



**ANALYZE THE LIVE BROADCAST MARKETING STRATEGY
OF E-COMMERCE PLATFORM - TAKE TIKTOK AS AN
EXAMPLE**

**SHEN YONGYAO
6217195436**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE MASTER'S DEGREE OF BUSINESS
ADMINISTRATION GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2023



**ANALYZE THE LIVE BROADCAST MARKETING STRATEGY
OF E-COMMERCE PLATFORM - TAKE TIKTOK AS AN
EXAMPLE**

SHEN YONGYAO

This Independent Study has been Approved as a Partial Fulfillment of the Requirement
of an International Master of Business Administration in International
Business Management

Advisor:

(Dr. Zhang Li)

Date: 11 / 9 / 2023

.....
(Associate Professor Dr. Jomphong Mongkhonvanit)
Dean, Graduate School of Business Administration

Date..... 20 / 9 / 2023

Siam University, Bangkok, Thailand

Declaration

I, Shen yongyao, hereby certify that the work embodied in this independent study entitled “ANALYZE THE LIVE BROADCAST MARKETING STRATEGY OF E-COMMERCE PLATFORM - TAKE TIKTOK AS AN EXAMPLE” is result of original research and has not been submitted for a higher degree to any other university or institution.

Shen Yong Yao

(Shen Yongyao)

May 20, 2023



Title: Analyze the live broadcast marketing strategy of E-commerce platform - take Tiktok as an example
By: Shen Yongyao
Degree: Master of Business Administration
Major: International Business Management

Advisor:


.....
(Dr. Zhang Li)

11 / 9 / 2023
.....

ABSTRACT

With the development of mobile intelligent electronic devices, the short video industry has become a hot spot in the internet field, and businesses urgently need to find effective live streaming marketing strategies on E-commerce platforms to adapt to the fierce competition trend in the industry. The paper takes Tiktok as an example to analyze the current situation of live broadcast marketing development to help E-commerce live broadcast merchants develop more accurate marketing strategies. According to the current status of Tiktok's live broadcast marketing, analyze the problems in live broadcast marketing, find effective live broadcast marketing strategies for E-commerce platforms, and provide guidance and suggestions for E-commerce businesses in live broadcast marketing on the platform. And the following research objectives are proposed: 1) To analyze the status of tiktok live broadcast marketing; 2) To analyze the problems in tiktok live broadcast marketing; 3) To provide strategies for E-commerce merchants to improve the effectiveness of live streaming marketing plans on E-commerce platforms.

Mainly using documentary methods. The research found that: first, the scale of Tiktok live broadcast E-commerce is developing rapidly, so it is necessary to develop personalized marketing strategies. In order to avoid the expected effect of traffic investment, refined operation and cultivating users' habit of watching live broadcast can improve the effectiveness of marketing. Secondly, interactive strategies can accumulate customer quantity and quality through new user fission and sharing rewards, thereby improving consumption rates. Finally, enhancing customer value is also an effective way to stimulate consumption by enhancing customer stickiness and

increasing repeat purchases. In the period of rapid development of live broadcast marketing on E-commerce platforms, analyzing the current situation of Tiktok live broadcast marketing can provide effective live broadcast marketing strategies for businesses to improve the transaction rate.

Keywords: E-commerce platform, live broadcast marketing, marketing strategy, tiktok

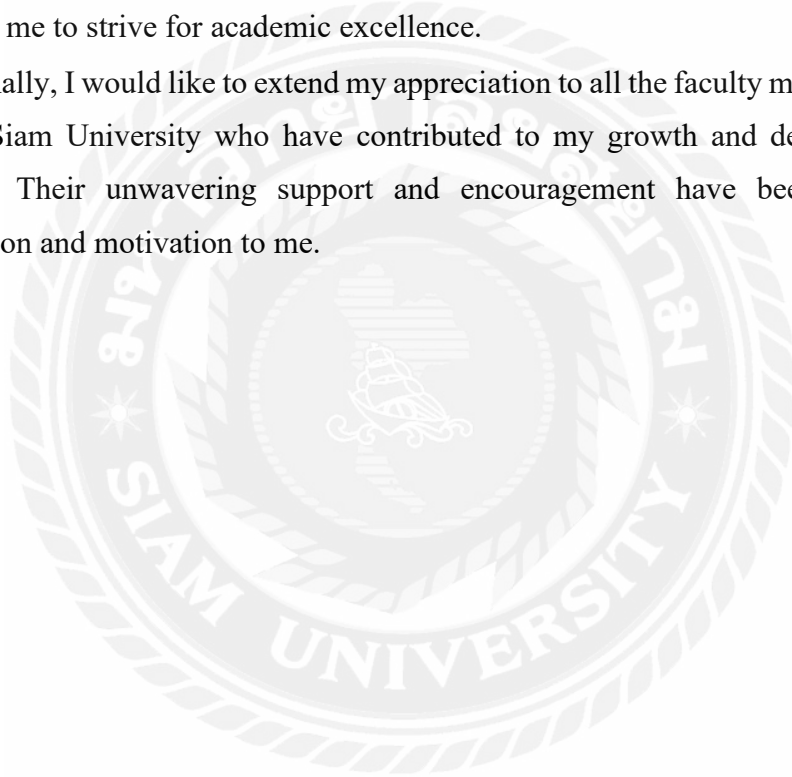


ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my advisor, for his invaluable guidance, support, and encouragement throughout my independent study. His insightful comments and constructive criticism have significantly improved the quality of my work.

Additionally, I am grateful to Associate Professor Dr. Jomphong Mongkhonvanit, Dean, Graduate School of Business, for his support and encouragement throughout my studies. His dedication to the graduate program and commitment to excellence have inspired me to strive for academic excellence.

Finally, I would like to extend my appreciation to all the faculty members and staff of the Siam University who have contributed to my growth and development as a student. Their unwavering support and encouragement have been a source of inspiration and motivation to me.



CONTENTS

Declaration	I
ABSTRACT	II
ACKNOWLEDGEMENT	IV
1. Introduction.....	1
1.1 Research Background	1
1.2 Research Problems.....	1
1.3 Objective of the study	2
1.4 Scope of the study	2
1.5 Research Significance.....	3
2. Literatures Review	3
2.1 Live marketing on E-commerce platforms	3
2.2 Development status of E-commerce live streaming marketing strategies	4
2.3 Overview of "Tiktok" Company	5
2.4 Tiktok live broadcast marketing	6
2.5 Development status of Tiktok live broadcast.....	7
2.6 SWOT analysis of Tiktok live broadcast marketing.....	8
3. Research Methodology	12
4. Finding.....	13
4.1 Tiktok User Description.....	13
4.2 Development status of Tiktok platform E-commerce live broadcast marketing ...	15
4.3 Problems in Tiktok live broadcast marketing	17
4.4 Live streaming marketing strategies for E-commerce platforms.....	18
5. Recommendation and Conclusion	19
5.1 Improving the quality of live streaming rooms.....	19
5.2 Cultivate users' habit of watching live broadcasts	20
5.3 Incentives for after-sales reviews of new users.....	21
5.4 Incentive rules for repeat purchases by regular customers	22
5.5 New user fission sharing red packet traffic.....	22
REFERENCES	23

1. Introduction

1.1 Research Background

In today's high-speed development of 5G, live streaming marketing on E-commerce platforms has become a new business model based on changing people's traditional online shopping habits, continuously contributing to economic development through its own expansion and extension (Wang, Sun&Shi, 2021). On the one hand, the high interactivity and convenience of live streaming marketing on E-commerce platforms have attracted more consumers, fundamentally expanding people's online shopping channels. E-commerce platform merchants have gradually realized that brand marketing can no longer only stay in the form of graphics and text, but also need to establish a more three-dimensional platform, More and more E-commerce platforms are introducing live streaming merchants into the mode of gathering creative content design and good communication and interaction, such as live streaming with goods; On the other hand, with the emergence of numerous entrants, the competition for live streaming marketing on E-commerce platforms has become increasingly fierce. This paper attempts to explore the factors that affect live streaming marketing on E-commerce platforms to help E-commerce merchants carry out more accurate marketing. This is of great significance for E-commerce platform live streaming merchants to improve the effectiveness of live streaming marketing in a targeted manner (Lu, 2022).

