

Analysis of the Effectiveness of Pet Product Advertisements on Rednote

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Abstract: In the current booming pet market, the effectiveness of pet product advertising on social media platforms has received widespread attention. However, there are still shortcomings in which advertising forms and strategies can achieve the best results. This study has significant implications for brand marketing decision-making and theoretical improvement. This article analyzes the impact of interactive data, user profiles, comment emotions, and keyword hot word associations in advertising forms such as text, video, and live streaming (mainly videos and text notes) on the effectiveness of pet product advertising on red note. This article analyzes that the promotion effect of video notes is better than that of graphic notes. Most of the users are women aged 25-34, and their comments are emotionally neutral. The number of topic participants is significantly positively correlated with page views. Based on this, this article proposes that social media should focus on video creation, target segmented markets, create advertisements based on hot topics, and optimize keywords to help pet product companies improve advertising efficiency.

1 INTRODUCTION

In today's society, with the profound changes in people's lifestyles and concepts, the trend of pet ownership has shown a rapid popularization, which has pushed the pet supplies market into a golden stage of explosive growth. In recent years, pet ownership has evolved into a significant global social trend, and in China, this trend is even more prominent. With the acceleration of population aging and the continuous increase in the proportion of people living alone, pets as emotional support and companionship are increasingly valued by people, and the pet-owning community is constantly expanding and growing. According to relevant information, the market size of China's pet industry has reached 84.7 billion yuan in 2022, ranking second in the global pet market pattern, only behind the United States (Zhong, 2024). However, it cannot be ignored that there is still a significant gap of nearly six times compared to the market size of the pet industry in the United States, which indirectly highlights the enormous development potential of China's pet market. From the perspective of compound annual growth rate, it is predicted that the size of China's pet market is expected to exceed 100 billion yuan from 2024 to 2025, achieving a milestone leap forward in

development. At the same time, more and more young people are including pets as family members, giving them high care and attention. Over 70% of pet owners consider their pets as their children to raise, and this group is gradually occupying a dominant position in the pet consumption market (Salzman, 2000). In the future, the pet market economy will show a growth trend, and people's demand for pet supplies will continue to diversify, which will stimulate the diversification of pet products (Zhang et al., 2022).

Social media, with its unique communication advantages, has become an indispensable bridge for pet brands to establish close communication with consumers. More and more brands are willing to showcase their advantages through social media platforms (Li, 2024). An in-depth analysis of the internal industry chain of China's pet market mainly covers three core parts, namely pet sales, pet products, and pet services, which are interrelated and develop synergistically (Hou, 2021). The rise of social media platforms has injected new vitality into this industry chain, becoming a key node connecting various links and reshaping the commercial ecology of the pet market *Zhou & Shu, 2023; Chen, 2022). Among numerous social media platforms, Rednote has gained the participation and attention of many consumers with its rich and diverse content

presentation forms and unique "grass planting" marketing methods (Liu, 2024). Through its outstanding high user stickiness, Rednote stands out as the main battleground for fierce competition in pet product advertising. The official information of Rednote strongly indicates that the viewing user group of pet category notes is highly consistent with the user profile of the Chinese pet market, which means that Rednote has accurately attracted a large number of potential pet product consumers and provided an excellent platform foundation for brand promotion.

In the field of advertising and marketing on social media platforms, different forms of advertising such as text, video, and live streaming compete fiercely to attract users' attention. However, based on the current market situation, there is no consensus in the industry and academia on which advertising form can achieve the best advertising effect. This situation provides a valuable research opportunity for an in-depth study of the advertising effectiveness of pet products on social media platforms, which is of great practical significance for brand owners to formulate precise and effective advertising strategies and optimize marketing resource allocation.

