Analysis of New Media Communication Countermeasures Based on College Students' Media Contact Behavior by Brand Master

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Abstract: With the rapid development of digital technology, new media has gradually become an indispensable part of people's daily life. For today's society, especially young people, new media has surpassed traditional communication tools and has become an important medium for shaping culture and values. Especially in the group of college students, new media has penetrated into all aspects of their study, life and social interaction, and has almost become their daily life. In this regard, brand owners are faced with the challenge of how to effectively transmit brand information and improve brand awareness and goodwill. The consumption habits and behaviors of college students have had or will have a significant impact on the market in the future. Therefore, in-depth exploration of the media contact behavior of college students and the formulation of targeted communication strategies can not only bring short-term benefits to the brand, but also have inestimable value for the long-term development of the brand.

Keywords: College students; New media communication; Measures

Introduction:

With the rise of new media, the interaction between brands and consumers has changed significantly. Especially for the special group of college students, brands need to understand their media contact behavior to develop more effective communication strategies. In view of this, this paper mainly discusses the effective communication countermeasures of brand in the new media environment to deal with college students from the aspects of the influence of new media, communication strategy and the promotion of college students' participation.

1. The rise of new media and college students' consumption behavior

1.1 The Concept and Rise Background of New Media

New media refers to the means of communication based on digital technology and network technology, such as network media, digital media and mobile media. Since the beginning of the 21st century, with the rapid development and popularization of science and technology, especially the wide application of Internet, mobile communication and social media technology, new media has begun to rise rapidly in China. This phenomenon is closely related to the process of marketization, globalization and science and technology in China.

1.2 The Relationship between New Media and College Students' Consumption Behavior

The transformation of information access channels: most college students no longer rely on traditional radio, television or paper media to obtain information. New media platforms such as WeChat, Weibo and Douyin have become their main sources of information.

The impact of consumer decisions: KOL (key opinion leaders) and online celebrities on new media often influence college students' purchasing decisions through recommendations, evaluations, etc.

Interactivity and community building: New media provides college students with the opportunity to interact with brands. Brands

can establish deeper connections with college students through live broadcasts, topic discussions, etc.

Customization and personalized consumption trend: new media provides more personalized options for college students, thus promoting the demand of college students for personalized products and services [1].

2. New Media Communication Strategies and Suggestions

2.1 According to the consumption habits and preferences of college students, positioning brand information

2.1.1 Deep insight and understanding

For college students, enterprises and brands should actively carry out market research and user insight to clarify the consumption pain points, needs and preferences of college students. Using modern tools such as big data analysis and social media public opinion monitoring, we can more accurately obtain the real feedback and opinions of this group. Among college students, elements such as specific cultural symbols, popular trends or network terms will generally spread and be accepted quickly in a short period of time. Therefore, brands should capture and use these elements in their communication strategies.

2.1.2 Accurate positioning and personalization

After obtaining the consumption habits and preferences of college students, the brand should clarify its own positioning and carry out accurate brand communication according to the target group. For example, if the target is college students pursuing fashion and innovation, then the brand message should highlight the uniqueness of their products, innovation or combination with current popular culture. For example, personalized marketing is getting more and more attention. Through AI technology, recommendation algorithms and other means, college students can be provided with product and service information that is more suitable for their preferences and needs.

For another example, Chinese college students generally have a high interest in electronic products, fashion products, health foods, etc.: When a certain electronic product brand promotes new earphones, it can use popular music festivals or popular singers to jointly promote the product. Combine the cultural elements that college students like to enhance the attractiveness of brand information.

Health food brands can use short video platforms in new media, such as Douyin, to show the health and deliciousness of their products through short and interesting food production tutorials, thus attracting the attention and purchase of college students [2].

