

The Marketing Strategy of “Live Streaming with Goods” on TikTok Platform and Its Influence

Gangling Mu^{1,*}

¹College of Liberal Arts, University of Minnesota Twin Cities, Minneapolis, Minnesota, 55414, The United States

*Corresponding author:
Mu000027@umn.edu

Abstract:

In the era of the gradual development of Internet construction, online shopping with its convenient and affordable advantages, so that many consumers rarely go to physical stores for shopping; Therefore, in today's increasingly popular online shopping, more and more merchants choose to publicize their products in the form of live streaming on social media platforms. How the effect of different marketing strategies on different products' delivery will affect consumers' purchase decisions is a question worth studying. Based on the phenomenon of “livestreaming goods” on the short video platform of TikTok, this study conducted a detailed analysis of the status quo, marketing strategy, advantages and disadvantages of TikTok platform through actual case analysis, so as to analyze the reasons and results of the popularity of livestreaming goods on social media platforms, as well as the impact on consumers' psychology and consumption decisions. Through research and analysis, it is shown that the live streaming of goods on the TikTok platform has made use of a variety of unique marketing strategies to build a new network consumption model. However, it is still necessary to conduct stricter control and optimization of live broadcasting personnel, platform control, after-sales service. In order to more perfectly maximize the benefits of this model for merchants and consumers.

Keywords: live Streaming; TikTok platform; Marketing strategy.

1. Introduction

As a new business form and model, live streaming is also a deep integration of digital technology and the real economy and is of great significance to the high-quality development of the economy [1]. As one of the most popular and used short video platforms in today's society, TikTok plays a very important part

in the lives of more and more users, including video creators and consumers. For ordinary users and video creators, short video platforms such as TikTok are undoubtedly the best place to kill time and give full play to their talents. For consumers, sellers or shops, TikTok's huge number of users and traffic also give them a lot of benefits. Consumers can not only use

the fragmented time to watch short videos on TikTok to kill time, but also see a wide range of goods in the TikTok mall, entertainment at the same time to solve the shopping needs, killing two birds with one stone. The seller's store is also very likely because of the huge number of user views and unique pushing mechanism, the use of some sales strategies, the store overnight red, the pot is full of money is very possible. The following will analyze the actual cases of live streaming of goods on TikTok platform, understand its marketing strategy and mechanism dismantling, and interpret its potential problems and propose solutions based on data analysis.

2. Impact Mechanism of Live Streaming on Social Media Platforms

2.1 The Influence of the Phenomenon of Carrying Goods in the TikTok Platform

For stores, the use of various "means" to attract users to browse goods or even buy, in "TikTok" and even other platforms are very common behavior. In recent years, it is also very popular to promote the products of businesses through "live streaming". The usual practice of "live streaming" is that the store contacts some of the current talent in "TikTok" or even other platforms, through business cooperation with them, in exchange for these talent to promote their own products through live broadcasting, and there are many modes of "bring" this behavior, the person who brings the goods may not be the talent of each platform, or even the popular star, or ordinary people. Different "carriers" can also meet the psychological demands of different users, and often focus on the advantages of these products when bringing goods, and the network anchor can attract consumers to enter its broadcast room for impulse consumption through its own professional knowledge and the charm of language [2]. Such an effect often leads to considerable sales and traffic of the products with goods, and customers are attracted to the store page to browse other products, so as to achieve a chain reaction. Thus, it can be seen that the marketing strategy of live broadcasting with goods can improve the interests of merchants and shops on the TikTok platform.

