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# China Influencer E-commerce Livestreaming Marketing Strategy Research

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A handwritten signature in black ink, appearing to read "Yimeng Ma".

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

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

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
<b>4.3.2. Analysis of "Li Jiaqi's e-commerce live broadcast" dissemination channels.....</b>	<b>49</b>
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
<b>4.3.3. Analysis of the Marketing Strategy of "Wei Ya Live E-Commerce" .....</b>	<b>53</b>
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
<b>4.4 Problems and Countermeasures of Influencer E-Commerce Live Broadcast .....</b>	<b>58</b>
4.4.1. Problems of influencer e-commerce live broadcast .....	58
4.4.2. Countermeasures .....	59
<b>5. Discussion .....</b>	<b>61</b>
<b>Accelerating Conversion and Enhancing Brand Appeal.....</b>	<b>61</b>
<b>The Relationship Between Influencer's E-commerce Live Broadcast and Consumer Emotions .....</b>	<b>62</b>
<b>Best Practices and Challenges in E-commerce Livestreaming .....</b>	<b>62</b>
<b>6. Conclusion .....</b>	<b>63</b>
<b>7. Reference .....</b>	<b>66</b>
<b>Appendix.....</b>	<b>74</b>
<b>1. Interview Questions .....</b>	<b>74</b>
<b>2. Interview Response Analysis.....</b>	<b>75</b>

# I. 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

a given outfit. Occasionally, reinforcements, such as giveaways and coupons are used to increase engagement.



**Figure 1:** Screenshot of a Livestreaming Session (Li, 2022); (Wei, 2022)

Second, livestream e-commerce is irreversible, unmodified, and unedited because the live broadcasts reflect real appearances and mimic in-store shopping experiences as opposed to carefully organized commercials (Zhang, 2022). In the context of the study the unedited and irreversible nature of e-commerce is crucial because it highlights the nature of interactions between the influencers/KOL and the online customers. For instance, this highlights the levels of trust that exist in the industry as consumers must rely on the judgement of the KOLs and carry out livestream e-commerce without the need to verify the availability of the goods being sold or marketed online. Due to this irreversibility and truthfulness, live product contents tend to be real and more believable to many audiences than selling the same products through online descriptions. Irreversibility and truthfulness are often connected in the context of livestream e-commerce. Livestream e-commerce is irreversible because it is a live broadcast that cannot be modified or edited. This means that what the audience sees is what they get, and the content cannot be altered in any way after the fact. Because of this, livestream e-commerce is often seen as more truthful and authentic compared to carefully produced commercials. The authenticity and real-time nature of the livestream also enhance the trustworthiness of the products being sold, which can lead to increased sales. Therefore, the irreversibility of livestream e-commerce contributes to its truthfulness and authenticity, making it a powerful marketing strategy. Most live stream hosts or anchors not only display the products they are

promoting but also unpack them live and try them on the spot. For example, Jaiqi Li, the “Lipstick King” and most famous beauty influencer in China often apply and remove a makeup during his livestream to make the effect visible and persuasive to the audience (Neil, 2021).

Livestream purchasing instills a feeling of urgency and scarcity in viewers because of the limited time and discounts that are made available following the introduction of a product (Zhang, 2022). The number of items that are available for purchase is purposefully kept low by hosts, who then replace the supply as necessary to meet the demands of customers who were unable to purchase any of the earlier batches. Livestream presenters often do not generate profits via the charging of high rates; rather, they sign contracts to attract new consumers, sell in big quantities, and charge additional costs such as installation fees for gadgets that are acquired during the livestream (Zhang, 2022).

The success of livestream commerce is significantly influenced by the celebrity effect in several ways. This problem may be traced back to the impact of celebrities and their sizable fan networks, which are often comprised of young people enrolled in educational institutions (Chen, 2021). Utilizing their massive fan bases to boost purchases on a variety of livestream commerce platforms, many famous people take on hosting or anchoring responsibilities. Because viewers are encouraged to make quick purchases, there is a direct correlation between the size of the fan base and the amount of income generated from sales. For instance, the famous Chinese actress Tao Liu was able to sell 10 properties in the span of only ten seconds (Chen, 2021; Zhang, 2022). It is possible to reach large audience through livestream commerce than through traditional marketing strategies although many of the audiences are new customers introduced by friends or families. However, in most cases, the new customers/audiences have no prior product knowledge nor related with the seller. The audience is also mixed or consists of people from diverse backgrounds from young and elderly; men and women; rural farmers and white-collar workers.

### **1.1.1. The Rise of China's Live Streaming Industry**

In the information age, the rapid development of the mobile Internet, computers, smartphones, and other electronic devices continue to bring great changes to people's lives while also changing their media consumption habits (Guven, 2020). Since 1990s when the e-commerce emerged to a global scale, economic structures and operation modes have been changing fast. As a new economic, e-commerce has demonstrated high potential becoming an important indicator based on the economic development and sustainability level for all countries across the globe (OECD iLibrary.org, 2023). Presently, live streaming has become a

new trend and has been the bliss topic thanks to its trending popularity and diversity. Also, due to interaction, convenience, speed, network resources, and large audience advantages, live streaming has become a global e-commerce platform where hosts can promote, advertise, or report products with China taking the lead (Lu & Siegfried, 2021).

China embraced network construction as an important 21st century infrastructure and for the past more than a half a decade when it officially launched a 4G Internet, China achieved the highest global level in terms of coverage and scale (Lu & Siegfried, 2021). In 2016, for instance, China saw a spurt of growth in webcasting platforms with livestreaming revenues reaching \$246 million between (Chen, 2016). In a 2017 Chinese report by Internet market research firm Ari estimated that China's live video market was \$3 billion, a 180% increase from the previous year (Xiang, 2017). In 2018, the popularity of live streaming platforms rose by 36 million, indicating a significant growth in the stability and development trend of live streaming (Ma, 2021).

The market size in China for live streaming services has been growing exponentially since 2020. China's live e-commerce market size increased to RMB 123.79 billion between 2018 and 2020 and is projected to reach RMB 4.9 trillion by 2023. China now has 1.23 million KOLs and 8,862 registered live e-commerce enterprises (iResearch, 2021). The number increased dramatically during the COVID-19 epidemic in the late 2019 and early 2020s, when many production enterprises in China were shut down, converting the country's traditional "offline" existence to an "online" one. With important initiatives like the Chinese government's Vulcan and Thor Mountains emergency hospital projects being aired live on different social media platforms to the Chinese people, the pandemic promoted continued development in the livestreaming industry (Zhou, 2020). According to Zhou (2020), the "cloud office," "cloud classroom," and "online shopping" all had a part in the industry's quick growth, particularly during the pandemic.

In contrast to the conventional communication methods employed by e-commerce platforms, livestreaming has addressed the limitations of incomplete information conveyed through static images and text on e-commerce pages. Moreover, it has facilitated a more intuitive understanding of product information for users during the purchasing process (Zhang N, 2023). Livestreaming has the capability to merge the online and offline shopping environments, thereby providing consumers with a virtual shopping experience in real-time, facilitated by Internet influencers (Polchlopek, 2021). Livestreaming facilitates two-way interactions, namely, between the broadcast subject and the information receiver, and the

positive impact of interactivity on the shopping conversion rate, as highlighted by Zhou et al. (2020). The utilization of webcasts with real-time interactivity is a novel approach to revamp conventional e-commerce platforms. This elucidates the reason why major e-commerce platforms are increasingly interested in livestreaming, as stated by Zou et al. (2020). According to Huang's (2019) research, Taobao Live is presently the most extensive live e-commerce platform in China, trailed by Tiktok, and other short video platforms like Kuaishou. As per the Taobao Live 2021 Annual Report, the revenue generated by Taobao Live in e-commerce livestreaming surpassed 400 billion Yuan solely in the year 2020. According to the data, there was a noteworthy increase in the average daily active users of Taobao Live Streaming in 2020, exhibiting a year-on-year growth of 100%. In March of 2020, the China Consumers Association released an Online Survey Report regarding Consumer Satisfaction of Live E-Commerce Shopping. The report indicated that the highest percentage of consumers, 68.5%, utilized Taobao Live Streaming. Tiktok Live was the second most popular option, with 23.8% of consumers utilizing it. Kuaishou Live was used by 9.3% of consumers, while the remaining 1.7% utilized other options (Liu, 2021).

## **1.2. Influencer e-commerce Livestreaming in China**

In the prevalence of "e-commerce + livestreaming", celebrities, influencers, and other professionals have joined the growing e-commerce bundled with a new sales model in the form of live broadcast and by the virtue of their business values on the Internet have become critical marketing strategy targets persons. The vitality of influencers' live broadcasting lies in the formation of the image of KOL among the consumers through their appeal, influence, and communication power, allowing them to earn a good living from their large fan base (irresearch, 2021). "Influencer e-commerce livestreaming" and "advertisement marketing or product promotion" are the two pillars e-commerce livestreaming industry in China. In late 2019, the scale of China's live e-commerce reached 433.8 billion yuan, and the amount of influencer advertising and marketing was 51.3 billion Yuan. These statistics demonstrate how the influencer livestreamings has become an important part of the current live e-commerce model (Fan, 2020).

### **1.2.1. The influencer economy In China**

The Chinese influencer economy exhibits diversity through its incorporation of various forms of revenue generation, including influencer e-commerce (such as live e-commerce), advertisement marketing, live rewarding through virtual gifts, and knowledge payment. The

primary means of implementing the influencer economy in China are influencer e-commerce and advertisement marketing, as noted by Cunningham et al. (2019). According to Cunningham et al. (2019), influencer e-commerce refers to the practice of leveraging influencers to market products to their audience, followers, or other online users via social media platforms. The social asset of an individual is commonly determined by the size of their fan or follower base. This operational approach is predicated upon the sway of the anchor/key opinion leader (KOL), resulting in minimal marketing expenses and heightened fluidity. Influencer e-commerce is primarily represented by the phenomenon of live e-commerce. Ju et al. (2022) reported that Taobao's official data indicated a live sales turnover exceeding 200 billion RMB in 2019.

Advertisement marketing is a marketing approach that involves influencers promoting products to their followers through their personal verified accounts on social media platforms or by engaging in advertising placement of products (Cunningham et al., 2019; Zhang et al., 2021). The brand incurs a fee because of the promotional activity. According to official data released by the Chinese government in 2019, the advertising marketing sector generated a revenue of 51.3 billion RMB. The substantial magnitude of this figure serves to illustrate the noteworthy impact exerted by influencers within the realm of advertising and marketing in China, as posited by Fan (2020). According to Cunningham et al. (2019), the concept of livestreaming (virtual gifts) is characterized as a marketing tactic that involves incentivizing fans to engage with live content by offering virtual gifts during the live stream. The model in question primarily pertains to entertainment performances such as dancing and singing, as well as competitive live streaming platforms that are based on gaming, as noted by Cunningham et al. (2019).

