

Research on Social Media Marketing Strategies for Pet E-commerce Based on SICAS in the Digital Intelligence Era

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Abstract: With the improvement of residents' living standards and the change of consumption concepts, people's demand for emotional support is increasing day by day, especially pet companionship has become an important emotional need. At the same time, the rise of social media has created a new type of digital social environment, providing new marketing channels for pet e-commerce. This article takes Boqi Pet as an example and explores the current situation and causes of its social media marketing based on the SICAS model through a questionnaire survey. This article reveals the social media marketing strategies of pet e-commerce in the era of digital intelligence from five dimensions: enhancing consumer perception, strengthening consumer interest interaction, strengthening connections and communication, expanding channels to promote consumer purchases, and driving user sharing with word-of-mouth. In addition, this article comprehensively applies social media marketing theory and SICAS model to conduct in-depth analysis of Boqi Pet's social media marketing strategy, aiming to provide theoretical and practical references for social media marketing in the pet e-commerce field.

Keywords: Digital social networking; Pet e-commerce; SICAS model; Social media marketing

1. Introduction

In March 2024, the Statistical Report on China's Internet Development released by CNNIC showed that by the end of 2023, China's Internet penetration rate had reached a new high of 77.5%, the number of Internet users had exceeded 1.092 billion, with an annual increase of 24.8 million, demonstrating the huge potential of the digital economy. The penetration rate of mobile Internet is nearly saturated, and 99.8% of Internet users access the Internet through mobile phones, indicating the era of comprehensive digital life [1].

Big data and AI technology are driving personalized recommendations to become mainstream. Social media relies on the characteristics of mobile devices to build a new digital society, and through live streaming and social interaction, has given rise to new economic models such as the "internet celebrity economy" and "trust economy".

The "2023 White Paper on Pet Health Consumption in China" points out that the pet market size will reach 311.7 billion yuan in 2022. With the increase of pet households and the maturity of the industry, pet consumption has become a new growth point in the economy. As a leader in pet e-commerce, Boqi Pet's social media marketing strategy has a profound impact on brand building and sales performance. However, the current effectiveness of social media marketing is not satisfactory, therefore, it is particularly important to study the optimization of social media marketing strategies for Boqi pets in the era of digital intelligence.

2. Related basic theories and models

2.1. Social media marketing theory

(1) The concept of social media marketing

Social media marketing is a marketing strategy that utilizes social media platforms for brand promotion, product promotion, and customer relationship management^[2]. The platform not only enhances brand awareness and user engagement through interaction with users, innovation and

dissemination of content, but also effectively promotes product sales and enhances user loyalty. The advantage of social media marketing lies in its ability to directly target the target user group, reduce marketing costs, and improve marketing efficiency and effectiveness.

(2) Relationship+word-of-mouth marketing model

Relationship+word-of-mouth marketing is the best model for companies to use social media marketing. The reason is that the product itself has a high degree of dissemination, which is easy to pass on to consumers, and relies on close social relationships and high trust between consumers, thereby generating a good reputation for the product and increasing the likelihood of consumer purchases.

2.2. SICAS Consumer Behavior Model

The SICAS model is a social media marketing model that consists of five aspects: Sensing, Interest and Interaction, Connection and Communication, Action, and Sharing^[3]. The purpose of this model is to help businesses better conduct social media marketing activities, enhance brand image and market competitiveness. Enterprises can understand the needs and interests of potential customers, interact with them, communicate and connect with them, attract potential customers to make purchases, and thus to increase sales and profits.

(1) Mutual perception: In social media marketing, companies need to use platforms to collect potential customer details, understand their needs and interests, and lay a data foundation for business strategies. This process emphasizes in-depth market research, precise understanding of specific customer needs and interests, and data-driven marketing strategies.

(2) Interest and Interaction: Brands share valuable content on social media platforms, interact with users, and increase attention and interest. Attract potential customers through mutual promotion and discount activities, enhance sales and profits, and achieve marketing goals.

(3) Interactive communication: In social media marketing, the key to interactive communication is to deepen the connection between the brand and users. Enhance interaction frequency through IP co branding, themed events, celebrity endorsements, and selected platforms. Actively respond to user needs and feedback to enhance brand trust and loyalty.

(4) Purchasing behavior: At this stage, the brand needs to guide users to take action. By building channels for extensive distribution to facilitate purchases by two households, while providing discounts, promotions, limited time offers, and other means to stimulate users' desire to purchase and encourage them to take action.

(5) Experience and Sharing: In social media marketing, companies need to encourage potential customers to share information, pictures, videos, and other content related to products and services through social media platforms, in order to expand brand influence.

3. Analysis of the Current Situation and Problems of Boqi Pet Social Media Marketing Based on Questionnaire Survey

3.1. Survey questionnaire design and implementation

(1) Survey subjects

The subjects of this survey have the following characteristics: firstly, consumers on the Boqi pet e-commerce platform; The second is users of social media.