2.2 Introduction to the Case of Live Streaming

"Genshin Impact" as a very popular game in the past three years, the company behind it "miHoYo" in order to expand profits, use the IP popularity of "Genshin Impact", to create all kinds of surrounding closely related to the game. For example: game characters 1/8 equal scale engraving hand, game characters draw badges, joint clothing. The use of IP visibility to produce the surrounding is far from the ordinary version of the items can be compared. Since

the official store of the "Genshin Impact" entered the TikTok, it has also adopted the form of "live streaming" for the peripheral promotion of the "Genshin Impact", and the carrier is often an ordinary staff, because for consumers of such products, the highlight is often the surrounding itself, rather than the carrier's rhetoric. Good enough peripheral quality, details polishing through live display is enough to firm their determination to buy. The consumption promoted by live broadcasting with goods is roughly the following steps: entering the live broadcasting room, being attracted by the content displayed by the anchor and staying in the live broadcasting room, trusting the anchor and placing an order and consuming from the live broadcasting room, the transaction is completed [3]. Through the form of live broadcasting, the sales volume of the shops around "Genshin Impact" on the Tiktak platform is much higher than that of the Mi you club and Taobao. In the past two years, the sales data brought by a series of "live broadcast with goods" in the surrounding stores of Genshin Impact are enough to prove the feasibility of this marketing strategy on the TikTok platform. By showing this behavior through "live broadcast", it just solves the pain points of such consumers - they want to collect the surrounding products but worry about poor quality, buy pirated products, and the actual appearance of the items does not match the display map. The praise of the quality and precision of the goods by the "carrier" in the live broadcast can often stimulate consumers' desire to buy and promote consumption.

3. "Bring Goods" Marketing Strategy and Mechanism Dismantling

3.1 Official Store Account Information around "Genshin Impact"

"Genshin impact" as a game company "miHoYo" the most popular game, its surrounding stores are also settled in a number of platforms, in addition to the game's official community platform "Mi You club" opened in the store, the two places of TikTok and Taobao are the most popular, the highest sales of two stores. The official flagship store of TikTok has 1.061 million followers and total sales reached 3.284 million, with a word-of-mouth score of 4.8/5. Taobao store has 2.4 million attention, monthly sales of more than 700,000, more than 57% of consumers re-purchase, customer satisfaction is as high as 96%. As the two most influential and best-selling platforms, the livestream of the relevant surrounding goods is also mainly carried out on these two platforms.

3.2 Analysis of Audience Portraits

There are two main groups of people who buy the Genshin

impact related merchandise. From the perspective of age distribution, more than 60% of consumers are female, and young people under the age of 30 account for 66%. Young people are very fond of game-related peripheral products because of their relatively young psychology and strong consumption power. From the point of view of game hobbies and consumption habits, especially players who like “Genshin Impact” type of open world RPG games, have a certain degree of love for the characters produced in them, so they want to relate to these characters or some specific content in the game, and spend more on the game each month. Players who spend money also have a stronger desire to spend than the average player.

3.3 Disassemble the Marketing Mechanism

Through its extremely high level of understanding of core consumers, as well as seizing the golden period of obtaining traffic on short video platforms, through live streaming and providing good after-sales experience, the original flagship store has won a large number of loyal buyers and excellent reputation. First of all, high-frequency live streaming is different from scenes such as TV shopping and video promotion that rely on post-editing. Live streaming is closer to consumers in the form of presentation and puts more emphasis on users’ shopping experience [4]. The official flagship store of “Genshin Impact” will carry out a four-hour live streaming broadcast at noon and evening from every Tuesday to every Sunday, respectively. These two points are the peak of the platform’s live stream views. Whether it is office workers watching live broadcasts during lunch breaks or students watching live broadcasts at night after school, they can open the TikTok platform to watch live streaming. These two periods belong to the relatively relaxed stage for all groups, and it is easy to produce the desire to consume after hard work, so that even consumers who have no desire for some products are likely to change their minds. Then there is the promotion mechanism. Not only TikTok, but also various platforms now have a popular promotion strategy, which recommends sensitive advertisements or products to users by collecting and analyzing their browsing history and consumption habits. Therefore, after some consumers brush some short videos related to the “Genshin Impact” on the platform, the platform is likely to recommend more relevant content for them. The same is true of live broadcast, after consumers are frequently promoted to related products, even if they do not hate the surrounding but have no desire to buy, they will be attracted and promote further consumption. In addition, the display skills of the store’s goods, the first thing people can see when they enter the store is a beautiful promotional picture of the promotional goods and discounts and gifts. Enter all the product display page, the first thing they can

see is low-price, high-sales and high-evaluation products, such as role-related impression badges, 12 yuan a sales of 254,000. People can click to enter the details interface to see the actual picture taken in the real environment, with a simple introduction and live explanation playback related to the product, and then scroll down to see the user evaluation, back map. Detailed and clear product purchase pages can bring consumers a good shopping experience, in order to increase their shopping desire.