The concept of knowledge payment involves the monetization of expertise and experience by prominent members of society and influential figures in various industries, such as Key Opinion Leaders (KOLs), who offer their knowledge and insights through digital platforms for a fee (Zhang et al., 2022). The offering comprises a sequence of remunerated online question-and-answer solutions and the delivery of tailored individualized educational programs. As per official data released by the Chinese government in 2019, China generated a revenue of more than 25 billion Yuan through paid knowledge, as reported by Fan (2020). According to Fan (2020), alternative methods for monetization include the development of personal brands, self-promotion for product sales, and participation in a variety of television and film productions.

### 1.3. Problem Background

Before determining the direction of my dissertation topic, it is necessary to understand the literature related to live e-commerce and influencers live e-commerce. In part, this research focuses on live e-commerce and the direction of consumer preferences and purchase intention. Understanding the direction of consumer attraction and the influence of customers' attention allocation process and purchase intention is important in the context of the entire essay because it forms the core of the research question. Various literature has explored the influence of influencer endorsement factors, such as connection, image consistency, and entertainment on customers or viewers' emotion and purchase intention Fei et al. (2021) investigated the impact of social cues in live e-commerce. They found that social cues influence the attention allocation process and purchase intention of viewers when watching e-commerce livestreaming sessions. They concluded that the influencer's e-commerce live broadcast has emotional impacts on consumers and thus on purchase intention. Meng et al. (2021) on their part established that influencers on e-commerce livestream sector directly or indirectly influence consumers' purchase intention. They reported a positive relationship between direct influencers' influence and consumers' emotion and purchase intention. Han (2021) studied the relationship between user experience and livestreaming to investigate the factors influencing e-commerce live streaming and established that livestreaming enhances user experience.

E-commerce influencers on Chinese social media platforms, such as TikTok (Douyin) use a two-path model to influence the fans, viewers, and potential consumers in general. First, technological advances in social media allow companies and researchers to "listen" to the conversations of online viewers and reveal how they decode influencers' messages. These advances were pioneered by companies in the online entertainment industry who used audience chat and real-time text as data for consuming social listening (Hung et al., 2021). Second, viewers of Tik Tok (Douyin) videos like to contribute and share live comments during watching. These live comments form a large digital dataset that allows companies and researchers to understand what viewers think and feel about the featured companies and products. Social listening methods used in the study to understand the underlying motivations for viewer behavior. This research provides some insight into influencer marketing, which is becoming a major form of product promotion (Hung et al., 2021).

#### 1.3.1. Research Gap

Marketplaces, retailers, and brands use e-commerce livestreaming as a marketing strategy primarily for two reasons. First, to accelerate conversion. E-commerce livestreaming

is immersive and entertaining, which keeps viewers watching for longer. As a result, customers' decision-making process is telescoped from purchase awareness (Arora et al., 2021). Influencers of these events use time-limited tactics like one-off coupons to create a sense of urgency that results in 30% or more conversion for companies committed to this mode of marketing compared to traditional e-commerce (Liu, 2021). Second, they use e-commerce livestreaming to enhance product differentiation and improve brand appeal. E-commerce livestreaming, if done well, increases the distinctiveness and appeal of a brand and attracts some extra web traffic (Arora et al., 2021). This approach involves maintaining existing customers while attracting new ones, particularly young people interested in innovative shopping experiences. According to Arora and colleagues, e-commerce livestreaming can increase new and younger customers to companies by up to 20%.

Despite the benefits, e-commerce livestreaming is still an emerging channel and economic model with numerous unknowns, such as best practices, new lessons, and bad practices (Si, 2021). For example, it can be expensive to do e-commerce livestreaming during Singles' Day; therefore, it is best to try low-risk options first before evolving such capabilities as they learn. However, brands will need thoughtful approaches to learning how to use the e-commerce livestreaming medium.

As such, this paper was conducted to fill this gap by analyzing e-commerce livestreaming marketing strategies used by two influencers: Li Jiaqi and Weiya to identify the best practices, emerging trends, and bad practices in the domain of livestreaming ecommerce. This analysis will help to address some research gaps as it will enable better understanding of the phenomenon of livestreaming as an e-commerce marketing channel. The analysis is based on communication theory to help analyze various communication abilities in live-streaming and various marketing strategies that can be deployed when promoting products. The study of communication theory is highly relevant to the research on livestreaming because Livestreaming is a communication tool that involves the transmission of information, ideas, and emotions through digital platforms. The success of livestreaming as a marketing strategy depends on how effectively it communicates with its audience. Communication theory helps in understanding the process of how information is transmitted and received, the impact of different communication channels on audience behavior, and the factors that influence the effectiveness of communication. It can provide insights into how to design and implement effective livestreaming strategies that engage and persuade viewers, and how to measure the impact of these strategies on consumer behavior. By drawing on communication theory,

researchers can deepen their understanding of the dynamics of livestreaming and help companies optimize their marketing efforts in this emerging channel. The study also strived to address various challenges encountered by influencers or e-commerce live streamers, such as promoting lower quality products, less sticky consumers, and false propaganda by recommending various improvements on countermeasures to make it sustainable.

### **1.3.2. Research significance**

As aforementioned in the previous section, the domain of livestreaming ecommerce is relatively new and as such, there are main unknown variables on how the platform can be optimized to maximize profits for the live streamers and corporate organization while generating value for the consumers. The opaqueness enshrouding the understanding the livestreaming domain are mainly due to lack on enough academic output and publications on the topic. The present research aims to address this research gap thus providing a guiding direction on the livestreaming phenomena especially with a special emphasis on the China's market.

As a vertical field of e-commerce live streaming, influencers' livestreaming events have unique development modes accompanied by updates and webcasting iterations. Live webcast with goods is a phenomenon of dual purpose that is based on research, macro background, and historical development platforms to further deepen understanding of influencers' e-commerce livestreaming events. To understand the mode of influence and marketing strategies used on e-commerce livestreaming events, numerous studies have been published on Li Jiaqi and Wei Ya. Most of these studies focus on the characteristics of language, marketing mode, and communication used by these influencers with few studies directing their focus on the overall marketing strategies. The marketing strategies adopted by ecommerce platforms are usually geared towards building the consumers' trust while highlighting the best parts of an organizations' products such as goods and services. Further, livestream marketing strategies are designed to ensure that the live streamer can target and reach as many potential customers as possible while keeping them coming back to the platform. This strategy is enabled by tactics including the use visualized communication approaches such as appropriate facial expressions, eye contact, and body language. Moreover, the market strategy usually relies on the ability of the platform to foster interactivity through the use of chat boxes which ensures that the viewers and the live streamer can interact in real-time.

The significance of this study is to illustrate key drivers that optimize e-commerce livestreaming marketing strategies to promote or influence consumers' purchase. The other

significance of the study is the proposal of new developmental directions for corporate entities on marketing strategy optimization and ensuring better and effective use of these strategies to obtain successful and greater profits. Users can achieve deep understanding of products while companies can meet users' demand by e-commerce livestreaming function; thus, facilitating the final purchase behavior. In general, the significance of e-commerce livestreaming is shifting the way consumers are utilizing different methods to carry out their daily activities, and often this interactivity approach is beneficial.

#### **1.4. Research Questions**

The paper will draw its inferences and conclusions by formulating the and striving to answer the following research questions:

1. How does e-commerce livestreaming accelerate conversion and improve brand appeal compared to traditional e-commerce strategies?
2. What is the relationship between influencer's e-commerce live broadcast and consumers' emotions and purchase intention?
3. What are the best practices for e-commerce livestreaming and what are the potential risks and challenges that need to be addressed?

## **2. Literature Review**

### **2.1. Influencers' e-commerce livestreaming development and history**

So far, the development of traditional e-commerce platform as an online shopping consumption mode has been integrated into people's daily life: "e-commerce live + influencers". Also, this new consumption mode has made the e-commerce industry increasingly competitive; this section analyzes the reasons for the success of influencer live e-commerce from both macro and micro aspects.

#### **2.1.1. Macro social factors**

In this paper, the analysis of macro factors influencing the live e-commerce will be analyzed from four aspects: political, economic, cultural, and technological.

First, politically, to standardize the development of e-commerce, the legislative process of the Electronic Commerce Law of the People's Republic of China was officially launched as early as 2013 and came into effect on January 1, 2019 (ipkey, 2018). In addition to the various favorable policies introduced by the central government, local governments and e-commerce

platforms have also introduced policies to support the development of live e-commerce. The Guangzhou Municipal Bureau of Commerce issued the "Guangzhou Live E-Commerce Development Action Plan (2020-2022)", which plans to build Guangzhou into a nationally renowned live e-commerce capital in three years, thus playing a positive role in promoting the development of the local live e-commerce industry. As far as live streaming platforms are concerned, Taobao live streaming platform has no threshold for anyone who has a cell phone and the Internet to start selling goods live, which has created 1.7 million jobs in China (huadu, 2020).

Platforms like Taobao Live not only enable the country's economy to grow at a rapid pace but also provide many new jobs and employment opportunities in various industries. As well, 102 farmer training centers have been opened in 23 provinces in China, training more than 10,000 agricultural anchors to sell agricultural products through Taobao Live (Shao & Zhao, 2021). Above, a series of favorable policies launched by the state, local governments, and live streaming platforms for the smooth and rapid development of e-commerce have cleared some obstacles and difficulties for the development of e-commerce, and also provided new jobs for the development of e-commerce industry, thus promoting the innovation and creativity of the development of e-commerce industry, and the e-commerce industry has been rapidly developed under the support of various policies.

Secondly, in terms of economic environment, the rapid development of online shopping is indispensable. As China's economic situation continues to grow, the per capita income of residents is gradually rising, and the per capita consumption capacity is also developing rapidly. According to the "2019-2020 China New Retail Industry Research Report" published by iimedia, online retail sales reached 10.6 trillion yuan in 2019, accounting for 25.7% of total retail sales of consumer goods (iimedia, 2020). The Central Politburo emphasized in its meeting that China should keep the new online consumption status, live e-commerce and online education will make up for the lack of offline consumption in the market economy to a certain extent. Due to the impact of the epidemic in China, both large and small businesses as well as rural businesses have joined the live e-commerce format to stabilize the economy during the epidemic. In conclusion, the economic environment in China is positive for the e-commerce live streaming (People's Daily, 2020).

