

## **Social Media and Brand Interaction: The Dissemination and Influence of Brand Image in College Students' Social Networks**

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**Abstract:** With the rapid development of information technology, it has a great impact on enterprises, and brings new opportunities and challenges for the communication of enterprise brand image. In recent years, the interaction between social media and brands has become a new direction of brand communication. China's college students have a large population base, so the spread of brand image in college students' social networks has a distinct impact on the development of corporate brands. Based on this, this paper analyzes the communication mechanism of brand image in college students' social network from the perspective of the current situation of the development of college students' social network, and then summarizes the influence of brand image in college students' social network from the actual case.

**Keywords:** Social Media; Brand Image; Social Networks for College Students; Spread Of

### **1. INTRODUCTION**

With the development of media technology, the marketing environment has undergone earth-shaking changes. From the perspective of the nature of social media, it has changed the environment through mass media and played a positive role in promoting the innovation of marketing models. Social media has a low entry threshold and convenient operation, so it has a good momentum of development and has accumulated a large number of users in a short period of time.

Among college students, smart devices have become popular, and college students are used to obtaining information through social media. In today's society, "flow" is "dividend."

## 2. CURRENT SITUATION OF SOCIAL NETWORK DEVELOPMENT OF COLLEGE STUDENTS

In 2019, the Ministry of Industry and Information Technology issued four 5G commercial licenses to China Telecom, China Mobile, China Unicom and China Radio and Television, marking that China has officially entered the 5G era, which also means that China's mobile Internet technology has entered a new stage, from analog cellular mobile communication to the fifth generation mobile communication (5G). According to the statistics of China Internet Network Information Center, the number of Internet users in China has reached 1.011 billion.

As of June 2022, students are the largest group of Internet users in China, accounting for 25%. Among college students, the Internet penetration rate is very high.

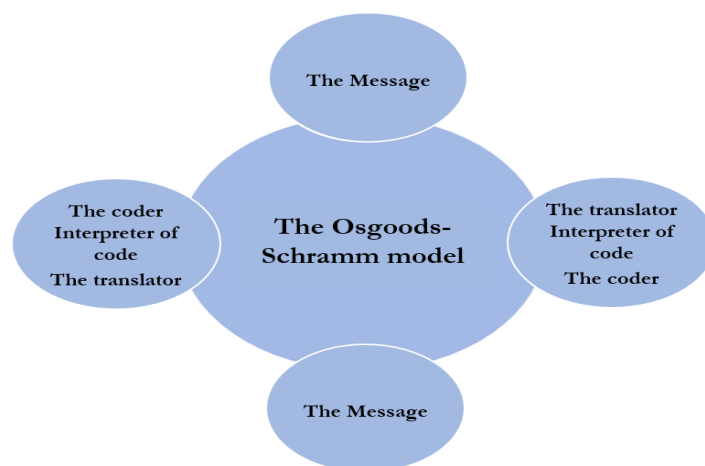
With the popularization of smart mobile terminals, the social networks of college students become more and more developed, and corporate brands begin to realize the importance of college students' social networks, so they enter the social media one after another, and the communication of brand image in college students' social networks has become very common (Zhou, 2020).

## 3. THE COMMUNICATION MECHANISM OF BRAND IMAGE IN COLLEGE STUDENTS' SOCIAL NETWORK

The word "mechanism" originated from Greece, and its essence refers to the structure and working principle of mechanical equipment. If it is extended to different fields, different mechanisms will occur (Wang et al., 2020).

