https://doi.org/10.37420/j.emr.2024.006

Scene Construction and Role Substitution: A study on the influencing factors of the marketing of influencers' knowledge and goods books from the perspective of empathic communication

Yuting Ma
Propaganda Department of Tumote left Banner Committee of CPC, Hohhot, Inner Mongolia autonomous Region, China
Corresponding author E-mail:2239436488@qq.com

Abstract:

With the continuous development of media integration, platform live streaming with goods has become a shopping trend, and book marketing live streaming has also emerged. In the post-epidemic era, the economy is gradually recovering and people's pace of life is gradually accelerating. The paper takes this as the background and adopts questionnaire survey and interview method as the main research methods, supplemented by the latest case of "Oriental Selection" knowledge anchor Dong Yuhui IP and "Scene construction and role substitution" under "empathic communication" to conduct a detailed study on "users' book purchase intention". Through research, we find that the reason why "users' willingness to buy books" is strong is that the knowledge-based anchor, in the field created by "discourse is power", greatly stimulates users' empathy and resonance, and promotes the vitality and vitality of paper books under the impact and challenge of electronic publishing.

Keywords:

Empathy Communication, *Book Marketing*, *Knowledge Carry Goods*, *Oriental Selection*

1. Introduction

With the deepening of Media Convergence, publishers use new media technology to integrate the development of text, image, video and other media to promote the transformation and upgrading of the publishing industry. Especially in the face of digital publishing on the sale of print books caused great challenges and impact of the present, in order to let the publishing integration to develop smoothly, the publishing industry has taken a variety of measures. Among them, publishing houses, bookstores and other institutions using short video network live form of book marketing has become the norm. Under the platform of Tiktok online celebrities live tape goods to save the survival of paper books and books sales promotion has played a very important role.

2. Literature Review

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

This paper takes CNKI database as the main reference sample and Elsevier Science Direct Foreign Language Database as the supplement, by searching the contents of“Internet Celebrity + e-commerce + live broadcast”, “Book marketing”, “Publishing live broadcast” and“Empathic communication”, launch the knowledge-based anchor Dong Yuhui in the“Oriental selection” live broadcast room to sell books to create a“Scene” and consumers produced a“Synesthesia” research.

2.1 A summary of the current situation of "internet celebrities+e-commerce+live streaming"

A search was conducted on CNKI using the keyword "Internet celebrity e-commerce live streaming", with a total of 200 articles. As a new model of e-commerce live streaming, using the role of Internet celebrity opinion leaders to influence more audiences, leaders to influence more audiences and drive the development of fan economy. Scholars research is based on the influence of internet celebrities, the problems in the live streaming environment of internet celebrity e-commerce, and the study of internet celebrity economy. Zhang Hua jiao (2020) deeply explored the constituent elements of the influence of internet celebrity live streaming e-commerce from the three elements of environment, subject, and audience, and proposed strategies in commercial marketing, policy implementation, and audience cooperation. Bi Xue ying (2022) analyzed and explored internet celebrity anchors, government officials, and corporate platforms, and believed that the healthy development and long-term mechanism of internet celebrity live streaming sales require the joint improvement of anchors, e-commerce platforms, and live streaming regulatory departments, as well as the improvement of management and training mechanisms.

2.2 A Review of the Current Situation of Book Marketing

In the research on book marketing abroad, David Cole talked about highly effective and systematic marketing methods for exploring the book market to a greater extent. The book marketing industry in the United States adheres to the principle of putting readers first and attaches great importance to relationship marketing. Based on the different national conditions at home and abroad, the implementation methods and theoretical research of book marketing also have different directions. In China, the main focus is on targeted marketing and precision marketing, providing different book marketing plans for different communities. Lv Nuo (2020) proposed that in order to improve book sales in the current environment, physical bookstores should conduct multi platform cooperation through cross industry alliance and Internet thinking.

2.3 A Review of the Current Situation of New Media Publishing Live Streaming

In terms of domestic research, in the literature on the status quo of book marketing on the Tiktok platform and reflection on problems, Sun Songxi first described the way to deal with the dilemma of book marketing in the face of the COVID-19, affirmed the value of live marketing for book marketing, and highlighted the importance of post maintenance of live book marketing. Wang Haiyan pointed out that professional content should be created around the characteristics of the publishing house, and optimization mechanisms such as interactive services, publicity and promotion should be done by using the platform's algorithm recommendation advantages. Wang Lingzi and others analyzed the development of short video of books on the Tiktok platform from the perspective of "context", and put forward marketing strategies through the user data content of the head book account of the platform, that is, from book advertising to knowledge sharing, from product thinking to user thinking, from IP operation to brand building, which contributed reference ideas to the building of

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

institutional book brand in book live broadcast.

In the relevant research literature on audience interaction behavior in live streaming, foreign scholars started from the perspective of audience usage feedback. Jilei Zhou studied the role of paid gift giving activities in audience social interaction behavior on live streaming platforms, and believed that through bullet comments, interaction between viewers can attract other viewers to generate purchasing interest, thereby encouraging more audiences to engage in paid behavior. Kai Kang analyzed the impact of interactivity on customer transaction behavior and found that bundled marketing activities have a motivating effect on customer engagement.

