

Analysis of Commercial Realization Path of Automobile New Media based on AISAS Model

Shuai Fu, Dingyi Yuan, Lin Zhang

China Auto Information Technology (Tianjin) Co.,Ltd, China

ABSTRACT

With the continuous development of the new media industry, major Internet giants are also competing to emerge. Tiktok, B station and wechat have become important nodes linking people and society. With the continuous improvement of people's living standards, the new media of the automobile industry, as another market segment in the field of new media, has its own unique publicity points in terms of popularization, fun and gimmicks. Based on the analysis of AISAS model, this paper analyzes the commercial status of new media in the automotive industry under this model from the aspects of user attention, information interest points, interest search, search action and opinion sharing, and explores the potential path of new media realization in the automotive industry.

KEYWORDS

Trill; AISAS Model; Automotive New Media.

1. INTRODUCTION

In recent years, with the continuous development of the new media industry, major Internet giants have emerged one after another. Platforms like TikTok, Bilibili, and WeChat have become crucial links between people and society. Accompanied by the rapid rise of the new media industry, there have been significant advances in technology updates and capital aggregation among others, with one of the fundamental conditions for industry development being commercialization, i.e., achieving profitability. Currently, the commercial monetization of platforms such as TikTok, Kuaishou, and Bilibili has become an irreversible trend. These platforms are impacting other new media industries in various aspects including e-commerce shopping and online audio-visual content.

By analyzing the car promotional media platforms accessed by car buyers, it can be observed that over 83.3% of car buyers choose to access car promotional information through mobile media, and 53.3% of consumers obtain such information via PC-based networks. Following these are recommendations from relatives and friends, as well as elevator advertisements. Therefore, the commercial development of automotive new media is closely tied to mobile and PC-based promotion.

However, as a specialized segment within the new media field, the automotive new media industry requires a certain level of professional knowledge. This necessitates professional accumulation for those in the field. To achieve orderly development within the automotive new media sector, it is essential to possess a certain degree of professional knowledge, adequate financial support, and the ability to translate professional automotive knowledge into language that users can easily understand, thus creating a certain barrier to entry.

The traditional consumer behavior analysis model is the AIDMA model, which includes five stages: Attention, Interest, Desire, Memory, and Action. However, as this model was developed under the traditional advertising paradigm, it is not entirely suitable for the attributes of multi-source

information growth in the new media era. In the new media era, the reception of information has evolved from passive reception to active search. Additionally, as "everyone has a microphone," individuals' ability and willingness to share information have increased, transforming media marketing from passive information reception to active searching. Thus, in the new media era, media marketing has transitioned to the AISAS model, which includes five stages: Attention, Interest, Search, Action, and Share.

The widespread application of new media has led to potential changes in the information dissemination environment and the ways media are used. As recipients and beneficiaries of new media information, consumers often act as intermediaries for information transfer. This is a characteristic of commercial monetization in the new media era—transforming consumers into a fan base, thus becoming a "power reservoir" for traffic monetization. Consumers can accumulate user traffic through actions such as "unfollowing" and "subscribing," signifying the iteration of traditional single-scenario information dissemination. Users autonomously choose information of interest and disseminate it through various channels.

By analyzing the most frequently accessed automotive new media platforms by car buyers, the author found that these platforms are highly aggregated. The most frequently accessed automotive new media platforms are mainly TikTok, Xiaohongshu, Autohome, and Dongchedi, showing a significant concentration. Therefore, in the new media era, dissemination thinking requires attention not only to the content but also to user interests and platform expansion. This approach enables the effective engagement and internal restructuring of multiple resources, including social and commercial resources. For example, Dongchedi achieves the conversion of media resources into commercial resources through cross-border marketing, fan retention, and commercial advertising, thereby realizing commercial monetization.

In summary, in the current new media environment, this paper, based on the AISAS model, explores the realization path of commercial monetization in the new media industry under the AISAS model. It suggests that automotive new media should achieve commercial monetization by establishing a unique positioning attribute, adopting cross-border marketing strategies with new media "+", and implementing community-based marketing and deep new media operations. These strategies provide new insights for exploring industry development transformation, highlighting technical features, and innovating commercial marketing methods.

