

An Analysis of the Marketing Strategy for Xiaomi SU7 Short Videos Based on SICAS Theory

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Abstract: With the rapid development of the internet, the new energy vehicle industry is currently in a highly competitive growth phase. As consumers increasingly seek personalized experiences, short video marketing plays a significant role in the competition between businesses. This paper conducts an in-depth analysis of Xiaomi SU7's marketing strategy using the SICAS theoretical model. It explores the strategy and cases from five perspectives: Sense, Interest & Interaction, Connect & Communication, Action and Share. The paper also examines the advantages of Xiaomi SU7's marketing channels and methods, aiming to provide insights for the new energy vehicle industry, enabling it to innovate and improve its marketing strategies by learning from Xiaomi SU7's approach.

1 INTRODUCTION

1.1 The Development of the Internet and Short Video Platforms and Their Characteristics

With the rapid development of the internet and the widespread popularity of short video platforms, traditional automobile marketing models are facing significant challenges. According to the 55th “Statistical Report on the Development of the Internet in China” by the China Internet Network Information Center (CNNIC), by 2024, the number of internet users in China has grown from 620,000 in 1997 to 1.108 billion in 2024 (China Internet Network Information Center, 2025). Douyin, as the leading short video platform in China, has a massive user base, with its monthly active users reaching 852 million by December 2024. As a representative of China's short video social platforms, Douyin has provided a new marketing platform for promoting various products.

Douyin's low entry barriers and fast-paced entertainment features have greatly fulfilled people's demand for entertainment in their daily lives. Different types of marketing videos can showcase the values of businesses or brands, enhance consumer

impressions of the brand, reduce promotional costs, and increase corporate competitiveness and credibility. Additionally, its unique big data recommendation system and comprehensive social features ensure that consumers' personalized needs are fully met (Shen & Wang, 2024).

1.2 The New Energy Vehicle Market and the Current Situation of Xiaomi SU7

There is a growing demand for green travel in society, making new energy vehicles a promising development direction in the automotive industry. Xiaomi Automobile, with its customer-centered philosophy, has implemented the strategy of “what others do not have, we have; what others have, we excel at” (Liu, 2024). Through differentiated marketing, Xiaomi has segmented its target market into young consumers, tech enthusiasts, and cost-conscious family users. By conducting market research to gather precise data and create clear user profiles, the company has laid a solid foundation for future product development. At the same time, Xiaomi has built unique market competitiveness through technological innovation, brand

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communication, channel optimization, and high-quality service (Hu, 2025).

Xiaomi Automobile also pays attention to the diversified needs of consumers, pursuing the concept of “man and car as one.” Leveraging its technological strength, Xiaomi has made the car more intelligent and personalized, offering consumers a higher-quality and smarter travel experience. Moreover, the Xiaomi SU7 stands out among numerous new energy vehicle brands with its excellent battery range, smart driving capabilities, comfort, and design (Sun, 2025). The successful launch of the Xiaomi SU7 in March 2024 marked an important step for Xiaomi in the new energy vehicle industry. As Xiaomi’s first car model, the SU7 has shown strong market performance, becoming a key sales driver. As of March 18, 2025, official data shows that the cumulative order volume for the Xiaomi SU7 has surpassed 360,000 units, with actual deliveries exceeding 186,000 units. On the marketing front, Xiaomi SU7 has pioneered the use of short video marketing as a unique automotive marketing strategy.

This paper will analyze Xiaomi SU7’s marketing strategy on the Douyin platform using the SICAS model, providing insights and references for other automotive brands.

2 THEORETICAL FOUNDATION

The SICAS model is a consumer behavior model for the digital age. Proposed in 2011 by the China Internet Data Center (DCCI), the SICAS model is a comprehensive improvement based on the AIDMA and AISAS models.

The SICAS model is a new marketing framework that emerged in the context of new media. It includes five stages: Sense, Interest & Interaction, Connect & Communication, Action, and Share (Liu & Zhang, 2024).