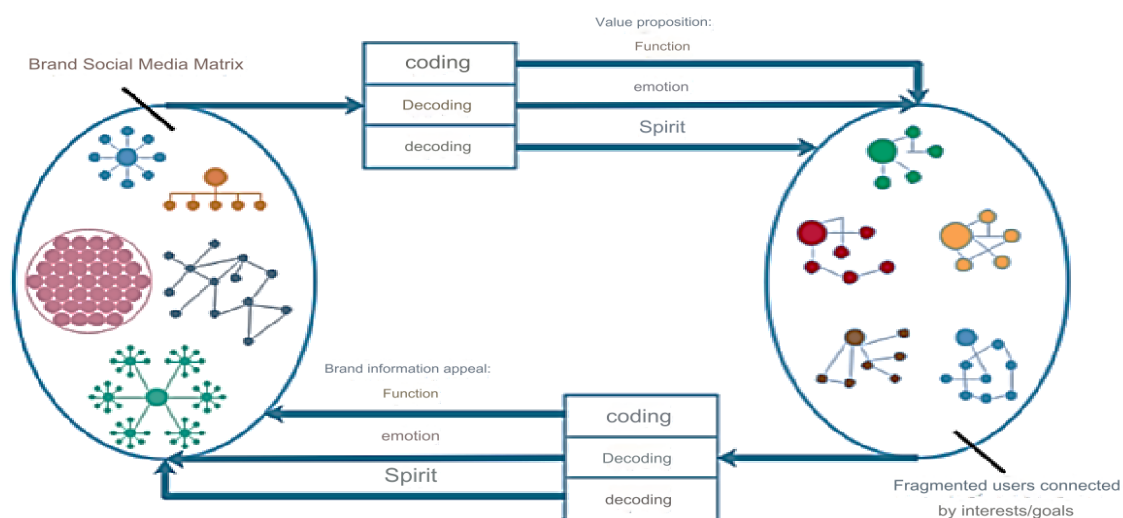
From the perspective of communication theory, the mechanism of communication mechanism is the form, method and process of communication, etc.

The communication mechanism of brand image in college students' social network is as follows: In the study of communication mechanism, American scholars Shannon and Weaver proposed the "Shannon-Weaver model," which was finally refined by Schramm to form the Osgood Schramm model, as shown in Figure 1 below.



**Figure 1:** The Osgoods-Schramm model

This mode is a circular interaction mode, which intuitively gives the difference between it and the linear mode of communication. In the Osgoods-Schramm communication mode, the spreader and the receiver are on an equal position (Lund & Wang, 2020), and both need to go through the process of coding, decoding and decoding, so they can interact and influence each other (Fu & Lai, 2016). The specific mechanism of brand image dissemination in college students' social networks is shown in Figure 2 below.



**Figure 2:** Interaction Mechanism of Brand Image in College Students' Social Networks

In the social network environment, the interaction between the brand and college students is shown in the figure above. In the process of communication, both the brand and college students are the main subjects. That is, random distribution is the main form (Yin et al., 2016). After college students activate their personal social accounts, their social relationships change, and users form multiple groups of college students

by classifying their interests and goals. In the above communication mechanism diagram, the role between subjects is not obvious, and the brand belongs to both the communicator and the audience (Shen et al., 2016). When interacting with the brand image in the social network of college students, it can be based on the feedback of college students. Correct the information in the network. College students will also be affected by brand value and product concept (Wang et al., 2015). Therefore, the two subjects in communication affect and interact with each other, and are not limited by time, region and other factors (Maresova et al., 2020). Among college students, social media platforms are widely used, which lays a foundation for the interaction between brands and social networks and makes it possible for brands to interact with college students. In the brand and social network communication mechanism, it can reflect the brand proposition, product quality and so on to a large extent. The dissemination of this kind of information can strengthen the publicity and marketing effect of the brand, and play a positive role in boosting the brand's own market competitiveness and consumer experience (Li, 2013 ).

