



**RESEARCH INTERNET MARKETING IN THE EPIDEMIC ERA: LIVE-  
STREAMING AND E-COMMERCE AT DOUYIN CASE STUDY**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE  
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STREAMING AND E-COMMERCE AT DOUYIN CASE STUDY**

**Thematic Certificate**

To

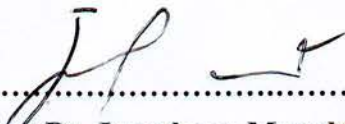
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### ABSTRACT

Since the 1990s, the development of China's e-commerce sector and Internet technologies have consistently evolved. Traditional brick-and-mortar shops have been implementing these new technologies to expand their market and increase sales. As e-commerce has grown, the ability to shop online has been completely integrated into the lives of residents and shows a continual uptrend in development. With the popularization of mobile Internet access, the growth of big data, cloud computing, AI, 5G, and other new technologies, mobility has become accessible on a single device. With the COVID epidemic impact at the end of 2019, the "housing economy" has stagnated nationwide for some time. These combined factors fostered the development of "live broadcasting + e-commerce," which continues to grow. Current electricity consumption is a leading force, personality groups and consumption habits changed, living habits have been altered, and simple shopping is no longer a norm. Goods presented with additional social influence and popular social values are more likely to attract consumers. This research analyzed research before and after the epidemic, looking closely at the influence of "live broadcasting + e-commerce" on the marketing operations and development of DouYin. This study continued to discuss the impact of goods, combined with the theories of marketing, marketing economics, sociology, psychology, and consumer behavior. The objectives of this research were: 1. To analyze the marketing elements of the live broadcast of goods: population, purchasing power, and purchase motivation; 2. To compare the differences between live streaming with goods and traditional e-commerce due to vast differences in sales volume. Traditional offline store and e-commerce operations are separated by marketing, sales, and one-to-one sales. While live broadcast of goods breaks this sales model, one to many, an anchor or influencer sells products to consumers from a broadcast room, resulting in more business phenomena. 3. The development of the marketing concept in different business development periods is inseparable. Since

marketing and sales are separate, product marketing does not determine the outcome of product sales. In the era of 4P marketing-based products and product publicity to the 4C marketing method oriented by customer needs, to the marketing method combination of 7C-10C, the problem is that marketing cannot directly determine the sales volume of products. The marketing methods in the "live broadcasting + e-commerce" era are integrated into the entire sales process. For example, the product sales process of DouYin's live broadcast of goods is the marketing process of products, and the product marketing process is the sales process. For the first time, the two integrate simultaneously and organically, so this study focused on the role of social media's 4I's combination theory marketing in "live + e-commerce" through product pre-heating; the mid-term empathy, scenario-based communication; later, feedback-driven brand promotion. All of this is combined with the qualitative analysis method of the DouYin live broadcast case and the big data analysis method of the marketing factors provided by authoritative authorities. Then, the influence of the marketing method of live streams on consumer behavior and how consumer trust and purchase behavior were reviewed according to the theory of marketing of instance application analysis results in research ideas; 4, To comprehend the discussion of consumer behavior took the position that it is a broad discipline, from economics, sociology, psychology, and other human law analysis phenomenon: herd psychology, herd effect, opinion leaders, trust, hunger marketing, endowment effect, anchor effect, price discrimination, non-physical presence phenomenon.

This study analyzed the interactive marketing theory of live streaming of goods from two aspects: the marketing method of DouYin's live broadcast of products and the consumption phenomenon that affects consumer behavior. Finally, this study puts forward the shortcomings of available research and the need for further exploration in the future, especially in the post-epidemic era, on the new live streaming and e-commerce marketing tactics and their impact on consumer behavior economics, as well as the imagination of future big data applications in marketing and consumer behavior.

**Keywords:** opinion leader, Douyin, live streaming, e-commerce, consumer behavior



## 摘要


题目： 疫情时代下互联网营销学的研究——以抖音直播带货为例

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..... 6 / 7 / 2022 .....

我国电商的发展要追溯到 20 世纪九十年代，几乎是伴随着互联网技术的发展，电商也在不断的进化。从传统的店铺、货架式商业模式，到结合互联网创新发展。网络购物彻底融入了居民的生活，并呈不断发展壮大的趋势。如今移动互联网的普及、大数据、云计算、AI、5G 等新技术的发展，移动端的人手一机。加上突如其来的 2019 年末疫情的影响下，“宅经济”在一段时间内进入全民化，这些因素夹杂在一起使得“直播+电商”如火如荼的发展起来。目前电商消费主力军以 90，95 后作为主力军，此类人群的性格和消费习惯，生活习惯，不再是单纯简单的购物，商品背后所带来的社会附加价值更容易吸引此类消费者，这也是促使我国越来越多的线下传统企业积极进行电商化转移的原因。本研究从疫情发生前后，开始探讨研究，分析“直播+电商”——以抖音带货的实例营销运营、发展，并结合市场营销学、经济营销学，社会学，心理学，消费者行为学的理论进行分析。

1， 本文将市场三要素：人口，购买力，购买动机分析直播带货中的市场三要素。

2， 对比直播带货和传统电商的差别，首先就是销量体量大大的不同。传统线下店铺经营和传统电商，都是营销和销售分开运营的，营销是营销，销售是销售，一对一的销售模式，而直播带货打破这一销售模式，一对多，即一个主播对整个直播间的消费者销售产品，从而出现更多的商业现象。

3， 从市场营销概念产生以来的发展于不同的商业发展时期是分不开的。从市场营销和销售是分开的，产品营销并不能决定产品销售的结果。以产品出发，宣传产品为主的 4P 营销时代，到以顾客需求为导向的 4C 营销方式，到 7C-10C 的营销方式组合，其

问题都是营销不能直接决定产品的销售量。而“直播+电商”时代的营销方式融合在整个的销售过程中，如：抖音直播带货的产品销售过程就是产品的营销过程，产品的营销过程就是销售的过程。第一次两者融为一体，同时发生，有机结合起来，所以，本研究着重分析社会化媒体 4I's 组合理论营销学在“直播+电商”中起到的作用，直播电商通过产品的前期预热，吸引消费者眼球；中期共情，实现场景化传播；后期反馈，驱动品牌再推广。结合抖音直播案例的定性分析方法和权威官方提供的大数据分析方法对直播带货的营销因素进行分析。进而直播带货的营销方式对消费者行为产生的影响——消费者的信任和产生购买行为等方面进行文献梳理。按照营销学的理论——实例应用分析——结果的研究思路进行研究。

4，对直播带货中的消费者行为学的探讨，消费者行为学是一个综合的学科，从经济学，社会学，心理学等人性规律分析现象：从众心理学，羊群效应，意见领袖，信任，饥渴营销，禀赋效应，锚定效应，价格歧视，非物理在场等现象。

本研究从抖音直播带货的产品营销方的营销方式 4I's 和消费者行为学影响消费者的消费现象两方面分析直播带货的互动营销理论。最后，本研究提出了论文研究的不足，以及在今后进一步探索，后疫情时代，特别是围绕新型的直播电商营销，以及产生的消费者行为经济学方面影响的数据分析，以及未来大数据应用在营销学及消费者行为学的畅想。

**关键词：** 意见领袖 抖音带货 直播+电商 消费者行为

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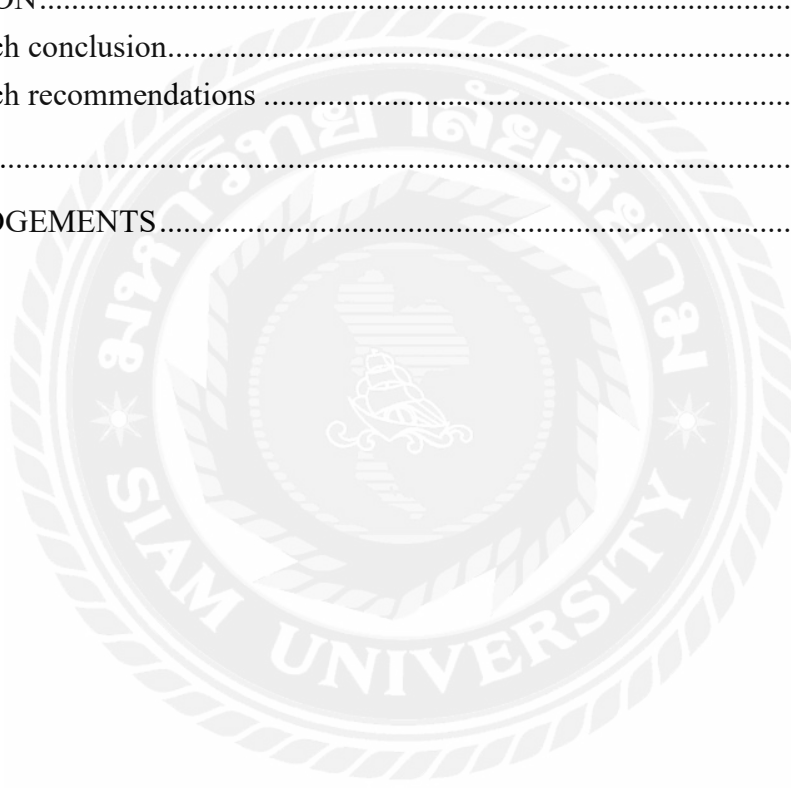


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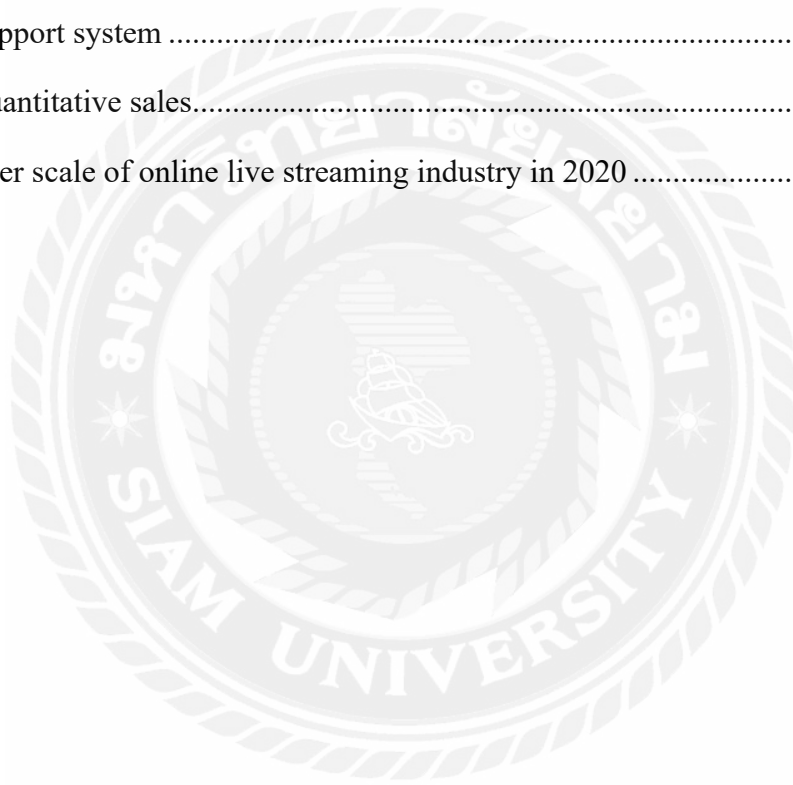


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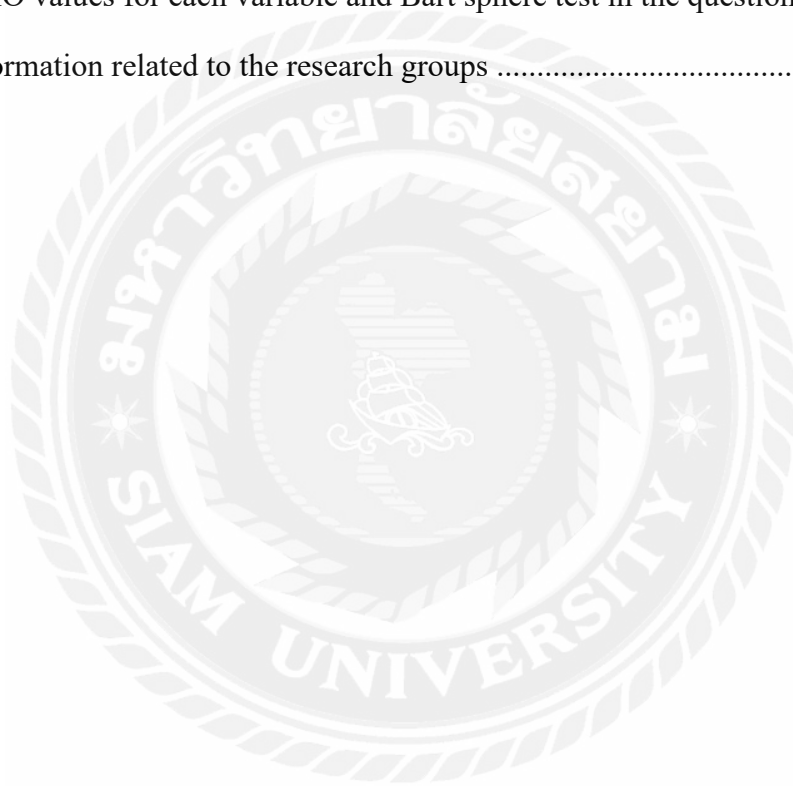
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# 1. INTRODUCTION

