

The Influence of Mass Media on Brand Sustainable Marketing and Development

Chengxin Liu

Ulink High School of Suzhou Industrial Park, Suzhou, Jiangsu, 215000, China

Keywords: Mass Media, Brand Marketing, Communication, Data, Marketing Issues.

Abstract: The problems caused by mass media in the process of brand marketing have been widely discussed, but there are still some shortcomings in the innovation of mass media participating in brand marketing strategy. This paper analyzes the impact of mass media on sustainable brand marketing and development. The analysis of this paper shows that mass media marketing has gradually matured, has a lot of positive impact on brand marketing, and promotes the development of brands to a certain extent. However, there are still some problems in mass media marketing that need to be improved. For example, user privacy issues involved in big data analysis and content homogenization problems existing on the Internet, as well as the problem of traditional marketing being ignored with the development of media marketing, and so on. Based on these problems, this paper puts forward the following suggestions: vigorously develop talent innovation marketing content and use some technologies to strengthen user privacy protection.

1 INTRODUCTION

With the rapid development of mass media in recent years, Liu Wei proposed that "media convergence" is a new model under the background of diversified information dissemination (Liu, 2023). People can view real-time news at any time through a variety of electronic devices, so mass media has the characteristics of fast transmission, high efficiency, and no space restrictions. In this digital era, the brand has rich prospects for development. Mass media can inject new vitality into brand development, and diversified and innovative brand marketing methods. Studies have shown that mass media brings many opportunities and challenges to enterprises (Guo, 2023). While it helps enterprises to market, it also has some drawbacks. This paper will study the influence of mass media on the sustainable marketing and development of brands, including good influence and some problems in the communication process, and give some suggestions to solve the problems.

2 THE INFLUENCE OF MASS MEDIA ON THE CHANGE OF BRAND MARKETING METHODS

2.1 Changes in Brand Marketing Methods

In the era of traditional media, that is, in the period when the development of the Internet is not so popular, people have a relatively simple means to receive brand information. For example, when people go shopping, they will receive leaflets, which are mostly printed with simple and clear basic information, photos, and some preferential measures of some shops, so that they are attractive enough for customers to consume after receiving the leaflets and reading them roughly. Another classic marketing tool is the newspaper. In China, many old people have the habit of reading newspapers. Households that subscribe to the newspaper receive a copy every day. Then some brands will choose to cooperate with the newspaper to print eye-catching advertisements on a specific section of the newspaper so that people can inadvertently get information about the brand when they read the news. These put more emphasis on direct branding. However, the cost of printing flyers

and newspapers every day is not a small sum. Many advertisements are one-off, so the effect is not so ideal. With the continuous development of modern science and technology, the era has gradually entered the digital mode, and the Internet has become the "surfing" territory of contemporary young people. Considering the high cost and low efficiency of traditional marketing, media marketing has come into the public eye. Nowadays, the traditional marketing means of star endorsement can no longer be satisfied with brand marketing, and many brands have begun to adopt the means of combining online and offline. Even brands will put more emphasis on online marketing, building their brand image by opening official social media accounts, email marketing, and partnering with influencers. They pursue innovative marketing strategies, combined with the hot spots that people pay attention to.

2.2 Characteristics of Mass Media Communication

Mass media communication has many characteristics, the first is the wide range of communication. The object of mass media communication is the public in society, and it appears around people in various forms. Take a microblog as an example, every time people open a microblog, all kinds of advertisements will pop up, and then people who open micro microblog, no matter whether men, women, or children will see these advertisements without exception. Therefore, the mass media has formed a wide range of characteristics. Secondly, mass media spread quickly. The mass media have been able to spread the news reports of emergencies rapidly around the world in a short period. Continuing with Weibo as an example, statistics show that Weibo users post more than 100 million pieces of content every day (Cao et al, 2014). The real-time update of the Internet and this efficient form of communication will make brand advertising spread much faster than traditional advertising. At the same time, mass media has the attribute of high heat and high topic. A topic burst out on the Internet, followed by tens of thousands of netizens to discuss. This feature is conducive to the brand to timely capture the current consumer attitude and marketing status of the brand, in a timely change the marketing methods and hot spots, according to the customer message analysis of their preferences, to meet customer requirements.