1.2 Research Problems

The development of Tiktok has great potential, but affected by the COVID-19 in 2020, the enthusiasm of short video live broadcast E-commerce continues to rise, and the brand business faces many threats and challenges. Jiang Weiwei, Xue Yongsan, and Li Xiangjie found in their research on the marketing value of live streaming on short video platforms in 2022 that the development of short video platforms has the advantages of large live streaming volume, rich community sharing content, and high user stickiness. The marketing of short video platforms combined with live streaming marketing on E-commerce platforms can achieve a combination of quality and efficiency (Jiang, Xue&Li, 2022). However, in the fast-growing live broadcast marketing industry, businesses still face many difficulties, and the lack of effective marketing strategies cannot maximize benefits. For example, although Tiktok precision algorithm is very effective in controlling traffic, it affects personalized marketing, and businesses cannot obtain accurate customers and maintain customer

viscosity (Wu, Chen&Feng, 2022). Secondly, although there are a large number of people watching the live broadcast, the interaction effect is poor, and users are unwilling to actively share the live broadcast link. Therefore, the imperfect interaction rules also lead to poor product Tiktok marketing effect (Guo, 2020). Finally, in addition to Tiktok live broadcast marketing, compared with other platforms, consumers' secondary consumption ability is still relatively poor (Chen, 2022). From domestic and international research, the current research only focuses on marketing strategies for short videos and live streaming, with little research on live streaming strategies for E-commerce platforms. In the fragmented information age, utilizing E-commerce platforms to combine marketing with live streaming, developing innovative marketing strategies, and achieving the integration of quality and efficiency is a new topic worth exploring.

1.3 Objective of the study

The paper analyzes the live streaming marketing strategies of E-commerce platforms and analyzes the opportunities and problems of E-commerce platforms in live streaming marketing solutions. The E-commerce platform takes Tiktok as an example. According to the status of Tiktok's live broadcast marketing, it analyzes the problems in live broadcast marketing, finds effective live broadcast marketing strategies for E-commerce platforms, and provides guidance and suggestions for E-commerce businesses in live broadcast marketing on the platform. To this end, it proposes the following research objectives:

1. To analyze the status of tiktok live broadcast marketing.
2. To analyze the problems in tiktok live broadcast marketing.
3. To provide strategies for E-commerce merchants to improve the effectiveness of live streaming marketing plans on E-commerce platforms.

1.4 Scope of the study

This paper mainly takes the "Tiktok" application software ("Tiktok" for short in the full text) as the research object, comprehensively uses the literature research method, the case survey method, based on the SWOT analysis tool, analyzes the current situation of the marketing strategy of "Tiktok", puts forward problems and proposes optimization suggestions for its problems. After reading the literature on live broadcast on E-commerce platform and "Tiktok" marketing, we found that due to the drastic changes in the market environment, marketing has also ushered in changes. Live

broadcast on E-commerce platform needs effective marketing strategies. The method of literature research is in the process of helping E-commerce businesses develop live broadcast marketing on E-commerce platforms. Therefore, this paper will investigate the current situation and problems of Tiktok live broadcast on E-commerce platforms to improve the effectiveness of live broadcast marketing programs on E-commerce platforms. This study is helpful for merchants to understand live streaming marketing on E-commerce platforms, and to analyze how E-commerce merchants can use live streaming marketing strategies to improve the effectiveness of transactions. This can become a favorable factor for the development of the live streaming industry on E-commerce platforms.

1.5 Research Significance

On traditional mainstream E-commerce platforms, content driven personalized shopping has become the main marketing tool for internet marketing. In the context of the deep integration of digital technology and traditional economy, the economic model of E-commerce live streaming marketing, which combines the advantages of online shopping and online live streaming, has emerged. Driven by the background of the epidemic, it has also entered a period of explosive growth (Guo, 2022). On the one hand, E-commerce live streaming is favored by brand merchants due to its advantages of high interactivity and high convenience; On the other hand, as more and more entrants enter, the competition between businesses becomes more intense. In this situation, exploring the factors that affect E-commerce live streaming marketing to help E-commerce live streaming merchants achieve more precise marketing is of great significance for merchants to improve the effectiveness of live streaming marketing in a targeted manner and become more competitive in the market (Shi, 2022). Finally, I hope that through the research on the marketing strategy of Tiktok live broadcast, it can be used as a reference for future scholars to study the effect of live broadcast marketing strategy practice in E-commerce platforms.

2. Literatures Review

2.1 Live marketing on E-commerce platforms

Feng Dongyi believes that the advantage of E-commerce live streaming platform marketing is that it differs from traditional communication interfaces and can directly connect with consumers, displaying products without modification. This promotional method brings greater and more direct impact than images, text, and videos. He

believes that E-commerce live streaming marketing, as a new business model that directly connects users and product sales, has a great potential for innovation. With the technological upgrades of AR and other services for customers, live streaming marketing has unlimited development potential in the future. And it is added that E-commerce live streaming marketing has the characteristics of low cost and high conversion rate compared to traditional E-commerce marketing, which can accurately achieve efficient conversion of target consumers (Feng, 2022). Zhang Xiangnan believes that live streaming marketing is an important way for enterprises to adapt to the development trend of the new media era, adjust their business models, and increase product sales. Live streaming marketing aims to enhance the overall brand awareness and sales, and is a process of real-time online production and presentation of content through live streaming platforms. And live streaming marketing can utilize diverse audio and video functions to continuously bridge the gap between enterprises and users, enhance brand influence, and achieve traffic conversion (Zhang, 2019). Miao Yuexin also pointed out that the service object of live broadcast marketing is the general public, and the process of realizing online transactions using the new social interaction technology in the The Internet Age. The comprehensive and three-dimensional product introduction of live streaming marketing highlights the authenticity and social interactivity of the sales process, allowing users to have a shopping desire while watching live streaming, achieving the goal of online marketing in the new economic era (Miao, 2023).

The paper believes that the era of live broadcast marketing, as the peak of the development of online live broadcast profit appeal, is widely recognized by corporate brands. Real time online audio-visual interaction can continuously impact the audience's visual perception. Compared with the traditional marketing model, it reduces the reaction time left to users, and is more likely to make the audience have Empathy and desire for consumption.

