

close to "it will depend", and the remaining (2%) said "yes", indicating majority of streamers or users would streamer more than once. On the choice of online livestreaming e-commerce to watch, most of the interviewees (70.5%) indicated "target and when brand or product one is attached to" is being promoted, which show marketers the need to identify their audience and efficient management. On the last question, interviewees were asked to think of negative sides of livestreaming e-commerce and majority (83%) indicated "technology glitches" as the most negative side of livestreaming e-commerce while others indicated addiction.

### **4.3 Influencer e-commerce livestreaming case study**

The unprecedented growth of livestreaming marketing strategies has brought increases focus on the industry and as such, live content still needs to be adjusted quickly, and innovative forms of diversification is an important way to maintain the popularity of net celebrities. This research report intends to select the most representative phenomenal Netflix live marketing model as the object of research, this research report will be from the male Netflix anchor Li Jiaqi, female Netflix anchor Weiya, Taobao live platform marketing strategy are in-depth analysis.

#### **4.3.1. Analysis of Li Jiaqi's Live Streaming and Bringing Goods Marketing Strategy**

At present, live e-commerce has become one of the most popular Internet industries. Verticalization and refinement have become the new development trend in the field of beauty (Chen, 2021). Li Jiaqi, after graduating from university in 2015, became a BA (beauty consultant) at a L'Oreal counter. With beautiful external conditions, solid professional foundation and attentive service, Li Jiaqi has become famous in the local counter. Due to the cooperation between Shanghai Beauty ONE and L'Oreal Group in 2016, Li Jiaqi also transformed into the first batch of online celebrity anchor with this opportunity. When live streaming was just emerging, Li Jiaqi's live room was sparsely watched by a small audience every night, but Li Jiaqi insisted on live streaming every night and found the main content of live streaming to sell lipsticks. Because of the daily need to try out multiple lipstick ah, so Li Jiaqi invariably completed the deep plowing in the field of lipstick and laid an important foundation for its future outbreak of traffic (Wang, 2020). In September 2018, Li Jiaqi successfully challenged the Guinness World Record of "the greatest number of people applying lipstick in 30 seconds", becoming the world record holder in the field of lipstick application. During the "Double Eleven" carnival, Li Jiaqi was selected as one of Forbes China's elite under

30 list in 2019 after she won a PK battle with Jack Ma to sell lipstick during the live broadcast (forbes, 2020).

#### **4.3.1.1. Acquiring attraction across the gender barrier**

Since ancient times, the construction of male image in the historical process of male-dominated society has been centered on "tough guy", "hero" and "domineering", so in the subtle way. The words "masculine" and "strong" are deeply rooted in people's minds, thus forming stereotypes. When the traditional impression that men should have the masculine and the current stage of feminine beauty to form a strong contrast, people's stereotypes also make male beauty was once stigmatized, "sissy boy", "gay style". The "sissy boy", "gay style" and so on become common words to attack male beauty bloggers in China (Tan et al., 2022). The audience of beauty products in China is mainly female, so women also have more say and voice. However, with the rise of the development of the Internet, young people have grown up with a variety of cultures and aesthetics on the Internet, so their inclusiveness in social culture continues to contribute to the awakening of social gender concepts, so that people begin to appreciate people of the opposite gender with an inclusive mindset.

Based on this background men began to get involved in the beauty industry in China, and their influence should not be underestimated. As the first stage of the influencing communication, Li Jiaqi crosses the gender barrier to stimulate the audience's curiosity and attract their attention. Firstly, the gender role conflict can create a sense of contrast. Secondly, male anchors can provide female consumers with opposite-sex care. Therefore, in the first stage at the beginning of the communication process, Li Jiaqi captures the audience's curiosity and curiosity about male beauty anchors through gender contrast, and successfully attracts the audience's attention (Cai et al., 2021).

#### **4.3.1.2. Personality building: the unique positioning of "King of Lipstick"**

In front of the screen Li Jiaqi is always fresh, energetic, and infectious always able to drive the viewers enthusiasm. In the early livestreaming even if the number of viewers is only a dozen people, Jiaqi Li has been maintaining a professional attitude to introduce the advantages and disadvantages of each product's ingredients and core technology to the viewers in detail. One of Li Jiaqi's most famous live broadcasts is that he personally tried 189 lipsticks in a 6-hour live broadcast and gave a detailed analysis summarizing the classification of lipsticks that are practical for yellow and white skin as well as the classification of thickness and color of lipsticks. Plus, the girl sense of noblewoman sense, etc., from a variety of aspects

to strengthen the accurate capture of female consumers' shopping psychology. Li Jiaqi's team edited the clip of his live lipstick introduction into short videos on social media platforms such as TikTok, Weibo and "Xiaohongshu". His quick and professional descriptions enable the audience to understand the characteristics of each lipstick within ten seconds, so Li Jiaqi's short videos have formed a viral fission on major social media software, thus attracting a lot of attention (Cai et al., 2021).

Michael Goldhaber was said, "The Internet age is the age of the attention economy." Only by capturing the audience's needs and understanding their preferences can we capture their attention in the age of fragmentation (Warzel, 2021). Uses and gratifications theory considers the audience's perspective of live telecasting and examines the psychological and behavioral changes of communication by analyzing whether the audience's use of the media and needs are satisfied (Ruggiero, 2000). Therefore, Li Jiaqi chose lipstick while deepening the field of beauty. Conducting Refined Research. In an interview, Li Jiaqi once said that he owned tens of thousands of lipsticks, and if the brand and color number were mentioned, the color of the lipstick came to his mind, and he could know the color and effect of other colors after overcoating with it. Because of Li Jiaqi's continuous learning and experience of lipstick types, he has mastered the knowledge of lipstick comprehensively. That's why he has the label of "King of Lipstick", which makes him stand out from a bunch of beauty anchors and establish his own special image. It also started his position as a key opinion leader in the beauty industry because of lipstick. (Xuan, 2021).

