

New Media Marketing Applications under COVID-19

A Case Study of Epidemic Prevention Products

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Abstract

This study examines how to respond to the changes in sales caused by social distancing in response to COVID-19 epidemic in Taiwan, and it is a case study that focuses on the COVID-19 prevent product company. This study was conducted with a hybrid method of quantitative and qualitative. Firstly, the amount of Youtube viewers and messages was examined for the online marketing videos, and then the content of the message was analyzed. Secondly, the interview with the marketing and planning department was supplemented. The results of this study found that during the epidemic, the marketing videos viewing and commodity sales provided by new media have attracted consumers' attention. Those who make marketing policies should make good communication with those who make the videos. Well cooperate with each other can make good sales on epidemic prevention products.

Keywords: COVID-19, new media, marketing videos, epidemic prevention products

1. Introduction

The severe special infectious pneumonia/coronavirus (COVID-19) outbreak, which has been in progress for more than two and a half years, is a communicable disease caused by severe acute respiratory syndrome coronavirus type 2 (SARS-CoV-2). The first confirmed case began to invade human society around December 2019, and then spread to countries around the world, causing a large outbreak and becoming one of the deadly epidemics in history (World Health Organization, 2020). The spread of epidemic diseases has brought inevitable major harms to human activities and economic/industrial operations, and we should adopt various feasible adaptations in the face of such epidemics in order to reduce the loss of life and property and the environmental and ecological crisis in the epidemic. There are a lot of evidence that the state and pattern (i.e., the production and marketing supply chain) that is seriously occurring, especially during the epidemic, it is necessary to strictly strengthen the communication and interaction between "people" and increase the social distancing between each other in order to reduce the probability of mutual infection. This study collates and analyzes the information for all those who concern.

2. Literature Review

COVID-19 epidemic has brought about changes between virtual and real channels due to the strong control of social distancing between people, resulting in most consumers being unable

to go to the sales channel to purchase, so the real channels relied on in the past are no longer loved by consumers. In its place are virtual pathways. These virtual channels include e-commerce and online social marketing, and there are many studies on such things on the Internet, but there is less discussion about how to market epidemic-related products under the premise of COVID-19. Therefore, this study will look at how consumers' attention to goods returns from off line to online under the current situation of the epidemic, and further understand how the use of marketing videos can affect new media marketing strategies and online word-of-mouth of the business effect.

2.1 The Environment of New Media

Communication environment of the new media under the epidemic situation has the characteristics of visualization, which allows the audience to develop multicultural literacy ability (Romero Walker, 2021). There are studies that have found that content in social media can have an impact on audiences with "emotional characteristics" (Brunenberg et al., 2021). Therefore, "participation" in the production of media information has become a way to influence consumers, and the use of learning theory and "secondary creation" can further influence consumers' perception of goods (Tisdell, 2008).

The World Health Organization (WHO, 2020) believes that too much information about COVID-19 will lead people not easy to find trusted resources and reliable guidance. Therefore, studies have found that if society can collectively

participate in the evaluation of social media information, it may also provide some control mechanism to reduce the cost of judgment (Mirbabaie et al., 2020). In other words, social media can help web users understand what's important during the epidemic.

During the COVID-19 epidemic, all kinds of original consumer activities have been stopped to reduce "social distancing", and the behavior of consumers has been directly converted into the application of new media, which also become a reliable way to prevent the epidemic. For example, the museum's exhibitions and regular activities thus produce a different look. According to research conducted by ICOM, online tours, social media posts, and remote interactions have increased more than ever before during the COVID-19 epidemic (ICOM, 2020), which also shows that consumer behavior is highly compatible with new media applications during the epidemic.

2.2 Access of New Media in Information Society Era

From another aspect, consumers highly rely on new media and that is also an extremely important part of the information society. New media provides new sources of information and communication (Tugtekin & Koc, 2020). Although new media does not have the "great linear effect" of traditional media advertising (Bezjian-Avery et al., 1998), but new media also rich digital network media and applications have become an indispensable communication tool in public life. In the green industries, new-media marketing has gained attention as a relatively low-cost and high-exposure marketing strategy (Yao, 2019). In other words, innovative advertising forms can make interactive advertising to become more preferred by more advertisers in the new media era (Meng & Huang, 2022).

In the information society, the source of information has gradually changed from the traditional media to the new media, the information disclosure function of the new media has surpassed the traditional media, so the audience's attention has gradually shifted, coupled with the new media information has the function of "reprinting" and "word-of-mouth marketing", it can be seen that the new media has greater power on internet.