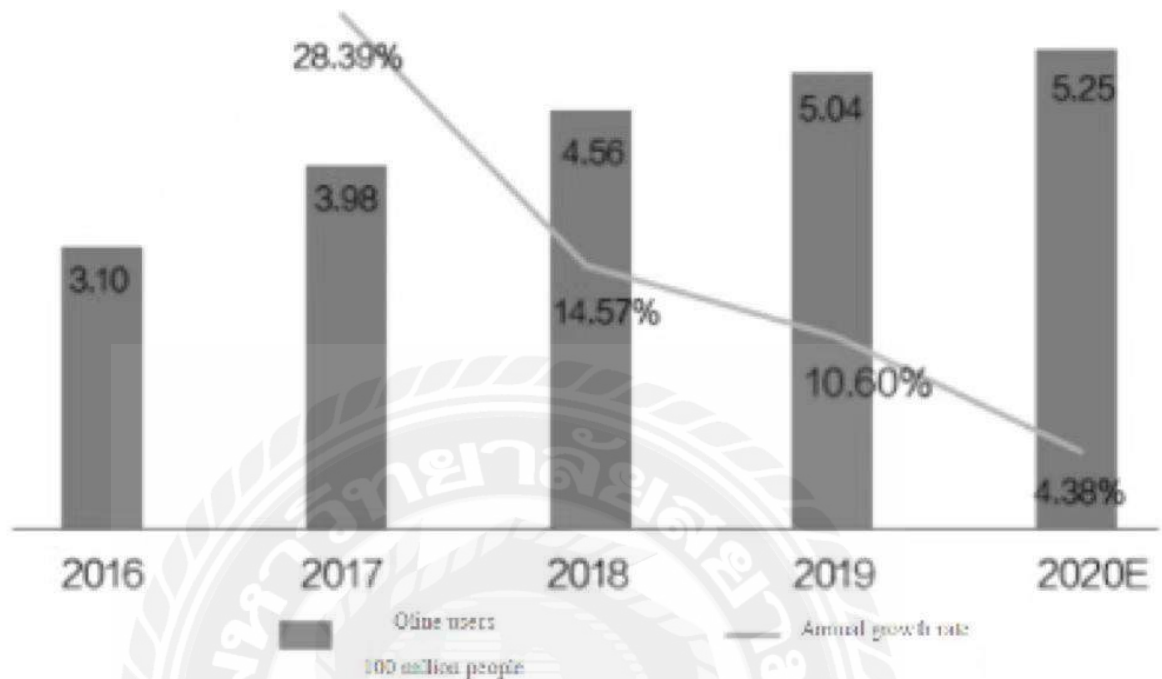
## 1.1 Research Background

At the end of the epidemic at the end of 2019, society temporarily presses the pause button. Bring a heavy blow to the offline economy, limited by the location and time constraints, production stagnation, the business closed, and everything continues, let us have to test. How to meet such a change? How to face this particular period? How to welcome the arrival of the post-epidemic era?

In such anxious situations, people have to stay at home, and the short video broadcast becomes a window of entertainment and vent. The mode of " live broadcast + " has made a breakthrough. Variety shows, games, education, office work, public welfare, and so on have joined the army of " live broadcast + " , and among the many " live broadcast + " modes, " live broadcast + e-commerce " performance is undoubtedly the most eye-catching performance. Opened a new sales shopping experience. At present, the type of live with goods can be roughly divided into two kinds, one is based on the original electricity platform live with goods, namely in the original online shopping platform, add new live function, the platform for goods display and recommended, attract potential consumer order, such as: spell, Douyin, little red book, quickly, taobao, jingdong and other major platforms have opened live function. Give full play to their own characteristics. Each relies on high-quality content output, big data computing content, technology, marketing and other means, and forms the operation mode of e-commerce traffic realization, which is very compatible in the Internet era. The interaction between the platform and users can realize through live broadcast, content sharing, and other ways to start a short video. The live broadcast e-commerce industry has gained explosive development. The exciting content of the early stage of the Douyin short video live broadcast has attracted countless fans, bringing a lot of traffic. The traffic realization is also a problem for everyone to discuss and think about. At the same time, to save themselves, countless businesses have turned to online product promotion / marketing to in order to tide over the difficulties. In the process of browsing goods on the platform, consumers can click on the live broadcast of interested goods; the other is social e-commerce live, that is, based on non-e-commerce shopping platforms such as short video and social content, in the process of anchor live marketing, increase the shopping jump link through technical means, trigger consumer psychology and attract consumers to buy, such as Kuaishou and Douyin.

According to the China Internet Development Report (2021) report, the national e-commerce turnover of 2020 reached 37.21 trillion yuan. Among them, commodity e-commerce transactions are 27.95 trillion yuan; service e-commerce transactions are 8.08 trillion yuan, and contract e-commerce transactions are 1.18 trillion yuan. From the perspective of payment institutions, non-bank payment institutions in China have handled 827.297 billion online payment businesses, with 294.56 trillion yuan. Banks dealt with 235.225 billion electronic payment businesses, with 2,711.81 trillion yuan. By the end of 2020, China's Internet users were 989 million and over 1.6 billion mobile Internet users. The development of network

construction has been fully realized, and the Internet economy will return on the stage in another form- -live broadcasting with goods (Internet Society of China,2021).



**Figure 1.1 Size and forecast of Chinese online live streaming users from 2016-2020**

In addition, the epidemic continues, which will have a significant impact on the business of physical stores, and e-commerce companies have also gained more development opportunities. Many well-known companies have also joined, such as Gree company has also entered the online sales field. On the Internet, Dong personally orders more than 6.5 billion times a day; Ctrip CEO Liang Jianzhang will play a role every time he makes a live broadcast. As of January 20, 2020, Ctrip's live broadcasts, including " BOSS Live " and " Overseas Local " Live, had generated over 2 billion transactions; Zhu had watched 122 million times in two hours of a charity event. Hubei sold 40.14 million products, boosting the economic recovery, most notably Weiya and Li Jiaqi. In 2020, Singles' 11 has accumulated 162 million views and 149 million views, respectively. Total sales reached nearly 7 billion people, which changed from massive traffic to excellent sales numbers. In addition, the development of Internet technology: the progress of 5G, artificial intelligence, AR, and other big data Internet technologies provides technical support for the development of live streaming e-commerce. There are countless small and medium-sized enterprises that have joined a wide range of Internet mobile platforms. The change of people's lifestyle, business model, and upgrading of Internet technology are the best development of live streaming e-commerce. The Internet economy will return off the stage in another form.

Under such a new business background, the change of business model, the large size of consumer groups in the broadcast room and such a business model will continue to develop outside, and the corresponding marketing methods have also changed, the discussion of its marketing is of great significance of The Times.

## **1.2 Research Problems**

The problem discussed in this paper is that through the research of marketing theory and the analysis and summary of actual cases, the theoretical framework of marketing with live broadcasting and goods is constructed, including the application of marketing in live broadcasting and interests, and the substantial effect achieved. Analyze the main marketing reasons and factors of operating the traffic studio of tens of millions of fans. Under the traditional business model, marketing and sales are separate, and the marketing process under the live-streaming business model directly produces sales results, which is very different. Conventional business models mainly discuss marketing methods. Although customer-centered is proposed in 4C, it rarely applies consumer behavior to marketing methods. This paper puts forward and discusses the application of marketing mode 4I' s theory, consumer behavior theory, and interactive marketing in a live broadcast with goods. Systematic analysis of DouYin live broadcast marketing process to find out the factors affecting consumers' willingness to buy. Suggestions problems existing in DouYin live marketing and expand the field. It is hoped that through the study and discussion of the above problems in this paper, we will provide marketing theory and consumers in the marketing process to more broadcasters who want to enter and do not know how to operate the marketing broadcast, combined with practical examples and reference. Exploring how to establish a safe and stable shopping and consumption environment and better protect the rights and interests of consumers with goods in the live broadcast is also the problem to be solved at present.

## **1.3 Objective of the study**

At present, domestic and foreign academic circles have less research on live streaming with goods and less consumer behavior research on the marketing of live streaming with interests. Moreover, scholars in large departments mainly specialize in consumers' motivation to watch live streaming with interests or demonstrate some defects of live streaming with interests. As a new marketing model that has only really grown in the past two years, the academic research is still in a relatively macro stage. There is still little research on consumer purchase decisions from the perspective of micro consumer psychology.

This study takes DouYin live streaming with goods as an example for marketing research, and sorted out the new business model of live streaming with goods, Analyze how DouYin live broadcast with goods to attract the attention of fans, how to make fans follow anchors, make it become web celebrity, opinion leaders, And in the marketing of live broadcast with goods has an impact on consumer purchase decisions. The interaction between consumers and anchors provides feedback on product use experience and other high-intervention backreaction

marketing results. Further study how to apply opinion leaders, anchor effect, herd effect, nonphysical presence and other consumer behavior for marketing. Explore the marketing method of 4I's combination theory and the interactive marketing science of consumer behavior. Through the study of view and the summary of practical cases, the theoretical framework of marketing of live broadcasting with goods is constructed. The actual sales effect achieved by the business model of interactive marketing of live broadcasting with goods marketing and consumer purchase behavior is achieved. Provide theoretical support for the future development of live streaming e-commerce, make the sales more professional, make inexperienced new entrants, discuss the product in the post-epidemic era. The research and study of marketing to provide some reference basis. For the future of e-commerce extensive data marketing to do an essential comb.

#### **1.4 Research Significance**

Marketing is the method, strategy and process to help enterprises sell their products, which is the core of enterprise business activities. Marketing is the main target, so she focuses on people, and sales focuses on products, so it focuses on the results of product sales.

Marketing is the center of the business. Marketing is a comprehensive discipline, which is inseparable from sociology, economics, economic behavior and psychology in practice. In order to analyze the application research of live streaming marketing under the Internet in the epidemic era, the theoretical basis analysis of these disciplines is very important. First of all, we should sort out the context of economic marketing and know what marketing is?How marketing is generated, development, iteration of different business model development period and other different changes and interpretation and application. To study the specific application and embodiment of interactive marketing in the live broadcasting period under the influence of the epidemic.

As Philip Kotler, one of the most internationally influential marketing scholars, pointed out: " Marketing is an applied science based on the theory of economic science, behavioral science, and modern management science. " He once summarized the relationship between marketing and other disciplines in a very vivid language: " economics is the father of marketing, behavioral science is the mother of marketing; mathematics is the grandfather of marketing, philosophy is the grandmother of marketing. " Therefore, marketing is a broad discipline .

Marketing is a function of the enterprise, select the market, produce appropriate products, provide proper services and plans, better serve the target market and then create value and establish a healthy relationship with them (Philip & Kotler, 2017).

From the war in 2016 to the fight against the epidemic in 2020 and promoting the resumption of work and production, live streaming is considered one of the few areas that can provide a positive stimulus to the macro-economy and reap positive inspiration. Under the influence of the new crown outbreak, many agricultural products sales difficulties, live with goods has become an effective way to solve the problem of unsalable farm products. Many

