

# SWOT Analysis Was Used to Analyze the Influence of Brand Equity on the Willingness to Use Douyin

Peiyu Wu\*

School of Intelligent Engineering, Zhengzhou University of Aeronautics, Zhengzhou, Henan, 450000, China

\*Corresponding author: 1910130140@zua.edu.cn

**Abstract.** From the outbreak on December 19, 2019, to the current normalization of the epidemic, people stay at home for entertainment. The popularity of short videos has increased dramatically, and the use of Douyin has skyrocketed. This paper analysed the development strategy of Douyin, and further explored the power of brand equity on Douyin use intention by applying the theoretical knowledge and qualitative analysis of the influence of brand equity on purchase intention and the SWOT analysis method. SWOT analysis was used to analyse the impact of brand equity on the willingness to use Douyin, and the conclusion was drawn that in terms of SO, the intuitive and eye-catching the brand image of Douyin and the positive development of brand virtual character image improved the willingness to use. In WT, Douyin's negative brand association and high-end brand positioning reduced the desire to use. Therefore, Douyin needed to improve in purifying the network environment and enhancing user participation in third - and fourth-tier cities.

**Keywords:** *Douyin; brand equity; SWOT analysis; willingness to use.*

## 1. Introduction

### 1.1 Background

The prosperity of mobile Internet, the popularity of smartphones, and the extensive coverage of 5G networks make people's access to the Internet shift from PC terminal to the mobile terminal. Smartphones have become the apple of people's eyes, and the emergence of various apps has brought people rich entertainment life. The development of the Internet has dramatically enriched information, and more and more content appear in the form of pictures, audio, and video. The short video industry has seen a "blowout" phenomenon. With fierce competition, Douyin has become a giant in the quick video industry, effectively harvesting users. From December 19, 2019, the outbreak of the epidemic to the current normalization of the epidemic, the Chinese people have been actively fighting against the epidemic. During this period, everyone has been living in isolation at home. Douyin has made people's life under the epidemic no longer dull and enriched their entertainment life, allowing them to enjoy the world and entertainment at home. The epidemic home quarantine cannot go out for exercise, live fitness courses online, and a large number of "Genghong Lu girls" emerged; Douyin News spreads quickly so that people could learn about the latest developments of the epidemic at the first time and prepare for it. People use Douyin to record their isolated logs, so they can find sympathy and comfort in sharing, and the isolation life is not so dull. During the epidemic, Douyin penetrated all walks of life and was closely related to people's lives. The diversified functions of Douyin met people's entertainment needs at home.

### 1.2 Research Gap

With the birth of video technology, the music video has three characteristics of fast, accurate, and ruthless, fast production speed, accurate positioning of the current trend, and ruthless to the target, which had an overwhelming impact on the other videos. In this way, short music video has become a viral short video worldwide. Douyin is a short video social app for creating music incubated by Byte dance.

The author Yao Ding analysed the audience of Douyin in terms of age, geographical distribution, and usage duration (Ding, 2022). The authors Yanqin Lu and Dan Tang studied the consumer

behavior of the Douyin platform, starting from the consumption status and main consumer groups of Douyin, analysed it with the SICAS model, and proposed the optimization path of the Douyin platform (Lu et al., 2022). Haoyu Kong, the author, took the appearance of the era of information fragmentation, the arrival of the age of data push and the arrival of the period of all-round demand satisfaction as the factors behind the rapid development of Douyin, and put forward the problems that Douyin needs to solve (Kong, 2022). Although there are many studies on Douyin, due to the emergence of the epidemic, people's demand for Douyin functions has increased, and Douyin's business model and realized value have also changed. The rich content of Douyin live broadcast, for example, some college teachers live broadcast to teach knowledge, fitness bloggers live broadcast to call for national sports, more stars in Douyin live broadcast to bring goods, etc. Douyin short video content diversification, more ordinary users began to making short videos to record lives. The rich contents and functions of Douyin facilitate people's life and increase the fun of life, but at the same time, an unhealthy atmosphere appears, threatening the physical and mental health of teenagers; Serious problems such as content homogeneity. And these kinds of questions are still to be solved and worth pursuing.

