

The rise of domestic goods under the new media marketing road

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Abstract

In recent years, the patriotic sentiment of Chinese people is high, and the consumption tendency of domestic goods is more and more positive. The people's increasing attention to domestic goods has become an opportunity for the rise of the old domestic goods. However, many domestic products still adopt the traditional marketing model, can not adapt to the needs of today's times, the marketing model needs to be improved. In this context, it is proposed to combine domestic products with new media marketing technology, and use event marketing, live marketing, multimedia marketing and other technologies to promote domestic products to help the rise of domestic products. The combination of new media marketing and the promotion of domestic products is bound to make it explode with new vitality, which will not only follow the trend of The Times, but also stimulate the national economic growth to raise the national tax revenue and help the growth of national patriotic sentiment to form a virtuous circle.

Keywords

Domestic goods, new media marketing, traditional marketing model, ERKE

1.introduction

1.1Current situation of domestic goods

In recent years, the patriotic sentiment of the whole people is high, in many fields such as clothing, food, housing and transportation, people have brought domestic goods into the scope of priority selection, and more and more high-quality domestic goods into everyone's vision. Wang Maochun, vice president of China Chamber of Commerce for Import and Export of Medicine and Health Products, said: "At present, China has become the world's second largest cosmetics consumer market." Data from the National Bureau of Statistics showed that the total retail sales of cosmetics in April 2023 was 27.6 billion yuan, up 24.3% year on year; the total retail sales from January to April was 129.9 billion yuan, up 9.3% year on year. Domestic retail sales of cosmetics rose steadily.[1] These data reflect that with the change of The Times, the consumption structure of the public is gradually upgrading and changing, and the high-quality and high-value domestic brands have begun to be favored and

sought after by consumers.[2]At this time, if the domestic products can be combined with new media marketing for promotion, it is bound to bring new opportunities and vitality for it.

On January 17,2024, the State Council Information Office held a press conference, the National Bureau of Statistics Kang Yi, National Bureau of Statistics spokesman wang economy in 2023 is introduced, and said in response to reporters 'questions: " in 2023, China's goods exports rose 0.6% over the previous year, general trade, private enterprises import and export proportion has increased. The total volume of imports and exports to Belt and Road " countries increased by 2.8% over the previous year. At the same time, international organizations raised their forecast for China's economic growth, including the International Monetary Fund by 0.4 percentage points and the Organization for Economic Co-operation by 0.1 percentage points, indicating that the international community is optimistic about China's economic development prospects in 2024."[3] This shows that the development prospects of domestic goods are a good and still maintain great potential.

1.2 Research purpose and significance

Behind the business is the penetration of culture, and domestic products are not only the "hard power" in production and manufacturing, but also shoulder the meaning of the improvement of cultural soft power.[4] Through the reasonable combination and promotion of the domestic brands and new media marketing, the domestic brands will radiate new vitality. A number of domestic brands with more in line with the trend of The Times to promote, so that more old domestic goods into everyone's vision, revitalize the old domestic goods to make it loved by more consumers, help more and more domestic goods rise and then help the national economic growth.

In recent years, the Central Economic Work Conference has put forward consumption guidelines such as "focusing on increasing consumer demand", "improving product quality" and "fully tapping the consumption potential of counties and townships" to support the domestic goods market. Data show that in 2019 — 2022, the per capita consumption amount of domestic goods increased by more than 70%, and domestic goods opened new development space and become a new consumption growth point in the market.

Chinese people's awareness of domestic goods gradually improves, and the awareness of domestic goods is the reflection of consumers' cultural confidence in the consumption field.[5] Promoting the rise of domestic goods can drive the national economic development, promote the increase of tax revenue, and enhance the national strength. A country must have its own national enterprises, its own national brand, in order to better realize the road of a strong country.

Round after round of the revival of domestic goods, in fact, because patriotism is the eternal theme, the Chinese people since ancient times inherited the simple patriot-

ism into the blood, so the domestic goods have always been a hot spot, with a broad market. Patriotic sentiment promotes the rise of domestic goods, and the rise of domestic goods in turn increases national cohesion and pride, forming a virtuous circle.

2 Analysis of the current situation of domestic goods marketing mode

2.1 Traditional marketing model

The traditional marketing mode is the most widely used marketing mode at present, and it is also the marketing mode chosen by most old domestic goods enterprises. The current market is mainly composed of three types: agent marketing, dealer marketing and direct marketing mode.

