



JÖNKÖPING UNIVERSITY

*Jönköping International
Business School*

China Influencer E-commerce Livestreaming Marketing Strategy Research

BACHELOR'S DEGREE PROJECT

Master Thesis Within: Business Administration - JTBT27

CREDITS: 15 ECTS

Program of study: International Marketing - JAIM9

PROGRAMME OF STUDY: Marketing Management and International Management

AUTHOR: Yimeng Ma

Tutor: AFM Jalal Ahamed

DATE: JÖNKÖPING August 2021

Acknowledgements:

This thesis took 7 months to complete, and I would like to thank all the participants and my thesis supervisor for their help. I would like to thank my thesis advisor, AFM Jalal Ahamed, who inspired me to choose the Netnography research approach early in the thesis. Due to the large amount of data collection involved, I encountered many bottlenecks during the creation of my thesis, and I am grateful to my supervisor for his understanding and support during this process.

In addition, I would like to thank my family and friends for their encouragement and support in completing this dissertation.

Finally, we would like to thank the 12 online interviewees for their cooperation and support in scheduling during the 2-month interview period.

A handwritten signature in black ink, appearing to read 'Yimeng Ma', with a stylized, cursive script.

Yimeng Ma

ABSTRACT

Background: The fast growth of the mobile internet, computers, smartphones, and other electronic devices in recent years has completely changed the ways in which individuals engage with companies and consume various forms of information. The usage of livestreaming as a method of advertising is becoming an increasingly common practice in the e-commerce industry. This is a major development. Livestreaming can make up for the deficiencies of existing e-commerce platforms, which consist mostly of static pictures and text, by providing a more dynamic and engaging buying experience than those traditional platforms provide. However, even though livestreaming has showed potential as a method for marketing, it is still unknown how beneficial it is in terms of increasing sales and engaging customers. There is a need to understand how influencers may make use of livestreaming to increase engagement among their followers and promote the items they endorse.

Livestreaming may give customers with a real-time buying experience in a virtual setting by erasing the distinctions that exist between purchasing online and shopping in physical stores. In this scenario, influencers have the potential to play a significant part in molding the opinions of consumers and boosting sales. As a result, it is essential to investigate the efficiency of marketing techniques for China influencer e-commerce livestreaming, as well as the impact these methods have on the level of consumer engagement and sales.

Research Objective: This study aims to investigate the effectiveness of China influencer e-commerce livestreaming marketing strategies in enhancing consumer engagement and driving sales. Specifically, the study will examine the role of influencers in promoting products and engaging followers through livestreaming, and the impact of livestreaming on consumer behavior and perceptions.

Purpose: The primary purpose of this study is to analyze the effectiveness of influencer e-commerce livestreaming marketing strategies in China, with a particular focus on the live broadcasts of Li Jiaqi and Wei Ya. Drawing on Laswell's 5W communication model and "key opinion leader" theory, this study seeks to provide insights into the communication strategies used by these influencers to engage their audiences and drive sales. The use of Laswell's 5W communication model will allow us to examine the who, what, where, when, and why of influencer e-commerce livestreaming communication. Specifically, we will explore how influencers use their personal brand, content, platform, timing, and messaging to effectively promote products and engage their followers. Additionally, the "key opinion leader" theory will

help us to understand the social influence of these influencers on consumer behavior and perceptions.

By analyzing the communication strategies of Li Jiaqi and Wei Ya, this study will provide valuable insights into the effectiveness of influencer e-commerce livestreaming marketing strategies in China. These insights will have practical implications for businesses looking to leverage livestreaming as a marketing tool and for scholars studying the intersection of media and commerce in China.

Methodology: This study used a qualitative research method to analyze the livestreaming e-commerce text information of Li Jiaqi and Wei Ya, two popular influencers in China. The Netnographic method was employed to study the persuasive language styles used by the live streamers and their association with product sales. Netnography is a research method that allows for the study of online communities and their behavior. It involves the systematic collection and analysis of data from online sources such as social media platforms and online forums. In this study, we used Netnographic analysis to examine the livestreaming e-commerce text information of Li Jiaqi and Wei Ya, focusing on the language styles used in their broadcasts and their impact on product sales.

In addition to the Netnographic analysis, this study also utilized observation and interviews to collect empirical data. We observed the livestreams of Li Jiaqi and Wei Ya to gain an understanding of their communication strategies and to identify key language persuasion styles. We also conducted interviews with consumers who had watched these livestreams to gain insights into their perceptions and behavior related to the livestreams.

Conclusion: The findings of this study revealed that influencing and marketing on e-commerce platforms have developed rapidly post-COVID-19 and have attracted increased attention from Internet influencers, marketers, and Internet users. In China, it is a vital revenue generator and a source of livelihood to young innovative individuals. The discussion on the problems related to livestreaming influencers, such as low audience return rate, poor quality of products, and false propaganda, is directly related to the problem discussed in the thesis, which is to study and analyze influencer e-commerce livestreaming marketing strategy in China. By highlighting these issues, the paper acknowledges the challenges that exist in the industry and the need to establish a

sound industry self-restraint mechanism and third-party regulatory mechanisms to promote a healthy and harmonious e-commerce live environment. Therefore, it is crucial to address these problems to ensure the effectiveness of influencer e-commerce livestreaming marketing strategies in China.