#### **4.3.1.3. Language features: both professionalism and emotionality**

First, Jiaqi Li is very precise and professional about product ingredients and finishing vocabulary. This is thanks to his early career as a cosmetic counter sale, which gave him a solid understanding of the beauty industry after going through systematic training. When describing products, he can accurately extract the key information of the product ingredients and explain and describe the ingredients in detail to consumers with concise and professional vocabulary. Secondly, Li Jiaqi's language is approachable. This simple and direct expression helps him to get closer to the consumers so that his live broadcast is always easy to understand and attractive. For example, "super-concealer" and "exploding good", the spoken language can reflect the closeness of the network environment, and it is easy to close the psychological distance between consumers. Also, Li Jiaqi's language is strongly emotional, and strong emotional terms such as "OMG" have become synonymous with Li Jiaqi (Cai et al., 2021).

#### **4.3.1.4. Live products: meet the needs of consumers.**

Since Li Jiaqi began to go live, although the style will be constantly adjusted and improved, but its live content basically did not change. Li Jiaqi live content can be divided into two aspects of product content and screen content; the next chapter will focus on the above two aspects of the content of Li Jiaqi live with a detailed analysis.

First, from the type of product selection: Li Jiaqi in the beauty selection mainly includes skin water, lotion, cream, eye cream, essence, foundation, mask, lipstick, makeup remover. The above selection covers the beauty categories commonly used by girls to enable consumers to buy all the cosmetics they need at once in the live room. Because lipstick is a low-cost beauty product and Li Jiaqi is famous for lipstick reviews, so many girls are squatting in the live room waiting for Li Jiaqi to recommend lipstick.

Secondly, from the price of similar products: The word "all girls" is one of the high-frequency words in Li Jiaqi's live broadcast, so Li Jiaqi's audience is women of different ages. Therefore, in addition to ensuring that the products meet the needs of consumers, the product price is also within the ability of consumers. Finally, the variety of products: Li Jiaqi live category is mainly divided into snacks, beauty and skin care, life care three sections (Wan & Hu, 2020).

#### **4.3.1.5. Commodity discount strength: price advantage**

In the e-commerce marketing model price war is one of the usual marketing models; the major e-commerce platform will create a variety of carnival promotion to increase commodity sales, such as Taobao's "618 Shopping Festival", "Double Eleven Carnival", "Double The "618 Shopping Festival", "Double 11 Carnival", "Double 12 Shopping Festival" and so on. In Li Jiaqi live, consumers often have a sense of buying things "do not pay", buy is to earn the feeling. Due to the low unit price of snacks so snacks discount compared to other categories of concessions is not too high, the average in 60% 70% discount. At the same time to give consumers the visual impact, and the assistant will be next to the flagship store price with a tablet to do a comparison with the live room, in the product shelves using limited scarcity to shelve the product in batches. In this way, the visual impact, limited impact, and price impact can more stimulate consumers' shopping impulse (Zhang, 2021).

#### **4.3.1.6. Focus on the product brand: the brand is guaranteed.**

There are three types of product brands in Li Jiaqi live, the first is the widely known first-line brands such as Aquamarine, Hélène, Estée Lauder, Chanel, Dior, etc. Like these brand

image and brand value has formed a clear "symbolic value" in the minds of consumers. Whenever they appear on the air in the live without too much introduction, they can achieve the sales effect of "one second off the shelf" (Merz et al., 2009). The second type is the popular brands with high visibility, such as L'Oreal, the name and logo of these brands have a general awareness and positioning in the minds of consumers, but each person's shopping preferences will vary product sales, but the quality of these products is guaranteed by the brand. The third is the low visibility of niche Chinese product brands such as Hua Xi Zi, Yu Ze, and other brands, the biggest difference with the above brands is that when they first enter the live room consumers will first question the brand name and brand effect, that these products brand cannot be guaranteed. Therefore, Li Jiaqi will firstly introduce the brand name, brand culture and manufacturer of the product in detail and repeatedly emphasize that the product has the brand guarantee to make consumers relieved of their doubts. Li Jiaqi also uses stories, scenarios, and stories behind the products to convey the brand features or stories between himself and the brand for consumers, which is also a common storytelling approach used by Li Jiaqi (Chen et al., 2020).

#### **4.3.1.7. Focus on the picture: intuitive presentation.**

In the process of communication, the content of communication largely determines the effect of communication, and the reason why Li Jiaqi can become a phenomenal traffic and its live content has a close relationship. In addition to product content, the screen content also plays a pivotal role. In the live process of live screen can be divided into explicit content and invisible content, explicit content of the screen has the appearance of the audience from the screen to intuitively feel the focus of the display; invisible content refers to the audience need to think deeply about the content of the screen, the content of the screen can have a more profound knowledge. The screen in the e-commerce live broadcast is mainly related to the communication of explicit content, so the explicit content conveyed by the screen is mainly analyzed (Roberts, 2014).

Through the live broadcast observation record in Li jiaqi April 12, 2022, at 19:35pm Beijing time in Taobao platform, we got Li Jiaqi live studio lens to use push-pull lens as the main shift lens as a secondary. The scenery is mainly close-ups, supplemented by panoramic views. In front of the live anchor has a cell phone to see the inventory of goods and product sales, opposite the anchor also put a different camera live equipment, in addition to fill light, radio equipment, etc. is also essential. In the process of live broadcast anchor most of the time is sitting in front of the camera for sales, so the fixed lens can steadily present the screen content.

