

Analysis of Marketing Strategy of Douyin

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Abstract: As the popularity of short videos grows in China, Douyin, one of the largest short video platforms in China, has quickly acquired a sizable user base due to its unique format and extensive content. In comparison, the expansion of traditional e-commerce platforms represented by Jingdong, Taobao, and Tmall has slowed down year by year. This study integrates UGT theory with user-centered strategy to investigate user motivations and influencing variables by utilizing Douyin platform in order to assess changes in user needs and strengthen marketing strategies. It also gathers information on live shopping users by means of an online data survey, and the results of the analysis demonstrate that the core competitiveness of the short-video industry, brand personality, and the anchor's guidance to users significantly affect the perceived value of users, which in turn affects their motivation to use the product. This study examines Douyin's competitiveness in terms of technology, market, talent, and socio-economics, as well as the weaknesses in the company's existing marketing, and proposes changes to Douyin's marketing strategy.

Keywords: Tiktok, DouYin, short video, Marketing Strategy.

1. Introduction

Following the compression of the public's entertainment time and the increase in the speed of information dissemination, most people prefer to transfer and obtain information through the form of video rather than text [1]. This has led to the gradual introduction of short video platforms into daily life and has become the most popular form of entertainment, with the most prominent short video platforms including Douyin, Shutterbug, and Watermelon Video [2]. Tiktok positions its user base towards young people by providing novelty, fun, and fashionable ways to entertain young people, and provides a new channel for users to express themselves [3]. With its unique form and rich content it has gained a sizable user base in a short period of time. In addition, as a new e-commerce platform, Douyin provides a platform that enables enterprises to increase the ways for them to establish connections with the market in addition to mainstream platforms such as Taobao, JD.com and Tmall. The way of selling by live streaming and short videos reduces the difficulty of selling for companies while creating a new marketing model for Douyin platform on a global scale. Therefore, this paper analyzes Douyin's comprehensive competitiveness based on UGT theory, SWOT, ESG evaluation, Customer analysis, Value Chain Analysis, and Competitive analysis, aiming to use Douyin's platform to explore users' motivation to consume and influence the variables, so as to strengthen the marketing strategy. The purpose of this study is to utilize the Joyo platform to explore users' consumption

motivation and influencing variables, which can be used to strengthen the marketing strategies of enterprises.

2. UGT theory

Traditional communication theory, also known as UGT, aims to understand the psychological requirements and drivers of audiences and to study how media influence users [4]. The theory is also changing with the marketplace from the early inquiry into the needs satisfied by specific media material to the study of the association between audience motivation, audience enthusiasm and communication effectiveness. Lee's research shows that when content is attached to interesting content, interaction between different cultural circles not only becomes possible, but increases, and consumer needs are given greater opportunities [5]. Thus, Douyin's appeal to users lies in its engaging content, the essence of which is an endless stream of short, interesting videos [5]. The study by Liou et al also demonstrated the impact of TikTok's perceived usefulness and perceived ease of use on consumers' purchase intentions [6]. From traditional offline sales to the rapid rise of short-video e-commerce, the form of display and presentation of products has found a huge change, while the behavior and way of content consumption have also appeared completely inconsistent compared to traditional sales, including from static to mobile, from vague to concrete, and from complicated to simple and minimalist [7].

3. SWOT analysis

From Table1 The live streaming platform of Douyin has a huge consumer group, stimulating irrational consumption, but the overall quality of anchors is different, wrong consumption leads to a large negative impact, rapid upgrading, and obvious survival of the fittest law. Faced with the gradual maturity of 5G technology, it is more conducive to the dissemination of information, the improvement of policies and regulations, and the development trend of increasingly specialized online streaming platforms. Quality assurance is the key to the current Douyin e-commerce marketing.

Table 1: SWOT Analysis of Douyin Live Streaming Platform

S	W
<ol style="list-style-type: none"> 1. A big data-based, precise distribution system. 2. A varied song selection that satisfies Douyin's audience demand. 3. A range of video effects and filters to appeal to people's natural curiosity. 4. Complete range of videography techniques. simpler entrance. 	<ol style="list-style-type: none"> 1. The videos recommended by the system are scattered, and there is not much stickiness between bloggers and fans. 2. The quality of advertisements varies and the conversion rate is low. 3. The amount of videos watched by ordinary users is generally small.
O	T
<ol style="list-style-type: none"> 1. The advent of 5G has increased internet speeds and facilitated smooth video playback. 2. The content of life has been dramatically enhanced, and 3. There are more windows and ways to connect with the outside world. 	<ol style="list-style-type: none"> 1. Insufficient stickiness, user interaction, and social functions. 2 Popular homogenization is a big problem, and there aren't many sources of high-quality popular content. 3 Auditing content control is challenging.

4. ESG evaluation

Environmental responsibility and frugality have always been the standards that Tiktok and its employees have to fulfill in their work. 2022, Tiktok donated 45.845 million dollars for public welfare and charitable activities. In addition, in order to cover that coverage of public welfare and charity activities, Tiktok has established a rapid response mechanism for emergency disaster relief to meet the needs of the society. Meanwhile, Tiktok pays attention to the most vulnerable groups in the society and cooperates with the government's civil affairs department and other public welfare organizations to provide relevant help and assistance. The company has also developed and gradually improved employee welfare, including focusing on workplace health and safety, employee retention and training, and various employee care and welfare measures [7].