Table 1 Comparison of influence parameters for live streaming of books by various publishing houses

Publishing House Name	Tiktok fans	Average number of viewers per session	Like count	Sales of Tiktok products
People's Daily Publishing House	109.2w	100-200	4.7w	10.7w
People's Literature Publishing House	58w	50-100	53.6w	2.3w
university press	28.1w	50-100	4.5w	2.2w
China Machine Press	25.4w	350-400	17.5w	69.6w
Zhejiang Literature and Art Publishing House	11.9w	100-200	19.5w	5.2w
Zhejiang Children's Publishing House	1.8w	0-50	1.1w	14.2w

2.4 The current research status of empathetic communication

2.4.1 Domestic Overview

In the post pandemic era, "empathetic communication" is often mentioned in the field of news communication. When a public health emergency occurs, people's emotions come first, and the truth comes later. Therefore, "empathy" has become a research object for many scholars. As of February 24, 2023, a search on CNKI using "empathetic communication" as the theme and limited to news and media disciplines revealed a total of 136 articles in China. It can be roughly divided into three directions, as follows:

One is related research on the empathetic communication of television programs under mass media. In program research, the communication techniques in empathetic communication are mainly discovered through the study of documentaries and reality shows. For example, Shao Peng analyzed the three dimensions of empathetic narrative in the Oscar winning documentary "The American Factory" through the theory of empathetic communication, and proposed that in order for Chinese media to better promote cross-cultural communication, they should use four paths: speaking the truth, using empathetic narrative, emphasizing communication skills, and grasping narrative rules to achieve significant communication effects. Wu Zhiyuan and Jiang Lulu explored the development model of empathetic communication by combining the documentary "Nanjing Anti Epidemic Scene" with "My China Story". They believed that empathetic communication can be divided into four levels of communication: "compassion", "comfort", "concern", and "encouragement". At the same time, they also discovered some cognitive biases and other issues that currently exist in external communication, And further summarized the basic strategies that can be developed for future empathy com-

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

munication in external communication and cooperation. Scholars have also focused on observing reality TV programs and found that there is unintentional positive interaction between the program text and the audience, which is generated by the combined effects of emotions and cognition.

The second is public opinion guidance and rumor analysis on social media. Mainly based on the theory of empathetic communication, public opinion analysis is conducted on social media for sudden public events. The evolution of online public opinion is influenced and interacted with by many factors such as the event itself, opinion leaders, emotional contagion, and so on. The empathy psychology in emotions plays a crucial role. Liu Haiming and Song Ting found that empathetic communication plays an important role in major public health events. Starting from the connotation and extension of empathetic communication, they analyzed the relationship between emotions and online public opinion. Scholar Guo Bei, starting from the theory of empathy, analyzes the relationship between Marxist news views and online public opinion guidance, and believes that collective emotions are evident in online public opinion. Emotions play a positive role in mobilizing public health emergencies and social network public opinion, and empathy can evoke social identity, but it can also create some risks.

The third is the research on empathic communication strategies in international communication, mainly analyzing empathic communication and the community of shared future for mankind. For example, in "Promoting People to People Connectivity through Compassionate Communication", Tang Runhua, from the perspective of "the Belt and Road" international communication, proposed that if the "the Belt and Road" international communication wants to be understood by more people in countries along the line, it must be based on empathy, spread more widely through people to people connectivity, and build the emotional power of Chinese and foreign discourse. Scholar Wu Fei first sorted out the dispute between reason and emotion in his exploration of the theoretical basis and practical path of empathetic communication. Divided empathy into three stages: emotional contagion, viewpoint selection, and empathy attention, and explored the mechanism of empathy. However, although these studies have conducted research on marketing and audience interaction, and obtained conclusions on communication strategies, team planning, and audience feedback, they have not further analyzed the impact of empathetic communication on book publishing from a quantitative research perspective, providing empirical evidence. This is also the innovation and significance of this article.

2.4.2 Foreign Literature

There are also relevant studies on empathetic communication abroad. James B. Stiff, James Price Dillard, and others proposed in "Empathy, Communication, and Social Behavior" that empathy plays an important role in prosocial behavior. The study involved 171 students in a primary communication course, who were given empathy and communication response measures. They were asked to respond to a video of a cancer aid program, and the results showed that altruism is a motivation for prosocial behavior, It is mainly driven by care for others, and the emotional response to perceived pain from others is triggered by their care. Scholars have also explored the mechanism of empathy effect in the program "Once Upon a Bite" in "Global Vision and Motive Empathy: Research on Empathy Communication of Food Documentary" Once Upon a Bite ", and constructed empathy communication strategies from the perspectives of homesickness and empathy, exploring the collision of different ethnic groups and cultures.

3. Method

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

This article adopts the research methods of questionnaire survey and interview to attempt to answer the above questions.

3.1 Questionnaire survey method

3.1.1 Assumption establishment:

H1: The more unique the performance of the live broadcast host, the higher the willingness of consumers to purchase.

H2: The closer the storyline told by the live broadcast host is to life, the higher the consumer's willingness to purchase.

H3: The higher the frequency of interaction between the host and users in the live broadcast room, the higher the willingness of consumers to purchase.

To prove the hypothesis, this study used a questionnaire survey method to sample the population and create a questionnaire.

3.1.2 Sampling method

This survey completed the data collection, organization, and analysis process on February 10, 2024. The survey mainly focuses on closed ended questions, and the main content is: (1) Basic information confirmation, including age, gender, and work. (2) The dimensionality reduction of empathy communication brought to consumers by the independent variable Dong Yuhui is the uniqueness of the performance of the live broadcast host, the closeness of the story told by the live broadcast host to daily life, and the frequency of interaction between the live broadcast host and users. (3) The dependent variable of consumer empathy can be reduced to a higher willingness to purchase. This questionnaire contains 28 questions. Among them, there are 14 multiple-choice questions, 11 multiple-choice questions, and 3 scale questions. Design questionnaires through Wenjuanxing and publish them online on platforms such as WeChat groups, Moments, Xiaohongshu, Weibo, and Dongfang Zhenxuan fan groups.

