Analysis of Short Video Marketing Strategy Based on SICAS Model--Taking Kuaishou as an Example

Zhao Chen[1,a*]   PanHong Fu[1,b]

zhaochen989@163.com[a], 1043290470@qq.com[b]

Dalian Polytechnic University, School of Management, 116034 Light Industry Garden No.1, Dalian, China[1]

Abstract In recent years, with the rapid development of Internet technology, we have entered the Web2.0 era which was famous as "interaction". Short video characterized by low information acquisition cost and wide coverage came into being. This article takes Kuaishou APP as an example and uses the SICAS model to study Kuaishou's current marketing situation. By collecting 113 data through the questionnaire platform and analyzing the basic situation of consumers in the short video shopping platform. The results show that consumers will be influenced by other people's comments and opinions when buying, and are willing to share a satisfactory shopping experience with others after buying. Combined with SICAS model, some suggestions for the future development of short video platform are put forward

Keywords Short video marketing SICAS model Kuaishou APP

1. Introduction

With the continuous development of mobile communication technology, Internet technology has revolutionized the past production, life and consumption methods. Short videos have gradually penetrated into the lives of hundreds of millions of people, meeting the needs of fragmented time reading. Since 2016, the short-sighted frequency has entered a rapid growth period. Compared with the simple functions of the short video communities in the early stage, the short video communities are more mature and have entered the era of traffic monetization. The platforms are trying their best to provide high-quality PGCs and guiding self-media inventors to create high-quality UGC (User Generated Content). Major platforms are committed to providing high-quality contents, realizing content monetization and content payment optimization, increasing fan stickiness and focusing on converting them into consumer behavior.

2. Short video marketing

Short video--a new form of video featuring "short, flat and fast", has become an important source of information for users who can only use fragmented time to obtain high-density information. Short video marketing is using short video as a carrier for marketing activities. The marketing value of lower cost has also been recognized by the majority of users and merchants.

At present, the main bodies of short video marketing include KOL (key opinion leader), personal account marketing, corporate account marketing, etc. KOL refers to people who have a certain right to speak in a certain field, such as "Li Jiaqi, Wei Ya, etc." KOL has a relatively wide influence in the brand community, the recommendation of top talents help to enhance the brand with its centralized resources Reputation. Personal marketing account is a more common form. Individuals use video shooting, editing and production to post on the Internet to attract traffic. For the Kuaishou platform, private domain traffic has a great advantage over other platforms. The strong trust relationship created between fans and online celebrities are conducive to the realization of consumption. Secondly, in recent years, many companies have opened short video accounts, officially certified tags have opened up online sales channels based on their appeal for live-stream shopping [1].

3. SICAS Consumer Behavior Model

In 1898, American advertising expert E.S. Lewis proposed the AIDMA theoretical model, a mature model in the field of consumer behavior. In 2006, General Electric of Japan proposed the AISAS model based on the market characteristics of the mobile network era, which innovated the consumer behavior model. The consumer behavior model at this stage strengthened the role of search and sharing [2]. After 2011, DCCI proposed the SICAS model after continuous long-term tracking and monitoring of user behavior. Compared with the AIDMA model and the SICAS model, the SICAS model is more suitable for studying user behavior in the digital era [3].

The AIDMA model and the AISAS model emphasize that the linear and one-way information dissemination are more than the multi-point and two-way system interaction between consumers and brand merchants. Users can not only perceive business information through the touch points all over the network but also use the mobile Internet to disseminate information in real time and drive a new round of consumer behavior through sharing. The five stages of the SICAS model include:

Sense (Brand-User Mutual Perception): At this stage, mobile network and LBS location services are the basis for businesses to establish contact with users. Merchants perceive user needs and create products that meet the needs and provide corresponding information. Consumers perceive their products and services through business marketing information.

Interest & Interactive: Brands must not only perceive user needs, but also understand and respond to needs. Through various marketing forms and methods, more efforts will be made on the topics, contents and methods of interaction with users.

Connect-Communicate: Merchants focus on in-depth communication with users, expanding

brand influence through various methods, integrating their own supply chains, cooperating with third-party platforms and striving to increase consumption conversion rates.

Action (action-purchase): The user's purchase locations are diverse, the main body of purchase is not limited to ordinary consumers. Attention should be paid to transform the perceived interaction between users and businesses into consumer interactions.

Share (experience-sharing): After the customer's purchase action is over, the corresponding post-purchase behavior will occur. Whether you are satisfied or not, you can use the Internet to spread the buying experience.

4. Kuaishou marketing analysis based on the SICAS model

4.1 Introduction to Kuaishou APP

Kuaishou is a short video app developed by Kuaishou Technology which integrates shooting, editing, and sharing. It adopts personalized algorithm recommendations, using deep machine learning technology to understand multimedia content. Learning from users' browsing records in Kuaishou, it calculates user preferences to build a model and recommend videos that meet the user's personality. Platform users can browse, like and follow content authors by registering and logging into their accounts. Authors can output UGC to attract fans. In Kuaishou, everyone is an online celebrity and everyone is a user.

