

# Research on the Status Quo and Promotion Strategy of Brand Assets of Short Video Platform

Yuanmei Hu

School of Economics and Management, Chongqing University of Posts and Telecommunications, Chongqing 400000, China

## Abstract

**This paper analyzes the current status of brand equity of short video sharing platform from three aspects: brand perceived quality, brand awareness and brand loyalty. For the brand-aware value, the price change history and advertising characteristics of the short video sharing platform are mainly analyzed. For the brand awareness, the brand recognition of the short video sharing platform is demonstrated by the respective characteristics of the short video and fast video sharing platforms. And brand recollections are discussed; for brand loyalty, the same short video platform examples are used, mainly from the user's trust, emotional maintenance, and emotional dependence on the short video sharing platform. By analyzing the status of brand assets of short video sharing platforms, we have seen many problems in short video sharing platforms. According to these issues, this paper proposes short video sharing platform brand assets from users, platforms and government policies. The promotion strategy mainly includes user constraints, platform constraints, platform supervision, and government policy guidance. Finally, through the case of "fast hand" underage pregnant women, the evidence of the promotion strategy proves the effectiveness of the proposed strategy.**

## Keywords

**Short Video; Brand Equity; Brand Perceived Quality; Brand Awareness; Brand Loyal.**

## 1. Introduction

In recent years, with the increase in the number of smartphone users, in the fast-paced life, more and more users use fragmented time to obtain more information and share information, and short video sharing platforms have emerged. In just a few years of development, a huge market for short video sharing platforms has been opened, and the brand awareness, brand perception quality and brand loyalty of short video sharing platforms are subtly affecting the selection, registration and use of short videos by users. This affects the profit and brand value of the short video sharing platform.

## 2. The Problems and Measures Faced by the Brand Equity of Short Video Sharing Platforms

### 2.1. Problem Analysis

#### 2.1.1. Short Video Quality is Low, Piracy Infringement Affects Brand Recognition

Poor video quality leads to wrong brand recognition and loses a certain amount of trust from users. In fact, short video platforms do not directly produce short video content, nor do they have the right to edit short video content posted by users. What kind of short videos users like to watch are often pushed by algorithms based on users' browsing records. However, many examples have shown that short video platforms must allow algorithms to have values in order

to run better, otherwise they will have a certain tendency to vulgarization. Therefore, the inaction of the platform or even the consequences of laissez-faire will affect the public's perception of the short video platform brand, which will cause users to have wrong brand recognition, violate the original intention of the short video sharing platform's brand positioning, and even make others Users lose trust in the platform.

There is a problem of piracy and infringement, which reduces the quality of brand perception, damages the brand image, and loses a certain amount of potential users. With the continuous development of the Internet, the government has always upheld the attitude that the Internet is not a place outside the law, and is gradually improving relevant laws and regulations. However, the current copyright supervision of short video platforms in our country is still in its infancy. Infringement of video content on certain short video sharing platforms, especially the widespread dissemination of platform music without authorization, can be seen everywhere.

### **2.1.2. Improper Review and Supervision, Reducing User Loyalty**

In the short video sharing platform, some Internet celebrities will sell their various luxury goods, cosmetics, etc. through the short video sharing platform. Some of these platforms can directly guide users to purchase products through the "shopping cart" button, and some can enter the store page for marketing. However, these brand-name products on display are not only expensive, but many do not have any other identification certificates and after-sale guarantees. These problems have caused many users who have purchased them to suffer from all kinds of dumb losses. Some users even posted videos that were prepared to commit suicide, blatantly destroy cultural relics, and various illegal secret shots, and so on.

Because the platform does not have a reasonable regulatory system and regulatory system, it did not take timely and effective response measures to the above behaviors, which caused a certain negative impact in the society and caused physical and psychological losses to some users, which led to users' The loyalty of the platform decreases.

## **2.2. Promotion Strategy Research**

### **2.2.1. The Platform Strengthens User Constraints and Improves Brand Recognition**

Starting from users, in the era of new media, the platform should establish a communication channel with users. Users can make complaints or suggestions on the short videos on the platform through this channel, and then the relevant staff will deal with it in a targeted manner. In this way, the behavior of users in the process of short video shooting and uploading should be restrained. At the same time, users should have the awareness of optimizing video content, strive to improve their self-cultivation and social responsibility, and cultivate positive and healthy hobbies. In this way, they will be more rigorous when receiving and transmitting information on the short video sharing platform, so as to form a culture of mutual supervision and platform restraint among users.

