

The Impact of the Information Push Mechanism of Social Media Platforms on Brand Image Building and Brand Marketing

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Abstract: With the increasing popularity of social media algorithm recommendation technology, issues such as information cocoons, hidden marketing, and privacy security have attracted more and more attention. The traditional marketing model still lacks accurate control of data and user behavior. This paper discusses the mechanism of algorithm push in brand exposure. Through literature and case analysis, it is found that accurate reach and real-time optimization can significantly enhance brand competitiveness, but information homogeneity, value disputes, and data security concerns also threaten brand reputation and sustainable development. Based on this, this paper recommends focusing on diversified content and cross-circle communication, adhering to the bottom line of creativity and social values, and strengthening data compliance and transparency, to ensure accurate push while taking into account social responsibility and promoting the sustainable improvement of brand image and market competitiveness.

1 INTRODUCTION

With the rapid development of the Internet and intelligent algorithms, social media platforms have gradually become the core carriers of information dissemination and social interaction. Social media platforms such as TikTok, Facebook, Twitter, and Instagram are representative. Through intelligent analysis of user preferences, behavior trajectories, social relationships, etc., customized information is pushed to users, enabling users to quickly obtain the required information from massive content resources.

This highly customized information push mechanism not only meets the diverse needs of users, but also brings certain social impacts to brand image building and marketing activities: on the one hand, through precise push, the platform can accurately convey brand information to the target audience, thereby effectively improving brand awareness and user loyalty; on the other hand, if the push algorithm is too biased towards a certain content or audience, it may also lead to information cocoon effect or public opinion bias, which not only affects the public image of the brand, but also may cause negative public opinion or marketing misunderstandings. Jianbing Yu et al mentioned that this information push mechanism based on personal preferences may aggravate the

problems of information overload and single-user experience (Yu, 2024). Especially in the current era of booming big data and artificial intelligence, the guiding role of algorithms on user content consumption, public opinion, and brand exposure is becoming increasingly obvious, thus affecting brand loyalty and purchase intention. In addition, while helping users save time, personalized advertising may also cause privacy concerns due to the excessive collection of user information. Hanbyeol Jeong emphasized that personalized advertising will customize content by collecting a large amount of user private data, and this behavior may cause users to have trust issues with advertising platforms (Jeong, 2024).

Therefore, this article will start from the social background and theoretical basis to explore how push algorithms affect users' perceptions and attitudes towards brands, and combine industry cases to systematically analyze how platforms should effectively utilize or reduce the problems that may be caused by information push mechanisms. By deeply interpreting the user psychology and media environment in the data age, it provides a more systematic and diversified research perspective for brands in social media image building and marketing planning and provides practical ideas and solutions.

2 NEW IMPETUS FOR BRAND MARKETING

This section analyzes the three aspects of precise reach and cost optimization, user loyalty and community operation, and data feedback and real-time optimization to demonstrate the multi-dimensional new momentum brought by social media in driving brand marketing.

2.1 Precise Reach and Cost Optimization

Social media algorithm recommendation and big data analysis technology, precise push relies on the collection and algorithm analysis of massive user behavior data, providing brands with a highly flexible and customized marketing path. As Shan Lin pointed out, through in-depth analysis of user interests, behaviors, and preferences, artificial intelligence technology has significantly optimized the click-through rate and conversion rate of advertisements (Shan, 2024). Compared with the traditional wide-net delivery, precise reach can not only significantly reduce resource waste, but also bring higher return on investment (ROI) to enterprises.

First of all, the essence of precise reach is to deliver content to the users who need it most or are most interested in it with the best marketing strategy. Brands can adjust the channel combination and frequency of advertising based on the real-time data provided by the platform, and strive to push information to the right audience at the right time and place. Secondly, because precise delivery greatly compresses budget expenditures that are not related to the target audience, each exposure is more effective, which significantly improves the advertising ROI. Research shows that the use of AI-driven precision advertising algorithms can significantly improve the accuracy and recall of advertising matching. Among them, the average advertising matching accuracy of the advertising group using the intelligent push algorithm increased by 10.864 percentage points, and the ROI increased significantly (Lin, 2024). Under the same budget, companies attract high-intent users through precise content and interactive design, enabling companies to achieve the maximum brand exposure and user interaction benefits within a limited budget.