(2) Survey questionnaire design

In this survey questionnaire, the questions are mainly divided into two parts: single choice and scale choice, with a total of 32 multiple-choice questions. A survey was conducted on the basic information of consumers, such as age, gender, and occupation. In addition, questions are constructed from five aspects: consumers' perception of the brand, interest in it, interaction, communication, purchasing behavior, and experience and sharing. There are 1 to 5 points in the scale selection section, according to the form of the Likert Scale, namely 1- disagree, 2- disagree, 3- average, 4- agree, and 5- strongly agree.

3.2. Measurement of SICAS Model for Boqi Pet E-commerce

(1) Distribution and collection of questionnaires

This survey was mainly conducted online. We distributed 204 online questionnaires through various channels such as social media and relevant communities, and successfully collected 193 valid questionnaires, resulting in a high validity rate of 94.61% and a high validity rate.

(2) Data Results and Cause Analysis

Combining the SICAS consumer behavior model with social media marketing theory, this study analyzes the five perspectives of the consumer behavior model and conducts a comprehensive analysis of the causes based on the results of the Boqi pet e-commerce questionnaire.

① In terms of mutual perception

Table 1 shows that the perceived comprehensive score of Boqi Pet users is 3.54, indicating low acceptance and limited memory points. To enhance consumer loyalty, it is necessary to deepen the company's storytelling, tell good stories on social media, maintain good reputation, highlight product advantages and high-quality services, capture the attention of consumers, and maintain their interest through interaction. Content innovation and quality improvement are equally important.

Table 1: Score of Mutual Perception Angle

Mutual perception angle	average value
1. I often see marketing activities such as Boqi Pet on various social media platforms	3.487
2. I saw marketing activities such as Boqi Pet on various social media platforms and found the content interesting and the format innovative	3.487
3. Boqi Pet's use of social media marketing strategies can help more consumers understand Boqi Pet's brand culture, product quality, and service quality	3.627
4. Boqi Pet's social media marketing strategy can effectively enhance consumers' trust in pet e-commerce platforms	3.565
total	3.541

② In terms of interest interaction

According to the data in Table 2, the comprehensive score from the perspective of interest interaction is 3.53 points, which is relatively low. The social media marketing content of Boqi Pet is not highly recognized by consumers. The reason is that the content of social media marketing strategies is monotonous, highly homogenized, dull, and unable to impress consumers. In addition, Boqi Pet is currently engaged in Omni-channel marketing and lacks the thinking to effectively utilize the diversity advantages of social media marketing content. Boqi Pet should make full use of the diversity of social media marketing content to create personalized brand and consumer interested marketing content.

Table 2: Score from the Perspective of Interest Interaction

From the perspective of interest interaction	average value
5. I will spend time learning about the marketing activities of participating in Boqi Pet	3.508
6. The Boqi pet marketing activities I participated in will actively interact with consumers	3.575
7. I would be willing to join Boqi Pet's related marketing activities and marketing WeChat groups	3.497
8. I am interested in carrying out various promotional activities for Boqi Pet and look forward to launching more activities	3.518
total	3.525

③ In terms of interactive communication

According to the results in Table 3, the comprehensive score of Boqi Pet's social media marketing from the perspective of interactive communication is 3.49, which is relatively low. Due to the single interaction mode of Boqi pets and the lack of innovative consciousness; And without cultivating their own opinion leaders, Boqi Pet's interactive communication channels are limited, and Boqi Pet ignores the role of opinion leaders as lubricants between pet e-commerce and consumers.

Table 3: Scores from the Perspective of Interactive Communication

From the perspective of interactive communication	average value
9.I often participate in discussions related to Boqi Pet's social media marketing activities	3.311
10. I am willing to provide feedback with Boqi Pet on social media platforms	3.456
11. After leaving feedback, the official account of Boqi Pet will provide a timely response	3.611
12. I agree that the official account of Boqi Pet has strong interactivity and high audience participation willingness	3.487
13. I would be willing to obtain information about new products through Boqi Pet customer service and after-sales support	3.601
total	3.493

④ In terms of purchasing behavior

The results from Table 4 show a comprehensive score of 3.64, which is relatively low. The reason is that Boqi Pet's online purchasing channels are relatively single, and there are no dedicated purchasing links on social media platforms; Boqi Pet did not use a reasonable promotional combination to attract consumers to make purchases.

Table 4: Scoring from the perspective of purchasing behavior

From the perspective of purchasing behavior	average value
14.I am very satisfied with the purchasing experience on Boqi Pet E-commerce Platform/WeChat	3.554
15. I will continue to make purchases on Boqi Pet E-commerce Platform/WeChat Mall	3.611
16. By browsing the content posted on Boqi Pet's social media platform, I easily develop a desire to consume and make purchases	3.627
17. I will make a purchase based on the celebrity endorsement or recommendation from a popular blogger for Boqi Pet	3.720
18.If Boqi Pet's products need to be purchased together, they will be shared for joint purchase	3.518
19. If I have a need, I am willing to make multiple purchases of products from Boqi Pet	3.803
total	3.639

⑤ Experience and sharing aspects

The results from Table 5 show a comprehensive score of 3.77 points. The comprehensive score from the perspective of experience sharing is relatively low, due to the serious homogenization of Boqi Pet's own products, as well as Boqi Pet's failure to communicate or entice consumers in a timely manner to collect their feedback experiences, resulting in Boqi Pet's low score in the perspective of experience sharing.

