

Strategies on the Live Broadcast Marketing Strategy of Anhua Dark Tea Based on SICAS Model

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Abstract: In the era of digital economy, the mode of live tea tea delivery has been widely concerned in many industries, and many tea merchants have also begun to explore the mode of live tea sales. The live broadcast marketing of tea breaks the limitation of time and space, and creates a convenient consumption scene for consumers by providing a "one-stop" tea purchase service. E-commerce live broadcasting realizes the remodeling of the relationship between people, goods and field. Through the construction of specific scenes and the real-time presentation of sales processes, consumer groups with the same values are gathered together, and the occurrence of consumer behavior is promoted. This paper is based on the typical SICAS consumer dynamic behavior analysis model, build we, black tea electricity live SICAS model, from we, we dark tea product content content marketing stage, interactive communication stage, platform, buying stage, word of mouth sharing five stages, the application of each stage of live scene is analyzed, and explore each scene marketing optimization, in order to we black tea live marketing development and mode selection to provide certain reference and reference.

Keywords: Anhua dark tea, Live broadcast, Marketing, SICAS model.

1. Introduction

Since 2000, the continuous improvement of network infrastructure and social and entertainment demand growing, and the outbreak during accelerating user consumption habits, live network industry development, live webcast gradually penetrated into People's Daily life and occupy the user's fragmented leisure time, become a new Internet culture formats. Anhua County, Yiyang City, Hunan Province, has been famous for its tea establishment for thousands of years, especially for its rich dark tea and distribution of dark tea. With its unique marketing advantages, the live broadcasting industry enables more and more Anhua dark tea merchants to move their business online and accelerate the layout of tea live streaming e-commerce business. Some businesses have won a very high conversion rate and traffic dividend through live broadcasting, and their performance has shown an exponential growth. However, due to the serious homogenization of live broadcast content and the failure of multi-touch of live broadcast information, more businesses finally left the scene in the live broadcast.

E-commerce live broadcasting realizes the reshaping of the relationship between people, goods and field. Through the construction of specific scenes and the real-time presentation of sales processes, consumer groups with the same values are gathered together, and the occurrence of consumer behavior is promoted. Starting from the perspective of marketing source — consumer behavior, this paper constructs the SICAS model of Anhua dark tea e-commerce live broadcast, and puts forward corresponding marketing strategies to help Anhua dark tea live broadcast marketing break through the dilemma and achieve sustainable development.

2. Theoretical Basis

SICAS is a model of psychological change of users' consumption behavior proposed under the full digital marketing environment of the whole network and panorama. It is a comprehensive innovation and upgrade of AIDMA and AISAS models (Figure 1). It was originally derived from the AIDMA consumer behavior model proposed by American advertisscientist E.S. Lewis in 1898, that is, participants will go through five stages from contact to the final purchase: "Attention-Interest-Desire-Memory-Action". It is emphasized that the media-centered information is in the stage of one-way information transmission to users. With the rapid development of the Internet, the role of AIDMA theory is gradually weakened, and the AISAS model, namely "Attention-Interest-Search-Action-Share", which reflects the influence of the Internet on users' consumption behavior, but this model describes a linear one-way transmission and consumption process. It was not until the proposal of SICAS model that the traditional linear one-way thinking was broken and showed the characteristics of multi-dimensional interaction between communication and consumption, and user experience sharing is becoming the source of consumption in the real sense. The SICAS (sense-interest & interactive-connect & communi-cation-action-share) model is a typical consumer dynamic behavior analysis model, which senses, covers and connects consumers' consumer needs, and then carries out effective marketing activities based on real-time demand to improve the efficiency of merchants. SICAS In the model, the audience no longer obtains consumer information through active search, and all marketing behaviors are based on the two-way communication and interaction between information and users.

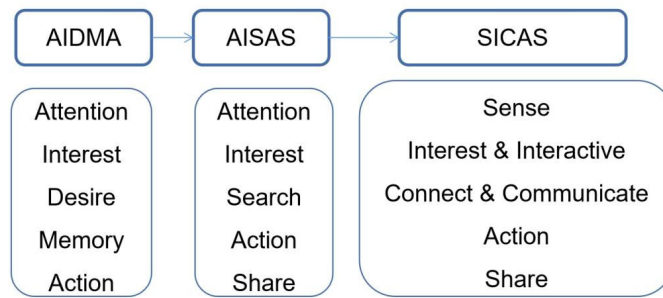


Figure 1. The evolution of the SICAS model

3. SICAS Model Construction of Anhua Dark Tea Live Broadcast

Anhua dark tea and live broadcast marketing are Chinese tea with a history of thousands of years, and the other is a business model that has developed rapidly in recent years. The integration of such different old and new things is not only a test of traditional industries, but also an innovation of business model. The SICAS model, which examines users' consumption behavior and consumption trajectory from a multi-dimensional interactive perspective, is more suitable for the study of users' consumption behavior in the new media

