

Research on the Marketing Model of Online Celebrity Live Streaming in Linyi City

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Abstract. The article takes the popular live streaming market in Linyi City as the research object. Based on the "new live streaming holy land" of Linyi and the "first city of live streaming e-commerce" of Hangzhou, using survey questionnaires and comparative analysis methods, by benchmarking the success factors of popular live streaming marketing in Hangzhou City, it is found that there are still many problems in the current digital economy background of Linyi City in terms of anchor's own literacy, government incentive mechanisms, and city reputation, which affect the further development of popular live streaming marketing in Linyi City. Finally, effective countermeasures and suggestions are proposed for the development status of the region, which is of great significance for helping the Linyi City government understand the development status of online celebrity live streaming e-commerce and adjust management strategies.

Keywords. Internet celebrity live streaming, Linyi City, Marketing model

1. Introduction

In the 21st century, with the popularization of electronic products, more and more consumers are shifting from physical stores to online shopping. However, it is difficult for online shopping to see the appearance of the actual product, and there are often situations where the actual product does not match the picture. Therefore, many businesses have turned to live streaming sales. Compared to traditional online shopping models, internet celebrity live streaming has stronger interactivity and more diverse scenes. According to the Report on Consumption Trends of Kwai Agricultural Products of the 2022 Chinese Farmers' Harvest Festival, Linyi, Beijing and Hangzhou have become "cities of agricultural products with goods", among which Linyi, as the hometown of vegetables, has changed from a "basket" that was only responsible for the supply of front-end vegetables to a "city of goods" that runs through the whole production and marketing process. As an important city in Shandong Province, Linyi City has made significant achievements in the field of internet celebrity live streaming marketing in recent years. This model combines Internet technology, social media platform and personal influence, providing a new way for product promotion and brand building. Internet celebrity live streaming marketing can not only quickly attract the attention of a large audience, but also enhance consumer purchasing intention through real-time interaction. This article will delve into the characteristics, advantages, and

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challenges of the online celebrity live streaming marketing model in Linyi City, aiming to provide valuable reference and inspiration for relevant enterprises and marketers.

2. Related works

The existing research on internet celebrity live streaming has also been increasing in recent years with the development of the digital economy. However, there is still a lack of exploration from a geographical perspective on the types of marketing models for internet celebrity live streaming and the factors that affect its development. Currently, many studies have revealed many factors that affect the development of internet celebrity live streaming, such as personal brand [1][2] unsold product (service) brand[3][4] live streaming platform brand[5], etc. However, these factors all focus on the main body of internet celebrity live streaming itself, and there is still a lack of research on specific regional factors. In fact, regional resource differences are an important factor affecting live streaming sales, determining whether internet celebrity live streaming marketing can bring long-term sustainable value to the region. Therefore, it is particularly important to analyze the marketing model of online celebrity live streaming in Linyi City.

In summary, this article takes the online celebrity live streaming marketing market in Linyi City as the research object, and adopts the method of questionnaire survey to investigate the current situation of online celebrity live streaming in Linyi City. On this basis, using the method of comparative analysis, the problems of popular live streaming in Linyi City were summarized by comparing the live streaming capital of Hangzhou, and various marketing models of popular live streaming in the region were analyzed in depth. Finally, based on local economic conditions and resource advantages, propose development strategies suitable for the current market, provide better marketing strategies for the region and the entire live streaming industry, and improve the service quality and influence of internet celebrity live streaming.

3. Methods

3.1 Survey questionnaire method

A survey questionnaire is a method of collecting information and data, which is widely used in fields such as market research, social sciences, health research, and educational evaluation. In this article, a questionnaire survey is conducted to understand the current situation of online celebrity live streaming marketing in Linyi City, including market size, participants, consumer preferences, etc., in order to evaluate the effectiveness of online celebrity live streaming marketing.

