Scene and Behavior: A study on the marketing effect and mechanism of knowledge and goods

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Abstract: This study takes the phenomenon of Oriental selection knowledge with goods live broadcast as the starting point, and through audience survey and in-depth interview, preliminarily explores the correlation between the depth of scene atmosphere created by the live broadcast and audience attention and consumption amount. The research shows that the more in-depth the scene atmosphere of the broadcast room is, the more attention the audience will pay to this kind of live broadcast, but the consumption behavior of the audience will not be easily affected.

Keywords: Media context theory, Live marketing, Knowledge with goods, Oriental selection

1.Introduction

At the beginning of 2022, the epidemic spread across the country, and the Chinese economy was affected by the epidemic and began to face the pressure of slowing economic growth. Affected by the repeated epidemic, more and more businesses began to focus on the field of live e-commerce. At present, the development of live streaming e-commerce has reached a certain scale and become mature. Facing the increasing competition of live streaming e-commerce, various e-commerce platforms have carried out various live streaming marketing strategies. We have observed that "knowledge" delivery modes such as Oriental Selection are gradually gaining popularity. Different from the fast-paced live streaming style, "knowledge" delivery can gain netizens' attention in a calmer way. We are curious about this phenomenon: "knowledge" with goods marketing model why the circle?

2.Literature Review

2.1 Literature review on the current status of live marketing

The marketing mode of live broadcast with goods has been studied from many perspectives.

In 2020, foreign scholars Apiradee Wongkitrungrueng,Nassim Dehouche and Nuttapol Assarut conducted an overall analysis of the online relationship marketing of 100 facebook

e-commerce live streams in Thailand from the perspective of sellers, and pointed out that building trust with new customers.Continuous communication with existing customers is an important means to maintain online relationship marketing.Relationship strategy matching different relationship processes will lead to different results and other conclusions.In 2021,Foreign scholars Prince Clement Addo,Jiaming Fang,Andy Ohemeng Asare and Nora Bakabbey Kulbo analyzed the correlation between customer engagement, followers and live purchase intention in the process of e-commerce marketing live streaming from the perspective of users, and points out that price significantly affects the relationship between customer engagement and purchase intention. However, the importance of price is diminished when consumers decide to trust the loyal followers of a product, brand or supplier. In 2022, foreign scholars Sompoach Jakwatanaham,Bordin Phayaphrom and Wasutida Nurittamont analyzed live social media marketing activities from the perspective of human behavior theory. It was pointed out that trust building, word of mouth, entertainment and interactivity affect the purchase intention of consumers in descending order.

In 2022, Chen Ke, a domestic scholar, conducted a more detailed study on the live broadcast delivery mode from the perspective of anchor eloquence. His study showed that the double reason of "anchor eloquence + platform traffic support" made it out of the circle(Chen,2022). In 2022, Xiang Mei-xuan, a domestic scholar, conducted a more detailed study on the live-streaming model from the perspective of the combined marketing model of "anchor's personal charm + short video with a strong sense of network". Her study showed that the personal charm of anchors combined with the media form of live streaming and short video made them popular(Xiang,2022). In 2022, Li Chengdong, a strategic analyst of domestic e-commerce, wrote in "The Counterattack of Teacher Yu: ‘Knowledge’ can have a long life ", from the aspects of differential form of live, to live with cargo mode for a more detailed study, the study shows that the audience "quarrel, price change, bankruptcy," script with goods such as routines and fatigue of the moment, live form of the differentiation is an important factor that affect the live sales .The excellent eloquence and strong output ability of anchors are the basis of the Oriental selection broadcast room(Liu, 2022).

However, although these studies studied the personal charm of anchors such as eloquence and media technology, they ignored the research on the marketing mode of "knowledge" live broadcast with goods from the perspective of media situation.

2.2 Literature review on media context theory

Since the media context theory was put forward by Joshua Merowitz in his book Lost Territory: The Influence of Electronic Media on Social Behavior in the 1980s, it has been highly concerned by scholars at home and abroad and has achieved a number of research results.

In 2006, foreign scholar Lars Qvortrup made a supplementary explanation on whether media situation theory is still applicable to the digital media period. In 2019, foreign scholars Christopher Smith and Caitlin Maddox supplemented the influence of media on group

communication and identity by studying the changes in gypsies' living communities and language concepts. In 2020, in the field of film and television,foreign scholar Munachim Amah in the field of film and television made a supplementary explanation on the dilution or emphasis of the reality projected by television media context through the comparative study of all elements related to Nigeria's Igbo culture in the content of two films, Things Fall Apart and Half of a Yellow Sun. In 2021, foreign scholar Lacey.N.Wallace supplemented the influence of the exposure rate of the same event on different media on human beings by studying the correlation between human exposure to terrorism news and people's perceived threat of terrorism and the possibility of future self-protective behaviors in the criminal field.

