

Research on the Impact of Social Media Platform Brand Promotion: Take TikTok Platform Online Selling as an Example

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Abstract:

Nowadays, it has been discovered that more and more online selling platforms are developing. More and more people tend to do shopping online, including Taobao, Tmall, and Pinduoduo. However, live-streaming e-commerce is also stepping forward at a rapid speed. More and more online shopping platforms are appearing. This article will mainly focus on the impact of the TikTok platform's brand promotion. The research methods used in the research are the literature review method and the case analysis method. By digging deep into a specific example of a certain selling product on the TikTok platform's live streaming channel, the article jumps to the conclusion that the TikTok platform utilizes consumers' desire for convenience and inner mind to simplify the consumption process to attract the consumers and promote their brand quality. After completing the research, it has been discovered that most social media platforms utilize consumers' inner activity to attract users to increase their brand influence.

Keywords: Online selling platform; live-streaming influencers; purchasing decisions; brand promotion.

1. Introduction

This article is mainly focused on the impact of TikTok platform's brand promotion and it is quite meaningful for discovering the promotion strategies of most social media platforms. The research is discussing the impact of the TikTok platform's brand promotion. Using literature review and case analysis methods can help complete the research process, and these methods have great advantages in analyzing the strategy of TikTok live streaming channel to help contribute to the formation of conclusion. The target of the research is to find out the strategies used by the TikTok online selling platform and discover the impact of social media's brand promotion. To achieve this goal, this article digs deep into a specific example of the TikTok live-streaming selling channel and discusses several factors on the impact of social media.

2. Background

Nowadays, it has been discovered that more and more online selling platforms are developing. More and more people tend to do shopping online, including Taobao, Tmall, and Pinduoduo. However, live-streaming e-commerce is also stepping forward at a rapid speed. E-commerce live-streaming shopping is a new marketing and advertising method for influencers (producers) that allows them to interact directly with consumers on e-commerce platforms

[1, 2]. Social media may uniquely isolate and test communicative principles to advance our understanding of human-human and human-computer interaction.

While many companies are making efforts to use live streaming platform to increase users' engagement and awareness of their products, getting a return on investment from these efforts remains a challenge. Therefore, it is essential to realize the potential user mechanism of engaging potential users and how users can be transformed through real-time technology from viewers to real consumers who can instantly decide to buy their products online.

Studies have shown that live-streaming advertising by influencers on different kinds of social media can increase consumers' impulse to buy [3]. Due to a range of factors including influencer credibility, sensibility consumption, and celebrity effect, most consumers would like to spend time on life-streaming shopping instead of offline shopping. Social media is not only used for entertainment but also for shopping media. TikTok Shop is one of the social media outlets that offer online shopping services [4]. In the following paper, it will take TikTok, an e-commerce platform, as an example to study the impact of brand promotion on social media platforms.

3. Literature Review

This article mainly talks about the impact of the TikTok platform's brand promotion and digs deeper to discover

the factors of this phenomenon. It is quite meaningful for discovering the promotion strategies of most social media platforms. Amedie, Jacob has discussed about the negative impact of the social media platforms in the article *The impact of social media on society*, but the content of positive impact of social media is not comprehensive enough. This article below will start with the impact of social media platforms' brand promotion and dig deeper into the TikTok platform as a specific example in order to fill the gap of the existing research. Starting from the current situation of the social media and contraposing a specific example from the TikTok platform can help to complete further research.

By browsing article *Social media: defining, developing, and divining* written by Carr C.T., Hayes R.A. It provides an in-depth look at what social media is and how it regulates, isolates, and influences the communication process within it. By analyzing the article *What drives consumer shopping behavior in live streaming commerce? Journal of Electronic Commerce Research*, written by Xu X., Wu J. H., Li Q can help to have a preliminary acquaintance of how consumers' shopping behavior is influenced by the external environment. By browsing articles such as the current situation of social media platforms, the marketing system on consumer satisfaction of online shopping and impulse buying tendency in live-stream commerce, this article combines all those aspects and gives a deeper understanding of the impact on social media platforms' brand promotion.

4. Characteristic

Consumers can shop on the Douyin e-commerce platform through two channels. First, Douyin provides product links for online shopping, allowing consumers to directly purchase a wide variety of products by clicking on the links. Second, influencers on the platform engage in live-streaming to promote products, using the live-stream format to market items to consumers for purchase. Generally, buyers can consume and shop on the TikTok e-commerce platform through two channels.

The first is that Tiktok's online shopping platform provides online shopping links and a variety of goods can be directly purchased by clicking the link. Similar to most of the online shopping platforms, if people want to buy an eyebrow pencil, they may type the certain product's name into the search bar, large variety of eyebrow pencils from different brands will be listed. When consumers decide to collect information on the Internet, they use search engines to search for information, go directly to the websites of online providers, and read comments that consumers have previously posted on forums, social network blogs,

and so on. A big advantage of searching for information on the Internet is easy access to price and product information. With the information gathered on the Internet, consumers can make more informed purchasing decisions. In the online shopping phase, consumers buy, order and pay for the goods and services they purchase online. The cost process is largely dependent on the reliability of e-commerce, while payments are largely dependent on the security of e-commerce [5].

