

Explore the Impact of Live Marketing on Contemporary Consumption Concepts

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Abstract: Now the mobile phone is more and more advanced, and the network is more and more developed, which has changed a variety of different forms of network broadcast. Different people can broadcast live in their own way to achieve their purposes. Because of the increasing number of network live broadcasts, the form has become colorful, so people should pay attention to the elements of live broadcasts and the matters that they need to pay attention to. This issue of live broadcast elements can be discussed through literature review, induction, and comparison. The success of a live broadcast is inseparable from the blessing of various elements, which requires the simultaneous existence of different elements, and the use of various elements to the extreme, to give full play to its maximum role, to achieve the expected results. People who broadcast live should constantly update the elements of live broadcast and find the elements that suit them, rather than blindly follow them

1 INTRODUCTION

This study focuses on the elements of live marketing. Live network marketing is a new marketing method that uses online platforms to display and exchange product information. Compared with traditional e-commerce, a live network is more efficient in the marketing process, which can effectively improve the speed of consumers' acquisition of product information and meet their various needs (Yang 2023). Live marketing can establish a real first impression for the public because, through video, the product is difficult to fake, the presenter can show the product 360 degrees without dead corners. Consumers can observe different details of the product and the use of the product function so that consumers have a full understanding of the product (Duan 2023). In recent years, with the continuous development of network technology and the increasing demand of consumers for interactivity, live marketing has gradually become a new trend in enterprise marketing. This study is very meaningful for the effect and success of live marketing influenced by various factors. Recently, live marketing has become more and more popular and entered the public's vision in different ways. Therefore, live marketing needs to continuously enrich and add

various elements to enhance its competitiveness. It can be seen that during the development of a concept or thing, I should constantly give it new elements, or enhance its competitiveness by adding added value to it. Data show that as of June 2023, China's online shopping users reached 884 million. The number of live-streaming e-commerce users reached 526 million, and the penetration rate continued to increase. In 2022, the Ministry of Commerce focused on monitoring the e-commerce platform for more than 120 million live broadcasts, more than 1.1 trillion cumulative viewers, more than 95 million live commodities, and nearly 1.1 million active anchors (Wu 2023). It is estimated that in 2022, the total amount of live e-commerce transactions in China will be about 3.5 trillion yuan, with a year-on-year growth rate of 48%. The total transaction volume is expected to exceed 4 trillion yuan in 2023. At present, the main consumer groups in China have shown the characteristics of young people (Zhou 2023). This study is mainly carried out from the aspects of various elements needed for live marketing. Literature review research, inductive research, and comparative research are used to search and read relevant materials and literature. The advantage of these research methods is that they can well analyze what factors affect live broadcasting

marketing and what factors are most important to live broadcasting, which is conducive to the research.

2 RESEARCH METHODS

The first is the literature review research method. Choosing the literature review method can save time and resources in the first place. The literature research method can save a lot of time and resources because it only requires the researcher to analyze the existing literature, without having to conduct field investigations or experiments. Secondly, it can be explored comprehensively. The literature approach can be a comprehensive approach to a topic because it can cover multiple fields, countries, and periods. Then there is no subjective judgment on the findings. The literature research method is an objective research method, which does not make subjective judgments on the research results, so it has high credibility. Finally, it is not limited by time and space. Literature research is not limited by time and space and can study historical events, the situation of other countries or regions, as well as current events.

The second is the inductive research method. Through the observation and analysis of various live-streaming processes and results, the common rules or principles are extracted. The first advantage of choosing induction is that it can be efficient and save time. This is because it can save the reasoning and calculation time in the process of induction and deduction, and save the time of looking up data, so the mathematical reasoning using induction is fast and accurate. Second highest accuracy. Because it is abstracted from the experience of previous generations.

Third, the science is strong. The treatment of some problems is unique.

The third is the comparative research method. By comparing the data of different groups, different regions, or different periods, the differences and commonalities and the effects of factors are studied. The advantage of choosing a comparative research method is that the first is strong comparability. Comparative analysis can compare data at different times, in different places, and under different conditions, to provide more comprehensive and objective information for decision-makers. The second is intuitive and easy to understand. The comparative analysis method presents the data in the form of charts or tables, making the data more intuitive easy to understand, and easy to analyze and interpret. Third, easy to operate. The comparative analysis method is relatively simple and easy to

implement, does not need too many technical means and tools, and is easy to master and implement. Fourth comprehensive strong. Comparative analysis can comprehensively reflect all aspects of things, including quantity and quality, internal and external, static and dynamic, to provide more comprehensive information for decision-makers.