### 1.3 Structure of The Paper

This article will aim at the deficiencies of Douyin's development strategy, explore the impact of brand equity on the will to use, thorough SWOT analysis to conduct in-depth analysis, and finally from the SO strategy and WO strategy to improve.

## 2. Literature Review

### 2.1 Definition & Development

Brand Equity is the value added to a product or service. It is reflected in how consumers assert, feel, and act about the brand, as well as in the price, market share, and profitability that the brand brings. Brand Equity is a series of assets and liabilities associated with the Brand, Brand name and logo, which can increase or decrease the value of the products or services sold by the enterprise. It mainly includes five aspects, namely brand loyalty, brand awareness, brand recognition, brand association, and other proprietary assets (trademarks, patents, channel relations, etc.), which provide value to consumers and enterprises in various ways (Zhang et al., 2022).

### 2.2 Important Result

Good brand awareness will affect the purchase intention, so that consumers in the many brands at a glance see good reputation and high sales volume of well-known brands. The satisfying experience will attract more consumers, which will also promote the positive impact of word-of-mouth. Weitong Xie and Guohong Hou analyzed brand awareness and purchase intention in 2022. They pointed out that most scholars concluded that consumers would choose products with high brand awareness based on word of mouth and online reviews when buying products at the same price level. Product brand not only represents not only the corporate image and reputation, but also the intangible value guarantee of corporate products. Therefore, consumers tend to be attracted by products with good brand recognition when faced with choices (Xie, 2022). Li and others pointed out in their research in 2020 that cultural competition in today's era is increasingly fierce, and the country is vigorously promoting traditional culture. The protection and inheritance of intangible cultural heritage is one of the critical issues concerned by the current government. Due to China's long history and rich cultural heritage, cultural identity has a more noticeable impact Chinese consumers than on individualistic Western consumers. The brand is usually regarded as an experiential and symbolic resource that consumers can rely on to connect their self-identity with the country or culture and promote the dissemination of products with cultural value (Li et al., 2020). To conclude that brand awareness and brand image have a positive power on consumers' purchase intention, Shuangyu Hu constructed a model of the influence of brand cognition on consumers' purchase intention in the "Yanbian Scalpers

" region in 2019, conducted a questionnaire survey on scalpers consumers in Yanbian region, and verified the hypothesis through empirical analysis (Hu, 2019).

The brand association can promote purchase intention and reflect and predict future consumers' consumption tendencies to a certain extent. In 2022, in the thesis, Haiyue Tian cited, saw the Huawei brand, the mind of consumers will be associated with the Chinese culture, made in China, mobile phones, high-tech products, such as patriotism, it can be seen under different external factors stimulate and inspire consumers will yield for the brand impression and evaluation of the mind, brand association has a specific guiding role (Tian, 2022). In 2021, Xuanxiao Wen took the consumption of mobile phone brands in Beijing as the research object and collected 513 valid questionnaires. Research results show that the higher the brand association and uniqueness perceived by consumers, the more favorable the attitude towards the brand, the more enthusiastic the emotional connection, and the more willing consumers are to help the enterprise (Wen, 2021). In his paper published in 2021, Yan Jiang collected market research data through an online questionnaire survey and conducted empirical analysis, which showed that brand names of new products not only had a direct and significant positive impact on consumers' purchasing intention, but also indirectly affected consumers' purchasing intention through the intermediary role of brand association (Jiang, 2021).

Cultivate brand loyalty, improve visibility, expand the market scope, have a large fan base, sustainable competitiveness, and vigorously promote purchase intention. In 2022, Huizhen Lai took Luckin Coffee App as an example, collected 225 questionnaires, and conducted an empirical analysis of its marketing strategy, pointing out that it could improve brand loyalty, improve user stackability and create its brand atmosphere (Lai, 2022). To conclude that customer loyalty has a significant effect on purchase intention, Liyuan Li constructed a model of the influence on customer loyalty on purchase intention, and analyzed the loyal customers of large department stores and the potential and actual customers of online shopping malls as the main empirical research object (Li, 2012). In 2021, an article of Baidu pointed out that enhancing customer stickiness and brand loyalty can stimulate consumers' purchase intention and behavior quickly (Lou, 2021).