In the Sense stage, the brand must establish a perception with consumers. The company needs to connect with users, understand their preferences, and build awareness and trust in the brand. During this phase, it is crucial for the company to increase its visibility and enhance brand exposure.

In the Interest & Interaction stage, the focus should shift to the content, methods, and relationships of interactions with consumers. By adjusting product promotion content in ways that align with consumer preferences, the brand can resonate with the audience. This strengthens consumer engagement through

interactive platforms, boosts brand loyalty, and enhances both brand recognition and consumer interest, ultimately deepening customer loyalty to the brand.

In the Connect & Communication stage, the focus is on optimizing the consumer’s self-directed search, increasing their level of engagement. Consumers obtain more comprehensive product information through methods such as proactive searches, recommendations within communities, and direct communication with businesses. This strengthens their purchase motivation and forms the intention to buy.

The Action stage primarily involves optimizing the product purchase process and stimulating purchase intentions. At this stage, businesses need to simplify the decision-making process and implement promotional measures to reduce any obstacles consumers might encounter during the purchasing process. Additionally, various promotional activities should be launched to stimulate consumer desire to purchase.

The Share stage holds significant importance within the SICAS model. Consumers sharing their purchase experiences and product evaluations can significantly increase brand visibility and social recognition. Many companies also establish dedicated communities or social media groups to encourage users to share their experiences, provide product feedback, and offer personalized content. This increases consumer engagement with the brand, strengthens their connection with the company, and enhances their sense of involvement in product promotions. Through word-of-mouth and mutual recommendations among consumers, a broader market awareness is formed. At the same time, consumer feedback, whether positive or negative, provides valuable insights for improving the quality of products and services.

A review of recent studies reveals that many empirical research efforts have used the SICAS model for marketing analysis. For instance, Gan Congzheng and Fu Xiaojing conducted a marketing analysis of book products from the perspective of the SICAS model. Through their analysis, they identified several issues with short video marketing for sports and health books, such as poor interactivity, monotonous filming techniques, high content repetition, lack of depth in content, inadequate video editing skills, and the absence of feedback mechanisms. Based on their findings, the article suggested several short video marketing strategies, including clear user positioning, innovative content formats, enhanced interactive relationships, fostering

multi-party cooperation, and increasing community feedback (Gan & Fu, 2024).

Gu Hanjue and others applied the SICAS model to analyze the revitalization of the Wa ethnic group's weaving craftsmanship. The article pointed out that although the Wa weaving craft has been effectively inherited through forms such as "Intangible Cultural Heritage + Tourism" and "Intangible Cultural Heritage + Cultural Creativity," there is still the issue of slow development in related cultural products. To address this, the article proposed using the SICAS model to create a marketing model for revitalizing intangible cultural heritage via a mobile app. The model centers on the cultural connotations of intangible heritage, building five stages for the marketing strategy: shaping the image of intangible heritage culture, designing intangible heritage experience processes, establishing communication networks between "consumers – intangible heritage culture" and "consumers – consumers," intangible heritage DIY stores, and intangible heritage brand marketing (Gu & Wang, 2023).

Liang Hualin and others used the SICAS model to analyze the development strategy of cultural products in museums. Their research concluded that cultural product development should better align with consumer needs. Based on the SICAS model, the article proposed a five-stage museum cultural product marketing strategy: focusing on the core cultural content of museums, creating museum cultural IP images, marketing museum cultural content, building museum cultural product-consumer relationships, fostering interactions between cultural product stores and consumers, and developing cultural product brands (Liang & Ding, 2022).