2.2 Cultivating Loyalty and Community Operations

In the digital age where social media is powerfully empowered, brand marketing not only relies on precise reach and cost optimization but also needs to build user loyalty and community stickiness through long-term operation and in-depth interaction. Compared with the "one-way output, one-time reach" model in traditional marketing, social media provides continuity and diversification for two-way communication between brands and users. Research by Haudi et al. shows that social media marketing is not only a tool for one-way information transmission, but also combines the advantages of traditional marketing and digital marketing. It promotes interaction and collaboration between customers and brands by monitoring user behavior and needs. This interaction includes not only direct communication between customers and companies or brands but also sharing and communication between customers and other customers (Haudi, 2022). This shows that sharing and collaboration between users strengthens the functions of brand "self-propagation" and word-of-mouth diffusion, making social media play an indispensable and ever-new core role in the corporate marketing system.

The core of community operation lies in strengthening users' emotional identification and value resonance. Shadma Shahid et al. mentioned that through sensory marketing and brand experience, brands can establish stronger emotional connections with consumers, and this emotional attachment further promotes consumers' loyalty to the brand (Shahid, 2022). Emotional resonance and brand experience jointly build a strong "stickiness" between users and brands, thereby cultivating higher brand loyalty and competitive advantages in a fierce market environment.

2.3 Data Feedback and Real-Time Optimization

In the high-frequency interactive environment of social media, big data, and intelligent algorithms provide brand marketing with unprecedented "real-time" and "monitorable" features. As Awan et al. described, by using big data tools and machine learning models, data can be obtained in real-time, and user behavior can be quickly analyzed, thus providing strong support for efficient decision-making (Awan, 2021). Information push is no longer a one-time, static process, but a dynamic cycle closely linked to user interaction. Studies have shown that

real-time machine-learning methods can significantly optimize resource allocation and improve marketing efficiency by quickly adjusting user behavior (Awan, 2021). This flexibility of "monitoring and optimizing at the same time" enables brands to maintain efficient adaptability in the social media environment where information flows at a high speed. With continuous insights into user needs and emotional tendencies, brands can continuously upgrade content and services, improve user experience and reputation, and achieve an efficient "data-driven-strategy optimization-user satisfaction" virtuous cycle, thereby maintaining strong adaptability and continuous growth potential in a highly competitive market environment.

3 NEGATIVE IMPACTS AND POTENTIAL RISKS

In summary, this section aims to comprehensively demonstrate the potential negative impacts and challenges of social media algorithms in brand marketing applications by analyzing three aspects: filter bubbles, hidden marketing, and privacy and data security risks.

3.1 Filter Bubble

In the era of high-frequency interactions on social media and precise algorithmic recommendations, users' browsing behavior is gradually dominated by "customized" information, which has given rise to the phenomenon of an "information cocoon". Information cocoons mean that users, under the long-term influence of algorithms, continue to receive content that is similar or identical to their preferences, thus blocking or ignoring diverse information. This "homogeneous" information environment has, to a certain extent, reinforced users' existing ideas and attitudes, leading to less exposure to and understanding of different viewpoints. Research by Nian Li et al. shows that users are gradually exposed to highly homogenized content, which exacerbates users' neglect and isolation of other viewpoints (Li, 2022). For brands, if cross-communication cannot be achieved between users in different circles, breaking through the original fan base will be difficult, forming a situation where "the familiar become more familiar, and the unfamiliar remain unfamiliar." Moreover, in the "information cocoon" environment, brands and their loyal fans are often immersed in the "equal temperature zone" of positive evaluations of the

brand, while external doubts, criticisms, and even negative public opinion may be ignored or delayed due to the preferences of algorithm push. Wen Yang pointed out that information cocoons not only weaken the interaction between brands and different user groups but may also affect the ability of brands to detect external criticism and negative public opinion promptly (Yang, 2024). If a brand cannot receive timely feedback from different circles or groups that hold reservations about the brand, it is easy to lack sufficient vigilance for potential problems and miss the opportunity to make improvements before the problem breaks out. When negative public opinion breaks out, the difficulty of brand response and crisis management will increase accordingly.