The third macro-social factor is the cultural environment where the diversity of short-form video platforms gives Chinese viewers a lot of choices for marketing strategies. At the same time, many ordinary people are joining in the creation of short videos, making the platforms

richer and more diverse. Short videos themselves are the future of e-commerce and short videos in China are not only an entertainment creation but also an important marketing tool for retail platforms (Equal Ocean, 2020). As people's access to information becomes more and more diverse, the information disseminated by different mediums is also colliding with each other on the Internet as a vehicle for cultural exchange. On the one hand, audiences are not satisfied with passive information reception, and people are posting on different social platforms, showing themselves, and becoming content makers. Some people also seek a sense of belonging and psychological identity through virtual platforms. On the other hand, because of the fragmentation of the Internet, information dissemination is diverse, and audiences can find cultural circles that appeal to them in a diverse cultural ecology (Saylor Academy, 2012).

Finally, as far as the technical environment is concerned, it is inseparable from the technical support provided by the Internet to the live broadcast of e-commerce. With the rapid development of mobile network, broadband speed has been rapidly improved, traffic costs have dropped significantly, coupled with the continued expansion of public win coverage, the application and promotion of 5G network will enhance the smoothness of the live broadcast process. Therefore, it is necessary to provide audiences with clear, stable, and smooth live picture quality from the perspective of live streaming platform (Li et al., 2022). Through CDN technology, users watching live broadcast can receive the content delivered by the anchor in real time, and the buffering time is short and lag-free when users click on the live broadcast, so that the quality of live broadcast can be greatly improved. From the user's point of view, the equipment of the host and the equipment of the viewer are gradually miniaturized and interactive, i.e., all the operations can be done anytime and anywhere by just having a smartphone (Cevallos Moreno et al., 2021).

### **2.1.2. Micro-individual factors**

Micro-individual factors play a key role in ensuring and optimizing the various opinion leaders and influencers in the various e-streaming platforms that have recently come to characterize the marketing sector. The KOL (Key Opinion Leader) phenomenon in mass media is thought to produce a potent and compelling impact of information, akin to a bullet striking a human body, which subsequently affects the targeted individuals' behavior, decisions, opinions, or attitudes. The process of disseminating information involves two distinct levels of communication that the information must traverse in order to effectively reach the intended audience. These levels include the mass media, which occupies the topmost tier, and the key opinion leaders, who occupy the lowermost tier (Lu and Siegfried, 2021). In the context of e-

commerce live streaming, individuals such as hosts, anchors, influencers, or streamers serve as opinion leaders who disseminate information regarding the products they are promoting to a broad audience.

Likewise, they serve as gatekeepers who determine the nature of information to be disseminated to the audience, which they perceive to have the potential to impact their followers' purchasing attitudes, intentions, or decisions regarding the product. This elucidates the reason behind the substantial fan-following, extensive appeal, and impressive sales statistics of the majority of prominent live streamers(Lu & Siegfried, 2021). Furthermore, Key Opinion Leaders (KOLs) possess a strong ability to comprehend the shopping psychology and needs of consumers, thereby enabling them to generate covert sales during their interactions with consumers. During live streaming, products are typically introduced within a limited timeframe, allowing the host to utilize succinct and impactful language to convey the product's strengths and weaknesses(Lu & Siegfried, 2021). According to Zhang et al. (2021), the anchor's presentation of the product in a visual manner before the camera can serve the purpose of providing an objective and realistic introduction, which in turn can instill a sense of trustworthiness among consumers. This trustworthiness can potentially enable consumers to make purchase decisions with greater confidence. This study examines two Key Opinion Leaders (KOLs), namely Jiaqi Li and Wei Ya.

From a consumer standpoint, certain individuals exhibit a tendency to conform to popular opinion without critical evaluation. Crowd following is a phenomenon in which individuals tend to conform to the opinions and ideas of the majority to form their own judgments. This behavior is commonly referred to as "following the trend" or "going with the crowd". According to Sripanidkulchai et al. (2004), conforming to the majority on the Internet can result in the rapid dissemination of ideas or statements, leading to positive communication outcomes within a specific timeframe. Instances of crowd-following in China include the widely known "e-commerce live pre-sale", "e-commerce live rush", and "celebrity following". Social media platforms facilitate the gathering of individuals with similar interests or within a specific community or subject matter.

Crowd-following behavior exhibits both benefits and drawbacks. One benefit of having a homogenous audience is that individuals with similar interests convene, leading to a shared resonance when deliberating on a particular topic, ultimately resulting in a consensus (TeBlunthuis et al., 2022). Li Jiaqi's Weibo page has attracted a group of followers who share a common interest in beauty and skincare. Occasionally, a fan's comment may garner attention

from other like-minded consumers, resulting in a phenomenon of herd behavior characterized by uncritical conformity to trends. One potential drawback is that group dynamics may exert influence on individual decision-making, leading to conformity and interference in the decision-making process. This may result in individuals making choices that align with the group's opinions or trends, even if they are not personally interested in the product or decision at hand. In summary, despite the advantages and disadvantages, the collective conduct of individuals is expected to foster the advancement of live electronic commerce on a smaller scale, as noted by Guan et al. (2021).

## **2.2. The development history of live e-commerce**

In the early days when internet technology was not developed, TV shopping was the prevalent marketing channel in China and where all kinds of shopping commercials were aired on TV. With the rapid development of Internet technology, the establishment of mobile e-commerce platforms brought a huge impact on traditional TV shopping. In the case of 4G technology and high wireless network coverage, the live streaming industry began to develop in full swing, and the e-commerce industry was keenly aware of the development direction and began to explore "live streaming + e-commerce" (Liu, 2020). The accelerated development of live e-commerce implies that the scholars in the marketing domain have failed to stay abreast with the rapidly evolving industry. By reviewing the development history of live ecommerce, the present paper aims to provide a framework that will help future researchers to identify the various research gaps that exist in this crucial domain.

### **2.2.1. Early Stage: traditional TV shopping**

TV shopping has been introduced to China since 1990 and has become a big hit with consumers due to the novelty of the shopping method. TV shopping refers to a qualified TV channel that shows and introduces products to viewers in detail through live or recorded television, and viewers can call the ordering hotline at the bottom of the TV to purchase the products, and after the seller receives the remittance and the buyer's address, the products are delivered to consumers through logistics to complete the whole transaction process (Xia, 2010). In the pre-development stage of TV shopping, the hosts packaged the recommended products through marketing techniques, introducing how good and inexpensive the products are. And the quality and price of the products have been recognized by consumers. However, many businesses also see the influence of TV shopping and the ability to realize, they swarmed into the normal market order to cause a series of problems. For example, after-sales service is

worrying, especially the problem of false propaganda is the most prominent. The return phone number provided for the products publicly criticized by the China Consumers Association was unanswered many times, which led to consumers' distrust of TV shopping and made it gradually fade out of people's view (Liu, 2020).

### **2.2.2. Mid-term stage**

The development of social e-commerce platform and the birth of webcasting with the improvement of living conditions and network technology, Chinese consumers' consumption concept have also changed with the change of network environment, and online shopping has been accepted by consumers as offline shopping. The development of e-commerce in China in the past 30 years can be divided into the following three stages:

(2000-2009): In 2000, the international Internet bubble burst and the development of e-commerce in China entered a cold winter, during which many e-commerce companies suffered from operational crises and closed (Peng et al., 2012). 2003 was an important turning point in the development of e-commerce in China, with two influential e-tailing companies Taobao in the history of e-commerce development in China. Taobao was born during this period. Taobao started a fierce struggle with eBay, the industry leader at the time, by adopting a free strategy after its launch in 2003, and surpassed eBay and Yahoo in 2005 to become the largest online shopping platform in Asia. While Taobao has steadily renewed people's consumption concept, to stimulate people's consumption desire Taobao created a large-scale shopping promotion carnival "Tmall Double Eleven Shopping Festival" in 2009 and became the largest integrated shopping mall in China, with an annual turnover of 208.3 billion yuan, the Double Eleven carnival has also changed people's consumption habits (Taobao et al., 2012).

(2010-2014): Under the multiple factors of policy support, market demand, capital injection and technology support, China's e-commerce transactions continued to grow rapidly from 2011 to 2014, of which the proportion of online shopping to the total retail sales of social goods has also increased significantly. In the network shopping more and more common, the major e-commerce platform to compete for consumers have also played the e-commerce price war. In 2012, when the CEO of Jingdong(Online Electrical Appliance Mall) Liu Qiangdong announced through Weibo account in the next three years, Jingdong Mall of all the big appliances will remain zero gross profit, and to ensure that at least 10% cheaper than Guomei mall. Suning online store and other enterprises. Once the words came out, Suning will counter through Weibo account and claim that the price of all products in Suning Mall will be lower than Jingdong. When the two giants to fight head-on the rest of companies also join let a fierce

e-commerce price war quickly kicked off. But on the other hand, it is also the fierce competition that has led to the development of e-commerce in China (Gong & Miao, 2022).

(2015-2017): Peaceful development became the main theme in 2015 after the e-commerce platform experienced some killing, so 2015 was called the year of merger, which also marked a new development stage of China's e-commerce industry. In 2015-2017, the number of Chinese online shoppers and online retail transactions increased significantly compared to the scale of 2010-2014, but the growth rate tended to be stable. During this period, Taobao and other e-commerce platforms devoted to developing rural Taobao or rural e-commerce, which also proves that the e-commerce market has also turned from a blue ocean to a red ocean and the development of China's e-commerce industry has entered a relatively stable development stage (Gong & Miao, 2022).

In the post-2017 era, the e-commerce sector in China has undergone a series of advancements and transformations, characterized by the emergence of various trends and developments. Livestreaming has emerged as a prominent marketing tool, especially in the aftermath of the COVID-19 pandemic, representing a significant trend in the industry. The utilization of livestreaming has emerged as a crucial mechanism for brands and retailers to effectively engage with customers and advertise their merchandise. According to Xinhua News (2021), the livestreaming e-commerce industry in China witnessed a substantial growth, with the market value escalating from 433 billion yuan to 961 billion yuan (\$148.2 billion) in 2020.

A significant advancement in the period following 2017 has been the expansion of transnational electronic commerce in China, owing to the rising inclination of Chinese consumers towards procuring commodities from global brands and vendors. As per the findings of a report published by eMarketer, it is anticipated that the sales of cross-border e-commerce in China will escalate to \$190 billion by 2024, which is a significant increase from \$137 billion in 2020 (eMarketer, 2020). The phenomenon has been enabled by the progressive refinement of logistics networks and payment systems, coupled with the surging prevalence of social media platforms such as WeChat and TikTok, which have streamlined the process of international brands establishing a rapport with the Chinese consumer base.