At the same time, other researchers have also used different theoretical frameworks to study Xiaomi Automobile's marketing strategy. For example, Sun Ruiying conducted a case analysis of Xiaomi Automobile's marketing based on the 4C theory. By examining the four aspects of consumer, cost, convenience, and communication, Sun identified several issues with Xiaomi Automobile's marketing model, including an incomplete sales channel construction, a lack of innovative marketing methods, weak brand competitiveness, and inflexible pricing strategies. The study concluded that Xiaomi Automobile needs to further improve its offline sales channels, reduce reliance on "hunger marketing" strategies, emphasize the close connection between Xiaomi Automobile and smart home products, vigorously promote the brand image of youth, technology, innovation, and intelligence, and adopt more flexible pricing strategies (Sun, 2025).

It can be observed that most previous studies based on the SICAS model have focused on the marketing strategies for book products or cultural creative products. Empirical research using the SICAS model to analyze Xiaomi's new energy vehicle brand is relatively scarce. Against this background, this paper will further contribute by applying the SICAS model to the analysis of Xiaomi Automobile's brand marketing.

3 MARKETING ANALYSIS OF XIAOMI AUTOMOBILE BASED ON THE SICAS MODEL

3.1 Sense: Understanding User Preferences and Enhancing User Perception

To enhance user perception, Xiaomi SU7 primarily employs a combination of news coverage and live broadcasts. On one hand, it leverages authoritative media reports to build credibility, while on the other, it uses short video content from entrepreneurs to establish a sense of approachability. For example, on April 16, 2024, CCTV News released an exclusive video on Douyin, where host Sa Beining visited the Xiaomi Automobile factory, taking viewers on a tour and providing an opportunity to experience the Xiaomi SU7 firsthand. Additionally, during a private enterprise forum on February 17, 2025, Lei Jun was invited as one of six private business leaders to speak. The promotion through Chinese official media has significantly expanded the reach of Xiaomi SU7's marketing, allowing a broader audience of consumers to become aware of and perceive the product.

Additionally, Xiaomi Automobile has adopted the Internet Celebrities marketing model. Internet Celebrities are individuals who gain fame through the internet and have the ability to influence others, typically possessing a substantial following. Promoting products as an Internet Celebrities offers real-time, personalized content with strong information dissemination capabilities (Meng et al., 2023). Consumers are more inclined to follow influencers who provide high-quality opinions and possess good personal qualities, being kind and trustworthy (Andronie et al., 2021). Xiaomi has leveraged this consumer psychology by bringing the company's founder, Lei Jun, to the forefront of the internet stage. According to official data from Douyin, Lei Jun's account has garnered 40.12 million followers, with his posts sharing a total of 12,000

times. As an Internet Celebrities, Lei Jun has crafted a more “down-to-earth” and “approachable” image for the brand. Through his relatable and personable content, he has effectively promoted the Xiaomi SU7, making it easier for both fans and casual viewers to engage with the short video content.

Moreover, Lei Jun has always been active in charitable causes. For example, he received the “11th China Charity Award” for his personal contributions. During the pandemic, he donated over 80 million yuan, contributed to his alma mater, and used hand creams wrapped in artwork by children with autism to raise awareness about the condition. Lei Jun’s genuine focus on social needs and efforts to improve the welfare of people have shaped his kind and trustworthy image, attracting more consumers to follow him.

3.2 Interest & Interaction: Video Content Output to Enhance Consumer Connection and Sense of Belonging

To help consumers better understand the Xiaomi SU7, Xiaomi’s official account not only released a comprehensive introductory video on Douyin but also responded to consumer inquiries in the video comment section. Both the Xiaomi Automobile and Lei Jun’s official Douyin accounts posted various videos introducing different aspects of the Xiaomi SU7, such as its color options, vehicle performance, driving speed, and health index. On Douyin, consumers can interact with the brand by liking, commenting, sharing, and following their favorite creators, thereby increasing their participation during the product promotion phase. Such actions by consumers provide the business account with richer social interactions and more video traffic (Xiao & Zhang, 2023).