### **2.2.2. Improve the Mechanism of the Platform, Optimize the Algorithm, and Enhance Brand Awareness and Loyalty**

Starting from the platform, the platform party should improve the review mechanism for short video content, and use a combination of artificial intelligence technology and manual review to intercept and delete related illegal short videos. At the same time, users who have had bad records will be tracked, and short videos uploaded by them will be censored. In addition, the platform should form a mature user supervision system, and adopt various penalties such as warnings, prohibition of uploading videos, and permanent account bans to restrict user behavior. Such a reasonable review system, openness and transparency, can enable users to have greater trust in the platform, and then have a certain emotional bond with the platform, increase brand loyalty, and have a clearer brand recognition for potential users.

### **2.2.3. The Platform Implements Policies and Regulations, Strengthens User Trust, and Improves Brand Loyalty**

Improving the quality of short video content and purifying the short video market environment not only depends on the efforts of short video publishers and platform parties, but also requires the government to conduct macro-level supervision and provide short video platform operators with a legal basis for formulating industry codes of conduct. Short video users create a law-abiding environment. Therefore, when the government issues effective policies and measures in a timely manner to regulate and guide the development of short video sharing platforms, short video sharing platforms should combine the characteristics of the platform, put policy measures on the monitoring and maintenance of the platform, and restrict users' behaviors that do not conform to normal values.

## **3. Literature References**

### **3.1. The Development Status of Short Video**

By combing the related literature on short video sharing platforms in recent years, we can see that scholars have done more and more research on "short video" sharing platforms in recent years. For example, in the article "Take Douyin as an Example to Talk about the Current Status and Development of the Short Video Industry" (2019) [1], Yu Songming and Shen Jiashu first discussed the generation of short videos and the emergence of short videos on Douyin. The current status of video sharing platforms.

Zhang Zixuan and others published "The Rise and Trend of "Mobile Short Video Social Applications"" (2014)[2], first introduced the rise of short video platforms at home and abroad, and then discussed the article on the future of mobile short video in the news field. Appropriate analysis and forecast of the development trend.

In the article "The Development Status and Trends of Mobile Short Video" (2015) [3], Wang Xiaohong and others conducted a comparative analysis of the characteristics of some of the most prominent short video sharing platforms in the domestic and foreign markets from multiple perspectives, combining The relative situation of the development status of domestic and domestic short video platforms has made a reasonable idea for the future development of short video sharing platforms in my country.

### **3.2. Research on Brand Equity**

From the perspective of theoretical research in the past 30 years, the research on the components of brand equity is mainly from the perspective of models. First, the research results of individual models mainly include the customer-based brand equity model proposed by Keller (CBBE model). ) And Aaker's five-star model of brand equity and the ten-element model of brand equity. Then, there are some models proposed by consulting companies, such as the brand equity evaluation system and the asset engine model proposed by the International Market Research Group. The components of the above models are different. Among them, Keller's CBBE model and Aaker's five-star model are the most studied by scholars. Academia has mainly studied brand equity: researching the source of brand equity based on different research perspectives; studying the elements of brand equity; how to measure and evaluate brand equity. For different research perspectives, there are also different definitions of brand equity. It can be roughly divided into two types: the first is based on corporate-level brand equity, and the other is based on consumer-level brand equity.

#### **3.2.1. Brand Equity based on the Enterprise Level**

At this level, some foreign scholars have different definitions of brand equity. Bonner and Nelson (1985) believe that brand equity is actually a kind of business reputation, which is mainly reflected in the brand name; Brasco (1988) believes that brand equity It is an intangible

asset, the sum of current and future surplus; Tauber (1988) believes that brand equity is an additional value that can be obtained through other means; Simon (1993) believes that brand equity is the excess generated by the brand name cash flow. Chinese scholars also have their own definition. Fu Guoqun (1990) believes that brand equity is an asset attached to a trademark that can bring other benefits to companies; Li Xianghui (2007) believes that brand equity can affect the value of products sold by companies.