In the detailed introduction of a product, the camera crew use push and pull lens to make the product can be clearly focused on the screen. (The different views of the camera allow the audience's attention to be constantly stimulated and thus constantly kept fresh). In the introduction of the product scenes are mostly medium scenes are narrative scenes, focusing on the performance of the upper body movements of the characters. (Medium is the strongest narrative function of a scene, in the scene containing dialogue, action and emotional communication, the use of medium scenes can be the most favorable and most balanced to show the relationship between the characters, characters and the surrounding environment). (Close up scenes are those that can be shot above the chest of the character or the object local close up shots, close up scenes present the screen image can clearly see the subtle movements of the characters, is a scene between the characters can communicate emotionally, close up scenes are more important to the physical movements of the characters or the facial expressions of the characters, so it can well convey the inner world of the characters). (Close-ups are above the adult's shoulders or other parts of the subject.

Close-ups show the state of the person or object in detail, and because close-ups have the smallest perspective, the closest view distance, and the most prominent picture details, the viewer is also forced to focus their vision on the close-up scene for detailed observation). For example, before introducing Guerlain Essence Water, Li Jiaqi first asked the two guests to say what they thought was the most important step in the skin care process, and then Li Jiaqi introduced Guerlain Essence Water, a very moisturizing lotion, and used a medium scene to show the three people when the product was first introduced.

#### **4.3.2. Analysis of "Li Jiaqi's e-commerce live broadcast" dissemination channels**

Li Jiaqi carries out multi-channel release of the same content, mainly Weibo, Tik Tok, Xiaohongshu, Taobao live social platforms.

##### **4.3.2.1. Weibo: Interactive communication**

The interactivity of online communication refers to the basic characteristics of direct interaction and status exchange between the communicator and the receiver, reflecting the theoretical possibility of reciprocal control of information by the communicator and the receiver under certain conditions (West & Turner, 2010). As a comprehensive social media, Weibo provides audiences with a variety of expressions through text, pictures, short videos, and live streaming. Because users can update their personal updates and actively interact with others in real time on Weibo, it has become rapidly popular and integrated into the daily life of

the public in China. According to the "2020 Weibo User Development Report" released by Sina.com, Weibo has 511 million monthly active users and 224 million daily active users. Among Weibo users, post-90s and post-00s have become the main force, accounting for nearly 80% of users. This shows the trend of the youthfulness of Weibo users. Due to the huge volume of young users, Weibo has developed new content verticals such as beauty, food, education, etc. from the old traditional fields (photography, humanities, politics, etc.). Notable among them is the 420 million fashion and beauty users in the beauty segment. (Sina Weibo, 2021).

KOL and influencers are characterized of "large fan base, strong professionalism, sufficient interaction and strong audience identification". At present, check out Li Jiaqi's account on Weibo he currently has 30.16 million fans, the super talk board that interacts with fans has 9.13 billion reads and 40.2 posts initiated by fans to discuss. Li Jiaqi's Weibo content mainly shares live previews, voting sweepstakes, and live recording videos, and occasionally shares photos and vlog of his daily life. On the Weibo platform, Li Jiaqi pays more attention to interactivity with his fans, replying to the most liked messages under each Weibo account, launching lucky draws to stimulate users' enthusiasm, and when the audience retweets the Weibo account to his own Weibo account, his fans can retweet it, so the multi-level communication mode can invariably expand Li Jiaqi's own influence.

#### **4.3.2.2. TikTok: short video viral communication**

Viral communication is to use the Internet as a communication carrier, users spontaneously spread a certain information interpersonally, so that a certain information in the shortest possible time to get the maximum effect of dissemination. The emergence of TikTok has changed the form of short video playback, up and down sliding, short and interesting content characteristics in line with the reading habits of the audience in the era of fragmentation, and short video greatly reduces the cost of user viewing, so TikTok has become the head of the short video industry platform. At present, the daily active users of TikTok have exceeded 400 million, and according to the authoritative survey results, 71% of users log on TikTok every day. The user base is large and active, with the post-80s and post-90s being the most active groups. Because of the youthful and content-oriented attributes of TikTok platform, it is very easy to generate viral "fission" effect, so Li Jiaqi chose TikTok APP as an important communication channel for his short videos (Cao, 2021). Li Jiaqi's success on TikTok platform from a lipstick review video that he released, thus establishing her own voice in the beauty vertical by breaking user bias with her professionalism. These likes and retweets made Li Jiaqi

gain strong influence, and the platform also provided strong traffic support to these influential users, which made Li Jiaqi's videos have continuous exposure on the TikTok app (Cao, 2021).

Later, Li Jiaqi launched the "lipstick blindfold" and "lipstick with chopsticks" challenges, and as the main force of content dissemination, the young and highly active group is extremely willing to participate in these novel challenges. Since it is easy to imitate the video at almost zero cost, it quickly caught the attention of netizens and formed a wave of followers after Li Jiaqi released it. When Li Jiaqi released the short video, his fan group would make the first round of imitation, followed by passing it to other indirect audiences. This large-scale fan participation likes and forwarding formed a viral "fission" spreading process, and finally realized the multiple spreading of the content. For content forwarding, in addition to forwarding on this platform, the content can also be forwarded directly to other social software with one click. Users can forward the video content to WeChat, Tencent QQ, Weibo and other social channels through one-click forwarding, so it can also realize the fissile spread outside the TikTok APP.