Therefore, it can be seen as consumers need important information on prevention products during the epidemic and they are willing to take these messages seriously. So, the use of new media has become an extremely important source of information.

2.3 Short Videos as an Important Power Part in Marketing

The marketing power of social media comes from its convenience (Kayumovich & Annamuradovna, 2020). According to statistics, 90% content

from social medias comes from digital videos, and research has also proved that consumers will increase their desire to shop after watching videos. They will therefore begin to shop online. More than 51% of marketers believe that marketing by videos are the most worthwhile marketing policy (Doris Lin, 2017). Because marketing by videos has the characteristics of quickly transmitting and hitting consumers, it can achieve the purpose of brand or product ecosystem. However, popular video content must be paid attention to the video length and related content, because it will trigger a high degree of interest among viewers. In addition, the content is also divided into 60 seconds in specifications, or other longer works, such as live broadcasts or feature films, which highlight that the videos should be in line with the characteristics of the product. In addition, finding popular YouTubers, KOLs, etc. Coupled with paid advertising can increase the number of film advertising exposures. So, the videos are produced and placed online, which can generate awareness about consumer behavior, and further trigger word-of-mouth and sharing, and are more likely to follow opinion leaders to become the brand's users.

Therefore, the use of videos to influence the consumption behavior of the masses has become a common marketing method used by many brands, and during the COVID-19 epidemic, this marketing method has been highly used by brands, especially in the video information related to health issues, which is often concerned by many internet users. So, how to use videos to attract more consumers' attention and strengthen the effectiveness of communication during the epidemic has become an important result of this study.

3. Research Method

The design of this research is a hybrid method that mix quantitative and qualitative approach. The quantitative part uses second-hand information to analyze video viewers and the qualitative part uses in-depth interviews to understand the marketing results for epidemic prevention products on the online videos.

This case (company) has a marketing department, launched during COVID-19 epidemic from 2020. They developed several kinds of air filter products to fight with the corona virus. In this field, this company has strong ambition to do something about "research and development". And they have got some achievement in the field of "anti-virus" products, and that's why they become a case in this study. It is a new product, so it is necessary to communicate with all the consumers. Its marketing department uses network marketing methods to record relevant video content, and it is expected to achieve the function of communicating between products and consumers.

To get the quantitative data, there were some information come from literacy review. And to

know how videos show the strength in marketing, the company made 5 videos in advanced. And the company made 5 videos and upload all the videos on YouTube channel. And this study recorded the number of viewers who visit those videos on internet to understand all the viewers, fans and the messages they left. When those data were recorded, the information were analyzed.

In addition, the qualitative part of this study adopts the in-depth interview method, and a total

of five interviewees are invited to conduct semi-structured interviews, including three people in charge of marketing planning, one supervisor and the fifth interviewee is the company founder, and then to communicate with the interviewees before real interview. In addition, the interviewees will fully understand the interview topics and content and then conduct the topics targeted by the institute.

Table 1: In-depth Interview Respondent Data

Respondent number	posts	Seniority	specialty
1	Member of the Marketing Department	0.5	Marketing planning
2	Member of the Marketing Department	1.2	Marketing planning
3	Member of the Marketing Department	2.5	Film narrative
4	Head of Marketing	4	Product Marketing
5	Founder of the company	10	Brand management

This study used a hybrid methodology that take both quantitative and qualitative data and analyzed it to get all the results. This study takes quantitative data to understand the effect of individual products in the market, and the supplementary qualitative data to understand how the company break through the dilemma of sales during COVID-19 epidemic and achieve product promotion effect.

Because this company is a new-created enterprise, so they did not employ too many senior staff to do the job. In other words, the respondents this study interviewed are young, and cannot find too many senior staffs in the company. So, this study used “purposive sampling” method to recruit all the respondents in this company.

4. Findings and Results

This study has two main findings, including that online video content is effective in internet marketing, and that online videos need to have other tools such as good scripting, otherwise the performance will gradually decrease.

First of all, in terms of quantitative indicators, most of the digital videos used in individual cases are mainly short videos (within 120 seconds), and the peak viewing period on the internet is about three months after the first listing on the YouTube. And it will gradually decrease after three months. If there were nothing to add on web activity or any placement, the click-through rate will gradually stop after about six months.

In terms of the specifications of the film, short films within 120 seconds are relatively easy to produce. Although there are no longer films, it can be clearly seen on those short films with TV commercials as the main content are more popular by viewers, probably because consumers tend to like a certain format of content. As for other types of short films, such as short films with a host description, there is basically low degree of liveliness in

rendering, so the status of clicking is lower, as shown in Figure 1.



