

Analysis of the Stimulating Effect of Multimedia Marketing on Consumer Purchase Desire: A Case Study of TikTok Live Streaming Brands

Chenxinyu Wen^{1, *}, Kehan Xu² and Wenting Zhang³

¹ Department of YiZhuo, Kunming, China

² Big Bridge Academy, Wuxi, China

³ School of ShiBei, Shanghai, China

* Corresponding Author Email: queyan@ldy.edu.rs

Abstract. In the era of digital marketing, multimedia platforms have become powerful tools for brands to engage with consumers. This study delves into the stimulating effect of multimedia marketing on consumer purchase desire, with a focus on TikTok live-streaming brands as a case study. The research explores the multifaceted relationship between multimedia marketing and consumer behavior, specifically the impact on consumers' purchase intentions. By examining the strategies employed by TikTok Live Streaming brands, we aim to shed light on the underlying mechanisms that drive consumer engagement and ultimately lead to increased purchase desire. This investigation involves a comprehensive analysis of the content, tactics, and strategies utilized by TikTok live-streaming brands to capture the attention and interest of their target audience. We delve into the use of video, live streaming, influencer partnerships, and interactive features, all of which are integral components of multimedia marketing on the platform. Furthermore, this study examines how multimedia marketing on TikTok live-streaming platforms influences various consumer segments, considering factors such as age, gender, and consumer preferences. By analyzing consumer responses and engagement metrics, we gain insights into the effectiveness of multimedia marketing strategies in stimulating purchase desire across diverse demographics. The findings of this research provide valuable insights for marketers and brands aiming to leverage multimedia marketing on TikTok Live Streaming platforms. Understanding how these platforms influence consumer purchase desire can help businesses refine their marketing strategies, optimize content creation, and enhance their overall brand engagement in the digital landscape.

Keywords: Multimedia marketing; Consumer desire; Short videos.

1. Introduction

1.1. Background

The rapid rise of the short video industry, including platforms like TikTok, can be attributed to the widespread availability of smartphones and the rapid expansion of high-speed mobile internet. These factors have made it convenient for people to create, upload, and watch short and engaging video content. This trend aligns with changing user preferences, as modern social media users increasingly prefer content that is easy to consume, lively, and visually appealing. Additionally, the importance of social interaction has grown, with users wanting real-time engagement with content creators and other viewers, which is a hallmark of live-streaming platforms.

The emergence of TikTok Live, combining the strengths of short videos and live streaming, further caters to these demands, offering users a more attractive and interactive entertainment platform. Continuous investment and innovation from both the platform and content creators, coupled with active user participation, have collectively driven the flourishing growth of this industry, injecting more vitality into the mobile internet landscape.

1.2. Research Background

Studying the impact of TikTok Live on consumer purchase intentions holds significant background and significance. TikTok Live, as an emerging form of social media, has attracted hundreds of millions of users worldwide. Its characteristics, including social interaction, real-time marketing, and shopping experiences, have profound effects on consumer decision-making. Understanding how TikTok Live influences purchase intentions can help us gain a deeper understanding of the mechanisms through which social media affects consumer behavior. It can also provide brands and businesses with more effective marketing strategies while simultaneously enhancing consumer satisfaction, thus adapting to the ever-changing digital era market. This research is crucial for comprehending and harnessing the influence of emerging media on consumer behavior.

1.3. The Meaning and the Purpose of Research

Nowadays, many marketers adopt the high-cost model of hard advertising, but this marketing means cannot be maintained for a long time for small and medium-sized enterprises, and then they slowly begin to change their strategies, and there is a trend of new marketing, such as TikTok short video. The promotion of the TikTok platform has also become a very popular form of marketing in the current society, which is also a hot topic. It is necessary to study the logic behind it and a series of marketing studies.

1.4. Research Methods and Framework

Through personal experience, such as watching a live broadcast, stand in the customer's point of view to experience and list advantages and disadvantages. Compare the marketing of the TikTok platform with the influence of other multimedia platforms at present and think about the similarities and differences. The questionnaire survey method was also used in this study. The data of this study came from the questionnaire "Taking TikTok Brand as an example: Research on the impact of multimedia marketing on consumer decision making." The sample size of the questionnaire was 30 people, and 56% of the samples were middle-aged people aged 41-60.

2. Literature Review

2.1. History and Evolution of Multimedia Marketing

With the development of science and technology and The Times, marketing methods have also changed, from the initial paper media to the later TV advertising, and then evolved into the current digital media marketing. As small videos, network red real broadcasts with goods, and stars with the same type of new communication marketing are more and more popular, for consumers to save time and cost at the same time can also stimulate their desire to buy and have a good shopping experience. +The short video industry has experienced several stages of development from scratch, from there to more, from more to stronger. In 2013, Tencent Micro, Miaopai, Xiaoying, and other early short video software appeared. The next few years are also developed, such as the 2015 Xiaokai show, once launched by a number of users, becoming the most popular UGC (user-generated content) mobile short video product. Many apps, such as Kuaishou, have gone from being purely tool applications to short video communities.