Xiaomi Automobile’s official account and Lei Jun personally engage with consumers by replying to their comments in the comment section, fostering interaction between the company and consumers. Any consumer inquiries can be answered through comment-based communication. This use of internet social media to create a virtual interactive space enables Xiaomi Automobile to provide consumers with an immersive, personalized experience, helping to build a deeper connection between the brand and its audience, thus fostering a sense of belonging and relationship with the consumers (Rane & Rane, 2023).

3.3 Connect & Communication: Establishing Communities to Enhance Communication and Interaction

To facilitate easier communication between consumers and Xiaomi Automobile sellers or fellow car enthusiasts, Xiaomi has created a dedicated community for the Xiaomi SU7 on the interactive platform “Dong che Di”, which is designed for sharing vehicle-related videos on Douyin. The Xiaomi SU7 car enthusiasts’ community offers consumers a comprehensive interactive platform where they can independently seek advice from other car owners, discuss prices, and provide quality feedback.

Furthermore, within this community, consumers can ask questions to both fellow car owners and businesses. This effective communication and interaction enable consumers to gain more detailed information about the vehicle and receive valuable purchase advice, which in turn increases their purchase intention.

3.4 Purchase Action: Exclusive Purchase Channels and Convenient Reservations

To facilitate the purchase and reservation of the Xiaomi SU7, Xiaomi Automobile has launched live-streaming purchase sessions on Douyin, in collaboration with offline sales locations across various regions. These live sessions offer exclusive car-buying benefits and reservation services. Consumers can simply follow the instructions in the live stream to schedule their car purchase and select their preferred pickup time at a local dealership.

This streamlined and straightforward purchasing process enhances convenience, making it easier for consumers to make impulse purchases. Additionally, offline stores integrate time-sensitive promotions and discount offers within these live sessions, creating a sense of urgency that encourages faster purchase decisions (Chandrasekhar & Jena, 2024). Research has shown that implementing time-sensitive promotions and discounts can significantly boost transaction volume. Moreover, the appeal of exclusive and limited-time offers increases consumer engagement and drives sales growth (Susiang et al., 2024).

3.5 Share: Exclusive Topics to Encourage Sharing

Xiaomi SU7 has also fostered consumer sharing on Douyin by creating exclusive topic tags. Xiaomi's official account and the Xiaomi SU7 car community have created over 50 topic tags related to the Xiaomi SU7 on the Douyin platform, with four of these tags reaching a heat index of over 10,000, and the Xiaomi SU7 topic tag reaching a heat index of 1.304 million. Consumers share their experiences and photos of purchasing the Xiaomi SU7, which helps strengthen their sense of identification with the brand (Yang et al., 2024). This sharing not only satisfies the consumers' desire to showcase the product but also allows them to resonate with other like-minded car enthusiasts.

4 CONCLUSIONS

This study, based on the SICAS model, analyzes how Xiaomi leveraged the Douyin short video platform to market the Xiaomi SU7. Xiaomi Automobile utilized the advantages of Douyin's short video platform to create personalized promotional strategies for consumers, thereby expanding the visibility of the Xiaomi SU7. The brand presented diverse short video content to enhance consumer interaction with the company on the platform; optimized interaction channels to facilitate communication between consumers and the brand; established convenient car purchase channels to streamline the buying process; and created trending topics on Douyin to encourage consumers to share their purchase experiences and details about the vehicle.

By utilizing Douyin's sophisticated algorithmic recommendations, Xiaomi SU7 effectively catered to consumers' personalized needs. Furthermore, the comprehensive social features of the platform formed a more convenient communication channel between the company and its consumers, fostering multi-party interactions. These strategies helped Xiaomi Automobile precisely and efficiently tailor its sales models for individual consumers, thereby strengthening the brand's market competitiveness and building a positive brand image. As a result, the sales of the Xiaomi SU7 were boosted, allowing consumers to discover, learn about, and purchase the vehicle. The strategies employed by Xiaomi SU7 provide automotive companies with valuable insights into short video platform marketing, offering new approaches and methods for future reference.

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