#### **4.3.2.3. Xiaohongshu: Accurate Beauty Communication**

Xiaohongshu is a sharing community with user-generated content, where many like-minded users post notes and share shopping tips. In terms of channel classification, Xiaohongshu has categories such as makeup, skincare, mother and child, celebrity, fashion, etc. The audience groups of these precise categories fit very well with Li Jiaqi's audience group, so Li Jiaqi chose Xiaohongshu as a professional platform to achieve precise communication (Pemarathna, 2019). At present, Li Jiaqi has 905.7 million fans in Xiaohongshu, and has published 324 short video notes, which have received a total of 14.52 million likes and favorites. Searching on Xiaohongshu App with "Li Jiaqi's recommendation" as the keyword, there are 210,000+ notes, the content of these notes cover the summary of Li Jiaqi's recommended products, the use of Li Jiaqi's recommended products sharing, etc., and these contents are also the secondary communication formed by users spontaneously. Looking at all of Li Jiaqi's short video notes, we can see that the video content is the same as the content of Weibo and TikTok, so Xiaohongshu forms a dissemination channel for multiple distribution of short video content. The reason being Xiaohongshu has the platform positioning of professional, fashionable, and young. Therefore, choosing Xiaohongshu as one of the main distribution channels is conducive to the accurate distribution of short videos (Runxin & Zihan, 2021).

#### **4.3.2.4. Taobao Live Streaming: Traffic Gathering Pool**

Taobao live is Taobao merchants or anchors rely on Taobao shopping platform, using mobile devices to recommend store goods to consumers through the form of live streaming. And real-time interaction with consumers, answering viewers' questions for consumers to solve their doubts, so that consumers through the live commodity links to purchase behavior of the e-commerce platform. Li Jiaqi is one of the first batch of anchors to enter Taobao live is also popular in Taobao. At present, Taobao live for Li Jiaqi's main position, Li Jiaqi in Taobao live has 28,962,800 fans, the average daily audience of 9 million to watch.

#### **4.3.2.5. The audience and communication effect of "Li Jiaqi's live broadcast**

From a macro perspective, the communication effect refers to the influence of mass media on the audience, intentionally or unintentionally, directly, or indirectly; from a micro perspective, it refers to the behavior of those communication subjects with certain communication motives, which causes the audience to change in three dimensions, namely, cognition, attitude, and behavior (Zimmer et al., 2018). In this section, we first analyze the audience of Li Jiaqi in detail, and then analyze the communication effect of Li Jiaqi from the three dimensions of audience's cognition, attitude, and behavior.

First, in terms of audience awareness, Li Jiaqi has high awareness. Through the data analysis of awareness, we can know that the overall awareness of the communication subject Li Jiaqi is high. However, in comparison, it is more popular among the young and female groups. In the era of information explosion, the public has various channels and ways to obtain information, and the media contact habits also vary from person to person, so Li Jiaqi's multi-channel and full-coverage communication method provides audiences with a wide range of channels to know, so that audiences can know Li Jiaqi's live news, life news and other related information on different social software. The interaction between the audience and Li Jiaqi on social media platforms, such as likes, retweets, shares, etc., indirectly forms a secondary and multi-level communication mode, which can produce continuous output and communication, thus forming a network-wide coverage, increasing its visibility and exposure, and thus importing the accumulated popularity and traffic to the live broadcast. In terms of the perception of Li Jiaqi as the communication subject and content, Li Jiaqi's high visibility ensures the viewing volume of the live broadcast, and the brand guarantee of the live product is like a strong shot to make the audience believe and consume. Therefore, Li Jiaqi herself and Li Jiaqi's live broadcast room have a high degree of awareness and recognition among the audience.

Secondly, in terms of audience attitude, the researched audience has a positive and active attitude towards Li Jiaqi's live content. The audience will actively search for Li Jiaqi's dynamic and live preview products and will refer to the information released by Li Jiaqi before making purchase activities, so it can be concluded that Li Jiaqi's recommendation can influence the audience's choice to a certain extent, and the information released by her has strong reference. This credibility also comes from Li Jiaqi's factual attitude in the live broadcast, when Li Jiaqi live, she will describe the product brand, quality, and the applicable people, for example, she will use "two-sided tips" when promoting lipstick, and after color testing, she will recommend the color, texture, and moistness of lipstick to the right girl. For those colors that are not daily and are picky, Li Jiaqi will directly tell the audience to consume rationally and buy what suits them. This makes the audience interested in his recommended products and actively search and approach Li Jiaqi, which in turn has a positive impact on the communication effect of the live broadcast with goods.

Finally, in terms of audience behavior, the behavior of the researched population has a high degree of continuity and loyalty. The behavioral effect is generated by the combined effect of audience's cognition and attitude, and the behavioral change of audience towards Li Jiaqi is mainly reflected in the three aspects of shopping possibility, actual consumption and persistent attention and cross-analysis of fan intimacy and whether they will continue to pay attention and conclude that as the intimacy increases, the user stickiness and loyalty of audience will also increase, and the behavioral support of audience towards Li Jiaqi will also. The audience's behavioral support for Jiaqi Li is also sticky. According to the theory of "use and satisfaction", the audience will have a fixed impression after the media contact, and this stereotype will also influence the audience's choice, plus the audience's emotional identification with the communication subject and the communication content will make the audience take the initiative to interact with them, and in the subsequent process the audience will follow their own needs. The audience will find the information they need in the subsequent process. As the above data shows, most of the researched audiences will actively choose the items recommended by Li Jiaqi when shopping or squatting in Li Jiaqi's live broadcast room to buy what they need, and the active behavior of the audiences brings stable and continuous effect to the communication effect of Li Jiaqi's live broadcast.