2.2 Development status of E-commerce live streaming marketing strategies

Regarding the current development status of E-commerce live streaming marketing strategies, Xia Chaoqun and Song Peimiao have summarized several common issues and proposed targeted future development strategies: firstly, some merchants have blindly followed the trend, lacking early research on audiences and planning and design of live streaming content, resulting in low quality and serious

homogenization of live streaming content. In response to this phenomenon, businesses should conduct in-depth analysis of the audience's attributes before live streaming, innovate targeted live streaming forms and content, and form differentiated competitive advantages. The second issue is the lack of deep interaction between merchants and consumers in live streaming, which in the long run can become a serious hidden danger in the development of merchants, leading to a decrease in consumer brand stickiness towards merchants and making it more difficult to cultivate user loyalty. Merchants should promptly observe the type of live audience and their feelings, identify their inherent shopping needs, accurately grasp the form and content of interaction, and improve consumer satisfaction with viewing. The last issue that comes with the development of new things is that the relevant laws and regulations are not yet perfect. The compliance development of live streaming marketing still requires the joint exploration and efforts of the government, E-commerce platforms, and merchants (Xia&Song, 2022). Zan Wang added that the live broadcast anchor is not professional enough. He believes that the live broadcast anchor of E-commerce should undergo professional training and training, and professional goods can increase consumer trust, so as to improve the effect of live broadcast marketing. In addition, the importance of consumers in the future development of E-commerce live streaming marketing was once again emphasized, reminding businesses to design marketing based on consumer feelings (Zan,2018).

2.3 Overview of "Tiktok" Company

Tiktok application software (hereinafter referred to as "Tiktok"), a creative short video social software developed by Beijing WeChat Vision Technology Co., Ltd., is affiliated to Beijing ByteDance Technology Co., Ltd. (hereinafter referred to as "ByteDance"), and today's Toutiao software, volcano video and watermelon video software are software products of ByteDance. Tiktok, a music short video community platform for all ages, was launched on September 20, 2016. Users can choose songs, shoot short music videos, form their own works, and share them on the platform through this software. The platform updates or pushes users' favorite videos based on user behavior through big data analysis, in order to cater to their preferences and increase user stickiness. By August 2020, the number of daily active users of Tiktok has exceeded 600 million, and the average number of daily video searches has exceeded 400 million by December 2020.

It only took four years for Tiktok to focus on product development and active marketing to expand its users. In just four years, Tiktok quickly introduced huge traffic with excellent product capabilities, formed a huge pit flow pool, and actively realized integrated traffic. In May 2018, Tiktok launched its own stores, breaking the original role of Tiktok, commercializing the content platform and providing new impetus for the content economy. In April 2020, ByteDance implemented the long deployed E-commerce strategy and launched the "Massive Baiying" commodity sharing management platform, which deeply integrates the cooperation of network experts, institutional service providers and merchants, and provides more comprehensive management tools for brands and merchants, filling the role of E-commerce that ByteDance has been missing for a long time. The deep integration of Tiktok and "Massive Baiying" officially opened the path of content social E-commerce. Among them, institutional service providers have professional resources and industrial chain integration capabilities, which will become an important link for merchants to gain customers and improve sales, and an important industrial chain aggregation platform in Tiktok live broadcasting.

At the moment when the social platform has become the portal of the main E-commerce traffic platform, ByteDance takes advantage of its traffic bonus pool to grasp the business opportunities, embed live broadcast shopping guides in Tiktok short videos, deeply integrate short videos, live broadcasts and E-commerce, and create a new business model of content based social E-commerce.

2.4 Tiktok live broadcast marketing

Tiktok live broadcast marketing is a new online sales model. Under this new model, the live broadcast room anchor guides consumers to click to buy goods on the live broadcast platform through the display, explanation, interaction and promotion of goods, bringing about the purchase transformation effect of marketing integration. From a marketing perspective, compared to images and text, live streaming communication has higher efficiency and greater dissemination value. With the rapid development of short video and live streaming platforms, live streaming marketing has become the main marketing model for various enterprises (Li, 2022). Tiktok live broadcast marketing mainly includes two modes: enterprise self broadcast mode and live broadcast with goods mode.

The enterprise self broadcast mode is that enterprises open live broadcast on the Tiktok platform to sell their own products. The anchor can be an employee of the

company or a cooperative anchor who can bring goods. Driven by the epidemic, live streaming has entered a stage of rapid development. More and more enterprises are using live streaming as a new marketing method. Enterprise self broadcasting can strengthen the brand, reduce live streaming costs, and settle users (Xu, 2022).

The live broadcast with goods mode refers to the head anchor who has more fans on the Tiktok platform and cooperates with merchants to bring goods. Merchants can choose products from anchor partners in their professional fields who bring goods to them. Merchants connect with the anchors in the vertical field through the Tiktok platform channel, send samples and negotiate the commission ratio. After negotiation, the anchors can carry out live promotion according to the goods with goods. Merchants use anchors to promote sales and increase product sales, while anchors earn revenue from promoting products. Broadcasters can also find suitable merchants on their own to bring goods and find high-quality and affordable products for users (Sha, 2022).

2.5 Development status of Tiktok live broadcast

Tiktok E-commerce live broadcast has a good development momentum at present, with user traffic occupying the leading position in the industry, and the economic income generation effect is very significant. As a representative of the short video industry, Tiktok's advantages not only attract multiple capitals to establish cooperation, but also the audience level is not limited to ordinary people. Celebrities and stars from all walks of life have joined in, constantly driving the development of Tiktok's social E-commerce. Wang Zhijia, Sun Jiazheng, and Han Guanghe believe that currently, many companies view online live streaming as a new type of promotional medium. Real time broadcasting is one of the most convenient ways for companies to expand their visibility by conveying corporate cultural characteristics, products, and services to consumers in the most accessible way (Wang, Sun&Han, 2022). Enterprises that promote their brand through online live streaming can not only enhance users' understanding of their own brand, but also continuously improve industry reputation and obtain greater profits through fan effect.

The 2020 China Netizen Economic Development Insight Report pointed out that the live streaming content matrix was formed in 2019, and the development model of "live streaming+" continuously entered the public's view in the same year. Chen Pinqi and Yin Bin pointed out that in the context of the Internet era, everyone is a self media user. Currently, the commercialization of live streaming has formed a complete

industrial chain, and the "live streaming+" development model, compared to traditional marketing models, has a price advantage of low-cost operation to seize the user market. Among them, "online celebrity live streaming with goods" is the main development form of E-commerce live streaming, which can not only attract viewers through the personal charm of online celebrities, It is also possible to increase consumers' willingness to purchase through highly interactive effects, resulting in the realization of fan economic traffic (Chen&Yin, 2022).

2.6 SWOT analysis of Tiktok live broadcast marketing

SWOT analysis method (Strengths S, Weaknesses W, Opportunities O, Threats T), also known as Strength and Weaknesses Crisis Analysis, is a method for analyzing the competitive situation of enterprises. It is one of the most commonly used basic analysis methods in strategic analysis, which evaluates one's own strengths, weaknesses, opportunities and threats in external competition, Analyze the various environmental factors in which the company is located, namely external environmental factors and internal capability factors, in order to conduct in-depth and comprehensive analysis of oneself and position competitive advantages before formulating development strategies.