environment. According to the SICAS model, merchants set up a live broadcast platform for Anhua dark tea, enabling consumers to perceive and have interest in Anhua dark tea information, communicate with merchants to establish contact, purchase products, and share platforms such as WeChat, Weibo, Xiaohongshu and Douyin after use.

Therefore, the SICAS model of Anhua dark tea live marketing can be divided into the following five stages: product shaping stage of Anhua dark tea, Anhua dark tea content marketing stage, scene interactive communication stage, platform purchase stage, and word-of-mouth sharing stage. (Figure 2).

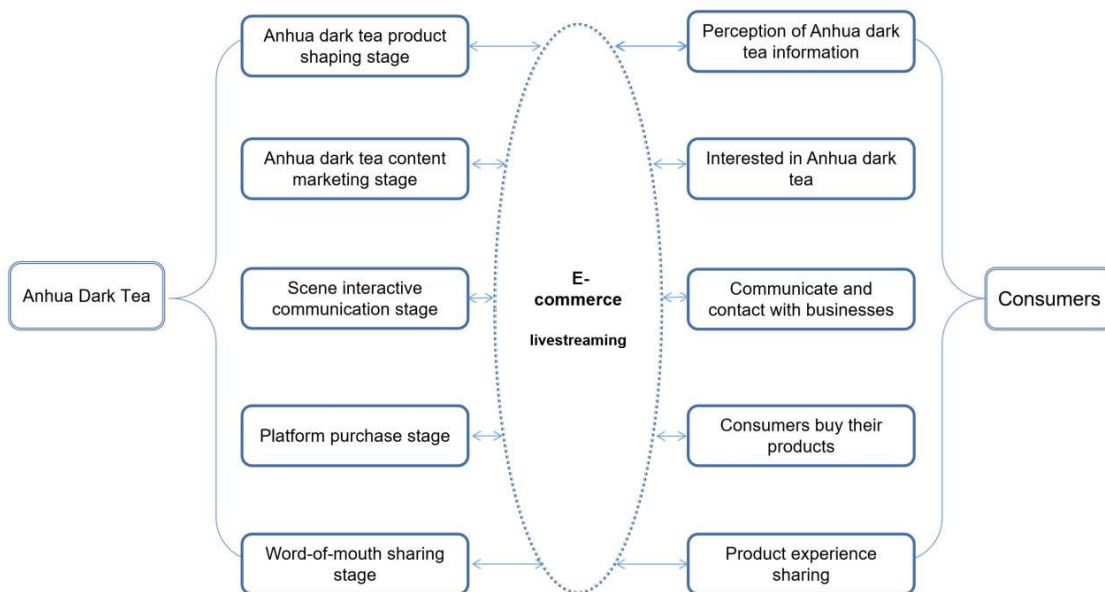


Figure 2. The SICAS model of Anhua dark tea live broadcast marketing

4. Application of SICAS Model of Anhua Dark Tea Live Broadcast Marketing

4.1. Sense- -the information of Anhua dark tea

1. Create a differentiated brand image

Consumers' perception of the brand determines the popularity of the brand in the hearts of consumers, and determines the size of the guiding power of consumers in the purchasing behavior. In order to break through the homogeneous competition, Anhua dark tea merchants need to rely on their own advantages to build a differentiated brand image. Before live, businesses can according to the product properties mining user demand, according to the user portrait draw IP image, according to user preferences clear IP style, from the IP kernel portrait, IP external image, IP content

output live three aspects, effectively identify target consumers and potential consumers, live through this platform and cross-platform advertising push and private domain diversion, in weibo, public platform, advertising information flow, fine operation, precision, using the anchor effect, enhance potential customers consumption viscosity, set up, we will dark tea in the audience in the heart of the differentiated brand image.