#### **4.3.3. Analysis of the Marketing Strategy of "Wei Ya Live E-Commerce"**

##### **4.3.3.1. Overview of Wei Ya**

In May 2016, Wei ya officially became an anchor of Taobao Live, and in October 2017, Wei ya guided a fur store with zero fans to reach 70 million in sales during a live broadcast. 2018, Wei ya began to devote herself to public welfare live broadcast, helping to combat poverty through e-commerce, and has driven the sales of agricultural products in poor areas to nearly 30 million. On September 17, Wei ya participated in the "First Harvest Shopping Festival" live-streaming ceremony and endorsed Zhenping's "lotus leaf tea" together with Ai Jinde, the county governor of Zhenping County, Henan Province, which led to sales of nearly 600,000 yuan in just 2 hours, setting the highest record for single product sales in Zhenping County. In the subsequent series of live broadcasts, Wei ya was officially awarded the "TOP Public Welfare Anchor Award" and "Sales Champion Award". After that, Wei ya was awarded as one of the "Taobao Top Ten Taobao Anchors for Poverty Alleviation".

#### **4.3.3.2. Analysis of the main body of "Wei Ya's live broadcast with goods**

The live streaming of goods makes use of the content production, rich interaction, and the anchor's own attention to link consumers and spread goods or services to achieve the purpose of goods and services sales. However, the content producers of live-streaming with goods are the live-streaming operation team and anchors. The live broadcast platform, Internet sales platform and payment platform belong to the same organization and have been integrated in the actual transaction process. There are five main processes in the live-streaming model: first, the merchant provides the original goods and services information to the anchor and the live-streaming operation organization; second, the anchor and the live-streaming operation team process the goods and services information, and the live-streaming platform delivers the goods and services information to the consumer and guides the consumption; third, the consumer places an order directly through the live-streaming to pay the platform, which feeds the consumer order information to the Fourth, the merchant will deliver the goods or services to the consumer through the logistics delivery system; fifth, after the consumer confirms receipt, the platform will pay the funds to the e-commerce merchant and the anchor; the consumer evaluates the merchant and the live broadcast room through the platform based on their consumption experience. In summary, the value chain subjects in the process of live with goods are live room operation team, anchor, platform, logistics, e-commerce merchants, consumers.

#### **4.3.3.3. Definition of value chain in livestreaming e-commerce**

In the context of livestreaming e-commerce, the value chain refers to the series of activities and processes involved in the creation, delivery, and consumption of livestreaming content and the subsequent purchase of products or services by viewers (Shuai, Li, & Zhang,

2023). It encompasses the entire lifecycle of a livestreaming e-commerce transaction, from the initial creation of content by live streamers to the final delivery and consumption by consumers. The livestreaming e-commerce value chain typically includes the following key components:

1. Content Creation: Live streamers play a central role in the value chain by creating engaging and informative livestreaming content (Wang & Zhang, 2023). They showcase products, provide demonstrations, answer viewers' questions, and offer insights and recommendations.
2. Platform Infrastructure: Livestreaming e-commerce platforms provide the technological infrastructure and support necessary for live streamers to broadcast their content and for viewers to access and engage with the livestreams (Li, Wang, & Cao, 2022). This includes platform development, hosting, streaming capabilities, and user interface design.
3. Promotion and Marketing: Live streamers and e-commerce platforms engage in various promotional activities to attract viewers and drive traffic to livestreaming sessions. This may involve social media marketing, influencer collaborations, targeted advertisements, and other promotional strategies to generate awareness and interest.
4. Viewer Engagement: Livestreaming e-commerce relies heavily on viewer engagement. Viewers actively participate in livestreams by asking questions, providing feedback, and interacting with the live streamer and other viewers. Viewer engagement enhances the overall experience and fosters a sense of community.
5. Product Presentation and Demonstration: live streamers showcase products or services during livestreams, providing detailed information, demonstrations, and highlighting key features and benefits. This stage focuses on effectively presenting and promoting the products to viewers.
6. Transaction and Payment: Once viewers decide to make a purchase, the livestreaming e-commerce platform facilitates the transaction process, including product selection, pricing, and payment options. Seamless and secure payment processing is essential to ensure a smooth customer experience.
7. Logistics and Fulfillment: After a purchase is made, logistics and fulfillment processes come into play. This involves order processing, inventory management, packaging, and shipping of products to customers. Timely and efficient logistics operations are crucial to customer satisfaction.

8. Customer Support and After-sales Service: Livestreaming e-commerce platforms and sellers provide customer support services to address inquiries, resolve issues, and assist post-purchase. This includes handling returns, refunds, and ensuring customer satisfaction.
9. Data Analysis and Insights: Livestreaming e-commerce platforms leverage data analytics to gather insights into customer behavior, preferences, and trends. This information helps improve content creation, target marketing efforts, optimize product offerings, and enhance the overall livestreaming e-commerce experience.

By understanding the different stages and components of the livestreaming e-commerce value chain, businesses and stakeholders can identify opportunities for value creation, optimize processes, and deliver a seamless and engaging livestreaming e-commerce experience for both live streamers and consumers.

#### **4.3.3.4. Content analysis of "Wei Ya E-commerce Live"**

Live content, product selection ability, category screening, product richness, sweepstakes, celebrity guests, live after-sales, product discount strength, and live evaluation are another important factor that affects the effectiveness of live broadcasting. According to the operation model of Wei ya Live, the behind-the-scenes work such as content framework, product selection and activity planning of the live broadcast is done by the live broadcast operation team. Live content is an important factor influencing the sales conversion of the shopping live streaming platform; in order to attract consumers' attention, live content should not only be entertaining and ornamental, but also related to the recommended goods, and multi-category goods can increase consumers' range of choices; a clear division of goods categories is made during live streaming. In live-streaming with goods, high-quality live content and unique selection ability can improve consumers' perception of the professionalism of the live-streaming room; factors such as after-sales experience influence the formation of consumers' sense of existence; factors such as price concessions are important guarantees to strengthen consumers' perception. The slogan "No more nonsense, let's draw a prize first" has become a classic opening line that consumers are familiar with, and activities such as "red envelope rain" and "lottery" are also part of Wei Ya's live broadcast. Activities such as "Red Packet Rain" and "Sweepstakes" are also a must-have interaction in every Wei ya live broadcast; Guest" has also become the usual operation in Wei ya live broadcast.

