



Research on the Online Marketing Strategy of SongBo Sound Therapy Products Based on the 5A Model*

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Abstract. In recent years, the high quality of national living standards, the change in residents' health consumption concepts, and the state's call for the nation to attach great importance to mental health have promoted a certain development of the sound therapy industry. The principle originates from the chakra energy vortex in ancient India; therefore, the research on the online marketing strategy of chanting sound therapy products based on the 5A model is of great significance to popularize the chanting sound therapy products, promote consumers' purchasing willingness, and promote the high-quality development of China's sound therapy industry. The empirical results show that the four dimensions affecting the advocacy behavior of omphalocele are knowledge, attractiveness, inquiry, and actual action, and all four dimensions meet the standards of validity and reliability, and there is a positive correlation between the four dimensions and the advocacy behavior of omphalocele. At the same time, awareness and actual action have a strong influence on advocacy behavior. Based on the results of the study, this paper, based on the four dimensions of the willingness to buy, found that young people in more rapidly developing cities have a higher demand for chanting mantle sound therapy products, which are used to alleviate insomnia and other illnesses, and at the same time, sound therapy is included in the national health insurance for the first time in 2022, which indicates that sound therapy products have been moving towards the masses. Targeted countermeasures and recommendations from the government level. The government should increase the publicity and promotion of sound therapy products, enhance consumer awareness and health consciousness, and establish a sound product feedback system and regulatory mechanism;

Keywords: 5A model; Songbo products; network marketing; linear regression.

1 Introduction

1.1 Background of the Study

With the rapid development of society and the increasing pace of people's lives, the issue of physical and mental health has gradually received widespread attention, and

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on April 27, 2022, the General Office of the State Council issued the “14th Five-Year Plan” for national health. The plan formulates the development goals and main indicators of national health by 2025 and puts forward specific strategies and measures. However, in today's society, people are faced with tremendous work pressure, academic pressure, and complex interpersonal relationship pressure. Anxiety, depression, and other psychological problems have become increasingly serious, seriously affecting people's quality of life and physical and mental health, and have become a social problem that cannot be ignored.

According to the “2024 White Paper on Sleep Health of Chinese Residents,” the average time for residents to go to sleep is after 0:00, and the per capita sleep time is 6.75 hours. 59% of the people suffer from insomnia, and 21% of the residents suffer from poor sleep quality, and difficulty in going to sleep and “low-quality sleep” are becoming a common national problem that seriously affects people's daily lives. Difficulty sleeping and “low-quality sleep” are becoming common national problems, seriously affecting people's daily lives. 60% of people in the country are trapped in insomnia and anxiety.

Against this background, Soma Sound Therapy, as a unique way of healing the body and mind, is gradually coming into the public eye. With a long history of sound therapy, the sound waves generated through specific percussion and resonance can have a positive impact on the human body, helping people to relieve stress, improve sleep, and regulate emotions.

In recent years, the market for chanting bowl sound therapy products has shown a growing trend; however, how to better promote and market these products to meet the growing market demand has become an important issue. In today's digital era, Internet marketing has become an important means of product promotion. Utilizing the wide dissemination and convenience of the Internet, we can quickly promote the Ode Bowl Sound Therapy products to a wider audience. However, at the same time, online marketing is also facing many challenges, such as fierce competition, the establishment of consumer trust, and so on.

Through in-depth research and analysis, this paper is expected to provide useful suggestions and references for the online marketing of Sobha Sound Therapy products, help them achieve better development in the Internet era, and bring more benefits to people's physical and mental health. At the same time, it is also hoped that it can provide a certain reference and inspiration for the marketing of other similar products.

1.2 Research Significance

(1) Theoretical Significance

Based on the 5A model, this paper researches the online marketing strategy of the chanting mantle sound therapy products, applies the 5A model, a classic marketing framework, to the chanting mantle sound therapy products, expands the scope of application of the model, and verifies its validity in relatively niche and emerging areas. At the same time, this paper deeply analyzes the marketing law of this kind of product in the network environment to provide empirical support for the development of related theories.