But the traditional marketing model has many drawbacks, For example, the basic idea of the traditional marketing model is market-oriented, It ignores the impact of customer immaturity and the limitation of enterprise resources on marketing; [6] And the process time cycle from receiving the feedback to making the change is long, Usually with a hysteresis, There is a "time difference" between both, The effect of solving the problem cannot meet the expectations of enterprises; The traditional model requires a lot of money on advertising and investigating customer data, Because the costs are too high and in most cases do not bring significant profits far beyond the costs, Enterprises usually choose to ignore personalized needs and make homogeneous products more in line with the needs of the public. However, due to the arrival of the information age, personalized needs can no longer be ignored, and therefore, new media marketing is crucial today.

2.2 Introduce new media marketing

New media marketing is a new marketing method and marketing means, which refers to the process of brand image building and product publicity with the help of digital interactive new media such as the Internet and mobile phones. [7]

In this mode, the new media itself has a huge user and massive information to play a huge role. At the same time, relying on the fragmented characteristics of the Internet and new media and the rapid dissemination and interaction, it is easier for enterprises to complete the brand communication and sales goals, so as to further expand the market share and share share and increase the influence of enterprises.

Compared with the traditional marketing model, new media marketing has many advantages, such as: large coverage and wide coverage: new media marketing can promote the marketing scope to the whole Internet with a wide coverage; low cost: traditional marketing model requires a lot of money, design and advertising to expand popularity and attract customer flow. The new media marketing greatly reduces the advertising cost and saves the budget of the enterprise; Accurate positioning: the new media marketing accurately targets the target users through big

data analysis and user portrait, improves the marketing effect, and greatly improves the accuracy of its marketing. The application of big data and the Internet also enables enterprises to complete the integration of resource information with more efficiency and high precision, thus greatly improving the efficiency and quality of marketing, and easier to be accepted and favored by consumers. According to the comparison of traditional marketing mode and new media marketing mode, the chart is drawn as follows:

Table 1. Comparison between traditional marketing mode and new media marketing mode

Analysis of the current situation of the marketing mode	Marketing cycle	Marketing coverage	Cost of marketing	Marketing precision
Traditional marketing model	The cycle is long and it has a lag, so it is difficult to meet customer needs	The layout constraints can be spread, need to take the form of visiting, the workload is large at the same time, the coverage is narrow	Need to invest a lot of money, design and put in advertising, marketing costs are high	Homogeneity is serious, and it is difficult to meet the precise positioning and personalized needs
New media marketing	Even if the communication, timely feedback, can be flexible, to meet the needs of customers	With the help of the Internet, the marketing scope will be promoted to where the whole Internet can reach. The coverage of marketing is large and the coverage is wide:	Greatly reduce the advertising costs, save the budget of the enterprise;	Through big data analysis and user portrait accurate positioning of target users, improve the marketing effect, so that the marketing accuracy is greatly improved.

As can be seen from Table 1, the unique characteristics of new media marketing make new media marketing have significant advantages compared with traditional marketing, which can help enterprises to better achieve the marketing goals of promoting products.[8] In short, compared with the traditional marketing model, new media marketing has obvious advantages and vitality, and is gradually becoming an important part of modern marketing. If it can be combined with domestic brands, it will certainly inject new vitality into the development of domestic products.

3 How to use new media marketing of domestic brands- -take Hongxing Erke as an example

3.1 Grasp the specific event marketing

Since July 20,2021, Henan has been hit by a rare continuous heavy rainfall, with Zhengzhou, Xinxiang and other places severely affected. As of August 2,150 counties, 1,663 townships and 14.5616 million people in Henan province had been affected, leaving 302 people killed and 50 missing, causing direct economic losses of 114.269 billion yuan. On July 21, Hongxing Erke in the company faced with years of losses, still announced the donation of 50 million yuan worth of materials in Henan province, the amount of donation and the turnover, market position does not match, fully demonstrated Hongxing Erke's courage and responsibility, but also quickly triggered the network public opinion. Attracted a large number of netizens spontane-

ously rushed into Hongxing Erke's studio and store buying, once triggered a large scale of the supply chain.[9]According to the donation amount (materials) of some brands in Henan rainstorm event, the chart is as follows:

brand	Donation amount (materials)
Alibaba Charitable Foundation	Donated 100 million yuan and related disaster relief materials
Tencent Holdings	Donated 100 million yuan and related disaster relief materials
Bytedance charity foundation	Donation of 100 million yuan, and its toutiao, TikTok and other products have been launched the "storm rescue channel".
Baidu	A donation of 90 million yuan was made. Its baidu, Baidu map and other products have been online rainstorm mutual aid channel and other functions
ERKE	Donate 50 million yuan in materials
Anta	Donation fund of 50 million yuan and equipment and materials.
Speedy	The donation amount is 50 million yuan, and its kuaishou station has opened a number of information mutual aid channels;
Netease	50 million yuan.
OPPO	Donation of 50 million yuan and open offline stores to provide emergency shelter.
vivo	50 million yuan.
Xiaomi	Donated 50 million yuan and opened the millet home in Henan province to provide free help to the people.
Special step	Donated 30 million yuan.
Ice City	Donated 22 million yuan and delivered supplies to the worst-hit areas.
Bilibili	A donation fund of 20 million yuan was made.
Shun Fung	Donation of 20 million yuan; 30,000 woven bags; open SF business outlets to help the affected people.
Vipshop	A donation fund of 20 million yuan was made.
Sina Tech	A donation fund of 20 million yuan was made.
Polar Rabbit Express	A donation fund of 20 million yuan was made.
Lenovo	A donation fund of 10 million yuan was made.
Little Red Book	Donated 10 million yuan and opened an emergency "emergency rescue channel for Henan rainstorm" in Xiaohongshu
361°	The donation amount and materials are 10 million yuan
Fellow villagers	Lao Xiang chicken donated 5 million yuan, the chairman donated 3 million yuan; donated materials: 2 million yuan.
Happy Tea	The donation amount is 5 million yuan.
Starbucks	The donation amount is 5 million yuan.

Mikhalu	Dondonation of 5 million yuan.
Huiyuan	Donated 1 million yuan of drinking water and fruit juice.

Table 2. List of donation amount (materials) of some brands in Henan rainstorm event

From Table 2, it is not difficult to see that the difficult situation of Hongxing Erke is not consistent with the donation of up to 50 million yuan, which fully demonstrates Hongxing Erke's sense of social responsibility and simple patriotism, and quickly became a hot spot on the Internet. This event is a very successful event marketing, creating a lot of value for the enterprise, and it can even be said that this event saved the life of the whole enterprise, let a frequent loss of the brand revitalize, become a well-known well-known brand. If other domestic brands can also take it as an example and seize the appropriate events as the entry point, it will surely bring more attention and heat to themselves.

3.2 Live-streaming marketing opens up popularity

Live "carrying goods" has changed the relationship between traditional consumers and enterprises, making the connection between people and goods closer. In the face of a large number of homogeneous products in the market, live "bringing goods" can better guide consumers and match the supply and demand relationship more quickly.[10] Network broadcast has low threshold and wide audience. In recent years, it has been recognized and selected by more and more enterprises, and is an important part of new media marketing. Domestic goods enterprises can expand sales channels and open up popularity by live broadcasting of "bringing goods".

Data show that in July 2021, its broadcast room also repeatedly achieved good results. Hongxing Erke TikTok live broadcast for nearly 48 hours, the cumulative turnover of 3 broadcast rooms is 130 million, creating the highest record of 350 million. According to data from Taobao Live data analysis platform, on the evening of July 22, the single viewing rate of the official flagship store soared to 2.017 million, while the average daily viewing rate of the previous six days was only 11,000, and the sales of a single live broadcast exceeded 10.22 million, 168 times the average of the previous week [11] .

Other domestic brands can also make use of live broadcast marketing to actively conduct live broadcast sales. This can not only increase the sales channel, let the sales get a lot of growth, but also can further open the brand awareness and recognition, build brand IP, form an excellent virtuous cycle, has many benefits to the enterprise.

3.3 Weibo TikTok Multi-social media staggered marketing

The advent of the mobile Internet era has brought social media into a new time and space. The Internet has been transformed from a network of web page hyperlinks to a network of interpersonal relations, and the relationship network with human

nodes constructed based on social media is becoming more and more obvious [12]. Nowadays, a large number of social media, including Weibo TikTok, have a large passenger flow, with considerable downloads and daily active users. Therefore, the registration of Weibo and TikTok official account has become the main way of social media marketing. According to the data, the official Weibo account of Hongxing Erke has 1.419 million followers, accumulated 19.972 million comments, and its official donation of 50 million won 9.37 million likes, 286,000 comments and 182,000 comments, even the hot comments have as high as 428,000 likes, the data is proud. The official flagship store of Hongxing Erk has 13.596 million followers on the TikTok platform, and has won 22.019 million likes. The topic of Hongxing Erk has accumulated 21.9 billion broadcasts. According to the official data of the Weibo platform