The users that Kuaishou face are mostly sinking population markets, with a developing towards younge people. Users advocate a social way of expressing themselves and demonstrate their individual value.

4.2 Application of SICAS model in Kuaishou APP

(1) Brand-users' mutual perception

In the SICAS model, brands perceive user demand through social networks, responding quickly to user responses, better promoting marketing information to customers. The users can receive the signal sent by the merchants in time when needed [4].

Kuaishou fully applies AI technology in the entire process from video production to users receiving the information. Deep learning technology is more accurate in understanding content. It can accurately locate user preferences through analysis of user browsing records and viewing time data, building their own models for each user and accurately portraying portraits of characters.

The attention interface presents content according to "heat weight" and "time weight". This page directly shows user preferences which is the best way for the platform to realize the perception of user interests. It is found that the page is unique in content push. The platform does not sign contract with any "hosts", does not deliberately train key opinion leaders, does not interfere with the output of users. Platform users express their interest in videos through likes, comments, and reposts. After they are interested, they will collect information through the search box. Users will be continuously pushed by the platform to videos of similar styles. A good perception between the brand and users based on user interests will be formed.

(2) Generate interest-interaction

In addition to the formation of multi-touch interactions, this stage also pays attention to the user experience, the ways and topics of interaction with users. At this stage, the brand pays more attention to understand and respond to user needs. The users have formed their own interest tags and psychological coupling at this time.

Compared with offline consumption, online consumption has more risks and uncertainties. Therefore, in order to reduce the risk as much as possible, consumers usually actively search for relevant product information online to reduce the perceived risk. After entering 2021, Kuaishou released the first search brand TVC, with the slogan "Answer every life with life". As of August 2021, the average number of searches per day in Kuaishou has exceeded 300 million. In the era of information explosion, user search is no longer limited to information. Users hope to obtain personalized content and interactive experience through content platforms.

(3) Establish connection-interactive communication

At this stage, Kuaishou pays attention to in-depth communication with users, expanding the brand's social influence through advertising and other methods, opening up consumers' consumption connections through cooperation with third-party media, enabling consumers to purchase directly and enterprises to integrate themselves through cooperation with e-commerce.

In terms of promotion, Kuaishou draws on celebrities' advantages in private domain traffic to attract celebrities. "News Network" entered Kuaishou and cooperated with the official media to enhance Kuaishou's brand image. Kuaishou gradually got rid of the "old fashion" style of the past. Kuaishou also cooperates with universities such as Tsinghua University and Peking University to carry out publicity conferences and spring recruitments in Kuaishou in the form of live broadcast. In addition, through sponsoring major variety shows, such as "Tucao Conference", "Sound on the Scene" and other programs, attracting a large wave of fans.

(4) Action-purchase

Purchases at this stage can not only occur on electronic websites, but O2O and social networks can trigger purchase behaviors. The public's consumption may come from the conversion of fans as well as the investment of advertisers.

The delivery model of 'short video + live broadcast' breaks the limitations of time and continues to give birth to a new marketing method of "quick hand e-commerce", making live e-commerce a new outlet industry. The platform cooperates with third-party e-commerce platforms such as Youzan and Magic Chopsticks to sell goods with the help of the celebrities private domain traffic. Add a small yellow car in the short video or live stream interface, placing the product with the goods in the small yellow car for users to place orders directly [5]. Users conduct transactions through Kuaishou shops which is faster and more convenient. The platform continues to make efforts to provide after-sales service and protect users' rights and interests.

(5) Experience-Sharing

The sharing and forwarding of users have formed the effect of "automatic distribution and dynamic aggregation". Users spread to a larger area through comments and forwarding, attracting more attention. Experience and sharing are not the end of consumption, or even the

starting point of a new round of consumption. It is more effective than brand marketing to attract users' attention.

At this stage, the focus is on consumers' post-purchase actions and merchants should focus on improving consumers' post-purchase experience and user reputation. After receiving the user's feedback, the merchants strive to meet the user's needs. When users are satisfied with the functions and content of Kuaishou, or when they agree with the products they have purchased, they will share their shopping experience through a wide range of social networks. Consumers who have formed a certain psychological coupling, they usually tend to have a relatively high degree of confidence in the experience of others after purchase. By watching the anchor's evaluation, the actual experience of other consumers and the acceptance of the delivered product information will lead to a new round of purchases.
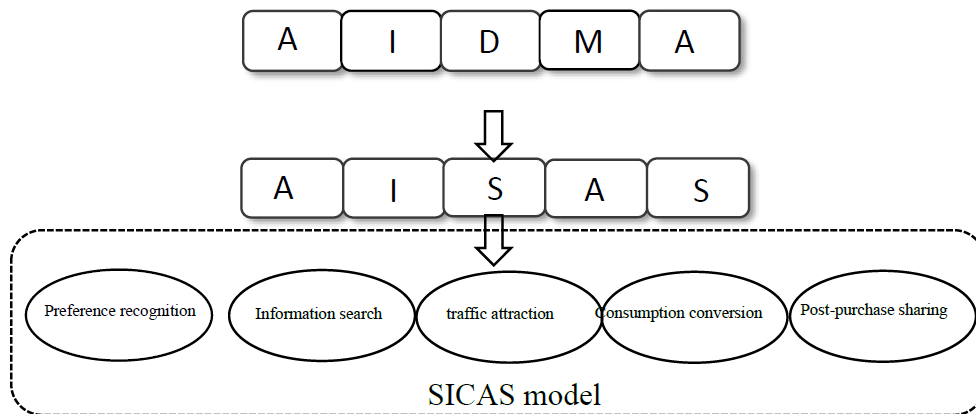