2.3 Mass Media Influence the Form of Brand Communication

Based on the communication characteristics of mass media, such as fast communication speed, wide dissemination, and unrestricted audience, brands have discovered the benefits of mass media marketing. Their previous emphasis on endorsement, offline, and other marketing methods are gradually changing to online. In 1994, the world's first online advertisement was born in the United States (Wang, 2023). Since then, mass media has occupied a place in brand communication strategy. Studies have shown that email marketing, online public relations marketing, content marketing, affiliate marketing, and social media marketing determine consumers' purchase intention, and social media marketing affects consumers' purchase intention to the greatest extent (Shahed, 2024). There are many ways to use social media marketing, such as partnering with short video bloggers. According to the video style of different bloggers, the brand will give a specific plan to let them insert brand ads in their short video content. When netizens watch videos, they will find advertisements of related brands in more than one short video, and receive advertising information from the short video after they are familiar with it, to have some understanding of the brand. Data show that in 2023, there will be 1.224 billion active Internet users in China, and the advertising revenue of short video accounts for 45.2%, ranking first compared with other forms (Zhang, 2024). It can be seen that the form of short video marketing has significant effects, so it has also become a mainstream way of mass media marketing. Many brands will also take advantage of the fast communication speed of mass media for event marketing. Take YSL as an example. By creating topics such as "missing the days when you did not understand YSL", the brand made netizens discuss on Weibo, arousing a surge of sharing screenshots in the circle of friends. This move not only made more users know about YSL but also defended its position in the lipstick market (Chen & Liu, 2024). There are also many successful examples of mass media marketing, and it can be seen that mass media has a great positive impact on the form of brand communication.

3 PROBLEMS ARISING FROM MASS MEDIA MARKETING

3.1 Problems Caused by Mass Media Communication

While mass media brings many positive effects to brand marketing, it also leads to some problems. Wang Lijun pointed out in the article that the most fatal defect of online advertising is some pop-up ads, most of which are forced and difficult to close, causing netizens to feel disgusted and disgusted towards them (Wang, 2023). This approach not only does not play a positive marketing role but also will backfire and leave some bad impressions on Internet users.

Secondly, mass media has the problem of fast pace and homogenization. The large user base promotes the rapid dissemination of information, coupled with the low threshold for creation, which promotes the production of a large amount of content. In the seemingly diversified network world, there is still a large amount of homogenized information, which makes the efficiency of Internet users to obtain effective information greatly reduced. Many advertisements have problems in this aspect. Their marketing means are single and their content is similar. While chasing hot spots, they generate a large number of homogenized comments following the trend, which makes it difficult for brands to effectively capture the real feedback of consumers and greatly affects the further promotion of brand marketing.

In addition, mass media communication may also involve the invasion of personal privacy. When the brand collects customer information for analysis, the problem of information leakage is inevitable. Once these problems occur, the brand will lose the trust of customers and in serious cases will lead to social instability.

3.2 Common Brand Marketing Problems

There are also many problems in brand marketing, starting with the macro issue: whether the challenges of changing times are properly recognized and utilized. Under the condition of media integration, new media and traditional media play different roles. Brand owners invest a lot of energy in new media, but ignore the value of traditional media, resulting in the lack of systematic support for brand marketing and slow growth. The growth of new media is also a

gradual process. Secondly, brand marketing should focus on the professional degree of operation and implementation process. Brand building is a long-term process, and brand owners need to have a continuous plan to implement brand marketing. At present, many brand owners are still attached to single-event marketing and lack long-term plans, which will make the growth of the brand lack continuity, resulting in a short-lived situation. It will also lead to the early investment not having the expected effect. Some problems in brand marketing planning and execution often affect the improvement of brand value. The first problem is that there is a deviation in the understanding of mass media audiences, which leads to unexpected results in brand creativity. In addition, brand marketing under the condition of "media convergence" needs to be supported by a powerful database. At present, most brand owners lack a database system, so they cannot use the data to dynamically track the target audience to the feedback under the condition of new media for in-depth analysis, to better promote brand marketing. Finally, the brand lacks independent innovation ability, that is, the brand lacks high-value creativity from connotation to external way. In 2025, many local TV stations launched New Year's Eve parties, which can see that brand marketing has been deeply tied to these important annual events. At the same time, it can be seen that the competition for scarce resources has entered the white heat, as well as the unhealthy competition caused by the increasing investment, which leads to new thinking - to formulate rules to maintain market order.

