Research On the Development Strategy of Chinese Domestic Brands Based on Stepps Model—A Case Study of Hui Li Shoes

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Abstract. In today's fierce global economic competition, local Chinese brands' future development strategy and planning are particularly important. With the trend of globalization and the intensification of market competition, local Chinese brands must constantly innovate and adapt to changes to gain competitive advantages. At the same time, the rise of new media has brought great changes and opportunities to the marketing industry. Traditional marketing methods have made it difficult to meet the needs of today's consumers, while the emergence of new media provides brand communication with a new channel and way. Domestic brands' use and marketing of new media have become the trend of future business development. By using new media platforms, domestic brands can better interact with consumers and deliver brand values and concepts. This paper aims to conduct an in-depth analysis of the development of Chinese domestic brands based on the STEPPs model. The STEPPs model is a theoretical framework based on communication and marketing that explains why products, ideas, and behaviors are widely disseminated and accepted. It includes six key elements: Social Currency, Triggers, Emotion, Public, Practical Value, and Story. Through in-depth analysis and research of these six key elements, this study can reveal their importance and application value in brand marketing for the market. At the same time, it can also explore the success of successful domestic brands and put forward plans and suggestions for the future development of domestic brands.

Keywords: Global Economic Competition, New Media, STEPPs Model.

1. Introduction

1.1. Social Media and Marketing

With the rapid development of Web 2.0 technology, the era of one-way transmission and control of information by traditional mass media is gradually passing, and China is moving toward the era of Web 3.0. The development of mobile Internet technology has lowered the threshold of network we-media, enabling individuals to participate in it. Massive user-generated content has opened the era of new media centered on individuals, and social media platforms such as WeChat, Weibo, Qzone, and personal public accounts have provided a stage where a hundred flowers flourish, and a hundred schools of thought contend. Social media has become important to domestic brand marketing in this new era. The traditional brand marketing method is no longer suitable for this era of high-information communication. The rise of social media has given brands more opportunities to interact directly with consumers, but it has also brought more challenges [1]. Establishing a positive and active brand image in social media has become an important issue for every brand.

Viral Marketing is a unique information transmission strategy, defined as the initiator to convey products, services, or creative, unique information to users and then rely on active communication among users to achieve the purpose of enterprise network marketing [2]. In this digital age, Viral marketing has become a very effective means of promotion in the commercial field, which hides deep human psychology. In essence, viral marketing is carried out at the level of marketing people. Accurately grasp the psychological needs of consumers, find the "pain points" of the target audience, and successfully interpret the motivating factors of communication behavior. These are crucial content in viral marketing. The core of viral marketing lies in using social networks and information transmission behaviors among people to spread brands, products or services rapidly.

1.2. Literature Review

Jonah Berger, a professor of marketing at the Wharton School of the University of Pennsylvania, analyzes the reasons why some products, ideas, and behaviors are spontaneously and widely spread by audiences in his book "Going Viral", and summarizes the six principles of communication power (STEPPS) [3]. In today's era of social media and information explosion, how to make products, ideas, or behaviors get wider dissemination has become an important topic in the field of marketing. Jonah Berger's research provides a way to understand why people are interested in certain content and why they actively share, recommend, and distribute it. His research identifies six communication principles: social currency, incentives, emotions, publicity, utility, and stories [4]. These principles provide a framework for thinking and designing marketing strategies, helping us to attract audiences better and promote the dissemination of products and ideas. Specifically, the so-called STEPPS model is analyzed from the author's point of view.

1.2.1 Social Currency

Social currency is when people share information or engage in certain activities to enhance their status and reputation or get rewards in their social circle. For example, people are willing to share information that makes them seem interesting, smart, or unique. In marketing, providing consumers with unique products or information that can increase their social value will help stimulate their desire to share and achieve the effect of communication.

1.2.2 Triggers

Triggers are triggers that lead originators to recall and associate a product, thought, or action. By being closely related to daily life, associating products or information with a specific incentive can make people consciously or unconsciously think of the relevant content when they encounter the incentive. Such triggering associations can reactivate people's interest in a product or message and further promote its spread.

1.2.3 Emotion

Emotions play an important driving role in human behavior. Incorporating emotional elements in a product or message can inspire empathy and emotional resonance from the audience. Emotional content is more likely to attract people's attention and resonance, thus improving the effect of communication. Whether it is happiness, sorrow, or stimulating curiosity and stimulating emotional impulses, it can provide a more powerful driving factor for communication.

