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Exploring the Marketing Strategies of Live Web-based Shopping based on Tik Tok Live Streaming Platform

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Abstract: At present, the webcast sales model has become one of the main sales models of e-commerce. Compared with traditional e-commerce, this sales model has unique advantages. For example, it has its own transaction attributes and the anchor carries its own traffic; it improves the interaction with consumers and enhances the consumption experience; the scenario-based presentation of goods stimulates consumers' desire to buy; and the low entry threshold reduces the cost of sales. With its precise audience positioning, platform advantageous features and other aspects distinguishing it from traditional webcasting, Tik Tok platform empowers the rapid development of SMEs in the new media era. The above advantages need to be supported by appropriate marketing strategies. This paper takes Tik Tok live platform as an example, analyzes the current status of the network platform as well as the problems and future development trends, summarizes the corresponding marketing strategies, and provides reference for e-commerce live sales.

Keywords: Tik Tok Platform; Webcasting; Online Shopping; Marketing.

1. Introduction

After years of development, influenced by the "house economy" in the post-epidemic era, China's live e-commerce industry has seen explosive growth since 2019. As of the first half of 2021, the penetration rate of live e-commerce reached 20.2%, the number of participants exceeded 400 million, and the transaction value exceeded 1 trillion yuan, an increase of more than 200% year-on-year, and is expected to exceed 2 trillion yuan for the whole year. Live broadcast has become the most important growth point of the e-commerce industry, China's e-commerce industry has entered the era of universal live broadcast [1] [2] [3]. Live e-commerce can get such rapid development, must have unique advantages of their own, but live e-commerce at this stage there are some urgent new problems, such as more than 70% of live e-commerce merchants monthly sales of less than 5,000-yuan, price-sensitive users gradually reduce the stickiness, the repurchase rate is not ideal.

2. The Development Status of Webcasting Platform

The domestic webcasting platform started earlier, but it was not until 2016 that it gained greater development. The development of Internet technology and smart phones, network traffic costs continue to fall, all provide a long technical support for live broadcast, China entered the era of national live broadcast, 2016 is known as the first year of China live broadcast[4]. In that year, the number of webcasting platforms rapidly developed to more than 200, and the scale of webcasting users also reached 344 million, accounting for 47.1% of the total number of Internet users in China, and anchors also became one of the most popular professions among young people[5]. As shown in Figure 1.

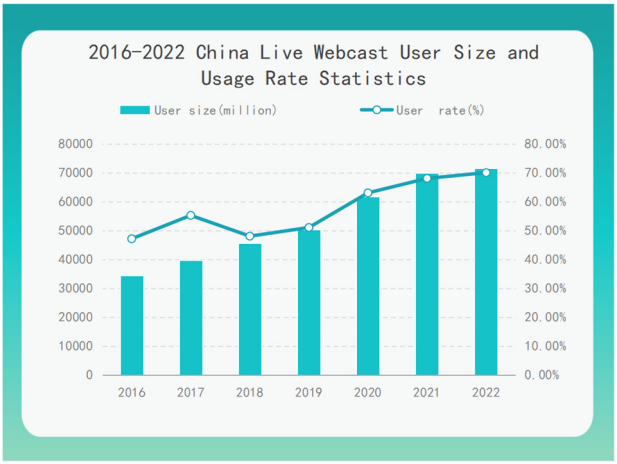


Figure 1. 2016-2022 China webcast user size and usage statistics

Following the rapid development in 2016, the development speed of webcasting platforms gradually slowed down in the following years, and the development trend in 2019 is as follows: First, the rise of live e-commerce. Alibaba, Jingdong, Pinduoduo and other leading e-commerce platforms have laid out the field of live broadcast. Second, the development of the industry rational return, the capital market investment fever is reduced. Third, the industry management mechanism gradually improved. In view of the quality of goods and exaggerated propaganda and other problems in live broadcast, the relevant departments have carried out special rectification; various local industry associations have jointly issued relevant laws with each live webcast platform to regulate the language, dress code and other behaviors in live broadcast.