3.1.3 Sample feature description

The study found that among the surveyed users, women accounted for 60.55% and men accounted for 39.45%; The user age is concentrated in the range of 24-30 years old (54.59%), 31-40 years old (25.92%), and 18-23 years old (16.51%), indicating that the actual surveyed users are mostly young people; Half of the users live in new first tier cities (50.46%); Most users have a bachelor's degree (46.33%), followed by a graduate degree (27.52%); The occupations of the surveyed individuals can be classified in order as enterprise employees (29.82%), school students (25.23%), and civil servants or employees of public institutions (17.43%); The majority of users' income is concentrated in the range of 5000-8000 yuan (28.9%) and 2000-5000 yuan (25.92%). The study combined the second and third parts of the questionnaire and found that out of 436 surveyed users, 346 (79.36%) used live streaming shopping, with 136 male users and 210 female users, with more female users than male users. In addition, the distribution scope of the survey questionnaire is wide and the survey population is scattered, indicating that the public has a high acceptance of live streaming sales. There were 248 users (71.68%) who purchased books from Dongfang Zhenxuan, and 101 users (53.72%)

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

who knew about Dongfang Zhenxuan even though they were not among them. 73.64% of users watch Dongfang Zhenxuan live streaming from 0 to 3 days a week and participate in interactive activities; 65.34% of users value or even attach great importance to interacting with others in the Oriental Selection live broadcast room, and 53.8% of users believe that knowledge and other content in the live broadcast room affect their willingness to interact. It can be found that more than half of the users who know about Dongfang Zhenxuan and purchase books from it have achieved better transformation results for Dongfang Zhenxuan, who has been undergoing transformation for about a year. The live streaming book marketing method is worth learning from for traditional publishing houses and their own anchors.

Based on the theory of "empathy communication", the questionnaire survey, which focuses on the audience's purchase behavior feedback, designs the relevant questionnaire content for the audience's purchase interest, attention factors, purchase preferences and interaction habits, so as to understand the user effect feedback of the publishing live broadcast in the Tiktok live broadcast marketing activities. The questionnaire mainly includes the basic information of the audience, such as age and occupation, feedback on the effect of the Tiktok platform's book live broadcast marketing technology mechanism, user interaction feedback, and the preference of the audience's selected book categories.

3.2 In-depth interview method

3.2.1 Preparation of interview outline

The interview questions are mainly divided into three parts.

The first part mainly involves the basic information of the interviewee, including their occupation, age, and income.

The second part is to reduce the research question to an interview question. This includes consumer opinions on Dong Yuhui, the top knowledge-based anchor of Dongfang Zhenxuan, specific interactive behaviors in the live broadcast room, and attitudes towards purchasing books from the anchor's live broadcast.

The third part, preparation, mainly involves potential deep excavation issues.

During the interview and research process, the researchers made every effort to avoid the four ethical issues and deviant behaviors emphasized by scholar Al an Bryman: (1) causing harm to the study participants; (2) Do not use informed consent license documents or materials; (3) Infringe the privacy of research participants; (4) Deceiving research participants. And if the interviewee has any questions or dissatisfaction that they are unwilling to answer during the interview, they can remain silent or withdraw midway. The interview materials that the interviewee stated they did not wish to disclose were not included or cited in this study.

3.2.2 Interviewee selection

This study conducted 60 minutes of semi-structured in-depth interviews with 15 interviewees from different professions aged 18 to 55. The interview started in early February 2024 and ended at the end of February 2024.

The interviewees first include: (1)users who have watched other books or live broadcast rooms of publishing houses and Dong Yuhui's book sales live broadcast room; (2) users who have watched Dong Yuhui's book

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

sales live broadcast room for a long time and bought books; (3) users who have watched other books or live broadcast rooms of publishing houses and Dong Yuhui's book sales live broadcast room but have not bought books in the same live broadcast room; (4) users who have bought books in Dong Yuhui's book sales live broadcast room, whose professions are not limited to students, farmers, workers, etc Civil servants, in-service personnel in business units, businessmen, etc., followed by recruiting more research samples through the internet. According to the maximum sampling principle of qualitative research methods, when the 15th interviewee is collected, all interview content is sufficient to answer the research questions, and the sample collection deadline is reached. The interviewees have differences in age, occupation, education level, region, and other aspects, with a low degree of homogenization.

The interviews will be conducted through telephone interviews, WeChat text interviews, and one-on-one face-to-face interviews. The interview results were compiled into a word by word draft, with a total of 3000 words. The processing of interview content is completed by SPPS software. The basic information of the interviewees is shown in Table 1.

Table 1 the basic situation of the interviewees

Serial number	Sex	Age	Occupation
1	Female	29	Staff of the enterprise
3	Female	19	High school students
4	Male	24	Master
5	Female	36	Workers
6	Male	22	College students
7	Female	50	Farmers
8	Female	55	Director of the company
9	Female	27	Employees
10	Male	25	Self-media
11	Male	33	English teacher
12	Female	27	Civil servants
13	Female	26	Douyin Internet celebrity
14	Female	21	College students
15	Female	38	Freelance (Yuhui fans)

4. Results

By combing "empathy" and books, the bearer of Chinese culture communication, this topic combines theoretical research with reality to explore the effective way for users to communicate books with their sense of empathy in the face of Chinese culture. When we conducted in-depth interviews with the interviewees on the reasons why Dong Yuhui, the knowledge anchor in the broadcast room of "Oriental Selection", affected their interaction rate of watching their book marketing and their purchase intention, and tried to obtain answers, we found that the personal IP performance and discourse "field" of the anchor could be the reason to attract people's attention to the book sales in the first place. However, the key that really affects user interaction and purchase is the sense of resonance created by users under the discourse of anchors, that is, the power "field". Compared with the traditional publishing house's own anchor book marketing, the reason why Dong Yuhui has a strong influence on the user's interaction and purchase intention is because the user realizes that in addition to the "signifier" of the book, there is also the emotional value behind it and the feelings of the distance. From the interviewee's answers, the author's ideas have been corroborated.

The reliability and validity of the scale used in this study were analyzed, and the following results were obtained.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

H1: The more unique the performance of broadcast anchors, the higher the willingness of consumers to buy. Correlation analysis was used to study the relationship between the uniqueness of anchors' performance and consumers' purchase intention, and Pearson's correlation coefficient was used to express the strength of the correlation. The two showed a dominant positive correlation with a correlation coefficient of 0.535. The more unique the performance of anchors in the broadcast room, the higher the purchase intention of consumers, assuming that H1 is supported. Then regression analysis was used, and the data showed that the independent variable had a significant linear relationship with the dependent variable, and the regression coefficient was 5.678; The significance was 0.000. The research hypothesis H1 is supported.

