

Crisis Management and Opportunity Grasp of Network Public Opinion: Strategic Response of Enterprise Flexibility

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Abstract:

In today's digital age, the network has become the central platform for information dissemination, making enterprises constantly visible to the public. The power of online public opinion can quickly propel companies into the spotlight, significantly affecting their profits and growth. Consumers increasingly rely on the Internet for information, often consulting online reviews before making purchasing decisions, which ties corporate image and reputation directly to consumer behavior. With the rise of social media, information dissemination has become multi-directional, enabling any minor event to trigger widespread online discussions. Once public opinion hotspots emerge, they are challenging for companies to control and may escalate in positive or negative directions. Cases like the East Buy Copywriting attribution dispute highlight the significant impact of online public opinion on corporate profits. The study explores how companies manage crises and leverage opportunities within online public opinion, analyzing both domestic and international cases such as Missa Ice City, East Buy, and Nike. It concludes that companies should use fact-based guidance, public opinion management, and other strategies to enhance brand influence and seize opportunities amidst crises.

Keywords: Public opinion control; crisis public relations; network marketing; crisis management.

1. Introduction

This study focuses on the background that enterprises are significantly influenced by the network public opinion in the network era, as shown by the East Buy event. This research mainly carries out from the crisis management and opportunity grasp in the

network public opinion and the strategic response of enterprise flexibility; Using the literature analysis method to search and read the relevant materials and literature, The ultimate research goal of this study is to establish a streamlined pattern template, Provide network public opinion crisis management solutions for enterprises, To achieve the goal, Research with

the help of crawler tool capture network data comparison experimental group brand and control group competing goods analysis of public opinion trend, analysis of different cases combined with brand and regional characteristics for general public relations and drainage ideas and sentiment research understand the public attitude to promotion way and the response to enterprise negative news, etc. Through research, enterprises can better deal with the crisis, grasp the opportunity, and realize sustainable development in the network public opinion environment, which has far-reaching significance.

2. Concept

Public opinion refers to the opinions publicly expressed by the masses on the public platform. It is the sum of relevant opinions, personal attitudes, and relatively personalized emotions expressed by the social audience on the current social environment and various events, phenomena, and problems in society through the public platform. It is characterized by consistency, openness, persistence, and emotion, and has a certain influence on the development of social public events. In this study, public opinion is the primary factor affecting enterprises. The wide application of Wechat, Weibo, TikTok, and other network platforms makes the network public opinion field become the most active field in the whole social public opinion field [1]. Network promotion leverages the Internet to attract traffic through various online platforms, guiding users to websites, stores, or product pages. It has become a key strategy for many brands to attract customers and build brand image. Crisis public relations involve managing strategies to prevent or mitigate severe damage from crises, including cri-

sis avoidance, control, resolution, and post-crisis recovery. It requires organizations to be proactive in developing a rapid response mechanism, such as forming an emergency team, creating detailed crisis response processes, and conducting crisis drills. This ensures companies can quickly and effectively manage public opinion events and crises, safeguarding their image and reputation. Opportunity cost refers to the opportunity to abandon another business activity, or to use a certain resource to obtain a certain income. The other income or the other income is the opportunity cost of the business activity being engaged in. The essence of the opportunity cost is a trade-off. Enterprises should establish and improve the rapid response mechanism and crisis response plan, including the establishment of an emergency response team, formulation detailed crisis response process, and crisis drills, to ensure that the enterprise in the face of public opinion events and crises can respond quickly, effectively control the situation, to the greatest extent to protect the corporate image and reputation [2].

At the end of 2023, the incident of East Buy of small composition broke out in China, which fully reflects the importance of the current public opinion on the management of corporate brands and the consequences of improper handling. Fig.1 illustrates the course of the event which triggered online public opinion and triggered the East Buy broadcast room heat fluctuations, fans' emotional anger, the company's share price, and other problems. Through it, the author found that in the current environment, the network public opinion plays a decisive role in the profit development of enterprises, and it is necessary to have a process-based model template to provide solutions for the enterprises.