3 RESEARCH BACKGROUND

With the continuous development and progress of the Internet, network broadcast has become a hot topic and constantly appears in front of the public. At the same time, network broadcast has become a trend that affects People's Daily lives and appears in people's lives all the time. Network broadcast has both advantages and disadvantages. The advantage is obviously that it brings a lot of convenience to people's lives, but there are also some disadvantages.

The first advantage is that it is eye-catching. The advantage of live marketing is that it integrates the characteristics of "traditional media" based on Internet media: through various means of publicity, the attention scattered everywhere is attracted to a certain platform, a certain period of focus, and the marketing effect is self-evident. During the epidemic, a million people paid attention to and 500,000 people participated in car live marketing activities breaking the current "car shutdown" state, once again releasing vitality and igniting vitality (Mao 2023). Opened the first online live marketing. It is extremely hot and popular in the automobile industry, which has brought highlights worthy of attention for automobile marketing in the extraordinary period. This is how SAIC Passenger Cars recently took advantage of the "Valentine's Day" online live marketing campaign. The event, named "Special Love for Special You", was also held on SAIC Roewe APP and MG LiveAPP, Tiktok, Tmall, Tencent Auto Mall, and other platforms broadcast at the same time, and it has become a hot topic of media discussion and tracking. Public information shows that the live broadcast, at least 500,000 people watched, and online interaction, as long as more than an hour. Of course, the most appropriate is the "talk to fight the epidemic, travel epidemic prevention", the most exciting is to send a million worth of "User care health bag" and "super Koi blessing bag" gifts, and directly introduced the products (Rowe and Lord) of the "three-level progressive health protection system", "zero contact car purchase service", and answered the relevant questions of consumers and users.

The second advantage is that it is highly interactive. Live marketing is interactive, unlike the previous advertising, broadcast in a certain period, the audience can only passively accept; Live network with goods marketing means has a strong interaction, improves user experience, and consumers can understand the role of goods in the broadcast room, see the real and the use of the effect (Ruosi 2023). It can also interact with merchants in real time, solve concerns about products, and even achieve instant orders in popular live marketing.

The third advantage is authenticity and directness. Live marketing has the characteristics of authenticity and directness so that the audience can get a real understanding of the product. Consumers can change from passive acceptance to active attack, take the initiative to choose and give opinions on the products and services of merchants, so that consumers can have the products they want, but also make the investment of merchants more effective. For example, in Taobao live broadcast, there is a theme of "lazy people must self-heating small hot pot" food program, in the live broadcast, users can put forward a variety of questions about the product, the anchor to answer, such as the user asked "crayfish discount" if the user thinks the anchor's product is very affordable, will buy, may also pay attention to the anchor, or send gifts to the anchor. Gifts are exchanged for Taobao gold coins. Users get the information they want to know in the live broadcast, which greatly enhances the sense of participation. Naturally, the effect cannot be compared with simply watching the live broadcast, which promotes the continuous improvement of the performance of live broadcast marketing.

The fourth advantage is that live broadcasting saves advertising costs. Live broadcasts can be spread through the Internet for free, and they can reach potential customers directly, effectively reducing marketing costs. Live broadcasting can also further improve marketing efficiency and reduce marketing costs in a new consumption scenario, a wider audience, and more adequate real-time communication (Ding 2023).

The fifth advantage is that live streaming can enhance brand recognition. First, live broadcasts can be broadcast free of charge through the Internet, and can directly contact potential customers; Second, the strong consumption experience stimulated by live broadcasting as an online marketing model makes it easier for consumers to have value perception and recognition of the brand and establish brand trust (Ebrahimi et al 2023). Thus effectively reducing marketing costs.

The sixth advantage is that it can increase economic income. To be honest, the economic benefits brought by network broadcast are very large, especially the network broadcast after being blessed by the halo of "star benefit". You know, stars already have their traffic, and fans, they live casually on a network broadcast platform, and the gift converted into money is small, in the live broadcast, they play an advertisement for a brand, for that brand, will also bring great benefits.

However, the disadvantages of live marketing cannot be ignored.