(1) Strengths

(1) High quality user base

The aggregation attribute of short video platforms is prominent, which can cover all aspects of user life and demonstrate strong social attributes. By January 2020, Tiktok users have covered children up to 4 years old and old people down to 70 years old. The user population spans a wide range. The age of mainstream users is 19-30 years old. Users are mainly distributed in the first tier and second tier cities. At the moment of the reconstruction of consumption driving force, young people are gradually growing into a new main consumer force. Tiktok will cover young user groups with its hot high-quality content and unique intelligent algorithms, and will have personalized consumption needs Users who pursue life become highly viscous and active users of the platform, improving the quality of their private domain traffic.

(2) High brand awareness

As of January 2020, Tiktok ranked first in the list of the number of daily active users of mobile video applications. In the Hurun Brand List 2019 released in December 2019, Tiktok ranked 36th with a brand value of 50 billion yuan, and ranked second among the top ten leading brands with a growth rate of 285%. In December

2019, Tiktok won the top ten annual cutting-edge brands of the 2019 China Brand Power Festival. According to various awards and well-known lists, Tiktok has become the favorite video shooting software for young Internet users, with high popularity and good brand reputation.

(3) Diversified content marketing platforms

Tiktok content video covers a wide range, sports, interpretation, beauty, food, tourism, politics, games, military, etc. can be searched on Tiktok platform. Diversified content platforms and the gathering of traffic in various fields strive to become the core battlefield of advertising marketing for advertisers. Especially for small and medium-sized businesses with fierce competition in the industry and difficulty in obtaining customers when the dividend flow reaches its peak, Tiktok has opened up a decentralized competition platform for them, providing enterprises with comprehensive marketing tools and marketing data word services, and improving traffic conversion.

(2) Weaknesses

(1) Unable to control the supply chain

E-commerce of content platforms, starting from content platforms and relying on content to drive the development of E-commerce. Tiktok develops the window function to maximize the value of talent, but the core of social E-commerce marketing is to improve the repurchase rate of converted traffic and user loyalty. Supply chain management is particularly important. As a content E-commerce platform, Tiktok lacks E-commerce supply chain capabilities and suppliers' bargaining power, and the richness of goods is limited. It is difficult to guarantee the quality of goods broadcast by talent and the after-sales service quality of talent display goods. If the low-quality operation mode is prolonged and the operation is improper when adding commercial content, it is easy for users to develop aversion and overdraw brand credit.

(2) Lack of product operation capability

Tiktok is bound to be tested by its operation capability in the transformation of E-commerce industry. Compared with Taobao and JD's traditional E-commerce, Tiktok mainly uses the flow pool to drive the efficiency of E-commerce. However, in the initial stage of transformation, the platform was unable to cope with excessive flow input, and the platform was unable to face sudden system abnormalities, which affected the customer experience and lost the mall users. At present, Tiktok cannot achieve refined operation, and the platform lacks efficient response mechanism and system stability maintenance capability. The functional design of the platform mall

needs to be optimized, and the entrance function is buried too deeply, making it difficult for users who actively initiate consumption to quickly locate product search, after-sales and other consumption related functions. The page design of the platform mall needs to improve visual senses.

(3) Opportunity

(1) Live E-commerce is gradually changing the new mode of user shopping guidance

During the COVID-19 in 2020, live broadcast E-commerce showed explosive growth, and "cloud consumption" became a new driving force for domestic economic growth during the epidemic. During the COVID-19, the live broadcast E-commerce helped to resume production and work, and E-commerce platforms such as Taobao, JD, Tiktok, and Kwai actively arranged online business. Driven by the platform, various enterprises and businesses entered the platform one after another. The live streaming expansion of platform E-commerce has driven the platform to vigorously develop the live streaming E-commerce industry. The business opportunities of live streaming E-commerce have been recognized by more and more enterprises, and the range of products selected for live streaming rooms is increasing, resulting in an expanded range of user choices. Live streaming has gradually become an important means of sales guidance, stimulating user consumption. During the COVID-19, the live broadcast interactive shopping mode increased the shopping pleasure of users. At the same time, the live broadcast room made use of the advantages of public domain traffic, similar to group buying, to let users buy the desired goods at a price lower than the market price. This kind of shopping guide, which is both fun and discounted, is gradually replacing the traditional "people" and "goods" selection methods of netizens, changing users' consumption habits.

(2) National top-level design supports platform economic development

The 2020 government work report pointed out that in adhering to innovation leading development, it is necessary to tolerate and prudently regulate, support the development of new industries and models, and promote the healthy growth of platform economy and sharing economy. Accelerate the promotion of "Internet plus" in various industries and fields. The development of platform economy will comprehensively integrate the industrial chain, integrate the value chain, improve the efficiency of market resource allocation, efficiently facilitate transactions, and assist in consumption upgrading. The vigorous development of the platform economy will benefit social E-commerce from obtaining more government resources on the future

development path, deepening online consumption operations, and innovating new business models and formats. It will definitely receive strong support from the government.

(3) Public domain traffic insight and management

How to reach users with brands and products, thereby improving user conversion rate, is the core value of marketing. The current consumer preferences, lifestyle habits, regional consumption habits, and other information are of interest to brands and businesses. Transforming public domain traffic into private domain traffic is a topic that advertisers are constantly exploring. Dig out potential consumers, stimulate their consumption desire, and bring unlimited business opportunities to Tiktok E-commerce.

(4) Strong monetization ability in E-commerce

In 2019, Tiktok will launch the shop window function to help businesses and individuals display their goods. Through the integration of strategy and creativity, colleges and universities will spread their brands in the form of short video+live broadcast, so as to maximize commercial value. At the same time, Tiktok launched the upgrade function of the shop window Tiktok store, and Tiktok store provided Tiktok We Media with E-commerce liquidity tools to broaden the content liquidity channels.

(5) 5G commercial promotion of social E-commerce development

With the continuous evolution of communication infrastructure and the commercialization of 5G technology, consumer behavior, transformation paths, and marketing methods towards consumers are changing accordingly. In the post 4G era, the integration of short video, live streaming, and E-commerce resource allocation will continuously create new customer experiences and brand growth paths.

(4) Threat

(1) Weakening of brand management and public relations adaptability

Users can upload content freely on the Tiktok platform, and the quality of the uploaded content is uneven. Even after Tiktok filters and filters the content with an intelligent system, the massive content generated by an average of 600 million active users every day, no matter how intelligent the algorithm, no matter how strict the risk control rules, will inevitably lead to regulatory oversight. Under the rapid spread of the internet, if there is a public relations crisis that maliciously damages the enterprise, intelligent algorithm recommendation, as a double-edged sword, will bring a significant blow to the enterprise. At this time, it is required that the enterprise has

higher adaptability to prevent the event from fermenting out of control for a long time.