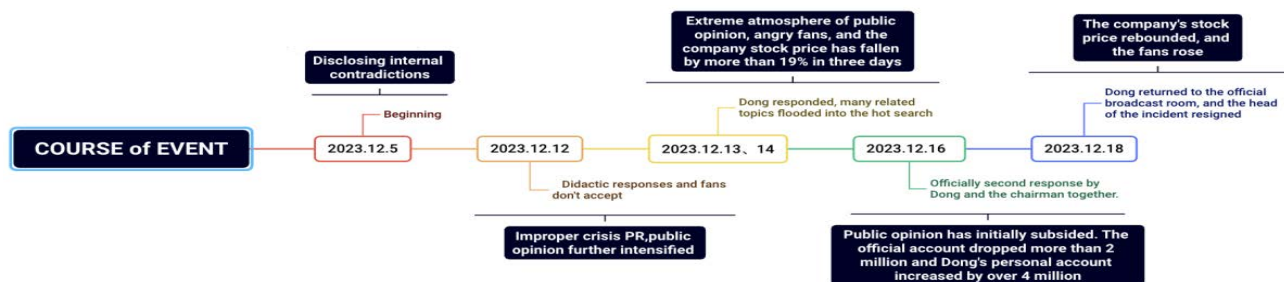


Fig. 1 Timeline of East Buy events

In the face of large traffic events, the attitude feedback of network users is characterized by trend, differentiation, and conformity. When an event develops, most people do not have a clear understanding of the unique or conformity remarks based on the whole picture of the event, which gives enterprises a lot of opportunities to guide public opinion, create traffic, and avoid risks. Because the flow

can be realized, and the realization ability is extremely strong, the enterprise can use several traffic-carrying platforms, through the network public opinion, expand the user base; however, the flow and public opinion the two-sided swords, reasonable and correct use, can indeed be controlled into business decisions or use, to bring economic benefits to the enterprise; but at the same time, can

also bring unbearable losses to the enterprise brand image. In addition, in the survey, it is found that users' opinions attitudes, and feedback emotions in many events are unexpected before understanding, and it is often a novel perspective. How is this "unexpected" feedback generated? Is it linked to the characteristics and attributes of the feedback object? Can these "unexpected" become controllable through research, analysis, and summary analysis, so that the unfavorable information becomes relatively peaceful and favorable? Admittedly, any brand will have shortcomings, but how to show the brand advantages, how to let users find problems and feel that those problems are not so important compared with other advantages of the brand, not because of shortcomings, is what this research wants to do. Guiding network users' emotional drainage control public opinion is a process of taking advantage, as a way to make up for each other. As a hidden component of online public opinion, public sentiment directly affects the trend of online public opinion [3]. At present, there is a wide range of false information, evading responsibility, creating gimmick drainage, and public opinion control mode, this way may bring profits to the enterprise in the short term, create profits, but may be overturned the next day, into the abyss. Therefore, the real "low risk, high return" way is to guide through the factual basis, relieve the negative pressure of the network, and let the platform, Brand, and enterprise better clear positioning itself, play their advantages, through drainage public opinion control means enhance brand awareness, better and more comprehensive brand image, then brand itself actual combination, with this "action, grain first" marketing to maintain development, can increase efficiency, make crisis pr achieve "organic" in the crisis, danger and opportunity

3. Research Methods

First, use the crawler tool to obtain network data, and then get a lot of information feedback. This can not only reflect the situation of the event through the sample but also analyze it from two aspects. On the one hand, comparing the brands of the experimental group and the comparison group, exploring the similarities and differences, and deeply thinking about the advantages, disadvantages, and characteristics of the experimental group, helps to understand the brand in the market positioning and competitiveness; on the other hand, from the perspective of public opinion trend changes in the time, provide the brand enterprises, so that it can better grasp the dynamics of public opinion.

