

Research on Live E-commerce Based on Digital Marketing: Tiktok E-commerce Live Streaming as an Example

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Abstract. With the development of the Internet era, webcasting has become more and more popular, which has changed traditional selling and marketing methods and provided more opportunities. Still, at the same time, there are also many disadvantages. In this paper, we will study e-commerce webcasting from theoretical and practical aspects and analyze it using three research methods: literature analysis, questionnaire survey, and case study. TikTok's overall development trend is good, but it is not easy to maintain in the long run. It also needs to improve its business value more, open up new paths and develop new potential so that other webcasting platforms will not replace it. To better prepare the way for the future of live e-commerce, it also has to strengthen the legal framework and the caliber of content. This research broadens the authors' understanding of live e-commerce while also attempting to offer some fresh perspectives to the academic community on Tiktok live e-commerce.

Keywords: Questionnaire Survey, Digital Market, Tiktok, Case Study.

1. Introduction

1.1 Research background and Motivation

Since 2016, with the gradual maturity of the external environment, such as logistics distribution, online payment, and we media carriers, consumers' acceptance of new media such as short video and live broadcast has increased. Live broadcast marketing has become a new marketing model, opening a new channel model for e-commerce. Webcast marketing is becoming an important part of online sales, and the era of nationwide webcast may come. As a new way of social interaction in the Internet era, webcast is deeply loved by the public, the scale of users is expanding, and it is also sought after by many capitals. The real-time contact between the anchor and the audience also makes pink silk more sticky. At the same time, webcasts modify the method that information was previously transmitted. Nowadays, the dividends of webcast are constantly attracting all parties to participate in e-commerce live broadcast, but there are many problems in the operation of the live broadcast platform, which also limits its healthy and orderly development. The interest in e-commerce is currently growing quickly on Tiktok, and the benefits and drawbacks of e-commerce live broadcasting are continuously being discovered. The present study on the growth of e-commerce live streaming on the Tiktok platform is focused on how to address the issues currently hindering its development and encourage the beneficial functioning of Tiktok.

The theoretical importance and the practical significance of the research are the two primary divisions of this paper's significance. First off, theoretically speaking, there aren't many academic studies currently being conducted on the growth of social e-commerce, and those that do tend to concentrate on Tiktok's or webcast's current state of development. Through in-depth study of Tiktok e-commerce webcast, this paper can not only make the industry have a clearer understanding of Tiktok direct broadcast operation, but also offer optimization advice for the growth of the whole live broadcast sector and continually improve the findings of academic research on social e-commerce. The practical importance of this study is that the Internet's robust connection capabilities currently allow any regular individual to serve as the terminal for information connection. The process through which individuals access information is also evolving at the same time. Webcasting exhibits intrinsic authenticity, outstanding visual experience, profound social engagement, and other qualities as compared to alternative Internet transmission technologies. Although the industry is optimistic about

the development of Tiktok platform itself, the live broadcasting industry is full of chaos, and the social problems behind it need to be solved urgently. As a new function of the platform, Tiktok live still has room for improvement, In order to support the healthy growth of the e-commerce live broadcast business and make the research material more focused and useful, it is hoped that this paper will be able to resolve and optimize the issues that now exist in the development of Tiktok e-commerce live broadcast.

1.2 Literature Review

According to Ding Meiling (2018), customers may complete their buy behavior while watching live entertainment in live broadcast marketing, which makes it simple for them to generate the two types of purchase behavior mentioned above: impulsive purchase behavior and herd purchase behavior, which can greatly improve the effect of e-commerce marketing[1]. Guo Yawen and Xiao Xiao (2019) further emphasized that e-commerce platforms are not the only ones to employ live stream marketing in this manner, but also tried by live broadcast platforms, which has great market prospects and development space in the future[2].