3.2 Comparative analysis method

Comparative analysis is a research method that reveals similarities and differences between two or more objects, phenomena, datasets, etc. by comparing them. This analysis method can help us better understand the essential characteristics, development trends, effects and impacts of things. This article compares the marketing models of Linyi City and Hangzhou City from several aspects, including market size and influence, live streaming e-commerce infrastructure, talent and anchor resources, policy support and

business environment, supply chain and logistics advantages, and explores the gaps between Linyi City and Hangzhou City.

4. Analysis of the current situation

4.1 Overview of Linyi City's Internet celebrity live streaming market

As shown in Table 1, 5 internet celebrity anchors from Linyi have made it to the top 50 of the online live streaming sales ranking. Among them, Xu Xiaomi taught matching, Super Dan, and Tao Zijia sold 2.29 million pieces, 1.29 million pieces, and 1.3 million pieces of goods, with sales reaching 280 million yuan, 130 million yuan, and 150 million yuan; The total sales of goods reached 7.55 million pieces, with a total sales revenue of 770 million yuan. The rise of internet celebrity live streaming marketing models has driven the economic growth and employment promotion of Linyi City, promoted the expansion of consumption and domestic demand, and the development of the industrial chain. We can see that although Linyi City has achieved significant results in the field of internet celebrity live streaming, the sales volume, in both sales and sales, is far from that of urban anchors. So, there is still room for improvement in the live streaming of internet celebrities in Linyi City.

Table 1. Linyi's anchor in the top 50 national live streaming sales rankings

anchor	Sales quantity/10000	transaction amount/100 million
Xiaomi Xu teaches pairing	229	2.8
Tao Zijia	130	1.5
Super Dan	129	1.3
Dapingzi's Fashion Style	208	1.1
Xia Ning's self-improvement and perseverance	59	1

4.2 Linyi City Internet celebrity live streaming marketing model

Marketing model refers to the collective term for various methods, strategies, and channels adopted by enterprises in the process of market promotion and sales, covering various aspects from traditional to digital, from personalization to word-of-mouth marketing. [6]As a new digital Internet marketing model, online celebrity live broadcast marketing needs constant content innovation to adapt to the transformation of consumption structure.[7] With the rapid growth of new formats such as live broadcast e-commerce, Linyi has also created a suitable transformation and upgrading road in online celebrity live broadcast marketing model.

4.2.1 Integrated marketing model of business, warehouse, and logistics

The integrated marketing model of commercial warehouse flow is a marketing strategy that closely integrates commercial, warehousing, and logistics links. In this model, enterprises achieve efficient resource utilization and cost reduction by optimizing warehouse management, improving commercial operation efficiency, and strengthening logistics and distribution capabilities. In terms of commerce, Linyi City focuses on market construction and gradually amplifies the advantages of commerce, providing abundant commodity resources and business opportunities for live streaming e-

commerce; Improve supply chain efficiency through intelligent warehousing in the warehouse aspect; In terms of flow, improve efficiency while reducing costs. During the Double Eleven period, Xu Xiaomi, the top anchor in Linyi, achieved a transaction volume of over 100 million to 1 million orders in 8 hours through intelligent warehousing. The integrated marketing model of warehouse, commerce, and June has achieved "one click integration" with mainstream e-commerce.

4.2.2 Specialized marketing model for e-commerce bases

The specialized marketing model of e-commerce base is a marketing strategy with standardized live streaming e-commerce operation and management.[8] In order to develop towards standardization and specialization, Linyi City has established four e-commerce live streaming bases, among which Linyi Shunhe Live E-commerce Technology Industrial Park has been successfully selected as a national e-commerce demonstration base in 2022. The first apparel industry belt base of Kwai officially established in Linyi City reduced the revenue of Kwai platform from 5% to 2%, greatly reducing the operating costs of merchants. Based on the theory of group dynamics, the specialized marketing model of e-commerce bases is to promote the professional development of individual anchors by establishing e-commerce bases to gather the power of groups, thereby improving the service quality of live streaming e-commerce.

