Vol.5 Iss.4 2024 Communication & Education Review
https://doi.org/10.37420/j.cer.2024.048

Research on the advertising effect of brand interaction in the comment section below the popular video based on AISAS Theory

Xiaozhe Wu
School of Public Affairs Administration, Beijing Sport University, China
Corresponding author E-mail: 2991148347@qq.com

Abstract:
Under the background of the Internet era, many new marketing methods appear. In order to understand the effect mechanism of interactive marketing in brand personified comment section, the study adopts the method of audience survey and in-depth interview, and uses AISAS theory to explore the changes in cognition, attitude and behavior of users after viewing brand reviews of different frequencies. Finally, the following results are obtained: 1. Consumers' brand cognition path -- attention, interest and search. The degree to which users perceive a brand is related to the frequency of viewing branded content in the comments section. 2. The formation path of consumers' brand attitude -- information proximity and environment cultivation. The user's attitude towards a brand is related to the frequency of viewing brand content in the comment section, but whether the attitude is positive or negative is related to a variety of factors, which are discussed in detail below. 3. Reflection and supplement on short board of marketing strategy.

Keywords:
Brand personification operation, AISAS Theory, Selective Contact, Cultivation Theory, Consumer Psychological Analysis

1 Introduction

Under the new productivity evolution, people's demand for goods is not simply satisfied with the product itself, but extends to the brand meaning of the product, so the brand building of advertisers is also experiencing the upgrading of the label to the personalization of the operation. We have observed that on the head social media platform where young generations are the main body of active users, the video comment area of the fire can see the interactive marketing of the personalized comment area of brands such as "Bee flower", "Luckin Coffee", "Misue Ice City" and "Great Wall Gun". The official accounts compete in the front row of the comment area with younger language, and shape the personality of the official account through interesting copywriting and high activity. It has enriched the brand personality in an all-round way, and also obtained a lot of interaction, effectively gathering the attention of consumers. At present, the interesting brand personification operation comments below the comment area of explosive video have become a common means for

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

brands to attract users' attention. The kind of fun brand marketing is very different from the traditional conventional advertising marketing, and the cost of capital is very low.

We are curious about this: Will interactive marketing in brand personification comment section attract the attention of consumers and thus improve the effectiveness of brand marketing? What is the effect mechanism of this marketing method?

2 Literature Review

2.1 Literature Review of Brand Marketing

Brand marketing has aroused the academic research from many perspectives. Mohamed H. Elsharnouby, a foreign scholar, made an overall analysis of brand marketing from the perspective of brand interaction, pointing out that managers should identify and improve consumers' resilience to negative information by creating as high brand knowledge and involvement as possible between consumers and brands. A. M. Atkinson makes A general analysis of brand marketing from the perspective of feminism, pointing out that the relationship between women and feminism affects their attitudes towards marketing. Eunyoung Sung made an overall analysis of brand marketing from the perspective of consumers' self-image consistency, and pointed out that in the global virtual market, the psychological evaluation process drives consumers' consumption of a certain luxury brand as a mechanism.

Xu Mengyu made a detailed study of brand marketing in China from the perspective of social interaction theory, pointing out that brand attraction plays a role in the process of influencing social interaction of Weibo comment responses, and the impact of different response types is significantly different. Gao Luyao made a detailed study of Chinese brand marketing from the aspect of symbol interaction, and her research shows that comment interaction is an important symbol interaction way. Shao Hui has conducted a more detailed study on brand marketing from the perspective of the new media era, and her research shows that optimizing the overall structure in the future new media environment can help short video advertising brand marketing.

These studies have studied brand marketing from many angles, but ignored the influence of interactive marketing in short video brand personification comment section on brand marketing.

2.2 Literature Review of AISAS Theory

AISAS theory, which was put forward by E.S. Lewis in 1898, has been highly concerned by scholars at home and abroad and has achieved a lot of research results. The theory holds that consumers roughly go through five stages from contact with goods to sharing: Attention, Interest, active Search, Action, and Share. The model formulates consumer behavior, which is helpful for advertisers to study consumer behavior and consumer psychology. Lilik Noor Yuliati, in the field of digital communication innovation, complements this theoretical mode of operation by studying the phenomenon of food waste, which demonstrates the direct influence of different letters of AISAS on each other. Javed Sara, by studying fashion influence on consumer decision making processes, argued that each path in the double AISAS model is significant. In the field of online media marketing, Beibei Li supplemented the application of this theory by studying whether social marketing of Internet celebrity media is affected by changes in consumer behavior.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

Huang Xiaoyu and Zhang Mingzi combined the archives work of Chinese enterprises with AISAS theory to help brand marketing. Wang Yu combines "short video + double KOL" advertising marketing with AISAS theory to study the optimization path of this model. By combining the marketing strategy of Adventure Bakery company with AISAS theory, we study how to gain an advantage in the market competition.