The first drawback is to create truly valuable content. Live broadcasting is just a medium, it does not produce content, and the subject of content generation is still the subject of live broadcasting, it is doing a good job in live marketing, but how to produce high-quality and valuable content is a problem that every staff involved in this marketing needs to think about. Because live streaming needs to create truly valuable content; This brings new difficulties to live marketing. Valuable content is fundamental to retaining users; in a live broadcast, if you can't provide users with effective content, then the loss of users will be inevitable.

The second disadvantage is that both success and failure are broadcast live. Live broadcast is only a new information medium, and live broadcast marketing is a marketing method based on live broadcast. In addition to quickly and comprehensively disseminating information to all audiences, other added value is the ultimate goal of marketing. But how to make marketing do well and make results? Once it is applied well, it will expose the positive side of the brand, and its effect will be infinitely amplified. Of course, once used improperly, it will also bring great risks to live broadcasting. For example, "millet" did the first press conference live, live in the process, and the new "drone" in the process of test flight suddenly fell and exploded; Obviously, it is easy to see that this is a failure of live broadcast activities, millet is not ready to live broadcast technology guarantee work, and then caused the failure of live marketing, and got a bad live broadcast effect, which is the so-called live broadcast.

The third disadvantage is that the star should be careful with the goods. The live broadcast itself does not generate traffic, so the beginning of live marketing will not produce the same effect. Many businesses choose to invite stars who have their traffic to support the brand. At present, the situation of stars with goods is very common, which is one of the best ways to efficiently enhance the popularity of live broadcasting and bring marketing effects. Stars

can bring traffic to live events, but the quality of the event "caused" by stars will also bring corresponding effects to brand advertisers. Although the Star Live marketing effect is very good, but should not blindly follow the crowd, but should be based on its enterprise, and product characteristics, to find the right star spokesperson.

The fourth disadvantage is that live broadcasting requires professional anchors and camera equipment. It needs to have a certain amount of professional knowledge and skills but also needs to be equipped with professional camera equipment, lighting, sound, and other equipment, the cost is relatively high.

The fifth disadvantage is the limited broadcast time and frequency. Live broadcast needs a certain time arrangement and preparation, and the frequency also needs a certain control, should not be too frequent, otherwise, it will affect the audience's interest and purchase desire.

The sixth disadvantage is that the audience number and conversion rate of the live broadcast are uncertain. The effect of live broadcast largely depends on the number and quality of viewers, if there are not enough viewers, or the conversion rate of viewers is not high, then the effect of live broadcast will be greatly reduced.

The seventh disadvantage is the low controllability of live content. Live broadcasts are real-time, and the anchor cannot predict and control the reaction of each audience. In the case of unpredictable situations, such as unreasonable questions raised by the audience, the anchor may not be able to cope well, resulting in a poor live broadcast effect. In general, live e-commerce marketing has many advantages and disadvantages, enterprises should according to their situation, combined with the market and competition, reasonable selection and use of live e-commerce marketing mode, to achieve better results. Only by making good use of the advantages of live streaming can I bring more traffic and benefits.

Live streaming has the following eleven core elements:

The first is to have a clear goal. Before going live, make sure to know what the purpose is. Clear purpose helps to master the direction, accurately target the audience, and improve the effect of live broadcasting.

The second is to have high-quality content. High-quality content is the core of live streaming. Live broadcasting should have a certain content richness, depth, interest, and education, which can let the audience obtain value and promote interactive communication.

The third is to build a personal brand image. Whether it is a corporate live broadcast or a personal

live broadcast, I should pay attention to image building. Need to have a certain topic, such as experts in a specific field, small fresh lifestyle, etc. At the same time, the personal image needs to fit the theme. The image includes clothing, makeup, hairstyle, speech, and so on.

Number four is an Eye-catching cover. A good cover can attract a larger audience, so you need to make an attractive cover to put on the front page of the broadcast room. When making a cover, you need to pay attention to color matching and text design.

The fifth is to have a good live broadcast environment. The live environment should be fully considered, and a clean, quiet, comfortable, and high-definition shooting environment should be maintained. Avoid loud sounds and cluttered backgrounds.

The sixth is to have sufficient preparation time. A good live broadcast requires plenty of preparation time, including the installation of live broadcast equipment, stage layout, scene scheduling, and the preparation of interaction with the audience.

Number seven is to have a good interactive experience. Live streaming requires a good interactive experience. Including the interaction with the audience, the invitation of live guests, the interaction of the live broadcasting platform, etc. Interaction not only increases audience participation but also increases the effectiveness of content.