(2) Increased pressure from industry competition

Traditional E-commerce socialization has become a necessary path for E-commerce to seek new traffic. In the current situation where the traffic dividend has bottomed out, traditional E-commerce generally chooses to cooperate with traffic platforms to achieve a socialized transformation strategy of minimizing costs. On the contrary, the content platform has become E-commerce. The self built mall platform selected by Tiktok has been integrated into the live broadcast, and Tiktok stores have been developed to promote the settlement of businesses and enterprises. Although content+live streaming has compatibility in terms of carrier form, content presentation, and anchor matching, compared to traditional E-commerce platforms, short video E-commerce platforms have significant deficiencies in platform investment, supply chain, and after-sales service. Their competitiveness is far inferior to traditional E-commerce platforms, and relying solely on live streaming to deliver goods is difficult to sustain platform sales growth in the long term, causing industry development to encounter bottlenecks, The mature supply chain system of traditional E-commerce and the after-sales supporting service system of the mall are bound to seize the market share of Tiktok Mall.

3. Research Methodology

The paper uses documentary method. Firstly, in Chapter 1, the research background, current situation, objectives, and significance are determined. In Chapter 2, literature review is conducted to elaborate on the relevant concepts and theoretical foundations, research analysis methods, innovative points of the paper, and the current research status at home and abroad. Chapter 3 is an explanation of the research methods. The fourth chapter deeply analyzes the marketing strategy of "Tiktok", summarizes the problems existing in the current marketing strategy and summarizes them. Chapter 5 proposes suggestions for live streaming marketing strategies on E-commerce platforms. In addition, the paper also uses the case study method to study the live broadcast marketing strategy of E-commerce platform with Tiktok as an example to provide suggestions for E-commerce businesses to carry out live broadcast marketing.

The documentary method is a research method that analyzes literature related to the topic selection, in order to summarize and summarize the research content in a general manner and derive one's own arguments and evidence from it (Zhang, 2022). This paper comprehensively and systematically grasps the research content through reading a large number of materials and literatures in the early stage and puts forward its own views and opinions on the basis of the existing research achievements of domestic and foreign scholars. The paper starts from the Tiktok platform, E-commerce live broadcast and other perspectives, providing theoretical reference and research basis for this study.

Case analysis method is a scientific analysis method that makes research more comprehensive and specific by conducting a detailed analysis of the most representative phenomenon or thing (Cheng, 2022). Through the combination of literature research method, explore the deficiencies in its marketing plan, analyze the formation and characteristics of the deficiencies, and summarize the main problems of "Tiktok" in the marketing strategy of live broadcast, as well as the corresponding suggestions

4. Finding

4.1 Tiktok User Description

4.1.1 User scale of Tiktok

In January 2020, the daily number of active users of Tiktok reached 400 million, up 60% from 250 million in the same period of 2019. According to QuestMobile data statistics, in January 2020, Tiktok ranked first in the daily active user scale of the mobile video industry, maintaining its leading position in the industry; The coincidence rate between Tiktok users and today's headline users is about 32.1%, about 42.2% of Tiktok users, about 24.6% of Tiktok users and Xigua Video users, and about 29.5% of Tiktok users.

4.1.2 User profile

Among Tiktok users, the ratio of men and women is relatively balanced. Male users aged 19-24 and 41-45 have a high preference, while female users aged 19-30 have a high preference. Tiktok is more popular with users in new first tier, third tier and lower cities. Among the geographical distribution of users, Guangdong, Henan and Shandong are the top three, but users in Zhengzhou, Xi'an and Kunming have a high preference for Tiktok. There are portraits of people in low-line cities with high

pitch, high preference for users aged 19-30 in high-speed cities, and high preference for users aged 19-35 in low-line cities. Tiktok portraits of people of different ages show that after 1995, the proportion of males is slightly higher, and TGI8 is higher; Women born in the 1990s have a high TGI. Tiktok's portraits of people of different ages show that after 1985, the TGI of middle-aged women was high, and the proportion of low-end cities exceeded 60%; The proportion of males in the post-80s generation is high, with a high TGI.

According to data statistics, male Tiktok users are more likely to watch live broadcasts than female users in terms of gender. Male users prefer to watch live broadcasts. From the perspective of age distribution, users aged 25 to 30 account for the highest proportion, reaching 25.7%, followed by users aged 18 to 24, accounting for 20.7%. The main force of users watching live broadcast coincides with that of Tiktok short video users.

4.1.3 User preferences

Among the video types preferred by Tiktok users, the ones with high playback volume are those of deduction, life and food. Recently, the playback volume of emotion, culture, film and television videos has increased rapidly. Male users mainly have a high preference for military, gaming, and cars, while female users mainly have a high preference for beauty, mother and baby, and clothing. The post-00s have a high preference for games, electronic products, and fashion videos. The post-95s have a high preference for games, electronic products, and fashion videos. The post-90s generation has a high preference for movies, mother and baby, and food related videos. The post-80s generation has a high preference for videos related to cars, mothers and babies, and food.

4.1.4 Source analysis of "Tiktok" live broadcast traffic

The source of Tiktok live broadcast traffic can be divided into: in station traffic and out of station traffic. There are four sources of traffic on the website: the first is the fans of the anchor. These fans may be short videos shared by the anchor on the Tiktok platform to increase fans' attention, or they may watch live videos and fans through the platform recommendation and become regular traffic in the live broadcast room. The second type is video exposure on recommendation or follow pages. As the core marketing tool of Tiktok, the recommendation page is an ad page randomly inserted by customers after refreshing Tiktok short videos. The decentralized recommendation algorithm of Tiktok makes the recommendation page an excellent advertising page for both total traffic and customer focus. When the advertisement on

the recommendation page is playing and the host is currently broadcasting, a prominent live streaming reminder in the avatar image will guide customers to click to enter the live streaming room to watch. The third type is the live broadcast square. Tiktok live broadcast square is an entrance for users to watch live broadcast. Click to enter the live broadcast square to see many anchors in the live broadcast. Users can filter the live broadcast content they want to watch according to their preferences and needs. The fourth type is the delivery chart and hourly chart. Tiktok Live's list of goods and hours is a real-time list of rankings based on the live broadcast time, the popularity and income of the anchors. Users can view the most popular and popular live streaming rooms in the ranking list. The hourly ranking tends to focus on the traffic aggregation of top anchors, which has an excellent flow absorption effect on top anchors.

The traffic outside the station is introduced into the Tiktok live broadcast room through the way of promotion outside the station. The vast majority of promotional activities are initiated by users who watch live streaming rooms. The anchor promotes users to share live streaming rooms with third-party platforms through promotional activities such as product discounts, benefits, and flash sales, thereby increasing the number of live streaming viewers. There are two ways to share Tiktok to a third-party platform: copy links and generate Tiktok codes. After the user generates the link, he will jump to WeChat, QQ, and Weibo, and share the copied link to the third-party platform, or share the generated Tiktok code poster to the third-party platform users. The third-party platform users can enter the Tiktok studio by copying the link or scanning the QR code in the poster.

4.2 Development status of Tiktok platform E-commerce live broadcast marketing

4.2.1 Tiktok platform has great commercial value potential

At present, E-commerce live broadcast is the most important way to make profits for Tiktok. Tiktok E-commerce live broadcast caters to the development tide by relying on its own strong commercial value, forming a development model of "content+community+E-commerce". On the content level, the live broadcast community will gather people with the same preferences, provide them with space for exchange of views, and eventually divert and realize by participating in E-commerce live broadcast (Tang, 2021). Through investigation and data analysis, Tiktok's business value mainly includes three aspects, namely, huge user traffic and high

interactive value, strong brand penetration ability and value of diversion and transformation, and content value of creating creative social E-commerce.