At present, the relevant research of e-commerce live broadcast marketing mainly analyzes its benefits, drawbacks, and future development potential. Yan Lin (2020) pointed out that live broadcasting has three advantages: accurate target audience, strong interaction and high return on investment[3]. Yu Juanjuan (2020) further pointed out that the visual display effect is rich, vivid and visually attractive. Provide targeted information according to customer needs; the three characteristics of real-time and convenient shopping experience are the advantages of e-commerce live marketing compared with traditional e-commerce marketing. Huang Jiali (2020) mainly analyzed three important disadvantages of live broadcast marketing. First, the anchor exaggerated the propaganda. Second, false propaganda is serious. Third, harm the interests of consumers. The live broadcasting industry as a whole lacks professional audit and supervision. The Matthew effect is gradually prominent, and the traffic is gradually concentrated to the popular online celebrities in the head. In general, many scholars such as Guo Yawen (2019), Yu Juanjuan(2020) and Huang Jiali (2020) believe that live broadcast marketing is a double-edged sword, and it needs to strengthen supervision for better future development[4].

According to the literature data on CNKI and web of science, the overall number of studies on consumers' purchase intention in live broadcast marketing at home and abroad is still small, and a certain number of relevant studies have only appeared since 2016, but most of the earlier studies are qualitative analysis of the reasons why live broadcast marketing can attract consumers in product sales and brand publicity. Liu Jianhua (2016) pointed out that live broadcast marketing can effectively attract consumers' attention because it can display products with dynamic pictures, and has both content creativity and good interaction, thus forming core marketing value in the field of e-commerce. Chen (2017) further confirmed that the three characteristics of live broadcast marketing, good product display, high involvement consumption experience, and value compatibility between consumers and anchors, have a positive impact on improving consumers' purchase intention. Li Yibin (2018) further pointed out that the diversified forms of preferential activities in live broadcast marketing are also an important reason to promote consumers to buy products. Tan Chang et al. (2018) pointed out that strong effectiveness and interactivity are the important characteristics of live broadcast marketing that are different from other online marketing methods in influencing consumers' purchase behavior[5].

With the deepening of the application of live broadcast marketing on e-commerce platforms, research on quantitative analysis of consumers' purchase intention in live broadcast marketing has gradually emerged in recent years. The majority of the research examines the many elements that live broadcast marketing uses to influence customer buy intentions. For example, the research of Guo Rong and Li Yan (2018) proved that consumers' buy attitude and intention are positively impacted by engagement, enjoyment, preference, subjective standards, and perceived behavior control, among other crucial aspects[6]. However, Mingxiao (2018) and others emphasized that there is a favorable association between buy intention and perceived utility, entertainment, promotional pricing, thought

leaders, trust, and involvement in live broadcast marketing. Moreover, in the research, it was found that trust factor plays the most important role, which acts on purchase intention and opinion leaders at the same time[7]. The research of Liu Pingsheng and Shi Yongdong (2020) shows that a high degree of interactivity in live broadcasting can effectively improve fans' purchase decisions in enhancing consumer interest[8]. In general, many of these studies have demonstrated that factors affecting purchase intention include involvement, trust, and perceived value. Some researchers looked at the connection between the factors and the influence mechanism they built after evaluating the influencing elements. For example, Apiradee (2018) found that trust plays an intermediary role in influencing consumer behavior. Symbolic value, utility value and hedonic value need to affect consumer integration behavior through trust[9]. Xie Ying (2019) and others think the beneficial effects of social presence on user trust may be adjusted depending on the quality of the interaction between consumers and anchors in live broadcast marketing[10]. On the basis of the examination of the influencing variables, several researchers have also looked at the connection between the different components and the impact mechanisms they create. For example, Apiradee (2018) found that trust plays an intermediary role in influencing consumer behavior. Symbolic value, utility value and hedonic value need to affect consumer integration behavior through trust [9]. Xie Ying (2019) and others believe that the effectiveness of consumer-anchor interactions in live broadcast marketing can modify the beneficial effects of social presence on user trust [10].