The period following 2017 has witnessed the persistent prevalence of prominent electronic commerce platforms such as Alibaba and JD.com. These platforms have consistently allocated resources towards the development of novel technologies and services aimed at enhancing the quality of the online shopping experience for their customers. Alibaba has recently

incorporated several novel functionalities into its Taobao platform. These include a recommendation engine that utilizes machine learning algorithms and an augmented reality (AR) feature that enables users to virtually "try on" clothing items prior to making a purchase. (TechNode, 2020). In a similar vein, JD.com has made significant investments in logistics technology, such as the implementation of unmanned aerial vehicles and self-driving delivery automobiles, with the aim of enhancing delivery efficiency and minimizing expenses.

### **2.2.3. Present: E-commerce livestreaming as Leading Marketing Platform in China**

At the time of the steady development of the network live, people began to explore livestreaming such as "tourism + live", "food + live" and so on have achieved extraordinary results. In this period, the traditional e-commerce platform is also looking for ways to innovate, so also engaged in the "live + e-commerce" model of exploration. Because the e-commerce is a shopping platform and open the e-commerce platform consumers have the potential consumption awareness, so "live + e-commerce" also attracted great attention. Taobao live, for example: officially launched in May 2016, compared to the previous model of only relying on pictures, text, and small videos to watch the product profile, each anchor in the live room to create their own live room to create the feeling of offline brick-and-mortar stores to give users a sense of intimacy (Si, 2021a).

When recommending products, the anchor can describe and show all aspects of the product from its performance, features, usage, and skills with his professional knowledge. When introducing the details of the products, the anchor will put the products in front of the camera to the maximum extent to give a close-up of the products, so that consumers can clearly see the material, color or the point of the products; when introducing the usage of the products, some anchors will let their assistants act as models, for example, when Li Jiaqi recommends the foundation, he will personally apply half of the face for his assistant, and then compare the half of the face with no makeup, and during the makeup application process The user is shown some tips on how to create a natural-looking foundation and makeup. Users do not just accept the anchor's recommendations while watching the live broadcast, they can ask questions about their ideas in the comments section, and the anchor can select some representative questions in the comments section for a unified response. Since 2016, the model of live e-commerce has been gradually changing consumers' shopping concepts by virtue of low prices and a complete sales process that guarantees quality and after-sales service, and in 2019, the traffic accumulated for several years exploded in the Double Eleven, and Taobao live e-commerce became the shopping platform with the strongest conversion capacity (Liu et al., 2021).

### 2.3. Marketing Strategies

In recent years, marketing strategies in China's e-commerce industry have been constantly evolving to keep up with the changing market conditions and consumer preferences. One notable trend is the increasing use of social e-commerce platforms and live streaming to reach and engage customers. Social media platforms such as WeChat, Weibo, and Douyin (TikTok) have become popular channels for companies to promote their products and connect with consumers. Many companies have also embraced the use of live streaming as a marketing tool to showcase their products in real-time, answer customer questions, and offer special promotions (Zhang, Xu, et al., 2022).

The success of live streaming in China's e-commerce market can be seen in events like the Singles' Day shopping festival, which generated over \$74 billion in sales in 2020, with live streaming contributing significantly to the overall sales (Berthiaume, 2020). Another trend in e-commerce marketing in China is the focus on personalized and targeted marketing. Companies are leveraging big data and artificial intelligence to analyze consumer behavior and preferences and tailor their marketing campaigns accordingly. With the increasing popularity of social e-commerce and live streaming, companies are also investing in influencer marketing to tap into the huge following of popular social media influencers and key opinion leaders (KOLs) in China (Zhang & Erturk, 2022). By partnering with these influencers, companies can gain access to a wider audience and build trust and credibility with consumers.

The concept of marketing strategy involves a methodical approach that organizations employ to attain their objectives through the identification of target markets and the establishment of a competitive edge (Ostravska, 2020). Effective marketing strategies require a deliberate integration of various interconnected elements, such as market segmentation, targeting, positioning, and the careful selection of suitable marketing mix components (Lan, 2023). The integration of these constituent elements results in a cohesive system that effectively appeals to and maintains a customer base, while concurrently augmenting the brand's overall reputation and value proposition.

The marketing strategies within China's e-commerce industry have undergone significant changes considering the emergence of social e-commerce platforms and live streaming as prominent channels for customer engagement (Wongsunopparat & Deng, 2021). The utilization of social media platforms such as WeChat, Weibo, and Douyin (TikTok) has garnered significant attention from consumers and has emerged as a crucial tool for companies

to endorse their merchandise and establish a rapport with their clientele (Wu et al., 2020). The implementation of social e-commerce platforms has facilitated the ability of corporations to access the extensive user populations of these platforms, thereby enabling them to efficiently target a diverse array of potential clientele. The utilization of live streaming has become a potent promotional instrument within the e-commerce industry of China. This technology facilitates the presentation of a company's merchandise in a live setting, facilitates the resolution of customer inquiries, and provides access to exclusive promotional offers (Li, Wang & Liu, 2020). The influence of live streaming on electronic commerce sales is apparent in occurrences such as the Singles' Day shopping festival, wherein it played a substantial role in the unprecedented \$74 billion in sales produced in 2020 (Dai et al., 2021). The interactive and immersive qualities of live streaming generate a perception of immediacy and enthusiasm among consumers, resulting in heightened levels of involvement and intention to purchase.

The practice of implementing personalized and targeted marketing strategies has emerged as a significant trend within the realm of e-commerce marketing in China. Organizations utilize big data and artificial intelligence (AI) to scrutinize consumer behaviours and inclinations, thereby facilitating the customization of their marketing campaigns (Rodgers et al., 2021). According to Wang et al. (2019), the utilization of a data-driven approach enables companies to provide customized products and services, generate pertinent content, and execute focused advertising strategies. Through comprehension of the distinct requirements and inclinations of their intended demographic, enterprises can establish more robust connections with clients and elevate their comprehensive retailing encounter. In addition, the emergence of social e-commerce and live streaming has facilitated the development of influencer marketing in China (Wang & Zhang, 2020). In contemporary times, corporations are progressively allocating resources towards forging alliances with prominent social media influencers and key opinion leaders (KOLs) with the aim of harnessing their extensive audience base and exploiting their sway to endorse merchandise (Wang & Zhang, 2020). Partnering with influencers provides businesses with the opportunity to expand their reach, build credibility, and foster trust with their target audience. The utilization of influencer marketing capitalizes on the potency of social connections and peer endorsements, which hold a substantial influence in the purchasing behaviour of consumers in the Chinese market (Zhang, Shen, et al., 2022).

Several scholarly investigations have examined the efficacy of marketing tactics within the e-commerce sector of China. As evidenced by recent studies conducted by Huang et al. (2021) and Zhang et al. (2022), live streaming has been shown to have a beneficial effect on

customer engagement, brand awareness, and purchase intention. The participatory aspect of live streaming enables consumers to engage in active involvement, seek clarifications, and obtain instantaneous responses, thereby augmenting their sense of engagement and impacting their buying choices. Furthermore, scholarly investigations have delved into the significance of customized marketing strategies in enhancing customer allegiance and organizational efficacy (Yang et al., 2020; Xu & Zhang, 2021). Through the utilization of consumer data and AI algorithms, corporations can customize their marketing communications, product suggestions, and promotional strategies to align with the unique preferences of each individual customer, ultimately resulting in a personalized shopping encounter (Rodgers et al., 2021).

Studies have shown that influencer marketing is a valuable strategy for enhancing brand equity, increasing customer outreach, and boosting sales (Chen et al., 2019; Li et al., 2020). Individuals who are referred to as "influencers" have a considerable number of followers on social media platforms and hold a considerable sway over the purchasing decisions of their audience. Collaborating with influencers provides companies with the opportunity to leverage their pre-existing trust and credibility, ultimately leading to a boost in brand exposure and customer involvement (Zhang, Shen, et al., 2022).

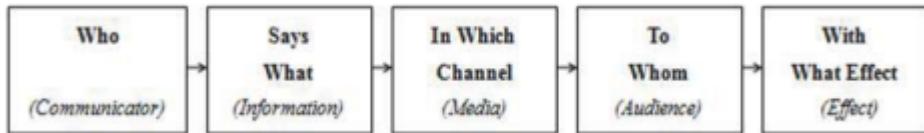
Ultimately, it can be inferred that marketing tactics within the e-commerce sector of China have undergone a transformation in response to shifting market conditions and the evolving demands of consumers. This section presents a thorough analysis of the marketing strategy concept, its constituent elements, and their implementation within the framework of China's electronic commerce industry. The implementation of social e-commerce platforms, live streaming, customized marketing, and influencer partnerships has demonstrated significant efficacy in enhancing customer engagement, sales, and brand allegiance. Numerous studies have thoroughly investigated and substantiated the efficacy of these tactics in the Chinese marketplace, underscoring their importance in attaining commercial goals within the electronic commerce sector.

#### **2.4. Lasswell's 5W of Communication Model**

Harold Lasswell is a communication theorist and a political scientist from American. He developed one of the most influential communication models in 1948 while he was a professor at Yale Law School (Wenxiu, 2015). Lasswell (1948) in his "The Structure and Function of Communication in Society" article as cited by Wenxiu (2015) presented five convenient ways

to describe a communication namely (1) **Who**, (2) says **What**, (3) in **Which** channel, (4) to **Whom**, and (5) with **What effect**?

Hence the model is called “5W” model, as illustrated in Figure 2. (Wenxiu, 2015)



**Figure 2:** Lasswell's 5W Communication model (Wenxiu, 2015)

#### 2.4.1. Who - Influencer Diversification

In e-commerce livestreaming, the influencer does not necessarily have to be one person, but can be organized institutions, such as Taobao. Influencers develop communication content and with the rapid emergence and advancement of technology and more sophisticated network equipment, communication content in new media is moving towards the public as well as giving the public opportunities of producing, publishing, transmitting information, a phenomenon referred as traditional media subversion (Liu Liwei & Guo Xiaoyang, 2013). At present, about 3.2 billion people around the world are using the Internet, out of this people; for example, Taobao remains one of the most popular shopping apps in China with about 875 million monthly active users accounting for 11.2% of the world's population (Statista.com, 2022). Such massive mobile media and network media position in interpersonal communication presents a huge crowd base that determines influencer diversification.