1.2.4 Openness

People are often more willing to express themselves or share content related to others in public. Therefore, in marketing, if consumers can show a kind of openness about the product or information, such as through social media platforms or public speeches, it will be easier to attract others' attention and participation. Openness can also increase the visibility and impact of a product or message, further expanding the scope of dissemination.

1.2.5 Practical Value

People are more likely to share information or products of practical value to others. If a product or information helps people solve a problem, provides useful information, or improves their quality of life, they are more motivated to spread it to those around them. Providing practical products and information can stimulate people's willingness to share and make it more contagious.

1.2.6 Story (Story)

Story is an important form of human communication, which can stimulate the interest and emotional resonance of the audience. Integrating the product or information into the story, giving it a plot and characters can make it livelier and more interesting, and stimulate people's desire to participate and spread. A good story resonates and resonates emotionally with consumers and is easy to remember and spread.

The Six Principles of Communication offer a path to understand better and apply social media-based marketing. By understanding the role and importance of social currency, incentive, emotion, openness, practical value, and story in communication, audience needs can be more accurately positioned, and more attractive and influential products and information can be designed to achieve wider communication effects. In the past few years, China's Hui Li shoes have become a popular fashion brand among teenagers at home and abroad, and its successful marketing model has achieved great success in the new media market.

This paper will take Chinese Hui Li shoes as an example, combined with Professor Berger's STEPPS theory, analyze the marketing model adopted by the brand in new media marketing, and explore the reasons for its success. To analyze this successful experience, you can have an insight into the significance of economic development behind it and provide reference and enlightenment for the future economic development of China.

2. Domestic Brands and Social Media

The rise of social media and the rapid development of Internet technology are related to it and have broken the limitations of traditional marketing methods. Traditional advertising channels, such as TV, radio, and newspapers, have narrow audiences, and it isn't easy to measure the effect of information dissemination [5]. Instead, social media's rise allows businesses to understand their needs better and achieve precision marketing by communicating and interacting directly with consumers. In addition, the large user base of social media platforms allows companies to effectively reach potential consumers and enhance brand awareness through targeted advertising and content creation.

In China, marketing domestic brands based on social media has achieved certain achievements. First of all, most domestic brands have realized the huge potential of social media in brand communication and sales channels. They have entered popular social media platforms such as Weibo, WeChat, and Douyin to attract consumers' attention by Posting interesting and useful content. Secondly, domestic brands actively interact with consumers on social media platforms and establish a close relationship with consumers by replying to comments and carrying out online activities. This interaction can enhance brand recognition and help companies gain insight into consumer needs and market trends. Moreover, some domestic brands also further enhance brand awareness and attract more consumers' attention and purchase desire through the cooperation of network celebrities and celebrity endorsements on social media platforms. Marketing domestic brands based on social media has become an important means for Chinese enterprises to gain market share and enhance brand image. Companies can communicate and interact directly with consumers through social media platforms, better understand their needs, target advertising and content, and enhance brand awareness and recognition. However, the operation of social media is not easy, and companies need to constantly adjust and optimize marketing strategies according to changes in the market and consumers. With the continuous progress of technology and the evolution of social media, the marketing of domestic brands based on social media will usher in a broader development space, and it also challenges the ability of enterprises to understand consumers and innovate marketing methods deeply.

With the rapid development of the Internet and new media, marketing methods are changing profoundly. In this era of information explosion, traditional advertising has made it difficult to meet the needs of consumers, and enterprises need to find new communication channels and marketing tools. As a successful case, China Hui Li shoes successfully shaped the brand image through new media marketing, and the marketing model and strategy behind it are worth the in-depth research and learning. Professor Berger's STEPPS theory provides us with a theoretical tool that can help analyze the success of Chinese Hui Li shoes in new media marketing. STEPPS theorizes that for a product or brand to go viral on social media, there must be six elements: Social Currency, Triggers, Emotion, Public, Practical Value, and Storytelling. China Huihui sports shoes give full play to its national characteristics and cultural charm in the marketing mode and successfully go abroad. As a kind of Chinese brand, China Hui Hui sneakers give full play to its national characteristics and cultural charm

in the marketing mode and successfully go out of the country. This provides a reference for us to understand better the opportunities and challenges of Chinese brands in international marketing. By studying the successful experience of Chinese Hui Li shoes, the market can find the meeting point of brand culture and market demand and provide useful inspiration and reference for other Chinese brands' overseas marketing.