Therefore, this study analyzes the impact of interactive data (browsing rate, likes, comments, interaction, sales, conversion rate, etc.) of different advertising forms (text, video, live streaming) on product sales volume and explores which advertising form and content creativity can bring the greatest commercial profit. This study focuses on pet product advertisements on the specific social media platform Rednote, and deeply analyzes the effects of different advertising forms, providing new cases and data support for the study of social media advertising effects, which helps to enrich and improve the theoretical system in this field. Not only that, but it can also deepen the understanding of the relationship between the pet economy and social media marketing. By studying the advertising effects of pet products on Rednote, the intrinsic connection between the pet economy and social media marketing can be further revealed, providing a theoretical perspective for understanding market behavior under emerging consumer trends.

In practical terms, providing an advertising decision-making basis for pet product companies can help them understand the impact of different advertising forms and content creativity on product sales on the Rednote platform, optimize advertising strategies, improve advertising effectiveness and return on investment, and gain an advantage in fierce market competition.

2 RESEARCH METHOD

2.1 Overview of Research Methods

This study will use a mixed-method research design, organically integrating quantitative analysis and qualitative analysis to construct a comprehensive and in-depth research framework. At the quantitative analysis level, the research will rely on the rich advertising data accumulated on the Rednote platform, covering multidimensional indicators such as browsing rate, likes, comments, interactions, sales revenue, and conversion rate. Through data statistics and analysis, the key elements of advertising effectiveness will be accurately quantified, revealing their inherent quantitative relationships and changing patterns. In terms of qualitative analysis, this study uses Python software to collect user comments and employs sentiment analysis to deeply explore the emotional tendencies, attitude expressions, and value judgments contained in users' comments, to systematically evaluate users' emotional responses to advertising placement. Further, to explore the level of user acceptance and depth of response to advertising content. In terms of defining the research time range, exploration of macro phenomena, such as the evolution trend of pet topic popularity on Rednote, and comprehensive analysis of reading user group characteristics. This study will use long-term data from the past year (December 29, 2023, to December 9, 2024) to ensure that the research results reflect the stability and sustainability of macro trends. In the research focused on the real-time effectiveness of advertising, to capture the dynamic impact of advertising in the short term, this study will select data from the past 30 days (November 9th, 2024-December 9th, 2024) for detailed analysis, to accurately grasp the real-time changes and dynamic characteristics of advertising effectiveness, and provide a comprehensive perspective on multiple time scales for research.

2.2 Specific Process of Data Analysis

2.2.1 Analysis of Advertising Effects of Videos and Textual Notes

Firstly, this study will conduct a preliminary comparison of the three commonly used media for promoting products on Rednote, namely video and graphic data, to analyze which form of advertising has a better promotion effect. The relevant data for videos and graphic notes include estimated reading volume, interaction volume, likes, favorites, comments, and

shares for promotional notes and commercial notes, respectively.

By comparing video notes and graphic notes, six key indicators were estimated: reading volume, interaction volume, likes, favorites, comments, and shares. Among them, the most significant representative data for advertising analysis were estimated reading volume and interaction volume. In terms of estimated reading volume, the average value of video notes (11040.87) is significantly higher than that of graphic notes (3067.62). In terms of interaction, the average interaction popularity of video notes (786.91) is also significantly higher than that of graphic notes (165.48). It can be concluded that the average values of video notes in various indicators are higher than those of graphic notes, indicating that video notes are indeed superior to graphic notes in terms of promotion effectiveness. The proportion of video notes in commercial notes and promotional notes is relatively large, and various interactive data are more prominent, indicating that it has significant advantages in attracting user attention, disseminating information, and triggering user interaction. It can effectively expand the scope and influence of advertising dissemination, thereby bringing better promotion effects to products.

2.2.2 User Profiling and Sentiment Analysis of Comments

This study will focus on the characteristics of the Rednote social e-commerce platform and use emotional descriptive statistical analysis methods to deeply explore key information such as core viewpoints, emotional tendencies, and demand preferences expressed by users in their comments. In this way, the actual effects of advertising placement behavior at the user level will be systematically analyzed, providing a direct user feedback basis for advertising effectiveness evaluation (Chen, 2023).