The higher the brand recognition, the higher the purchase intention. Bin Wang collected data in the form of a questionnaire in 2017 and verified by factor analysis and other methods that when brand recognition is high, purchase intention is better than that when brand recognition is low (Wang, 2016). Author Hongwei Wen made analyzed sporting goods brands and concluded that brand awareness has a positive effect on purchase intention (Wen, 2014). Jiabao Wang and Mengyang Qin to brand recognition and brand image and consumer purchase intention of the relationship between the theory, put forward some assumptions, build the brand recognition and brand image on consumer purchase intention model, to demonstrate raise public awareness of the brand, establish a good brand image, to increase consumers' willingness to buy, is the enterprise sustainable enterprise will be made The road of (Wang et al., 2011).

Proprietary assets--brand have a positive impact on purchase intention. An article on Baidu pointed to a trademark as a mark that distinguishes a commodity from another commodity and represents its unique personality. Trademark is not only a symbol representing a product, but also reflects the intrinsic value of the product. A good brand reputation is the most important intangible asset of an enterprise. Jing Sun pointed out in the article that according to the analysis of psychologists, 85% of people's information is obtained from vision, and the eye-catching, unique, and bright positioning of a trademark image can attract consumers (Sun, 2010).

### 2.3 Summary

In general, the better the impact of the five elements of brand equity described above, the stronger the purchase intention, and the positive feedback obtained. However, with the change of The Times and the difficult international situation, the greater the influence of brand equity will harm purchase intention. For example, some famous brands are strongly boycotted and banned from sale, and people's dissatisfaction is rising.

### 3. Method

#### 3.1 Research Design

Using of qualitative case studies is a well-established approach to analyzing Douyin's business model. A variety of methods are used to assess Douyin's business model, and each has its advantages and disadvantages. However, SWOT analysis will be used in this paper.

Qualitative analysis is a method to judge the nature, characteristics, development, and change rules of the analyzed object mainly by the analyst's intuition and experience, and by the continuation of the past and present of the investigated thing and the latest information. Qualitative research focuses on participants' viewpoints, aiming to understand social phenomena and how different people understand the meaning of their own lives, to reveal the internal dynamics of various educational situations and the distinct aspects of human experience ignored or abandoned by quantitative research. Qualitative research is characterized by focusing on understanding from the researcher's internal point of view the world they see. It emphasizes biological inquiry in natural context and collection in a natural context. The most essential research tool for the field event data is the researcher himself. They pass in natural conditions, talk with the participants, make long-term contact with the issue, watch their daily life, and naturally and directly contact the inner world of the subject, to obtain the first-hand research materials of the issue in the natural situation (Qualitative analysis and quantitative analysis, 2022). Characteristics of the SWOT analysis method: in a sense, SWOT analysis method belongs to the internal analysis method of the enterprise, that is, according to the enterprise's conditions in the given analysis. SWOT analysis has its foundation. The competition theory proposed by Michael Porter, a famous competitive strategy expert, makes a thorough analysis and explanation of what an enterprise "can do" from the perspective of industrial structure, while management experts of capability school deconstruct the value creation process of an enterprise by using the value chain and pay attention to the analysis of the company's resources and capabilities. SWOT analysis, based on integrating the above two aspects, combines the internal analysis of a company with the external analysis of the competitive industrial environment represented by the capability school, and forms its own structured balanced system analysis system. In comparison with other analytical methods, the SWOT analysis is structurally and systematically important from the outset. With respect to structuring, the SWOT analysis is first expressed in the form of the construction of a SWOT structure matrix and the allocation of different analytical meanings to other areas of the matrix. Secondly, the primary theoretical basis of SWOT analysis also emphasizes the analysis of the external environment and internal resources of enterprises from the perspective of structural analysis (The SWOT analysis method, 2022). This paper studies the development strategy of Douyin's project under Bytedance. It analyzes the characteristics, content changes, and social impact of Douyin during the epidemic from the perspective of audience groups. Therefore, Qualitative analysis and SWOT analysis are suitable for Douyin.