In addition, with the continuous development of the Internet, online marketing has become one of the mainstream marketing methods. The research on the online marketing strategy for the Sonnet Sound Therapy products can add new perspectives to the research in the field of online marketing, reveal the characteristics and challenges of the promotion of such special products as the Sonnet Sound Therapy in the virtual environment, and provide valuable references for the further improvement of the theory of online marketing.

(2) Practical Significance

From the point of view of enterprise development, this paper provides practical strategic guidance for producers and marketers of Sobha Sound Therapy products. Through in-depth analysis of the use of the 5A model in online marketing, it can help them to more accurately locate their target customer groups, develop more effective marketing strategies, and increase the popularity and market share of their products.

At the industry development level, a clear online marketing strategy helps to regulate the market order, avoid disorderly competition and undesirable marketing behavior, and promote the healthy development of the ode bowl sound therapy industry. At the same time, it can also enhance the professional image of the whole industry, attract more consumers' attention and participation, and further expand the market scale.

From the consumers' level, this paper helps them to better understand the products of ode bowl sound therapy as well as how to obtain relevant information and make purchasing decisions on the Internet, thus protecting the consumers' rights and interests and enabling them to make wise choices among the numerous products and marketing information.

2 Literature Review

2.1 Related Concepts

(1) Chanting Bowl Sound Therapy

Chanting sound therapy is an ancient and unique way of healing the mind and body. It has been practiced and found that the sounds made by the chanting bowl can make people feel stress release and calm their emotions¹⁴. Moreover, music therapy can improve the experience of hospitalized patients and reduce bothersome symptoms. The chanting bowl sound therapy corresponds to different chakras with different sound wave frequencies, which correspond to the movement state of the human body and mind, emphasizing the power of sound to stimulate the body's own internal energy and repair mechanisms so as to achieve a state of physical and mental health.

(2) 5A Model

The 5A model is based on the theory of the father of modern marketing, Philip Kotler's 5A customer behavior path, and sorts out five dimensions of data indicators related to content⁸. It has a deeper concept of advocating for consumers to choose a brand¹, which comprehensively covers the whole process of consumers from their initial awareness of a product to eventually becoming loyal advocates.

Hu Mingyang and Xia Hongwang² (2024) consider the 5A in the 5A model as aware, appeal, ask, act, and advocate, while Shen Jiexin⁴ (2022) considers the 5A as

awareness, appeal, ask, act and advocate. The 5A model shapes the interrelationships between users and each other, between users and brands, and between users and their communities¹⁵. In online marketing, a complete and effective marketing system can be constructed by increasing brand and product awareness, enhancing attractiveness¹³, responding to consumer inquiries in a timely manner, facilitating purchase actions, and working to cultivate advocates.

2.2 Network Marketing

The concept of network marketing originated in the 1990s, and with the development and popularization of Internet technology, it has gradually become an important part of the marketing strategy of enterprises. Network marketing has become an important topic that has attracted much attention in today's business field. Many scholars have conducted in-depth discussions and research on the concept of network marketing.

Broadly speaking, all marketing activities carried out by enterprises using all networks can be called network marketing; narrowly speaking, all marketing activities carried out to achieve certain marketing goals with the Internet as the main marketing means are called network marketing.

In 2016, the definition of network marketing reflected some new features compared with the traditional definition: first, it reflects the ecological thinking of network marketing: it establishes the connection between the enterprise and the users and the public; second, it highlights the core position of people in network marketing; third, it emphasizes the customer value of network marketing: a value relationship network focusing on the customer; and fourth, it continues the systematic nature of network marketing activities.

Jiang Zhiliang⁵(2023) believes that network marketing refers to the digital and networked marketing approach based on modern marketing theory as the theoretical basis, using electronic computers, mobile electronic devices, mobile terminals as the carrier, the Internet as the channel, and new media as the medium. Wu Hongnan¹¹(2024) suggests that network marketing is the brand using the Internet and various new media platforms to send product information and marketing information to consumers. Consumers using mobile terminals or PC terminals can have more real, intuitive access to product information and the fastest speed of consumer demand for purchasing power. Jia Huiwen³(2023) emphasizes the importance of online marketing in terms of being able to reach a wider target audience, increasing brand awareness and exposure, and having the advantages of lower cost and efficient communication speed.