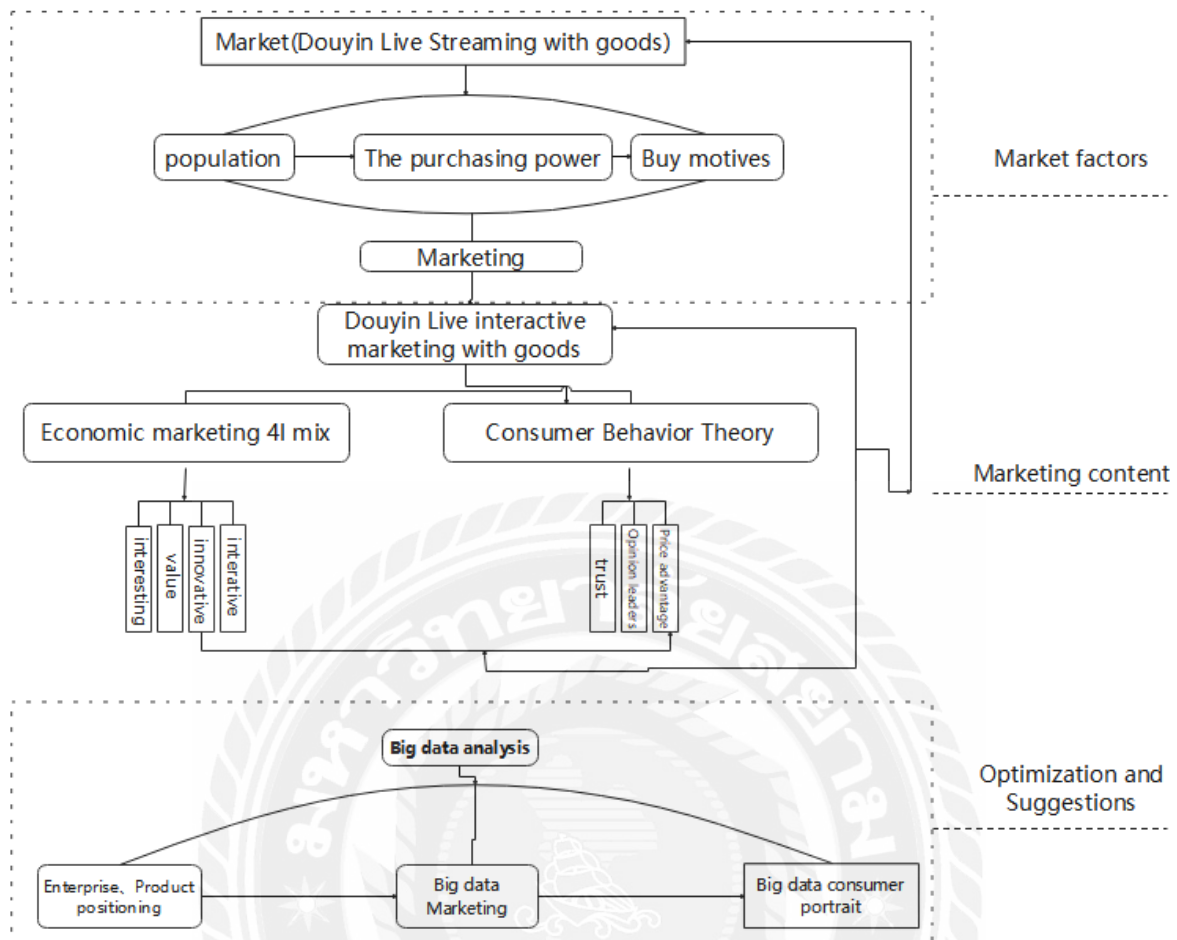
web celebrity, star, host, government officials to join live help farmers, make full use of the advantages of live platform flow, effectively broaden the sales channels of agricultural products, help poverty engines. More accelerated the process of the live broadcast with goods, development, and fission.

The research of marketing in this period is of significance to The Times, and study economic marketing has a role in the post-epidemic era. Industry experts believe that, at present, live streaming with goods is still a new thing. As well as in the epidemic period, the economic expectation of live broadcasting in the post-epidemic period is forcing live broadcasting enterprises to quickly walk through the era of flood irrigation/ into the age of satisfactory operation, deep cultivation of private traffic, and benign closed-loop interaction between public-private traffic. Therefore, in the long epidemic period, the fission of live streaming with goods seems to develop. In terms of the development of economic marketing, different financial marketing will also applied and other according to its changes. This period of DouYin live with goods marketing between consumer interactive marketing theory further discussion, analysis, research has time significance, can help its operation team to improve their products or adjust pricing and marketing scheme, from the demand side, customized to meet the needs of consumers, reduce inventory pressure, create higher commercial profits, to promote the rapid development of the enterprise. For consumers, it is meaningful to understand what factors affect our purchase decision in web celebrity live broadcasts. In daily watching the live broadcast, we can avoid the blind following, reduce impulse consumption, realize their shopping bias rational consumption, and minimize the meaningless consumption under impulse blind obedience.

Academic attention and current situation research on consumer psychology and consumer behavior based on the impact of this new marketing method is still minimal at home and abroad. As can be seen from the domestic and foreign references, the existing research is mainly explained from a specific aspect, or a specific theory, and the lack of relative analysis and comprehensive analysis of both sides.



## 1.5 Theoretical framework



**Figure 1.2 The theoretical framework of this study**

- 1) The theory of market components- -the three elements of DouYin live broadcast with goods;
- 2) Marketing concepts affecting the three aspects of DouYin live streaming market;
- 3) The idea of marketing is sorted out;
- 4) Analyze the positive impact of the 4I combination of social media marketing on the three elements of the market;
- 5) Then from the perspective of marketing economics, the concept of sociology, psychology, behavioral economics and the role in the marketing of live streaming goods, to have the positive impact on the three elements of live streaming goods market;
- 6) Finally, based on the research of literature and the actual application of live streaming, the connotation of interactive marketing in the field of live streaming marketing with consumers, and the research ideas of this paper;
- 7) Conclusions and recommendations of this study, expectations for product positioning under the influence of big data, and the widespread application of extensive data marketing.

## **2. LITERATURE REVIEW**

As a new concept, live broadcasting with goods and web celebrity economy break into the public view, and their research is not in-depth enough. The current research direction mainly focuses on its development process, development reasons, development situation, and existing problems.

Any business model without the essential elements of market operation, and its marketing strategy, marketing theory, marketing activities are around the market essential elements, thus producing positive development; and the comprehensive marketing strategy must consider the consumer analysis, explain the consumer consumption behavior, to more comprehensive and effective promotion, sales. It is conducive to promoting the positive development of market demand.

### **2.1 Review of marketing-related concepts and literature**

#### **2.1.1 The concept of marketing**

Generally speaking, the methods, strategies, and processes of helping enterprises sell their products are the core of their business activities (Jiang, 2011). Marketing is mainly oriented, so she focuses on people; sales are based on products, so he focuses on the results of product sales.

Marketing is the center of the business. Marketing is a broad discipline (Philip & Kotler, 2017). In practical application, it is inseparable from sociology, economics, economic behavior, psychology. To analyze the application research of live broadcast marketing under the Internet in the epidemic era, it is essential to examine the theoretical analysis of these disciplines. First, we should sort out the history and context of economic marketing and know what marketing is? How marketing is generated, development, iteration, and other different business model development period of various changes and interpretation and application. To study the specific application and embodiment of interactive marketing in the live broadcasting period under the influence of the epidemic.

As Philip Kotler, one of the most internationally influential marketing scholars, pointed out: " Marketing is an applied science based on the theory of economic science, behavioral science, and modern management science. " He once summarized the relationship between marketing and other disciplines in a very vivid language: " economics is the father of marketing, behavioral science is the mother of marketing; mathematics is the grandfather of marketing, philosophy is the grandmother of marketing. " Therefore, marketing is a broad discipline (Philip & Kotler, 2017).

The six most appropriate theories: marketing refers to the sale of the complex macro environment and microenvironment, at the most appropriate time, and in the most appropriate

place, to the most suitable consumers, at the most reasonable price (Jiang, X. P. 2011).

### **2.1.2 The importance of marketing**

The importance of marketing: marketing is a comprehensive and systematic project. It is not a person or department. Only by comprehensively analyzing the relevant elements and making effective adjustments and implementation can enterprises maximize the marketing activities to ensure the realization of the business purpose of the enterprise.

### **2.1.3 The meaning of marketing science**

It contains two meanings: the verb understanding refers to the specific activities or behavior of the enterprise, then called marketing or marketing; the noun understanding refers to the marketing activities or conduct of the enterprise, called marketing, marketing or marketing, etc. (Jiang, 2011).

Marketing is a function of the enterprise, select the market, produce appropriate products, provide proper services and plans, better serve the target market, and then create value and establish a healthy relationship with them (Philip & Kotler. 2017).

The Marketing Association of America (AMA): Marketing is an organizational function and program that creates, communicates, delivers value to customers and operates customer relationships to enable organizations to benefit from them and their stakeholders.

Domestic scholars: Marketing is a series of production and business activities carried out by enterprises centered on specific consumer needs in a changing environment, including prenatal, production, sales, and after-sales services (Jiang, 2011).

### **2.1.4 The Task of Marketing**

The target market customers have no interest or are indifferent to a particular product, analyze the reasons, and combine the product interests with people's natural needs and interests through effective promotion means to stimulate the market and create demand. Convert potential consumer demand into regular order, reduce consumer demand into rising demand, transform irregular consumer demand into steady order, change demand time mode through flexible pricing, promotion, and other incentives, which is called synchronous marketing; convert sufficient consumer demand into benign order, pay attention to consumer preferences and competitive conditions, constantly improve product quality, try to maintain the existing demand level; To put the harmful request into the beneficial request into, through marketing, let consumers have a clearer understanding of the harm of some goods, to reduce the consumption of such goods.

### 2.1.5 Origin, development, and process application of marketing methods

Marketing as a conscious practice of an enterprise first originated in Japan in the 17th century. In the 1750s, a member of the Japanese Mitsui family founded the world's first department store in Tokyo and set out some operating principles for the store. It was 250 years after Sears Robbuck proposed a similar regulation. Code, The Company acts as customer purchaser; designs and produces suitable products for customers, ensure satisfaction, otherwise the original payment; provides a wide variety of products for customers, and marketing in American International Harvester in the mid-19th century. The first to take marketing as a central function of the business and to take meeting customer needs as a particular management task is a company, Sellers H. McCormick. He creatively put forward some essential tools and concepts of modern marketing. — market research and market analysis, market positioning concept, pricing policies, providing parts and various related services to customers, providing installment credit, etc. It took 50 years before marketing became the research field of American academia and then on business management.

**4Ps- -10Ps period:** with the seller as the center, the product function demands in the first 4Ps marketing theory period: the period of the sales path experienced from the manufacturer to the consumer terminal is called channel sales (McCarthy, 1960). Common consumer goods will go through agents, wholesalers, shopping malls, or zero stores. In the B2C model, there are also direct telephone sales, TV direct sales, direct network sales, direct personnel sales, exclusive store direct sales, and other ways. The direct selling model dramatically reduces the intermediate link from manufacturers to buyers, transferring the middle profits to consumers or compensating for the additional expenses incurred by the new marketing model. The B2B mode may also adopt the direct sales model of the manufacturer to the manufacturer or the intermediate sales model of selecting the agents. Traditional sales promotion is personnel promotion, advertising, key research activities, and sales promotion. These methods are very widely used in the marketing process.

In 1953, Neal. Boden first proposed the concept of a "marketing portfolio" in the inaugural address of the American Marketing Association. In 1960, McCarthy formally proposed the 4Ps marketing combination theory in his article " basic marketing " , namely production, price, place, and promotion combination theory (McCarthy, 1960). In 1967, Cotler further confirmed the marketing combination method with 4Ps as the core in the first edition of his book *Marketing Management: Analysis, Planning and Control*, and as the book sold, the 4Ps combination theory was widely spread and accepted (Jiang, 2021). 4Ps marketing theory period, put the product function demands first; different market positioning; product pricing is based on enterprise brand strategy, brand value, the enterprise does not directly face consumers, but focus on dealer development and sales network; distributors and consumers to stimulate consumers with short-term behavior to attract consumers of other brands or lead to early consumption to promote sales growth. Seller-centered marketing combination theory comes from the summary of marketing activities of tangible products, and concrete products and services are often invisible. There are significant differences between the classic 4Ps combination theory cannot satisfactorily solve the problems in service marketing, coupled with the rapid development of the service industry in the 70s, led to the emergence of service

marketing theory, and then the proposed 7Ps marketing combination. Bums Booms and Bitner Bitner added three P (people, process, tangible display) to the original 4P marketing portfolio, forming the 7Ps marketing portfolio. Famous American marketer, Philip Kotler proposed the new strategic ideas of the 6Ps combination of the great marketing strategy (combined with the previous 4Ps theory plus, power, and public relations) that he called the "big marketing". In 1986, Kotler proposed another 4P, namely, exploration, division, priority, and positioning, to form a relatively complete 10Ps marketing combination theory (Jiang, 2021).

**4Cs period:** Period of 4Cs marketing theory centered on consumer demand: 4Cs marketing theory corresponding to traditional marketing 4P (Lauterborn, 1990).

Marketing concept changes from 4P to 4C:

production--- (customer needs and wants)

price--- (cost to the customer)

place--- (convenience)

promotion--- (communication)

Marketing theory is oriented to consumer demand, and it newly sets up the four essential elements of the marketing combination: aiming at consumer needs and expectations. However, since 4C is customer-oriented, the market economy demands competition-oriented; 4C is identical at a new level, cannot form personalized marketing advantage, no operational problems that meet customer needs (Jiang, 2021).

**4R period:** Competition-oriented 4R marketing theory period: 4R New said, "It focuses on building different new relationships between businesses and customers in more effective ways." (Don E Schultz, 2001).

Relationship、Retrenchment、Relevancy、Rewards (Don E Schultz, 2001)。

**The 4I's Period:** There are essential differences between new media and traditional media. The new media environment has a significant impact on consumer psychology and consumption behavior, which has changed the classic marketing model to a large extent. It can say that the new media environment and the generation and development of modern marketing rely on each other. In the context of the popularity of mobile Internet, new media represented by intelligent smartphones have gradually replaced traditional media and become the main media for receiving and transmitting information in people's daily life (Zhuo, 2021). Traditional media includes television, radio, and newspapers, while new media is used to widely use digital technology in information dissemination (Bolter, 2000). With the fragmentation trend of consumers' daily time increasing, it is difficult for text to become the mainstream attracting attention, and video traffic presents a blowout explosion. Therefore, obtaining video traffic has become the focus of business attention (Zhuo, 2021). In the new media environment, consumers not only pay attention to the use and function of the consumed goods but also value

the pleasure and satisfaction brought by the goods at the psychological and social level (Forbes & Vespoli, 2013). In the new media environment, consumers pay more attention to the psychological feeling, experiences, and needs beyond the product material level when shopping (Sevgin et al., 2003). The way of live broadcast in the environment of Sun Yat-sen University (Master) has broken through the interactive restrictions of traditional TV media live broadcast and given more hidden value to goods and brands (Xiao, 2010).