#### 4. CASE STUDY OF SOCIAL MEDIA INTERACTION OF BRANDS

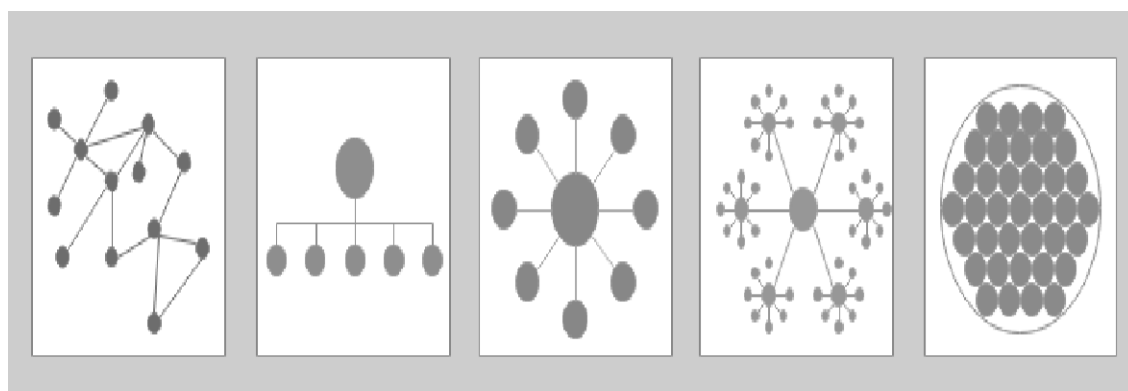
In the process of studying the interaction between social media and brands, this paper takes Gazelle and Xiaomi Company as examples to analyze the brand's social media interaction practice. Baichok is a domestic skin care brand with low price, which is more suitable for college students. In 2017, it launched 1931 on the social network. The background is the period of the Republic of China, and the heroine wears a cheongsam and defeated the enemy with the cooperation of her peers. And launched "AND time for the enemy" series skin care products. After the launch of the video, the number of views in moments exceeded 30 million, but the final conversion rate was less than 0.00008. This social network marketing effect is undoubtedly a failure. The main reason for this failure is that the video has a beautiful picture and a wonderful story, but it lacks relevance to the main body of skin care products. It is difficult to associate it with the brand. It can be seen that the main purpose of the dissemination of brand image in college students' social networks is not to "spread" or "understand," but to strengthen the stickiness between the brand and users (Hutter et al., 2013). In contrast, Xiaomi has achieved good results in the communication of its brand image in college students' social networks. Founded in 2010, the company is an innovative technology enterprise

focusing on high-end smart phones, Internet TV and the construction of smart home ecological chain. Its product development concept is "born for fever". Xiaomi company pioneered the use of the Internet model to develop mobile phone operating system, enthusiasts to participate in the development and improvement of the model. Schulz put forward the theory of value proposition construction, which holds that value proposition is crucial in the relationship between consumers and brands. Although the products produced by enterprises are important, the value of products can be enhanced through the construction of value propositions (Cheung et al., 2019), so as to attract the attention of consumers. The value propositions of Xiaomi Company are "sincerity" and "love." As shown in Table 1 below.

Table 1: Value Proposition of Xiaomi

The Value Proposition	Source of Information
Born for Fever	Official website publicity module
Price is Fair	Official website introduction module
Have Fun with Technology	Culture module of official website
The Geek Spirit	Press conference
Quality Technology Products From China	Promotional video
Make Friends with Users	Official website publicity module
Good Things Come as Promised	Official website introduction module
Sincerity and Love	Culture module of official website

In terms of marketing, it pays attention to "the sense of participation," so it constructs the concept of "making friends with users," and realizes the interaction with users through the communication of social networks. The system of enterprise social network accounts has a fixed mode, which is generally based on the needs of enterprise users, and the dimensions are divided according to the region, brand and business. The sequence is shown in Figure 3 below.

**Figure 3:** Common Matrix Types

Xiaomi's social accounts are very rich, as shown in Table 2 below.

Table 2: Social Network Accounts of Xiaomi

Types of Social Networks	Categories	Account Number
Microblog	Ecology of Xiaomi	Xiaomi Corporation, Zhimi Corporation, MIUI System, Chuangmi Technology and so on
	Xiaomi Software	Little love students, millet bus, millet headphones, millet weight and so on
	Xiaomi Services	Xiaomi Community, Xiaomi Brain, Xiaomi Want to see, Xiaomi member and so on
	Xiaomi physical store	Xiaomi Store, Beijing Xiaomi Home, Xiaomi authorized experience store and so on
Wechat	Ecology of millet	Xiaomi Corporation
The Forum	Xiaomi Software	Xiaomi Mall, Xiaomi Home
	Coldplay Gang	The latest coldplay experience, coldplay consultation
	Same city meeting	City story, rice fan expert

The form of Xiaomi brand interaction in the social network is the multi-center radiation mode, as shown in Figure 4 below.