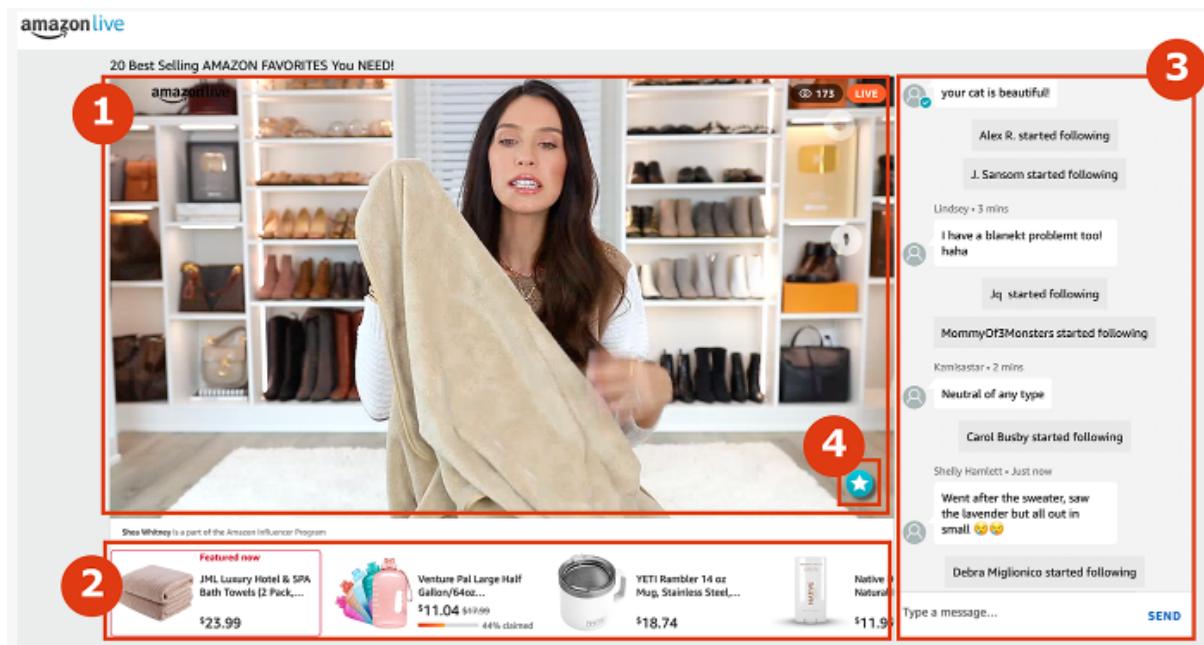
#### 2.4.2. Says What - Massive Information

Emergence and advancement of digital storage and big data technology have broken limited amount of information barrier that used to be presented by traditional media or e-commerce platforms. For example, on New Year's Eve of 2012, over 144 billion emails were sent per day through the Chinese Sina Weibo media platform (Wenxiu, 2015). In the same year, the monthly global mobile data traffic was estimated at 1.3 exabytes with over 5 billion mobile broadband subscriptions reported (Wenxiu, 2015). For example, “Gagnam Style” in PSY was the first online video to reach 1 billion views in just five months (Wenxiu, 2015). Such figures highlight the massive information passed through new media.

#### 2.4.3. In Which Channel – Media Interactivity

The use of new media has enabled and facilitated user-to-user interactivity and user to information interactivity (Wenxiu, 2015). In other words, the livestreaming is a form of new

media that allow many-to-many” interaction through content production (Croteau & Hoynes, 2003). Thus, the model of mass communication is changing with new technologies. The advantage of interactive feature of livestreaming is that can be shown anywhere, and of course, its realization cannot do without more technical support such as internet of things technology, mirror surface technology, touch technology, augmented reality technology, and projection technology. Several advertising events are supported by interactive livestreaming technology, for example, “Amazon Live” is a typical Amazon livestreaming session on which: (1) an influencer/streamer streams a video promoting products and talking to audience; (2) there is a product list where products being promoted are highlighted; (3) a chat area where viewers can send comments and questions; and (4) a reaction button where viewers can send their reactions. These components focus on both indoor environment and entertainment. They have intuitive application effect that enable easy making of choices, as illustrated in Figure 3.



**Figure 3:** Amazon App for live display. (Liu, 2021)

#### 2.4.4. To Whom – Audience Personalization

Interactivity is a key word of e-commerce livestreaming; thus, influencers and audiences’ identity can be exchanged with much ease (Kang et al.). Today, one can start mass communication at any time by livestreaming, sending live chats, or just creating content provided the intended information can break down the discourse barriers laid by the traditional media. In essence, the audiences are not only seated and waiting to receive information but also interact with influencers, making them more personalized (Kang et al.). For example, in visual

communication, influencers emphasize on modern and youthful things to engage with the youths while the medium aged groups, they emphasize on taste and quality.

#### **2.4.5. With What Effect – Intelligentially it**

Effect of application of e-commerce livestreaming in the advertising field has been revolutionary. For example, when Li Jiaqi recommends the foundation, he will personally apply half of the face for his assistant, and then compare the half of the face with no makeup, and during the makeup application process the user is shown some tips on how to create a natural-looking foundation and makeup. Users do not just accept the anchor's recommendations while watching the live broadcast, they can ask questions about their ideas in the comments section, and the anchor can select some representative questions in the comments section for a unified response. The results of such activities increase sale such as on the first day of Singles' Day in 2021, Li Jiaqi's live e-commerce sales were 10.6 billion yuan (retailinasia.com, 2022).

### **3. Methodology and Method**

This section presents a research plan for the study. According to Crotty (1998), a researcher must clearly state the choice of approach for data collection and analysis to achieve its main purpose. This section of the research presents stepwise research methodology procedures that include from research method, research philosophy, research approach, literature search and Netnographic research. In addition, the section also describes methods data collection, data analysis, and interpretation of results. Lastly, ethical considerations, validity, and reliability of research tools are also discussed.

#### **3.1. Methodology**

##### **3.1.1. Research Philosophy**

The present study adopts a pragmatic methodology, incorporating three philosophical and scientific frameworks: pragmatism, interpretivism, and positivism (Saunders et al., 2009). The main aim of this research is to examine the marketing strategy of e-commerce livestreaming in China. However, it is crucial to recognize that absolute impartiality may not be ensured due to the researcher's motives and the potential impact of cultural prejudices inherent in the procedures of data collection and analysis. However, the researcher posits that these aforementioned factors can potentially function as a competitive edge, furnishing unparalleled perspectives into the e-commerce livestreaming industry of China.

One of the methodological approaches employed in this study is positivism, which is distinguished by its dependence on empirical scientific evidence, such as statistics and experiments. The aim is to uphold objectivity by concentrating exclusively on discernible occurrences without exceeding the bounds of direct observation (Levers, 2013). Conversely, interpretivism functions as a supplementary methodology to address the deficiencies that positivism may leave unaddressed (Sanchez et al., 2023). The interpretivist approach, as highlighted by Levers (2013), prioritizes the significance of observation, interpretation, and comprehension of gathered data. This methodology is in line with the initial phase of the research inquiry, which entails the observation and interpretation of data to deduce conclusions. Nickerson (2022) posits that interpretivism acknowledges the intricacies of individual differences and offers significant perspectives for comprehending the e-commerce livestreaming industry in China.

Among the three philosophical and scientific concepts, pragmatism emerges as the most appropriate. The concept in question serves to reconcile the dichotomy between positivism and interpretivism, while also surpassing them by assimilating supplementary types of knowledge, namely prospective knowledge (which proposes potentialities), prescriptive knowledge (which furnishes directives), and normative knowledge (which embodies principles) (Nickerson, 2022). The study's central research question is effectively addressed by pragmatism, as it provides meaningful interpretations and understanding of China's e-commerce livestreaming phenomenon. Additionally, it offers constructive knowledge to address the challenges encountered. The present study employed a qualitative research approach, as described by Venkatesh et al. (2016) and Voutsina (2018). Ding's (2014) study employed a qualitative approach to investigate the impact of e-commerce live streamers on the purchasing behavior and intention of their followers. The study encompassed a comprehensive data gathering process from various literature sources, utilization of case studies, and observation techniques to provide insightful perspectives on the e-commerce livestreaming industry in China, including the associated obstacles. This chapter primarily focuses on two research methods, namely online observation, and in-depth interview. The data collection process ensues subsequent to this step, culminating in the acquisition of data and its pertinent ethical analysis. The selection of a research methodology for a study is contingent upon the nature of the data being gathered. Various research methodologies exist, including case studies, literature reviews, and surveys, as noted by Pandey and Pandey (2021) and Sileyew (2019). Sileyew (2019) posits that the selection of a research methodology is contingent upon the nature of the data collected

and the type of data analysis employed. To optimize the results of the qualitative research approach employed, a Netnographic investigation was conducted. Netnography is a qualitative research methodology that entails investigating on the internet through diverse social media platforms and streaming services. The study employed a Netnographic approach to collect data, which involved capturing and recording online interactions and community events related to e-commerce live streaming, as previously noted by (Bhattacharyya & Dash, 2021).

### **3.1.2. Research Approach**

The basis for selecting the research approach is founded on a research focus (Saunders et al., 2009). According to Saunders et al. (2009), one of the primary objectives of any research is to analyze a new topic; however, it is needful to collect data and perform analysis appropriately before reflecting on the data interpretation for research topics with limited literature. In such scenarios, an inductive research approach is necessary, especially for making inferential observations (O’Kane et al., 2019; Goddard & Melville, 2004; Bernard, 2017). Such approaches involve perusing through all available literature information to consolidate a comprehensive insight of the research topic and subsequently categorize and summarize the critical insights of all the data and facts gathered (Williamson, 2016). However, this study’s topic is a new context of research that provides an interesting perspective on the developments in e-commerce. Hence, there is limited information about the topic discussed.

### **3.1.3. Literature Search**

The theoretical domain of this study is defined by the research question: what are the problems encountered by “e-commerce livestreaming” influencers and what are the proposed countermeasures to improve the e-commerce livestreaming environment and make it sustainable? In using literature analysis as the method in the pre-research stage to answer these questions, relevant theories and textual materials were also analyzed to provide further clarifications (Knopf, 2006). Since influencer e-commerce live streaming is a new field of study, it has drawn much attention from the academic community about its development, marketing strategies deployed, and problems encountered. Although there is limited literature on e-commerce live streaming to extract much needed information to exhaustively address the study topic, the review process was undertaken by identifying various keywords that were then used for the research, these include: e-commerce; Netnographic; online viewers; influencers, and online community. The development of this research was anchored around these keywords that acted as guidelines for selecting review articles from various databases online that were used to build this study.