In the era of " We Media " , all kinds of WeChat public accounts have emerged, which through personal " we media " has provided opportunities for ordinary people to transform their unique talents. The diversified prosperity and development of various "we media" has also met the public's spiritual consumption and entertainment needs to a certain extent. In recent years, the short video mode has gradually risen. The popularity of the public account " We media " has slowly declined, opening the era of live video of " we media " .

In the 4I' s marketing theory-oriented by social media marketing, this period has very different marketing methods. In the Internet era, the traditional marketing classics have been difficult to apply. 4I' s become the cornerstone of social media marketing. Interpretation: It is essentially a " kind of Internet brand communication strategy " . In the Internet era, consumers' voice has been unprecedentedly amplified, and consumers have a higher demand for being respected. Marketing, with individual users or a single group as the core, carries out socialized, refined, and personalized marketing.4I is just an Internet-based brand communication and operation.

## **2.2 Literature review of live marketing with goods**

### **2.2.1 Development course of live broadcasting:**

Live broadcasting is a kind of relying on the Internet, where anchors use intelligent smartphones or computer terminals to do it live on the live broadcast platform Recording and real-time synchronous release and dissemination of the content release form, with real-time comments, two-way communication, and timely interaction Features of the (Liu, 2020). Live is a production and broadcast synchronous live marketing first appeared in the game industry, the big game merchants in to promote the game, develop game players, improve game heat, are looking for high-quality anchor game process video broadcast, hope to borrow the anchor humorous language style or superb game skills, attract consumers by watching the game live into the loyal players of the game. Under the background of the tremendous success of the game live broadcast marketing mode, various e-commerce platforms began to learn from the way of game video live broadcast and introduce high-quality anchors to attract the attention and traffic of consumers.

At present, the types of live streaming goods can be roughly divided into two types. One is the live streaming goods based on the original platform of e-commerce, That is, on the actual online shopping platform of e-commerce, new live streaming functions will be added to display and recommend the goods sold on the platform Lead potential consumers to place orders, such

as Pinduoduo, Taobao, Jingdong and other major media have opened the live streaming function, consumers In the process of browsing the goods on the forum, you can click on the live broadcast of the interested goods; the other is social e-commerce Live broadcasting, that is, based on non-e-commerce shopping platforms such as short video and content social networking, carries out goods marketing in the process of anchor live broadcasting, The goods recommended in the broadcast room will increase the shopping jump links through technical means, triggering consumers' consumer psychology and attracting them Consumers buy, such as Kuaishou, TikTok and other live streaming platforms (Fang & Wang, 2020).

" Live streaming with goods " belongs to the segment of the live streaming industry and is an emerging new thing that combines media and marketing (Zhuo, 2021). Live with goods this way than its traditional electricity more simultaneous, authenticity. Live can live on the event live release content more diversified has gradually become a new channel to understand customer demand and live with goods with the original electricity does not have the social attributes between customers and anchors, real-time interaction between customers and customers, to a certain extent, promote the development of the platform. All this research will sort out to analyze the effect of live broadcasts with goods and discuss marketing theory.

**Table 2.1 Development process of foreign live broadcast with goods**

time	event
In 2017	AliExpress (AliExpress) operated in 220 countries and regions and is the third-largest English website in the world.
In 2019	Lazada and Shopee launched their live-streaming businesses, respectively.
In 2019	Amazon (Amazon) launched the self-broadcast function " Amazon Live " , and Amazon opened the live streaming channels such as "1019Top Trends" and "Todays Deal Live" in the same year.

With the vigorous promotion of the live broadcasting platform, the scale of live broadcasting users in China has also achieved a large-scale growth, according to the network public information Show a live development event with goods (Kang, 2021):

**Table 2.2 Live broadcast with goods development event**

time	event
2016	In the first year of China live streaming with goods, Mogujie began to live streaming with goods to build " live streaming + content + e-commerce " , and developed rapidly in the following years. In 2020, the proportion of live streaming business reached 39.1%, at 1.629 billion yuan.

	<p>Taobao launched the trial operation of live streaming products in March and found a live streaming platform combined with the original forum in May of the same year.</p>
2017	<p>Taobao and Tmall Live merged with more than 8,000 daily live broadcasts in March, and the number of anchors exceeded 10,000 in the same period.</p>
	<p>Suning and Kuaishou available e-commerce live broadcast division belongs to different industries, MCN institutions admission (network anchor training institutions). More abundant variety of goods to further meet the diversified needs of consumers.</p>
2018	<p>Taobao's GMV (total commodity transactions) exceeded 300 billion yuan on Singles' 11, Li Jiaqi sold 15,000 lipsticks in 15 minutes, and Weiya reached them in two hours .</p>
	<p>Kuaishou, TikTok, and other short video platforms have joined the ranks of live broadcast with goods to open their broadcast room with goods.</p>
2019	<p>In January, Taobao set up a live APP. From April to August, the transaction volume through live broadcasts increased by 140% yearly. During the Singles' 11, the transaction amount was nearly 20 billion yuan, and the annual year exceeded 200 billion yuan.</p>
	<p>In June, Kuaishou established a cooperative relationship with Pinduoduo and Jingdong and started e-commerce live streaming with goods. During the same Double 11, every 26 users of Jingdong watching live streaming would place an order in the broadcast room, and the cumulative transaction amount of live streaming with goods increased rapidly, reaching 25 times that of 618 activities in the same period in 2018.</p>
	<p>As of June 30, Mogujie's live broadcast revenue exceeded 30% of total revenue, 1.315 billion yuan, with turnover during Singles' Day 1.5 times that in 2018.</p>
	<p>TikTok launched a selected alliance of live streaming with goods, cooperating with the original e-commerce platforms like Jingdong and Vipshop; stars, government officials (first secretary, county magistrate, and poverty alleviation cadres) , and TV stations joined the ranks of live streaming with goods.</p>
2020	<p>The live broadcasting industry norms were gradually introduce. In the first half of Taobao broadcast room, Weiya 5.12 Fan Festival exceeded 100 million, reaching a new high.</p>
	<p>6.18 Kuaishou and JD launched a double ten billion subsidy activity, and the order conversion rate of the broadcast room reached a new high.</p>
	<p>In April, TikTok signed Luo Yonghao with the first 110 million yuan, setting off a new round of live broadcast boom.</p>



### **2.2.2 The concept of live-streaming marketing**

Live streaming marketing refers to the marketing method of producing and broadcasting programs at the same time, along with the occurrence and development process of the event. The marketing activity takes the live streaming platform as the carrier to achieve the purpose of enterprise brand promotion or sales growth (Yang, & Zhao, 2020).

Live broadcast marketing refers to the broadcast way to produce and broadcast the program simultaneously with the occurrence and development of the event (Li, 2016). Online live broadcast marketing is to conduct all-round communication and interaction through voice, video, and data online through the online live broadcast platforms and users, to enhance the visibility, reputation, and recognition of enterprise brands and achieve the purpose of direct or indirect marketing (Shu & Chen, 2017). Live streaming marketing is a new media marketing and communication process led by marketing organizations in the Internet environment. Based on consumer demand orientation, real-time online video live streaming takes the carrier to establish a two-way interaction relationship with consumers (Yin, 2017). Live broadcast marketing refers to the broadcast way that marketing programs are produced and broadcast at the same time, along with the occurrence and development process of the event. The marketing activity takes the live broadcast platform to achieve the purpose of enterprise brand promotion or sales growth (Xuan, 2017). The integration of the booming live broadcasting industry and the e-commerce industry is the development opportunity of the e-commerce industry (Wu, 2017).

### **2.3 The Theory and Application of live-streaming Consumer Behavior:**

As a new marketing way emerging under the new media environment, live streaming with goods can be so successful in communication. One of the important reasons is to grasp the psychology of consumers, the satisfaction of the psychological needs of consumers as a measure of the festival of the good. The standard of visual live broadcast effect.

Consumer behavior is an necessary foundation or foundation of marketing (Lu, 2017). At present, the research of consumer behavior is relatively mature, and it has formed the independent discipline of consumer behavior with a systematic theoretical system.

Understanding consumer behavior has two different perspectives: broad and narrow sense. From an overall perspective, consumer behavior refers to the consumer experience of choosing, purchasing, using, experiencing, and enjoying goods or services, which is a process that consumers meet their own needs; Therefore, the broad consumer behavior includes the complete process from generating consumer demand to planning, making consumption decisions and feeling after the end of consumption. From a narrow point of view, consumption behavior only refers to this. This purchasing behavior is in the actual consumption process.

Classical economics regards consumption behavior as objective and rational decisions made by rational consumers for various factors behavior. Consumer behavior is a sensible economic behavior; more and more scholars of classical economics Holding different opinions

that consumer behavior does not only belong to rational economic behavior, but by consumers' personality characteristics Emotional behavior jointly influenced by emotional factors, social culture, and specific situations. The alleged consumption behavior in this study, mainly the No It is the actual purchase decision process; this decision is influenced by the consumer psychological activity tendency.

## 2.4 The composition of three elements of live streaming market:

Market = Population × Purchasing power × Purchasing motivation ( Jiang, 2021 ).

In market capacity, the population is the most essential factor; usually, the more the population, the greater the demand, the potential consumers; the purchasing power level determines the size of the market capacity; the purchase motivation is the catalyst of purchasing power into purchasing behavior (Jiang, 2021).

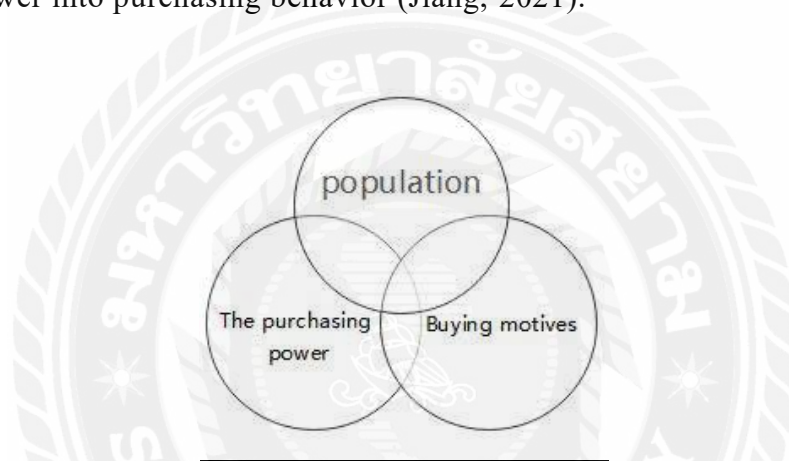


Figure 2.1 Market composition of three elements

User Scale and Growth Rate of China's Online Live Broadcasting Industry from 2016 to 2020

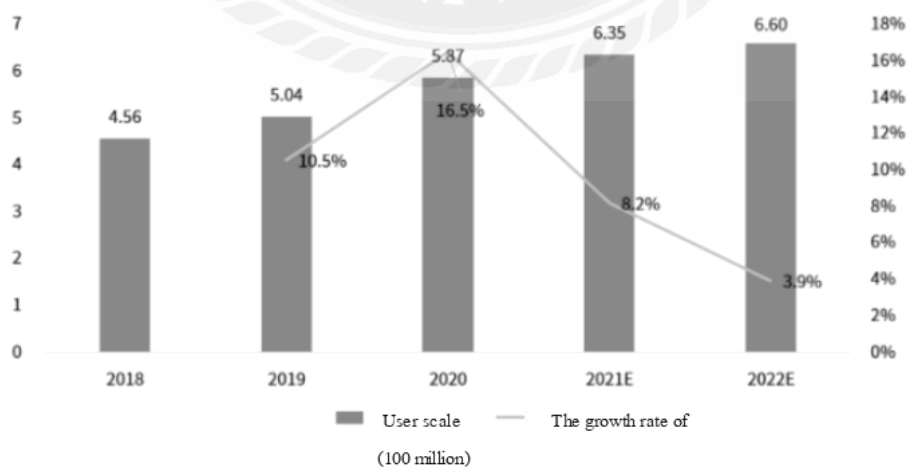


Figure 2.2 User size of China's online live streaming industry in 2020

#### **2.4.1 Population with live-streaming of goods:**

In the market capacity, the population is the most essential factor, and usually, the more abundant the population is, the greater the demand of actual and potential consumers (Jiang, 2021). The population in the DouYin live streaming platform refers to the number of people in the studio.

For example, the number of fans of Mr.Dong's live broadcast room is 17.794 million, and the number of thumbs up received is 52.351 million, which is very large. From the premiere to the end of 2021, the number of diamonds sold is 5W-6W, equivalent to the volume of hundreds of physical stores. It can see that the number of fans in the broadcast room and the excellent flow are the essential elements of a broadcast room.

