In the modern world dominated by information technology, such communication channels as television, radio, newspapers and magazines are becoming outdated and outrun in popularity by the internet media. While the online media has already been highly popular among the Chinese users, the recent COVID-19 lockdown has propelled it even further. Now, besides the ordinary content marketing performed via long and short videos on social media platforms, the new trend of live streaming has become a rapidly growing industry and is estimated to be worth $60 billion annually.

This research has been conducted to fulfill mainly two purposes:

1. Indicate the potential of live streaming platforms to influence buying behavior
2. Identify the audiences that are most susceptible to marketing through such medium

When this information is available it can assist both local and foreign businesses that are trying to penetrate the Chinese market, to choose the most suitable marketing strategy for their product. The insights received from this investigation can also be used to support further academic research in the field of international online marketing.

Alibaba’s Taobao Live has been specifically chosen for this paper as the most outstanding example of a live streaming platform. With the most significant market share of 80%, Alibaba’s Taobao Live remains the leader among the other large live streaming platforms.

Hypotheses

On the basis of understanding the current condition of the online marketing field and analyzing the trends, this article will draw the knowledge from the latest international and online marketing theories to deeply study the potential benefits and applicable tactics. Furthermore, an online survey will be conducted among the Chinese Internet users of different age groups in order to supplement and support the information suggested in the article.

It is not only a question of promoting a single foreign business to the Chinese consumers, but rather a question of the globalization and the mutual benefit between countries, that the modern technology is able to offer. Exporting and importing goods does not merely help large scale businesses to succeed, it also helps national economies to grow and expand. Consumers and businesses can benefit from buying the products that are not produced locally, but are available for purchase online from a business abroad. If more international business owners know how to properly present their products on the Internet, it means increasing profits and the sales potential for the international businesses, as well as possible reduced costs and new products availability and, as a result, higher economic efficiency for the importing country.