H2: The closer the stories narrated by the anchors are to life, the more willing consumers are to buy them. Correlation analysis was used to study the relationship between the degree of closeness to life narrated by anchors and consumers' purchase intention. Pearson's correlation coefficient was used to express the strength of the correlation. The two showed a dominant correlation with a correlation coefficient of 0.307. Then regression analysis was used, and the data showed that the independent variable and the dependent variable had a significant linear relationship, and the regression coefficient was 3.808. The significance was 0.000. The research hypothesis H2 is supported.

H3: The higher the frequency of interaction between anchors and users, the higher the willingness of consumers to buy. Correlation analysis was used to study the relationship between the interaction degree between anchors and users and the purchase intention of consumers. Pearson's correlation coefficient was used to express the strength of the correlation. The two showed a dominant correlation with a correlation coefficient of 0.969. Then regression analysis was used, and the data showed that the independent variable had a significant linear relationship with the dependent variable, and the regression coefficient was 3.275. The significance was 0.000. Research hypothesis H3 is supported.

4.1 Empathic communication is the traffic password of book marketing

When we conducted in-depth interviews and attempted to obtain answers to questions about the purchase intention of book marketing audiences while watching Dongfang Zhenxuan's knowledge-based anchor Dong Yuhui's "empathetic communication", we were pleasantly surprised to find that the respondents unanimously believed that the anchor's discourse created a "resonance" in the field had a certain impact on the users who purchased books in the live broadcast room, and two-thirds of the respondents believed that Dong Yuhui's book live broadcast was interesting and informative The main advantages of its book marketing are its shared emotions and other characteristics. My opinion on the reasons for purchase intention is supported by the responses of the interviewees:

"Dong Yuhui learned from Tiktok's push and WeChat video account. The first time he learned about it was on Tiktok's platform, he paid close attention to the transformation of New Oriental's live broadcast with goods after Yu Minhong's" double reduction "policy, and gradually learned about Dong Yuhui through the incident of Sun Dongxu, CEO of Dongfang's selection, dropping his mobile phone. I have bought food and books in the live broadcast room of Dongfang Zhenxuan, and I have also bought "To Live" and "Ordinary World" recommended by Dong Yuhui. Because Dong Yuhui recommended buying it, he was very interested and inspirational in some literature about suffering, so he bought it (S1)

I think Dong Yuhui's personal statement is that when it comes to book sales, there are significant differenc-

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

es between him and others, giving people a different feeling. It feels like he is not very like a book seller, but rather he is sharing some viewpoints or emotions. It's completely different from the traditional way of saying that others are asking you to buy quickly. Another thing is that he has a strong personal characteristic in it, which will make people pay more attention to him. He himself is an IP, which will make people pay attention to him. At the same time, Dong Yuhui gives others a sense of trust because a simple book is a static thing that cannot be ignored. Very active, this book, he cannot stand up and communicate with you. The person behind him who sells the book can establish a communication bridge, which is to let you communicate with the book through media or links. He will let us know more about what the book gives you and what you need? Combine them together. This is definitely different from the traditional style of selling books (S2)

"Yuhui is my idol, and I have never pursued a star since I was young. This is the first young role model I pursued, just like a light illuminating my sky. I have felt insecure, depressed, depressed, and sad before, and I don't know how to live this life well. With him, I seem to understand something better and have decided to live this life well." (S3)

"The first time I knew Dong Yuhui was on a WeChat video account in June 2022 when I saw an introduction by anchor Zhao Xiaolu. Dong Yuhui became interested in him and bought Yu Minhong's" Don't disappoint my heart "from his live broadcast room because I think Yu Minhong is a person with firm faith." (S4)

"My experience is somewhat similar to that of him. He was born poor, worked hard to study, majoring in English. At the beginning, he couldn't pronounce correctly, was ridiculed by his classmates, worked hard, and then moved away from his hometown to make a living and engage in English teaching. His words in the live broadcast room gave me hope to work hard." (S5)

4.2 Differentiated competition: The uniqueness of the anchor attracts more users' attention

4.2.1 Emotional Stimulation: The Key to Maintaining User Purchase Intention

Dongfang Zhenxuan is marketing books in the form of "knowledge+sales", so its target users are more likely to construct a "learner" identity. By creating an artistic conception of "life is not just about the present, but also about poetry and distance," Dongfang Zhenxuan captures the idealistic sentiment of intellectuals; By telling motivational stories to provide psychological massage for confused college students and new professionals, the free premium soul chicken soup creates a sense of pleasure for users to "learn knowledge by watching live broadcasts, spend money to learn knowledge, and receive complimentary products.". In the cultural exchange scene of live streaming sales, the anchor outputs knowledge, and users enjoy a different shopping experience, alleviate life anxiety, and fill their hearts; Users, as viewers, pay attention to the ideological collision between guests and anchors at the other end of the screen, feel the baptism of "cultural feast", comment on "long experience", and even some users will record the essence.

4.2.2 Emotional progression: satisfying the user's spiritual experience

New brands and products need to be supplemented with "user education" in the marketing process. Dongfang Zhenxuan conducts user education through knowledge "marketing". For example, Dongfang Zhenxuan gives "literary" bookmarks on the basis of book sales, empowers products with romantic stories and human

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

fireworks, and high-level emotional expressions meet people's emotional needs for new forms of spiritual culture, igniting the poetic imagination of actors. The products sold by Dongfang Zhenxuan are not only products with physical properties, but also emotional sustenance in people's hearts. The anchor infuses memories of their hometown and childhood, insights into parenting, and pursuit of knowledge into the book, subtly causing users to have an emotional cognition of "purchasing goods=compensating for regret+longing for culture" in their imagination.