2. CURRENT STATUS OF THE AUTOMOTIVE NEW MEDIA INDUSTRY UNDER THE AISAS MODEL

Sociologist and economist Max Weber once categorized social actions into four types: goal-rational, value-rational, affective, and traditional. With the advent of the new media era, car industry consumers have shifted from being passive recipients of information to active searchers. On one hand, the audience for automotive media has transitioned from a mass group to a unique segmented group, with individual demands continuously increasing. On the other hand, platforms such as Dongchedi and Autohome are also delving into their unique attributes, catering to diverse tastes while gradually accumulating their user base, which becomes a winning formula for commercial monetization.

2.1. Attention Tends to Be Dispersed

Through a survey on the channels car buyers use to obtain automotive information, the author found that the channels are notably diverse. Car buyers' attention is being captured by various automotive information sources.

When car buyers seek automotive information, they are bombarded by various sources, which continually weakens their attention. The attention flow once controlled by mainstream media is being

increasingly eroded by other media. While the attention given to automotive information is severely disrupted, various self-media are also competing for users' deep focus through different channels. This constant fragmentation of attention into different parts has led to an intensified trend of attention dispersion in the new media era. Capturing user attention has thus become the primary challenge in the new media landscape.

2.2. Interest Stratification

In the past, the "feed-style" approach of mainstream media aligned personal interests closely with media delivery points, meaning the media content and individual viewing habits were highly uniform. However, in the new media industry, the diversification of dissemination subjects and the fragmentation of information platforms have allowed individual interests to be unleashed, resulting in a trend of increasing stratification of interests, with everyone having their own areas of interest.

Statistical analysis reveals that the stratification of interests in the new media era also compels disseminators to deepen their content to capture more user groups, thereby better satisfying the interests of specific groups. At the same time, automotive media information shows a significant tendency toward aggregation. Key areas of focus for automotive new media include evaluations by prominent online influencers, professional media review reports, and genuine user feedback. This aggregation provides a direction for exploring commercial monetization of automotive new media in the new media era.

2.3. Platform Aggregation

In the new media era, the vast amount of information has enhanced individuals' potential for information search. Platforms like Baidu, TikTok, Weibo, and even forums can provide users with search results based on proactive searches or trending topics. As specialized information continues to gather, the aggregation of specialized platforms through information search helps retain user volume.

Statistics show that most automotive consumers prefer to receive information through dedicated aggregation platforms such as Autohome, Dongchedi, Yiche, and Pacific Auto. Each automotive user has their preferred automotive information website, and the monopolistic scale of these platforms continues to grow.

2.4. Purposeful Actions

Statistical analysis reveals that individual actions are characterized by purposefulness, planning, and subjectivity. In the new media era, due to the stratification of interests, individuals increasingly tend to engage in information-gathering activities with specific purposes. The growing purposefulness of individuals also accelerates the segmentation of new media to some extent, forming "social actions" where the subjective meanings of actors are related to the behaviors of others. By focusing on their own interests, individuals can influence others.

It is evident that users browsing automotive information exhibit a very clear purpose in their search actions. Over 74% of users consider car purchase recommendations as a primary option when searching for automotive information, reflecting the strong purposefulness in selecting automotive information.

2.5. Link Sharing

In the era of traditional media, information was typically shared through tangible mediums such as newspapers, phonographs, and word-of-mouth. However, in the new media era, the advancement of mobile media technology allows users to engage in viral dissemination through links. This link sharing between users not only simplifies the method of dissemination but also further expands the

reach of information. Since private links mostly come from familiar groups, they are more readily accepted by users.

With the advent of the "new media" concept, internet innovation has deeply integrated into various sectors of society. Currently, how the automotive new media industry achieves commercialization and finds profit growth points has become a new track for many media platforms seeking profitability. Platforms such as Dongchedi, Autohome, Pacific Auto, and Yiche have rapidly achieved commercial monetization and capital accumulation through the internet. Summarizing the current state of commercial monetization in the automotive new media industry, it is evident that these media platforms primarily compete for commercialization in three areas: channels, traffic, and platforms. In the new media era, information dissemination has become more intuitive, with users accessing and receiving information through various channels. This also means that users have achieved unification in all aspects of information dissemination and reception.