##### **4.3.3.4.1. Analysis of communication channels**

Flow is the prerequisite for live broadcast to bring goods to be realized. Before the live broadcast, Wei ya published seeding posts on different platforms, seeded short videos and created momentum for the post-live broadcast to achieve in-depth seeding of consumers. High-quality short videos often bring entertainment and excitement to consumers, thus bringing anchors greater traffic and a better user stickiness base. The anchor tries, tries and evaluates the products through the short video platform before the live broadcast, so that consumers have a sense of trust in the anchor and the products before watching the live broadcast, which shortens the decision time of consumers when watching the live broadcast and promotes.

Merchandise sales: The live broadcast before the live broadcast for the latter to warm up the momentum, can help consumers understand the next live broadcast with goods and the desired goods on the shelves time, so that some consumers "squatting" on time for the next live broadcast, saving consumers shopping time, enhance the value of consumer services. Flexible use of stars + anchor, host + anchor, government officials + anchor, entrepreneurs + anchor, business + anchor and other forms to enrich the live content. People with social influence generally have personal labels and styles, and anchors with celebrities of different styles to carry goods help to fight for a larger circle of audiences and segmentation groups, forming a triple flow of brand, celebrity, and anchor to add to the efficiency of carrying goods.

Consumer participation in direct: The live-streaming activity also provides additional spiritual companionship and group support. Live broadcast booths can innovate the content of live goods, and flexibly use the "live goods + entertainment" mode to carry out activities such as prize draws and pop-up screens to attract consumers' attention and enhance their sense of companionship, pleasure, and excitement; use the "live goods + education" mode to carry out beauty classes. The "live goods + education" mode is used to carry out activities such as beauty classes to embed knowledge in the process of live goods, so that consumers can gain an educational experience. In summary, innovative live broadcast play helps consumers to get a rich shopping experience and enhance the attention and sales of the live broadcast.

Another aspect is creating a high-quality supply chain: for example, live broadcast in Wei ya Live integrates quality sources of products, logistics, sales channels, and supply chain links meant to achieve a quality supply chain. There are two types of sources of goods for Wei Ya live broadcast, one is external commodity brands. The head anchor of this type of Wei Ya often has strong bargaining power, and the external brand goods with goods are often the lowest price on the network or the best quality and quantity of free goods on the network. The second is private label. Wei ya integrates designers, high-quality factory sources, and sales channels

and logistics channels to form its own brand. We integrate designers, high-quality factory sources, sales channels, and logistics channels to form our own apparel brands. This type of goods can achieve disintermediation, reduce channel costs, and help consumers get cost-effective goods. To sum up, creating a high-quality supply chain can provide consumers with high-quality and inexpensive goods, help consumers get a good sense of service value and goods value, and improve consumer experience.

#### **4.3.3.4.2. Audience and communication effect**

Most of the people who watch Wei Ya's live stream are under the age of 30, i.e., people born in 90 and later are mainly interviewed, and users have young characteristics. In terms of gender most of the people who watch live streaming are women, but there are also men. In terms of education, the proportion of bachelor's degree and master's degree and above is close, about 80%. The proportion of audiences with high school education or below and college education is also very close (Mei & Wang, 2022). From the overall perspective, the distribution of each education is relatively even, so, as an audience group watching the live shopping category, the overall impact of education as an influential factor in measuring exposure to Li Jiaqi is not significant. In terms of communication effect, through the media such as Xiaohongshu, Taobao and Weibo, as well as the traditional word-of-mouth method, the communication effect of "Wei ya Live with Goods" is obvious, and the performance of a live broadcast in terms of sales performance far exceeds that of the traditional shopping sales method. Not only does it promote the product itself, but the manufacturer of the product also has greater influence in terms of visibility and reputation during the live broadcast.

### **4.4 Problems and Countermeasures of Influencer E-Commerce Live Broadcast**

#### **4.4.1. Problems of influencer e-commerce live broadcast**

Audience stickiness and loyalty are not high: Subject to time constraints, many consumers are not able to enter the live broadcast for viewing just after the broadcast, and Even if the consumer is on time to enter the live room also according to the rhythm of the anchor to buy goods, because only after the live introduction of goods will be on the purchase link consumers can click to buy. This involves the consumer to purchase according to the order of the anchor's introduction of the products even if they see the desired products on the preview list. In this way, during the waiting period, consumers may continue to watch the live broadcast and place orders for the products they are interested in after listening to the product explanation; on the other hand, after listening to other products, consumers may exit the live broadcast because

they lose interest in watching the live broadcast and then enter the live broadcast again to place orders in anticipation of the live time of the purchased products. In terms of the intimacy of fans in the live broadcast, iron fans are the majority and beloved fans are less; thus, reflecting the audience's fan stickiness. In the wind of live with goods, communication subject, communication content, communication channels are extremely important, as far as the link of communication content is concerned, consumers pay more attention to the quality, brand, and price of goods.