Dongfang Zhenxuan has the brand endorsement of New Oriental Online. As a leading enterprise in the education and training industry, New Oriental Online's teachers are trusted for their professional qualities. Dongfang Zhenxuan has changed its live streaming format from a hawking style to empowering product content with knowledge, making it possible for Dong Yuhui, a knowledge-based anchor known as a "cultural disseminator," to emerge.

4.3 Creating resonance: Life content to meet the spiritual needs of users

4.3.1 Emotional needs for belonging and companionship

The development of live streaming and other media has made the interconnection between people faster. With simple operations such as watching and liking, and even without verbal communication, people can obtain a brief feeling of being in the same group. The deepening development of industrialization and urbanization has brought about a micro level of society, and people are becoming more atomized in the "micro level society". The degree of "detachment" is increasing, and they are deeply trapped in a sense of alienation and loneliness. People are social, and one of their social instincts is the desire for a sense of belonging. Therefore, in a mobile society, people yearn to connect with others and integrate into the group.

In recent years, book live streaming sales have accumulated a large amount of traffic, making it a virtual field for users to seek existence and belonging. Activists seek like-minded friends, thereby obtaining a sense of spiritual satisfaction and belonging. It can be said that the sense of belonging in identity is often more effective than the sense of equality brought about solely by human identity, such as actors often caring about "what they say we are.". As a live streaming sales platform, Dongfang Zhenxuan's anchors must strictly demand themselves with professional behavior norms in order to be recognized in their profession and gain a sense of belonging to the anchor group. A fan of Dong Yuhui's book purchase said, "The Right Bank of the Erguna River is something I want to buy recently. Faced with the fast-paced life, Dong Yuhui's description of the mysterious natural scenery in the distance like reindeer strongly attracts me, yearning for that pure, kind, and true natural scenery."

4.3.2. Self demand for respect

In the current situation where physiological and safety needs are met, people urgently yearn for higher-level needs to be met, such as the need for self presentation. The Internet provides users with a virtual field, in which users can use various network means to shape their ideal new image. The symbolic self completion theory suggests that individuals attempt various labels to define themselves, such as professors, and that the self and identity can be constructed as the goals that individuals attempt to achieve. Actors strive to achieve these goals in order to meet the needs of self-respect and respect from others.

For the anchors of Dongfang Zhenxuan, the career shift from "teacher" to "anchor" has changed their

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

requirements for themselves. From the previous "teaching and nurturing" to the current "selecting for the people", a strong sense of resonance has made the audience willing to watch this live broadcast. This is a strong resonance generated in Dong Yuhui's live broadcast room. The reason why people pay attention is that the content of live streaming is close to life. For example, when the host introduces the book "To Live", he said it is a kind of literature of suffering. Perhaps the fast-paced pressure of life now can also be filled with a suppressed emotion in life, perhaps we can feel it in the book. And Dong Yuhui's way of introducing books has caused us to resonate with this emotion, so consumers are willing to pay for the books he recommends. Rather than saying that consumers purchase books, it is more accurate to say that users satisfy their emotional needs through the purchase of books.

4.4 Exhibition and Performance: Interaction is a Key Link in Live Book Sales

The "virtual coexistence", "shared emotional state", "collective excitement", and even "group unity" in interactive rituals are all based on imagination and completed through imagination. In this process, "imagination" promotes the transformation of the actor's identity preset to identity construction, and promotes the actor's emotions from simple emotional stimulation to deep and stable emotional energy. As far as Dongfang Zhenxuan users are concerned, initially watching Dongfang Zhenxuan's live broadcast room was indeed attracted by its unique atmosphere. However, with the dissemination of knowledge-based content, users interact based on imagination and feel like they are part of a community. Dongfang Zhenxuan combines knowledge subjects, knowledge resources, and knowledge scenes to build a knowledge space. In cultural reception halls and other scenes, anchors, guests, and users act as knowledge subjects, Actively participate in the dissemination of knowledge resources and achieve knowledge resource sharing through mutual interaction, such as popularizing common sense.

The theory of interactive ritual chain is a theory about scenes, in which actors not only walk from past interactive scenes, but also actively move towards the next interactive scene full of uncertain factors. Dongfang Zhenxuan's "knowledge+sales+books/interviews/talents, etc." builds a knowledge space on the diverse scenes it shapes. In the interactive ceremony of the knowledge space, multiple actors flow between the scenes that permeate each other, interact around knowledge resources, thereby dividing and confirming identities, and unleashing emotional energy.

5. Summary and Reflection

This study conducted a theoretical study on the impact of personal IP discourse on user purchase intention and emotional mobilization in book marketing by Dong Yuhui, a knowledge-based anchor of "Oriental Selection", through audience survey methods and in-depth interviews. The aim was to answer the research on user emotions and purchase effects through "empathetic communication" by knowledge-based anchors. Through research, the author found that the more unique the performance of live streaming hosts, the higher the willingness of consumers to purchase; The closer the storyline told by the live broadcast host is to life, the higher the consumer's willingness to purchase; The higher the frequency of interaction between live streaming hosts and users, the higher the willingness of consumers to purchase.

There are a large number of short video platforms in China, and video information content and data are constantly changing and updating. Due to the limited research time and technical strength, this study only selects "Oriental Selection" and some typical traditional publishing houses Tiktok as specific media numbers,

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

and uses the videos released by this media account in a specific time period that have more likes than live broadcast influence as samples for research. The samples are slightly insufficient. So there are certain limitations to proposing research results here.