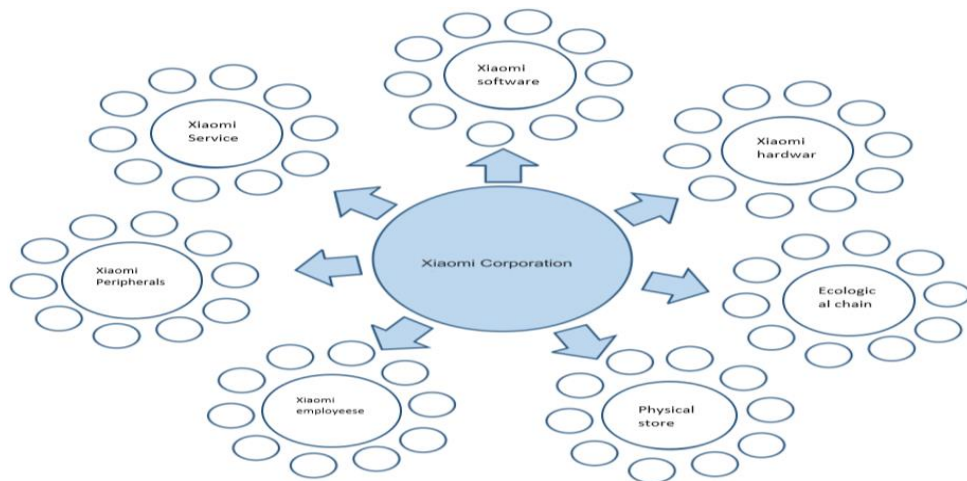


Figure 4: Multi-center radiation pattern

Xiaomi uses social networks to build a platform for communication with college students. In the Internet media channel, its transmission capacity is huge. We have entered the era of massive information, and consumers have a large amount of information about Xiaomi Company, which can play a role in boosting the market development of Xiaomi Company. For example, in the mobile phone market of Xiaomi, it has built a number of wechat public accounts in the social network of college students, so that college students can comment and communicate in the articles pushed by

it (Huang et al., 2010). This paper conducts a survey on the interaction of Xiaomi brand in college students' social networks through the Internet. In the process of marketing, college students can get the chance of lottery as long as they forward it, so the interaction in college students' social network is very active. In addition, Xiaomi has also established communities and Mi chat forums, which can realize the interaction between brands and fans, and understand the needs of fans in the interaction (Tsai & Men, 2013).

## 5. INFLUENCE AND SUGGESTION OF BRAND IMAGE IN COLLEGE STUDENTS' SOCIAL NETWORK

### 5.1 The Influence of Brand Image on College Students' Social Networks

The influence of brand image on college students' social network has many aspects, and this paper analyzes it from the perspective of interaction and experience. From an interactive point of view. In the middle of the 1970s, many psychologists put forward the "empowerment theory" in the research process. In short, in the background of the Internet, consumers concentrated on the social platform, virtually formed a large collective power, and the power of the group was endowed with power. The same is true for college students. With the expansion of the size of college students, they have also achieved empowerment. College students with similar interests can interact with each other so as to attract groups with the same views. From the perspective of experience, the spread of brand image in college students' social networks has changed the consumption experience, that is, gradually changed from "commodity trading" to "value feeling". In the 2.0 era of marketing, the theory of market segmentation was put forward. At that stage, products in the market can be described as beautiful in sight, and consumers choose products according to their own preferences and needs. The enterprise brand needs to subdivide the market, so the enterprise brand gives the consumer spirit, thought and other aspects of the requirements, that is, consumers are completely independent people. The interaction between brands and social network users is the key for brands to attract users (Pempek et al., 2009). Under the background of social network environment, social network has gradually become an important platform for the interaction between brands and college students. College students form the communication of brands through the interaction with brands. Enterprises can optimize brand products and concepts according to the interaction process, and the communication of brand image in college students' social network. It can strengthen the

brand's understanding of users and enhance the brand's popularity among college students, with remarkable effects (Pronschinske et al., 2012).