2. Methodology

2.1 Literature analysis

Literature analysis is a research method that finds and analyzes the literature related to the topic, so as to generally sort out and summarize the research content, and draw their own arguments and arguments from it. Through a large number of reading materials and documents in the early stage, this paper comprehensively and systematically grasps the research content, and puts forward its own views and opinions on the basis of the existing research results of scholars at home and abroad. Through CNKI, Baidu Encyclopedia, industry reports and other research on industry scholars, we can understand the main research direction and content of the industry in the field of live broadcasting, and provide theoretical reference and research basis for this study from multiple perspectives such as Tiktok platform and e-commerce live broadcasting.

2.2 Questionnaire survey

Questionnaire survey is a research method that uses questionnaire distribution and data analysis of feedback results in the research process to investigate the behavior or views of respondents in a certain aspect in the form of guiding questions. This paper aims to excavate the usage habits, consumption, usage preferences and motivation of the interviewed users to watch Tiktok e-commerce live broadcast, and their attitude towards the future development of Tiktok through the form of questionnaire survey, summarize the users' use feelings and consumption liquidity of Tiktok live broadcast room, supplement the issues that have arisen in the development of Tiktok e-commerce live broadcast, and provide evidence support for the subsequent proposal of improving the development strategy of Tiktok e-commerce live broadcast.

2.3 Case study

Case study is a scientific analysis method that makes the research more comprehensive and specific by analyzing the most representative phenomenon or thing in detail. By collecting and recording hot news and combining with the author's daily observation, this paper analyzes the resistance and shortcomings of the development of Tiktok e-commerce live broadcast based on the problems of Tiktok live broadcast or live delivery by netizens and stars, and complements the existing problems of the development of Tiktok e-commerce live broadcast with specific examples, so as to provide arguments for the development of Tiktok e-commerce live broadcast.

Tiktok has a strong value of drainage and transformation. At present, more and more store exploration and tourism videos appear on the Tiktok platform, which also meets the psychological demands of users to do strategies without leaving home. At the same time, the popularity of such videos also reflects that Tiktok, as one of the most successful short video social platforms at present, has also achieved 10% success in offline diversion and once became popular with many popular scenic spots. In the development process of Tiktok live broadcast, it has always maintained the progressiveness of the front end of the industry. Whether it is the development of short video or live broadcast, Tiktok uses advanced technology to develop more diversified special effects products, which not only brings excellent use experience to the audience, but also greatly improves the user's sense of use and immersion of the platform. On the Tiktok platform, several top-tier content producers started using "live broadcast with commodities." The implementation of live broadcasts is built on the individuality and creative zeal of these exceptional content providers. A positive feedback loop will be created when the economic advantages of e-commerce live broadcasts inspire anchors to provide more high-quality material. Tiktok and its massive engine released the report "2020 Tiktok live data", which pointed out that bloggers that write about fashion and beauty are the fastest-growing user categories on Tiktok, with chain growth rates of 61% and 71%, respectively. During the outbreak in 2020, Tiktok direct broadcast was aggressively employed by every area of society to restore manufacturing. From the creation of generic content at first to the vertical content of today, Tiktok is deeply cultivated. The most common vertical content, such as beauty content, is advanced. There are dozens of product labels alone, and its functions and content are also extremely rich. The continuous deepening of the vertical content ecosystem can not only fully develop the user value, but also be of great significance to the commercialization process of Tiktok.



Figure 1 geographical location and city distribution of "Tiktok" users TOP10

The main users of Tiktok are concentrated in the first and second tier cities, and such people need high-quality and accurate content push. Tiktok uses a sophisticated algorithm to monitor user usage patterns and fully understand user preferences. It is especially important for young groups with a rapid pace of life and work to discover the appropriate search results quickly and to minimize waiting times. At the same time, Tiktok also has a third-party account binding in the function setting, such as Weibo, WeChat and other social portals. This function setting can better realize the drainage of fans, strengthen the stickiness between online celebrities and fans, and realize the flow realization. Today, the operation mode of Tiktok platform continues to improve, and continues to attract users to record a better life. Tiktok has developed from the initial technical short video platform to a comprehensive social platform covering many fields of society, and has also opened up a new perspective for the development of other social platforms.