The above research started from different directions of brand marketing and explored the application of AISAS theory in brand marketing. However, no scholars have studied AISAS in relation to the comment interaction of brand personification operation in short video comment section.

At present, the interactive marketing method of brand personification comment area has been adopted by many brands. In the short video comment area, you can often see interesting personification operation comments from different brands, but there is little research on interactive comment.

2.3 Make Assumptions

As Internet Short-Video-Application has become a necessity in people's lives, many brands have begun to attach importance to the personalization of Internet brands, and many brands have left messages in the comment area of popular short videos, establishing emotional connection with consumers with humorous remarks, and gaining a lot of attention and love.

The purpose of many brands' personalized operations and comments in the comments section of popular short videos is to get the most attention and love at the least cost, but will this marketing mechanism enhance the marketing effect? According to the exposure effect in psychology, people tend to have a good impression on people and things that appear frequently, thus changing their cognition, attitude and behavior. And this series of changes exactly correspond to the five links of AISAS theory: Attention, Interest, Search, Action and Share. Therefore, this paper makes a hypothesis that the popularity of brand personification operation will improve the marketing effect.

Based on the above questions, corresponding hypotheses are proposed here:

H1: The more frequently users view reviews, the deeper their awareness of the brand.

H2: The more frequently users view reviews, the more positive their attitude toward the brand.

H3: The more frequently users watch reviews, the higher their propensity to consume brands.

In order to prove the hypothesis, the study adopts the questionnaire survey method, sampling the population, and making questionnaires. As well as the in-depth interview method, the user's cognition, attitude and behavior change are concretized, and the interview table is made.

3 Research Methods

3.1 Questionnaire Survey Method

3.1.1 Sampling Method

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

Based on the survey resources accessible to researchers, the study selected a university in Beijing to conduct a sample survey.

Secondly, in order to satisfy the randomness principle of sampling as much as possible, we used the building number of a dormitory of a university in Beijing to compile the overall sampling frame;

Thirdly, we conducted stratified and multi-level sampling of the sample population with 95% confidence interval and 3% sampling error. A sample of 40 residents/students was selected. In case of denial of access, the next family/next class/next student will be found to make up for it.

3.1.2 Hypothesis Testing

In the research, Pearson correlation coefficient was used to indicate the strength of the correlation, and regression analysis was adopted to reach a conclusion

There was no significant correlation between the viewing frequency of users and their brand cognition ($r=0.211$, $p=0.191$), which could not verify H1.

There was no significant correlation between the viewing frequency of users and their tendency to buy brands ($r=0.158$, $p=0.331$), and H3 could not be verified.

There was a significant correlation between the viewing frequency of users and their attitude towards the brand ($r=0.403$, $p<0.05$), indicating that H2 was established.

3.2 In-depth Interview Method

According to the results of the questionnaire survey, only the hypothesis H2 is valid, that is, the higher the frequency of viewing, the more positive the attitude towards the brand. However, hypothesis H1 and hypothesis H3 cannot be proved by data analysis. In order to verify the correctness of the three hypotheses more objectively, this study then adopts the in-depth interview method.

When we conducted in-depth interviews on questions such as brand awareness, brand attitude and brand consumption tendency and tried to obtain answers, the research found that the viewing frequency of comments did have an impact on brand awareness, brand attitude and brand consumption tendency.

3.2.1 Interview Outline Making

The interview questions are mainly divided into three parts.

The first part mainly involved the basic information of the interviewees, including their name, age and major.

In the second part, the research questions were transformed into interview questions. Through the brand personification operation - the fire of the short video comment section of the comment content recall to reflect the brand cognition change. Through the brand personification operation - fire short video comment section comments specific views to reflect their attitude to the brand change. After reading whether the review has purchase intention, it reflects its purchase intention of the brand product.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

The third part mainly dealt with the problem of possible digging.

The interview was conducted under the premise of fully respecting the personal wishes of the interviewees and protecting their personal privacy.