The second way to purchase products on the TikTok platform is through live-streaming. Live streaming is unique in terms of its channels for sellers (bloggers) to engage and interact with its online users (i.e., viewers). Live product demonstrations made by sellers in the live streaming platforms and synchronized user interactions enabled by the live streaming platform's functionalities such as live videos, real-time online chat, conversation and other additional capabilities can lead to leverage two-way instantaneous communications between viewers and the seller and between peer online viewers on the platform. Video live broadcasting has made remarkable progress in practice. Increase the continuous interaction of viewers by increasing the visual assessment of live streamers. It not only gives consumers a clearer understanding and understanding of the product but also makes consumers trust and rely on the live broadcast purchase channel [6, 7].

Take one live-streaming account as an example. One sunscreen cream brand with low publicity wants to advertise its products, so it finds a popular product-selling streamer to appraise and advertise its sunscreen cream. Their brand of sunscreen is marketed as effective UV protection, fast speed of forming membrane, and non-sticky. Thus, this streamer will use the product in front of the video cameras and show whether this sunscreen cream is as good as the branding business says. If this product is good enough, this brand of sunscreen can raise its reputation to attract more and more consumers. So, this streamer must do a series of tests in the live streaming so that potential consumers can trust them.

To test whether this sunscreen has an effective UV protection, the streamer can easily use the Ultraviolet test card to show that this sunscreen truly has an effective protection over UV. Then, the streamer wears this sunscreen on her forearm and uses the foam pellet to prove that this sunscreen is a good product. During this period, a purchasing link will be placed on the page so that consumers may easily buy the products that are shown during the explanation of this streamer.

As a result, live streaming is likely to create a sense of space and immediacy of communication, which allows viewers to immerse themselves in the moment rather than simply in front of a screen [8]. This real-time function,

which is disseminated on the live broadcast platform, encourages users to actively interact with sellers and obtain real sensory information about products by touching, seeing, hearing, and following the prompts of online companions on the live broadcast platform, thus influencing the purchase decision process of users [9].

5. Process and Reasons

A live streamer is a person who live streams the sale of products on Tiktok Live, including both the hired influencer and the shop owner who do live-streaming on the Tiktok platform. Live broadcast of the rise and development of goods and its reasons. To have higher sales, the product brand needs to obtain a higher exposure rate of the product through various means and ways, so that the brand's products are understood by more consumers and the next step of purchase. Live delivery of goods is one of the ways of brand promotion [10]. Brands will look for anchors and bloggers on social platforms to promote the brand's products through them, and the brand will give a commission to the bloggers who bring goods to the live broadcast. The main purpose of the blog is to introduce brand products and publicize the functions and benefits of the products to consumers, to stimulate consumers, and to enhance their desire to buy brand products [11].

There are some factors for why consumers are attracted to purchase products through social media platforms such as TikTok. It can be possibly convenient, as consumers can buy anything they want at any time. And the role of the live streamer is an important stimulus because it implies that the viewer can directly or indirectly engage with people, who have tried it out for consumers beforehand. Therefore, consumers can avoid refunds caused by poor use of the purchase after they buy [12].

More specifically, the following are generally the strategies used by the live streaming platform:

Product display: The host will introduce the product of a brand in detail during the live broadcast, such as: features, functions and usage methods. They usually present the product in person so that the audience can see the effect of the product intuitively. For example, bloggers promoting cosmetics will choose to use the product themselves in front of the camera to demonstrate the advantages of the product. This intuitive display helps increase the audience's trust and desire to buy.

Real-time interaction: The interaction between the anchor and the audience is an important part of the promotion of the broadcast room. Consumers can immediately raise questions about the product to the anchor through the form of live broadcast room. The anchor will have an in-depth understanding of the product functions and charac-

teristics in advance and give a direct answer to the audience's questions in real time to solve consumers' doubts and questions about the product. This instant interaction enhances the audience's sense of engagement and trust, helping to drive sales and shortening the time it takes consumers to think about whether to buy the product.

Limited time offer: The broadcast room often provides limited time offers or special activities, such as full reduction, coupons, etc. The time-limited feature means that consumers only have a limited amount of time to buy the appropriate product. In addition, the host will send out the brand's products in limited quantity, which also means that consumers need to get the right to use the products in advance by buying quickly. This sense of urgency motivates viewers to make quick purchasing decisions and increase sales.

Social proof: In the process of live broadcasting, the anchor will show consumers the excellent effect of the past consumer purchase. Anchors may cite positive reviews from other buyers or show real-time purchase records to enhance viewers' trust in the product. This will have a positive impact on product sales.

Through the analysis of consumer psychology, businesses can take advantage of consumers' pursuit of simplicity and convenience to the psychology, promote the popularity of the broadcast room and the publicity of the broadcast room. Merchants promote the brand to more and more people through the publicity of the broadcast room. Then, the merchant will take a portion of the commission from the hands of the livestreamer, and increase the revenue as the sales of goods increase.

Online shopping, especially in the form of live-streaming shopping, has been particularly popular among consumers recently. Through live streaming, producers may raise their recognition of the brand, while consumers could have an easier and more satisfying shopping experience.

6. Conclusion

After doing the research, the conclusion could be summarized that Tiktok takes advantage of consumers' desire for convenience and consuming psychology to attract consumers and promote their brand quality. This article contributes to the how TikTok platform impacts the consumers' inner feelings and how TikTok influences the current situation of the social media platforms. Further conclusion could be made that most of the social media platforms utilize consumers' inner activity to attract users to increase their brand influence. This study provides a lot of valuable reference significance for future research in this direction, which mainly affects the promotion strategies for social platforms. Future research should be aimed at the strategy

of more social media platforms to dig deeper.

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