2.2 Use short video, live broadcast and other new means of communication to interact with college students

2.2.1 Master the charm of short video and live broadcast

Short video and live broadcast platforms, such as Douyin, Kuaishou and Station B, provide brands and consumers with a highly interactive and real-time Internet space. These platforms allow content creators to present products or services in short and creative ways, which are especially popular with college students. Compared with traditional advertising methods, short videos and live broadcasts can bring a more real and three-dimensional experience to the audience, giving college students the opportunity to understand products or services from multiple angles and all-round.

2.2.2 Stimulate participation and interaction

Brands can stimulate college students' enthusiasm for participation by setting challenges, topics or gift activities, making them not only passive receivers, but also co-creators of content. In the live broadcast, the brand can respond to the questions and feedback of college students in real time, and strengthen the interaction and communication between the two sides. For example, by inviting stars or KOL for online trial and evaluation, college students can see the real effect of the product and enhance their purchase intention.

For example, in recent years, some cosmetic brands have become very popular in China: brands will choose popular beauty bloggers to test and try out their products on Douyin or Station B, and show the actual effect of the products through short videos. This has not only aroused widespread concern among college students, but also triggered discussion and sharing among them, magnifying the influence of the brand. For new product launches or promotional activities, brands will also choose to interact with college students on the live broadcast platform, such as online lottery, question and answer sessions, and limited-time discounts [3].

2.3 The integration of online and offline activities, improve brand awareness and goodwill

2.3.1 Understanding the value of online and offline integration

Online and offline integration is a dual-track strategy, which aims to increase the frequency of users' contacts through the multi-angle display of the same brand information, thereby deepening consumers' impression and understanding of the brand. For an active group like college students, who often switch seamlessly between online and offline, the integration strategy is particularly effective for this group.

2.3.2 Design organic link activities

Through online social media or APP, the upcoming offline activities will be announced to stimulate the curiosity and expectation of college students, such as new product trial, special promotion or theme party. At the offline activity site, college students are guided to have online interaction, such as scanning codes to receive discounts, taking photos and punching cards to share with social media, participating in online voting, etc., to ensure that online and offline interaction is closely linked.

3. The promotion strategy of college students' participation.

3.1 Creative Marketing and the Use of UGC (User Generated Content)

3.1.1 To tap the creative potential

Launch an idea solicitation for college students to encourage them to share their ideas, stories or designs. This can not only accumulate original content, but also enhance college students' sense of brand identity. Use specific holidays, anniversaries, or campus events to launch creative challenges or interactions related to them, making college students more willing to participate in familiar environments.

3.1.2 The Magic of UGC

Encourage college students to produce brand-related content, such as product evaluation, use experience, shooting short videos, etc. By setting up incentive mechanisms for UGC, such as discounts, gifts or pushing high-quality content to the official platform, students' creative motivation is enhanced. Here, UGC can not only bring real user feedback to the brand, but also effectively broaden the scope of brand communication and establish contact with more potential consumers.

3.2 Use Social Media for Effective Interaction and Feedback Mechanism Construction

3.2.1 The power of social media

Social media platforms, such as WeChat, Weibo, Zhihu, etc., provide a convenient and fast communication channel for brands and college students. Brands can release new products and activity information in time, and can also collect user feedback in real time to adjust products or strategies. By building an official community or fan group, the brand can communicate with target users more intensively, and it also provides a platform for college students to communicate and share experiences.

3.2.2 The importance of feedback mechanisms

Establish a perfect feedback channel to encourage college students to put forward opinions and suggestions on products or activities, which can not only provide the direction of improvement for the brand, but also make college students feel that their opinions are valued. Here, for college students who actively provide feedback, the brand can give certain incentives, such as coupons, trial qualifications, etc., to further enhance its connection with the brand.

Conclusion:

To sum up, in the new media era, the brand communication strategy needs to keep pace with the times, aiming at the young and energetic group of college students. Through the in-depth understanding and analysis of its media contact behavior, brands can not only transmit information more effectively, but also deepen the connection with consumers and build a more stable brand loyalty. With the continuous innovation and evolution of new media technologies and platforms, brand owners should continue to learn, explore and adapt to ensure that their communication strategies are always in the best condition.

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