



# Analysis of Online Music Platform based on Emotional Marketing Theory: Taking NetEase Cloud Music as an Example

Mengyu Wang<sup>1,\*</sup>

<sup>1</sup>Nankai University, Tianjin, China, 022300000

\*Corresponding author. Email: wmy\_mila@163.com

**Abstract.** With the upgrading of consumer consumption structure, music platforms have been unable to meet consumer needs only from the music attribute, and the industry needs new market growth points. NetEase Cloud Music, as a young force, stands out in the industry with its "music social" positioning. Starting from the emotional marketing of NetEase Cloud Music, this paper explores the influence mechanism of emotional marketing on users from the perspective of social needs and emotional identity. Research shows that comment interaction is positively correlated with users' platform loyalty, and the social attributes of the platform are positively correlated with users' loyalty to the platform. Emotional marketing can arouse emotional resonance among consumers and then generate users' dependence on the platform. Online music platforms can use emotional marketing strategies to improve their market competitiveness in the future. In the field of emotional marketing, this paper supplements the content of the influence mechanism of social needs on user loyalty, and enriches the emotional marketing content of the music platform.

**Keywords:** Online music platform, Emotional marketing, Interactive ceremony chain theory

## 1 Introduction

### 1.1 The concept of emotional marketing

Emotional marketing pays attention to consumers' personal emotions, through the improvement of product function, make the product and consumers have a kind of emotional communication, through psychological communication, to win consumers' dependence and preference [1]. emotion marketing can shape the influence of the brand through emotion. With the maturity of mobile Internet technology, emotional marketing will be implemented more accurately to meet the personalized needs of target users.

## 1.2 Current situation of NetEase Cloud Music platform

At present, the development of the online music industry has entered the era of stock dividends, and the growth of active users of mobile music has slowed down [2]. The level of homogenization of online music products is high. In this situation, NetEase Cloud Music stands out. NetEase Cloud Music focuses on "music social" and attracts a large number of user groups through personalized function design and emotional marketing [3]. Compared with other online music platforms, it has excellent user engagement.

## 1.3 Literature review

As for emotional marketing, some scholars propose that when studying music users' willingness to pay factors, customers' perceived value improves users' willingness to pay through emotional connection [4]. Other Chinese scholars through analyzing the review data have found that users resonate emotionally under the style of "nostalgia" and are more willing to explain their stories or insights [5].

According to the theory of interactive ritual chain, the short-term emotions generated by the initial consumption behavior will accumulate the lasting emotional power in the continuous emotional satisfaction. Finally, the consumers' emotions towards the brand and the platform itself may exceed the product or service itself [6]. The emotional needs of customers play a very important role in promoting customer loyalty [7]. Consumers' dependence on brands is the direct manifestation of the effect of emotional marketing. This paper believes that the NetEase Cloud music interactive comment function, as an emotional connection function, effectively helps users to form emotional accumulation, and is conducive to improving users' loyalty to the music platform. In addition, continuous emotional accumulation is conducive to the development of NetEase cloud music community. Communities are interactive, the effect of group membership acquired by an individual on the social behavior of the individual [8]. NetEase Cloud creates users' sense of belonging and identity through the music community.

Based on the above theoretical analysis, this paper focuses on the emotional marketing of NetEase Cloud Music, and explores the influence mechanism of emotional marketing on users from the perspective of social interaction and emotional identity, so as to supplement the content of the influence mechanism of social needs on user loyalty, and enriches the emotional marketing content of the music platform.

## 2 Methodology

### 2.1 Research design

This paper uses case study and questionnaire to analyze and discuss the NetEase cloud music platform. The case study focuses on the impact of NetEase cloud music platform functions on user emotions.

## 2.2 Case study

NetEase Cloud Music was founded in 2013. Compared with other online music platforms, NetEase Cloud Music relatively lacks music copyright, focusing on niche music and original music. In addition, NetEase Cloud Music focuses on building the emotional function of the platform. Taking intelligent recommendation music as an example, the recommendation function of NetEase Cloud Music based on user taste reflects the attention to the differences in personal emotional needs. The feature is based on big data insight into users' music style preferences and recommends music with similar tastes. Personalized music recommendation function makes users feel that the platform "understand me", and then rely on the platform through emotional resonance; in addition, NetEase Cloud Music also launched the "listen together" function, to break the limitation of time and space between users, so that two people thousands of miles apart can listen to music with each other in real time. The function is designed to consider the emotional social needs of users, and is well received by users.

The most popular feature of NetEase Cloud Music is music reviews, which users can resonate by commenting on others' stories and feelings. High-quality comments gradually cultivate users' music habit of "brushing music comments", break the monotonous mode of "only listening to songs", and focus users in the comment section through the emotional needs in the comments, so that users can have a degree of sense of dependence and belonging on the platform.

## 2.3 Data collection and Data processing

The insight of emotional marketing using Likert scale. 122 valid data were finally obtained through the form of an online questionnaire. Overall, the 122 respondents were younger, mainly are the school students (Table 1).