3.4 Sales Data and Evaluation Analysis

In the TikTok platform, the best selling products of the Genshin Impact official flagship store can be divided into two categories, collection peripheral products and practical products. The surrounding areas of the collection are: impression badge series, standing card, acrylic, album series, hand office. Such products can be carried around, placed somewhere at home for viewing, and the most important thing is to provide them with enough emotional value. The social participation and immersion of consumers will affect the purchase intention of consumers [5]. From the consumer’s evaluation, they are satisfied with this kind of products for several main reasons, the product quality is good, the seller’s after-sales service is good, and the most important collection significance and emotional value. There are mainly several kinds of practical peripheral, role co-branded hand, shoes, clothes, such peripheral sales will be much lower than the collection of peripheral, but at the same time, if such products meet the needs of their consumers, not only can solve the needs of their lives at the same time to provide them with enough emotional value, between the two to meet one, the product can firm consumer desire to buy. In addition to the emotional value, the most important reason for high evaluation is the affirmation of the quality of these products by consumers. The quality itself is hard enough, coupled with the incitement of live streaming, enough to shake some consumers who did not have the desire to buy. In general, the main reason for the high sales of the “Genshin Impact” official flagship store is that the surrounding products can bring unique emotional value to the game players, followed by lower prices, excellent quality, good service with frequent live streaming and platform promotion, which has contributed to a hot sales and good reputation of the store.

4. The Problems of “Live Streaming with Goods” on TikTok

4.1 Service Capability Problems of Anchors

For some consumers who want to buy a certain type of peripheral, but have a wavering heart, watching live streaming is their best choice, and understand the real evaluation

from real people while understanding the real appearance of the product. “Consumers’ trust in livestreamers is a key factor influencing their purchase intentions” [6]. However, if an anchor who does not understand a certain type of product or the game role and game content related to the product cannot satisfy consumers when bringing goods to the evaluation, then consumers will lose their interest with great difficulty, thus losing their desire to buy. In addition, due to the development of live streaming with goods in recent years, some consumers not only regard the live broadcasting room as a shopping place, but also an emotional dependence field [3]. Due to the low threshold of live broadcasting, the quality of anchors is also uneven, and anchors with low quality will show an impatient attitude when they encounter the problem of repeated redundancy of bullet screens, so consumers who watch live broadcasting will have a poor live viewing experience. The quality of the surrounding itself is important, but the low quality and weak business ability of the anchor are enough to make consumers change their purchasing decisions.

4.2 The Platform’s Control over Irregular Broadcast Rooms

For the Genshin Impact around the flagship store, the most authoritative and effective way of publicity is to open a live broadcast with goods under their own account, but because of the popularity of the game itself, some businesses will also use the false name of “peripheral flagship” to open live and bring goods. At some appropriate times, such as stagger the broadcast time of the official flagship store, many inexperienced consumers will mistake this as an official broadcast room, and buy and resell the perimeter in this broadcast room at a price higher than the market price. Generally speaking, the flagship stores around the Genshin Impact have a large enough scale, and the platform will control these broadcast rooms with false names, but even so, there will be new consumers who suffer, and they may even be disappointed in the official stores when they realize it.

4.3 False Propaganda

Consumers can usually only get the simplest introduction of the product through the static network diagram and details page published by the merchant on the platform, but the information they get is often with filters and beautification [7]. In order to increase the sales of certain kinds of peripheral products, usually practical peripheral products, some anchors too conceal the problems that may exist in the peripheral products for certain types of people who are not suitable for them. Then consumers who place orders to buy products in the live broadcast room and are not satisfied with them are likely to have disputes due to the

large gap between the physical experience and the publicity when carrying goods on the live broadcast. Usually, this is also a problem that cannot be ignored in live streaming. Not only around the game, some anchors are not absolutely objective, which leads to a lot of unnecessary trouble, as well as some consumers’ dissatisfaction and prejudice against products that should be very high quality.