3. The Characteristics of Live Marketing

Compared with the traditional e-commerce model, live marketing breaks through the passive sales restrictions, proactive and accurate search for potential consumers[6]. At the same time, the live broadcast method to build a convenient

communication channel, you can get timely feedback from consumers, so as to constantly update the product and marketing strategy, to create a better consumer experience for consumers at the same time to obtain the maximum economic benefits.

The first is that it comes with trading properties and the anchor comes with traffic. Live marketing approach comes with transaction properties. Consumers often enter the live room has been through a variety of ways to do a variety of understanding of the desired goods, so the purpose of entering has been very clear, is to more specifically understand the details of the goods or the availability of discount prices, once found suitable, will immediately place an order to buy. In addition, the net celebrities and celebrity anchors themselves bring their own traffic, their live room will always gather a crowd of hardcore fans, through the fermentation of the flywheel effect, such live rooms are easy to harvest more fans and generate higher sales[7]. At the same time, because of the personal reputation of the celebrity, it is easier to gain the trust of the public. Luo Yonghao, who has always presented himself as an idealist, repeatedly declares in his live streams that if you buy counterfeit goods in his live streams, you will earn money because he promises to punish 10 for fakes, thus gaining the enthusiasm of his fans.

Second, multi-dimensional and timely interaction to improve the consumer experience. Traditional e-commerce communication can only be communicated through text, and there is a time lag, and the consumer experience is very unsatisfactory[8]. The mode of live marketing breaks through the limitation of time and builds a convenient communication channel for merchants and consumers. Merchants can change their sales strategies based on the questions they receive from consumers, understand their concerns and pain points, and attract attention and enthusiasm through coupon distribution and prize drawings. Moreover, compared to traditional e-commerce text communication, live merchants can provide multi-dimensional answers to consumers' questions through video and voice, making it easier to build trust with consumers while explaining more clearly and comprehensively, thus increasing consumer satisfaction.

Third, scenario-based sales, stimulating consumer desire. Live marketing approach can be multi-dimensional real presentation of goods, coupled with rationalization of the use of scenario design, easier to stimulate the consumer's desire to buy. In the traditional e-commerce platform, consumers can only understand the product through pictures and text descriptions, and the store through the beautification of the picture shooting and post-production to make the presentation of goods too high quality, so netizens often flirt with the gap between the buyers show and sellers show. Live marketing can improve this situation to a certain extent, as the anchor can truly show the details of the products through the camera, so that consumers believe that "what they see is what they get". Especially in the live sales of agricultural products and food, businesses set up live rooms in the fruit and vegetable picking site or production workshop, so that consumers can see the production process of goods, such a real scene is most likely to gain consumer trust[9]. In addition, the anchor can also directly show the use of goods scene, for example, the sale of air fryers in the live room fried delicious food, this operation can give consumers a strong sense of immersion, inspire consumers to immediately obtain the desire of goods, thereby stimulating transactions.

Fourth, reduce the technical threshold and save the cost of sales. The traditional online store opening and operation of the technical threshold and cost is relatively high, in addition to the need for certain economic conditions, but also requires a series of skills such as online store artwork, picture shooting[10]. The threshold of live sales is relatively low, a cell phone, a bracket can build up a most simple live room. In addition, compared to the traditional e-commerce model, live sales are more targeted and attractive, so the cost of customer acquisition is lower, while the conversion rate is higher. If the live room has its own unique characteristics, the anchor's live skills and strategies used reasonably, no need to buy traffic can also get a relatively fixed fan base, bringing considerable economic benefits [11].

4. Analysis of Live Goods with Tik Tok as a Platform

4.1. Characteristics of the Tik Tok Platform

In the era of short videos, the slogan of Tik Tok platform is "record the good life", and its audience group is relatively young and changes quickly to catch up with the trend. With its short duration, new format and UGC (User Generated Content) content creation, Tik Tok has achieved rapid growth of registered users and become one of the best platforms for people to spend their fragmented time. Tik Tok live streaming is based on strong traffic, combined with content creation, bringing more possibilities for commercial cash.

4.2. The Operation Content of Tik Tok Platform

After the gradual development of Tik Tok as a platform for live-streaming, live-streaming of various categories such as food, clothing and household goods has emerged. With the improvement of people's living standard and the huge market demand, all kinds of merchants have shifted from traditional media advertising and offline physical store marketing to online marketing, using the combination of Tik Tok's traffic introduction and webcast to sell goods to achieve the purpose of gaining profits.