4.2.2 Concentration of revenue sources for live streaming

Live streaming revenue mainly consists of three parts, namely live streaming sound wave, time task reward, and sound wave task reward (Shi, 2021). At present, Tiktok anchors mainly gain income by obtaining Tiktok sound waves, which are the number of virtual coins formed by the audience brushing gift special effects for the anchors. The number of sound waves is basically proportional to the popularity and income of the live broadcast room. At present, the profit of Tiktok's individual anchor is divided into 30% of the final income of the whole live broadcast, which can reach 40% -60% after joining the guild. The promotion of sound wave is now the "wallet" option of Tiktok Personal Center, and the current ratio is 1:10. In addition to the sound wave, Doucoin can also be used as a revenue withdrawal, and its generation is also obtained through virtual gifts given by live streaming viewers (Zhu&Yin, 2021).

4.2.3 Multiple online gameplay methods to enhance deep interaction

Tiktok anchors extend the audience's stay in the live broadcast room through diversified content performances, and then guide users to produce Consumer behaviour. To achieve this goal, effective interaction between the anchor and the audience is particularly important, and positive and effective information feedback can also enhance the audience's liking and trust towards the anchor. Tiktok officials have also introduced a variety of interactive play methods in the functional design of the live broadcast room. For example, the anchor can send regular red packets to the audience in the live broadcast room and set benefits. At the same time, the anchor who carries goods for the live broadcast can issue coupons to the audience through the background settings, and the product link is set as a time limited benefit, which can not only effectively help enterprises or brands clear inventory, At the same time, it can also increase the transaction volume of live streaming products by utilizing the audience's pursuit of high-quality and affordable consumer psychology (Sun, 2023). In terms of E-commerce marketing, Tiktok has borrowed from the traditional E-commerce promotion model, such as the introduction of cross store full sales, time limited benefits, fan coupons and other promotional games during the Double 11. In addition, there will be promotional methods such as lucky draws, red envelopes, purchase restrictions, discounts, full gifts, and buy one get many in the daily live broadcast room, and key promotional information will be sent to the live broadcast room screen in the form of bullet screens by customer service (Zhang,&Qiu, 2021).

4.3 Problems in Tiktok live broadcast marketing

4.3.1 Lack of personalized marketing

The Tiktok precise algorithm is very effective for controlling customer flow, but it has both advantages and disadvantages, affecting personalized marketing. The disadvantage is that the traffic will converge to the head Tiktok number, and other ordinary content videos will not be exposed over time. If there is no prying point that can stimulate users' interest, they will not be exposed (Zhu&Yin, 2021). When this drawback is applied to the live streaming E-commerce industry, it will also have the same effect. When the viewing users in the live streaming room are at a low level and there is no trend of growth, it will reduce the enthusiasm of other ordinary anchors and may even gradually lose. The quality of the live broadcast room varies, and various myths of live streamers bringing goods have attracted many internet celebrities. At the same time, more and more public figures are also flocking to the live broadcast room. However, with the rapid development of live streaming sales, in addition to some brands and top anchors, the quality of live streaming rooms is relatively high, while the quality of most live streaming rooms is poor. A cheap microphone and a mobile phone can activate live streaming (Yan, 2019). Secondly, there is a lack of guidance platform consumption plans. In 2020, Tiktok began to tilt resources to the live broadcast E-commerce industry, focusing on supporting the establishment of Tiktok stores and the emergence of brand occupancy policies. However, Tiktok has focused on the expansion of merchant scale, and has not launched a strong strategy for consumers, that is, to touch the enthusiasm of Tiktok's existing users to watch live broadcasts (Shao, 2023).

4.3.2 Incomplete interaction rules

Compared to online media placement and offline channel promotion, user segmentation is a relatively sustainable way to attract customers and a major breakthrough for many businesses' development. In traditional E-commerce platforms, the fission marketing of merchants has become very mature. In order to obtain more discounts, the behavior of users actively initiating fission sharing has become a common phenomenon. However, in the live broadcast room, the probability of users actively sharing is very low. The anchor needs to constantly remind users during the live broadcast process, or promote users to actively initiate sharing live broadcasts by participating in lottery qualifications (Guo, 2020). This sharing is one-way, meaning that users share with another user in a one-way manner, but whether the sharing is successful in the end, whether the sharing will really bring new followers to the live

stream, or whether it has a recall effect on old fans, using this sharing button alone cannot improve marketing efficiency.

4.3.3 Low consumption rate of live streaming repurchase

Tiktok platform has only made large-scale promotional means to promote consumer activity and improve consumption conversion. These promotional means cannot really stabilize the transaction scale of the live broadcast E-commerce platform. Under the competition of E-commerce platforms, the consumer group of mobile Internet has always been a limited number. Although the number of consumer groups has increased every year, under the competition of Taobao, Pinduoduo, JD, Vipshop and other leading E-commerce platforms, a user conversion cannot help Tiktok platform establish a traffic loop. Only by increasing the repurchase rate of consumers, increasing user stickiness, and circulating traffic on the platform is an important step in building a traffic loop. Therefore, Tiktok also lacks the incentive and promotion means for the re purchase consumption of the live broadcast room (Shao, 2023).

4.4 Live streaming marketing strategies for E-commerce platforms

Although the scale of Tiktok live broadcast E-commerce has developed rapidly, there are still some flaws in the transformation of internal user roles. For example, the quality of live streaming rooms varies, with a relatively small proportion being high-quality live streaming. Due to the lack of personalized marketing, Tiktok biased its traffic resources towards the live broadcast E-commerce, but the results were not as expected. These problems directly led to the imbalance between the input and output of Tiktok. For such problems, Tiktok can optimize its marketing strategy, build a professional live broadcast operation team on the platform to incubate and cultivate high-quality anchors, improve the access threshold of the live broadcast room, improve the platform management mechanism, and achieve refined operation to improve the quality of the live broadcast room. At the same time, it is necessary to cultivate users' habit from watching short videos to watching live broadcasts in Tiktok APP, change the habit, bring more loyal users to the live broadcast room, improve users' stickiness to Tiktok live broadcasts, further stimulate users' consumption desire, and finally realize flow realization. During the development period of Tiktok E-commerce, different but related promotional activities are planned for businesses and users. Recruiting new merchants to settle in, promoting consumer shopping, and setting up sharing rewards to achieve new user segmentation. Although these activities have been effective, they can still be improved. Compared with the

traditional giant E-commerce platform, there is no competition for the fledgling Tiktok E-commerce. When the confrontation has not yet formed, it can avoid the head-on conflict with the leading giant and create a new way, plan a grand event dedicated to live broadcast E-commerce, make this event a symbolic festival of live broadcast E-commerce, win users' attention and stimulate users' consumption. In addition, improving customer value can improve the repurchase incentive mechanism and increase the repurchase rate of platform merchants; Add a fission social incentive mechanism to increase user stickiness to the platform.