Figure 1: Film Produced and Broadcast by Way of Hosting.

Finally, in terms of the overall click rate, the current click rate of videos still needs to rely on push broadcasting or placement by social media so that can have a particularly prominent click rate. In this study, because of the placement in social media, the highest click rates up to 110,000 times, as shown in Figure 2. Compared with the hundreds of views of other films, the placement indeed more able to get the opportunity to communicate with all the consumers.



Figure 2: Video Placement in the Social Media can have More Opportunity to Communicate with the Consumers

In addition, in the part of the in-depth interview, this study has also obtained a number of specific research results, including the need to set the direction that meets the needs of the audience during the epidemic film shooting, the film needs to be planned and produced by a professional team,

and the production setting can choose more diversified presentation methods to strengthen the effect of communication with consumers, the following three points are explained below.

In the part of the film setting and the direction of audience demand, the respondents believe that since the virus has been constantly mutated, so the content that the brand needs to communicate with consumers has been changing, and the brand's marketing plan must understand the changes in the epidemic situation to be able to communicate with consumers deeply.

In fact, this matter is very important to the content of communication, to communicate with the information needed by consumers will be a really good way of communication, if the content of our communication is not the information that consumers need, this will bring bad communication quality, lose the original desired communication effect. (Respondent No.2).

In addition, the interviewees also explained that in order to grasp the direction of good communication, it is necessary to adjust the content from the latest epidemic development situation.

Many times what we lose is not the opportunity to communicate, but in the communication opportunity, we miss the work of doing a good job of correct communication, so that the result is that although there is communication, there is no specific effect. (Respondent No.1).

From the above, it can be seen that at the beginning of the film production, it is necessary to make appropriate film planning for the current development of the epidemic, otherwise the hard-working film may only become one of the many "invalid" films.

The video equipment in the digital age is very different from the analog era, the volume and weight of the equipment in the analog era are completely different from the equipment and equipment in the digital age, not only the appearance is very different, the video equipment in the digital age is more accessible to consumers in terms of price, but also because of this caused a wave of popular filming, the level and direction of production are completely different. Brand respondents believe that this change has led to the misconception that the production of marketing films is moving toward simplicity.

Many brand managers think that film production has become civilian, so in the past they may find a professional team to produce films, and now they may find a small production team to be responsible for production, but in fact, the real situation is not the case, the convenient equipment in the digital age is just an illusion, if you think that filmmaking has become easy, it may lose the opportunity to make good communication with consumers Especially in our kind of epidemic prevention product films that require a high sense of trust, having good quality and correct planning has determined whether the film broadcast can make the brand gain the trust of consumers. (Respondent NO.4).

In fact, when making a film, other coordination directions to be considered, such as the platform on the shelf and how the budget ratio between the traditional channel and the traditional channel should be allocated, etc., will inevitably require a professional team (respondent NO.3).

From the above interview, it can be seen that the quality of the film will affect the communication effect of the product, especially in the promotion of epidemic prevention products, meticulous planning content and the right direction can achieve the effect of brand marketing.

In terms of the pluralistic presentation of films, the study found that respondents believe that a fixed commercial film model (CF) can follow the habits of viewers to establish a relatively fast viewing effect, but if other innovative ways to produce films, it should be able to help brands bring innovative impressions.

We actually hope to use more innovative ways to communicate with consumers, after all, the new crown pneumonia epidemic has only appeared in the past two years around the world, and our products are also an innovative product against the epidemic, so we are constantly thinking about more diversified ways to present communication messages to consumers, so the future is like "live broadcasting" or other ways, which should be the direction we want to do something further. (Respondent No.5)

From the above, consumers need more different ways to make films to attract audience's attention, so there will be more new ventures or industries that use new technologies will be willing to try more different ways to make films. All the opinions from respondent could be seen in Table 2.

Table 2: List of Respondents' Opinions

Respondent number	Film marketing attitude	The film is helpful /not helpful for epidemic prevention goods sailing.	Video production direction
No.1	Positive	Helpful	Need to be more professional
No.2	Positive	Helpful	Need to be more professional
No.3	Positive	Helpful	Different scripts
No.4	Positive	Helpful	More applications on internet
No.5	Positive	Helpful	Multiple directions are needed

5. Conclusion

There are already quite a few audio and video tools on the internet, and if companies want to get more results in marketing, they need do something more creative in the video making in the future. So it is possible to get the attention of consumers in many video materials. In the future, this study can enhance different contents, such as reality films or use different shooting angles to make a better video. By doing so, it will bring more different research results.

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