Exaggerated propaganda phenomenon exists: Nowadays, the realization mode of live goods is mainly realized through "KOL influence realization". Today, anchors are working directly with brands, due to the capital intervention carried by the brand sometimes may exaggerate the efficacy of the product when promoting the product. Although most consumers choose live shopping because of the price, but they also have requirements for the quality of the product itself. Many consumers will find that the feeling of using certain products is not what the anchor has advertised after placing an order and experiencing them for a period. Therefore, after reaching a consensus with the brand, the anchor will be driven by interest to beautify the description of the samples sent by the brand.

It is difficult to guarantee the after-sale of goods: In addition to the quality of the product itself, consumers have requirements for the after-sales service of the product is also an important factor to consider before generating a purchase decision. But some anchors tend to focus only on the good service for the sale of the product ignoring the after-sales service for the product. When the product has a problem, the anchor team will not deal with it, shirking responsibility, bad attitude solution, which also leads to poor consumer experience, give a bad review and bad word of mouth problem. The consumer experience is directly related to the satisfaction of the product and live shopping, and directly affects whether there will be the possibility of buying again.

#### **4.4.2. Countermeasures**

The anchor and the team should provide true content to avoid propaganda: Consumers are based on the trust of the communication subject to shop in its live broadcast, so the communication subject should play a good "gatekeeper" and "opinion leader" role, for consumers to select quality assurance and cost-effective products. In the selection of products, the team staff should first dock with the brand, product evaluation, after the staff personally try and record the use of feelings, such as the emergence of similar products can be compared in terms of product brand, product efficacy, product cost performance, etc., in the final product

meeting to tell the truth of each product real sense of use, experience. To strengthen the anchor's awareness of consumer "gatekeeper", it is especially important that the product quality provided by the merchant should be the same, and the selection team should not be treated differently from the consumer; in terms of publicity, the merchant should provide real and effective product certificates or patent certificates, and should not provide false information, and the anchor must be professionally educated and not over The anchor should maintain a fair, open and professional attitude. To have a detailed understanding of the product and trial. In the selection of products to have a strict quality control mechanism to screen out counterfeit, three no products inferior products on the shelves may. Completely avoid false propaganda and exaggerated claims about the efficacy of the product, in the daily explanation, cannot appear "most", "first" and other obvious with extreme or instructive statements.

Establish a chain-type live with the goods supervision system to ensure after-sales service: Compared with the "decision-making consumption" in the past, "impulsive consumption" has become the main consumption mode of consumers under the wave of live streaming, but the high return rate or exchange rate of consumers comes with it. Therefore, to maintain the order of the network of live goods and the standardization of the entire consumption chain, the subjects involved in this chain must be included in the scope of supervision, to build a complete chain of regulatory system, from different angles to ensure that the rights and interests of all parties are not damaged. In this way, the regulatory system at least from the legal, regulatory, and social supervision of three aspects. Specifically, from the legal aspect, there must be a law to follow, there must be a law to follow, so that anchors, businesses, platforms, brands are within the scope of the law to carry out legal and reasonable sales activities, regulate their own behavior. In terms of regulation, the supervision should be strong, in the network live with the credit evaluation system for false propaganda, quality of goods, lack of after-sales service and other issues to increase the punishment, and from time to time to the anchor, platform and other topics for random testing and evaluation, increase the punishment of non-compliant anchor, to those who play the legal rubbish business to implement the business joint and several liability system regulatory system, and strive to eliminate the quality problems from the source, to reduce the After-sales service pressure.

Anchor to improve user stickiness and trust: In the live with goods Live streaming viewing traffic and the ability to realize traffic from live sales products directly affect the visibility of the live streaming room. With high visibility of the live broadcast room the platform will help them increase the traffic by attracting traffic. Therefore, anchors have been constantly

improving their core competitiveness to maintain fan stickiness. Due to the audience's followers, imitation, and idol worship psychology many unknown anchors will stand out overnight to attract many viewers, and eventually achieve large-scale traffic to cash. Through the support of big data technology through accurate calculation can analyze the user's preferences and personality characteristics on social platforms, through the audience's browsing habits and behavior to understand the audience's information preferences, to select and distribute content in a targeted manner. thus, improving the stickiness of audiences. In terms of live broadcast with goods, take multi-channel full coverage distribution mode, more need and grasp audience trends. From the live content, the anchor should grasp the rhythm and interest of the live broadcast, which can be combined with the current hot spots or the angle of attraction that can trigger the audience's resonance as the entry point, so that the audience can continue to pay attention to the anchor and the live room.

## 5. Discussion

In this discussion chapter, we delve into the results of our research in the context of academic literature and the overarching purpose of our study. Our primary focus is on addressing the three key research questions posed in the thesis.

### Accelerating Conversion and Enhancing Brand Appeal

The first research question inquiries into how e-commerce livestreaming accelerates conversion and improves brand appeal compared to traditional e-commerce strategies. Our findings resonate strongly with existing academic literature, shedding light on the effectiveness of e-commerce livestreaming as a powerful marketing strategy. Apparently, E-commerce livestreaming has emerged as a dynamic channel that engages consumers in real-time product demonstrations. This immersive experience, coupled with time-limited tactics such as one-off coupons, generates a sense of urgency that significantly shortens the decision-making process. As a result, our research reinforces the existing academic understanding that e-commerce livestreaming has the potential to increase conversion rates by over 30%, outperforming traditional e-commerce methods (Arora et al., 2021).

Furthermore, this study underscores the pivotal role played by influencers in driving the success of e-commerce livestreaming. As highlighted by Cunningham et al. (2019), influencer-driven e-commerce is a means of attracting new, particularly younger, consumers who are seeking novel and interactive shopping experiences. This resonates with our findings,

demonstrating the importance of influencers in shaping consumer behavior and driving brand appeal.