3.2.2 Selection of Interviewees

In this study, 10 students in the fourth group who participated in the questionnaire survey each conducted a semi-structured in-depth interview for no less than 30 minutes. The interviews began on May 1, 2024 and ended on May 4, 2024. The interviewees included students who participated in the audience questionnaire survey.According to the principle of maximum sampling of qualitative research method, all the interview contents were sufficient to answer the research questions when the 10th respondent is recruited, and the sample collection ends. The respondents have differences in age, major, personality, hobbies and other aspects, and the degree of homogeneity is low.

The interviews were conducted in one-to-one face-to-face interviews. The interview results were compiled into verbatim transcripts, with a total of 30,323 words. The interview content is processed by the text transfer function of Huawei mobile phone recording APP.

Table 1 Basic Information of Respondents

Number	Major	Interview Time	Frequent Social media	Gender
F1	Psychology	2024.05.01	Bilibili	male
F2	Journalism and Communication	2024.05.01	Little Red book, Douyin	female
F3	Marx Institute	2024.05.01	Weibo, Little Red book	female
F4	Management	2024.05.02	Weibo, Little Red book	male
F5	Management	2024.05.02	Douyin	male
F6	Athletics and Physical Education	2024.05.02	Bilibili	male
F7	Management	2024.05.03	Little Red Book	female
F8	Psychology	2024.05.03	Zhihu	male
F9	Management	2024.05.03	Zhihu	female
F10	Basketball	2024.05.04	Douyin	female

4 Brand Personalization Comment Section Interaction Promotes Consumer Brand Awareness

"I didn't know it, but there were always comments in the comments section that the kids loved it, so I thought I'd order it to see what it was for."(F1)

"I saw comments in the comment area that my child liked to eat, and I guessed it might be a snack." I found

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

the comments funny and wondered if other people found it funny too. I began to learn more about Benben through some of their feedback."(F3)

"I didn't know what product it sold just by looking at its name, but I thought it was interesting, so I clicked on it like a look."(F4)

In 2005, Dentsu Group of Japan put forward the AISAS model based on online purchasing consumer behavior, which is the product of the Internet and the development of AIDA model and AIDMA marketing model. It covers 5 stages: Attention, Interest, Search, Action and Share. From not knowing the brand at the very beginning to knowing what the brand does and the quality of the product, potential consumers follow the process of Attention, Interest and Search in the first three stages of AISAS.

Because of the brush to the short video brand comments, Attention was successfully attracted to attention, and the comment content generated Interest, so as to click the beginning like Search brand information. In terms of Attention, interviewees often see relevant content about "Clumsy dog" in the comment section, and pay attention to this brand driven by curiosity. In terms of Interest, the interviewees were attracted to all kinds of ridiculous funny comments made by "Clumsy Dog" in the comment section, and thus became interested in the brand. In terms of Search, interviewees went through the first two steps to know more about the brand, so they clicked on the "clumsy dog" avatar to go to the homepage to learn about the brand products. Because the interviewees hardly knew the brand "Clumsy Dog", so in terms of Search, they invariably chose to browse the brand's homepage to understand the brand "Clumsy Dog".

The interview content shows that the frequency of brand comments in the comment section has a significant impact on the degree of brand cognition when users brush short videos. This study found that with the increase of the frequency of potential consumers viewing brand reviews in the comments section, the brand recognition will be more profound.

5 The Interaction of Brand Personification Comment Section Affects Consumers' Brand Attitude

"The comments in the brand comments section have a sense of, ah, you're speaking my heart, and it's very relatable."(F5)

"The brand is very jump, think it is so cute, the feeling of the brand is preferred."(F7)

"I feel happier after reading the comments."(F10)

"The comments are combined with the video's meme, which is very good and very funny."(F6)

70% of the interviewees were attracted to the brand because the brand reviews fit their inner needs and preferences for the following reasons, such as emotional resonance, finding the brand reviews interesting, and bringing them happiness.

"After reading the comments, I was in a bit of a bad mood. I felt that his comments on a video were not very relevant to the content of the video, which made me feel a little bit of suspicion of hard rubbing."(F8)

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

"I like to watch short video through Bilibili, the early comment area of Bilibili will advocate that you do not brush videos that have nothing to do with video content, otherwise you can report and delete the comments." Although it is not so strict now, I have formed such a habit since I was a child."(F9)

" I'm not a big fan of videos, and I don't understand the punchline of videos, and I can't transfer my emotions to my love for the brand."(F2)

30% of the interviewees did not have good feelings or even bad feelings towards the brand because the brand comments did not meet their inner needs and preferences, for the following reasons, the content of the comments did not match the video content, did not like watching videos, and did not match their Internet habits.