Table 3. Comparison of Hongxing Erke microblog data before and after the rainstorm event in Henan province

date	Number of posts on Weibo	The highest thumb up	The highest number of comments	Highest forwarding volume
2021.7.19	2	7794	158	15
2021.7.20	2	79000	1203	216
2021.7.21	2	9370000	286000	182000
2021.7.22	3	950000	47000	16000
2021.7.23	3	3120000	100000	37000
2021.7.24	3	252000	8818	1155
2021.7.25	1	158000	6308	1710
2021.7.26	1	23000	1621	161
2021.7.27	1	13000	870	101
2021.7.29	1	8211	560	69
2021.7.30	1	7101	639	53
2021.7.31	1	6598	451	52
2021.8.1	2	6139	392	65
2021.8.2	2	4267	552	92
2021.8.3	1	3995	264	26
2021.8.4	1	4193	282	36

As can be seen from Table 3 and the above data, Hongxing Erke's social media marketing was excellent during the rainstorm incident in Henan province. Other domestic brands can also learn from this and carry out social media marketing on multiple social media such as TikTok Weibo, which can help many old domestic brands quickly open their popularity and further expand the market.

3.4 Grasp the national patriotic sentiment to conduct emotional marketing

Recall several domestic goods burst fire events, behind the opportunity is the patriotic behavior of domestic brands awakened the public hot patriotism. From the effect point of view, low posture, strong interactive marketing, with the old brand has a long history, excellent quality of the "people", coupled with the young people's pursuit of cost-effective consumer psychology, a number of domestic brands turned red, rising powder quickly, sales seconds empty. A lot of people sigh, "pour heaven and wealth" finally turned to the old domestic goods. [13]

And behind the explosion of domestic goods, we can also see that China is not lack of good products, whether the quality or cost performance are not lost foreign goods, they only lack of an opportunity to be seen by everyone. Therefore, many national goods can take patriotism as the entry point of emotional marketing, close to consumer psychology at the same time, further open the market, increase market share, promote the rise of domestic goods, let more domestic goods into everyone's vision.

4 Epilogue

Now, the domestic goods ushered in an unprecedented new opportunities. In recent years, foreign brands frequently insult China, in the Xinjiang cotton, Dioma face skirt and other incidents, Chinese people gradually lost trust in foreign products. Apologies and new events that happen almost every once in a while are shocking. As Chinese, we cannot accept the brands we support and buy, and we are full of hostility and contempt for ourselves. Are foreign products really better than domestic products? We can't help but think.

And contrary to foreign brands is domestic circle and explosive fire —— hong star, in the case of losses for Henan rain donation 50 million, honey snow ice city in raw materials prices would choose shelves goods not to raise prices, bee flower in 79 yuan eyebrow pen event actively launched 79 yuan wash protect package, seize consumer psychology and market demand. And after the fire, these brands did not lose their names as quickly as everyone thought, but successfully returned to everyone's vision, and became one of the preferred and recognized brands of Chinese people. The popularity was greatly improved and praised. This side shows that China does not lack of good national brands, domestic goods do not lose foreign goods, they just lack an opportunity to be seen. And once these conscience enterprises are seen again by everyone is bound to bring new surprises, will not let us down.

Of course, the rise of domestic goods is not a day, cultural confidence is not overnight, patriotic feelings need a long time to write.[14] In recent years, it is not so much the year of domestic goods explosion as the year of some domestic goods explosion. Before the honey snow ice city, Hongxing Erke, after the white elephant, bee flowers. It seems that it has always been a specific event to promote the rebirth of one or several brands, but there are still many high-quality domestic products that have not been seen, and many old domestic products still adopt conservative and traditional marketing methods. Compared with the short board of marketing, the inherent price advantage of the old domestic products has created favorable conditions for them to open the market.[15] If the domestic products can make full use of their strengths and avoid their weaknesses, and make up for their shortcomings in marketing with new media marketing, can they reinvigorate the domestic goods economy and make the domestic products glow with greater vitality and light? The answer is undoubtedly yes. With the help of new media marketing, domestic products will be better found and recognized by everyone, and promote the further rise of domestic products!

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