3.2 Subtle or Implicit Marketing

Under the marketing wave of digital media, more and more brands are beginning to use implicit marketing to attract the attention and interaction of target audiences. Compared with traditional explicit advertising, implicit marketing often uses "implicit" elements such as hints, stalk culture, puns, or metaphors, and achieves a "seemingly calm, but sharp" style of communication through in-depth research on audience psychology and the public opinion field of social platforms. With the help of social media algorithm recommendations, this type of creative content can quickly trigger topics and form high interaction and self-propagation effects. However, while implicit marketing brings traffic and topics, it also hides controversy and risks. Implicit marketing often uses more "obscure" or "profound" expressions to create gimmicks and attract users to participate in "interpretation" and discussion. Since social media push algorithms will give priority to recommending hot topics and content with high interaction rates, controversial or "implicit" marketing information is more likely to be forwarded and commented on in large quantities. However, "implied" itself carries different interpretation spaces and meanings, which can easily trigger the polarization of public opinion. As Guoyin Jiang et al. pointed out, algorithms tend to give priority to highly interactive and controversial content, which further strengthens the "positive and negative polarization" trend of public opinion (Jiang, 2021). Once some users or circles have negative, distorted, or offended feelings about "connotation" content, there may be large-scale discussions on social platforms or even concentrated outbreaks of negative emotions, which will cause irreversible damage to the brand image.

Research shows that high-quality information can enhance users' trust in communication, but when the content is inaccurate or misleading, the promotion of algorithms may further amplify users' dissatisfaction (Jiang, 2021). Therefore, once the "connotation" is interpreted as offensive, discriminatory, or deviating from mainstream values, the public opinion field faced by the brand will present a "circle siege" trend, unable to achieve the spread of positive word-of-mouth through the original channels, and even fall into an irreversible public relations crisis. It can be seen that while creating topics and popularity, brands need to carefully evaluate the potential for controversy and social value conflicts brought about by implicit marketing, to prevent it from evolving into larger-scale negative effects with the help of algorithms.

3.3 Privacy and Data Security Risks

While brands are achieving efficient marketing through accurate analysis of user behavior trajectories, interest preferences, and social relationships, they are also facing major challenges in privacy and data security. Refined operations usually require the integration of multi-level user data, including geographic location, historical searches, and online behavior. If the collection of these data is not explicitly authorized by the user or lacks a transparent notification mechanism, it may infringe on the user's privacy rights. Sara Quach et al.'s research shows that although the widespread use of digital technology has improved marketing efficiency, it has also exacerbated consumers' distrust of data collection and use. This trust crisis often stems from the opacity of information and the lack of user-informed consent (Quach, 2022). Secondly, the original intention of big data and intelligent algorithms to enable marketing is to improve user experience and advertising conversion rate, but when users realize that they are being "fully monitored" and "tracked across the entire network", they often question the platform's push mechanism and the brand's true intentions. Once this psychological "sense of being stripped away" or "spying" is formed, it will affect the user's overall perception of the brand and willingness to buy. Guoyin Jiang et al. showed that when users perceive privacy risks, they will doubt their trust in the brand, platform, or product (Jiang, 2021). In the long run, the stigma of "excessive use of data" or "privacy violation" will undermine the brand's credibility and competitiveness, and thus affect its sustainable development in the market.

4 SOLUTION

4.1 Diversified Content Strategy and Cross-Circle Communication

Through diversified content strategies, cross-circle communication can be achieved, thus breaking the information cocoon and other problems caused by algorithm push. First, the User-Generated Content Incentivization method can be adopted to make users become "content co-creators". Through topic challenges, interactive solicitations, etc., brands can encourage users to re-create or forward and share brand content based on their interests and social relationships. As Xueying Peng and Lin Li Research Institute said, high-quality content is the basis of brand communication. It not only attracts the attention of the target audience but also enhances users' recognition of the brand through deep emotional resonance or practical value (Peng, 2024). The content shared spontaneously by users will naturally carry brand information to more diverse audiences, thus breaking through the "stratosphere" caused by a single algorithm recommendation. In this process, the "social fission" effect will further amplify the scale and influence of communication, helping brands to cross the boundaries of circles.