2.3 Music Therapy

Music therapy has been practiced since ancient times. As far back as the Qin Dynasty, in the "Spring and Autumn Annals of Lu Shi," the medical aesthetics of music being able to "harmonise the heart" and "suit the actions" were put forward. In the Chinese medical text "Huang Di Nei Jing," the five tones of Gong, Shang, Jiao, Wei, and Yu are attributed to the five organs of the spleen, lungs, liver, heart, and kidneys, pointing out that the five tones have a regulating effect on the lifting and lowering of the human

body's qi, organ organ organ organization, and the regimen of the mind and spirit. Zhang Yong ¹⁷(2017) suggests that generations of health scientists such as Zhuangzi and Jikang have had the experience of playing the zither to identify the rhythm, which also shows the unique effect of music on psychological problems.

Music therapy was developed in the mid-20th century in the United States as a systematic modern science. The American Music Therapy Association is the world's most authoritative music therapy academic institution. After more than half a century of development, music therapy has now become a discipline with strong clinical application and is mainly used in 33 fields such as physical disability, mental illness, language disorders, learning disabilities, normal adult psychotherapy, child psychotherapy, drug and alcohol rehabilitation, juvenile delinquency, and so on. Ma Qianfeng ⁹(2008) suggests that, compared with traditional medical therapeutics, music therapy is characterized as a cross-discipline with extensive connections across various fields such as medicine, welfare, education, healthcare, and art.

Xie Yongfei¹² (2016) suggests that music therapy in China started late and was only introduced to China in 1979, but it has developed rapidly in China in recent years, with more than 500 medical units carrying out music therapy by 2004, and that music therapy has been widely carried out in the fields of surgery, psychiatry, neurological injuries, physiological disabilities, obstetrics, and children's psychotherapy, and that the functions and effects of music therapy have also been affirmed. The function and effect of music therapy have also been affirmed.

Music therapy is mostly developed in foreign countries, but sometimes foreign music "prescriptions" are not suitable for the domestic market. Just like western medicine and traditional Chinese medicine, in the face of individual differences and preferences, we have to prescribe the right medicine. Especially the Oriental people pay attention to the "rhythm" and breath. In ancient medicine, the "five elements of music" have been used as a traditional Chinese medicine to nourish the body and mind, tonifying qi and blood, which is a process of introspection of musical associations through the diversion of attention to pain and discomfort to mobilize the power of the heart to be positive and open-minded, thus strengthening the emotional impact on the physiology and physiology of the body. This is a process of introspection through musical association, which, by diverting attention from pain and discomfort, mobilizes positive and open-minded forces within the heart, thus strengthening the physical and positive response of emotions to physiological functions, whereas the Western population accepts the "strong" and the soul and emphasizes the realization of spiritual self-salvation. Therefore, it is important for modern technology to build and improve its own library of traditional music in China.

In 2010, Hans de Berk organized a music therapy workshop at Qingfang Hall in Beijing, after which he conducted related teaching and performance activities in Changchun, Hangzhou, Guangzhou, Shanghai, and many other cities. Since 2011, Zhang Guangfu has conducted many performances and training activities in Guangzhou, Fuzhou, Dalian, Chengdu, Chongqing, Wuhan, etc. On August 13, 2012, Xinhua News Agency reported on Zhang Guangfu's activities, and from then on, Tibetan music therapy has attracted the attention of the music therapy community in China.