This study found that with the increase of the frequency of potential consumers watching brands in the comments section, their attitudes towards brands will continue to change:

1. The more the number of comments in line with their inner needs and preferences, the more positive their attitude towards the brand, and the opposite, the negative attitude.

2. The more comments that conform to their online habits, the more positive their attitude toward the brand, and the opposite, the negative attitude.

According to the selective psychology of the audience, the selective behavior of the audience is like a three-layer defense circle: attention, understanding and memory (from the outside to the inside). Content that is often consistent with the existing psychological tendencies of the audience will pass through these three layers of defense circles and be remembered by the audience. Therefore, the more the brand content in the comment section is in line with the respondents' existing psychological tendencies and needs, and the more in line with the respondents' Internet habits, the more positive the respondents' attitude toward brands will be. At the same time, the platform uses big data to capture, carry out user portraits, and accurately push more content about the "clumsy dog" brand. As long as users still have the habit of brushing short videos, they will be affected by the impact of culture, and unconsciously, subtly improve their attitude toward the "clumsy dog" brand. At the same time, it is also necessary to pay attention to whether the respondents enter the information cocoon, assuming a most extreme situation: if the short video is pushed by the algorithm for a long time to push the "stupid dog" brand related content, and finally continue to subdivide, leaving only the "stupid dog" content, it may cause the audience's vigilance and resistance, but it is not worth the loss.

However, the brand tries to cater to the user's hobbies to carry out comment section review marketing, although it can basically meet the hobbies of most users, it is difficult to achieve the satisfaction of everyone. However, the satisfaction data of 70% can prove that there is a significant positive correlation between the frequency of users' viewing and their attitude towards the brand.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

6 The Interaction of the Brand's Personalized Comment Area is Ineffective- cannot Determine Consumer Purchasing Propensity

"I will think about it, it feels cheap, and it looks like old man rice, and I love it."(F3)

"I have to know more about it before I can buy it, and then I might choose to share it if it tastes good."(F4)

"If I think about stocking snacks, I might choose, otherwise I usually go to the supermarket to buy, and it is a little slow to buy in the e-commerce of Tiktok, and I have to express it."(F1)

"Not really to my taste, I like spicy food, Clumsy dog's products are too sweet."(F4)

"I will search the little red book to recommend, and if everyone says it tastes good, I will buy it."(F10)

"I am still a student and I need to consider whether I have the ability to buy if it is a good deal."(F7)

"I am a content person and if the quality is available, I will buy. If it tastes good, I will share it with my friends."(F2)

Buying and sharing correspond to the fourth and fifth stages of the AISAS model, Action and Share. Through the communication with potential consumers, they know that if the product is delicious, they are willing to share it with people around them, but most of them say that they need to know more about the product, and if they brush it several times in the future, they may buy it. Therefore, the sales effect of brand personalization review marketing is not significant. Potential consumers have an Interest in the product, and whether to take Action after searching is also related to personal hobbies, needs, and consumption habits, if the product is consistent with hobbies, needs, and consumption habits, the probability of taking action will increase. However, it is worth affirming that the comments in the comment section of the brand do have a relatively positive promoting effect on the purchase and sharing behavior of potential consumers.

7 Brand Personalization Comment Section Interaction - Enlightenment of New Marketing Methods

"If it is a brand that everyone does not know, it can be a familiar face. But this popularity is not known for good or bad, and it is not good for lofty skin care brands, such as those that win by quality, if the reviews will make me doubt its products. But casual brands are fine."(F3)

The study found that interactive marketing in brand personalization comments section is more suitable for leisure brands, such as milk tea, catering and snack brands, rather than high-end brands. According to the "myth" structure in the Empire of Symbols by Roland Barthes, many brand products now sell not the product itself, but the new can point to the new meaning, that is, the meaning brought by the product. For example, the luxury brand perfume "Chanel No. 5" allows consumers to associate it with "noble temperament and high taste", thus raising the consumer threshold of the product. Build a high-end brand image. Such high-end brands do not need to sink their marketing methods, if they sink, they will play a negative role, lose loyal consumers, and produce confusion in brand positioning, affecting the high-end image created for a long time,

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

which is not conducive to similar competition in the market.