Therefore, in the attention stage, high-quality content and effective consumption incentive are the key to stimulating fans to watch marketing videos and try to understand the products, and increasing the traffic of the number of e-commerce broadcast rooms has become an essential part. These will continue in the subsequent 4I's marketing and consumer behavior content. Among " warm-up " is to ensure the broadcast flow, such as please flow stars to the studio to interact with fans, etc. Warm-up is more essential than live broadcast itself, warm-up video on live broadcast can contribute 70% -80% of the attention. Warm-up is an essential means to add new fans. From the market data, the contribution of fans to the broadcast room is beyond doubt, the sales conversion rate is more than 15 times higher than the non-fans, and the new fans have a more significant impact on the data effect usually, the warm-up period of new fans> old fans> non-fans. New fans can also participate in a lot of benefits, such as free of order lottery, are to attract and retain consumers. The integration of the booming live broadcasting industry and the e-commerce industry is the development opportunity of the e-commerce industry (Wu, 2017).

#### **2.4.2 The purchasing power of the live-streaming population:**

The level of purchasing power determines the size of the market capacity; the market capacity is the number of units that the market can absorb a particular product or service for a certain period without considering the product price or supplier. Market capacity comprises two significant factors: total use value demand and real disposable currency. If there is market capacity. It can naturally drive enterprise investment and economic development; without market capacity, it only relies on enterprise efficiency to promote financial increment, which contains a considerable risk of economic imbalance (Jiang, 2021).

Market capacity comprises two significant factors: total use value demand and real disposable currency (Jiang, 2021). Only consumer groups that use-value demand without disposable cash are poor; only disposable money without use value demand is the currency to buy group or a vibrant group. We call both phenomena a market capacity that cannot realize due to insufficient consumption conditions.



**Figure 2.3 The purchasing power**

### **2.4.3 The purchase motivation of the live delivery population:**

Purchase motivation is the catalyst for converting purchasing power into purchasing behavior (Jiang, 2021). Studies by Suboh and others also found that consumers always make shopping decisions under the premise of limited rationality, and they often generate trading behavior based on trust. For live streaming with goods, consumers' trust in anchors and unsold products is a gradually increasing (Subhash, et al. 2017). Moon and Kem's research shows that online consumers can adequately identify the usefulness of marketing content with word of mouth and sales, and high-quality online marketing content has a significant impact on consumer perception (Moon & Kim, 2001). It can be said that the output of high-quality content can meet the needs of platform consumers for product curiosity, make it motivated to continuously watch the live broadcast and think about the matching degree of "explosive products" and their own needs, and directly affect the effect of bringing goods (KIMJ, 2013). The necessary factors considered in high-quality content, incentive mechanism, unique charm, good interaction, and trust in web celebrity can significantly and positively affect fans' purchase decisions (Liu & Shi 2020). The willingness to buy refers to the possibility and attitude that consumers are willing to pay for a particular product subjectively. The connection between the purchase intention to the final purchase decision time is very close, and the vast majority of the relatively strong purchase willingness can be transformed into the final consumption behavior (Zhuo, 2021). Scholars' definitions of purchase intention emphasizes that willingness to buy is a possibility for consumers to purchase. Fishbein & Ajzen (1975) emphasizes the role of the external environment in the formation of purchase intention (Hellier, 2003). The willingness to buy occurs in a specific context.

We will analyze the marketing strategy of the three elements of the live market from marketing. How to use the 4I's combination theory of marketing to increase the three aspects of the live call, to develop positively. Take DouYin to live streaming platform as an example, analyzes the positive development of its three market elements, promotes the market volume of live streaming with goods, increases the purchasing power, and produces purchase behavior. At the same time, consumers participating in the market, affected by the participation in the interaction process of live broadcasting and goods, play an anti-driving role in promoting the three elements of marketing and demand, and further promote the purchase decision of consumers, making them develop positively, encourage each other, and form interactive marketing.

### 3. RESEARCH METHOD

This paper is a hybrid study method:

(1) Literature research method. In the process of completing this research, the author collected a lot of previous literature research content, through the web, square, baidu academic, Google academic, EBSCO database of impulse purchase at home and abroad, network community and network community trust, interaction, recognition of the literature and summarized, determine the theory of this study. This provides a solid theoretical basis and support for this study.

(2) Comparative research method. Compared with traditional e-commerce, to explain the different marketing methods of live streaming e-commerce.

(3) Survey: Questionnaire research method.

#### 3.1 Literature Research method

Through reading a lot of relevant books at home and abroad, marketing, psychology, influence, qualitative research method, literature content research method, observation method, comparison method and other empirical research, the research direction of marketing and consumer behavior.

The reference search time of this paper is limited to SCI, EI and domestic knowledge published before August 2021 Academic papers and master and doctoral papers. The search database includes CNKI, Web of Science and the Social Science Citation Index and the search keywords include "live streaming interaction", "live streaming marketing", "consumer behavior", "opinion leader", "endowment effect", "marketing interaction", "price discrimination", "live streaming interaction interaction" and "consumer loss aversion". At the same time, the retrieved references were used to check the gaps and 84 Chinese and English documents were carefully selected. The selected references meet the following conditions: (1) journal level, articles published in domestic and foreign mainstream journals included in CNKI, Guoyan, CSSCI, SCI and EI; (2) keywords, articles focus on different forms of live broadcast marketing and consumer purchase intention or have corresponding variables; (3) articles were published in the past five years (except some classic documents).

Through the analysis and summary of theory and practice, this paper analyzes and studies the live streaming marketing from two aspects: the application of 4I's combination marketing content; and the marketing effect of live streaming consumer behavior.

The social media marketing theory of 4I's combination is proposed by Tang and Schultz, a professor of Northwestern University in the United States, which includes four aspects:

Interest, Interest, Interaction, and Interactive. The following will study the live broadcast with goods according to the 4I' s marketing theory and make suggestions for developing the new marketing model of DouYin live broadcast with interests.

The traffic of live broadcast with goods comes from interest: entertainment / popularization / grassroots / funny / anti-traditional- -attraction, the premise of seizing people (customers) and guiding the attention in the era of information explosion.

Entertainment is the primary motivation for consumers to contact with media. In the new media environment, consumers' access to media is more in entertainment Music-level needs. Live with goods as a consumption function and entertainment function double superposition of marketing way, let consumers in the shopping process can meet the demand of entertainment at the same time, to help people relieve pressure and burden in daily life, to provide consumers with the release of tension, the emotional release may be transferred to consumers of brand and products, psychological perception to take goods studio recommended products produce psychological level, improve the psychological level of consumer perceived value.

In the process of life with goods can convey more information and knowledge is the characteristics of high-quality content, and content, quality will make consumers enhance understanding of the degree of product and brand, create a more comprehensive judgment of product value, improve the goodwill of the product and increase the possibility of purchase (Lu & Chen, 2020).

The traditional marketing model can no longer fully meet the needs of consumers, and consumers begin to prefer a more dynamic and entertaining way of ordering orders in live broadcast rooms. At the same time, shopping can get close to traffic stars, receive entertaining information, and even enjoy highly interactive services, which significantly meet the spiritual needs of consumers (Zeng, Liu & Cao, 2021).

Short video content has communication values / reverse thinking / concept-driven / consumption reflecting identity- -determinants affecting purchase (Jiang, 2011).

Demand: refers to the physical and psychological needs of consumers, such as survival for food, clothing, housing, safety, belonging, respect and self-realization. In the live broadcast, the content of the live broadcast and the transmitted values and interaction not only meet people' s material needs of shopping but also meet people' s psychological needs. The interaction of the consumption process gives consumers a sense of identity, thus affecting the purchase decisions.

Value: refers to the human or abstract labor that condenses in commodities. Sales goods produced by labor can meet physiological needs; marketing, service, empathy, and entertainment symbolize abstract labor and influence purchasing decisions. The relationship between the price consumers are willing to pay and the utility or satisfaction that the product provides is a value (Zeithaml, 1988).

The mode of live streaming with goods entirely takes into account the physiological needs and psychological needs of consumers. It does the reverse marketing from consumers' thinking, so that consumers can reflect their recognition. Further discussion by the sales opinion leader can better reflect influence and influence purchase decisions.

### **Innovation :**

Innovate in thought / timeliness / concept / function / method-change customer perception and break the balance (Jiang, 2011). Participate your users in the marketing process.

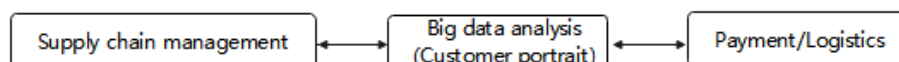
Whether it is an anchor or the broadcast studio, establish their unique mark and personalized marketing so that consumers can better remember you and gradually enter the hearts of consumers. It is likely to continuously pay attention to his live broadcast because they like an anchor to buy goods in the broadcast room. Personalized marketing can be more popular with consumers, and it is more likely to trigger interaction and purchase action. (Zeng, Liu & Cao, 2021)

The core problem of digital consumer behavior research in the era of mobile Internet is how intelligent digital technology changes consumer behavior, and the new ways to accurately understand consumers, which is a high-tech perspective (Wang et al, 2015).

Logistics: The logistics modernization of the supply chain, robot innovation, and automation management guarantee the rapid development of live streaming with goods. For example, JD Logistics can receive the purchased goods on the same day and the next day increasing customer satisfaction with the shopping experience. Foreign consumers can also buy goods from other countries online through international logistics.

Demand: significant data grasp and analysis of consumer demand, can optimize, locate, produce products, and accurate marketing, customer data portrait, which are now being done and upgraded more and more.

Payment: Alipay, WeChat payment, financial service payment, online banking, etc., greatly facilitate online shopping and provide credit guarantees, so that consumers can rest assured to pay and facilitate shopping. Then the development of digital currency will also be more conducive to online payment. In the generation of a business model and can develop, there must be a solid system to support and innovate for it.



**Figure 3.1 Support system**

### **Interactive:**

Resonant / Show / Self-presentation / publicity Personality / Community respect / orientation-Stick to customers, drive the market (Jiang, 2011). For portrait of users, respect and enlarge the personality of interactive marketing.

Instant-time two-way interaction refers to the interaction between web celebrity anchors, consumers, and consumers in the live broadcast Instant, two-way, highly intense interaction. With the development of live broadcasting technology, a web celebrity anchor and consumers have been established. A platform for instant communication and sharing between people and consumers. The development of new information technology is the development of interactive marketing. Provides the foundation and support, compared with traditional marketing, interactive marketing is more diversified to evaluate its camp. The pinning effect will also be more straightforward (Zhuo, 2021).

The interactive ceremony can produce four outcomes, and when the above-mentioned elements are combined and complete the effect between each other, the individual emotion can accumulate to a certain extent and eventually produce the following emotional experience:

- (1) Group unity: that means an individual has a sense of membership;
- (2) Emotional energy: a positive, energetic, upbeat feeling of an individual during a specific activity;
- (3) Symbols representing groups: iconic and symbolic graphics or discourse, these unique symbols give individual members a collective sense, what Tucan calls " sacred things" ;
- (4) Moral sense: individuals consciously maintain the sense of justice of the group. They will respect the group symbols very much and prevent the situation. There some voices violate group emotions and hostile voices. In Collins' theory, the situation is the starting point, and the interactive ceremony is a process. In the interaction process, things of joint attention are generated, and the participant becomes the focus of public attention, and they can feel each other' s feelings and thoughts.

Collins believes that people communicate between language style, way, personality and status, expertise and decision-making power is the symbol of communication capital, people are more willing to and their identity equality, interest, cultural knowledge, member similarity between the two sides to get better emotional experience and interactive situation.

### **Research on the Marketing Role of Live streaming Consumer Behavior:**

As a new marketing way emerging under the new media environment, live streaming with goods can be so successful in communication. One of the important reasons is to grasp the psychology of consumers, the satisfaction of the psychological needs of consumers as a measure of the festival of the good. The standard of visual live broadcast effect.Among them, the purchase decision is the price advantage, opinion leader and trust.

#### **Price advantage:**

Economic perspective: rational consumer, western economics research on human



behavior has established a putative premises. In Western economics, the price of goods is determined by supply and demand(Shao, Q. 2021).

For consumers, economics first assumes that consumers have completely rational, namely that consumers fully understand their consumed goods and consciously maximize the utility; there is consumer sovereignty, namely the consumer determines their consumption, of course indirectly determines production; utility is only derived from the consumption of goods. Microeconomics believes that consumer purchase behavior is determined by product price and preferences. The consumption function theory holds that " consumption expenditure is a function of income " , which means that the consumption expenditure must be equal; once the income is determined, the total consumption can predict accurately. However, behavioral economics research believes that consumer spending is not only restricted by income but also affected by consumer sentiment and motivation.

#### Analysis of Low Price sales strategy of DouYin Live Delivery Platform:

In Western economics, the price of goods is determined by supply and demand. The price of the broadcast room is the critical factor to encourage users to make decisions and purchases in the consumption carnival of the live broadcast with goods. Driven by the scene ceremony of participation, tension, and excitement, consumers induce the ultimate deep participation in — — order and purchase due to price factors. A competitive price is the guarantee of sales power.