5. Suggestions

5.1 Select Anchors with Strong Business Ability to Carry out Live Broadcasting

Among the factors affecting consumers’ purchase intention in live broadcasting, affordability and interactivity are the most important ones [8]. Live broadcast with goods as the most direct and effective way to promote goods, high-quality, strong business ability of the anchor can also indirectly affect the sales of the goods. For the game surrounding, the game and the surrounding itself can bring enough emotional value to consumers, and the anchor with the goods can do so. Anchors with strong business ability can actively interact with the bullet screen, answer their questions, show consumers every location around the camera as comprehensively as possible, and objectively analyze the application degree, advantages and disadvantages of the surrounding area for different groups. Being able to do this, while improving the sales of the broadcast room, it can also buy to dispel the doubts in the minds of consumers, so that they can harvest happiness and peace of mind.

5.2 The Platform Strengthens the Control of “Unofficial” Broadcast Rooms

High-sales game peripheral, not only for the surrounding itself drainage, but also for the game itself drainage, so no matter what stage of the game production of the game peripheral, will have a drainage effect on new people. In today’s various platforms are vigorously cracking down on the unofficial channel sales of products at the same time, it is inevitable that there will be new people in a certain field are misled, especially a kind of hot peripheral in the official channel is out of stock, the new consumers who are very eager for the peripheral will buy at a higher price in the unofficial channel. For consumers with general purchasing power, it is inevitable that they will have a certain retaliatory psychology after suffering losses, which may resist the idea of consuming again for the official stores that have a good reputation. Therefore, the platform needs to improve the reporting mechanism, strengthen the punishment for this kind of live broadcast with goods, and encourage the official live broadcast, optimize the push mechanism, and push the correct broadcast room to the

consumers who really need it.

5.3 After-sales Optimization

For some consumers who are falsely advertised during live broadcasting and buy products that are quite different from their expectations, the authorities need to make appropriate compensation to such consumers, that is, optimize after-sales service, so as to improve the reputation of the store. According to the expectation confirmation theory, whether consumers buy again depends on their satisfaction with the purchased products in the previous period, and the same is true for the services purchased this time [9]. Studies have also proved that consumer satisfaction will also directly affect the purchase intention [10]. In essence, consumers may not have the actual expectations and the false publicity of live streaming personnel will promote this misunderstanding, so the strict requirements on the business ability of live streaming personnel while trying to give consumers enough thoughtful after-sales service, such as free shipping returns, coupons. To eliminate the unpleasant mood of consumers is the best way to stabilize the store's reputation, for some consumers who even bought undesirable goods will have a good impression on them because of the store's good after-sales service, so that they will have the psychology of consuming again in the store.

6. Conclusion

To sum up, the "live streaming" of TikTok platform relies on the platform's good promotion mechanism and takes advantage of consumers' psychology of choosing between buying or not, and uses the livestreaming personnel with high business ability to show the real object to consumers during live broadcasting to answer their doubts, thus changing the purchasing strategy of some consumers and increasing the sales volume of products for merchants. At the same time, the low threshold of live broadcasting has also led to the emergence of anchors with low quality and low business ability. As the platform has not been in place to control the false publicity of some stores, it has brought bad shopping experience to some consumers. Therefore, all major platforms need to strengthen control, rectify some broadcast rooms that are greedy for profits, and do a good job in after-sales service for consumers who receive misunderstandings and buy unsatisfactory goods during normal shopping, so as to achieve the essence of "live

with goods" and maximize benefits. The cases mentioned in this study also have certain limitations in all types of live streaming industry, and the views proposed cannot accurately represent the entire live streaming industry. It is expected that with the progress of research in the future, the research methods can be continuously optimized to achieve a comprehensive understanding of the live streaming industry.

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