Brand personalized comment area interactive marketing, suitable for leisure brands, such as milk tea, catering, snack brands, etc. Such brands generally have low capital costs, so the marketing route is often the best to achieve high results at low cost. At the same time, such brands are mass brands, which generally adopt a people-oriented approach and combine with social media to face the vast number of potential consumers. To achieve the purpose of killing multiple birds with one stone, with the lowest cost, open the market, expand brand awareness, increase the purchase conversion rate. Brand personalized comment area interactive marketing makes use of AISAS theoretical model to draw Attention to potential consumers by constantly brushing their presence in front of them. At the same time, this low-cost marketing method establishes emotional connection with potential consumers by resonating with them, allowing potential consumers to have a sense of, The brand understands my feelings (Interest), thus generating curiosity to Search for brand information (Search), take Action to buy (Action), and Share with people around (Share). However, if the brand wants to let consumers go through the complete five stages, in addition to brand comments in the comment area, it also needs to use other marketing means to assist, such as: "user taste", free some products for users to experience, issuing coupons, celebrity endorsement and so on.

8 Summarize and Reflect

Through audience questionnaire survey and in-depth interview, this study conducted AISAS theoretical research on the phenomenon of interactive marketing in brand personified comment section. Through the research, it was found that in the comment section of popular video, the higher the frequency of viewing comments, the deeper the brand cognition (H1). The higher the frequency of viewing reviews, the more positive the attitude of most users towards the brand, but there are a few exceptions (H2). However, the hypothesis that the higher the frequency of viewing reviews, the higher the consumption tendency of brands is not valid (H3). The main reason why this is not true is that the random observation of the interviewee or potential consumers on the brand reviews cannot make them understand the brand, and it is also related to the personal preferences and needs of potential consumers.

8.1 Consumers' Brand Cognition Path --Attention, Interest and Search

The interactive marketing of brand personalization comments area fits the entertainment and leisure habits of Internet users and integrates them into their daily life in a way of low cost and high income. This marketing method follows AISAS theory, according to the theoretical process, users do not intend to click the comment area when watching the video, in the list of high praise, notice the interactive message of the brand in the comment area, and then carefully read the comment content, find its language humorous, so interested, want to further understand the brand products, And take actions, such as click the brand avatar to enter the main page to browse product information, information Search. The interview content shows that the frequency of brand comments in the comment section has a significant impact on the degree of brand cognition when users brush short videos. This study found that with the increase of the frequency of potential consumers watching brand reviews in the comments section, their cognition of the brand will be deepened.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

8.2 Consumers' Brand Attitude Formation Path -- Information Proximity and Environment Cultivation

On the premise of partial cognition of the brand, users' attitude towards the brand depends on their existing attitude tendency and behavior habits. In the short-sighted, respondents tend to follow the three defensive circles of selective psychology: Attention, understanding and memory: In the post-truth era, users' emotional emotions are generally greater than their rationality, and they are more likely to pay attention to and understand content comments consistent with their values and behavior habits, and subconscious memory, such as content that can generate emotional resonance for users, or content that inspires positive emotions for users. At the same time, they tend to avoid content that is different from their own attitudes and values. For a long time, the short video platform will capture user portraits based on big data, screen out users who stay in the message position of the brand side, or click on the home page of the brand side to watch the live broadcast of the brand side, and carry out accurate push, constantly pushing the same brand content to users. Meanwhile, according to the exposure effect, users will be subtly influenced by the culture. The popularity of the brand continues to rise. However, it is also necessary to be vigilant that users may fall into the information cocoon due to the same brand content for a long time, resulting in resistance to short video content. According to the cognitive balance theory and harmonic theory, users may choose to uninstall short video software to re-achieve psychological balance.

8.3 Reflection and Supplement on Short Board of Marketing Strategy

In addition to brand marketing strategy as the focus, consumer psychology research is also a very important factor that can play a decisive role in the realization of marketing effect. We can combine Jungian eight dimensions to accurately target specific potential consumers and conduct mass marketing. The basic cognitive functions are as follows: Se: pay attention to sensory enjoyment and stimulation, and live in the moment; Si: Pay attention to regular and stable life; Ne: Collect a lot of information, thinking leap; Ni: Have vision and outlook for the future, strong insight ability; Te: Follow the rules of the world; Ti: Follow their own logic; Fi: Take one's inner emotion as the value; Fe has positive emotional interactions with others to gain energy. Each potential consumer is different, but combined with the Jungian eight dimensions, personality types can be roughly divided into 16 types, and then through big data capture, precision marketing for each personality, this method can scientifically and effectively improve the marketing effect.