To sum up, this paper chooses Chinese Hui Li shoes as an example, combined with Professor Berger's STEPPS theory, aims to deeply analyze the marketing model adopted by the brand in new media marketing and explore the reasons for its success. The research on this issue can provide useful reference and inspiration for other brands' new media marketing promotion and can also better understand the marketing opportunities and challenges of Chinese brands in the international market.

3. Sneakers and Social Media

As a shoe brand with distinctive characteristics, China Hui Li shoes has made outstanding achievements in new media marketing in recent years and has become a leader in the industry. This paper aims to take China's Hui Li shoes as an example, with the help of Professor Berger's STEPPS theory, deeply analyze the marketing model adopted by this brand in new media marketing, and explore the reasons for its success so as to provide useful reference and inspiration for other brands' marketing promotion.

As a traditional brand in China, Hui Li shoes are facing many competitive challenges in the era of new media. With the rapid development of the Internet and new media, traditional enterprises must actively face market and consumer demand changes [6]. China is one of the largest shoe markets in the world, and as one of the time-honored brands in China, Hui Li Shoes has shown a unique innovation model in new media marketing in recent years. The company has realized that new media has become an important bridge for communication and interaction between enterprises and consumers under the information explosion and the popularity of mobile Internet. And actively adopt new media marketing methods to enhance brand exposure and sales. Next, STEPPS principles will analyze how Hui Li achieves product communication and market success.

1. Social Currency: Combining with the current fashion elements, the shoes give consumers a sense of social value when using the shoes. For example, collaborating with a well-known designer to launch a limited collection attracts the attention of trend makers and opinion leaders on social media, thus expanding the product's social impact.

2. Triggers: The shoes combine unforgettable triggers with specific scenes and events. For example, in some important national sports competitions, the brand exposure of Jai Alai shoes as a sponsor is extremely high, which triggers consumers' interest and attention to the brand.

3. Emotion: The sports shoes instilled positive, young, and energetic emotional factors in the market communication. Through cooperation with A-list stars, the brand creates events such as fashion music festivals or trend culture parties so that consumers can gain a sense of belonging and emotional satisfaction when using the shoes.

4. Public perspective: The use of the public perspective to enhance brand awareness through interactive marketing in public places. For example, set up brand display areas at major sports events to attract consumers to participate and share photos, thereby expanding brand word-of-mouth through user-generated content (UGC).

5. Practicality: Hui Li shoes pay attention to the product's practicality, with comfortable wearing experience and durability, winning consumers' trust. New media advertising, user reviews, and other ways to effectively promote the product's practicality further enhance the product's communication power among consumers.

6. Stories: By telling the story behind the brand, the shoes give the product a richer emotional connotation. By understanding Hui Li shoes' history, culture, and brand spirit, consumers can establish a deep emotional connection with the brand, forming loyalty and communication.

Through the analysis of the new media marketing model of Hui Li sneakers, it can be found that the brand has successfully applied the STEPPS theory proposed by Professor Berger. Through multiple dimensions such as socialization, triggering, emotion, public, practicality, and story, Hui Li sneakers have improved the communication effect and brand awareness of products in the new media environment and achieved significant market resultsThe innovative model of Hui Li Shoes in new media marketing provides useful experience and enlightenment for Chinese enterprises. In the era of new media, enterprises must keep up with the trend of The Times and actively explore marketing methods to adapt to new media in order to enhance brand image and market competitiveness. Through a keen grasp of hot spots, brand IP building, and user interaction activities, Hui Li shoes aroused consumers' attention and participation, providing valuable reference and inspiration for other enterprises. New media marketing is a trend and an inevitable direction of development. Enterprises can only stand out in the fierce market competition through continuous innovation and adaptation.

4. Suggestions

For the analysis of pull-back shoes, the reasons for its success are nothing more than the following:

4.1. Emotional Connection with Consumers

In the new media marketing, Hui Li Shoes pays attention to the emotional connection with consumers and triggers the resonance of consumers through brand stories and activity interactions [7-10]. With its popular image and unique brand story, Hui Li sneakers have attracted a large number of loyal users. Consumers choose comeback shoes not only because of the competitive quality and price of their products but also because of the values and emotional resonance conveyed by the brand.