Secondly, the analysis of both sides and different cases at home and abroad is also an important means of research. Combined with the characteristics of the brand itself and

the regional characteristics of the comprehensive analysis, thinking about how to carry out low-risk and effective public relations and drainage activities. In this way, relatively general ideas can be obtained and eliminate possible minefields, to provide more targeted and feasible methods for enterprises to deal with the public opinion crisis.

Finally, it is of great significance to carry out public opinion research. Understand the Internet people's interest in the promotion and the types they are not interested in, and clarify the click rate is low. At the same time, we should pay attention to the first attitude of the public and the feedback they expect to get, and explore the influence of other "netizens" comments on individual judgments. This information can help enterprises better understand consumer psychology and market needs, to develop public relations strategies more in line with the public expectations.

4. Case Study and Comparative Analysis

4.1 Missa Ice City

In Baidu index data, news headlines, total more than Starbucks, Tea, a little bit, especially on June 26, October 9, 2023, and 2023 / 2024, it and other tea brands rose to different degrees, however, the overall comments were negative, and the industry fell into public opinion storm, but Michelle Ice City after the food health problems, relatively moderate attacks.

The reason why Missa Ice City can show such a situation in the crisis is because its brand characteristics are different. It is positioned as cheap, affordable, and human, and is not labeled as "health", "low calorie" or "nutrition" as most tea brands. In the face of negative public opinion, the brand side skillfully takes advantage of this feature, based on the facts, and conducts the flow guidance and public opinion control using promoting strengths circumventing weaknesses, and transferring contradictions, to effectively alleviate the crisis.

Not only that, Missa Ice City also actively performs its social responsibilities, caring for sanitation workers and fighting flood relief. It actively participated in the activities of sanitation workers, joined the "WeChat Pay Love meal" project to provide love tea services, and in 2023 donated 10 million yuan to charitable organizations in Beijing and Hebei in 2023, and allocated 47,000 boxes of bottled water for flood disaster rescue and reconstruction. This positive action can not only guide the public opinion to develop in a positive direction, but also relieve the pressure of public opinion caused by other negative events, thus improving the brand image and public recognition,

and winning more support and understanding for enterprises in the public opinion field.

As shown in Table 1, from the perspective of market positioning performance, Missa Ice City is positioned in the field of milk tea, with 28,815 stores, and a customer unit price of only 7.9 yuan. The huge number of stores and

the affordable price makes it have a high reputation and a wide range of consumer groups in the market. Its audience is mainly young people aged 20-40, which are relatively active on social media, so their evaluation and consumption experience of Michelle Ice City are easy to spread on the Internet, thus forming a hot spot of public opinion.

Table 1. Comprehensive comparison of tea enterprises to be listed

	Fixed position	Number of stores (home)	Customer unit price (YUAN)	General headquarters	Provincial concentration	Number of stores opened in 2023 (home)
Honey snow ice city	tea with milk	28815	7.9	Henan	9.4%	5500+
Ancient tea	fruit tea	9249	15.3	Zhejiang	22.5%	2600+
Tea hundred ways	fruit tea	8193	15.0	Sichuan	10.0%	2000+
Aunt Shanghai	fruit tea	7794	13.3	Shanghai	13.8%	2700+

4.2 Nike Advertising Events

In 2018, Nike launched an ad promoting American soccer player Colin Ka Nick. He has sparked a huge controversy by getting down on one knee during the national anthem to protest against police violence. The launch of the ad caused a strong reaction, with some consumers even publicly burning down Nike products. According to the survey data, the favorable degree of Nike brands and the purchase intention of Nike products have declined to varying degrees after the advertisement. Despite Nike's short-term resistance, the ad has managed to attract young, progressive consumer groups, especially young people with strong support for social justice and equality. Nike's sales and share price rose rapidly after the AD release, proving that the brand's standing on social issues may be very attractive to some groups. The incident sparked an ongoing discussion and controversy in American society over the theme of patriotism and racial equality. Nike uses a series of social events marketing employing Colin Capernick as its spokesperson, while clearly and openly supporting the idea of racial equality and winning a lot of attention, which is the riskiest and most controversial social event marketing in American society in 2018 [3].