## 5.2 Suggestions on the Dissemination of Brand Image in College Students' Social Networks

### 5.2.1 Strengthen Brand Features

To spread the brand image in the social network of college students, it is necessary to catch the attention of college students, so brand characteristics are very important, which requires an in-depth investigation of the brand market, understanding of college students' cognition and needs, and then clarifying the positioning of the advertisement. When interacting in college students' social networks, the user group is college students. Taking college students as the target users, we divide them according to different dimensions such as gender, age, grade and major, and track and share college students' social network behaviors, so as to grasp the actual situation of users more accurately. After mastering the needs of users, focus communication can be adopted to attract the attention of college students, so as to improve the interaction rate between the brand and college students. Brand advertising needs to have characteristics. In the current era, innovation is the most important, and the innovation of brand advertising is also the advantage of the brand compared with other competitive products. Marketing theory points out that with the development of society and technology, there are many advertising information in the market, and only innovation can stand out and catch the eye of users. College students belong to the "new human beings" in the society and have a strong ability to accept new things (Jin, 2018).

### 5.2.2 Focus on Entertaining Features

In the social network of college students, in addition to daily learning and communication, the most important function is entertainment. According to the information on the Internet, advertisements with entertainment characteristics are highly accepted by college students. On the contrary, advertisements that are too formal are easy to cause antipathy among college students. In comparison, entertainment advertising is easier to close the distance between products and college students (Farzin et al., 2022). It is more flexible and has interactive characteristics. Traditional advertising mainly applies entertainment to the plot of advertising, which is difficult to meet the needs of contemporary college students. At present, brands can implant advertisements into small games to increase college students' participation in the interaction. In addition to the interesting plot



and participation, we should also pay attention to the brand advertising itself. Starting from the needs of social networks, we can explore the key points of entertainment based on the needs of college students, so that college students can deepen their impression of the brand in a relaxed and entertaining environment (Raza et al., 2020).

#### 5.2.3 Tap the Needs of College Students

With the development of economy, technology and other elements, the era of social media has arrived, and college students have strong consumption power. Therefore, brands can tap the needs of college students and put appropriate product advertisements into college students' social networks such as wechat and Weibo. Fully investigating the needs of college students can improve the accuracy of marketing.

#### 5.2.4 We Will Strengthen Social Supervision

The spread of brand image in college students' social networks requires security, so it is necessary to strengthen social supervision. College students have a very rich social network. In addition to Weibo, wechat and other communication platforms, they also use various apps with a very high frequency. Many brands have begun to implant advertisements into various apps. It needs self-regulation and social regulation, taking authenticity as the first criterion of communication. When a brand releases information on college students' social networks, it needs to first confirm the authenticity of the information and whether the information is consistent with contemporary values, and develop in line with the concept of being responsible for the product and college students. In addition, the regulatory authorities in the market should strengthen the supervision of college students' social networks, increase the punishment for false propaganda, fake and inferior products and other problems, and put an end to the marketing of false and illegal brands from the source. The brand itself should also carry out "self-inspection, self-inspection", govern the enterprise according to law, strictly abide by laws and regulations as well as network systems and so on. Through a multi-pronged approach, a comprehensive regulatory system is established to constrain the behavior of brands.

## 6. CONCLUSION

To sum up, this paper studies the interaction between social media and brand, and analyzes the specific impact of brand image communication in

college students' social networks. With the development of the Internet and the increasingly advanced technology of social media, the interaction between brands and college media is affected by the subject, and the pattern of unequal information dissemination has changed. In the process of brand publicity and marketing, enterprises should pay attention to spiritual value, emotional value and functional value, and so on.

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