SWOT analysis is often used to formulate group development strategy and analyze the situation of competitor, it is one of the most commonly used methods in strategic analysis (The SWOT analysis method, 2022). This paper studies the development strategy of Douyin and compares it with its core competitor kuaishou, so it is very suitable for SWOT analysis.

#### 3.2 Douyin

Douyin, incubated by Bytedance, is a short video social software for creative music. Launched on September 20, 2016, the app is a quick video community platform for all ages, allowing users to select songs and shoot piece to form their works. In recent years, China's Internet giants have entered the short video industry. At present, there are bytedance, B station, Tencent, Baidu, Ali, Sina, Meitu, NetEase, and 360 in the short video industry. One of the most popular video platforms is Douyin, which belongs to Bytedance. Quick hand short video belongs to the fast hand system. With the rapid development of Douyin, it has become a leading industry in the short video industry. With the entry of official government platforms, celebrities, and major brands, Douyin is thriving. Meanwhile, there

is a decline in original content and homogenization of platform content; MCN content cooperative organizations' pursuit of commercial realization leads to the emptiness of short video content, and the truth and falsity of media news transmission. These problems need to be solved.

### **3.3 SWOT Analysis**

#### **3.3.1 Strength**

The symbol of Douyin is the eighth note, and the logo of Douyin conforms to the positioning of the music short video App. To reflect the feeling of "shaking," the designer will be designed notes to join the radio interference, through "fault art" to reflect the avant-garde and electronic science and technology sense. Therefore, users have strong memory characteristics for the symbols and brand images of Douyin. Among many short video apps, Douyin is always the first thing people see and click to download. Douyin is the first thing that comes to mind when users want to watch short videos for entertainment. Therefore, the symbol and brand image of Douyin have greatly enhanced users' wishes. To explore the influence of short video brand image on willingness to use, 100 questionnaires were issued, in which Douyin, Kuaishou, and watermelon videos were listed. Statistics show that 68% of respondents are attracted by the ICONS and the names of 12 video apps, such as Weishi and Tudou Video. Douyin is the first thing they think of when using short video apps, which proves the brand image of Douyin can better enhance users' wishes.

#### **3.3.2 Weakness**

With the explosion of Douyin, more and more users are using Douyin. To attract eyeballs, and increase exposure and likes, people do everything possible, and some vulgar videos and bad environments appear. When people elaborate on Douyin, they will assert such chaotic images as "borderline vulgar videos" and "teenagers offering tens of thousands of yuan to Internet celebrities." Therefore, Douyin's brand association has exerted a harmful influence and reduced the willingness to use it, especially for teenagers whose use of Douyin is restricted by their parents. Wei Zhang, the author, pointed out in his article the negative effects of Douyin spreading chaotic images. Under the background of Douyin's popularity, it is associated with a series of jumbled images, which need to be solved (Zhang, 2020).

#### **3.3.3 Opportunities**

Douyin does not have a replica of a virtual character related to its brand as a brand logo. The virtual character image can shape the brand characteristics so that users can be impressed by Douyin and have a more vivid and intuitive understanding of Douyin. However, Douyin's lack of this aspect reduces their willingness to use Douyin. Therefore, in future improvement, researchers can consider the development of brand virtual character endorsement. Author Cheng Dai pointed out in the article that virtual images can shape brand personality or symbolic brand characteristics of personality, and the overall style and visual effects of virtual images have distinct appearance characteristics, which can quickly attract eyeballs and lay a solid foundation for communication (Dai, 2019).

#### **3.3.4 Threats**

In the beginning, Douyin built a high-end brand, targeting the first and second-tier cities. Users in the third and fourth-tier regions with a low levels of development have low participation and poor experience, thus reducing their willingness to use. On the contrary, Kuaishou, Douyin's core competitor, focuses on "grassroots" users in third - and fourth-tier cities. If Kuaishou also attacks high-end users, it will threaten the development of Douyin's high-end brand. An article on Baidu Wenku pointed out that more than 50 percent of Douyin's users come from first - and second-tier cities, as well as those with a college degree or a bachelor's degree. It can be seen that the Douyin brand positioning high-end users, and ignored grassroots users in third-tier and fourth-tier cities, reduce the willingness of low-end users (Douyin user portrait and crowd analysis, 2022).