In 2009, Xue Minzhi, a domestic scholar, studied the influence of media contextualization on advertising in the era of experience economy. The research showed that only when situational advertising was suitable for the whole media symbol environment system, could it receive the best communication effect(Xue, 2009). In 2018, domestic scholars Qian Chen, FanChuanGuo figure and the flood from the innovation of the "Internet + museum culture" has made a more detailed study, studies have shown that in the Internet age, people are difficult to concentrate, the spread of fragmentation needs high quality content to attract more viewers, the best way is to create situations.It is to create stories and emotions related to cultural relics and communicate with the audience. Whether through the spread of Internet media or the construction of story scenes, the situation formed by the integration of the two makes cultural relics have vivid personification characteristics(Qian,2018). In 2022, Rong Haohao, a domestic scholar, conducted a research on the influence of scene fusion on individuals from the perspective of new media. The research shows that scene fusion has four important influences on individuals: Physical location is no longer limited to the scene in which an individual is located; the disappearance of scene boundaries leads to the blurring of individual roles; scene fusion further promotes "digital empowerment"; scene fusion accelerates the phenomenon of "re-tribalization" in cyberspace(Rong, 2022).

However, these studies did not study the phenomenon of the explosion of network broadcast marketing from the perspective of media context theory, so they did not answer the question of why knowledge and goods marketing is out of the circle.

2.3 Questions

In the research related to the exploding phenomenon of network broadcast marketing, they studied the individual exploding phenomenon of network marketing with sampling survey method and text analysis method from the perspectives of psychology, sociology, human behavior theory and so on. Then they did not specifically for the author put forward the phenomenon of knowledge with goods out of the circle for research. In addition, there is no research related to this issue in the relevant studies of media context theory. Therefore, this paper will try to answer the question from the perspective of media context theory: why does the marketing model of "knowledge" with goods come out of the circle?

3.Methods

This paper uses audience survey and interview to try to answer the above questions.

3.1 Audience survey method

3.1.1 Suppose to establish

Based on the above questions, corresponding hypotheses are proposed here:

H1: The more in-depth the scene atmosphere of a live broadcast room is, the more attention audiences will pay to this kind of live broadcast room.

H2: The more in-depth the scene atmosphere in the live broadcast room is, the more easily the audience's consumption behavior is affected.

In order to prove the hypothesis, this study adopts the audience survey method to sample the population and make a questionnaire.

3.1.2 Sampling method

The corresponding research objects of this hypothesis are groups aged 18-40 who have the habit of watching live broadcast. We conducted representative sampling of this group, and selected the Oriental selection Douyin fan group as the study population.

This survey completed the data collection, collation and analysis process on October 20, 2022. The main contents of the survey were as follows:

(1) Confirmation of basic information: gender, age, education level, etc. (2) The more in-depth the live broadcast atmosphere in a live broadcast room is, the longer the audience will stay in such a live broadcast room. (3) The higher the quality of the content shared by the anchors in the broadcasting roomis, the higher the frequency of audience watching this kind of broadcasting room will be. (4) The deeper the scene atmosphere in the live broadcast room is, the higher the consumption amount of the audience will be. (5) The deeper the scene atmosphere in the live broadcast room is, the more times the audience places orders.

The questionnaire contains 13 multiple choice questions. By combining online and offline methods, questionnaires were distributed through Wechat moments, Wechat groups, Douyin Live fan groups, questionnaire star sample bank and offline channels.

3.2 Interview method

3.2.1 Interview outline production

The interview questions are mainly divided into three parts.

The first part mainly involves the basic information of the respondents, including their gender, age, educational background and occupational background.

The second part, how to create the scene atmosphere of the broadcasting room? Does the scene atmosphere of the live broadcast room affect the audience's stay time, consumption amount and order times? What's the impact?

The third part, what are the different effects of different atmosphere in the live broadcast room on different audiences?