2.4 Problems with SongBo Sound Therapy Internet Marketing

With the public's increasing pursuit of physical and mental health and inner peace, chanting mantle healing has received more and more attention on the In-ternet. At the same time, the development of science and technology has also brought innovations in the production process and performance methods of ode bowls, further promoting the development of the ode bowl industry. Zhang Ping¹⁶ (2023) and others proposed that chant bowl sound therapy combined with yin yoga intervention can significantly improve the adverse mood of adult patients with inflammatory bowel disease in the initial stage of manifestation, improve the quality of sleep of patients, and reduce the inflammatory state ; Li Jianping⁶ (2023) and others proposed that chant bowl sound therapy has a positive effect on the improvement of anxiety and depression, cognitive disorders, and dystonia in pa-tients with Parkinson's disease ; and Li Nuo⁷ (2021) and others observed that basic rehabilitation therapy with chanting music therapy can effectively improve the language function and social disorder of children with autism spectrum disorder, and has a better effect on the improve-ment of intelligence. The efficacy of chanting music therapy has been scientifically proven.

However, as a sound therapy product, the effect is more abstract and subjective, which varies from person to person, and it is difficult to accurately convey to consumers through specific data or intuitive ways, which makes its word-of-mouth mixed, and some consumers are skeptical about its effect. And limited awareness is also a major challenge. Despite the long history and unique effects of the Song Bowl, it is still relatively unknown to most consumers, which makes it necessary to put more effort into popularizing the relevant knowledge and improving its recognition when promoting it on the Internet. Model 5a is shown in Fig. 1 below

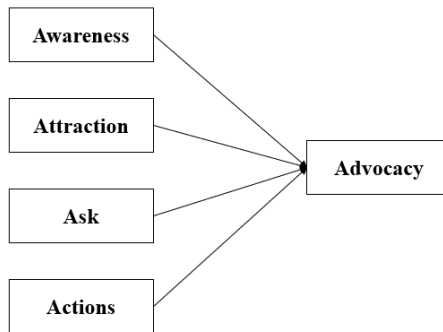


Fig. 1. Research Model

3 Data Analysis

There are 282 valid questionnaires in this research, the age distribution of the participating users is relatively uniform, and the proportion of male consumers and female consumers is 46.8% and 53.2%, respectively, which is a relatively uni-form distribution. At the same time, the users generally live in first- and sec-ond-tier cities for a long

time, the monthly income is generally about 6,000 yuan, 48.7% of the users have a bachelor's degree or above, and institutions, enterprises, and white-collar workers have a certain degree of representativeness, so the re-search content has a certain degree of representativeness.

This chapter will be based on the synthesis of the above work, the variable description and design model, constructed based on the 5A model of the ode bowl sound therapy products online marketing strategy research regression model, followed by the questionnaire data reliability, validity analysis and correlation test, and finally regression analysis of the resulting data.

3.1 Variable Summary Description and Modelling

In this paper, the consumer's advocacy behavior towards Songbang products is taken as the dependent variable, given that advocacy behavior is a dummy dichotomous variable that needs to be analyzed in depth using a linear regression model, and the relevant parameters are calculated and analyzed with the help of SPSS27.0 software. The definitions and descriptions of the relevant variables are shown in the table below. Summary description of variables. Specific data are shown in Table 1 below.

To sum up, the 5A model shapes the interrelationships between users, between users and brands, and between users and their communities, and highlights the influence of community and brand factors in the user decision-making process. Compared with the traditional 4P marketing mix strategy, the 5A marketing model can systematically achieve the marketing objectives of the enterprise from shallow to deep based on customer needs and the perspective of the long-term development of the company.

The 5A model divides all-media marketing into five stages: awareness stage, interest stage, word-of-mouth fermentation stage, interaction and conversion stage, and word-of-mouth maintenance stage. In the cognitive stage, mainly through the establishment of interactive platforms, basic material placement, and shaping labels to influence the audience's perception, so that consumers understand the main information; in the topic creation stage, the use of sound therapy positioning, selling point diffusion, as well as the content level of the precise placement of a series of topics triggered by the discussion and hot events, to attract the attention of consumers; in the word-of-mouth fermentation stage, through the KOL guide, rating sites to guide, and the guidance of the social opinions In the word-of-mouth fermentation stage, through KOL guidance, rating website guidance, and social opinion guidance, consumers' interest will be aroused, so that they will follow up on their favourite SOMOBOTHERA activities and participate in interactions; in the interaction and conversion stage, through the synergy of online precision marketing and offline diffusion marketing, consumers will make purchasing behaviours after obtaining sufficient information; in the word-of-mouth maintenance stage, the negative word-of-mouth will be controlled and managed, and positive word-of-mouth will be diffused in large scale, which will further influence consumers' purchasing decisions and purchasing behaviours.