**Table 1.** Descriptive analysis

	classify	frequency	ratio
age	Under the age of 16	0	0%
	16-25 Years old	107	94.7%
	26-35 Years old	4	3.5%
	Over 36 years old	2	1.8%
status	student	104	92%
	Workplace people	7	6.2%
	other	2	1.8%

**Table 2.** Variable meanings

Variables	Variable meaning
$X_1$	The frequency of usually using NetEase cloud music
$X_2$	I am willing to (continue) pay to become a vinyl member [4]
$X_3$	I will share the songs from NetEase Cloud to my friends [9]
$X_4$	I am often involved in song reviews
$X_5$	If the NetEase Cloud comment interaction is closed, I will feel unhappy

$X_6$	I often discuss topics about NetEase Cloud Music with others
$X_7$	I think I am a member of the NetEase Cloud community
$X_8$	I will often keep in communication with NetEase cloud community members
$X_9$	I have a sense of belonging in the NetEase Cloud community
$X_{10}$	I think many friends around me are using NetEase cloud to listen to music [9]
$X_{11}$	When it comes to NetEase Cloud, I always have some associations [10]

In Table 2, X1 and X2 variables can represent user engagement. X3, X4 and X5 represent users' attitude towards the emotional attributes of NetEase Cloud. X6, X7, X8, X9 and X10 can judge the influence of NetEase cloud music community on users from the social attributes.

**Table 3.** Reliability analysis

Cronbach. $\alpha$	Number of terms
0.85	11

According to the reliability table (Table 3), the Cronbach. $\alpha$  was 0.85, which is greater than 0.8, indicating a good reliability of the questionnaire.

Through the Table 4, it can be seen that KMO> 0.8, which means the Likert scale is suitable for factor analysis, with good scale validity.

**Table 4.** Validity analysis

KMO value		0.845
Bartlett Spicity Test	Approximate chi square	596.728
	free degree	55
	conspicuousness	0.000

### 3 Results

Users' social attributes are positively correlated with platform loyalty. Platform by building music community, can well meet the user social attributes, through the correlation test (Table 5) found that the community attribute stronger the user, more dependence on the platform, the community building and platform user viscosity has positive correlation, it also explains the major music platform actively build music community.

**Table 5.** Correlation Coefficients Table

Variable	Average value	Standard error	X2	X6	X7	X8	X9	X10
X2	3.21	1.356	1					
X6	2.69	1.143	0.374**	1				
X7	2.79	1.201	0.444**	0.668**	1			
X8	2.25	1.138	0.410**	0.504**	0.759**	1		
X9	2.45	1.200	0.367**	0.495**	0.681**	0.772**	1	
X10	3.95	0.935	0.282**	0.334**	0.278**	0.066	0.153	1

Emotional interaction is positively correlated to platform loyalty. Music comments can reflect the degree of emotional interaction between users in the platform [11]. Through the correlation test (Table 6), it is found that users participating in many song comments use the platform more frequently, and song comments can increase the emotional accumulation of users and gradually enhance their brand loyalty to the online music platform.

**Table 6.** Correlation Coefficients Table

variable	average value	standard error	X2	X3	X4	X5
X2	3.21	1.356	1			
X3	3.74	1.284	0.369 <sup>**</sup>	1		
X4	2.39	1.229	0.416 <sup>**</sup>	0.211 <sup>*</sup>	1	
X5	3.52	1.380	0.293 <sup>**</sup>	0.209 <sup>*</sup>	0.425 <sup>**</sup>	1

## 4 Conclusion

Through the research, it was found that both the user's social attribute and the emotional attribute function were positively correlated with the user's loyalty to the music platform. The interactive comment function of NetEase cloud platform can effectively help users form an emotional accumulation of music platforms, thereby enhancing users' loyalty to music platforms. The NetEase Cloud Music Platform has increased users' loyalty to the NetEase Cloud Music Platform through continuous emotional interaction and the creation of social circles. This paper complements the variable study of social interaction for emotional marketing, and combines case analysis and questionnaire research in terms of research methods to make the research dimension more abundant.

However, since the target customers of NetEase Cloud Music, the research sample is mainly young college students. The follow-up research is suggested to increase the diversity of research objects and samples to more fully explore the impact mechanism of emotional marketing on users.

## Authors' contributions

This paper is independently completed by Mengyu Wang.

## Acknowledgements

Over the course of my researching and writing this paper, I would like to express my thanks to all those who have helped me. A special acknowledgement should be shown to Professor Juanjuan Zhang, from whose lectures I benefited greatly, I am particularly indebted to Miss. Wang who gave me kind encouragement and useful instruction all through my writing.

## References

1. Zhenjiang Chen. A Brief Analysis of Emotional Marketing Strategy [J]. *Science Education*, 2013(3): 120.
2. Chenliang Zhang. Analysis on the Development Model of Online Music Platform: A Case Study of NetEase Cloud Music and QQ Music [J]. *Science and Technology Communication*, 2020, 12(23):155-157.
3. Yafeng Li. Research on NetEase Cloud Music Word-of-Mouth Marketing Strategy [D]. Hunan Normal University, 2019.
4. Wenqian He & Hui Nie & Lei Pei. An Exploratory Analysis of the Influencing Factors of Online Music Users' Willingness to Pay [J]. *Modern Intelligence*, 2021, 41(06):118-128.
5. Jiang Wu & Tao Liu & Yang Liu. User Portrait and Self-Presentation Theme Mining in Online Community: A Case Study of NetEase Cloud Music Community [J/OL]. *Data Analysis and Knowledge Discovery*:1-21, 2022.
6. Keyao Li. On the Emotional Marketing of NetEase Cloud Music [J]. *News Research Guide*, 2021, 12(18):100-101.
7. Carlson · Thomas. Halebin, Harbin Publishing House, 2003.
8. Yingrui Zhang & Bin Zuo. Social identity theory and its development. *Advances in Psychological Science*, 2006(03): 475-480.
9. Yang Ye & Han Wang. Research on Influencing Factors of Users' Willingness to Pay content on Audio Reading Platform [J]. *Library Science Research*, 2018 (1): 82-88.
10. AAKER D A. Measuring Brand Equity across Products and Markets [J]. *California Management Review*, 1996, 28(3): 102-112.
11. Min Yu. Content and User Research of NetEase Cloud Music [D]. Hunan Normal University, 2018.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