References

[1]. Arthur Joramikali, Katherine Cauchy. (2018).The Power of Empathy: How to Soothe Injured Soul for People with High Emotional Intelligence. China Zhi gong Publishing House.(in Chinese)
[2]. Arthur Cholamicali, (2017). You're stressed because you don't have empathy. Beijing United Publishing Company.(in Chinese)
[3]. Baron-cohen, Simon (2018). The Science of Evil: On the Origins of empathy and Cruelty. Guangxi Normal University Press.(in Chinese)
[4]. Frans de Waal, The Age of Empathy: A mechanism that makes "I" become "we" . Hunan Science and Technology Publishing.(in Chinese)
[5]. Collins, Randall (2011) .The Interactive Ritual Chain, The Commercial Press.(in Chinese)
[6]. McLuhan, Marshall.(2011) .Understanding Media: An Extension of Man. Yilin Press(in Chinese)
[7]. Goffman, Owen.(2008) .Self-presentation in Everyday Life. Beijing Press.(in Chinese)
[8]. Feng X Y, Jing M. (2020). Publishing Live Marketing 3.0: Experience, emotion and immersion . Publishing wide Angle.(12), 6-10. (in Chinese)
[9]. Wei Jiangjiang. (2017).Publishing+live streaming, is it an opportunity or a chicken rib? Publishing Broad Angle, (03), 59-61.(in Chinese)
[10].Wu W, Zhou R T. (2017).Research on "field" marketing of online broadcast in publishing industry . Friends of the editor.(9), 18-21.(in Chinese)
[11].Shao P. (2020) On empathic narration and empathic communication of the documentary "Other Shaping" Chinese image -- Based on the analysis of the Oscar Best Documentary "American Factory" . Modern Communication (Journal of Communication University of China).(in Chinese)
[12].Cao Xi. (2018). Research on the Problems and Countermeasures of Online Live Streaming Marketing in Publishing Enterprises.PhD. Wuhan University.(in Chinese)
[13].Wu S Y. (2020). Research on the mechanism of impulse buying behavior in the environment of online celebrities' live streaming e-commerce. MA. Zhongnan University of Economics and Law.(in Chinese)
[14].Zhang J X. (2020) Research on the phenomenon of online live broadcast marketing in People's Literature Publishing House . MA. Beijing Institute of Printing and Technology.(in Chinese)
[15].Wang S H. (2022) Immersive experience and demand satisfaction: the realization of "media personal space" in e-commerce live streaming. MA. Inner Mongolia University.(in Chinese)
[16].Chen L. (2021) Tiktok App: Profit model of network broadcast platform.Marketing field.(31), 6-7. (in Chinese)
[17].Guo Xinru, Kang Luwei. Research on Content Innovation Production of Short Video Platform from the perspective of Cognitive Surplus . Modern Communication (Communication University of China). 44(01), 66-73.(in Chinese)
[18].Tang R H. (2019) Promoting people-to-people bond through empathic Communication. Journalism and Writing. (07),1. (in Chinese)
[19].Ji L. (2009) Collision and negotiation in Bipolar power: On fusion culture in Media Fusion . Modern Communication (Journal of Communication University of Chin)□(01), 45-48.(in Chinese)

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

[20].CNNIC.(2024). The 52nd Statistical Report on the Development of Internet in China (full text). www.ecoeconomics. ecommerce research center. ecommerce portal. Internet plus+think tank. (in Chinese)
[21].Sohu.(2024).Winning step by step, Mushroom Street's live streaming business continues to grow with users. (in Chinese)
[22].Zhao Qiang. (2021). Book Live "sale", the publishing industry is happy or sad? China Press, Publication, Radio and Telegraph, (003). (in Chinese)
[23]. Andrews J C□(1990). Durvasula S□Akhter S H .A Framework for Conceptualizing and Measuring the Involvement Construct in Advertising Research. Journal of Advertising, 19(4), 27-40.
[24]. Barki H, Hartwick J.(1994). Measuring User Participation, User Involvement, and User Attitude. Mis Quarterly, 18(1), 59-82.
[25]. Bhattacherjee A. (2001). Understanding information systems continuance: an expectation-confirmation model. Mis Quarterly, 25(3), 351-370.
[26]. Chen H□Wigand R T□Nilan M S.(1999). Optimal experience of Web activities. Computers in Human Behavior, 15(5), 585-608.
[27]. Chevalier J A□Mayzlin D.(2006). The Effect of Word of Mouth on Sales: Online Book Reviews. Journal of Marketing Research, 43(3), 345-354.
[28]. Chiu C M, Hsu M H, Sun S Y, et al. (2005).Usability, quality, value and e-learning continuance decisions. Computers&Education, 45(4), 399-416.
[29]. Davis F D.(1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology.
[30]. Doh S J, Hwang J S.(2009). How consumers evaluate eWOM (electronic word-of-mouth) messages. Cyberpsychology&Behavior, 12(2),193.
[31]. Ellis R D□Kurniawan S H. (2000). Increasing the Usability of Online Information for Older Users: A Case Study in Participatory Design. International Journal of Human-Computer Interaction, 12(2), 14.
[32]. Eroglu S A, Machleit K A, Davis L M. (2001).Atmospheric qualities of online retailing: A conceptual model and implications. Journal of Business Research, 54(2), 177-184.
[33]. Ferdig R E, Trammell K D. (2004). Content Delivery in the "Blogosphere".The Journal, 31(February),4.
[34]. Goldsmith, Kelly, Amir, et al.(2010). Can Uncertainty Improve Promotions? Journal of Marketing Research, 47(6), 1070-1077.
[35]. Huang M H. (2003). Designing website attributes to induce experiential encounters. Computers in Human Behavior, 19(4), 425-442.
[36]. Kiyici M. (2012). Internet Shopping Behavior of College of Education Students. Turkish Online Journal of Educational Technology□TOJET, 11(3):202-214.

Appendix 1: In-depth interview

1.Do you have any knowledge about book live streaming rooms? Do you know Dong Yuhui, a knowledge-based anchor of "Oriental Selection"? Through what channels did you learn about it? How much do you know?

2.What did you buy in Dong Yuhui's live broadcast room? Have you ever purchased a book? Please explain the reason for whether you purchased it or not. Thank you.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

3. What is the approximate time and frequency of watching live broadcasts within a day? Do you usually specifically click into these book live streaming rooms to browse?