Secondly, the method of joint cross-field cooperation is adopted to cooperate with important roles such as brands, content creators, and celebrities in different industries and fields. The target audiences in different fields are often different, so when brands integrate across fields at the content or product level, they can get more exposure opportunities in other circles. Jana Arbeiter and Maja Bučar mentioned that cross-field cooperation breaks through the communication limitations of a single industry by integrating multiple resources and expertise while reaching a wider and more diverse target audience group (Arbeiter, 2021). Since users usually pay more attention to "partners" they are familiar with or trust, cross-field cooperation can naturally weaken the closedness of "homogeneous information" to communication, thereby allowing brand information to penetrate a wider and more diverse user circle.

4.2 Adhere to Creative Boundaries and Value the Bottom Line

Respecting the mainstream values of society, in connotation marketing, brands may use creative techniques such as hints and meme culture to "attract attention". However, even if more "sharp" or

"marginalized" creative elements are used, the overall orientation should be in line with the mainstream values of society and the core values of the brand. By incorporating positive connotations such as friendliness, equality, diversity, and sustainability into the content, not only can the audience feel a good user experience, but also the brand's sense of social responsibility can be reflected. Respecting the mainstream values of society can not only reduce external doubts but also enhance the positive attributes of the brand image. At the same time, brands should also pay attention to content self-examination and multi-department review. Before launching marketing activities, brands should organize multiple departments such as legal, marketing, public relations, and product teams to review and evaluate to ensure that the creativity complies with laws and regulations, conforms to brand positioning, and takes into account market acceptance. Xueying Peng and Lin Li mentioned in their research that in a changing market environment, companies need to flexibly adjust their strategies to quickly respond to public pressure and fluctuations in market demand (Peng, 2024).

4.3 Strengthening Data Compliance and Transparency

Informing users of the purpose and scope of data means that before collecting personal data, brands or platforms need to explain to users in easy-to-understand and accessible forms such as pop-ups and terms and conditions how the data will be collected, why it will be collected, where it will be stored, and in which specific scenarios it will be used, such as personalized recommendations, advertising push, product optimization, etc. In addition, users should have the right to choose data collection, including full authorization, partial authorization, or even refuse any data collection. As Yuan Wang mentioned, transparent communication helps build trust, which lays the foundation for building a solid organizational relationship (Wang, 2020). When implementing explicit notification and authorization, platforms should comply with relevant laws and regulations, take into account ethical responsibilities, and avoid using ambiguous terms or mandatory default checkboxes in the agreement. Furthermore, users have the right to query detailed information on personal data collected by brands or platforms at any time, including historical usage records, authorization scope, etc. Through compliance management and dynamic updating of data, not only can user rights be better protected, but it can also help brands or

platforms reduce potential data security disputes or compliance risks in the fierce market competition.

5 CONCLUSION

In general, the information push mechanism of social media platforms contains both huge opportunities and risks that cannot be ignored in the process of brand image building and marketing. Precise reach and real-time optimization provide brands with flexible and efficient promotion paths, while community-based operations and user co-creation further enhance brand loyalty and word-of-mouth communication. However, while over-relying on algorithm recommendations, information cocoons, hidden marketing disputes, and user privacy and data security issues have gradually become prominent, weakening the basis of mutual trust between brands and audiences, and even triggering public relations crises.

The analysis of this study shows that the rational use of the information push mechanism needs to start from many aspects: on the one hand, through diversified content strategies, cross-circle communication, and focusing on user emotional experience, it is possible to effectively break the information cocoon and enhance brand stickiness; on the other hand, adhere to the mainstream values and compliance awareness of society, control hidden marketing within a reasonable range, and reduce the potential negative impact of topic content under the algorithm. In addition, it is also necessary to strengthen data compliance and transparency, protect user privacy and the right to know, form a virtuous cycle of "algorithm empowerment-value win-win-steady development", and ultimately achieve sustainable improvement of brand image and market competitiveness.

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