At present, when with a vast flow with goods anchored to brands or manufacturers bargaining often can get a lower discount, bargaining power is steadily improving, live with goods team to transfer these discounts to consumers, make consumers can buy cheaper goods than other channels, to enhance consumer satisfaction, with goods host popularity and reputation will increase, the promotion will bring higher conversion rate. Price exclusivity and preferential strength are becoming the critical condition of the head net red with goods. The "Matthew effect" trend is increasing.

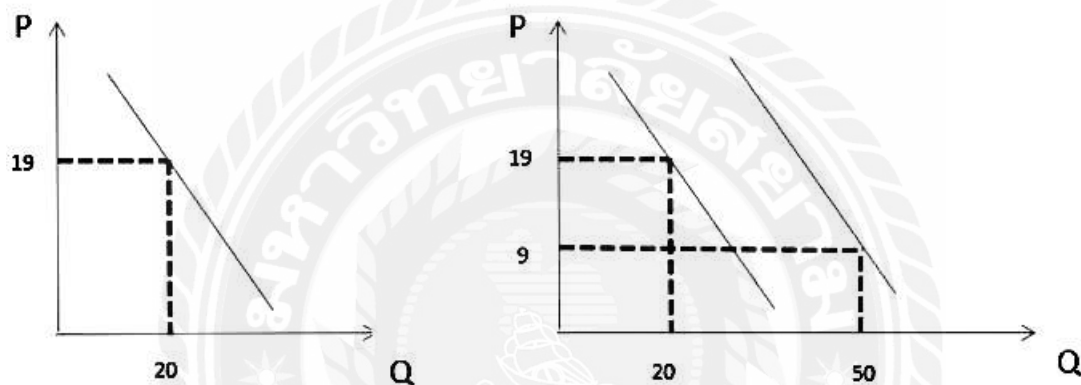
Buyer' s market and seller' s market: From the perspective of the whole DouYin live broadcast platform, a large number of consumers in a single studio is because the goods have good quality and low price. They are not decided by supply and demand.

Take a case: daily necessities have quantitative production, quantitative sales: such as toilet paper toothpaste. A few kilograms of toilet paper is only for 7.9 yuan, while the market price is about 57.9 yuan. Small soda toothpaste market sells 19 yuan one branch, while the DouYin platform is 9 yuan an addition. The reason for adopting this pricing strategy is that the substantial price reduction of essential products instead increases the total income of manufacturers.

For inflexible goods such as daily necessities, appropriate price increases will increase the total returns. But the price reduction has become the choice of many manufacturers. Second,

the price decline dropped considerably, promoting a substantial increase in consumption. A large amount of hoarding leads to a much more higher sales volume than the expected sales volume. The significant price reduction of the essential products dramatically increases the sales volume, which has the same characteristics as luxury goods. The considerable price reduction increases the total income and finally enables the manufacturers to obtain large profits. Eventually, affected by factors other than price moves the entire demand curve to the right, and although the significant price reduction, the price reduction is still an increase in real income.

The above content, taking the sales volume and price of toothpaste as an example, comes through the graphics.



**Figure 3.2 Quantitative sales**

Analysis of the reasons for the substantial price reduction: but for daily necessities, selling on the live streaming platform, the significant price reduction increases the income. An important conclusion based on research and data analysis: the preferential price attribute has the most significant influence on the purchase intention of Chen, M. (2020).

### **Trust**

Trust, as a widely accepted concept applied in various fields and disciplines, has been concerned by multiple research scholars, used in education, social sciences, and even life sciences, and defined as an essential link between people and organizations.

Trust is mutual, but in the marketing context, it focuses more on consumer trust in manufacturers. The letter in this study Ren degree refers to the acceptance degree and degree of confidence of consumers to the marketing content of the host broadcast, brand side, and manufacturers, which is regarded as direct. The range advertised in the process of broadcasting goods is accurate and reliable, there is no grandiose or false component, and will not produce for anchors and manufacturers Biosuspicion. Consumers pay purchasing psychology based on the judgment of trust and make final consumption decisions (Yuliharsi et al., 2011) to enhance consumer trust, which then affecting consumer psychology and purchase decisions.

For example, in the era of the traditional business model, DouYin studio has brand influence and products known to consumers. Brand owners directly open the official broadcast room in DouYin, transforming the trust of the original brand and driving the promotion and purchase. Here is a screenshot of the Shaxuan product studio. There is also the influence of personal brand management, professionalism, and impact on consumer trust, such as Mr. Dong Jewelry and making a friend with Luo Yonghao, etc. The unique impact is more detailed in the latter content opinion leader part.

In web celebrity live streaming with goods, trust positively affects consumers' willingness to buy. Cheng Zhenyu' s 2013 research results show that faith has an absolute positive influence on consumers' desire to accept. It can help customers overcome their psychological perception of risks and uncertainty and will be willing to participate in specific online transactions, such as sharing personal information and making online purchases. On the other hand, gaining consumer trust can significantly increase the repurchase rate of goods and the consumer word-of-mouth spread of goods.

### **Opinion leader**

Web celebrity is the expression form of opinion leaders in the new media era, namely the abbreviation of Internet celebrities. It refers to the person widely concerned by netizens in real or an event or online life and becomes famous. Three typical characteristics of web celebrity opinion leaders: (1) high social participation, (2) having a certain social status, (3) have a certain sense of social responsibility. Many businesses and brands do not have a certain number of fans and can only broadcast goods live through celebrities, official media, and Internet celebrities.

Opinion leaders are active on social media platforms, have rich product expertise and practical experience, and share their knowledge and expertise to influence consumer decision-making. Both influence consumer decision-making through personal characteristics, but the difference is that some Internet celebrities do not have product expertise and have weaker influence than opinion leaders, so they are both connected and different (Chen, M.2020).

Since the earliest American scholar Lazzasfield in the Choice of the People. Then, with the emergence of the Internet, the new concept and research object of the network opinion leader blew into the e-commerce field with the whirlwind of " live broadcast + " , the E-commerce platform has opened a new mode of live streaming with goods, Anchors who can have an impact on consumers' willingness to buy. Compared with the traditional word-of-mouth marketing by word of mouth, the information transmission of Internet live broadcast is bi-directional. Consumer opinion leaders can receive feedback from word-of-mouth transmission and timely adjust it to avoid the continuous emergence of negative word-of-mouth. Previous scholars on opinion leaders: Wang Zhaorong in 2017 studied the influence of opinion leaders on consumers' willingness to consume based on word-of-mouth communication in the perspective of information communication.

When anchors have specific professional knowledge, leading ability, or calling ability, consumers can think that the information transmitted is reliable and reliable, and it is easier to buy the goods recommended by anchors. It can see that anchors with specific call and leading characteristics will impact consumers' psychological attitudes and purchase behavior.

Opinion leader theory in communication significantly emphasizes the guiding role of individual characteristics on consumption behavior. In live streaming, unique factors such as appearance, language, personality, talent, and preferences are easily spread online and then regarded as opinion leaders by specific fans. Studies by Eleanor and others have found that Internet celebrities continue to highlight differentiated characteristics and deliver professional content to Internet users. They play the role of opinion leaders in guiding online consumption and will "infect" their preferred products and attitudes to social groups. Internet celebrity personal charm is the crucial variable to promote consumer purchase behavior.

For example, in the process of DouYin live streaming with goods, the preferential price, real-time two-way interaction, and entertainment performance attributes will all significantly and positively affect consumers' willingness to buy. When anchors become influential web celebrities or opinion leaders in one aspect, fans will give them complete trust, which positively affects consumers' willingness to buy.

Through literature research, it is found that the marketing research of live broadcasting with goods is still in the research stage of individual marketing theories and there is no comprehensive analysis of the marketing methods of live broadcasting with goods, nor is the marketing theory of live broadcasting with goods formed. This paper summarizes the qualitative research of previous literature, and the marketing method of live streaming is formed by the price advantage of 4I'S combination marketing and consumer behavior, opinion leaders and trust.

### **3.2 Comparative method study**

The current situation of the marketing of live broadcast with goods compares with the marketing of traditional e-commerce. Explain the marketing ethics of Douyin live delivery through the sharing method of economic marketing theory; qualitative analysis of the application of Douyin live delivery marketing and consumer behavior;

Three elements of the market: population, purchasing power, purchasing motivation and a comparative study of the large volume and the physical stores. For example, the number of fans of Mr. Dong's broadcast room is 17.794 million, and the number of likes is 52.351 million. The volume is very large. From the premiere to the end of 2021, the number of transaction diamonds is 5W-6W, which is equivalent to the volume of hundreds of physical stores. In the era of new media live broadcasting with goods, the volume marketing of constituent elements is marketing and the changes of population, purchasing power and purchasing motivation are

affected by marketing. The marketing of Douyin live broadcasting with goods is studied, and the marketing operation is conducted for the three elements of market.

Douyin live streaming marketing is the best marketing method for integrating 4I'S portfolio marketing and consumer behavior. The contrast of the interest, value, innovation and interactive marketing methods of Douyin live-streaming 4I'S combination marketing with the traditional e-commerce marketing methods. More interesting marketing and consumers direct interactive marketing, timely response to consumer questions and demand, interactive better than traditional electricity, because to answer consumer questions, so the requirements of the anchor is more professional, professional product cognition, professional marketing, seize customer consumer psychology and two different business model marketing comparative research can highlight the live with 4I' S combination marketing superiority and effectiveness. Marketing is a discipline that tries to influence consumer behavior.

Compared with traditional e-commerce, to explain the difference in the marketing methods of live streaming e-commerce, live streaming e-commerce pays more attention to the presentation of content, entertainment and funny, so as to enhance the attraction, attract fan traffic, and realize fan economy:

**Table 3.1 The marketing difference of live streaming e-commerce**

distinction	Live e-commerce	Traditional e-commerce
content presentation	Anchor shopping guide shows the introduction and interacts with users	Commodity details and graphic information
property	Entertainment + marketing	marketing
commodity price	Price has certain advantages, daily through seconds to kill, gifts, price reduction and other means to attract users	Price advantage is not obvious; the price is relatively stable, the daily discount is small
interactivity	stronger	same as
speciality	stronger	same as
entertainment	stronger	same as

In the process of doing entertainment content, some hosts slowly have their own audience groups, with traffic, and with fans. Attraction mainly refers to the display of product selling points and consumer interest points. Live broadcast activities are composed of some interactive elements, such as giving red envelopes, gifts, barrage interaction, plot participation and other forms, which can greatly arouse the interest of the audience to participate in the broadcast

room. The lucky lottery games in the live broadcast interaction increase the interest of the live broadcast process and maintain the loyalty of consumers. In the process of watching live streaming, consumers are highly respected and valued, and the satisfaction of such psychological needs can greatly improve the consumption experience.

The development of society makes the needs of consumers become diversified. Consumers participate in shopping not only to meet their own shopping needs, but also some consumers are more willing to release their emotions in the process of online shopping. The new technology makes the online shopping activities richer and enhances the entertainment in the process of online consumption.

In order to better improve the marketing, Douyin live streaming marketing is a diversified fusion of consumer behavior. Although traditional e-commerce has a customer evaluation and opinion system, it does not buy timely interaction, and the role of on-site marketing to consumers. Consumer behavior, psychology and marketing are relatively accurate marketing and inflammatory to consumers and the conversion rate is stronger than that of traditional e-commerce.

The research and application of consumer behavior of live broadcast better affects the marketing effect, produces purchase decisions, increases the number of fans in the live broadcast room, has strong interactivity and high activity, and plays a positive role in consumers' choice, purchase, use and experience. Compared with the traditional e-commerce live streaming, consumer behavior factors are integrated in the same live streaming, interact, influence, and finally reach the purchase. Live with goods, the anchor use their influence, play the role of opinion leaders to consumers, opinion leaders themselves should have a certain sense of social responsibility, high social status and social participation, such as Yu studio, he himself as an education entrepreneurs, offline new Oriental English training, operating for 29 years, the image of personal entrepreneurs, and corporate culture affects the positive pursuit of dreams, has run himself into an influential person. In the political direction does not support school training, Yu also just feel the development of Douyin live, he opened in Douyin studio, with his influence, introduce books, and the author, the reader, to produce sales, consumers because of his personal influence and buy, in the process of introduction, on 1000 books, snapped up within 1-2 minutes. Therefore, the influence of opinion leaders on consumers and the professionalism of their products play a positive role in promoting consumers' purchase.