The eighth is to have a multi-platform promotion. Live broadcast not only needs to be carried out on one platform but also needs to be promoted on multiple platforms. Such as MicroBlog, WeChat, Douyin, Kwai, etc., which can expand the audience of live broadcasts and increase the influence of content. The differences in the speech skills of anchors may have different influences and effects on the audience, and then have an important impact on the marketing effect (Gliga and Evers 2023).

The ninth point is to arrange the broadcast time reasonably. Choosing the right time to broadcast can increase the number of viewers. For example, choose around 7 PM, and you can attract the audience to watch after commuting.

Number ten is to keep an eye on data analysis. After the live broadcast, you need to focus on data analysis. The viewing situation of a live broadcast can be analyzed from multiple aspects such as the number of listeners, comments, and forwarding. Based on this, I can understand my shortcomings and make improvements to improve the next live broadcast effect.

The 11th is the anchor's speaking skills. The differences in the speech skills of anchors may have

different influences and effects on the audience, and then have an important impact on the marketing effect (Wuisan and Handra 2023).

There are four other elements to live streaming:

The first element is having the right anchor. Anchors need to have certain characteristics, such as someone set (persuasive, guiding ability, affinity, grounding, trust, etc.), can say (can control the field, with rhythm), and understand the goods (a deep understanding of the pros and cons of the industry and goods, and explain the goods for users' pain points). In addition, anchors also need to know how to communicate with the audience and be able to establish a good relationship with users.

The second element is the availability of qualified goods. It mainly includes selection, price, and gifts. The selection needs to be made according to the fan portrait to ensure the quality and cost performance of the product; The price should be competitive; Giveaways are designed to attract viewers and increase audience engagement.

The third element is to have the right venue. The live broadcast venue can be live broadcast or other suitable places, such as origin, physical inspection shops, outdoor walking scenes, etc. The choice of venue should be based on the live content to ensure a good viewing experience.

The fourth element is interaction. Interaction is an important part of live streaming and can be achieved through welcome Language, self-introduction, effect sound, and background music to create atmosphere and improve audience participation and satisfaction.

The above four elements are indispensable, and together they constitute a successful live broadcast environment.

There are several types of live streaming:

The first type is entertainment live broadcast. Anchors perform talent shows on the platform, such as singing, dancing, etc., and interact with Net friends.

The second type is live streaming. Sharing and accompanying have become the new driving force of live streaming. Anchors share their daily lives, such as cooking, eating, shopping, traveling, etc.

The third type is live broadcasts of games. including mobile games, online games, and page games, the anchor interacts with Net friends through live broadcasts.

The fourth type is e-commerce live broadcast. including TaoBao, which has its mall, its realization method is mainly to sell goods.

4 RESEARCH DIRECTION AND EXPECTATION

Following the main elements of the live broadcast will make the whole live broadcast organized and easy to understand. Clear the purpose of this live broadcast will not appear in the live broadcast of vague concepts.

Live marketing should also pay attention to how to deal with emergencies. Such as: in the live broadcast because the anchor business is not familiar with the goods sold wrong, how should compensate customers...What if there is an error in the delivery process after the live broadcast? For example, if two customers' goods are sent to each other incorrectly, the customer information is filled in incorrectly.

Different from other live broadcast methods, relying on unique live broadcast methods and combining advantages, develop a new live broadcast method, so that people have a new cognition of live broadcast and feel live broadcast Can also be plaintive, can have poetry and distance, do not have to shout like most of the previous live broadcast, so that people feel that live broadcast is a kind of Shouting. The content of the live broadcast, the way of the live broadcast, the plan of the live broadcast, and the strength of the live broadcast team have a direct impact on the effect of the live broadcast.

5 CONCLUSION

The research result of this study is that the factors of live broadcasting marketing affect the effect and effectiveness of live broadcasting to different degrees, so it is further concluded that to do a good job in live broadcasting and finally achieve its purpose, it is necessary to carefully and responsibly select live broadcasting marketing factors, find out the factors suitable for oneself, screen them, allocate and combine them. Use different factors in different places and at different times, also to master the degree of use of factors, but also to determine the factors that must be equipped with each live broadcast. This study provides a lot of valuable reference significance for future research in this direction, which mainly affects the use, advantages, and disadvantages of various factors in live broadcasting. Future research should focus more on the direct influence of factors and the direction of the results after the influence.

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