The competition in the short video industry has gradually become fierce. According to statistics, in March 2018, there were more than 100 short video platforms in China, and now there are few platforms that people know. At the same time, since 2018, many official platforms and mainstream media, such as People's Daily and Xinhua News Agency, have entered the short video platform. According to the "2020 Short Video Industry Development Analysis Report" released by the State Administration of Radio, Film, and Television, the settlement rate of China's provincial broadcasting and television institutions in the short video platform in 2020 reached 100%, and there were 294 central-level broadcasting and television media accounts on the two major short video platforms of

Douyin and Kuaishou. There are 5,716 media accounts [1]. According to the Analysis Report on the Development of Short Video Industry in 2021 released by the State Administration of Radio, Film, and Television (SARFT), the fourth is the "steady" progress of radio and television, and the number of accounts settled by the radio and television media above the provincial level will continue to grow by 10.82% on the basis of the year-on-year growth of 663.15% in 2020 [2].

2.2. Psychological Theory of Consumers' Desire to Buy

There are many factors that stimulate consumers' desire to buy. First, demand. Consumers rationally look at whether the product meets their real needs and then decide whether to buy it. The demand here is not only personal material needs; and there are some needs based on consumers' pursuit of quality. It is also a symbol of social status. Second, brand. Many consumers will be very in pursuit of branded items. Some people will have the inherent idea that wearing brand-name clothes represents a kind of identity or crowd, and they will feel that these dresses will become a blessing to help them reach the upper society. There are also some people who, because of different education from childhood and different growing environment, think that buying brand-name clothes is a common thing. Third, taste. Each person's different taste determines their consumption concept, and behavior will be different; if the encounter with their aesthetic does not match the items, it will greatly reduce their desire to buy.

From the perspective of psychology, first, Maslow put forward the hierarchy of needs theory, from low to high: physiological needs, safety needs, social needs, respect needs, and self-actualization needs. These five needs are the most basic and innate, constitute different levels or levels, and become the forces that motivate and guide individual behavior. Maslow believed that the lower the level of need, the greater the power the greater the potential. As the level of need rises, the power of need diminishes accordingly. Low-level needs must be satisfied before high-level needs can appear [3]. These demands will lead to different purchasing behaviors of consumers. Second, the rational choice model refers to the consumer's rational analysis of whether the product can achieve effective maximization, whether it is cost-effective, and whether the price is proportional to its practicality and service life. Third, show off theory, which means that consumers buy products to show others their sense of superiority has achieved a certain purpose.

3. Multimedia Marketing Features of TikTok

3.1. Overview of TikTok Platform

TikTok is a short video software for creative music incubated by Byte Dance. Launched in 2016, TikTok is a short video social platform for all ages. TikTok platform has many functions. In addition to the most common functions of watching videos and live broadcasts, TikTok also has functions such as mini-programs, projection halls, karaoke songs, etc. Users can even order takeout on the platform and find nearby shopping malls, accommodation, leisure and entertainment, hairdressing, and other functions.

3.2. TikTok's Marketing Advantage

According to March 2, the China Internet Network Information Center (CNNIC) released the 51st Statistical Report on the Development of China's Internet in Beijing. According to the report, as of December 2022, the number of Internet users in China reached 1.067 billion, an increase of 35.49 million compared with December 2021, and the Internet penetration rate reached 75.6%, of which, the number of short video users reached 1.012 billion, an increase of 77.7 million compared with December 2021, accounting for the overall number of Internet users 94.8%. A large number of Internet users make the short video industry develop rapidly [4]. According to August 28, China Internet Network Information Center (CNNIC) released the 52nd Statistical Report on the Development of China's Internet in the first half of the year, the continuous development of all kinds of Internet applications in China instant messaging, network video, short video user scale still ranked top three.

As of June, the number of users of instant messaging, network video, and short video had reached 1.047 billion, 1.044 billion and 1.026 billion, respectively, with a user usage rate of 97.1%, 96.8% and 95.2% [5].

TikTok also has a wide range of user ages. It has not only launched a teenager mode but also an elder mode. Different modes have corresponding functions, which are suitable for all ages.

In this context, TikTok expanded the e-commerce business. According to the content of the official video released by TikTok e-commerce, TikTok e-commerce sold 30 billion goods in the past year, TikTok mall GMV growth of 277% according to the "TikTok 618 Good Thing Festival -" [6] activity consumption data released by TikTok e-commerce, the overall sales increased by 66% [7].

3.3. TikTok's Marketing Limitations

There are certain marketing limitations of TikTok. There are the following situations.