However, the purchase decision of live streaming with goods is not the result of a single consumer behavior, but often the result of multiple combined actions. Under the influence of opinion leaders, studio originally contrast traditional electricity have presence, make consumers form a group effect, interact together, into the same studio fans have certain

tendency and recognition of the host, studio will use consumer trust in the anchor, and presence, the scene of product pricing, pricing for endowment effect, anchor effect, price advantage theory, No matter in the era of traditional e-commerce or physical e-commerce, the endowment effect and anchor effect of product pricing all play a certain role in consumers' purchase decisions. For example, the 20% discount on the price, or the anchor effect of the price and the preferential volume, parking roll, freight insurance, trial installation, member points, gifts, the purchase desire. And studio anchor effect in the environment play more strength, studio price adjustment, such as 2.5.4.7 section anchor effect Luo Yonghao sales SK-II toner price from 2100 yuan, price to 1049 yuan, according to the reaction of fans, rendering atmosphere, down to 999 yuan, let consumers excited, look forward to the price, then the host said 999 yuan two bottles, mobilize consumers' purchase desire and increase their purchase decision, The number of people in the broadcast room is 5,484. There are still a few orders left in real-time broadcasting. They create hunger marketing and stimulate the sense of scarcity. At this time, consumers' sense of presence, herd effect also play a role, follow the trend, follow the herd effect to promote consumer purchase. Therefore, the successful marketing methods of a broadcast room are diversified, which is the purchase decision produced by the joint action of marketing and multiple consumer behavior.

### **3.3 Questionnaire study method**

#### **3.3.1 Questionnaire design**

In order to make the questionnaire conform to the purpose of the study, the author consulted a large number of literature and studied the mature scale of the predecessors during the questionnaire design. On this basis, he designed the questionnaire in line with the content and situation of this study. Before issuing the formal questionnaire, the author invited three scholars in the field of marketing to evaluate the questionnaire, and invited them to participate in the evaluation first. Combined with their feedback and suggestions, he revised the questionnaire appropriately, and finally determined the pre-survey questionnaire of this study. The questionnaire design ideas are as follows:

The first part sets up the screening item. The questionnaire design takes the first question as an important screening item to screen out the valid questionnaire that meets the research content of this study. The following five questions are auxiliary items to mainly understand the involvement of live shopping of eligible respondents.

The second part is the basic information of the questionnaire filling, including gender, age, monthly income, educational level, occupation, etc.

The third part includes the main reasons for the respondents to buy the products recommended by web celebrity anchors, and uses the Likert five-level scale to evaluate the 6 variables.

### 3.3.2 Pre-research

#### 3.3.2.1 Sample selection

This study selected the online channels to distribute the pre-survey questionnaires through the questionnaire star. The questionnaire adopts convenient sampling and distributed to college students, graduate students, fresh graduates and young white-collar workers. The pre-survey questionnaire was issued from November 8 to November 16, 2021, and 105 questionnaires were collected, of which 85 were valid, with an effective rate of 81%. The first question is used as a screening item. If the questionnaire participant has not seen the live shopping experience, the answer will be terminated. In this way, the research objects conforming to the research content are selected. The author collects, records and sorts out the problems encountered in the questionnaire filling, and improves the expression of the questionnaire items according to the feedback of the questionnaire objects, so as to modify and improve the formal survey questionnaire and make the survey results more accurate.

#### 3.3.2.2 Pre-survey reliability analysis

**Table 3.2 Scale reliability**

variable	Number of questionnaires	Cronbach $\alpha$ modulus
opinion leader	Q5	0.981
price advantage	Q6	0.980
interactivity	Q3	0.977
entertainment	Q3	0.987
trust	Q3	0.989
willingness to buy	Q3	0.985

The reliability test results were used to reflect whether the questionnaire scale is true and reliable. Scholars generally use internal consistency to test the reliability of the questionnaire scale. The higher the degree of consistency, the more reliable the questionnaire is. In this study, the more common  $\alpha$ -coefficient method was used to measure the reliability of the scale. If the coefficient is higher than 0.8, the reliability is good. If the coefficient is higher than 0.9, the reliability is excellent and if the  $\alpha$ -coefficient is less than 0.6. After the reliability analysis of the questionnaire data, the results showed that the overall reliability coefficient was  $0.996 > 0.9$ , and the  $\alpha$ -coefficient of each variable was higher than 0.9, indicating that the reliability of the study data was excellent, as shown in Table 4-2. Moreover, the CITC value of each measurement item is higher than 0.8 (the CITC value standard is greater than 0.5, and the value above 0.7 is better), indicating that the reliability level of the



questionnaire is good and can be used for the next study (see the detailed data reliability analysis table of the pre-survey questionnaire in Appendix 3 for detailed data).

### 3.3.2.3 Pre-survey validity analysis

**Table 3.3 KMO values for each variable and Bart sphere test in the questionnaire**

variable	KMO price	Bart spherical test value	significance level
opinion leader	0.931	1228.669	0.000
price advantage	0.897	1033.695	0.000
interactivity	0.918	942.120	0.000
entertainment	0.941	1468.699	0.000
trust	0.943	1463.752	0.000
willingness to buy	0.904	1155.798	0.000
Overall sample	0.960	10422.789	0.000

The validity test results are mainly used to reflect whether the data of this group can effectively measure the content of this study, and the validity test can be tested by the content validity and structure validity. Content validity is to see whether the questionnaire design and the investigated content conforms to the topic of this study, because the author refers to a large number of mature scale items at home and abroad to design the questionnaire items, so it has a good content validity. Structural validity refers to the degree to which the measurement items of the questionnaire can explain a certain variable and related theories. Factor analysis is a common measurement method. Generally, KMO test, the larger the KMO value, the more suitable for factor analysis. The general standard of KMO is that, when the KMO is between 0.7 and 0.8, it is more suitable for factor analysis; When the KMO is greater than 0.8, it is very suitable for the factor analysis. When the KMO value is closer to 1, the better the factor analysis is. This study mainly used factor analysis to measure the validity of the pre-survey data. The closer the KMO value is to 1, and the corresponding P-value of the Bart spherical test value is 0.00, less than 0.05, indicating that the SPSS factor analysis can be performed. After analyzing the operation spss22 of the pre-survey questionnaire data, the author obtained the following results. As shown in Table 4-3, it can be seen that the overall KMO value of the sample is  $0.960 > 0.8$ , and the P-value corresponding to the Bart spherical test is 0.000 .

## 4. DATA ANALYSIS

### 4.1 The source of the data

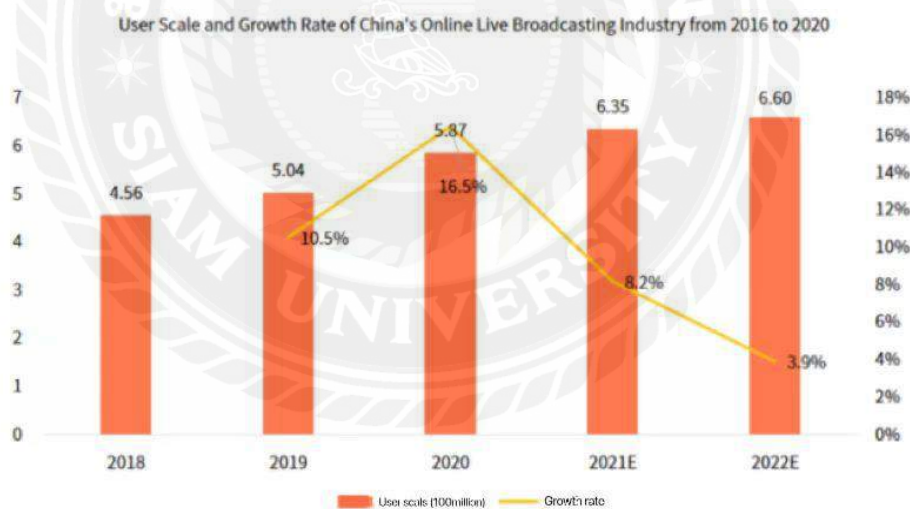
Since this paper is a qualitative research method, the relevant data sources draw from previous research data, authoritative official data, and real-time data of the broadcast room.

The data sources of this study are divided into three aspects:

#### 4.1.1 Authoritative and official statistics website:

The macro data of this study comes from authoritative official statistical websites: such as analysis data of national e-commerce transaction volume in China Internet Development Report (2021); forecast data of China from 2016-2020; online survey report of live e-commerce shopping released by China Consumers Association and mobile live market; year data of live live development process shown by public Chinese and foreign network data.

First of all, the accuracy of this data can be guaranteed, and it is officially disclosed by the big data statistics.



**Figure 4.1 User scale of online live streaming industry in 2020**

In 2020, China's live streaming e-commerce market size reached 961 billion yuan, up 121.5% year on year, accounting for about 8.7% of China's online retail scale. The market has a higher ceiling and stronger liquidity, which will become an important direction of development. The overall number of online live streaming users in China reaches 587 million. First of all, the state formulates policies to give support, actively promote the development of the industry, and provides a good development environment for the live

broadcasting industry. At the same time, the annual increase of residents' online consumption expenditure provides a positive social consumption environment for live streaming e-commerce. The rise of live streaming enterprises has also driven the development of related industries. The number of MCN institutions in China is growing rapidly and the prospects continue to improve. According to IMedia Research, users have a high recognition of live broadcasting. Among them, the public welfare live broadcast was recognized by 65.6% of the users, and its high recognition degree ranked first. Social welfare and non-interests are the key to users' recognition of live broadcasting, and full-time e-commerce live broadcasting with goods also has good social recognition. E-commerce live streaming is the most frequently watched type of live broadcast for users, and about 50% of the users watch it frequently and 17.0% of the users watch it very frequently. In the future, online live broadcasting platforms will improve multi-real-time interaction functions, and the participation of Internet users and the attention of live broadcasting will be further enhanced. As of January 20, 2020, Ctrip live broadcasts, including "BOSS" and "Overseas Local", have generated over 2 billion transactions; Zhu has watched 122 million times within two hours of a charity event. The huge volume of live broadcast users is one of the premises for commercial realization in the live broadcast e-commerce industry.

#### **4.1.2 Official data collection:**

In the process of pre-survey questionnaire, the author received a lot of feedback from applicants that he could not answer the question after not watching the live broadcast. Therefore, the author has modified the questionnaire for this question. For example, in the first question of the first part, the question is, do you have the experience of watching web celebrity live shopping online? The original option A has watched and purchased the Internet red live, B has watched the Internet red live but has not purchased, C has not watched the Internet red live but has heard of, D has not heard of (please stop the answer). The person who chooses option D prompts prompt to finish the answer and jump directly to submit the questionnaire. However, according to the analysis of the results of the pre-survey data, the author found that the number of effective filling people was 105, 47.62%, 33.33%, 15.24%, C (had not watched the live broadcast but heard of), and 3.81%. But the author after analysis thinking, found that choose C option can normal answer submit questionnaire, but not seen live may not answer, immediate answer, the data is not based on the fact, so for the research content, only choose A and B questionnaire is meet the requirements, so, in order to make the data results more objective, more accurate, also to make the questionnaire more convenient answer, the author in doing formal questionnaire survey, combining C and D options for not watch net red live (please answer).

Modify 2, because of some objective reasons lead to the survey questionnaire just through

the questionnaire star network release, so will lead to sample collection data range is narrow, the representative is not enough, so the author in order to collect sample data in the formal questionnaire survey more fully, take offline and online combination.

Because web celebrity live with goods belong to the emerging field, in the process of research, there are a lot of people feedback did not watch celebrity live, which brings the difficulty of research, so the author adopts two solutions, the first is before issuing offline questionnaire, communicate with questionnaire filling in advance, to determine is a live shopping experience of consumers issued questionnaires, and invite it to fill in the questionnaire. Second, the author chooses to cooperate with e-commerce enterprises to collect online questionnaire data, and directly issues questionnaires to those consumers who have had live shopping experience, making the data of this study more authentic and effective to the maximum extent, and making the research results more valuable. Offline questionnaire distribution points mainly in schools, communities, online network survey by questionnaire star, the questionnaire issued 15 days, a total of 368 questionnaires, received valid questionnaire 287, accounting for 77.99% of the total questionnaire, this is mainly because live shopping is still a relatively new field, many fill in feedback did not seen live, in this case, the questionnaire overall have efficiency of 77.99% is a more ideal state.

#### 4.1.3 Descriptive statistical analysis:

##### 4.1.3.1 Basic Information

The descriptive statistical analysis in this section is mainly used to collect, organize and analyze the 287 valid questionnaires collected for the data to understand the relevant information of the research objects.

**Table 4.1 Information related to the research groups**

name	type	frequency	percentage (%)
	man	123	42.86
	woman	164	57.14
age	Under the age of 18	1	0.35
	19-24 years	148	51.57
	25-29 years	39	13.59
	30-35 years	59	20.56
	Over 36 years old	40	13.94
income	Below 2,000 RMB	125	43.55
	2001-5000 RMB	46	16.03

	5001-10000 RMB	46	16.03
	Above 10001 RMB	69	24.04
	High school and below	26	9.06
	Junior college education	15	5.23
educational	Regular college course	190	66.20
	Master	54	18.82
	Dr. and above	2	0.70
	university student	142	49.48
	white collar	55	19.16
	teacher	14	4.88
profession	public functionary	8	2.79
	medical worker	2	0.70
	Freelance occupation	33	11.50
	other	33	11.50
	sum	287	100.0

(1) sex. By analyzing the basic information of the respondents, we could find that the number of the surveyed women was larger than the number of men, with 57.14% women and 42.86% men. This is mainly because of the large number of women watching live shopping.