2. Cultivate exclusive anchors with brand characteristics

Analyze the personality characteristics and needs of potential consumers, invest in the interests of consumers, from basic personal information to advanced personalized positioning and label image, and design the human portrait of anchors. According to different types of Anhua dark tea, cultivate their own exclusive anchors, and enhance the consistency between the brand characteristics of dark tea merchants and the identity characteristics, personality

characteristics, knowledge characteristics and appearance characteristics of the exclusive anchors. By perceiving the brand with the characteristics of anchors, the emotional resonance of potential consumers for dark tea is aroused. For example, according to the cultural characteristics of dark tea, cultural celebrities, famous well-known writers and professionals are invited to participate in the anchor, and with the personal IP and the double spiral effect of tea brand, the purchase decision speed of users can be improved.

4.2. Connect & Communicate—Stimulate consumer interest

1. Focus on consumer demand

In the era of digital economy, only novel and valuable information can stand out from similar products and then be followed by users. Design the content of the scene according to the personalized needs of consumers. From the perspective of consumers, the selection and packaging should follow the principle of fan portrait positioning, that is, targeted selection on the basis of deep insight into consumer needs. Before the live broadcast, we can first attract the attention of users by shooting short videos of dark tea, analyze their needs in the interaction with users, and finally determine the dark tea style on the shelves in the live broadcast room. At the same time, anchors should also create a good atmosphere for live broadcasting, use the unique and interesting live broadcasting content to close the psychological distance with users, and guide users to consume. For example, anchors can invest in the interests of the audience, discuss the topics that users are interested in, and use psychological resonance to improve users' interest in anchors and products, so as to make consumers have purchasing behavior.

2. Based on content marketing

With the live in the field of refinement, the user to the quality of live content in improving, pure high level of appearance and by means of suction eyes live content has been unable to meet the needs of users, create with high quality, cultural connotation of innovative live content, attract consumer attention, in consumer decisions to consumers necessary information, pay attention to emotional demand, to become a consumer favorite live content. In addition, black tea to get consumer recognition, also need to live content, dig brand itself heritage culture, make a level, depth, restraint live content, combine consumer interest and brand culture design attractive marketing activities, make it coincide with the black tea culture discourse system.

3. Enabling it with visual experience

For consumers who enter the broadcast room, visual clue is the first information they perceive when entering the broadcast room, and it is the most intuitive sensory stimulus. Therefore, the presentation of visual clue in the scene is crucial to arouse the interest of consumers. On the one hand, the reasonable layout of the tone, display, lighting, background can bring consumers good visual experience; on the other hand, it can increase the virtual presence of consumers, if the scene from indoor to outdoor, consumers can directly see the whole process of real-time tea picking and processing. This real scene makes consumers feel immersive on the scene, as if they are in the same real tea garden as offline, increasing consumers' interest in experience.

4.3. Connect & Communicate- -To establish communication with merchants

1. Improve the professional knowledge of anchors on

products

In the scene of real-time live broadcast, consumers receive timely responses and feedback from independent broadcast, which reduces their sense of confusion and confusion about the product uncertainty, and can effectively improve their recognition and trust in the live broadcast room. It can also make them feel "valued". Accordingly, they will actively participate in the topic discussion sent by the anchor, providing valuable opinions for supplier inventory setting, anchor selection and marketing strategies, forming a virtuous circle of interactive atmosphere of live broadcasting. In addition, anchors should also share their lives and homely lives, and trigger consumers' emotional and emotional resonance through various interesting interactive modes. The sense of distance between consumers and anchors is gradually blurred. For consumers, anchors are more like a reliable friend around them. High-frequency real-time interaction constantly strengthens consumers' cognition of anchors, encourages them to participate in the interaction with anchors in a more invested way, and forms a high degree of stickiness to the broadcast room or anchors.

2. Increase consumer topic engagement

E-commerce live broadcast has built a new type of social relationship. Consumers are in the scene built by merchants and realize two-way interaction with the scene through the bullet screen in the live broadcast room. Consumers get real product evaluation through the interaction with other consumers in the broadcast room, which is often conducive to their correct purchase decision. This interactive relationship meets the needs of consumers in modern society for strangers to socialize. To some extent, they feel that they have found friends with their like-minded interests in the broadcast room. In this situation of interaction with scene elements, consumers complete the transformation from "island" to improvisation, and their information needs, social and entertainment needs for products are met.

3. To serve a strong customer relationship

A large amount of data shows that the cost of attracting a new user is five times that of maintaining an old user, so publishers should take the initiative to establish a stable supply and demand relationship with their core users. Anchors should take the initiative to improve the fan stickiness. Fan stickiness is the core upgrade of active fans, the emotional connection between fans and anchors and the broadcast room, the embodiment of fans' loyalty to anchors and broadcast room, and the embodiment of the brand value of anchors and broadcast room. Anchors can improve the stickiness of fans by creating people, operating fan groups, paying attention to product quality and reputation, and refining the live broadcasting of dark tea.