3. COMMERCIAL MONETIZATION STRATEGIES FOR THE NEW MEDIA INDUSTRY UNDER THE AISAS MODEL

In today's new media environment, users tend to receive and disseminate information through diverse channels. Commercial monetization is not only about effectively marketing the desired content but also about satisfying user interests. This includes improving the quality of content within user groups, increasing the timeliness of dissemination, diversifying content, and enhancing interactivity. Based on the AISAS model, this paper analyzes the current state of the new media industry and proposes the following monetization strategies.

3.1. Establishing a Scarcity Positioning Attribute

The commercial monetization path in the new media industry involves breaking through dissemination barriers to achieve monetization from single media channels to multimedia channels and updating channels through brand coherence to achieve integrated marketing strategies. Currently, the domestic media industry has transitioned from the original "two WeChats and one app" to a dissemination matrix coexisting with multiple channels. Amid this wild growth, the scarcity attribute of media has diminished, with numerous media outlets emerging like mushrooms after rain. Therefore, the challenge in commercial monetization for the new media industry is how to identify the current scarcity in media content and deeply explore its uniqueness for monetization.

At present, it is necessary to establish scarcity content such as topic marketing and academic popularization, while reducing the trend of product content homogenization. Some new media accounts blindly pursue trending and homogeneous content to cater to a broad audience. Although this can temporarily generate significant traffic, it fails to create a distinct and clear brand image in consumers' minds. Thus, establishing a brand's scarcity attribute and optimizing individual dissemination resources through scarce dissemination resources is crucial.

For example, as shown in Figure 1, the TikTok account "几分钟义务教室" (Few-Minute Free Classroom) has a straightforward and clear description: "Automotive short clips in a few minutes, aligned with short video duration; free classroom focusing on humane popularization; automotive content setting the account's main direction." This account quickly establishes its label through accessible and understandable short clips from a popular science perspective. Its scarcity lies in the engaging and soft popularization of automotive knowledge.



Figure 1. Introduction to the "Few-Minute Free Classroom" Account

As shown in Figure 2, the scarcity of the TikTok account "晓北-城市私家车" (Xiaobei - Urban Private Car) is mainly concentrated on the host Xiaobei and the account content. Xiaobei herself is an automotive broadcaster for Zhejiang People's Radio City Voice FM107, possessing high-level broadcasting skills and a distinct personal style. At the same time, as a mainstream media outlet, the radio station has strong credibility and serves as a powerful third-party supervisory body. The content primarily consists of clips from Xiaobei's live broadcasts, addressing customer complaints and disputes between users and dealers or manufacturers. Additionally, every year on March 15th (Consumer Rights Day), the account produces special programs, establishing a label for fair third-party automotive-related content.



Figure 2. Introduction to the "Xiaobei - Urban Private Car" Account

As shown in Figure 3, the scarcity of the TikTok account "玩车报告" (Car Play Report) is primarily concentrated on the grand testing scenes and novel testing gimmicks. Most automotive accounts, due to cost issues, opt for personal monologue car reviews, sharing their knowledge reserves. However, a car review account with a test track possesses a significant scarce resource.



Figure 3. Introduction to the "Car Play Report" Account

3.2. Cross-Border Marketing of New Media " + "

In the era of integrated media, the fusion and development of various media channels such as text, film, and sound are advocated. For new media monetization, innovation through the new media " + " model is essential. Traditional media marketing, such as television marketing, no longer fits the development pattern of new media. Instead, cross-border marketing through VR and other means should be employed.

For example, the European Football Championship utilizes immersive dissemination methods, allowing fans to watch matches through immersive VR and garnering significant attention. In the new media era, overall cross-border marketing strategies should focus not only on traffic and points of

interest but also on forming authoritative endorsements with traditional media. By leveraging the authority of traditional media and the rapid dissemination attributes of new media, content promotion can be enhanced, creating a flow dependency that converts traffic into commercial value.

As shown in Figure 4, the TikTok account "汽车兄弟" (Auto Brothers), similar to the "Xiaobei - Urban Private Car" account, represents innovation in the form of new media combined with traditional media. Although "Auto Brothers" primarily features live broadcast clips, the direction of the broadcasts focuses on car selection and purchase advice, significantly expanding the reach of dissemination.



