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# Investigation of advertising marketing in university communities in the post-epidemic era: AI technology analysis and research

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# 1.Introduction

The outbreak and spread of COVID-19 pneumonia in China and around the world has had a profound impact on the economic development and operation of China and even the world. The epidemic has exposed the vulnerability of the offline economy, while the online economy has shown strong resilience. In the post-epidemic era, the development of digital merchants has accelerated, and many enterprises have begun to explore business models, which leads to the blurring of online and offline boundaries. Through digital marketing, enterprises gradually recover their vitality, and college students are the main consumer groups. Does digital marketing in the post-epidemic era have corresponding strategies for this group?

## 2. An analysis of the empirical investigation of college students.

The research object is for college students. From August 2022 to September 2022, the sampling scope was mainly concentrated in Yunnan Normal University. The contents of the questionnaire are mainly divided into the following aspects: the basic information of the interviewees, the characteristics of consumption preferences, and the factors affecting consumption. A total of 511 valid questionnaires were obtained, with an effective rate of about 96%. In this study, spss22.0 software was used to make descriptive statistics and cross analysis of the collected questionnaires

Name	options	Frequency	percentage	cumulative percentage
			(%)	(%)
1.What is your gender	woman	349	68.30	68.30
	man	162	31.70	100.00
2. What is your age	15-18	2	0.39	0.39
	18-25	444	86.89	87.28
	More than 25	65	12.72	100.00
3. Where do you live now	township	129	25.24	25.24
	village	75	14.68	39.92
	city	307	60.08	100.00
4.What is your educational background	College or below	10	1.96	2.15
	undergraduate course	321	62.82	64.97
	Master or above	179	35.03	100.00
Total		511	100.0	100.0

**Figure 1.** Demographic results

## 2. An analysis of the empirical investigation of college students.

Consumption preference, characteristics. When asked about the sense of consumer experience (table1), respondents thought that the official flagship store had the best sense of experience, accounting for 55.58%, nearly half of the respondents. The official flagship store refers to the flagship store operated by the manufacturer itself, which represents a well-known brand. At the same time, the experience of offline stores accounts for 29.75%. Compared with online purchases, it shows that college students also value the sense of use and detailed details of goods, and can effectively evaluate products and make prudent purchase decisions.

**Table 1.** The program with the best purchasing experience

project	frequency	percentage	Cumulative percentage
Online celebrity and bloggerpersonal shopping cart	5	0.98%	0.98%
Official applet/take away applet	38	7.44%	8.41%
Official flagship store (Taobao shop, etc.)	284	55.58%	63.99%
Short-video delivery platform	32	6.26%	70.25%
click-and-mortar stores	152	29.75%	100.00%
Total	511	100.0%	

**Table 3.** Cross (Chi-square) analysis results

subject	name	Your monthly living (%)				$\chi^2$	p
		1000-1500 amount	Under1000	1500-2000	more than 2000		
preferred purchasing channel	Online celebrity and blogger personal shopping cart	0(0.00)	1(14.29)	1(0.39)	35(46.67)	37(7.24)	
	Official applet/take away applet	1(0.58)	0(0.00)	1(0.39)	1(1.33)	3(0.59)	
	Official flagship Store (Taobao branch etc)	161(93.06)	5(71.43)	141(55.08)	30(40.00)	337(65.95)	291.38 0.000**
	Short-video with cargo leveling platform	1(0.58)	1(14.29)	48(18.75)	1(1.33)	51(9.98)	
	Offline Store	10 (5.78)	0 (0.00)	65 (25.39)	8 (10.67)	83 (16.24)	
Total		173	7	256	75	511	

\* p<0.05 \*\* p<0.01

# 3. AI intelligent targeted advertising marketing

There are four relationships involved in the delivery network, namely, publishers, advertisers, advertising network intermediaries and users. These four are interdependent, so as to achieve a win-win goal through advertising. The system architecture of the four is shown in figure 2.

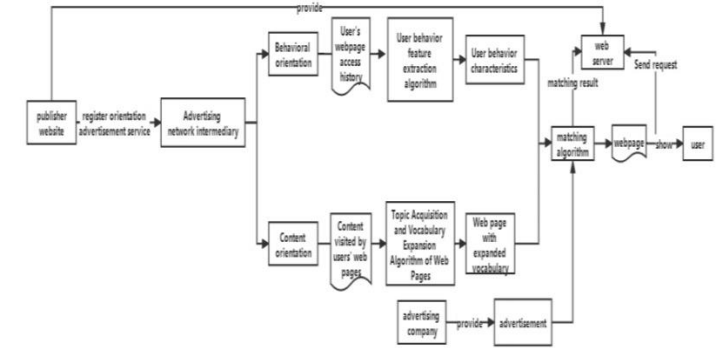


Figure 2. Basic flow of orientation advertisement algorithm(Author's self-painting)

## 4. Conclusion

As far as digital marketing is concerned, whether it is the traditional consumer behavior model or the consumer behavior in the digital era, the fundamental purpose of marketing by enterprises is to increase product sales and promote product sales. College students are an important consumer group, with the characteristics of pursuing fashion and accepting new ideas. By analyzing and tracking college students with AI technology, accurate and individualized user portraits can be formed, thus helping enterprises to make targeted decisions. In the era of intelligence, AI+Marketing has been able to be closer to users' needs more accurately and become the marketing means of enterprises.

# 5.Acknowledgments

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