4 SUGGESTIONS FOR SOLVING PROBLEMS

4.1 Innovative Marketing

In the process of the growth of new media, it is necessary to constantly explore its deep value and focus on development; At the same time, it is necessary to analyze the problems existing in the development of new media and prudently use it for marketing. Traditional media has a long development background, a stable core, high controllability in use, and strong stability, so it still needs to be used. When making use of new media marketing, brands should have their database. They should make proper use of data analysis and combine users' preferences to accurately push marketing content such as videos and articles to relevant audiences, and innovate their

advertising content based on current network trends and real-time hot spots (Hou, 2024). This upgrade requires a lot of innovative talent, and brands can develop these people to improve the content homogenization problem. At the same time, Hu Chuanbin also proposed in the article that strengthening cross-departmental collaboration is of great help to innovative marketing (Quan, 2024). The Marketing Department keeps abreast of the latest market information and innovates marketing strategies by synchronizing data from the IT department and communicating and coordinating at regular meetings.

4.2 Adopt Data Protection Technology

If the privacy concerns of customers are not addressed, it is difficult for brands to obtain data for analysis, research, and innovation, so the adoption of data protection technology can alleviate some of the concerns of customers. Some studies have explained several data protection technologies: anonymous protection of data publication, anonymous protection of social networks, and data watermarking technology (Feng et al, 2014). Although these technologies are still in development and improvement, they are a big breakthrough for consumer privacy protection. Take data watermarking technology as an example, it can insert digital watermarking into the data carrier without affecting the use of data, and escort the safe use of data analysis for enterprises. With the vigorous development and implementation of these technologies, users can express their opinions and suggestions on the brand more safely on social networks, and the brand can also effectively capture the information and data of users' needs and make improvements, to promote effective brand marketing.

5 CONCLUSION

In the digital age, the traditional marketing model is gradually transformed into mass media marketing, and with the continuous development of technology, media marketing is becoming increasingly mature. While not giving up traditional marketing methods, the combination of new media and traditional media can effectively help brand marketing. Brands can analyze their marketing problems, and use big data and innovative forms to improve and adjust marketing models promptly, to make brand marketing more efficient. Mass media has enabled the development of sustainable marketing for brands, but

it has also created some problems. After further solving these problems, the brand development will be at a higher level. It is hoped that these brands can make good use of the new media innovation of mass media to achieve long-term brand development.

REFERENCES

- W. Liu, Development status and strategies of radio and television media under the background of media convergence. *Mod. Econ. Manag.* 4(3), 114-116 (2023)
- Q. Guo, Research on the development strategy innovation of enterprise marketing management under the new media environment. *Mod. Econ. Manag.* 4(4), 1-3 (2023)
- J. Cao, J. Wu, W. Shi, B. Liu, X. Zheng, & J. Luo, Analysis and prediction of information dissemination on Sina Weibo. *J. Comput. Sci.* 37(4), 779-790 (2014)
- L. Wang, Analysis on the influence of media form changes on advertising strategies. *Electron. Commun. Comput. Sci.* 5(4), 183-185 (2023)
- M. M. Shahed, Research on the impact of digital marketing strategies on consumers' purchase intention. (2024)
- L. Zhang, Research on self-media marketing strategy based on TikTok platform. *E-Commer. Lett.* 13, 1100 (2024)
- H. Chen, & L. Liu, Impact of event marketing on brand image construction and communication: A case study of Xiaomi. *E-Commer. Lett.* 13, 1951 (2024)
- X. Hou, Research on marketing model and strategy of short video. *E-Commer. Lett.* 13, 2298 (2024)
- B. Quan, Research on marketing model innovation under the background of digital transformation. *Int. Acad. Forum Fin. Manag.* 3(6), 101-103 (2024)
- D. Feng, M. Zhang, & H. Li, Doctoral dissertation on big data security and privacy protection. (2014)