Despite strong opposition to Nike's stance, Nike's sales and share price rose rapidly from a commercial perspective. Nikes' online sales were up around 31%, the data showed. This figure proves that Nike has not only won the loyalty of a new generation of consumers by standing firmly on social issues but also achieved commercial success by causing controversy.

As a veteran sports brand in the United States, Nike is largely influenced by the "free" culture in the United States. Its "brand concept" JustDoIt "reflects his values of self-adherence and pursuit of excellence. And Cappenicks image in the public eye also symbolizes adherence to faith and the struggle for social justice. Nikes partnership with Capenick strengthens its association with social justice and progressive ideas, further clarifying the values of its brand. While the move risks losing some of its conservative consumers, it has won a high degree of recognition from the younger generation, especially those focused on social issues.

4.3 Case Comparison

Michelle Ice City and Nike have adopted distinctive strategies in different situations. Missa Ice City responds to the crisis by exerting brand characteristics, social responsibility, and traffic; Nike is clear in controversial social issues to attract specific consumer groups and consolidate its brand image. Both pay the opportunity cost when selecting audience groups, abandon some potential audiences to strengthen the stickiness of core consumer groups, establish a distinct brand image, and create commercial value. Similar to Missa Ice City, Nikes core consumer groups have a high degree of collection and distinctive characteristics. Young people, progressives, and groups focusing on social equality and justice account for an important proportion. These consumers are more likely to support socially responsible brands and are very sensitive to whether the company speaks out at critical moments.

While Capiniicks protests have split American society, for Nikes core consumer base, the protests fit their values. Therefore, Nikes advertising strategy is a choice after a deep insight into its target audience.

5. Discussion

In today's social media era, hot topics and controversial events can often bring huge marketing effects through viral communication, and the proper use of this double-edged sword can create incalculable value for the brand. Because of the sharpness of the topic, Nike's ads with Kapenick quickly circulated on various social media platforms, especially on Twitter and Instagram, and the younger generation of users responded positively to the AD content. This not only made the advertising spread much faster than expected but also further enhanced Nike's influence around the world. Carl Michael Daniel et al. proposed the external environmental issues of social event marketing and divided them into social, demographic, political and legal, economic, technological, and competitive factors. In terms of social factors, they include attitudes, values, and lifestyle [4].

With the perfect combination of accurate brand insight, social responsibility, and commercial interests, the Nike advertising case is undoubtedly very successful. Nike dared to make it clear in divided social issues. Despite short-term resistance and criticism, the brand has successfully attracted a new generation of progressive consumers and further consolidated its brand image worldwide.

From the perspective of economics, Nike and Missa Ice City spend a certain opportunity cost when choosing the audience group, that is, to some extent, abandoning some potential audiences to strengthen the stickiness of the core consumer groups, establish a more vivid brand image, and create a considerable commercial value for the brand itself.

Clear brand characteristics and core values to take advantage in the crisis, actively fulfill the social responsibility to enhance brand image and public recognition, accurate insight into the target audience and according to its values to develop a marketing strategy, reasonable use of social media to grasp the hot topic and controversial marketing opportunities, at the same time East Buy case to further improve the data to a more comprehensive analysis of enterprise in the crisis of public opinion strategy.