5. Recommendation and Conclusion

The deepening of users' preferences for short videos, enhancing user stickiness while also attracting live streaming E-commerce, and transforming loyal users of original short videos into E-commerce platform users need to be studied. The paper can provide suggestions for the development of live streaming marketing on E-commerce platforms. At the stage of rapid development of live broadcast marketing on E-commerce platforms, taking Tiktok as an example, this paper can help E-commerce businesses analyze the current situation of Tiktok live broadcast marketing, and how to develop effective live broadcast marketing strategies to improve the transaction rate of E-commerce platforms through the current situation and problems of live broadcast on the platform. Live streaming marketing on E-commerce platforms is a new industry, and user enthusiasm continues to rise. This brand business faces many threats and challenges, so establishing long-term interactive relationships is very important.

5.1 Improving the quality of live streaming rooms

Build a professional live streaming operation team for the platform. The platform operation team has three main tasks: firstly, assisting potential anchors in the middle and long tail. Make low-quality live streaming rooms a key target for assistance, in order to improve the live streaming environment, the quality of the hosts themselves, the selection of hosts, team operation, data analysis, and other abilities. With traffic incentives, we can quickly improve the quality of live streaming content. Secondly, incubate a high-quality anchor team, supported by live streaming bases, integrate the live streaming industry chain, and cultivate and output professional live streaming industry talents through a standardized live streaming training system. Thirdly,

effectively control the content of platform anchors, establish a special group, and severely punish issues such as false trading, inferior and counterfeit products on the platform, difficulties in consumer after-sales rights protection, and anchor language involving violence. Strictly investigate and crack down on data fraud. The platform regularly checks the marketing data of anchors, sets a standard ladder for product return rates and a minimum warning line. Anchors below the warning line will be blacklisted on the platform and a series of revival mechanisms. When the comprehensive return rate of products is lower than the warning value, a limit will be set on the anchor's inspection period and number of inspection periods to crack down on fraudulent purchases or post return scams of merchants' commissions (Wang, 2022).

Raise the entry threshold and improve the platform management mechanism. The diversified and low threshold platform management mechanism has brought opportunities for live streaming sales, but there have also been management issues with the quality of live streaming rooms. The Tiktok live broadcast supervision team can strengthen the qualification of the main body and trading behavior of the merchants and anchors stationed in the site, cultivate the legal awareness and integrity awareness of the anchors, improve the professional quality of the anchors, ensure the authenticity and legality of the live broadcast information, and prohibit users from inducing transactions outside the platform. Improve the operational mechanism of the platform to ensure that the legitimate rights and interests of consumers are not harmed.

5.2 Cultivate users' habit of watching live broadcasts

Tiktok has set foot in E-commerce. The investment in transformation is not only the design innovation of platform products, the positioning of company strategy, the deviation of capital investment, but also the change of online shopping mode of consumers. The core of live streaming E-commerce is for users to add artificial shopping guides when shopping online, and combine the interaction with users in the preset shopping guide script to continuously stimulate consumers' desire for consumption, thereby achieving platform transactions. The breakthrough of Tiktok live broadcast E-commerce has just started. Whether it is the public domain traffic of the platform or the private domain traffic of the live broadcast room, the guidance for new users to try to watch live broadcast shopping with Tiktok, and the refined operation of live broadcast for existing users in the live broadcast room, are the key

points for the rapid development of the live broadcast room. Although Tiktok has traffic advantages, it cannot be ignored that Tiktok has precipitated a huge amount of traffic with fragmented short video content, meeting people's fragmented information acquisition needs and social needs. Short video is a time consuming product for Internet users today, and the time that Internet users can spend in short video is also fragmented, random, and temporary (Jiang, Xue&Li, 2022). On the contrary, a live broadcast by Luo Yonghao lasts for 3 hours, with 20-40 items selected. To watch a live broadcast, users need to log in to the app at a specific time to wait for the product explanation, launch and rush purchase, which is totally different from short videos in terms of time consuming characteristics. During the live broadcast launch, Tiktok needs to turn short video users into live video users. It is a very important step to cultivate users' habit of watching live broadcast in Tiktok.

According to the huge amount of calculation "Tiktok User Profile Report in 2020", Tiktok's user groups are mainly 19 to 35 years old, mainly distributed in the new first tier, third tier and fourth tier cities, of which the third tier cities have the highest user concentration, and the user active time is from 10:00 to 22:00, of which two small peaks are from 12:00 p.m. to 20:00 p.m. At present, most of the leading KOL anchors choose to carry goods in the evening. Tiktok can use the morning and evening peaks to divide the frequency of the leading KOL anchors' carrying goods into two times a day. Now, whether it is Tiktok platform, Kwai platform or Taobao live broadcast platform, most of the KOL live broadcasts choose to hold a live broadcast of more than three hours in the evening. Time competition is in direct conflict, which makes it more difficult to cultivate users' habit of watching live broadcast on the Tiktok platform. Tiktok can divide the live broadcast time into two parts, one is at noon and the other is at night. The first one is at noon, and the time can be controlled within 1 to 1.5 hours, which is the free time to accompany users during lunch time. The second evening live broadcast, with a time limit of 1.5 to 2 hours, accompanies users during their free time in the evening. Divide into two sections to gradually guide users to watch live broadcast in their free time, cultivate the habit of watching live broadcast in Tiktok, and gradually increase the dependence of users' free time on Tiktok platform.

5.3 Incentives for after-sales reviews of new users

User after-sales feedback is the most intuitive consumer experience feedback for products and merchants, and it is the most in-depth contact between merchants,

platforms, and users. However, for after-sales feedback behavior, users' initiative is weak. The platform needs to continuously motivate users to complete the feedback process, allowing the platform and merchants to share user feelings and improve the product and entire sales service process, thereby increasing user acquisition, conversion, and repurchase rates. The audience of comment incentive is divided into consumers and merchants. For consumer incentive, spontaneous platform credits or virtual gold coin tools are used to complete comments or reward, and the exchange rules are set for rewards. The exchanged products are mainly platform attribute based membership rights, short video content flow incentive, and cash deduction for re consumption that meets the conditions, which are only used in the Tiktok live broadcast E-commerce platform (Zhu, 2022).

5.4 Incentive rules for repeat purchases by regular customers

Set incentive rules for repeat purchases based on user characteristics, and issue repeat purchase vouchers to platform repeat or high-frequency users after payment to stimulate repeat purchases. The core point of repurchase coupons is that the platform needs to set incentive rules for consumers' shopping frequency and preferences. For consumer preferred categories, a discount coupon with a certain amount threshold is returned and a short-term validity period is set. Among them, the threshold setting can be higher than the average transaction price of the category. Provide consumers with coupons with short usage time and tempting discounts, increasing their sense of urgency in using coupons and promoting their dependence on platform consumption. The limited period can be set within one week, which can promote users to quickly repurchase. When the coupon is on the verge of expiration but has not yet been used, it will be highlighted in the "My Order" function to remind the user and actively touch to remind them to use it.