Regarding the user group for reading pet-themed notes, this study will outline the user profile of pet product advertisements. It can be seen that within one year (from December 29, 2023 to December 9, 2024), the majority of users are women, and the age group reading such notes is young people aged 25-34. The reading users of Rednote Pet Supplies Notes are mainly female, accounting for 88.28%, and the age group is mainly concentrated in the youth group aged 25-34. This user profile feature provides an important basis for the precise placement of pet product advertisements. Brands and marketing practitioners can develop advertising strategies that are more in line with the interests, needs, and consumption habits

of this target group, improving the targeting and attractiveness of advertisements.

This study collected highly liked notes and comments, extracted keywords, and conducted sentiment analysis. According to the analysis results, 77% of the words in the comments are neutral emotions, 20% are positive emotions, and only 3% are negative emotions. Therefore, it can be concluded that comments in notes about pets have relatively neutral emotions, which means that users have a higher acceptance of pet product advertisements, less negative emotions, and little hindrance to advertising effectiveness. Therefore, maintaining a positive, objective, and emotionally resonant style in advertising content creation can help maintain a positive attitude among users and further enhance advertising effectiveness.

2.2.3 Analysis of the Correlation Between Keywords and Hot Words

Given the significant differences in the characteristics of different consumer groups and marketing priorities, these differences will directly influence the brand's advertising decisions on social media platforms. Therefore, this study further introduces composite indicators such as grass planting rate, promotion rate, advertising placement rate, and commercial note proportion of pet category notes on the Rednote platform, to explore the specific impact mechanism of different product types on advertising effectiveness, and provide solid data support for the formulation of precision marketing strategies in the future.

This study selected hot word searches and related topic searches for pet supplies within 30 days (November 9th, 2024 December 9th, 2024), extracted keywords, and used the browsing volumes and popularity value in topic searches as dependent variables. Factors that may affect browsing volumes, such as the number of participants, the number of associated notes, and note increment, as well as factors that may affect popularity value, such as the number of associated interactions and the number of associated notes, were used as independent variables to conduct correlation tests on these data. From the analysis results, it can be seen that there is a correlation between related hot word searches and topic searches with indicators for measuring advertising effectiveness.

From the detailed results of the correlation analysis in Table 1, it can be seen that all variables show a significant positive correlation, and the correlation between the number of topic participants and page views is particularly prominent. This degree

of closeness fully demonstrates that the number of topic participants has a great influence on page views. When there is a change in the number of participants, the browsing volume is likely to change accordingly.

At the same time, there is a strong positive correlation between the number of associated notes in the past 30 days and yesterday's note increment and browsing volume. From the data in Table 2, it can be observed that there is a significant positive correlation between the three variables of popularity, number of associated notes, and interaction between associated notes when compared pairwise. Among them, the correlation between popularity value and the amount

of interaction between associated notes is the most significant, which strongly indicates that popularity value has a crucial impact on the amount of interaction between associated notes. When the popularity value increases, the interaction volume of related notes often shows a significant growth trend. This indicates that in advertising communication, the increase in popularity value can greatly promote the increase in the interactive volume of related notes, and keywords and hot words related to popular topics can effectively attract user attention, improve the exposure and interactivity of advertisements, and thus enhance advertising effectiveness.

Table 1. 30-day topic search relevance analysis.

		Page View	Number of participants	Related notes in the past 30 days	Yesterday's note increment
Page View	Pearson correlation	1	.943*	.797**	.733**
	Significance (dual-tailed)		.000	.000	.000
Number of participants	Pearson correlation	.943**	1	.797**	.739**
	Significance (dual-tailed)	.000		.000	.000
Related notes in the past 30 days	Pearson correlation	.797**	.797**	1	.929**
	Significance (dual-tailed)	.000	.000		.000
Yesterday's note increment	Pearson correlation	.733**	.739**	.929**	1
	Significance (dual-tailed)	.000	.000	.000	

Table 2. 30-day hot keyword search relevance analysis.