(2) age. In terms of the age distribution, 19-24 years old accounted for the largest proportion, reaching 51.57%, followed by the 30-35 years old range, accounting for 20.56%, 25-29 years old and over 36 years old accounted for 13.59% of the age group distribution, 13.94%. This is because live shopping itself is a relatively new trend, and college students are active in thinking and like to explore new things. Therefore, this questionnaire is mainly distributed in a university in Guangzhou, so the 19-24 people account for a relatively high proportion. The second is 30-35 years old. Because these women have become families and need to buy household life goods, etc. They pursue the ultimate cost performance, so most of them will choose live shopping, so the proportion of this part is also too high.

(3) monthly income. Because live shopping is belong to consumption, and income related, so this also investigated the fill in monthly income, monthly income accounted for the highest below 2000 yuan is 43.55%, followed by 10001 yuan, accounted for 24.04%, this is so the questionnaire mainly for college students to fill in, they have not started to work, may some will do some part-time, so low income. The proportion of more than 10,001 yuan is also relatively high because this questionnaire cooperates with enterprises and directly distributes it to a live broadcast customer group of an e-commerce enterprise, and invites customers who watch the live broadcast to fill in. These are VIP customers, who have a high amount of live

broadcast shopping and a high income. The monthly income of 2,001-5,000 yuan and 5,001-10,000 yuan all accounted for 16.03%.

(4) record of formal schooling. In terms of the educational background of this researcher, the highest proportion of undergraduate degree was 66.02%, followed by 18.82% for master's degree, followed by high school degree and below, 9.16%, junior college degree accounting for 5.23%, and 0.7% for doctoral degree or above. This is because most of the applicants are undergraduate students, followed by graduate students, and a few are corporate live shopping VIP customers.

(5) occupation. The occupations of the questionnaire applicants include college students, white-collar workers, teachers, civil servants, medical workers, and freelance entrepreneurs. Among them, the top three accounted for 49.48% college students, 19.16% white-collar workers, 11.5% self-employed free occupations and others, which is more consistent with the overall population of questionnaire participants. Because college students have relatively abundant time, they also like to pursue the trend and try new things.

#### **4.1.3.2 Purchase intention and behavior characteristics of web celebrity live broadcast**

In order to make the research results more effective, and have more reference value and significance, this questionnaire also conducts a detailed survey of the status quo of the live purchase intention and its behavior characteristics, which is mainly realized through the following 6 questions.

(1) Is there the experience of watching web celebrity live shopping. Among the 287 research samples, 40.07% of the people had watched and had bought it, while 172 had followed online celebrity live streaming but did not buy it, accounting for 59.93%. This is related to the development of the net red industry in China. In 2016, the Internet celebrity industry is booming, and Internet celebrities from all walks of life are also constantly exploring ways to cash, and live broadcast with goods is one of the more successful ways of cash. Web celebrity live with goods came into the public eye from 2018, reached its peak in 2019, during the epidemic in 2020, people were quarantined at home, most of the online shopping, live with goods began to become a household name. In this survey, only 40.07% of the people have the experience of watching live streaming and shopping, and 59.93% began to pay attention to web celebrity live streaming, but they have not tried to buy it yet. It shows that live shopping has not been widely popularized in large numbers, which is a topic worth studying, and there is still a lot of room for improvement in the future.

(2) Watch how long is the net celebrity live shopping? According to the survey results, 56.79%

of people watch live shopping for less than half a year, accounting for 27.53% in half a year-1 year, and 9.06% in 1-2 years, which is consistent with the development status of live shopping in China. Most people start to pay attention to live streaming shopping in 2020, which shows that live streaming shopping, a relatively new thing, is rapidly entering people's vision and entering people's lives. With the development of economy, more people will certainly pay attention to live streaming with goods or purchase behavior in the future. Therefore, it is of profound practical significance for us to study the influence of web celebrity live broadcast with goods on consumers' purchase intention.

(3) Whether there is a favorite web celebrity anchor. In the survey, only 21.6% of people have their favorite web celebrity live broadcast, while 76.31% of people have no favorite anchors, which shows that in the development process of live streaming, only a few web celebrity anchors have realized personal brand accumulation and been loved by consumers. This shows that web celebrity anchors also have a large space for improvement in the future.

(4) Watch the favorite web celebrity live broadcast time. Generally watch web celebrity live for less than 30 minutes accounted for 77.7%, 30-60 minutes accounted for 15.68%, the development of the Internet brought people fragmentation time, big users is using fragmented time to watch live, so it also gives the live with goods industry new opportunities and enlightenment, such as live content display form, in addition to a long time live, whether can also to live content slice display? Only when the content conforms to the habits of consumers can it be more popular with consumers, which is also a problem worth thinking about in the live broadcasting industry.

(5) Watch the network red live broadcast frequency. The survey results showed that 50.87% of the people were less than the average time per month, all The proportion of 1 time / month is 19.51%, the average proportion of 1 week / time is 13.59%, the average proportion of daily live broadcast is 7.67%, and the unlimited number of times, and the first broadcast is 8.01%. This shows that only 8.01% of the people follow their favorite Bcelebrities. As long as their favorite BBB starts, they will go to watch live shopping. 7.67% of the people watch live shopping every day on average, indicating that live shopping has become a part of their lives. However, the other 50.87% of people are less than the average time per month, which shows that most people do not have a fixed habit of watching live shopping, and watching live shopping has not become their daily behavior. Therefore, this also brings new thinking to web celebrity anchors and the live broadcasting industry, whether to produce live broadcasting content according to different audience preferences, rather than uniform peddling.

(6) Monthly monthly number of live shopping. According to the survey results, the highest proportion was 73.87% of 1 or less items per month, 2-5 items accounted for 22.65%, and 6-9

items accounted for 2.44%. Because most of the survey objects are college students and graduate students, and their income is limited, this data is consistent with the survey population.

(7) Reasons for the purchase intention. In this survey, 62.37% of the people wanted to buy because of the purchase demand, and 26.13% did not buy originally, but because of the preferential price of the live broadcast. Only 0.7% of them bought it as long as the web celebrity live broadcast. This shows that the purchase intention is affected by the demand and the price. This may also provide some ideas to this study.

To sum up, 59.93% of people have paid attention to Internet celebrity live broadcast but have not bought it, 56.79% have only started to pay attention to web celebrity live broadcast in the last six months, 76.31% do not have their favorite anchors, 50.87% of people watch web celebrity live broadcast for less than one average time per month, 77.70% watch the live broadcast for less than 30 minutes each time, and 73.87% have less than 1 live shopping item per month. The above research results show that web celebrity live broadcast with goods in the future will still have a very broad space for development.

## **4.2 Data limitations**

The data of this study from the analysis and reference of live broadcast with goods is officially recognized and open, and has certain authority. However, the specific impact of 4I's combination of specific live broadcast marketing; the performance of consumer behavior, such as opinion leader, price advantage on the sales effect. Of course, this study mainly expounds the impact of interactive marketing of live streaming marketing and consumer behavior on live streaming, which can be further data analysis of the impact of each part.



## 5. CONCLUSION

### 5.1 Research conclusion

Reality: With the evolution of Internet technology, the popularization of the "house economy", and the exploration of digital marketing, live streaming with goods has become a new "tuyere" of retail e-commerce, but there is no clear theoretical basis for the influencing factors of its purchase decision in the marketing process. Because of the above new topics, the paper combines the actual situation and literature basis of DouYin live broadcast with goods, the real problem of marketing, economic psychology, sociology, consumer behavior, and other theories, and analyzes the purchase behavior of live broadcast fans. The research results generally show that these factors are the key factors that affect the purchase behavior of live streaming fans.

In this case, to continue to do a good job, we must conduct in-depth research on the marketing and marketing methods under the new business model, and deeply analyze the consumption behavior that creates and affects the consumer purchase decision-making environment, to formulate a more suitable network marketing strategy. Also, through the interaction with consumers, improve the quality demand of products and services.

For consumers, web celebrity live broadcast with goods is a consumption behavior in a specific situation, the scene atmosphere rendering, low price promotion, and other preferential activities, lottery activities, welfare activities are easy to make consumers emotional, to produce impulsive purchase behavior, but later regret. All we understand is what factors affect our purchase decision in the web celebrity live broadcast. In the daily process of watching the live broadcast, we can avoid blind obedience, reduce impulse consumption, and buy the products we need more rationally in the process of shopping. Guide them to consciously resist wrong information, improve the audience's supervision awareness, and timely report the lousy content and illegal data of the network live broadcast platform.

Theory: The academic research on live broadcast marketing of goods is still in a relatively macro stage. There is little in-depth research on consumer purchase decisions from the perspective of micro consumer psychology.

This research cites and draws lessons from some previous research theories. Most of the research is to discuss the application of consumer behavior and certain aspects of marketing in a live broadcast with goods. The idea of these studies, the research positioning, its questionnaire collection, and its data collation are all relatively accurate, so this study is also directly quoted, but the data volume is still limited. Analysis of phenomena such as opinion leaders, trust, and endowment effect has a positive impact on consumer purchase, but whether or not play what degree of decision-making role is not very precise. More in-depth studies are necessary. At present, with the continuation of the epidemic, as well as seedling raising and prevention gradually maturing, people will coexist with the epidemic. In the post-epidemic era, live streaming with goods will also usher in more space for development. In addition to the

upgrading of science and technology, the emergence of new technologies and applications such as immersive live broadcast experience form, clearer video content presentation, faster transmission speed, more intelligent live broadcast equipment, and more diversified live broadcast content selection will continue to promote new changes in the consumption of the public mode. This particular period of business changes, the corresponding marketing theory, consumer behavior theory, is not very comprehensive, very mature, relative to the traditional marketing, consumer behavior will be reconstructed in the digital age. And DouYin live with goods marketing research is to explore the business marketing model and consumer behavior, comprehensive interpretation of the marketing, consumer behavior of academic and application, live with goods marketing research must contact theory with practice, approach to practice, and from the method of hot live analysis of the reasons and combined with the approach summarizes live with goods business model unique marketing theory is very valuable. This form of "equal research and application" will not change in the digital era but will be more integrated and strengthened.

From viewing, participation, analysis of live marketing, summarizes good live marketing must study consumer behavior, for various phenomena of consumer behavior marketing, interaction to better realize the positive commercial marketing cycle; live with goods practice application and theory, perfect each other. It is hoped to pave the way for the post-epidemic era, extensive data marketing and consumer behavior.

## **5.2 Research recommendations**

According to the official big data website, the following consumer group is the 1995-the 00s and live broadcasting, DouYin, and B stations may be where they obtain goods and brands. As an indigenous people of the Internet, the post-2000s grew up in the era of the Chinese mobile networks and had different attitudes towards life and consumption. The post-2000 generation has significantly different cognition of brand and product and will enter the de-branding and de-platform.

The scale of DouYin live streaming with goods is gradually expanding. It has a wide range of influence, from farmers, stars, entrepreneurs to local officials to broadcast live streaming under the influence of the epidemic, to promote its economic development and people's needs for living goods. DouYin live streaming has incomparable advantages over other e-commerce, timeliness, interactivity, presence, fun and so on.

Based on future development, we recommend DouYin broadcasters to study live broadcast marketing better, grasp the exciting principles of content, accelerate the training of professional anchors, effectively safeguard consumer rights and interests, better realize consumption conversion rate and improve purchase decisions. Enterprises must conduct in-depth research on the marketing science and marketing methods under the new business model, and work an in-depth analysis of consumer consumption behavior, to formulate a suitable network marketing strategy.

Enterprises and anchors can change their thinking and innovate marketing. In terms of operation mode, they can also use big data to monitor the age, gender, average use time, etc., promote video content for the collected data, and improve the penetration rate of DouYin in each user group. And use big data to provide users with diversified range. Short video platform forms a set of chain marketing mode by spreading content, accumulating traffic, and recycling benefits, leading the trend of social economy. A good grasp of consumer behavior psychology is bound to help to improve their business level.

During a live broadcast, There are insufficient professionalism and improper behavior; the quality of live streaming products is not effectively guaranteed; the national regulatory policies for live streaming goods are imperfect, and the internal personnel control and related regulations.

This study is not involved in the supply chain management and subsequent system support, extensive data analysis, digital payment, and logistics;

The target market customers have no interest or indifference to a certain product, analyze the reasons, and combine the product interests with people's natural needs and interests through effective promotion means, to stimulate the market and create demand. Transform potential consumer needs into normal needs; Transform falling consumer demand into rising demand; Transform irregular consumer demands into regular demands, Changing demand time patterns through flexible pricing, promotions, and other incentives, This is called synchronous marketing; Transforming a sufficient consumer demand into a benign demand, Pay attention to changes in consumer preferences and competition, Constantly improve product quality, Try to maintain the current level of demand; Transtranslate harmful needs to consumers into beneficial ones, Through marketing, Let consumers have a clearer understanding of the harm of certain goods, Thus reducing the consumption of such goods.

Although the current live with goods interactive marketing seems to be mutually beneficial but, from the perspective of long-term development, live with goods, and traditional electricity are the same consumer demands, commodity quality assurance, cheap, and effective marketing is needed to strictly control commodity channels, ensure the quality of goods, improve after-sales service. In this way, in the post-epidemic era, the product positioning and accurate portrait of consumer demand under big data technology are meaningful.

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