Table 5: Score from the Perspective of Experience and Analysis

From the perspective of experience and analysis	average value
20.I will share the social media marketing information of Boqi Pet with friends who feel the need	3.876
21. I will share my experience on the Boqi Pet platform and leave a comment	3.534
22. I will directly provide feedback on my experience to the official after-sales service of Boqi Pet	3.798
23.I will share because I can receive additional rewards or discounts	3.689
24. I will recommend Boqi Pet's products and purchasing channels to friends in need	3.943
total	3.768

4. Strategy optimization suggestions

4.1. Building multi-touchpoint channels to enhance consumer perception

Boqi Pet should not only establish and improve full social media platform promotion channels, such as Zhihu, Xiaohongshu, etc; In addition, the existing operation modes of microblog, WeChat official account, Tiktok, Kwai and other platforms should be improved. Especially in the field of short videos, according to the 53rd report released by CNNIC, as of December 2023, the number of short video users has increased by 41.45 million compared to December 2022, reaching 1.053 billion people, with a user

utilization rate of 96.4%. Improving the operational model of Boqi Pet on short video platforms can increase consumer attention and provide multi touchpoint channels for platforms and events. At the same time, we should also improve our own perception channels, such as the push and reminder of WeChat official account. Offline promotion cannot be ignored, and live streaming activities, short video promotions, online stores, etc. can be promoted in physical stores through posters and flyers to enhance consumer perception.

4.2. Content related to the brand and consumer interests, enhancing consumer interest interaction

In today's society, content is king, and content is another prerequisite for social media marketing. Whether it is social media platforms or short videos, content is a crucial element. Boqi Pet should focus on creating marketing content that matches the characteristics of its corporate image. For example, the marketing content of "No gifts for this year's holiday, only accept gifts for Brain Platinum" has made its image and characteristics well-known. In addition, efforts should be made in the creative process to identify consumers' interests and then create marketing content that aligns with them. And how to identify consumers' interests depends on the current environment and the integration of one's own brand characteristics.

4.3. Cultivate opinion leaders, innovate interactive methods, and strengthen interactive communication

When implementing social media marketing, enterprises need to pay attention to the role of consumers, especially the influence of opinion leaders. Taking Dong Yuhui from "Oriental Selection" as an example, his knowledge sharing driven sales have become popular, not only boosting the stock price of New Oriental, but also highlighting the unique value of "content" anchors. This type of anchor injects spiritual connotation into live streaming sales and opens up new paths. Enterprises should actively cultivate "content rich" Key Opinion Leaders to deepen interaction with consumers, strengthen brand image, and ultimately enhance company value^[4].

4.4. Enrich purchasing channels and promote mobile purchases

Boqi Pet should strengthen strategic cooperation with various platforms and enrich channels for mobile purchases. On some short video platforms, there should be convenient interactive channels, otherwise consumers may have a great interest in marketing content and cannot make quick purchases, even going to competitors' supermarkets, which will not be conducive to promoting mobile purchases. In addition, by connecting to the Boqi pet mini program, it is possible to achieve marketing content sales, simplify the consumer purchasing process, and greatly reduce the loss of consumers in the search process. It can also attract traffic for the Boqi Pet mini program, gradually cultivate and maintain it, and eventually become a loyal fan of Boqi Pet, thereby promoting consumer purchases.

4.5. Build a fan economy to drive user sharing

How to convert potential consumers into loyal fans and spontaneously share marketing content plays an important role in shaping the brand of enterprises, enhancing consumer identification, and maintaining a stable competitive advantage. For the pet e-commerce industry, the fan economy model should be consumer centered, with consumer led marketing methods and based on consumer emotions, such as meticulous service and care; Boqi Pet leverages its foundation, such as giving small gifts, birthday text messages, etc. Thus achieving the goal of adding emotional capital to brands and opinion leaders, maintaining consumer stickiness, and encouraging consumers to share.

5. Conclusion

In the era of digital intelligence, the SICAS model has innovated ideas for pet e-commerce social media marketing strategies. Research suggests that pet e-commerce needs to establish personalized brand accounts on social media platforms to enhance consumer perception; Create high-quality content to enhance user interaction interest; Cultivate opinion leaders and strengthen communication with consumers; Enrich purchasing channels, cooperate with promotional strategies, and promote consumer purchasing behavior; Build a fan economy circle and incentivize users to split into 4. The implementation of these strategies will help pet e-commerce gain advantages in fierce market competition and achieve sustainable development.

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