4.2.3 Storytelling marketing model

Storytelling marketing is a marketing method that attracts the attention and interest of potential customers by telling interesting and resonant stories. [9]Based on consumer behavior and demand theory, some anchors use Linyi's unique red genes to stimulate consumer purchasing desire, and their local live streaming products stand out among numerous homogeneous products and brands. For example, during live streaming sales, Super Dan increases the added value of the product by telling the design inspiration, manufacturing process, or the unique Yimeng culture of Linyi, making consumers feel that the product is not just a product, but a story and emotional object. Lamian Noodles Ge is loved and concerned by people because of his Lamian Noodles that has not increased in price for 15 years. His story is not only about a bowl of Lamian Noodles, but also about persistence and integrity. This story marketing method can resonate with the audience and increase their trust and favor of the product. Therefore, when consumers are attracted by the brand story told by the anchor, they can subconsciously identify with the value promoted by the brand, thereby truly realizing value realization.

5. Results and Discussion

5.1 Survey Design

5.1.1 Analysis of survey objects and survey samples

This study mainly focuses on questionnaire surveys, targeting online shopping consumers aged 0-60, with cities and counties such as Linyi, Rizhao, and Weifang as the center. The questionnaire content is designed from multiple aspects such as products, services, and platforms to ensure accuracy.

Survey questionnaire structure: Part 1: Consumer background information, mainly to understand the personal information of the respondents. Part 2: Respondents'

understanding of the online celebrity live streaming model in Linyi City and their perception of the quality of online celebrity live streaming services in Linyi City. The third part is a subjective question, mainly focusing on the interviewees' vision and evaluation of their participation in internet celebrity live streaming.

A total of 200 survey questionnaires were distributed in this survey, and 164 valid questionnaires were collected. The sample information is as follows:

Table 2. Basic Information of Respondents

Investigation project	Survey subjects	Sample size	Proportion (%)
Gender	male	sixty-five	39.6%
	female	ninety-nine	60.4%
Age	0-18	eleven	6.7%
	18-28	one hundred and forty-nine	90.9%
	Above 28	four	2.4%
City	Linyi	fifty-six	34.1%
	Non Linyi	one hundred and eight	65.9%

5.1.2 Analysis of questionnaire survey results

(1) Respondents' usage of e-commerce platforms

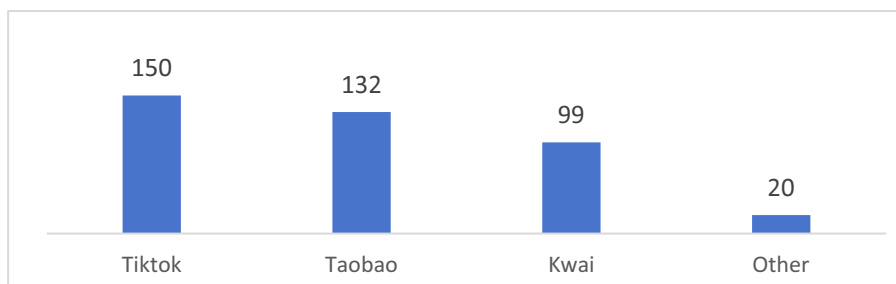


Figure1 Interviewees Watching Live Streams

The survey found that among 164 respondents, 150 used Tiktok to watch the live broadcast, 132 used Taobao to watch the live broadcast, 99 used Kwai to watch, and 20 used other software. It can be seen from this that most of the live consumption is more accustomed to using three platforms: Tiktok, Kwai and Taobao.