Table 1. Variable definition

Variable		Definition
Advocacy (word-of-mouth maintenance phase)	Y	Make the customer a product evangelist. Consumers at this point develop strong brand loyalty, which is reflected in customer retention, repeat purchases, and the ability to tell others about the benefits of the product. Positive advocates will make recommendations and even speak up for the brand when it's negative.
Awareness (stage of awareness)	A1	Consumers passively receive product information, which is the gateway to the entire customer experience path and the main source of brand awareness.
Attraction (stage of interest)	A2	Through pre-marketing to increase the consumer's product impression, the user perceives the product and will deal with the exposure to the message to create short-term memory. At this time, there is a need to expand the long-term memory to strengthen the product's mind.
Ask (Word-of-mouth fermentation phase)	A3	Moderately trigger consumer curiosity will be from a variety of channels to obtain product information; at this time, there is a need for content, or KOL, and other topics to guide consumers so that they get the correct experience of the results of the inquiry.
Actions (interactive as well as transformational phase)	A4	If customers are convinced by further information at the inquiry stage, they decide to take action. After purchase, they will also interact further with the product through consumption, use, and after-sales service. Companies must pay close attention at this point to ensure that problems and complaints are resolved in a timely manner when they arise.

3.2 Reliability Analysis

Regarding the analysis of the questionnaire data, a reliability test must be completed before proceeding to the next step. The reliability of the questionnaire is expressed in terms of the stability and reliability of the data, which is represented by the internal consistency coefficient, i.e., Cronbach's alpha coefficient. If the coefficient is greater than 0.7, it means that the data in the questionnaire is internally consistent and the result of the reliability test is good. The table below shows the reliability of the subscales and the total scale; they are all higher than 0.7, which means that the reliability test meets the standard and the next step can be carried out.

3.3 Validity Analysis

From the actual Table 2, the KMO value is greater than 0.8, reflecting a good factor analysis, and the significance probability of the Bartlett's homogeneity test statistic value is 0.000, which is less than 1%, indicating that this questionnaire has good validity. KMO and Bartlett sphericity.

Table 2. KMO and Bartlett's test

KMO and Bartlett's test		
KMO Number of Sampling Suitability Measures.		.886
	Approximate chi-square	5134.932
Bartlett's test of sphericity	Degree of freedom	231
	Significance	.000

3.4 Extraction of Common Factors

The questionnaire items were analyzed using principal component analysis (PCA), and the data were analyzed in detail according to the eigenvalues. There Table 3, 5 common factors with eigenvalues greater than 1, and the cumulative variance contribution rate is 78.221%, which meets the standard requirements. Meanwhile, the 22 factors in the questionnaire affecting advocacy behavior were refined into four common factors after principal component analysis.

Among Table 4, the six variables 1-6 have larger loading coefficients on Factor A1, and Factor A1 is renamed as Knowledge; the six variables 7-12 have larger loading coefficients on Factor A2, and Factor A2 is renamed as Attractiveness; the six variables 13-17 have larger loading coefficients on Factor F3, and F3 is renamed as Enquiry; and the six variables 18-22 have larger loading coefficients on Factor F4, and F4 is renamed as Practical Action; and each dimension has a larger loading coefficient of F3 than F3, and each dimension has a larger loading coefficient of F4. The titles and correspondences of each dimension are in line with the expectations, which further indicates that the structural validity of the questionnaire is good.

