to the new media marketing strategy of Cotti Coffee and accordingly proposes targeted new media marketing optimization strategies. This research not only has guiding significance for enterprises to formulate new media marketing strategies in the wave of informatization but also provides useful ideas and references for the traditional coffee industry in terms of marketing innovation.

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