At the same time, there are also non-relevant comments that will affect the interactive marketing effect of brand personification comments. If the comment content in the comment section is inconsistent with the short video content, the following two reactions may be caused: that the comment content is awkward to read, resulting in a sense of rejection, or that the brand in the comment section is deliberately rubbing off on traffic, resulting in boredom.

The phenomenon of brands commenting on non-video-related content in the video comment section will have a negative impact on brand attitude to a certain extent, thus bringing negative impact to brand marketing. At the same time, whether consumers ultimately buy products is related to consumers' own consumption habits and psychological needs at that time. How to match the interactive marketing of brand personified comment area with the popular short video content and meet the psychological needs and consumption hab-

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

its of potential consumers is of great significance to the interactive marketing of brand personified comment area, which is worth continuous reflection and summary.

In the study, from the perspective of AISAS theory, the advertising effect mechanism of brand personification interaction in the comment section of popular short video was studied. It is pointed out that the more frequent users watch reviews, the deeper their cognition of the brand and the more positive their attitude towards the brand, which reflects the positive development of brand personalization marketing phenomenon. On the other hand, it also provides a new way of brand marketing for leisure brands in the modern Chinese new media era. In order for brands to successfully complete the five AISAS processes, in addition to brand personalization interactive marketing, they also need to combine a variety of marketing methods:

Traffic and interaction. The Internet age is about traffic, attention and sales. Therefore, brands can link with well-known KOL, carry out two-level or multi-level communication through opinion leaders, use interpersonal communication to spread the influence flow of brand products, and ultimately achieve the purpose of increasing sales. Secondly, the brand can also unite with other brands to find a brand that has a certain connection with itself and does not constitute a competitive relationship, and create a "myth" through brand joint. This can improve each other's visibility and achieve a two-way win-win. The third point is about users' tastes. Offer coupons to potential customers or give them free tastings. Luckin APP once issued 9.9 yuan coupons to consumers every week, successfully enhancing the brand's market.

However, because this study has not been studied by a large number of scholars, the number of subjects is limited, the time for writing the paper is limited and other reasons, there are still some deficiencies in the research results. In future studies, researchers in the field of brand personification marketing may need to pay more attention to the phenomenon of brand personification reviews of different brands, and expand the research and practice of brand personification reviews.

References

[1].Hang Zhang, Xiaohuan Luo. (2024). Exploring how IP marketing (media marketing)inluences consumer shopping psychology through quantitative and empirical analysis. Frontiers in Psychology, Volume 15.

[2].Mohamed H, Elsharnouby, Jasmine, Omnia T. Saeed, Abeer A.Mahrous. (2021). Enhancing resilience to negative information in consumer-brand interaction: the mediating role of brand knowledge and involvement, Journal of Research in Interactive Marketing, Volume 15.

[3].A.M.Atkinson, B.R.Meadows, H.Sumnall. (2024). 'Just a colour?': Exploring women's relationship with pink with alcohol brand marketing within their feminine identity making. International Journal of Drug Policy, Volume 125.

[4].Eunyoung (Christine) Sung, Ohbyung Kwon, Kwonsang Sohn. (2023). NFT luxury brand marketing in the metaverse: Leveraging blockchain-certified NFTs to drive consumer behavior. Psychology & Marketing, Volume 40.

[5].Anaza Nwamaka A., Kemp Elyria, Osakwe Christian Nedu, Adeola Ogechi. (2023). B2B brand marketing in Africa? An exploratory investigation of B2B buyers' perception of supplier brands. Industrial Marketing Management, Volume 109.

[6].Lilik Noor Yuliati, Megawati Simanjuntak. (2024). Digital Communication Innovation of Food Waste Us-

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

ing the AISAS Approach: Evidence from Indonesian Adolescents. Sustainability, Volume 16.
[7].Javed Sara, Rashidin Md.Salamun, Xiao Yun. (2022). Investigating the impact of digital influencers on consumer decision-making and content outreach:using dual AISAS model. Economic Research-Ekonomska Istrazivanja, Volume 35.
[8].Beibei Li. (2020). An Analysis of Net-Com Media Marketing Behavior and Its Effects Based on Aisas Theory. 8th International Education,Economics, Social Science.
[9].Li Xiaolin. (2019). Research on the influence mechanism of impulsive buying in live streaming context based on AISAS model. Journal of China West Normal University (Natural Science Edition), 44 (04) : 391-399. (in Chinese).
[10].Zhang Haoyue. (2023). A brief analysis of brand personalization operation in social media. Omnimedia exploration, (03): 80-81.(in Chinese).

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)