4.2. Combination of Innovation and Fashion

Hui Li shoes constantly pursue the combination of innovation and fashion, bringing forth the new. Each product the brand launches has a unique design and fashion elements, leading the fashion trend. At the same time, Hui Li Sneakers also actively cooperates with the fashion industry and designers to link the brand and fashion culture, further enhancing the brand's influence and reputation.

4.3. Good Word of Mouth

In new media marketing, Hui Li Shoes is good at using consumers' word-of-mouth communication and guides consumers to participate and share through brand activities and interactions actively. Positive word of mouth and sharing by consumers play a crucial role in promoting the brand [8-11]. At the same time, Hui Li shoes also pays attention to the quality of service to consumers, provide good after-sales service and user experience, and further consolidate the brand's reputation.

Therefore, this paper puts forward the following suggestions:

1. Enterprises should pay more attention to social media platforms, interact and communicate with consumers, and strengthen the connection between brands and consumers.

2. Create more opportunities to trigger consumer participation and improve the uniqueness and attractiveness of products.

3. Strengthen the brand storytelling, establish the brand's emotional resonance, and enhance consumers' brand identification.

4. Use public power to disseminate brand information and enhance brand awareness and influence.

5. Pay attention to the practicality and quality of products and provide useful products and good after-sales service.

With its unique strategy in new media marketing, China Hui Li Shoes has successfully attracted the attention and support of consumers. The extensive application of social media, the influence of star spokespersons, and personalized and customized services have attracted wide consumer attention [12-14]. It has established a solid emotional connection with consumers through the above ways. Other enterprises can learn from the experience of comeback shoes and combine their characteristics

when carrying out new media marketing. Find a suitable marketing model and strive to achieve better market results. The success of China Hui Li shoes in new media marketing fully demonstrates its competitiveness and innovation ability as a Chinese brand. This successful experience provides important reference and enlightenment for China's future economic development. In the new media era, brands must pay attention to key elements such as social influence, trigger points, emotional connection, publicity, and practical value to meet consumer needs, enhance brand competitiveness, and promote economic innovation and development.

5. Conclusion

With the rapid development of the information age, new media has become one of the important channels for enterprise publicity and marketing. Among the many brands, China Hui Li shoes, with its unique brand image and innovative marketing model, has achieved great success in new media marketing. This paper takes China Hui Li Shoes as an example, analyzes its marketing model in new media marketing, and discusses the reasons for its success to provide reference and inspiration for other enterprises.

The success of Hui Li shoes in new media marketing is mainly due to its innovative marketing model. In the past, traditional marketing methods mainly relied on traditional media channels such as TV advertisements, newspapers, and magazines, while in the era of new media, brand enterprises need to pay more attention to the operation and marketing strategies of social media platforms. Hui Li shoes are to keep up with the trend of The Times, the new media marketing to the extreme. The company is good at using social media platforms to spread its brand image. The Hui Li shoes establish a strong social through interaction with the user. Users can share photos or videos of themselves wearing shoes on social media to communicate and interact with other shoe lovers, forming a huge shoe community. This sociability makes the brand image of Hui Li shoes easier to spread and enhances the user's sense of identity with the brand. The company has adopted an innovative marketing model in new media marketing and successfully promoted its brand image and influence through social media operations and marketing strategies.

Professor Berger's STEPPS theory provides us with a framework to explain the success of raceback shoes. The success of the shoes is not accidental but by virtue of the insight of consumer needs and the clever use of new media marketing. With the continuous development of social media, the author believes that Hui Li shoes will still maintain its leading position in the fierce market competition in the future. With its successful experience in new media marketing, Hui Li Shoes provides reference and inspiration for other enterprises. In the information age, enterprises can not only rely on traditional marketing methods but should actively embrace new media and carry out innovative marketing models according to the needs and preferences of young consumers. By cooperating with social media platforms, integrating into the trend culture, and cooperating with stars, enterprises can better establish connections with target consumer groups and enhance brand influence and market competitiveness. The success of Hui Li shoes proves that new media marketing is not only a trend but also one of the important ways for enterprises to succeed in today's competitive market.

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