Figure 4. Introduction to the "Auto Brothers" Account

A recent example of successful cross-brand collaboration is the "Luckin Coffee × Kweichow Moutai" case, which created a sensation. By collaborating and innovating with other brands, Luckin Coffee attracted more consumers and increased its brand influence and market competitiveness. Collaborating with well-known brands that share the same target audience can quickly raise brand awareness and influence. Such collaborations can also help expand the product line, covering a broader target market and thus extending business scope. Particularly, it can create new product combinations by integrating previously unrelated elements, generating new value and market opportunities. Through complementary advantages and resource sharing, the brand effect is amplified and maximized. These are unexpected results achievable under the "new media +" model.



Figure 5. Luckin Coffee × Kweichow Moutai

3.3. Community Marketing - New Media Deep Operations

New media operations emphasize personal expression more. In the new media era, where everyone has a microphone, it is possible to better operate through fan economy, public welfare activities, and experiential operations to form a community of personal traffic. Commercial monetization in the new media field can rely more on "community marketing." With the evolution of the internet from paid to free services, new media urgently needs to reconstruct its commercial model. The key to this

reconstruction lies in establishing online communities and leveraging the communicative nature of these communities to enhance the overall vitality of new media.

On the basis of community operations, new media operations should pay more attention to overall downward penetration by providing foundational content such as entertainment, social networking, discount recommendations, and food exploration. This helps to bridge the gap between the new media community and its users.

Take TikTok fan groups as an example. Traditional private domains are usually relatively closed systems, almost without full integration with other ecosystems on the platform. However, within TikTok's ecosystem, private and public domains are closely connected. Fans naturally settle in from TikTok's vast public domain traffic and then convert within the private domain. The better the private domain operations, the more it can feed back into the public domain initially used to gain private domain traffic, forming a positive cycle that provides the enterprise with a continuous flow of high-quality traffic.

For instance, take Luo Yonghao's account. It is reported that within just three days after the fan group feature was launched, he established more than 50 fan groups. Now, when we visit his account, we find that the conditions to join a group are: following the group leader's account for over 60 days and being a level 12 or above member of the live fan club. Meeting these two conditions allows one to join the group. Compared to the WeChat system's communities, TikTok's fan group entry requirements make the fan attributes within the community more precise. In fan groups, besides chatting, members can also share products, automatically share updates, and receive live broadcast reminders. It is evident that TikTok fan groups are more convenient for maintaining loyal fans, revitalizing users, boosting live broadcast popularity, and increasing repeat purchases.



Figure 6. Luo Yonghao's Account

4. SUMMARY OF THE NEW MEDIA INDUSTRY UNDER THE AISAS MODEL

The inherent platform attributes of the internet make the unknown content far exceed the known aspects, and the new media field is a dynamic process of continuous exploration. Currently, internet dissemination has shown trends of mobilization, socialization, videoization, and interactivity. In the future, it will be a world where everything is connected, and the internet will become an important platform for individuals to showcase themselves and their lives. The boundaries of information dissemination will become even more blurred.

Although the only constant in the new media field is change, the characteristics of attenuated attention, stratified interests, proactive search, purposeful actions, and link sharing have become defining features of new media. The massive, fragmented, diverse, and three-dimensional nature of

dissemination content is gradually being accepted by users. Therefore, the commercial monetization path of the new media industry must rely on its inherent advantages, seek out its scarce resources, develop new cross-border marketing strategies, and continuously expand user engagement through community marketing. This will enable the continuous acquisition of monetizable resources.

REFERENCES

- [1] Si Si, Zhou Hongduo. Analysis of Marketing Trends and Models in the Cultural Industry in the Era of Social Media [J]. *Journal of Social Sciences of Hunan Normal University*, 2017, 46(02): 36-41. DOI:10.19503/j.cnki.1000-2529.2017.02.006.
- [2] Li Qingchun. Media Integration Advertising Communication Strategies from the Perspective of AISAS Theory [J]. *Journalism Knowledge*, 2012(01): 63-64.
- [3] Wang Xiwei, Li Shimeng, Wang Nanaxue, et al. Influencing Factors and Empirical Study of User Information Interaction Willingness in the New Media Environment: Taking Automotive New Media as an Example [J]. *Library and Information Work*, 2017, 61(15): 15-24. DOI:10.13266/j.issn.0252-3116.2017.15.002.
- [4] Zheng Yandan, Gu Zetao, Luo Jianhuo, et al. Research on the Influencing Factors of College Students' Participation in the Internet Celebrity Economy Based on AISAS Theory: Taking TikTok App as an Example [J]. *Market Weekly*, 2020(04): 138-141.