## 4. Result & Discussion

### 4.1 Result

In general, in terms of SO, the intuitive and eye-catching the brand image of Douyin is very consistent with the characteristics of Douyin and the positive development of brand virtual character image, which improves the willingness to use. In WT, Douyin's negative brand association and high-end brand positioning will reduce the desire to use.

### 4.2 Discussion

The negative brand association with Douyin has exerted a bad influence on the social atmosphere. The healthy and green Internet environment of teenagers has been seriously damaged, and even the relevant national authorities have officially stated that it needs to be rectified, so that the willingness to use Douyin has been strongly reduced. Through the analysis of SWOT, suggestions for improvement will be given respectively. In terms of Strength, Douyin's brand image keeps innovating and can attract users more quickly than symbols and names at the beginning. On this basis, Douyin also needs to change its brand image according to the changes of its competitors in the short video industry, observe contemporary trends and people's hobbies at any time, and update symbols and names in time according to the changing characteristics of Douyin functions, to make Douyin's brand image an absolute advantage. In terms of Weakness, it is necessary to strengthen the examination of video content, tighten real-name authentication, and set relevant permissions for teenagers to make up for the weaknesses brought by brand association and turn them into strengths. In terms of Opportunity, it is necessary to actively establish brand - related virtual character images and seize this potential opportunity to lay a solid foundation for the spread of Douyin. In terms of Threats, Douyin should gradually infiltrate its brand positioning into third-tier and fourth-tier cities, increase the exposure rate of grassroots users' videos, and avoid the threat that low-end users' poor sense of use will significantly reduce their willingness to use. Comparing the results obtained from SWOT analysis with the above Important result, it is found that brand association not only has a positive impact on the willingness to use, but also has a very terrible negative impact, and significant measures need to be taken to solve it.

## 5. Conclusions

With outbreaks of normalized, people frequent home quarantine, entertainment has changed, tend to prefer to use the short video class of application software to entertainment, in this paper the development strategy of short video industry of trill for research, explore the various elements of the brand assets to trill use intention and the effect of using the SWOT analysis method to explore, finally it is concluded that the brand assets the five factors of Douyin have both positive and negative impact on the intention to use Douyin. As for the positive influence, people should continue to maintain and constantly optimize to get more users' green knowledge; As for the negative, people must solve it, purify the network environment, strengthen video censorship, prohibit vulgar words and deeds, pay close attention to the physical and mental health of teenagers, and correctly guide them to set up correct values. For users in third-tier and fourth-tier cities, the video exposure mechanism should be adjusted so that " grassroots users " can have a better sense of use, to expand the user group.

The research in this paper has a specific guiding role for the development of the short video industry, and is also helpful for the development of Douyin itself. It fills the blank of what threats lie behind the popularity of Douyin and provides a reference for SWOT analysis of Douyin. The conclusion is beneficial to the development team of Douyin to improve Douyin and put forward practical solutions to the negative impact of Douyin. At the same time, it also has reference value for researchers of other short video apps to innovate applications. The research in this paper lacks the support of detailed data and charts, and cannot intuitively capture the core information for readers, which needs to be improved. In addition, Douyin's suggestions on how to strengthen the supervision

of video censorship and how to improve the exposure mechanism are worthy of further exploration in the face of massive videos and giant users.