3.2.2 Selection of interview subjects

In this study, 15 experienced live-streaming practitioners or experienced live-streaming practitioners were interviewed for 20 minutes. The interviews started from October 10, 2022, and ended on October 20, 2022. The interviewees first included their own live-streaming practitioners, and then more research samples were collected. According to the maximum sampling principle of qualitative research method, when the 20th respondent is collected, all the interview content is enough to answer the research question, and the sample collection is closed. The respondents are different in age, occupation, education level and region, and the degree of homogeneity is low.

The interviews were conducted by telephone interview/Wechat text interview/one-on-one face-to-face interview. The results of the interviews were compiled into a verbatim manuscript totaling 1500 words. The interview content is processed by the interviewer. The basic information of the respondents is shown in the table.

4.Analysis and Discovery

4.1The deeper the live broadcast is, the more it will attract consumers' attention

Chi-square test was used to study the consumption behavior of live streaming platform users in the Oriental selection broadcast studio, and it was found that the more in-depth the live streaming, the more attracted consumers' attention ($r=0.8$, $P=0.000$). Specifically, the more in-depth the content of the broadcast room, the longer the stay time of consumers.

The Oriental Selection studio has attracted many fans by combining products, history, English or quoting classics. The former New Oriental teachers represented by Dong Yuhui set up their own unique style in the live broadcasting industry with their talent and knowledge, and let the audience fall into it with their knowledge content.

4.2 The content depth of broadcast room attracts consumers to stay for a long time, but does not necessarily determine consumption

Chi-square test was used to study the consumption behavior of live broadcast platform users in Oriental selection live broadcast rooms, and it was found that the depth of live broadcast rooms was not positively correlated with the consumption frequency of consumers in live broadcast rooms (r=-0.129, P=0.029).

The knowledge-based live streaming through teaching and selling may attract the interest of users, but it does not mean that users will definitely consume. Whether users who are willing to watch live streaming can consume involves many factors. The credibility of live broadcast rooms or anchors, whether the products sold have quality assurance, and whether the products are required by users will all affect the consumption decisions of users.

4.3 While competing for traffic, brands should also pay attention to precipitation of brand assets

The chi-square test was used to study the consumption behavior of live streaming platform users in the Oriental selection livestream room, and it was found that the depth of knowledge livestream room did not affect the consumption amount of consumers in the livestream room (r=-0.035, P=0.556).

When we conducted in-depth interviews on the livestream of Oriental Selection knowledge, we found that 68% of users would choose to watch the livestream on Douyin platform, and 59% knew about Oriental selection and had a positive impression. Some live-streaming practitioners said that the depth of content in live-streaming rooms is a major factor attracting their stay time, but it is not necessarily related to consumption. The more engaged users are to the platform, the higher the consumption probability. Some practitioners says studio content more and volume within the environment, the innovation, the distinctive content or form may bring a temporary traffic, but for the brand of "ones" at the same time also need to convey the brand concept, transform through the platform traffic as the brand assets, rather than as a platform to create flow.

5.Conclusion

Through audience survey and interview methods, this study conducts media context theoretical research on the phenomenon of knowledge with goods marketing model out of the circle, trying to answer the question of the correlation between scene depth and audience attention and consumption behavior in live broadcast rooms.

Through the research, it is found that the deeper the scene atmosphere of H1 broadcast room is, the more audiences pay attention to this kind of broadcast room is true. However, the hypothesis that the deeper the scene atmosphere in H2 studio is, the more likely the audience's

consumption behavior is to be affected is not valid. This is mainly because nearly 90% of the respondents in the questionnaire said that they consume 1-2 times in the studio, and the consumption amount is mostly 100-200 yuan. The sample data shows that the consumption frequency and amount of respondents do not change greatly with the change of the depth of the scene atmosphere in the live broadcast.

The new marketing mode of Oriental selection selected in this study is a new development of the live-streaming carrying-light knowledge-based carrying-after peddling carrying-Li Jiaqi and plot carrying-crazy little Brother Yang. This study also provides a reference for the development direction of China's network economy in the post-epidemic era.

It is worth noting that this study also found that with the explosion of Oriental selection knowledge and goods marketing phenomenon, public opinion disputes such as the corn incident also appeared, resulting in the negative impact of public questioning caused by the lack of timely Oriental selection public relations, which is also worthy of vigilance and reflection.

However, for the convenience of sampling and investigation, the respondents who fill in the questionnaire are all from China, and the study is not limited to studying only Chinese livestreaming platforms. In future research, the exploding phenomenon of e-commerce live streaming of different commodity categories can also be considered in detail, and the research and practice of overseas online marketing can be expanded.

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