4.4. Action—Consumers buy their products

1. Create a full sales channel ecosystem

After obtaining a lot of information in each broadcast room, consumers will measure the brand value of Anhua dark tea merchants on the basis of perception, interest and communication, and then make purchase decisions after comparing the influencing factors such as price and service. Digital economy era consumer purchase behavior will not only occur in the studio, social platform, electric business platform are likely to buy point, so black tea businesses should accelerate online across industry, cross-platform resource integration, meet the demand of consumers buy different scenarios, make consumer purchase channels, to

enhance the consumer experience in marketing activities. For example, in addition to selling dark tea in the broadcast room, merchants can also connect social platforms such as WeChat, Weibo, Zhihu, Douban, Xiaohongshu and e-commerce platforms such as Taobao, Jingdong and Pinduoduo, and increase the channels for consumers to buy tea by hanging links on various platforms.

2. Create an activity marketing atmosphere

On the one hand, create an atmosphere of panic buying, such as the use of product styles in the broadcast room batch shelves, countdown seckill, limited purchase and other marketing behaviors, to artificially create a scarce and tense panic buying atmosphere. On the other hand, businesses through the use of various such as lottery, red envelopes, coupons and other marketing tools, constantly impact the psychological defense line of consumers. At the same time the studio can also be divided according to the activity and consumption level, each level of the group in the studio has a unique identity and symbol, enjoy certain privileges and preferential price, consumer natural cheap prompted the consumer behavior, in this mode, prompting studio members finally completed by the viewers to consumer groups.

4.5. Share—Product experience sharing

1. Actively maintain the community and increase consumer stickiness

In the scene of e-commerce live broadcast, the community connected by the live broadcast room as the link is the main role object of the marketing of the e-commerce live broadcast scene. The end of the live broadcast does not mean the end of the community relationship. Some members of the broadcast room spontaneously form the social group with the same values in the support and trust of the anchors. After the broadcast room, the virtual community gathered through Weibo, WeChat, Xiaohongshu group, etc., which is the continuation of the live broadcast scene. Compared with the members of the broadcast room, the members of the virtual community have more emotional resonance and emotional dependence on each other. Their communication not only stays on the commodity information, but also discusses the anchors and personal life. This process will continuously strengthen the stickiness among the members.

2. Strictly control the content of community communication

Out of a strong sense of belonging and responsibility to the community, community members will spontaneously recommend anchors or broadcast rooms to others, share their own experiences, and become active communicators of marketing activities. Therefore, anchors should strictly control the content of the community, and guide consumers to output the content related to black tea products, such as quality sharing, taste experience, recommendation reasons, etc. Anchors can set up reward mechanisms to stimulate the creative enthusiasm of the audience, such as giving red envelopes to high-quality content creators, so as to promote the audience to continuously output content. In this way, the transfer of marketing discourse power will be realized, and the "viral" word-of-mouth spread will be formed.

5. Conclusions

SICAS Model can from the consumer perspective for tea merchants live marketing, guide live marketing process to the

direction of standardization, standardization, namely through the perception to acquire users, stimulate user interest, deep communication, purchase, user spontaneous share, produce black tea live marketing in steady good development trend.

(1) Tea merchants can accumulate brand value through live broadcasting, attract loyal users, use the real-time interaction of live broadcasting, let users really know the brand image, build a two-way perception between merchants and users, and provide strategies for tea merchants to find a way out;

(2) The model conducts the production of dark tea content and live broadcast content, which makes users interested and interact with users through topics, so as to provide users with differentiated products and services;

(3) According to the strong and weak relationship built between merchants and users, the model adopts differentiated user management strategies, to provide solutions for merchants to optimize the fan management, and to create a more efficient two-way interaction path;

(4) The model attaches importance to multi-platform linkage from online and offline, multi-level user purchase channels, clear direction to improve the marketing conversion rate for merchants, and achieve the maximum investment income;

(5) The model has a deep insight into the way of information exchange among consumers in the digital era, emphasizes the accurate distribution of fans attracted by the live broadcast to different communities, and uses high-quality experience to stimulate users to share spontaneously, so as to provide power for tea merchants to realize secondary communication and realize the spillover value of consumers.

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