5. Customer analysis

Douyin's current customer base is overall categorized into 3, KOL, active senior users and general users.

Key Opinion Leaders (KOLs) are people who have a significant influence on their followers' purchasing decisions, and are usually considered to have increasingly accurate knowledge of the product, including popular celebrities, internet celebrities, and self-publishers with popularity and influence. Active senior users are those who like to express themselves, enjoy sharing and imitating funny videos, and aspire to become Internet celebrities. Finally, ordinary users are characterized as those who like to browse and watch videos for passing their free time and relaxing themselves, but do not like to create and express themselves.

6. Value Chain Analysis

Customer acquisition, activity, and drainage are all parts of Douyin's position in the industrial chain from the viewpoint of the industrial value chain. Douyin will undoubtedly oversee the entire industrial chain as the company develops, supply its own brand and even logistical transportation, and eventually fight with Alibaba and Tencent on all fronts (Table 2) [8].

In the development of vertical brands, current bloggers can be categorized into big bloggers and small bloggers based on their fans and influence. And as more and more individuals relocate to Douyin, all vertical categories will only become slightly saturated. In addition, users must establish differentiation from other accounts in the same field and differentiate their content positioning based on verticals.

At the same time, Douyin needs to increase brand awareness through marketing, and the main channel for brand communication is advertising. The target audience can form a brand awareness and get a deeper grasp of the brand name, brand identity, brand positioning, etc. In addition to increasing brand awareness, understanding and familiarity, brand communication has a more important goal, which is to develop brand preference and loyalty among consumers. Interaction is one of the key factors in determining brand preference.

The experiential scene marketing approach is the main reason for the increase in Douyin's audience market. Due to the outbreak of the epidemic, many people are unable to travel, and "cloud shopping" based on the extensive use of mobile Internet and intensive online activities is gradually entering the shopping scene. Douyin will imply purchasing during video playback through in-depth analysis of user groups, so that consumers will have a desire to buy after watching the video [9].

Table 2: Value Chain Analysis

Vertical brand	Brand recognition
Use vertical fields to distinguish content positioning. Operators fully understand their own qualities and resources, make full use of their advantages, increase traffic and attention.	Through the development of brand cognition ability, deeper in the brand name, brand logo, brand positioning and so on. Attract celebrities and encourage more people to use the sound.
Experiential scene marketing	User interaction
Tiktok uses thorough analysis of user groupings to suggest purchases during videos, making consumers feel like buying after watching them. Through the cooperation between live broadcasting and e-commerce, products and target groups can be accurately positioned, so as to achieve the effect of selling products, bring good viewing and shopping experience to consumers, and form a good brand attitude.	Through forwarding, private information, friends, click test of small programs, on-site PK, shopping, offline activities, etc., users can combine offline interaction to improve user participation, so that users can experience scattered brand information in more interactions and deepen brand impression.

7. Competitive analysis

Douyin and Kuaishou are the two short video apps with the quickest growth among the many livestreaming platforms (Table 3) [10].

Table 3: Competitive analysis

Comparison	Douyin	Kuaishou
Product positioning	<ol style="list-style-type: none"> 1. A youth-oriented music short video community platform. 2. Multiple forms of content, i.e. music, performances, etc. 3. A large number of original special effects, filters, scene switching and other features. 4. Create model short videos that attract attention in the social circle. 	<ol style="list-style-type: none"> 1. Record and share users' real daily life. 2. Real and interesting world.
Switch video mode	<ol style="list-style-type: none"> 1. Swipe down to complete the "exit video" and "enter the next video" operation at the same time. 2. Simple operation and high user experience. 	<ol style="list-style-type: none"> 1. Swipe down to browse and select the video, the home page is displayed in the form of content waterfall flow 2. Click on the video to watch it 3. Swipe left to exit the video and return to the content waterfall. 4. Users can select videos according to own preferences and tendencies for complete viewing.
Creation style	<ol style="list-style-type: none"> 1. Stimulate users' adrenaline with rhythm and music. 2. The video style is stylish and cool, with music and special effects being the main attraction for users. 	<ol style="list-style-type: none"> 1. The video style is fun-oriented. 2. Present real, funny and direct jokes

Table 3: (continued).

Mode	1. Focusing on the user viewing experience. 2. Video recommendations are centralized, focusing on bloggers with large fan bases.	1. Focusing on user participation opportunities. 2. Video recommendations are decentralized and sunken, striving to make the average user's videos visible.
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8. Conclusion

Through the overall study of Douyin short video platform's marketing planning, it can be found that the company is currently in a period of rapid expansion, with a relatively strong capacity for subsequent development. Douyin starts from the platform to deliver content, quickly acquiring a large number of users, paving numerous foundations for the subsequent transformation of live broadcasting, and providing diversity for the development of the overall platform. In addition, it accomplishes differentiation through content, demonstrating its efficient supply chain marketing strategy. In the field of marketing, joint management through sponsored traffic and natural traffic is an important means for its own development into an increased traffic entrance as well as improved traffic efficiency. This can all enable merchants to expand a more efficient and solid market share. The fact that millions of merchants are currently selling on the Douyin platform and advertising it as the main method of communication also proves that the Douyin social platform's traffic is increasing, and the consequent changes in the operating environment will have higher requirements for businesses to hone their operational performance.

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