First, there is a type of people who are naturally introverted and are not likely to actively interact with anchors or leave comments in the comment area, so they will not have a herd mentality but consider their own needs objectively and rationally and make independent decisions, so they are not easy to increase their desire to buy due to stimulation. According to the research data, 63% of the survey participants will not participate in live interaction and look at the actual needs rather than blindly following the blogger "planting grass," the proportion reached 36%, and the number of people who are easy to be "planting grass."

The second point is that the customer service on the e-commerce platform is not as perfect as the traditional platform. There are many piecemeal problems in the background waiting for customer service to solve, which may lead to their failure to respond and solve the problems encountered by consumers in the shopping process in a timely manner, which will greatly reduce the shopping experience of consumers. In contrast, offline shopping platforms will have a salesman to provide one-on-one professional services, and consumers will have a better experience.

Third, online shopping delivery, transportation, and then receiving the goods will take some time. Time is a relatively big limitation, which is not a good choice for some consumers who want to get the goods immediately.

In addition, the quality of goods is difficult to guarantee. On the e-commerce platform of TikTok, the reputation and after-sales service of sellers are difficult to guarantee. Some of them will deceive consumers through excessive publicity and fake sales, which will affect the shopping experience of consumers.

Fourth, live content tends to be popular, live broadcast techniques become similar, and welfare activities are also done by most broadcast rooms. Although users will be retained by temporary benefits, users will lack freshness over time, and how to improve the buyback rate is a problem worthy of consideration by merchants.

4. The Stimulating Effect of Media Marketing on Consumers' Desire to Buy

4.1. Visual and Emotional Attraction

The fusion of visual and emotional elements on the TikTok Live platform plays a crucial role in sparking consumer purchase desires. This not only increases user affinity with the live content but also creates a more compelling shopping experience.

Firstly, from a visual perspective, TikTok Live places importance on cover design and creativity. Different types of live content choose attractive covers relevant to them to capture the interest of potential consumers. For instance, e-commerce live streams may feature charismatic hosts or models showcasing products, making it easier for consumers to envision themselves using these items. This visual appeal can draw viewers into the live stream and ignite purchase desires because they can see the actual effects of the products during the live broadcast rather than just static images or text descriptions.

Additionally, emotional factors also play a key role in driving purchase desires. Lucky draws and mystery bag activities are effective strategies as they evoke curiosity and anticipation among viewers. Participants have the chance to win unexpected prizes or special discounts, and this suspense and hope often motivate viewers to actively engage. These emotional connections are established during the live stream, making viewers more likely to stay in the livestream, pay attention, and make purchases.

For example, as you mentioned, the live-streaming event by the couple from Guangdong, such as the mystery bag for Apple iPhones, not only piqued the interest of viewers but also generated high exposure and sharing for the live stream. These emotional elements enhanced interactivity and created a fun atmosphere, making viewers feel that they were not just being sold products but also enjoying entertainment and social interaction.

In summary, the TikTok Live platform stimulates consumer purchase desires actively through visual appeal and emotional interaction. This deeply integrated experience turns live streaming into not only a product showcase but also a fun and interactive shopping activity, encouraging viewers to participate more actively and make purchases.

4.2. Personalized Recommendation and Customization

TikTok's live streaming platform features personalized recommendations and customization, offering users content tailored to their individual tastes, which plays a crucial role in enhancing user engagement and purchase motivation.

Firstly, the TikTok platform employs complex algorithms and data analysis to track user behavior, including likes, shares, comments, and purchase history. These data are used to build user interest models, allowing a better understanding of their preferences. For example, if a user frequently watches e-commerce live streams and makes purchases within them, the platform utilizes this information to recommend similar content, ensuring that users continue to see live streams that interest them.

This personalized recommendation not only caters to user needs but also increases purchase intent. When users see live content related to their interests, they are more likely to make purchasing decisions because this content aligns closely with their hobbies and requirements. This also aids in improving the sales performance of livestream hosts since their products are more likely to be showcased to a genuinely interested audience.

Furthermore, the TikTok platform introduces the feature of custom hashtags, allowing users to actively participate in and customize content related to their interests. Users can create or subscribe to specific hashtags, making it easier to discover live streams relevant to their interests. This customization feature not only increases user interaction and participation but also boosts user loyalty and purchase intent.

Users not only benefit from personalized recommendations but can also express their love and support for content by giving gifts to livestream hosts. This interactivity strengthens the connection between users, the platform, and livestream hosts, further fueling purchase desires.

In conclusion, TikTok's live streaming platform, through personalized recommendations and customization features, provides users with a live streaming experience tailored to their interests, enhancing user satisfaction, interaction, and purchase intent. This model not only makes users feel more valued but also promotes the popularity and commercialization of live content.