(2) Respondents' understanding of online celebrity live streaming marketing in Linyi City

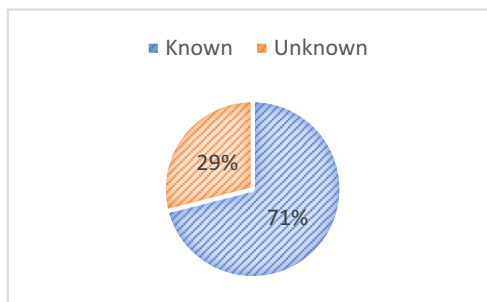


Figure 2 Respondents' Understanding of Linyi City's Internet Celebrity Live Streaming

The survey found that 71% of respondents are not familiar with the online celebrity live streaming in Linyi City, while 29% are aware of it. The majority of respondents still have insufficient understanding of the marketing strategies of online celebrity live streaming in Linyi City, indicating that the influence of online celebrity live streaming in Linyi City is still not significant enough.

(3) Perception of respondents on the quality of online celebrity live streaming services in Linyi City

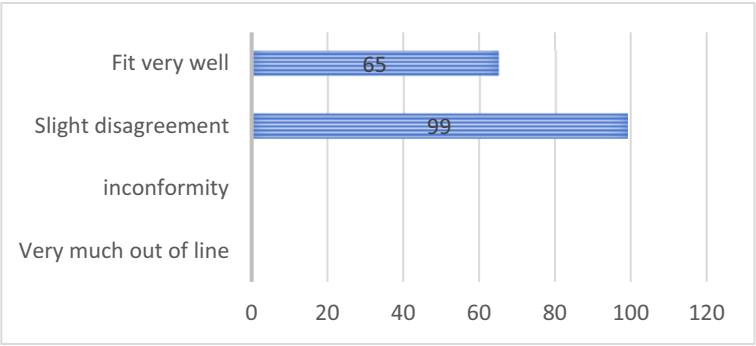


Figure 3 Respondents' Perception of Quality Expectations for Online Celebrity Live Streaming Services in Linyi City

The survey found that respondents generally have a high evaluation of Linyi City's internet celebrity live streaming. 99 respondents said that the service quality of Linyi City's internet celebrity live streaming slightly does not meet their expectations, while 65 respondents said it is very consistent with their expectations. When asked about the reasons for non-compliance, most respondents stated that "the anchor exaggerates the product" and "the dialect phenomenon is serious".

(4) Respondents' vision for participating in internet celebrity live streaming

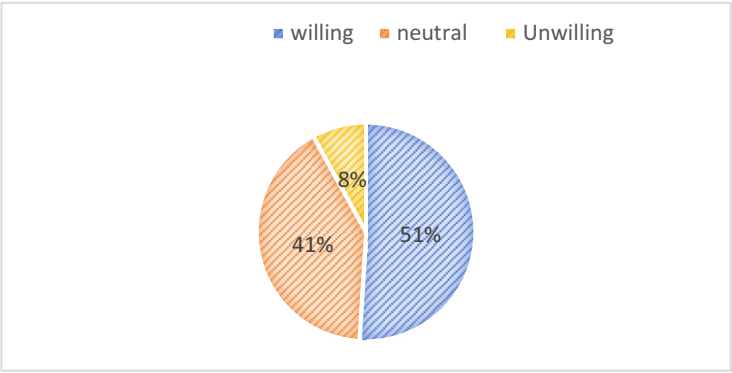


Figure 4 Interviewees' evaluation of internet celebrity live streaming

The survey found that 51% of respondents expressed willingness to try internet celebrity live streaming, 41% of respondents were neutral, and only 8% of respondents expressed unwillingness to try, indicating that the majority of respondents are optimistic about the development of internet celebrity live streaming.

5.2 Existing Problems and Cause Analysis

5.2.1 The professional competence of the anchor is relatively low

In China, due to the low entry threshold for internet celebrity live streaming, the basic literacy of anchors varies. Internet celebrity anchors in Linyi City commonly encounter problems such as improper use of words and insufficient standard Mandarin when explaining products, which will inevitably affect the audience's perception of the product to a certain extent, resulting in a situation where the product does not meet the audience's expectations, thereby reducing the audience's desire to purchase. Compared to live streaming cities such as Hangzhou, most of the internet celebrities in Linyi City stem from grassroots entrepreneurship lacking certain professional knowledge. Driven by economic interests, some internet celebrities may neglect long-term brand building and personal reputation maintenance due to their pursuit of short-term benefits.