## References

- [1] Baidu Encyclopedia. Analyse the influence of the brand on consumer behavior. Retrieved on June 28, 2022. Retrieved from: <https://wenku.baidu.com/view/297feb174793daef5ef7ba0d4a7302768f996fe8?aggId=cdfe4b1ded06eff9aef8941ea76e58fafab04533>.
- [2] Baidu Encyclopedia. Retrieved on July 8, 2022. Retrieved from <https://baike.baidu.com/item/SWOT%E5%88%86%E6%9E%90%E6%B3%95/150223?fromtitle=SWOT&fromid=1050&fr=aladdin>.
- [3] Baidu Wenku. Douyin user portrait and crowd analysis. April 4, 2022. Retrieved on July 8, 2022. Retrieved from: <https://wenku.baidu.com/view/2c4625033269a45177232f60ddccda38376be110.html>.
- [4] Baidu Wenku. Qualitative analysis and quantitative analysis. Retrieved on July 8, 2022. Retrieved from: <https://wenku.baidu.com/view/a4be22a452e2524de518964bcf84b9d529ea2c4e?fr=uc>.
- [5] Dai, C. (2019). Investigate on virtual Brand Construction and Communication based on brand equity Perspective—Take Douyin's "Little Monk Yichen" as an example[J]. *The art*, 2019, 0 (6): 68 - 73.
- [6] Ding, Y. (2022). Douyin short video audience analysis. *Cooperative economy and science and technology* (13), 84 - 86.
- [7] Hu, S. (2019). An empirical investigation of the influence of brand awareness on consumer's purchasing intention in the Yanbian Cattle region. Master's Thesis, Yanbian University. 6 - 7.
- [8] Jiang, Y. (2021). The influence of the brand name of a new product on consumers' purchasing decision-The mediatesthe effect of brand association. *Enterprise economic* (02), 72 - 81.
- [9] Kong, H. (2022). The age of short video: A survey of the cultural transmission of Douyin. *Public relations world* (07), 77 - 78.
- [10] Lai, H. (2022). Investigate on marketing strategy of the catering App based on brand loyalty—Take the Luckin Coffee App for example [J]. *Modernization of shopping malls*, 2022 (07): 35 - 37.
- [11] Li, C., Wang, Y. & Qu, H. (2020). Investigate the influence of Song Brocade's cultural identity on consumers' purchase intention—The mediating role of brand awareness. *Silk* (06), 11 - 17.
- [12] Li, L. (2012). Investigate the influence of customer loyalty on online shopping intention of department stores. Master's Thesis, Zhejiang Gongshang University. 3 - 4.
- [13] Lou, X. The influence of consumer brand attitude on purchase intention—Mediating effect based on customer participation and customer perceived value. February 2, 2021. Retrieved on June 28, 2022. Retrieved from: <https://www.docin.com/p-2596379356.html>.
- [14] Lu, Y. & Tang, D. (2022). Explore consumer behavior of Douyin Platform. *This media* (06), 53 - 55.
- [15] Sun, J. The influence of brand on consumer behavior. September, 2010. Retrieved on June 28, 2022. Retrieved from: <https://wenku.baidu.com/view/68f69cff82c758f5f61fb7360b4c2e3f57272568?aggId=cdfe4b1ded06eff9aef8941ea76e58fafab04533>.
- [16] Tian, H. (2022). The influence of brand association on consumer behavior tendency-Take baby care products for example. *Trade show economic* (11), 76 - 78.
- [17] Wang, B. (2016). Investigate the influence of the brand awareness, and advertising information sources on advertising attitude, brand attitude and purchase intention in the era of mobile Internet. Master's Thesis, Yunnan University of Finance and Economics. 1 - 2.
- [18] Wang, J. & Qin, M. (2011). The influence of brand recognition and brand image on consumers' purchase intention. *Corporate research* (02), 50 - 51.
- [19] Wen, H. (2014). Investigate influencing factors of the brand awareness of sporting goods. *Journal of Wuhan Institute of Physical Education* (11), 32 - 35.
- [20] Wen, X. (2021). Discuss customer citizenship behavior from the brand association: a key role in perceiving uniqueness. *The marketing world* (Z4), 57 - 59.

- [21] Xie, W. & Hou, G. (2022). Brand awareness, consumer perception, and purchase intention. *Business economics research* (03), 83 - 86.
- [22] Zhang, G., Liu, W., Xu G. & Li, Y. (2022). Investigate on promotion brand equity marketing Strategy under virtual community. *Modern marketing (late issue)*, (04), 36 - 38.
- [23] Zhang, W. (2020). Investigate short video APP communication mode, and chaos in the era of intelligence media—Take Kuaishou and Douyin for example. *Satellite TV and broadband multimedia* (05), 142 - 143.