

# ***Optimisation of Social Media Marketing Communication Strategies Based on User Sentiment Analysis--TikTok, Rednote as an Example***

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**Abstract.** Social media is one of the key topics of research today. Researchers have found that the use of social media for communication and marketing is very common, however, there is a lack of unified knowledge on how to optimise communication and marketing strategies based on user sentiment analysis. Therefore, the research topic of this paper is the optimisation of social media marketing communication strategies based on user sentiment analysis. The research method of this paper is to collect data by distributing questionnaires to get consumers' subjective data, and at the same time to analyse relevant cases to achieve a combination of subjective and objective. The research data shows that there is a significant difference in the emotion communication mechanism of different social media platforms, and this difference will affect the path of brand reputation shaping and the purchase decision process of consumers through multiple dimensions. It is worth noting that although emotional marketing can effectively enhance user engagement, it should essentially be used as an auxiliary means of the core value of the product. If enterprises want to achieve sustainable development, the key is to consolidate the foundation of the product - including but not limited to quality control, pricing system and user experience optimisation, and at the same time, through the establishment of membership system, to create a community ecological and other long-term operational mechanisms to enhance user stickiness.

**Keywords:** Emotional marketing, Social media, Marketing strategy.

## **1. Introduction**

Social media marketing is ubiquitous in people's daily lives, yet most traditional marketing approaches are top-down marketing communications from a platform or brand perspective [1,2]. This study starts from the users themselves and focuses on the users' emotions, which is a bottom-up marketing communication approach. It can help platforms and brands to optimise their marketing communication strategies, and it can also make users get a better service experience. How should marketing be done on social media platforms based on user sentiment analysis? What are some of the issues that need to be taken care of in the process of marketing communication? This study gives answers based on the above questions, and through questionnaires, it tries to put the aspects of user sentiment, brand marketing techniques, and differences between platforms on both TikTok and

Rednote under the test of objective data [1]. Through the comparative analysis of the data collected from the questionnaire and sentiment analysis, it tries to build a good reputation for the brand and expand sales; secondly, it expands the scope of influence for the social media platforms; and finally, it provides users with a good experience of using social media as well as feedback on the user's sentiments towards the brand, so that the brand can do what is right for the users, focus on the users, and safeguard the interests of the users.

## 2. Manuscript preparation

### 2.1. Questionnaire designs

The content of the questionnaire was designed according to the three questions refined in this study. In the first questionnaire: questions 1-2, basic information about the user was collected. Questions 3-6 were designed to understand the platform characteristics related to emotional penetration. Questions 7-11 are designed to explain the second hypothesis "the influence of emotional polarity on brand reputation", which is a measure of users' emotional polarity. Questions 12-18 are based on the third hypothesis "Emotion and Consumer Purchase Decision", to understand what emotions and behaviours drive consumption. In the second questionnaire, another questionnaire was set up because the information collected in the first questionnaire was not enough to answer the first hypothesis of the study, "Differences in emotional communication across platforms".

### 2.2. Case analysis

For the first research question, "the difference of emotional communication on different platforms", the researcher chose the marketing case of "Snow beer brave the world" to be analysed. This marketing case is based on the same brand and the same theme, but due to the differences in platform rules and user habits, it produces different communication effects and emotional expressions on two social media platforms, TikTok and Rednote [2].

For the second research question, "the influence of emotional polarity on brand reputation", this study selects two cases of "MIXUE Ice Cream & Tea Overnight Lemon" and "ChaPanda Bad Fruit" for comparative analysis. The two cases of "MIXUE Ice Cream & Tea Overnight Lemon" and "ChaPanda Bad Fruit" were chosen for this study. Since they constitute a natural control group, the study reveals intuitively that emotional polarity (e.g., IP persona, social responsibility) is a "buffer" for brand IWOM, which can transform consumers' attributional logic in a crisis; brands lacking emotional connection are more fragile and prone to be affected by rational commitments (e.g., "Intellectual Property" "social responsibility"). Brands that lack emotional connection are more fragile and can be quickly devalued by the collapse of rational promises (e.g. Fresh Fruit). This comparison provides empirical evidence of the value of "emotional marketing": long-term emotional investment in a brand translates into reputational resilience in times of crisis [3]

For the third research question, "Emotion and Consumer Purchase Decision", the researcher chose the "Li Jiaqi Promotion Case" for analysis. The reason is as follows: the case shows significant emotion-driven consumer behaviour, and the quantitative performance of emotional influence can be verified through the data. Meanwhile, in the case of the eyebrow pencil, it can objectively reflect the degree of emotional influence of consumers in consumption.