		Heat value	Number of associated notes	Interactive volume of associated notes
Heat value	Pearson correlation	1	.894**	.997**
	Significance (dual-tailed)		<.001	.000
Number of associated notes	Pearson correlation	.894**	1	.878**
	Significance (dual-tailed)	<.001		<.001
Interactive volume of associated notes	Pearson correlation	.997**	.878**	1
	Significance (dual-tailed)	.000	<.001	

3 DISCUSSION ON RESEARCH RESULTS

3.1 The Advertising Effect of the Video

Based on the research findings, the advertising effect of video notes is better. From this study, it can be concluded that social media operation platforms

should pay more attention to the creation of video content. Videos have stronger visual impact and information transmission efficiency, which can attract users' attention in a short period. In the future, the budget allocation for advertising can be appropriately tilted towards video ads, combined with the algorithm recommendation mechanism of Rednote, optimizing the tag set, title keywords, and other elements of video notes, improving the

exposure of video notes on the platform, enhancing the narrative creativity and emotional connectivity of short video soft advertising, thereby expanding the scope of advertising dissemination and reaching more potential consumers (Zhou & Shu, 2023).

3.2 Female Youth as the Main Target Customer Group

Secondly, it is understood that the main readers of Rednote's pet product notes are young women aged 25-34, and social media platforms can segment the market according to the characteristics of this target customer group. For example, pet products with cute appearance and exquisite design can be launched based on the emotional care and aesthetic needs of female consumers for pets, to resonate with target customers. From the sentiment analysis of user comments, it can be seen that businesses can further explore the potential needs and concerns expressed by users in comments on social media platforms, integrate them into advertising content, and enhance the practicality and credibility of advertisements.

3.3 Keywords and Hot Word Copywriting Promote Advertising Efficiency

In terms of topics and keywords, there is a significant positive correlation between the number of topic participants, associated notes, and page views, indicating that participating in hot topic discussions can effectively increase the exposure of advertisements. Because a large number of comments can effectively increase product sales, relevant pet product brands should closely monitor the trends of popular topics related to pet products on Rednote, timely create advertising content based on hot topics, make advertisements easier for users to discover, increase the number of comments, conduct in-depth research on high-frequency keywords and hot words related to pet products, and integrate them reasonably into advertising titles, copy, and tags to improve the ranking of advertisements in search results and increase the probability of being clicked by users (Ge et al., 2021).

4 CONCLUSION

This study focuses on the current status of the pet economy and its relationship with social media platforms. The pet product advertisements on the

Rednote platform are taken as the research object, and quantitative and qualitative analysis methods are comprehensively used to deeply analyze the consumption guidance effect of Rednote advertisements based on factors such as advertising forms, user profiles, and hot keywords.

Through data analysis, this article concludes that in terms of advertising format, video notes are significantly better than graphic notes in all data indicators. At the user profile level, the audience for Rednote pet product notes is mainly young women aged 25-34, whose comments are neutral in sentiment and have a good acceptance of advertisements. The correlation dimension between keywords and hot words, the number of topic participants, the number of associated notes, etc. are closely positively correlated with browsing volume, and the popularity value has a significant impact on the interaction volume of associated notes.

Based on the conclusion of the data analysis, this study can draw further conclusions. Social media operators must attach great importance to video creation. At the same time, the platform should optimize video tags, title keywords, and other elements according to the platform algorithm, and make every effort to increase exposure and dissemination breadth. Focus on the emotions and aesthetic preferences of female consumers, develop pet products that meet their needs, and deeply explore the potential demands and concerns contained in user reviews. Brands need to closely track the dynamics of popular topics, quickly capture hot topics to create advertisements, cleverly integrate high-frequency keywords and hot words into various aspects of advertising, strengthen advertising effectiveness, and stand out in the fiercely competitive market.

This research provides a solid basis for pet product companies to optimize their advertising strategies on the Rednote platform, effectively filling the theoretical and practical gaps in related fields, and has important guiding significance for the development of pet product advertising on social media platforms. Future research can be expanded to compare multiple platforms or explore emerging advertising forms, continuously deepening the understanding and application of factors affecting the effectiveness of pet product advertising.

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