6. Suggestions

6.1 Future Development Direction of the Brand

Strengthen the brand's core value and image. The brand

is an important resource for an enterprise, and creating a strong brand is one of the important ways for enterprises to obtain competitive advantages and high premiums [5]. The brand should make clear its core values, such as the "cheap, affordable, and human touch" of Michelle Ice City, and always spread and operate around this core. This clear and unique brand image can attract the target audience and make it stand out from the many competitive brands. For example, Missa Ice City has won the recognition and love of specific consumer groups by adhering to its positioning and deeply deepening the sinking market. Focus on consumer feedback and experience. The level of consumer awareness and comprehension, during a period of abundant energy services, has a crucial role in their initial adoption and later engagement with the services [6]. Brands should actively collect and analyze consumer feedback to understand their needs and expectations. Whether the quality of products, service quality, or consumption experience, should be constantly optimized and improved. Only by meeting the needs of consumers can we enhance the loyalty of consumers and promote the long-term development of the brand. For example, when there is a negative public opinion, the brand can adjust its strategy promptly according to consumer feedback to ease the crisis and maintain the brand image.

Improve your crisis management capabilities. It is very important to establish a sound crisis early warning and response mechanism. Brands need to be able to detect potential crises in time and respond quickly and effectively. In the face of the crisis of network public opinion, we should avoid the loss of control caused by improper handling. Instead, we should turn the crisis into opportunities through reasonable strategies just like Nike in the advertising event, to further enhance the influence and awareness of the brand. When enterprises face a crisis, they should use the appropriate means and methods of brand crisis communication, put the vital interests of consumers in the first place, strengthen coordination and communication with the media, actively deal with the crisis events, and eliminate the negative impact with the greatest sincerity and action [7].

6.2 Suggestions for Online Public Opinion Guidance

Guide it based on the facts. Brand in guiding the network public opinion, must insist based on facts. Avoid the use of false information, create gimmicks and other bad means, otherwise, it may gain attention in the short term, but will damage the brand reputation in the long term. For example, in the face of negative public opinion, Michelle Ice City has conducted traffic guidance and public opinion

control according to its brand characteristics and facts and achieved good results.

Focus on the values and needs of the core audience. In this new era, consumers are no longer just consumers but complete individuals with independent thoughts and hearts. Nowadays, the numerous concept marketing, event marketing, and emotional marketing can no longer ignite the passion of consumers to buy. Only the products with spiritual resonance and value interaction with consumers can win the hearts of consumers [8]. Public sentiment within social networks exerts a profound influence on societal dynamics, underscoring the increasing demand for accurate public opinion prediction [9]. Deep understanding of the values and needs of core consumer groups, and public opinion guidance for their concerns. The core audience of different brands has different characteristics. For example, the core audience of Nike is young people, progressives, and groups who focus on social equality and justice. The public opinion guidance strategy of brands should fit the values of these audiences, to obtain their recognition and support.

Actively participate in social issues and carefully weigh the pros and cons.

Corporate Social Responsibility (CSR) is becoming one of the most critical challenges that firms must address to survive in the competitive market [8]. Taking a position on appropriate social issues can show the brand's social responsibility and attract the attention of consumers. However, brands need to carefully weigh the pros and cons and avoid taking excessive risks. Nike's bold decisions on social issues were controversial, but they eventually achieved commercial success through accurate market insight and risk assessment. When participating in social issues, brands should fully consider their brand image and the response of the target audience.

7. Conclusion

The result of this study is the analysis of Missa Ice City, East Buy, Nike, and other cases, which shows that different enterprises adopt different strategies in the network public opinion environment. Some enterprises suffer losses due to improper treatment, while others achieve commercial success by effectively guiding public opinion. Thus, the research conclusion is that enterprises should

pay attention to the network public opinion, guide the public opinion through the factual basis, and enhance the brand influence using drainage public opinion control, to realize the opportunity in the crisis. This study provides a lot of valuable reference significance for future research in this direction, which mainly affects the cognition of network public opinion and the choice of coping methods. Future research should focus more on how to more accurately predict the development trend of network public opinion, and how to develop more targeted crisis management strategies according to the characteristics of different industries and enterprises.

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