### **3.1.4. Netnographic Research**

Netnographic study is a type of qualitative research often deployed to gain in-depth insights of cultural experiences encompassed and reflected within social networks and social media systems (Kozinets, 2019). Netnography is different from other general digital inquiry of social media fields in the sense that it emphasizes on social interactions and online traces as well as specifies certain procedural guidelines that makes it pragmatic (Kozinets, 2019). Specially, this is based on how it is used in social media studies through a cultural lens. With respect to live video streaming in this study, the Netnographic research approach was used as a research methodology to analyze individuals' interactions and behavior on the Internet to derive useful insights. Therefore, Netnographic research as opposed to ethnographic research is more naturalistic and less intrusive: meaning, it allows quick, effective, and efficient access to broader information about individuals' behavior on the Internet (Kozinets, 2019). Netnographic research is used social networks studies because it provides a better platform for understanding of informational exchange in online platforms, generate and spread information, and study users' behavior (Heinonen & Medberg, 2018). Internet marketers are all overlooking for information created on social media by users and other online communities to create content and promote products. Therefore, they use Netnographic research to contextualize data and create cultural and behavioral inferences about online users. In this study, Netnographic research was used to study how e-commerce livestreaming influencers influence individuals' behavior in social networks.

There are many benefits of using Netnographic research approach, especially for business entities thanks to massive availability of free-networked data that can be used generate accurate, secure, and profitable decisions about a brand, product, or marketing strategy (Addeo et al., 2019). Netnographic research method is commonly used in online marketing studies as research tool to drive persistent innovation (Lee & Ko, 2022). Through Netnographic study, a researcher is properly poised to gain an understanding of the motivation of individual influencers and consumers largely by examining g the interaction of online users with the different influencers and KOLs thus offering more insights into the livestreaming phenomena. By trying to know what online users are looking, a researcher can easily predict online users' behavior and intention without directly having to ask them questions. Thus, Netnographic research is a proliferative study technique expected to increasingly improve the pace and diversity of innovation and e-marketing strategies. Marketers are able to use the various available Internet tools used by consumers to gather all needed information and opportunities

about consumers to gain insight into their intention and behaviors and therefore advertise brands that meet customers' specifications, choice, or preferences.

### **3.2. Method of Data Collection**

Two core methods were used to collect primary data for this study: online observation and detailed interviews. The data collection process took place over two months, from March to April 2022.

#### **3.2.1. Online observation**

Online observation is one of the most natural yet challenging aspects of a qualitative method of data collection. It is an interactive research method that can be used to generate data through blogs, social networking sites, and discussion forums (Kozinets, 2019). Online observation serves as a crucial method of data collection in qualitative research, enabling researchers to gain insights into individuals' behaviors, interactions, and experiences in digital environments. The purpose of online observation is multifold, encompassing various objectives that contribute to a comprehensive understanding of human behavior and the social dynamics within online communities. One primary purpose of online observation is to explore and document naturalistic behavior. By observing individuals in their natural online settings, researchers can capture authentic and spontaneous actions, interactions, and conversations. This method allows for the examination of real-time behaviors as they unfold, providing rich and contextual data that may not be readily accessible through other research methods. Online observation helps researchers overcome the limitations of self-reporting and recall biases, as participants engage in their usual online activities without altering their behavior due to the presence of an observer.

Another purpose of online observation is to study social interactions and relationships within online communities. Online platforms and social media have become integral parts of people's lives, facilitating the formation of various digital communities. Researchers can observe how individuals communicate, form connections, collaborate, and engage in social activities within these virtual spaces. The observation of social interactions provides insights into the dynamics of online relationships, the emergence of social norms, the development of social hierarchies, and the influence of group dynamics on individual behavior. Online observation also allows researchers to examine the impact of technology on behavior and experiences. With the advancement of digital technologies, individuals' online experiences

have become increasingly complex and multifaceted. By observing how individuals navigate and interact with digital interfaces, researchers can explore how technology shapes cognitive processes, decision-making, information seeking, and online behaviors. This understanding is essential for designing user-friendly interfaces, optimizing online experiences, and addressing potential ethical concerns or challenges arising from the use of technology.

Additionally, online observation enables the exploration of online communities and subcultures, including their norms, values, and practices. Researchers can immerse themselves in various online spaces, such as forums, social media groups, or virtual worlds, to gain insights into the unique characteristics of these communities. By observing the language, symbols, rituals, and power dynamics within these spaces, researchers can uncover the underlying cultural dynamics and meanings attributed to specific online activities or artifacts. This knowledge contributes to a deeper understanding of how digital environments shape collective identities and cultural expressions.

In this study, online observation was employed to monitor various live streaming events and collect data on the research topic. During the online observation, the researcher always monitored the live streaming activities as well as acted as a quasi-participant during the observation period as he collected data. According to (Koteyko & Hunt, 2016) and (Wang et al., 2021), online observation helps a researcher discover how and why humans behave in way in specific environments. These can be through immersion and engagements to acquire most basic human experience. Wang et al., (2021) add that with online observation, a researcher only needs to institute a relationship with other participants since observational engagement implies engaging in contexts and actions in social settings.

In this study, the researcher watched livestreaming of two live streamers (Li Jiaqi and Wei Ya) in three social media platforms: Taobao, Weibo and Tiktok. The most intuitive part for data observation in these platforms was interactivity and participation. The author also checked Jiaqi Li and Wei Ya's livestreaming homepages after thrice a week mostly on the weekends (Fridays, Saturday, and Sunday for 1-2 hours each of the weekend days.

**Table 1:** Observation Schedule

Date	Platform	Live streamer	Observation Time (Chinese time zone)	Live Viewers
2022/3/4	Tao Bao	Li Jiaqi	3pm-5pm	8328932
2022/3/5	Tao Bao	Wei Ya	4pm-5:30pm	11426318
2022/3/6	Tao Bao	Li Jiaqi	4:10pm-5:30pm	9896832
2022/3/11	Tao Bao	Wei Ya	5pm-6:25pm	12627401
2022/3/12	Tik Tok	Li Jiaqi	2pm-3:45pm	727938
2022/3/13	Tik Tok	Wei Ya	4pm-6pm	983064
2022/3/18	Weibo	Li Jiaqi	6pm-7pm	6860431
2022/3/19	Weibo	Wei Ya	6pm-7pm	6894873
2022/3/20	Tao Bao	Li Jiaqi	5:30pm-7pm	10387645
2022/3/25	Tao Bao	Wei Ya	5pm-6pm	12937401
2022/3/26	Weibo	Li Jiaqi	5:30pm-6:45pm	7538939
2022/3/27	Weibo	Wei Ya	4:45pm-6:25pm	6549041
2022/4/1	Tik Tok	Li Jiaqi	2:45pm-3:30pm	9860431
2022/4/2	Tao Bao	Wei Ya	2pm-3pm	1230486
2022/4/3	Tao Bao	Li Jiaqi	1pm-2pm	1038732
2022/4/8	Weibo	Wei Ya	2pm-3pm	5028948
2022/4/9	Weibo	Li Jiaqi	7pm-9pm	8763047
2022/4/10	Tao Bao	Wei Ya	6:30-8pm	10739891
2022/4/15	Tik Tok	Li Jiaqi	2pm-3:15pm	7637201
2022/4/16	Tik Tok	Wei Ya	1pm-2pm	4437401

Livestreaming with exhaustive interactions between the influencer and fans and with clear participatory features were considered as important for when collecting data on number of online participants and the peak hours for the interaction between the live streamers and the prospective consumers. Online observation records collected were automatically saved in the researcher's mobile device by taking the livestreaming and influencers' screenshots. The online observed data were as shown in Table 2. Some of the challenges of this method is cultural and language restrictions and this makes participating in this study only viable to Chinese researchers since the livestreaming are done in Chinese language.

**Table 2:** Observation materials general information

Materials (screenshots)	Number	How to construct
From streaming	38	Featured by interactivities
From Weibo	14	Featured by activities

The data shown in the table above documents the number of the materials in the form of screenshots that were taken from weibo and streaming platforms such as TikTok and Taobao. From the table the streaming platforms had the highest proportion of visitors as well as more interactivity between the ecommerce influencers and their support base. On the contrary weibo users were comparatively low and the materials collected for the study were ranked by featured activities. This implies that Weibo had low levels of real-time interaction between prospective consumers and the opinion leaders, hosts, or influencers. The materials collected are further discussed in detail in the sections below.

### 3.2.2. Detailed interviews

Detailed interview is a standard method social scientists use to understand their world by “interviewing the society” (Voutsina, 2018). Morris (2015) in his study noted that a detailed interview needs to be free-flowing, simple, flexible, and should provide several leeway for an interviewee to dig “deeper” into the questions being asked. In this study, semi-structured detailed interviews were conducted. Twelve (12) online users took part in the interview and the interview was carried out for a period of two (2) months. To achieve this, fifteen (15) interview questions. The themes in the interview questions were introduction, users’ attachment to live streamers, level of interaction, feelings, and participation means (see appendix). The primary goal of this interview was to provoke participants (users) to give more detailed and comprehensive responses. Interviewees were communicated to via WeChat and the period for each interview was 30-45 minutes. Note, all COVID-19 health and safety protocols were observed. Every interview was separately after once the participant’s consent was obtained and immediately all the interview records were sorted into manuscripts. The Interviews provided in-depth insights on the factors that gravitated online users towards certain influencers and the influence of the influencers/KOL on the purchasing motive of the consumers.

The interviews conducted in this study contributed significantly to the overall purpose and objectives of the research. By interviewing online users who actively engage with live streamers, the study aimed to gain in-depth insights into the factors that attract users to specific

influencers and the influence these influencers have on consumers' purchasing decisions. The interviews provided valuable information and perspectives directly from the customers, allowing for a comprehensive understanding of their experiences, motivations, and behaviors within the context of livestreaming. For instance, the interviews were designed as semi-structured detailed interviews, which provided a balance between allowing participants to freely express their thoughts and experiences while also guiding the conversation around specific themes related to the research objectives. The use of open-ended questions and a flexible interview format, as recommended by Morris (2015), ensured that participants had the opportunity to delve deeper into their responses and provide comprehensive insights.