4. Do you have a live book selling account on Tiktok that follows the publishing house or writer? What are there? And explain the reasons for concern.

5. Have these accounts increased your desire to consume from this publishing house or related live streaming rooms? Will it generate resonance emotions? Which book sales live streaming rooms were it generated in?

6.What books have you been following on these accounts recently? Do you have the desire to purchase?

7. Do you usually refer to the Tiktok book anchor or some big "opinions" when purchasing books?

Do you think Dong Yuhui's live broadcast performance is unique compared to traditional publishing and book sales live broadcast rooms? What aspects do you think the performance is reflected in?

9. Do you think the storytelling in Dong Yuhui's book sales live broadcast room of "Oriental Selection" is close to your life? Would you make a purchase because the anchor's storytelling resonates with your life experience?

10. Do you purchase books frequently or occasionally or not in the live broadcast room?

11. Are you willing to continue purchasing books in the Oriental Selection live broadcast room?

Even though the price of Dongfang Zhenxuan's books is slightly higher, are you still willing to purchase books in Dongfang Zhenxuan's live broadcast room due to its knowledge output?

13. Even though the price of Dongfang Zhenxuan's books is slightly higher, do you still intend to shop in Dongfang Zhenxuan's live broadcast room due to their emotional value such as resonance?

14. Even though the price of Dongfang Zhenxuan's books is slightly higher, are you still willing to shop in Dongfang Zhenxuan's live broadcast room because of your love for anchor Dong Yuhui?

15. How often do you interact with the host in the live broadcast room (such as forwarding comments or likes)? And explain the reason.

16. What is your opinion on purchasing books in the live broadcast room? Have you ever posted your opinions online? What channels are usually published on (Weibo, Renren, WeChat Moments, Tieba, forums, etc.)?

17.Have you ever recommended live streaming books or other activities to your family and friends?

18.Do you have any experience purchasing books from traditional publishing houses? What do you think are the advantages and disadvantages compared to Dong Yuhui's live broadcast room?

Appendix 2: Survey Questionnaire

A survey questionnaire on user behavior in the marketing of live streaming books by Dongfang Zhenxuan

Dear Sir/Madam

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

Hello! We are conducting a survey on the reasons and intentions of user behavior in Dongfang Zhenxuan's live streaming book sales marketing. The information collected in this survey is only for academic research and is not for any other commercial purposes. We respect your personal safety and privacy and do not need to have any concerns. The answer is correct. Please answer according to your actual situation. Thank you for filling out this questionnaire and supporting this topic!

This questionnaire is expected to take about 3 minutes.

Part 1: Basic User Information

1. What is your gender? Multiple Choice Question

○ Male ○ Female

2. What is your age? Multiple Choice Question

○ 18-23 years old ○ 24-30 years old ○ 31-40 years old ○ 41-50 years old ○ 51 years old and above

3. What is your cultural level? Multiple Choice Question

○ High school/technical secondary school and below ○ College degree ○ Undergraduate degree ○ Graduate student (master's/doctoral)

What is your profession? Multiple Choice Question

○ On campus students ○ Civil servants or employees of public institutions ○ Employees of enterprises ○ Freelances

5. What is your monthly income? Multiple Choice Question

5000 yuan and below

5001-6000 yuan

6001-8000 yuan

Over 8000 yuan

Part 2: Shopping Situation in User Live Streaming Room

6. How often do you purchase books in the live broadcast room? Multiple Choice Question

Do not purchase (jump to question 9)

Not frequently purchased

○ General

Frequent purchases

7. What type of books and materials do you usually purchase in the live broadcast room? [Multiple choice question]*

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

Philosophy of Life

□ Chinese and foreign literature

Classics

Military War Category

Travel Notes and Prose

Academic forums

Children's books

Maternal and Child Health

□ Other

8. What factors do you consider when choosing a live streaming room for shopping? [Multiple choice question]*

Anchor

□ Information about the product

Live streaming format

Live content

Live broadcast atmosphere

□ Word of mouth

Brand

Choose freely

□ Other

9. What is the reason why you did not purchase books in the live broadcast room? [Multiple choice question]*

False promotion of books

Mixed book types

The anchor lacks professional competence

Single live streaming format

Not interested in live streaming content

Not interested in the live broadcast atmosphere

Unable to guarantee after-sales service, making it difficult for consumers to protect their rights

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

□ Other

Dependent on the first option of question 6

10. Do you think the storytelling in Dong Yuhui's book sales live broadcast room of "Oriental Selection" is close to your life?

○ Completely non fitting ○ Non fitting ○ Fitting ○ Relatively fitting ○ Extremely fitting

11. Do you think Dong Yuhui's live broadcast performance is unique compared to traditional publishing live broadcast rooms?

○ Completely disagree ○ Disagree ○ Agree ○ Strongly agree ○ Strongly agree

Part 3: User's behavior of purchasing books and other items on Dongfang Zhenxuan

12. Have you purchased books in the Oriental Selection live broadcast room? Multiple Choice Question

○ Yes ○ No (please skip to question 28)

Dependent on the first option of question 6

13. What is the reason why you purchased books in the Oriental Selection live broadcast room? [Multiple choice question]*

Live streaming books with good quality

The storytelling of live streaming is close to life and has a strong resonance

Strong knowledge of live streaming content

The anchor has high knowledge and professional qualities

Interview well-known guests, live broadcast with cultural atmosphere

Purchase books to meet spiritual needs

Various forms of sales promotion, strong fun, and good experience

Brand guarantee for Dongfang Zhenxuan's sales promotion

Follow the trend of consumption

□ Other

When did you recently purchase books in the Oriental Selection live broadcast room? Multiple Choice Question

○ Last six months

○ Last 3 months

○ Last month

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

○ Last week

○ Last 2 days

15. What categories of books do you usually purchase in the Oriental Selection live broadcast room? [Multiple choice question]*