Table 3. Standard loads, Cronbach's a, CR, and AVE values for each factor

Latent Variables	Cronbach's a	CR	AVE
Aware	0.940	0.9558	0.7833
Appeal	0.905	0.9298	0.6895
Ask	0.913	0.9577	0.8194
Act	0.943	0.9465	0.7799

3.5 Relevance Analysis

Table 4. Pearson correlation coefficient

	Aware	Appeal	Ask	Act	Advocate
Aware	1				
Appeal	-0.033	1			
Ask	-0.069	-0.069	1		
Act	-0.022	-0.012	0.06	1	
Advocate	.895**	.206**	.190**	0.09	1

** At the 0.01 level (two-tailed),the correlation is significant.

As can be seen from the table, the Pearson correlation coefficients of advocacy behavior with knowledge, attraction, inquiry, and actual action were all objectively expressed. The data shows that advocacy behavior has a significant positive correlation ($p < 0.01$) with knowledge, attraction, inquiry, and actual action.

In order to further analyze the relationship between advocacy behavior and knowledge¹⁰, attractiveness, inquiry, and actual action, the following regression analysis was performed on each dimension of advocacy behavior. Specific data are shown in Table 5 below

According to the Table 5 results of the regression analysis:

1. The regression coefficient of practical action is ($t = 17.140, p = 0.000 < 0.01$).
2. The regression coefficient of attractiveness is ($t = 61.880, p = 0.000 < 0.01$).
3. The regression coefficient for knowing is ($t = 17.721, p = 0.000 < 0.05$).
4. The regression coefficient for inquiry is ($t = 6.650, p = 0.000 < 0.01$).

The following conclusions were drawn:

1. Practical action has a significant positive influence on advocacy.
2. Attractiveness also has a significant positive effect on embracement.
3. Knowledge also has a significant positive effect on advocacy.
4. An inquiry has a significant positive effect on advocacy.

Table 5. Linear regression analysis results

	Unstandardised coef-	Standardised	t	p	Covariance Diagnos-	
	ficient	coefficient			tics	
	B	standard er- ror	Beta		VIF	
Constant	-.185	.041	-	-4.490	.000	-
Act	.215	.013	.041	17.140	.000	1.006
Appeal	.682	.011	.013	61.880	.000	1.007
Aware	.208	.012	.011	17.721	.000	1.013
Ask	.070	.011	.012	6.560	.000	1.004
R 2				0.939		
Adjustment R 2				0.938		
F				F (3,96)= 1059.740,p=0.000		

Predictor variables: (constant), enquiry, awareness, attraction, actual action

Dependent variable: advocacy

To sum up, Kung actual action, attractiveness, knowledge, and inquiry all have a significant positive influence on purchase intention.

From the above table, linear regression analysis was carried out by using actual action, attractiveness, knowingness, and enquiry as independent variables and ad-vocacy as a dependent variable. As can be seen from the table below, the model equation is: $\text{Advocacy} = -0.185 + 0.215 \cdot \text{actual action} + 0.682 \cdot \text{attractiveness} + 0.208 \cdot \text{knowingness} + 0.070 \cdot \text{enquiry}$

And the model R-squared value is 0.939, which implies that the actual action, attractiveness, knowledge, and enquiry explain 93.9% of the variation in advocacy. The

model was found to pass the F-test ($F = 1059.740$, $p = 0.000 < 0.05$) when it was subjected to the F-test.

In the study of the online marketing strategy of Ode Bowl Sound Therapy products, all dimensions have an effect on advocacy behavior. According to the results of the analysis, it can be seen that knowledge has the greatest influence on the advocacy behavior of the ode bowl sound therapy, followed by actual action > attraction > enquiry.

4 Conclusions

The results of the regression analysis model show that consumer awareness is significant at the 1% level, with a regression coefficient greater than zero. This data shows that the higher the consumer's concern for the quality and safety of the Soma product and the more attractive the Soma sound therapy is to the user, the stronger the advocacy behavior for the Soma sound therapy will be. Given today's emphasis on human safety and quality system certification, consumers are more likely to advocate for a chanting therapy that they know about and that appeals to them. The re-gression analyses of actual actions and asking behaviors had a significant effect on advocacy at the 1% level, and the regression coefficients were positively correlated, indicating that advocacy behaviors increased significantly when users learned about Soma Sound Therapy.

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