By conducting interviews over a period of two months, the study allowed for a longitudinal exploration of participants' experiences and evolving perspectives. This extended duration of engagement facilitated a deeper understanding of users' attachment to live streamers, their levels of interaction, emotional connections, and the various means through which they participate in livestreaming activities. The comprehensive range of interview questions, encompassing themes such as introduction, attachment, interaction, feelings, and participation means, ensured that multiple aspects of the users' engagement with live streamers were explored. The interviews also offered a personalized and nuanced understanding of participants' perspectives, allowing for the exploration of individual motivations, preferences, and decision-making processes. By directly engaging with users, the research captured their subjective experiences, perceptions, and insights, providing a rich and detailed understanding of the factors that influence their engagement with live streamers and subsequent purchasing motives.

Furthermore, the interviews provided an opportunity for participants to reflect on their experiences and articulate their thoughts and feelings. This process not only facilitated a deeper exploration of their engagement with live streamers but also empowered them to contribute to the research by sharing their unique perspectives and stories. The inclusion of participants' voices and narratives enriched the findings of the study and added a human element to the analysis.

### **3.3. Case Study Selection**

Case study analysis is to take a specific individual as the malefactor, through the collection of data and other means, to summarize the development history and self-characteristics of the malefactor, to form a more in-depth and comprehensive understanding (Denzin & Lincoln,

2011). In this paper, we select Li Jiaqi and Weiya, who are representative figures in the field of live goods, as the malefactor, and analyze the live goods they are engaged in, to summarize the communication characteristics of Li Jiaqi and Weiya's live goods. Li Jiaqi and Weiya are two major merchants of live broadcast who have great contribution and influence in the live broadcast e-commerce industry in China.

### **3.4. Ethical Considerations**

In the past, live-streaming e-commerce videos have without consent generated ethical concerns with both traditional and e-commerce industries, such as sports, online marketing, gaming, and other online content industries due to infringement of intellectual property (IP) rights, such as trade secrets, ticket sales, trademarks, patents rights, and copyrights (Faklaris et al., 2016). In the recent times, the first sector to make such infringement claims was the sport leagues' professionals, indicating livestreaming videos' potential disruption of target revenue generation (Faklaris et al., 2016). According to Faklaris (2016), in sport leagues, the main generator of revenue is sales of tickets of live television rights. However, since individuals are increasingly capable of accessing live videos and can live stream as opposed to receiving such information from cable television and broadcast networks, revenue generation from these networks have been highly threatened (Edelman, 2015). A typical example is the case of Floyd Mayweather vs. Manny Pacquiao boxing match of 2015 where over 10,000 people watched the match on a single Periscope stream rather than buying ticket for broadcast (Faklaris et al., 2016). Hence, ethical considerations are important aspects in any undertaking and this research is no exception. The livestreaming e-commerce information gathered must be distributed, held with utmost confidentiality, and anonymous to maintain a high level of trustworthiness (Heinonen & Medberg, 2018).

Trustworthiness of this research was measured and analyzed based on four components: dependability, credibility, conformability, and transferability. According to Lincoln & Guba (1986), a study's credibility can be ensured by prolonging engagement observing how the influencers under study throughout the livestreaming session influence their followers' purchasing decisions. The credibility can also be achieved through persistent observation of the content delivered by the selected livestreaming influencer either hourly, daily, weekly, or even monthly over a given duration through various online platforms to gain more insightful understanding of the impact of influencers on their followers/customers' purchasing behavior or brand engagement. According to Janis (2022) dependability on the other hand is achieved

by not tampering with research content and it includes providing detailed research description with clear research objectives, theories and models employed methods of data collection and data analysis. In this research, a high level of dependability was ensured by providing detailed study's description including the Netnography research used. Conformability can be achieved in research using various triangulation methods.

The study was backed with empirical data collected using Netnography to check conformability. Conformability as argued by Patton (1990) is a general approach of ensuring a research's objectivity. In qualitative method, conformability is achieved by providing sources where the information is extracted to appreciate the author's work, avoid plagiarism, and bias (Seale, 1999). The transferability of this research was carried out by the researcher and assisted by two technology technicians to minimize workload. One technician monitored the KOL livestreaming influencer and collected the data; second technician monitored the content created during livestreaming to collect the data. The data was then authenticated and entered for analysis and interpretation. Transferability is one of the challenging approaches to replicate or generalize in more than one industry when conducting a Netnography research. Thus, just slight modifications need to transfer hence research uniqueness can be ensured.

### **3.5. Reliability and Validity**

The research attained reliability and validity through several methods. First, the researcher carefully selected the participants. The researcher wanted to make sure that the participants were representative of the population that was being studied. The researcher also used a clear and consistent interview protocol. This helped to ensure that all the participants were asked the same questions in the same way. The researcher also carefully transcribed the interviews. The transcription should be accurate and complete. The researcher also coded the data carefully. This helped to identify patterns and themes in the data.

Finally, the researcher conducted a member check. This is a process of asking the participants to review the transcripts and coding. This helped to ensure that the researcher had accurately captured the participants' experiences. By following these steps, the researcher was able to produce high-quality qualitative research that is reliable and valid.

## **4. Results and Empirical Analysis**

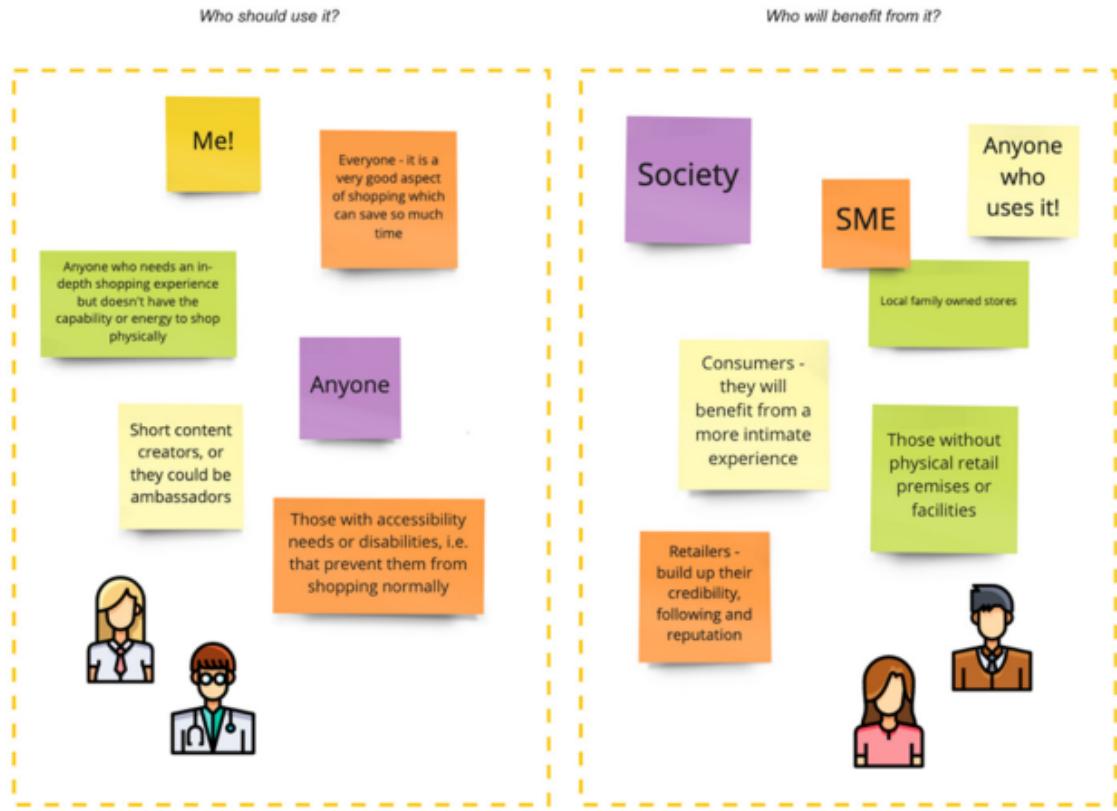
### **4.1 Online Observation Findings**

The participants observed online during live stream events gave various reasons why and how live stream retailing impacted them. Figure 4 shows key findings that were documented on sticky notes and kept on a Miro board. A Miro board is a whiteboard platform that a team can use to brainstorm and even go beyond to undertake various tasks that require social interactions. Based on the information on the Miro board, most users indicated that live streaming is the most beneficial business model for e-commerce advertising or marketing strategy. Most online users also showed that any business that use a live stream retailing embraces innovation and is more likely to be popular. They added that not only does embracing live stream retailing save on space but also very beneficial to small and medium-enterprises (SMEs) and family-owned business. This perspective mirrors the fact that seeing things from varying perspective is extremely insightful and this creates a positive outlook on live stream retailing.



**Figure 4:** A screenshot from online observation illustrating why and how livestream retailing is useful (Merritt & Zhao, 2022).

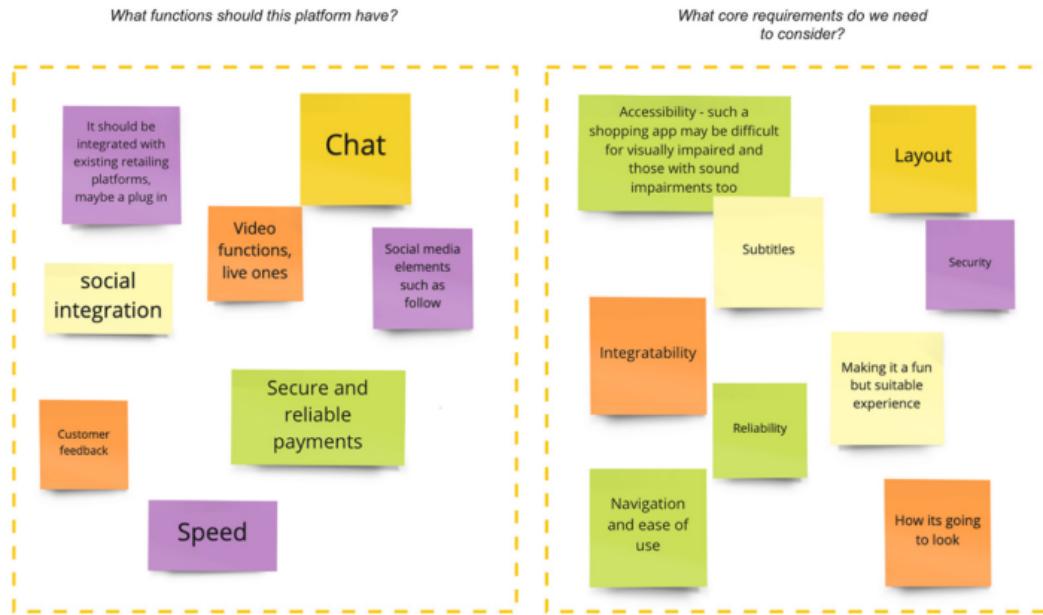
In a view to target the correct areas, users discussed who should use e-commerce live streaming and who benefits. Their views provided in-depth insights into how e-commerce live streaming platforms for marketing should be developed, the target audience, the sort of features it should include, and requirements.