### 3.2.2. Consumer-based Brand Equity

In foreign countries, Aaker (1991) believes that brand equity is a series of assets or liabilities that combine its name and logo, and they can affect the value of products provided to consumers; Keller (1993) believes that brand equity is the customer's relationship with the brand. Under the guidance of some knowledge, different reflections of brand marketing activities; in China, Fan Xiucheng (2000) studied the mechanism of corporate marketing strategy on brand equity, and pointed out that companies can increase consumers' purchase intention and purchase behavior through brand strategy. And then accumulate to form brand equity.

## 4. Conclusion

As an intangible asset, brand equity plays a great role in the long-term sustainable development of short video sharing platforms. Therefore, research and analysis based on users' brand perception quality, brand awareness, and brand loyalty are very important for the platform, because Through the analysis of the above three aspects, we can know what practical problems the short video sharing platform has in terms of brand equity, and then take timely and effective measures to address the problems, and then improve the platform's brand equity on this basis. Of course, in order to continuously improve the brand equity of short video platforms, it is not only necessary to rely on the platform's strict and reasonable supervision and review system, but also to rely on the platform's purposeful guidance to users, such as establishing a platform user communication mechanism to address problem users in a timely manner Feedback to the platform to realize mutual supervision and self-discipline of users. The government needs to give reasonable guidance to the less mature industry of short video. Through the introduction of relevant policies, Tongduo plays a mainstay role in the supervision of the platform, which is not only conducive to the sustainable development of the platform, but also conducive to overall improvement. Brand equity in the short video industry.

At present, the development of short video sharing platforms has become more and more standardized through a series of rectification measures. More experts and scholars have begun to conduct research on this industry, and the country is constantly strengthening management and guidance on the development of the short video industry. , The platform is also constantly carrying out technological innovations and improving the regulatory review system based on its own situation. In the near future, under a more mature management system, short video sharing platforms will use more innovative and competitive ways to perceive quality, Brand awareness, brand loyalty and other aspects to enhance the brand equity of the short video sharing platform, in order to continuously expand the overall assets of the brand and create greater revenue.

## References

- [1] Yu Songming, Shen Jiashu. Take Douyin as an example to talk about the current situation and development of the short video industry [J]. News lovers, 2019, 2:35-41.
- [2] Zhang Zixuan, Wang Hai, Xu Dan. The Rise and Trend of "Mobile Short Video Social Applications"[J]. China Journalist, 2014, 2:107-109.

- [3] Wang Xiaohong, Bao Yuanyuan, Lv Qiang. Observation on the development status and trend of mobile short video[J]. China Editor, 2015, 3(75): 7-12.
- [4] Zhang Tianli, Luo Jia. Short video user value research report 2018-2019. China Broadcasting Television Sofore Media Research [J], 2019, 3: 9-14.
- [5] Dai Debao, Gu Xiaohui. User participation behavior, perceived value and loyalty: An analysis based on mobile short video social applications [J]. Consumer Economy, 2017, 33(2): 58-65.
- [6] Li Shuxian. Research on the relationship between user perceived value and user loyalty of UGC mobile short video platform: [D]. Guangzhou: Jinan University, 2018.
- [7] Shan Wensheng, Li Lei. Research on Short Video Marketing Strategy and Value in the Era of Mobile Internet [J]. Journal of Changsha University, 2015, 29(4): 35-37.
- [8] Xiong Xiaoling. Short video content marketing value research from the perspective of industry chain: [D]. Xi'an: Northwest University, 2017.
- [9] Zheng Wenqing. Research on the influence mechanism of marketing strategy on brand equity: Taking residential furniture as an example: [D]. Nanjing: Nanjing Forestry University, 2012.
- [10] Tian Fangyuan. A preliminary study on the measurement dimensions of Rongmedia's brand equity: [D]. Sichuan: Sichuan University, 2019.
- [11] Hu Yanrong. Research on the driving factors and constituent dimensions of brand equity based on customer aspirations: [D]. Heilongjiang: Harbin Institute of Technology, 2013.
- [12] Lin Changrong. Research on the impact of corporate social responsibility on brand equity from the perspective of consumers: [D]. Shandong: Shandong University, 2012.
- [13] Liu Xiaoxiao. Analysis of the development status and countermeasures of short video APP: [D]. Nanchang: Jiangxi Normal University, 2017.
- [14] Xiong Xiaoling. Short video content marketing value research from the perspective of industry chain: [D]. Xi'an: Northwest University, 2017.