□ Philosophy of Life □ Military War □ Travel Notes and Prose

Academic forums, classic works, and others

16. Do you know about Dongfang Zhenxuan, but why are you not shopping in it? [Multiple choice question]*

Product price, quality, etc. do not meet expectations

Not interested in knowledge-based content in live streaming

Not interested in anchors and guests

I don't like the atmosphere in the live broadcast room

There are too many different forms of sales, which are not efficient and direct

□ Do not trust Dongfang Zhenxuan

I don't like shopping in any live broadcast room myself

□ Other

17. How often do you watch the live broadcast of Dongfang Zhenxuan Books? Multiple Choice Question

○ Not much to watch ○ Occasionally watch ○ Generally watch ○ Often watch

18. What other behaviors do you engage in while purchasing books in the Oriental Selection live broadcast room? [Multiple choice question]*

Watch

□ Comment

Like

□ Follow

Gift giving

□ Share

Visit the member center

Join fan groups and interact

□ Other

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

Dependent on the first option of question 12

19. Why did you engage in these behaviors in the Oriental Selection live broadcast room? [Multiple choice question]*

In order to obtain book information and meet shopping needs

To acquire knowledge

In order to obtain benefits such as discounts

High quality and attractive hosts and guests

In order to find like-minded companions and gain emotional comfort

To demonstrate my interest in Dongfang Zhenxuan

The form of promoting goods is interesting, the atmosphere is unique, and it reflects the sentiment of helping farmers

Follow the trend to watch and consume

Other

Relying on the first question of question 18; 2; 3; 4; 5; 6; 7; 8; 9 options

Part 4: User willingness and feelings of Dongfang Zhenxuan

20.User purchase intention [matrix multiple-choice question]*

	Strongly agree	agree	same as	disagree	Strongly disagree
Are you willing to continue purchasing books in the Oriental Selection live broadcast room?	○	○	○	○	○
Even though the price of Dongfang Zhenxuan's books is slightly higher, are you still willing to purchase books in Dongfang Zhenxuan's live broadcast room due to its knowledge output?	○	○	○	○	○
Even though the price of Dongfang Zhenxuan's books is slightly higher, are you still willing to shop in Dongfang Zhenxuan's live broadcast room due to their emotional value such as resonance?	○	○	○	○	○
Even though the price of Dongfang Zhenxuan's books is slightly higher, are you still willing to shop in Dongfang Zhenxuan's live broadcast room because of your love for anchor Dong Yuhui?	○	○	○	○	○

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

21.User Interaction Intention [Matrix Multiple Choice Question]*

	Strongly agree	agree	same as	disagree	Strongly disagree
Do you value the interaction between Dong Yuhui and you in the Oriental Selection live broadcast room?	○	○	○	○	○
Do you like the way guests in Dongfang Zhenxuan's live broadcast room answer your questions?	○	○	○	○	○
Do you value the interaction between other consumers in the Oriental Selection live broadcast room and you?	○	○	○	○	○
Do you value the interaction between the hosts and guests in Dongfang Zhenxuan's live broadcast room?	○	○	○	○	○
Do you value the communication and interaction between Dongfang Zhenxuan's live broadcast host Lian Mai?	○	○	○	○	○

22.How often do you interact with the host in the live broadcast room?

○ No interaction ○ Occasional interaction ○ General ○ Frequent interaction ○ Almost every interaction

23. What factors will affect your willingness to purchase images in the live broadcast room? [Multiple choice question]*

The uniqueness of the anchor's performance and the distance from the anchor's psychology

The resonance of the anchor's speech and content

The anchor tells stories that are close to life and daily life

Recognition and interaction with the anchor

Knowledge and other information in live streaming

Benefits such as discounts in live streaming

Live streaming scene, atmosphere, and emotions

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

□ Other

24. What do you think you can get from buying books? [Multiple choice question]*

Obtain the sublimation of life value

Narrowing the distance between oneself and the author's struggle in hardship

Display one's own aesthetic taste and social relationships

□ Understand book information or other knowledge

Obtaining book discounts and other benefits to meet shopping needs

□ Other

25.User Interaction Experience [Matrix Multiple Choice Question]*

	Strongly agree	agree	same as	disagree	Strongly disagree
Do you want Dongfang Zhenxuan to invite more book writers for interviews in the live broadcast room to enhance the cultural atmosphere?	○	○	○	○	○
Do you want Dongfang Zhenxuan to conduct more knowledge live streaming and book sales in the live broadcast room to showcase a strong cultural atmosphere?	○	○	○	○	○
Do you want Dongfang Zhenxuan's live broadcast room to have more diverse book types to meet your needs for various books?	○	○	○	○	○
Do you want Dongfang Zhenxuan's live broadcast room to invite more authors to achieve the authenticity of book reading?	○	○	○	○	○
Do you want Dongfang Zhenxuan's live broadcast room to add more life experiences to meet your needs for exploring true knowledge and spiritual sustenance in books?	○	○	○	○	○

26. What do you think are the differences between the live broadcast of Oriental Selection Books and other traditional publishing houses? [Multiple choice]*

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.emr.2024.006

□ Anchors are more knowledgeable and attractive

□ The quality of users in the direct broadcast room is higher

□ Well-known writers visit the broadcast room to add cultural atmosphere

□ The book quality is higher, the category is more complete

□ Can better meet the emotional needs of knowledge, companionship and so on

□ Can resonate with the majority of the working people

□ More diverse and interesting forms of goods

□ More reliable brand

□ No difference

□ Others

27. What is the reason why you prefer to watch the East Selection Studio over other studios selling books?

○ Affordable books

○ The Oriental selection has a good reputation

○ Preference for anchor Dong Yuhui's personal IP

○ The atmosphere is relaxed and active

28. In order to ensure the validity of the questionnaire, please select "unsatisfactory" as the identification question. [Multiple choice] *

○ Satisfied

○ Normal

○ Dissatisfaction

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)