

Research on the Marketing Factors and Development Mechanism of Tiktok Short Video

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Abstract: The objectives of this study are: 1.To explore the components of the marketing factors and development mechanism of Tiktok short video. 2. To develop managerial guidelines to the marketing factors and development mechanism of Tiktok short video.

A mixed methodology research approach is utilized. The study surveyed 320 students and instructors from ten universities in Henan Province who are involved in the field of the marketing factors and development mechanism of Tiktok short video. The sample size was determined using a statistical program and obtained through stratified random sampling method, resulting in a total of 320 participants. Data was collected using a semi-structured interview, a five-point scale questionnaire, and a focus group discussion. Exploratory Factor Analysis (EFA) was the statistical method used for data analysis.

The findings of the study revealed that:1. There are four components of the marketing factors and development mechanism of Tiktok short video which consist of TikTok Live platform product selection, TikTok live platform with goods product quality, after-sales experience to improve service satisfaction, live with goods differentiation. 2.There are 18 managerial guidelines to the marketing factors and development mechanism of Tiktok short video.

Keywords: TikTok Short video, live broadcast with goods, marketing factors, and development mechanism

1. Introduction

TikTok As a new e-commerce model, short video live streaming has achieved remarkable development achievements in China. TikTok With its huge user base and high degree of activity, the platform has become an important channel for many merchants to conduct marketing and sales (Chen,X.&Zhang, T.2021). Live streaming not only provides a new sales channel for merchants, but also brings more convenient shopping experience for consumers (Huang,Y.&Liu, C.2021).

According to the Internet information of the 48th Statistical Report on the Development of The Internet in China, the following conclusions show: As of June 2021, the number of live streaming users in China has reached 638 million, with a year-on-year growth of 75.39 million, accounting for 63.1% of all Internet users (Wang,Y.& Yang, D.2022). Among these data, the user scale of e-commerce live streaming is 384 million, with a year-on-year growth of 75.24 million, accounting for 38.0% of online live streaming users; the scale of online shopping users is 812 million, with an increase of 29.65 million compared with December 2020, accounting for the overall 80.3%(Zhao,R.&Li of Internet users, N.2021). However, TikTok live streaming with goods presents some problems. Small and medium-sized enterprises inventory backlog, Facing the problem of survival, Affected by the outbreak, The market is in a slump, A large number of small and medium-sized enterprises broke up their supply chains, Live delivery became the straw to rescue enterprises (Liu, D.M.2022); Live broadcast with goods lead to the aggravation of the Matthew effect, To attract traffic at a low price, Many anchors subsidize the product price difference at their own expense, Create a hot situation in the studio, However, this move destroyed the brand price system, but also led to the anchor to make ends meet; Mainstream media, entrepreneurs, stars and other multiple roles to enter the live broadcast with goods, Expand the power of live broadcasting with goods industry; Live streaming with goods has become a new measure of public welfare marketing, Live streaming of poverty

alleviation and agriculture has become a new trend in development, The social responsibility of both business and public welfare has become a required course for head anchors (Wang, M.&Zhang, M.2021).

In conclusion, there has been great progress in the study of Tiktok short video, but not very fully, not thorough enough, the to explore the components of the marketing factors of Tiktok short video and to develop managerial guidelines to the marketing of Tiktok short video that is very necessary.

2. Literature

TikTok Live platform product selection

Zhang, Y., & Wang, H. (2020) pointed out that the product positioning should conform to the overall style of the broadcast room and the personal characteristics of the anchor, while considering the preferences and needs of the target audience. Through the market performance of commodities, audience feedback and other data analysis, accurately grasp the market positioning of commodities. The selection source includes its own supply chain, brand cooperation, selected alliance, etc. Diversified selection sources can effectively enrich the types of goods in the broadcast room and improve users' shopping experience.

Li,X.,& Chen,Y. (2021). It points out that the supply chain management is optimized to ensure the quality and supply efficiency of goods. Select the suppliers with good reputation, establish a long-term cooperative relationship, and reduce the supply chain risks. According to the characteristics of the broadcast room, reasonable arrangement of commodity portfolio, such as drainage, profit, hot style, etc. Through different product combination strategies, to improve the sales performance of the broadcast room.