5.5 New user fission sharing red packet traffic

The fission activity of obtaining coupons through sharing with friends helps merchants bring new ideas, quickly and cost-effectively acquire new users. The platform uses traffic to incentivize merchants to set up new user sharing coupons. New users of the store share the store with social groups through the store sharing link, and invite their friends to enter the sharing link to view the store in order to obtain a store exclusive coupon. The coupon has a face value higher than the store's general coupon, and the user actively shares the discount. New users who click on the

progress sharing link at the same time will also receive equal coupons. New users of the sharing store are active shoppers, while new users are passive recipients. Issuing new users with equal coupons can stimulate their consumption desire. At the same time, passive new users also have an opportunity for the store to share coupons in order to gain more traffic entry. The traffic of merchants is the traffic of the platform. Tiktok formulates reward rules for merchants to pull new traffic, so as to encourage merchants to obtain more traffic for the platform (Wang,&Qiu, 2023).

REFERENCES

- Chen, J. (2022). "Short video+E-commerce live streaming" marketing model innovation research. *Fortune Today (China Intellectual Property)* (11), 58-60
- Chen, P. Q., & Yin, B. (2022). Research on the impact of E-commerce live broadcast on consumer purchase decisions - take Tiktok live broadcast as an example. *Jiangsu Business Theory* (03), 29-32. doi: 10.13395/j.cnki.issn.1009-0061.2022.03.008
- Cheng, Z. L. (2022). *Research on H Company's Brand Marketing Strategy from the Perspective of Online Live Broadcasting (Master's Thesis, Henan University)*
<https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD202301&filename=1022688397.nh>
- Feng, D. Y. (2022). *Research on E-commerce Live Broadcast Marketing Strategy of Y Company (Master's Thesis, Guangdong University of Technology)*
<https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD202301&filename=1022599820.nh>
- Guo, X. S. (2020). Data-based marketing models and strategies for E-commerce live streaming in the big data era. *Marketing* (20), 5-7
- Jiang, W. W., Xue, Y. S., & Li, X. J. (2022). Research on agricultural product marketing path in the context of "short video+live streaming" E-commerce. *Journal of Sichuan Vocational and Technical College* (06), 91-94
doi:10.13974/j.cnki.51-1645/z.2022.06.023.
- Li, S. D. (2022). Research on the marketing strategy of online live broadcast - take Tiktok live broadcast with goods as an example. *Journal of Jiangsu Vocational and Technical College of Economics and Trade* (06), 21-24
doi:10.16335/j.cnki.issn1672-2604.2022.06.005.

- Lu, C. X. (2022). E-commerce live streaming marketing, perceived value, and customer purchase intention. *Business Economics Research* (22), 103-106
- Miao, Y. X. (2023). Analysis of live streaming marketing methods based on consumer perception. *China Market* (02), 109-111. doi: 10.1393939/j.cnki.zgsc.2023.02.109
- Sha, T. T. (2022). *Research on Tiktok platform book live broadcast marketing based on 4I theory (master's thesis, Henan University)*
<https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD202301&filename=1022630209.nh>
- Shao, P. S. (2023). Preliminary exploration of online marketing models and strategies based on online live streaming. *News enthusiasts* (02), 60-62. doi: 10.16017/j.cnki.xwahz.2023.02.005
- Shi, J. (2021). *Analysis on the problems and countermeasures of Tiktok platform's E-commerce live broadcast operation (master's thesis, Liaoning University)*
<https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD202201&filename=1021065221.nh>
- Shi, X. X. (2022). *Analysis of Factors Influencing the Purchase Intention of Women's Fashion Live Streams (Master's Thesis, Tianjin Normal University)*
<https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFDTEMP&filename=1023409274.nh>
- Sun, W. C. (2023). Analysis of the operation mode for improving the marketing strategy of live streaming E-commerce for clothing brands. *Western Leather* (03), 39-41
- Sun, Y. L. (2022). *Research on the Factors Affecting the Marketing of E-commerce Live Broadcast Merchants (Master's Thesis, Beijing University of Chemical Technology)*
<https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD202301&filename=1022649946.nh>
- Tang, Y. R. (2021). *Research on Marketing Strategy of Tiktok Short Video Live Broadcast E-commerce Platform (Master's Thesis, Shanghai University of Finance and Economics)*
<https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD202301&filename=1021153494.nh>

- Wang, C. Y., Sun, J. C., & Shi, S. Y. (2021). Research on sales model selection and live streaming marketing strategies in E-commerce platforms. *Journal of Management Engineering* doi:10.13587/j.cnki.jieem.2023.05.016.
- Wang, J. (2020). *Research on Scenario-based Marketing Strategies for E-commerce Live Broadcasting (Master's Thesis, Henan University)*
<https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD202301&filename=1022630304.nh>
- Wang, X. M., & Qiu, Y. T. (2023). Research on the standardized development of live streaming marketing business models. *China's Collective Economy* (02), 74-77
- Wang, X. Q. (2022). The impact of Tiktok live broadcast content marketing on consumer purchase decisions. *Fortune Today (China Intellectual Property)* (12), 82-84
- Wang, Z. J., Sun, J. Z., & Han, G. H. (2022). Tiktok live broadcast with goods marketing strategy of agricultural products in Heilongjiang. *Province Cooperative Economy and Technology* (10), 73-75 doi:10.13665/j.cnki.hzjjykj.2022.10.006.
- Wu, X., Chen, M., & Feng, R. (2022). Research on optimization of online live streaming marketing strategies for small and micro E-commerce enterprises. *Times Economy and Trade* (12), 118-120. doi: 10.19463/j.cnki. sdjm. 2022.12.017
- Xia, C. Q., & Song, P. M. (2022). Research on E-commerce live streaming with goods from the perspective of scenario marketing. *Audiovisual* (12), 173-175. doi: 10.19395/j.cnki. 1674-246x. 2022.12.023
- Xu, Y. (2022). Research on the current situation, problems and countermeasures of the development of the live broadcast with goods marketing model - take Tiktok App as an example. *Investment and Entrepreneurship* (17), 48-50
- Yan, Z. (2019). Research on the marketing strategy of online live streaming with goods. *Introduction to News Research* (23), 253-256
- Yang, H. (2021). *Research on the Live Marketing Strategy of Y Tea Enterprise (Master's Thesis, Huaqiao University)*
<https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFDTEMP&filename=1023404783.nh>
- Zan, W. (2018). Research on live streaming marketing strategies in the new media era. *Old Brand Marketing* (24), 27-29

- Zhang, M. (2022). *Research on corporate E-commerce live streaming marketing strategies in the context of online celebrity economy (Master's thesis, Hebei University of Geosciences)*
<https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD202301&filename=1022704860.nh>
- Zhang, X. G. (2019). *New Media Marketing Case Analysis. People's Post and Telecommunications Press.* (book)
- Zhang, Z. Z., & Qiu, Y. S. (2021). Analysis of Tiktok Live Hunger Marketing Mode. *Mall Modernization* (03), 44-46. doi: 10.14013/j.cnki.scxdh.2021.03.017
- Zhu, J. (2022). Exploration of Improvement Strategies for E-commerce Live Streaming in the Context of the Digital Economy. *Modern Marketing (Second Edition)* (11), 100-102 doi:10.19932/j.cnki.22-1256/F.2022.11.100.
- Zhu, Y., & Yin, W. H. (2021). Dramatic marketing in the context of online live shopping - analysis and interpretation based on Tiktok live broadcasting platform. *Journal of Shanghai University of International Business and Economics* (02), 114-124 doi:10.16060/j.cnki.issn2095-8072.2021.02.009