5.2.2 Insufficient government incentive mechanisms

Although the internet celebrity live streaming in Linyi City currently ranks first in Shandong Province, there is still a significant gap in talent introduction compared to the live streaming capital Hangzhou. For example, anchors who settle in Hangzhou and rank among the top 100 in nationwide sales will receive a reward of 1-2 million yuan, while star anchors with annual sales exceeding 1 billion yuan on Linyi Live Network will only receive a reward of 200,000 yuan, which not only affects the quality of talent introduction in Linyi City, but also leads to a setback in the enthusiasm of some potential anchors with large fans. Over time, this will be detrimental to the development of the popular live streaming industry in Linyi City, as well as to the overall economic development and social stability of Linyi City.

5.2.3 Insufficient urban competitiveness and construction capacity

Due to the fact that the economy of Linyi City only developed after the reform and opening up, compared to large cities such as Hangzhou, Linyi City, as a third tier city, has weaker urban competitiveness and construction capacity. On the one hand, it reflects the aspect of digital infrastructure, such as the stability of network connections, logistics and distribution capabilities, and corresponding technical support may not be guaranteed, which affects the service quality and efficiency of internet celebrity live streaming; On the other hand, it is reflected in the construction of urban brands. While utilizing the effect of internet celebrities, Linyi City needs to continuously showcase its unique style and temperament through innovation, so that the live streaming of internet celebrities in Linyi City has sustainable development momentum.

6. Conclusion

6.1 Raise the platform admission threshold and standardize the professional ethics of broadcasters

Firstly, we should strengthen vocational training for internet celebrities. For internet celebrity live streaming marketing, professional anchors play a crucial role.[10] Therefore, it is necessary to provide legal and regulatory training for broadcasters, especially regarding intellectual property rights, consumer rights protection, advertising

laws and other related laws and regulations, establish an examination and certification system, and ensure that broadcasters have basic professional ethics and legal awareness. At the same time, it is required that the anchor provide genuine and valid identity information for registration and undergo qualification review to ensure the authenticity and legality of the anchor's identity.

6.2 Improve government incentive mechanisms and enhance the quality of talent introduction

The sustained and healthy development of internet celebrity live streaming marketing models cannot be separated from fair and effective incentive policies[11]. On the one hand, the government needs to increase its support for the settlement of talents from other regions. For example, providing greater financial support and preferential policies in the introduction of talents from other regions, encouraging internet celebrities from other regions to settle in Linyi, while improving the livability level of the city. On the other hand, in order to enhance the development motivation of talents, anchors can be rewarded according to their level classification. For example, dividing anchors vertically into head anchors, shoulder anchors, and waist and tail anchors. By implementing layered rewards, we aim to increase the enthusiasm of existing broadcasters and the enthusiasm of potential broadcasters towards the live streaming industry, enhancing the development of the live streaming industry .

6.3 Incubate local internet celebrity brands and increase the popularity of Linyi

Urban brand building plays an important role in enhancing domestic and international visibility and influence. [12]For example, establishing a vertical e-commerce platform model and increasing support for the development of vertical e-commerce platforms in Yichuan Mall; Optimize urban transportation, logistics and other infrastructure, accelerate the construction of digital infrastructure, use big data, cloud computing and other technologies to improve urban management and service quality. Secondly, Linyi needs to make full use of the resources and traffic of key platforms such as Taobao, Jingdong and Tiktok to attract official service providers, third-party service providers and education and training institutions of the platform to settle in Linyi. Finally, take advantage of the live broadcast e-commerce platform to carry out public welfare assistance activities, promote the rural revitalization Internet model of "live broadcast e-commerce+poverty alleviation and agriculture assistance", and drive the regional agricultural and sideline product sales.

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