4.3. Example Use of the Tik Tok Platform

First, Tik Tok platform empowers enterprises. With the easy operation and low-cost promotion of Tik Tok platform, Laojinmofang Black Sesame has tried to integrate the content and promotion by refining the content form and matching with a large amount of promotion, and trying to integrate the live broadcast of net stars with goods and implantation of scenes with goods. Compared with traditional media marketing methods, the high interactivity of the Tik Tok platform not only expands the scope of business marketing, but also makes marketing with a certain degree of sustainability, in order to achieve the "cumulative effect" and "resonance effect" on the audience and attract them to buy products. In the Tik Tok platform, merchants seize the pain points of a certain type of consumers and use big data for accurate marketing, so that their product content can appear on the Tik Tok page of potential users and attract them to watch the live broadcast. The short video scene marketing represented by Tik Tok strengthens the communication between enterprises and consumers and brings the distance between enterprises and consumers closer. In this process, the enterprise's service to consumers also becomes more and more perfect, and the consumer's identification with the enterprise continues to climb, which is conducive to the long-

term development of the relationship between the two sides.

Second, the purchase method of Tik Tok platform. After entering the live broadcast room, the anchor promotes the product through the form of oral implantation. While the anchor recommends the product, users can communicate with the anchor through the platform, or communicate with other viewers in real time to understand the product information in detail. Just click the goods inside the shopping cart and jump to Tao Bao page to buy, or you can also use the style of adding anchor We Chat to buy in the third-party social platform. The former purchase method relies on the third-party shopping platform, the quality of goods and after-sales service is more secure; the latter purchase method, the anchor business prefer to establish a "private traffic pool", the huge flow of Tik Tok converted into business traffic.

5. Analysis of the Problem of Online Marketing Model with Tik Tok as a Platform

From the "use and satisfaction" theory of communication, the future development of online platforms will be more audience-centered, and the audience will govern the development goals and development orientation of the media through their active use of the media, which further enhances the trend of segmentation. With its own characteristics, the network platform represented by Jitterbit uses "net celebrities" to market products, shape brands or create personal IPs, so that the traffic of the network platform can be directed to the private domain, thus transforming the traffic and realizing consumption fission. Not only Tik Tok, but also other online platforms will further empower various industries in the future development. The popularity of live webcasting with goods relies on the huge pool of traffic behind the platform. While bringing traffic and profits to businesses, the drawbacks behind it also need our attention.

First, the relevant legal regulatory mechanism is not sound. Webcast is a more mature form of development in the new media era, because it is a new media communication mode, involving three or more factors, so the whole operation mechanism is not sound. Specifically, there are not only some regulatory departments in the power level overlap each other, there are also regulatory level of the blank area, resulting in the difficulty of supervision and poor operability. Single law does not guarantee the normal operation of the mechanism, first of all, to build a perfect network live control mechanism, followed by management and cannot rely only on external forces, the construction of industry enterprise self-regulation mechanism is particularly important.

Second, the quality of communication content is low. In the era of self-media where the Internet is prevalent, the one who gets the content gets the world, and it is especially important to produce quality content. Some users copy and reproduce the video content of the originator, or attract fans with vulgar content that is clamoring for attention, which affects the normal order of the platform and the morale of the whole society. As a platform, it should open a corresponding mechanism for reporting vulgar content and protecting original works. Secondly, intellectual property rights have always been a neglected part of the cultural development process, and society should take responsibility to carry out corresponding popularization activities and not indulge in plagiarism.

Third, the problem goods difficult to solve. Webcast with goods simple and fast, compared to the audit complex website registration, webcast because of the relatively simple audit procedures is more likely to be favored by small businesses, but it is due to the lack of relevant audit, webcast to some bad business to provide an opportunity to take advantage of the rights and interests of consumers have caused some damage. In this regard, the relevant departments should develop multi-dimensional regulatory measures, the unregulated, false live with the goods into the social integrity assessment system, to promote the industry into the overall standardized supervision.