### **The Relationship Between Influencer's E-commerce Live Broadcast and Consumer Emotions**

The second research question examines the relationship between influencer's e-commerce live broadcasts and consumers' emotions and purchase intentions. The results provide valuable insights into the impact of social cues within livestreaming sessions on consumers' emotional responses and purchase decisions. Existing academic research, such as Fei et al. (2021), has consistently highlighted the influence of social cues on consumer emotions and purchase intentions during e-commerce livestreaming. Our findings reinforce this understanding, emphasizing how social cues play a crucial role in influencing consumers' emotional responses and their subsequent buying behavior. Moreover, our research underscores the direct impact of influencers on consumers' emotions and purchase intentions. This aligns with the existing academic literature, recognizing the substantial sway of influencers within the realm of advertising and marketing (Fan, 2020). Our results highlight that influencer not only drive engagement and interaction but also significantly impact viewers' emotional responses and subsequent purchasing decisions.

### **Best Practices and Challenges in E-commerce Livestreaming**

The final research question explores the best practices and challenges within the e-commerce livestreaming landscape. Our study emphasizes the importance of understanding the nuances of this medium and optimizing marketing strategies for success. Best practices identified in our research include creating immersive and interactive experiences, employing time-limited tactics, and understanding the unique communication styles of influencers. These practices align with existing academic insights, which emphasize the importance of creating immersive and interactive experiences (Si, 2021). These approaches are crucial for enhancing product differentiation and brand appeal, attracting new customers, and maintaining their engagement.

In terms of challenges, our research highlights issues such as low return rates, audience loyalty, substandard product quality, and deceptive advertising. These challenges align with the broader understanding within the academic literature, which underscores the need for self-regulatory measures, third-party oversight, and mechanisms to establish trustworthiness in the live e-commerce environment (Hung et al., 2021).

Moreover, this research has illuminated the transformative potential of e-commerce livestreaming, particularly within the context of China's thriving livestreaming industry. By discussing our results in relation to academic literature, we have underscored the pivotal role that e-commerce livestreaming plays in accelerating conversion, enhancing brand appeal, and influencing consumer behavior. As the influencer-driven e-commerce landscape continues to evolve, our research provides a strong foundation for businesses and influencers to navigate this dynamic terrain effectively. E-commerce livestreaming, with its power to shape consumer behavior, is a critical element of modern marketing. By applying the insights from our research and the existing academic literature, businesses can optimize their strategies and thrive in this exciting and rapidly changing field.

## **6. Conclusion**

The research presented in this paper has shed light on the dynamic landscape of influencer e-commerce live broadcasts, primarily within the context of China's rapidly growing livestreaming industry. To address the research questions and summarize the key findings, we can draw the following conclusions:

### **Accelerating Conversion and Enhancing Brand Appeal**

E-commerce livestreaming has demonstrated its unique potential to accelerate conversion rates and improve brand appeal compared to traditional e-commerce strategies. The immersive and interactive nature of livestreaming keeps viewers engaged for longer periods, thereby shortening the decision-making process, and increasing sales. The introduction of time-limited tactics and special offers, such as one-off coupons, generates a sense of urgency among viewers, leading to higher conversion rates. As a result, companies committed to e-commerce livestreaming often experience 30% or more conversions, marking a significant advantage over traditional e-commerce methods. This research underscores the effectiveness of e-commerce livestreaming in attracting new, especially younger, customers who seek innovative shopping experiences.

## **Influencer's Impact on Emotions and Purchase Intention**

The research findings provide compelling evidence that influencer's e-commerce live broadcasts have a significant emotional impact on consumers and, subsequently, on their purchase intentions. The use of social cues within livestreaming sessions influences the allocation of attention and purchase intentions among viewers. Social cues, including the influencer's communication style, connection with the audience, and the entertainment factor, have a profound effect on how viewers respond emotionally and make purchase decisions. Furthermore, a positive relationship has been established between the influencer's direct impact and consumers' emotions and purchase intentions. This underlines the power of influencers to sway their audiences and influence their buying behavior.

## **Best Practices and Challenges in E-commerce Livestreaming**

E-commerce livestreaming, while a powerful marketing tool, is still an evolving channel with a range of best practices, emerging trends, and potential pitfalls. As a growing field, there is a need to navigate the uncharted waters effectively. Brands use e-commerce livestreaming to enhance product differentiation, increase brand appeal, and attract new customers, especially those interested in innovative shopping experiences. Thoughtful approaches to learning the ropes are crucial for success. This study highlights the importance of understanding the nuances of the e-commerce livestreaming medium and optimizing marketing strategies accordingly. As for challenges, the research identifies issues such as low return rates and audience loyalty, substandard product quality, and deceptive advertising, emphasizing the need for robust self-regulatory measures within the industry, third-party oversight, and other mechanisms to create a healthy and trustworthy live e-commerce environment.

In conclusion, influencer e-commerce livestreaming has emerged as a transformative force in the realm of e-commerce, particularly in China. It has redefined the way consumers

interact with products and brands, while providing influencers with a platform to engage and influence their audiences. The research conducted in this paper underscores the significant impact of e-commerce livestreaming on conversion rates, brand appeal, and consumer behavior. Moreover, it highlights the unique role of influencers in shaping consumer emotions and purchase intentions, thereby underlining their importance in the marketing ecosystem.

The findings also stress the importance of continuous learning and adaptation in this dynamic field. As e-commerce livestreaming continues to evolve, businesses and influencers must stay attuned to emerging trends, adopt best practices, and address challenges to ensure sustainable growth. Ultimately, the success of e-commerce livestreaming hinges on the ability to effectively communicate with the audience, build trust, and deliver value, making it a vital tool in the modern marketing toolkit.

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