### 3. Results

#### 3.1. The difference of emotional communication on different platforms

In the contemporary digital communication environment, different social platforms present significant differences in emotional expression and consumption guidance. Through the questionnaire analysis, it was found that TikTok, due to its short-time and high-frequency, algorithm-driven content mechanism, has obvious advantages in strengthening users' emotional stimulation and promoting impulse consumption, as shown in Table 1 [4]. Users are more likely to be emotionally infected in the process of browsing videos and thus make quick purchase decisions [5]. In contrast, Rednote, with its emphasis on users' original content and in-depth experience sharing, is more likely to build a trusting relationship and prompt users to consume based on rational judgment. Most respondents said they would combine the two platforms to get information, but preferred to complete the final consumption decision in Rednote [6]. This difference in emotional communication on platform characteristics suggests that companies should develop differentiated strategies based on platform positioning when conducting brand marketing strategies. TikTok suggests improving the authenticity of content to alleviate users' trust concerns, while Rednote needs to balance commercial promotion and user experience to avoid weakening the platform's credibility due to the overgeneralisation of “grass-raising content”.

Table 1: “Snow beer brave the world” case studies

Dimension	TikTok	Rednote
Form of content	Video-based (100%). A total of 324 entries were published on the official website, of which 324 were videos.	Graphics were predominant (91.3%). The official number published a total of 69 entries, 63 of which were graphic.
Challenge Play	Collabs, BGM Challenges, Travel Transitions	Travel snaps, brand-specific poses for Biehl photo shoots
User participation	Highly interactive (high number of participants in the Challenge)	High level of discussion (notes comments are very interactive))
Heat of the moment	Up to 570 million plays on a single topic	Single topic up to 12.945 million views

In the marketing practice of the brand “Brave the word” targeting college students, different social media platforms show obvious differences in emotional communication and media strategy. TikTok relies on the viral communication mechanism of "short video + challenge" to create a collective carnival atmosphere through high-flying background music, visual transitions, and collabs, reinforcing the brand's bond with the emotion of "hot-blooded adventure". For example, the challenge topic "brave people always 18" although the broadcast volume of more than 100 million, but the depth of user participation is limited, more exposure-oriented communication mode. In contrast, Rednote tends to "graphic card + emotional narrative", "holding snowbeer V-sign" "30-year-old resignation brave Tibet" and other content focus on individual growth and psychological healing, to promote users to take the initiative to narrate their own experiences. Promote users to take the initiative to narrate their own experience, build a more in-depth emotional identity, and form a highly viscous brand assets. Survey data shows that most users cross access information

between the two platforms. Jitterbug's immediacy and entertainment are more likely to stimulate impulsive consumption, while Rednote promotes rational decision-making due to its high trustworthiness and depth of content. Therefore, brands need to make differentiated configurations in their platform strategies [7]. On TikTok, brands need to strengthen visual expression and authentic content to enhance trust; on Rednote, they need to control the intensity of ads to avoid "over-commercialised" user perceptions (Table 1).

In addition, the two platforms jointly make use of the emerging youth cultural trends such as "special forces tourism for college students" to link the brand spirit of "Boldly Going to the Limits" with the youth values of fearlessness and self-confidence, and achieve the deep bonding between the brand and the scene through the cooperation with cultural and tourism projects such as Laojun Mountain in Henan Province. Through cooperation with cultural and tourism projects such as Laojun Mountain in Henan Province, the brand and the scene are bound in depth, and a win-win situation is reached with the two-way empowerment of the communication volume and the tourist destination.

### 3.2. “The influence of emotional polarity on brand reputation” problem analysis

The results of the questionnaire survey show that authenticity and transparency are key factors affecting brand reputation. Firstly, in terms of advertising labelling, 44% of respondents expressed moderate dissatisfaction with unlabelled advertisements, while another 20% expressed strong dissatisfaction, showing that consumers are highly sensitive to information transparency and that clear labelling of advertisement content has become a necessary condition for maintaining trust in the platform. Secondly, false advertising behaviour poses a direct threat to brand reputation, with 68% of users expressing strong resentment when products do not match advertisements. In addition, 80% of respondents said they were more concerned about the content of bad reviews or would actively check related information, which indicates that brands need to actively respond to user feedback in crisis response and provide concrete solutions to repair trust cracks [8]. Among the drivers of brand ratings, cost-effectiveness (84%) and service attitude (80%) are the most important, followed by emotional resonance (44%), which further confirms that emotional factors are important, but need to be based on high-quality products and excellent services. To sum up, although emotional resonance can deepen users' impression, the root of brand trust still relies on the authenticity of content and problem solving ability, while false propaganda and hidden marketing may cause serious loss of user trust [3].