**Figure 5:** A screenshot of viewers/users illustrating who use e-commerce live streaming and who should benefit (Merritt & Zhao, 2022).

During the online observation, users on Tiktok Live and Taobao Live expressed their interactive experiences differently. Some of the users' reflections on Tiktok Live expressed the lack of language interchangeability option although they noted that the platform provided high quality interaction platform. On Weibo Live, users expressed participation challenges, for example, they said it was clunky and difficult to navigate. On Taobao most users indicated they are satisfying experience and understood the language, there was lack of interaction. However, other users found Taobao to be the most user-friendly in reference to interaction, and even went further to generate recommendations on its requirements and functions as a smooth e-commerce live streaming platform.

Overall, the findings and insights gained from the online observation interaction were crucial in further understanding how e-commerce live streaming potential users understand this form marketing strategy from personal perspective. It also helps to interpret how users perceive e-commerce live streaming advertising, their thoughts on how it should be used, and who should use it.



**Figure 6:** A screenshot illustrating requirements and functions of an e-commerce live streaming platform to of users/viewers (Merritt & Zhao, 2022).

## 4.2 Interview Findings

Fifteen (15) questions were interviewed to twelve (12) participants during the period. Results from the interview analysis show that 89.3% participants watch livestreaming almost every day with over 67% of those interviewed indicated they often consider purchasing a product after watching. In other words, these streamers after streaming live events have had themselves influenced in purchasing the promoted product or brand. Of the 89.3% participants who stated they watch livestreaming e-commerce, 90% indicated they use the smartphones with the remaining proportion indicating they use computers to stream live events. To examine users' satisfaction, 82% of the persons interviewed indicated that they were felt satisfied with about 18% tendering their dissatisfaction for spending their time to watch the live broadcast events, indicating that livestreaming attracts a huge number of potential customers and that most of these customers leave satisfied. In other words, livestreaming e-commerce rate of effectiveness is high.

To explore users/streamers/followers/loyal fans/motivations when deciding to stream or watch an influencer, majority of participants (81.1%), according to the interview results, demonstrated that the leading motivation is “entertainment” and “fun”, followed by brand or product recommendation, trending items in the market, and brand or product review, at 9%, 6.5%, and 3.4%, respectively. Also, when asked if their original intention of watching livestreaming e-commerce would change, major (78.7%) said “no”, 19.3% said something

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 influencers 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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## Appendix

### I. Interview Questions

1. Personal Background  
Age, education, career

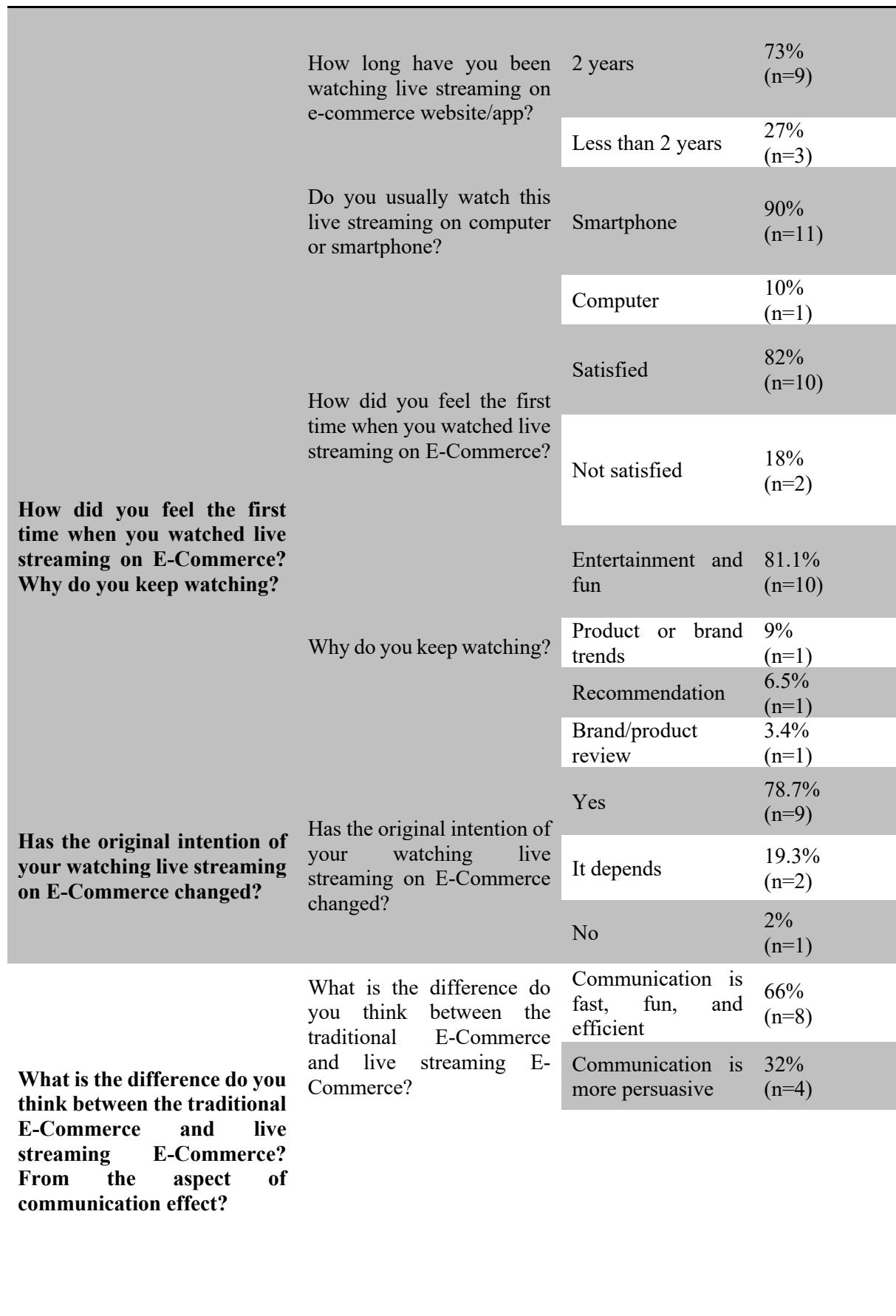
#### *Interview questions*

1. Do you often use E-Commerce website? How often?
2. Do you know about live streaming E-Commerce? Have you ever participated in this shopping mode? How long have you been watching live streaming on E-Commerce website/app? How often? Do you usually watch this live streaming on computer or smartphone?
3. How did you feel the first time when you watched live streaming on E-Commerce? Why do you keep watching?
4. Has the original intention of your watching live streaming on E-Commerce changed? Has there been any unexpected findings?
5. What is the difference do you think between the traditional E-Commerce and live streaming E-Commerce? From the aspect of communication effect? Why?
6. How do you choose which streamer to watch? What is the reason that keeps you watching him/her?
7. Would you feel upset or disappointed if your favorite streamers suddenly disappear?
8. Do you interact with streamers when you watch live streaming? What do you do? How often? Do you interactive with other viewers on the screen? How? What do

- you communicate with them?
9. Please name one or two your favorite streamers and why?
  10. Will you purchase only because you like the streamer when you watch his/her live streaming? Will you purchase products that you don't really need?
  11. What do you think about the live streaming E-Commerce mode? Will you recommend to others?
  12. Are you interested in streamers' personal situation, like look, voice, emotion, expression and so on?
  13. Do you have interest in any other types of live streaming except E-Commerce? What are they?
  14. Do you think your online social behavior has changed after you have watched live streaming on E-Commerce? In which way? (For example, you can comment and interactive with the streamers that you like, or with other audience)
  15. Do you think there is any negative sides of live streaming E-Commerce ?

## 2. Interview Response Analysis

Question	Response analysis	
Do you often use e-commerce?	Yes	75% (n=9)
Do you often use E-Commerce Website? How often?	No	25% (n=3)
How often?	More often	89.3% (n=11)
Do you know about live streaming e-commerce? Have you ever participated in this shopping mode? How long have you been watching live streaming on e-commerce website/app? Do you usually watch this live streaming on computer or smartphone?	Not often	10.7% (n=1)
Do you know about livestreaming e-commerce?	Yes	90.1% (n=11)
Have you ever participated in this shopping mode?	No	9.9% (n=1)
Have you ever participated in this shopping mode?	Yes	81.3% (n=10)
	No	18.7% (n=2)



**How do you choose which streamer to watch? What is the reason that keeps you watching him/her?**

At free time 82.7%  
(n=10)

Any time 17.3%  
(n=2)

**Would you feel upset or disappointed if your favorite streamers suddenly disappear?**

Yes 77%  
(n=9)

No 33%  
(n=3)

**Do you interact with streamers when you watch live streaming?**

Yes 93%  
(n=11)

No 7%  
(n=1)

**Please name one or two your favorite streamers and why?**

Li Jiaqi 88.4%  
(n=11)

Wei Ya 11.6%  
(n=1)

**Will you purchase only because you like the streamer when you watch his/her live streaming? Will you purchase products that you don't really need?**

Will you purchase only because you like the streamer when you watch his/her live streaming?

Yes 66.9%  
(n=8)

No 33.1%  
(n=4)

Will you purchase products that you don't really need?

Yes 55%  
(n=7)

No 45%  
(n=5)

**. What do you think about the live streaming E-Commerce mode? Will you recommend to others?**

What do you think about the live streaming E-Commerce mode?

Effective innovation 91%  
(n=11)

Ineffective innovation 9%  
(n=1)

Will you recommend to others?

Yes 85%  
(n=10)

No 15%  
(n=2)

**Are you interested in streamers' personal situation, like look, voice,**

Personal situation 43%  
(n=5)

Look 23%  
(n=3)

<b>emotion, expression and so on?</b>	Voice	21% (n=3)
	Emotion	11% (n=1)
	Others	2% (n=0)
<b>Do you have interest in any other types of live streaming except E-Commerce?</b>	Yes	87% (n=10)
	No	13% (n=2)
<b>How do you react with streamers?</b>	Comment	12% (n=1)
	Like	88% (n=11)
<b>Do you think there are any negative sides of live streaming e-commerce?</b>	Yes	17% (n=2)
	No	83% (n=10)