5. Analysis of Stimulating Effect of Multimedia Marketing on Consumers' Shopping Desire

First, businesses should clarify their audience and adopt different marketing models for different groups. According to the research data, 43% of the respondents believe that different forms of live broadcasting will affect the purchase decision. At present, live content tends to be popular, and short video creation is also various, but the quality of its content is very different; only high quality, positive,

and healthy content will better attract users, so bloggers should innovate and strive to create more high-quality and distinctive content.

Second, we can adopt a combination of marketing methods. According to the data, 53% of respondents believe that bloggers "The method of "planting grass" was more likely to influence their decision, and 36% of the subjects were more likely to be "planting grass." It can be seen that in addition to popular live broadcasting, there are other influential ways and combined marketing can make the contact surface wider.

Third, the platform can regularly broadcast benefits to fans to stimulate their enthusiasm, which is specifically reflected in the interaction between fans and anchors in the broadcast room, bargaining, and 0 reward marketing. In this way, consumers will taste the sweetness and will have the impulse to continue to pay attention to the broadcast room. Although the blogger will lose money before the welfare, it attracts a large number of people later and will gradually have due benefits, forming a virtuous circle of mutual wins.

Fourth, optimize the product service system, set up a professional after-sales processing department, merchants to strengthen quality control, the platform to strengthen the audit of goods, commodity materials, and other issues need to be dealt with in strict accordance with the relevant policies, so as to strengthen the user's shopping experience, improve the rate of return. This process also requires the support of platforms and related policies.

In the past two years, TikTok e-commerce has paid more attention to the project of "mountain goods on the headlines." With a more in-depth goal, help the development of agricultural products industrial belt. According to the video released by the official Douyin patient business on the TikTok platform, in 2022, TikTok e-commerce will sell a total of 4.73 billion agricultural special products. In the TikTok broadcast room, there are 37.78 million hours of agricultural product commentary and 21.86 million short videos of agricultural product trailers [8].

At the same time, TikTok patients also focus on the layout of the mall shelf scene, thereby stimulating consumers' desire to buy. According to the official data released by the TikTok patient business, the mall shelf scene has a good effect on driving the sales of agricultural specialties, with a year-on-year increase of 137% and more than 24,000 agricultural goods businesses with annual sales of more than one million. [9, 10] It can be seen that multimedia marketing has brought greater benefits to businesses.

TikTok marketing will first carry out a promotion through short videos and live broadcasts on the TikTok platform and then use the beautification and layout of shelf scenes to further stimulate consumers' purchase desire.

6. Conclusion

Nowadays, under the background of the Internet celebrity economy, multimedia marketing has stimulated consumers' desire to buy to a certain extent, but there are still some problems. Multimedia marketing brings consumers a more convenient experience. No longer need to go to the offline physical store to buy; leisure on the mobile phone can also browse freely to find the beloved items. Some anchors have built their own personal brands through live-streaming platforms, and they have achieved financial success through interaction with fans and sponsorship income. And consumers have also bought their favorite products through live-streaming platforms such as TikTok. The sample size of the questionnaire survey in this study is small, and it will continue to improve in this aspect.

Author Contributions

All the authors contributed equally and their names were listed in alphabetical order.

References

- [1] WeChat Official Account of Radio and Television Review. "Mainstream Media, Including Radio and Television, Fully Engaging in Remodeling the New Pattern of Short Video Content Ecology." 4 Dec. 2020.
- [2] State Administration of Radio and Television. "2021 Short Video Industry Development Analysis Report." 9 Aug. 2022, http://www.nrta.gov.cn/art/2022/8/19/art_114_61271.html.
- [3] Peng, Danling. General Psychology. Beijing: Beijing Normal University Publishing Group, 2003. pp. 329-330.
- [4] China Internet Network Information Center. "The 51st Statistical Report on the Development of the Internet in China." 2 Mar. 2023. [2023-05-28]. <https://cnnic.cn/n4/2023/0302/c199-10755.html>.
- [5] China Internet Network Information Center. "The 52nd Statistical Report on Internet Development in China." 28 Aug. 2023. [2023-05-28]. <https://www.cnnic.net.cn/n4/2023/0828/c88-10829.html>.
- [6] TikTok e-commerce. 21 Jun. 2023, <http://v.douyin.com/idLDM6vQ/>.
- [7] TikTok e-commerce. 21 Jun. 2023, <https://v.douyin.com/idLDCnEL>.
- [8] TikTok e-commerce. 8 Sep. 2023, <https://v.douyin.com/idLU1hUR/>.
- [9] TikTok e-commerce. 8 Sep. 2023, <https://v.douyin.com/idLUj9dQ/>.
- [10] TikTok e-commerce. 8 Sep. 2023, <https://v.douyin.com/idLDWwYk/>.