Table 2: “MIXUE Ice Cream & Tea Overnight Lemon” and “ChaPanda Bad Fruit” Comparative analysis of cases

Dimension	MIXUE Ice Cream & Tea Overnight Lemon	ChaPanda Bad Fruit
Nature of violation	Operational irregularities (improper storage)	Red lines for food safety issues (use of spoiled ingredients)
Risk level	Potential hazards (no direct evidence of spoilage)	Clear security threat (deterioration visible to the naked eye)
Consumer perception	Decreased trust in the brand	backlash

In the cases of “MIXUE Ice Cream & Tea Overnight Lemon” and “ChaPanda Bad Fruit”, there are three reasons for the final difference (Table 2). Firstly, the response of the two brands. MIXUE

Ice Cream & Tea admitted the problem and apologised in the first instance, stressing that "the overnight lemons were not spoiled but the operation was not compliant". At the same time, the national shop inspection, strengthen the franchise training, and publicise the expiry date management process of ingredients. Therefore, the public opinion is quick to calm down, because the price is affordable and no direct health damage, consumer tolerance is high. ChaPanda in the early days of the incident, some shops directly denied, but later by the evidence "face", the brand was forced to apologise. In the follow-up rectification, although the shops involved in the suspension of business, commitment to third-party raids, but did not announce specific punitive measures. Because of its more perfunctory response attitude led to the continued fermentation of public opinion, ChaPanda brand high-end image damage, consumers questioned the supply chain management capabilities [3].

Secondly, the brand's cumulative word-of-mouth had an impact on the event. Through the marketing campaign, Honeyland has successfully created its brand image ip "Snow King" as a grassroots persona, and netizens not only regard Snow King as the brand spokesperson, but also project him as their "ordinary hard-working selves". This emotional link makes consumers more inclined to defend the brand rather than blame it when facing problems. This emotion makes consumers more likely to blame individual shops for problems rather than the brand as a whole. At the same time, the brand also has a sense of social responsibility, donating 26 million yuan to the Zhengzhou floods and spreading the concept of "consumer equality" to further accumulate moral capital. Peer "high-priced assassins" counterpoint. Compared to other brands 30 yuan milk tea with phytolacca, rotten fruit, expired small ingredients, honey snow 4 yuan real lemon is also considered a big deal. Netizens diluted the negative public opinion by teasing and playing terriers, and even shifted the focus to criticism of high-priced brands.

Chapanda brand focuses on the concept of "fresh fruit", this incident directly impacts its core selling point, while Chapanda's price is higher, consumers have higher expectations for its quality, resulting in a low tolerance for its fault rate. At the same time, Chapanda's social responsibility was weak. Consumers did not buy its apology after the incident.

### 3.3. "Emotion and consumer purchase decision" problem analysis

In the current market environment, consumers gradually tend to be rational, rational factors (function, price) dominate the decision-making, emotional marketing needs to be real and natural, to avoid excessive routines. When a blogger recommends a product with a poor reputation, 40% of users have a wait-and-see attitude towards the poorly rated product, and 16% directly turn off the product, so the blogger needs to be careful in recommending the product. Among marketing strategies, consumers are extremely averse to the moral abduction type of emotional marketing, while the sense of identity and surprise can promote consumers' desire to share and purchase. Functionality and price are the main factors in consumers' purchasing decisions, while emotional marketing (e.g. "limited edition") has limited effect. The main reasons for consumers to return products are physical discrepancies, poor quality and poor customer service, so brands need to optimise the consumer experience and set up a cooling-off period.

Li Jiaqi's live broadcast stimulated viewers to buy through exuberant discourse and the emotional contagion generated by limited-time discounts and pop-up interactions, while building a bond with consumers through word-of-mouth accumulated over the years [5]. However, after the eyebrow pencil incident, it led to consumer resentment. Overall event logic: consumers complained about the price → the anchor's "elitist and arrogant" response → triggering the public's "sense of humiliation" → collective boycott (emotional retaliation). Li Jiaqi's first round of apology still stressed that

"fatigue led to disorder", which was criticised as "perfunctory", and the second apology only lowered the stance. Under economic pressure, the public needs "empathetic consumption" (e.g., the "cheap bowl" of Honey Snow Ice City) rather than "didactic consumption".