Both the anchor and products with goods in the studio are skeptical. Although good quality and low price are important factors affecting consumers' purchasing behavior, Tiktok users are still very cautious about consuming behavior. The reason for this phenomenon may be that Tiktok anchor is

highly replaceable, and there are few representative head anchors on the platform. These factors lead to the difficulty of Tiktok studio in converting audiences into stable purchasing power.

3. Results and Discussion

It can be seen from the survey of respondents' cognition and use of Tiktok e-commerce live broadcast that at present, Tiktok live broadcast is in full swing, "live +" mode has been integrated into users' daily life and has become one of its main ways to spend boring time. Although the user coverage rate is very high in the development of Tiktok e-commerce live broadcast, the retention rate of users for the live broadcast room is not high, which has always been one of the factors affecting the flow realization of the live broadcast room. This is not only because the platform tone of Tiktok's "15 second short video" makes users pay more attention to the freshness of content presentation, but also because users' stickiness to the platform's netizens is not strong, and the netizens on Tiktok are highly replaceable, The attention economy depends entirely on the output of content, which is the easiest to copy. The market is full of a large number of similar content. Users are not only aesthetic fatigue, but also have no sense of social belonging in cyberspace.

Besides, according to the investigation, a large proportion of users who have watched Tiktok live broadcast have brushed gifts for the anchor and participated in live interaction, which is due to the functional settings in the Tiktok live broadcast room. For example, gift effects are divided into different prices, ranging from 1 to 66666 yuan, which can meet the needs of different audiences to send gifts to the anchor and get attention. However, the results of this survey show that users generally spend low amounts of money in the live broadcast room, and there are few large amounts of consumption, which is not only affected by users' own consumption habits, but also because Tiktok live broadcast requires a long time of attention, which is contradictory to the short and fast characteristics of the short video platform, and the two need to be reconciled. Users' lack of stickiness to Tiktok live broadcasting room is also reflected in the level of trust. According to this round of investigation, users are skeptical of the anchors and products in the live broadcasting room. Although good quality and low price are important factors affecting consumers' purchase behavior, Tiktok users are still very cautious in their consumption behavior. The reasons for this phenomenon may be that Tiktok anchors are highly replaceable and there are few representative head anchors on the platform, All these factors make it difficult for Tiktok live studio to turn audiences into stable purchasing power.

4. Conclusion

The overall development momentum of Tiktok platform is good, but it is not easy to maintain a sustained, healthy and orderly development. There are more and more webcast platforms, and everyone has the opportunity to become an online celebrity. How Tiktok can continue to tap more commercial value while ensuring its own popularity is the difficulty in the development process of Tiktok's future e-commerce webcast. In the future, with the continuous improvement of Tiktok's supervision system, the joint supervision of multiple parties, and the continuous strengthening of professional content production on the platform, the future Tiktok e-commerce live broadcast will gather more social resources and become a crucial connection to encourage the growth of the national economy.

The author completed the writing of this paper on the basis of reading a large number of documents, but there are still many deficiencies. In the research methods, the rationality of the questionnaire design still has room for improvement. In terms of content, it is mostly discussed around the existing theoretical basis, and the deep-seated content creation still needs to be strengthened. However, the author still hopes that through this research, it can provide some ideas and references for the relevant research of Tiktok e-commerce live broadcast in the academic community. With the continuous development of Tiktok e-commerce live broadcasting and the continuous accumulation of personal knowledge, the author will also continue to deepen the research on the live broadcasting industry.

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