Fourth, the drawbacks of big data function. In modern society, the development of information technology provides a more self-contained thought space and a huge amount of knowledge, Tik Tok uses big data technology to customize the home page of Tik Tok according to each person's preferences. Over time, the network platform, by virtue of big data and other technologies, classifies people according to different criteria, thus forming an "information cocoon". From the technical point of view, to avoid the formation of "information cocoon", in the algorithm technology, it is necessary to add common mainstream content to the individual content, starting from the perspective of "gatekeeper" and introducing "gatekeeper "mechanism to carry out algorithmic information secondary processing of information, to ensure the quality of content at the same time, weaken the influence of big data.

6. Analysis of the Marketing Strategy of Tik Tok Live Platform

First, to create high-quality differentiated content. As a social content platform, quality content is the driving force for the development of Tik Tok. The platform can encourage user creation by setting up an original reward mechanism, stimulate the original enthusiasm of users, stimulate the production of good works, and help users to increase the powder for cash, so as to achieve a win-win situation. In addition, in the context of content is king, the platform should realize the differentiated output of content; in terms of professional production of content, the e-commerce platform needs to integrate resources to make live content creative and interesting; while user-produced content should strengthen the knowledge and professionalism of content.

Second, fun interaction, creative shopping. Users for live content and interaction requirements are increasingly high, users are no longer satisfied with the "luxury star cast" scripted live, but also not satisfied with the simple pop-up interaction. Live broadcast platforms must continue to integrate new technologies to provide quality and fun live. For example, Huajiao Live has integrated virtual reality technology into its live broadcast; Yingke Live has created unique facial effects, thin face and big eyes and other beauty features; Longzhu TV has added mini-games to its live broadcast, etc. These innovations have brought a good live user experience. In addition, the platform should explore more interactive ways to play, such as: launch various challenges to increase the depth of user participation and form a community identity; organize offline celebrity and expert meetups; open up the interaction with microblogging WeChat and other platforms to encourage forwarding and so on. In short, through the injection of novel scenarios and high intellectual interest, users are effectively impressed, thus converting online attention into purchasing power.

Thirdly, the selection of products and the superior training of anchors. The e-commerce live platform should provide

clear quality standards for goods, so that the merchant anchor has a basis to rely on. The platform should do a good job of qualifying merchants to ensure the quality of goods. Not only that, the platform should also use data analysis to explore potential merchants in different industries, give more traffic support, and give official data reports regularly. Celebrities and weblebrities are unique personalities, so when choosing anchors, they should be judged according to the characteristics of brands and products as well as the preferences of target customers, rather than just pursuing big-name anchors. At the same time, businesses and platforms can also support some excellent but unknown anchors, give more professional training and packaging, to create industry benchmarks, for many businesses and ordinary anchors to set an example to learn. The anchors themselves should also play their initiative, proactively improve their business skills, understand the knowledge of goods, improve the ability to "bring goods", and create a unique label of taste and ability.

Fourth, strengthen the supervision of the platform. Relevant departments should further introduce policies and regulations to regulate the development of the live industry, from the policy level to guide the standardized development of the live platform industry. On the one hand, the platform should adhere to its own bottom line principles, establish the correct business philosophy, on the other hand, it should also strengthen the audit and supervision of anchors and businesses; set more scientific entry conditions for anchors, provide perfect pre-service training, avoid illegal and irregular behavior; conduct random checks on live behavior at any time, and promptly deal with the bad behavior in the live broadcast; strengthen copyright protection, limit the infringement of Strengthen the function of "anti-addiction system", actively guide users and spread the positive value proposition of the platform to them.

7. Conclusion

The epidemic has given people more time and attention on the online platform, accelerating the development of the webcasting industry. Webcasting is a huge system, and this paper mainly analyzes the actual case of Tik Tok platform. From the development related to Tik Tok live with goods, to a certain extent, it has an auxiliary role for small and medium-sized enterprises to create a set of integrated marketing methods suitable for their own development in the new media era, which improves the diversity of marketing and opens up marketing channels in a more cost-effective way compared with traditional media. Under the social premise of growing public demand, webcasting provides a platform for the public to enrich brain knowledge and provide a platform to meet psychological needs. As a media, the negative energy spread by the network should be minimized, and in terms of ideas and perception of the world, both the platform and the anchor should take the first place to cultivate a positive attitude towards life, which is even more important today when webcasting is so hot.

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