Take 2024 Double 11 as an example, for data analysis. total GMV: 8 billion ~ 10 billion (in 2023, GMV during the double 11 period is about 9.5 billion, in 2024 by the "eyebrow pencil incident" long tail impact may be a slight decline). Beauty category accounted for more than 60% (international brands such as Estee Lauder and L'Oreal are still the main force, and the proportion of national brands is declining). Average number of viewers: 20~30 million (significantly down from the peak of 50 million in 2023, but fan stickiness is still strong). Conversion rate: about 5%~8% (industry average: 3%, relying on "die-hard fans" for support). Because of the negative impact of the eyebrow pencil incident, the data has declined, but due to its price and quality of products, a large number of consumers still choose to place orders on its live broadcast.

The final conclusion of the above three issues is that the brand should build a communication system with "rational value as the main focus + emotional resonance as a supplement", strengthen "real entertainment" in TikTok, focus on "transparent depth" in Rednote, and at the same time, strictly enforce "transparent depth" on all platforms. "At the same time, the whole platform strictly controls the consistency of ad labelling and product descriptions, so as to meet the needs of the whole chain from emotional stimulation to rational decision-making [8].

#### 4. Discussion

TikTok and Rednote complement each other in the consumption chain: TikTok accelerates the consumption impulse through emotional stimulation, while Rednote facilitates rational decision-making through trust endorsement. Brands can differentiate their layout according to their goals (fast conversion vs. long-term loyalty), while optimising the balance between TikTok's authenticity labels and Rednote's advertisements in order to adapt to users' cross-platform behaviours.

The core of brand reputation is the authenticity guarantee (transparent ads, accurate description, response to bad reviews) and rational value delivery (cost-effective, service), emotional resonance can only be used as a differentiation aid [9]. False propaganda and hidden advertising can directly destroy trust, and the cost of repair is extremely high.

Although emotional factors can enhance user interaction (e.g., sharing, attention), but can not replace the rational value of product features and price. Successful strategies need to be based on user needs, avoid excessive routines, and enhance brand stickiness through natural emotional connections (e.g., sense of surprise, sense of identity) [10].

#### 5. Conclusion

Based on user sentiment analysis, this study explores the differences between the marketing communications of two social media platforms, TikTok and Rednote, and their impact on consumer decision-making, and arrives at the following core conclusions: Jitterbug has the core strengths of short-term entertainment, emotional stimulation and impulsive consumption, and relies on the viral communication of short videos + challenges, but needs to strengthen the authenticity of the content in order to enhance user trust. Rednote excels in trust, in-depth content and rational decision-making, and builds brand identity through graphic carding and emotional narratives, but needs to avoid excessive commercialisation to affect user experience. Transparency of advertisements, false propaganda and handling of bad reviews have a direct impact on users' emotional tendencies, and authenticity and problem-solving ability are the core of word-of-mouth maintenance. The case

comparison between MIXUE Ice Cream & Tea and Chapanda shows that accumulated brand emotional capital (e.g., pro-people image, social responsibility) can buffer the impact of negative events. Product function, price and service are the dominant factors in the purchase decision. Emotional marketing (e.g., sense of identity, sense of surprise) needs to be real and natural, avoiding routines (e.g., moral abduction) to trigger resentment. The case of Li Jiaqi shows that emotional disconnection (e.g., elite arrogance) can lead to user loss.

The case of Li Jiaqi verifies the linkage mechanism of "platform-emotion-decision" in social media marketing, and proposes a communication framework of "rational value + emotional resonance", which provides support for the theory of emotional marketing in segmented scenarios. Brands need to adapt to the characteristics of the platform: Jittery focuses on "real entertainment", while Rednote strengthens "transparent depth"; the whole platform needs to strictly control the ad labelling and product consistency. Platforms can optimise the content ecosystem, for example, TikTok needs to lower the barriers of trust, and Rednote needs to balance business and community atmosphere.

In the future, this field can expand the scope of platforms (such as Bilibili and Kwai), and explore the emotional communication effect of the mixed mode of short videos and graphics. Combined with AI sentiment analysis technology, real-time monitoring of user feedback and dynamic adjustment of strategy. Explore "emotion-rational" integrated marketing, for example, to complete in-depth conversion through Rednote after arousing interest in Jittery Voice. Pay attention to the cultural changes of Generation Z (e.g., "anti-loop consumption"), and iterate the emotional marketing tactics to avoid user fatigue.

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