Figure 1 Framework diagram of consumer behavior model evolution

5. Research and analysis

This article uses the questionnaire star platform to conduct a questionnaire survey on short video platform marketing, distributing the questionnaire based on the basic consumer situation whether they can realize mutual perception with the platform whether they can establish a trust relationship with the celebrity and forward the product 113 valid samples were collected. The following analysis results were obtained:

Table 1 the results of survey

Statistical type	category	Proportion（%）
Gender	Male	34.51
	Female	65.49

Age	Under 18	2.65
	18~25	36.28
	26~35	53.1
	36~41	5.31
	42~50	2.65
	Above 50	0
The way to know Kuaishou APP (Multiple choices)	Tv advertising	30.09
	Forwarded by others	57.52
	New media platform	69.03
	Others	4.42
Check other netizens' comments or not	Yes	79.65
	No	15.93
	Depends on the relationship with the blogger	4.42
Recommend to your friends after purchase on the short video platform or not	Yes	69.61
	No	3.54
	Not very much	26.55

The undergraduate degree accounted for 72.32% of the surveyed persons, the 26-35 years old accounted for 53.57%, and office workers also accounted for nearly half.

Small consumers will continue to pay attention to the dynamics on other platforms after they have trust in the online celebrity.

69.91% of consumers are willing to share with other consumers after shopping on the platform. The formation of the consumption-sharing mechanism for the platform can not only attract more users to join the platform, but also have a good shopping experience.

6.   Short video marketing advice

6.1 The platform establishes a long-term incentive mechanism to ensure the quality of products and services.

Currently, Kuaishou has over 300 million daily active users, and online shopping has become an important way of consumption during the epidemic. Since compared with men, women accounted for 65.18% more than men which is consistent with the fact that girls usually spend more time and energy in shopping, either out of a hobby or to meet the needs of family shopping. Kuaishou is supposed to add more goods which are more suitable for women to buy fot improving the sales. However, the recruitment of Kuaishou Xiaodian continues to focus on high-quality products and services that satisfy the user groups. Kuaishou Xiaodian strictly controls the entire supply chain process from product production to product after-sales, strictly manages merchants, regularly publicizes users who violate the regulations. Providing material rewards to high-quality businesses through positive reinforcement methods, such as exemption of service fees.

6.2 Strengthen rectification efforts and increase user viscosity

In response to the current pan-entertainment of video content, the platform must increase rectification efforts to improve the quality and richness of video content [5]. Kuaishou has a large user group, and the platform needs to dig deeper and accumulate users. Kuaishou cultivates users' habits in many ways by building online diversified platforms, and improves users' stickiness to the platform. Cause 82.14% of consumers will browse other consumers' reviews when shopping. Due to the perceived risks in the online shopping process, consumers will search for information in order to reduce risk uncertainty, although it depends on the proportion of bloggers. During this field, Kuaishou needs to perfect the after-sale system, in order to have a better shopping experiences for consumers.

6.3 Achieve precise positioning of advertisements and reduce the delivery rate to irrelevant users

One source of Kuaishou's profit is to accept advertising, but with the increase in the number of platform users, more and more advertisers are attracting investment, and the large amount of capital injection makes the frequency of advertisements appear correspondingly. The platform focuses on improving the monetization ability but ignores to improve users shopping experience. Therefore, Kuaishou should accurately distribute through technical means. Under the premise of ensuring that users can be deposited, locating the label population with relevant needs, recommending advertisements to users in need. Improving the playback rate of advertisements and the conversion rate of user consumption.

7. Conclusion

After years of development, Kuaishou has formed its own unique core competitiveness--to create a strong and trusting interpersonal relationship. This article analyzes the development status of Kuaishou through the application of the SICAS model and elaborates each stage of the consumption model. First of all, brands and user businesses use touchpoints all over the network to perceive each other in real time. Secondly, the platform must mainly establish connections with marketing targets in a variety of ways, triggering purchase actions and share their consumer and shopping experience in real time through the mobile Internet, achieving proliferation through a wide network of people. Finally, making recommendations for the healthy development of the platform. Even though the current short video market is highly competitive, however its market development prospects are still promising. The short video platform should formally look at its strengths and weaknesses, strive to turn threats into opportunities, adapt to the environment, opening up a new blue ocean market.

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