Keywords: e-commerce; netnography; influencers, followers; and online community

Table of Contents

ABSTRACT	3
1. Introduction.....	8
1.1. Research Background.....	8
1.1.1. The Rise of China's Live Streaming Industry	10
1.2. Influencer e-commerce Livestreaming in China	12
1.2.1. The influencer economy In China	12
1.3. Problem Background	14
1.3.1. Research Gap.....	14
1.3.2. Research significance	16
1.4. Research Questions	17
2. Literature Review	17
2.1. Influencers' e-commerce livestreaming development and history	17
2.1.1. Macro social factors	17
2.1.2. Micro-individual factors	19
2.2. The development history of live e-commerce	21
2.2.1. Early Stage: traditional TV shopping	21
2.2.2. Mid-term stage	22
2.2.3. Present: E-commerce livestreaming as Leading Marketing Platform in China	24
2.3. Marketing Strategies.....	25
2.4. Lasswell's 5W of Communication Model.....	27
2.4.1. Who - Influencer Diversification	28
2.4.2. Says What - Massive Information	28
2.4.3. In Which Channel – Media Interactivity	28
2.4.4. To Whom – Audience Personalization	29
2.4.5. With What Effect – Intelligentially it.....	30
3. Methodology and Method	30
3.1. Methodology	30
3.1.1. Research Philosophy	30
3.1.2. Research Approach.....	32
3.1.3. Literature Search	32
3.1.4. Netnographic Research.....	33
3.2. Method of Data Collection.....	34
3.2.1. Online observation	34
3.2.2. Detailed interviews	37
3.3. Case Study Selection	38
3.4. Ethical Considerations.....	39
3.5. Reliability and Validity.....	40
4. Results and Empirical Analysis	40
4.1 Online Observation Findings	40
4.2 Interview Findings.....	43
4.3 Influencer e-commerce livestreaming case study	44
4.3.1. Analysis of Li Jiaqi's Live Streaming and Bringing Goods Marketing Strategy.....	44
4.3.1.1. Acquiring attraction across the gender barrier	45

4.3.1.2. Personality building: the unique positioning of "King of Lipstick"	45
4.3.1.3. Language features: both professionalism and emotionality	46
4.3.1.4. Live products: meet the needs of consumers.....	47
4.3.1.5. Commodity discount strength: price advantage	47
4.3.1.6. Focus on the product brand: the brand is guaranteed.	47
4.3.1.7. Focus on the picture: intuitive presentation.....	48
4.3.2. Analysis of "Li Jiaqi's e-commerce live broadcast" dissemination channels.....	49
4.3.2.1. Weibo: Interactive communication	49
4.3.2.2. TikTok: short video viral communication.....	50
4.3.2.3. Xiaohongshu: Accurate Beauty Communication	51
4.3.2.4. Taobao Live Streaming: Traffic Gathering Pool.....	51
4.3.2.5. The audience and communication effect of "Li Jiaqi's live broadcast	52
4.3.3. Analysis of the Marketing Strategy of "Wei Ya Live E-Commerce"	53
4.3.3.1. Overview of Wei Ya.....	53
4.3.3.2. Analysis of the main body of "Wei Ya's live broadcast with goods	54
4.3.3.3. Definition of value chain in livestreaming e-commerce	54
4.3.3.4. Content analysis of "Wei Ya E-commerce Live"	56
4.3.3.4.1. Analysis of communication channels	56
4.3.3.4.2. Audience and communication effect	58
4.4 Problems and Countermeasures of Influencer E-Commerce Live Broadcast	58
4.4.1. Problems of influencer e-commerce live broadcast	58
4.4.2. Countermeasures	59
5. Discussion	61
Accelerating Conversion and Enhancing Brand Appeal.....	61
The Relationship Between Influencer's E-commerce Live Broadcast and Consumer Emotions	62
Best Practices and Challenges in E-commerce Livestreaming	62
6. Conclusion	63
7. Reference	66
Appendix.....	74
1. Interview Questions	74
2. Interview Response Analysis.....	75

1. Introduction

This section of the paper presents the research background on the rise of China's Livestreaming Industry, China's Influencers E-commerce Livestreaming, how China's influencers' economy realizes their industry, the problem background, research gap, purpose, and significance of the study.

1.1. Research Background

Livestream commerce, sometimes called live video shopping, is an online shopping approach in which the host; often a celebrity or an influencer uses live videos to sell a product in real-time (Zhang L, 2022). Livestream commerce is considered a marketing strategy because it involves using live videos to promote and sell products to potential buyers. The host/anchor, who is often an influencer or celebrity, promotes the products in real-time and interacts with the audience, creating a sense of urgency and excitement around the products being sold. The goal is to generate sales and revenue for the An activity becomes a livestream commerce when it satisfies four components: (1) the host/anchor (an internet influencer or celebrity) who use livestreaming to promote products online; (2) a multichannel network (MCN) or a video channel to broadcast live sessions; (3) a product or service to being livestreamed to potential buyers; and (4) a platform or an e-commerce site where the products' information can be retrieved by third parties and monetary transactions can take place.

It is important to note that a host/anchor refers to a person who promotes commercial products online while a key opinion leader (KOL) refers to a person who promotes creative contents, such as film reviews, jokes, and knowledge in their fields of expertise (Zhang, 2022). There are four main components of a typical session of livestream commerce: (1) a video stream in which the host/anchor talks to audience and shows products, (2) a product list where products being sold are highlighted, (3) viewers' chat area where they can react, question, or send comments (Liu, 2021). Other features may include loyalty level statistics and coupon centers.

Livestream e-commerce has many unique features compared to traditional e-commerce among other marketing strategies. First, livestream commerce is highly social and interactive different from traditional e-commerce where interactions between buyers and sellers are limited (Zhang et al., 2022). Users or subscribers can easily interact with the host and other users/subscribers during a livestreaming session by asking questions and getting prompt answers to their questions and even to some extent they can request a specific model to put on