Wang, L., & Liu, X. (2022) pointed out that it emphasized the user interaction and feedback in the broadcast room and adjusted the selection strategy in time. By collecting user opinions, we can better meet consumer needs and improve user satisfaction. Live streaming e-commerce companies should select products according to the consumer characteristics of the target market, and emphasize the importance of market research and consumer data analysis.

Chen,X.,& Zhao,J. (2020). It is pointed out that diversified supply chain cooperation can improve the anti-risk ability of live streaming e-commerce, and is also conducive to enriching commodity categories and improving user stickiness. The product portfolio strategy in live streaming e-commerce believes that a reasonable commodity portfolio can maximize the revenue of the live broadcast room, and it is suggested to optimize according to the commodity attributes. Live streaming e-commerce should pay attention to user interaction feedback and adjust selection strategies in time to improve user satisfaction and loyalty.

TikTok live platform with goods product quality

Anderson, E. W., Fornell, C., & Lehmann, D. R. (2020) pointed out that improving product quality and brand image is the core of TikTok live streaming with goods. Only by ensuring product quality, can we win the trust and favor of consumers. In addition, through exquisite video shooting and creative dubbing, to further improve the brand image and product reputation. For example, Oriental Selection TikTok account, which focuses on high-end beauty makeup and skin care brands, has won the love of consumers with high-quality video content by displaying a series of products of high-end brands.

Huang,Y. H.,Zhang,H. X.,& Chen,Y. S. (2019). Point out that creating a unique brand style is also important for TikTok live streaming with goods. The unique brand style can not only attract more user attention, but also enhance the added value of the products. When making videos, we should pay attention to the shaping of the brand style, so that it has a unique visual effect on the TikTok platform. For example, soft color matching and warm music are used in the video to make the user feel comfortable and relaxed.

Kim,B. N.,Park,J. H.,& Lee,S. Y. (2020). It is pointed out that there are also some problems in the process of TikTok live delivery, such as false publicity, product quality, misleading price, etc. The existence of these problems damages the rights and interests of consumers, and also affects the healthy development of the whole live delivery industry. In order to improve this situation, merchants with goods should pay attention to preferential

promotion, accept internal and external supervision, and improve consumer trust. At the same time, the launch of quality products to enhance consumer perception of value.

After-sales experience to improve service satisfaction

Huang, Y., et al. (2020) pointed out that enterprises should provide regular professional training for after-sales service personnel to improve their service skills and comprehensive quality. The training content should include product knowledge, service skills, communication skills and other aspects. Enterprises should simplify the after-sales service process and improve the service efficiency. For example, the establishment of one-stop after-sales service window to achieve rapid response and solution of after-sales service problems.

Lee, K. J., Park, S. Y., & Kim, M. K. (2021). It is pointed out to improve the after-sales service time: enterprises should shorten the after-sales service time to ensure that customers can be solved in time. For example, providing door-to-door repair service to reduce the time that customers can run around.

Lin, Y., et al. (2020) indicate that enterprises should provide perfect after-sales service facilities to meet customers' needs in the after-sales service process. For example, set up a customer rest area, provide tea, snacks and so on. Enterprises should strengthen the communication with customers, understand the customer needs, and provide personalized services. For example, conduct regular customer satisfaction surveys to timely understand customer feedback.

Li, Y., et al. (2019). It is pointed out that enterprises should set up special complaint channels to facilitate customer feedback of problems. At the same time, the enterprises should deal with the complaints in time and improve the after-sales service. Enterprises can regularly carry out after-sales service activities, such as preferential maintenance, free testing, to improve customer satisfaction.

Live with goods differentiation.

Smith, J., & Wang, L. (2020) point out that in the selection of products, the differentiation characteristics of products should be fully considered to meet the diversified needs of consumers. The nail industry, for example, attracts consumers' attention and purchases by displaying personalized nail designs.

Johnson, L., & covarrubias, A. (2019) pointed out that the differentiated design of live broadcast scenes can improve consumers' sense of immersion and purchase desire. For example, by building unique live broadcast rooms and using innovative live broadcast equipment, it can bring different live broadcast experience to the audience. Anchors of differentiated content often have high affinity and influence of fans. Therefore, the platform should strengthen the training and selection of anchors, and cultivate the anchor team with personalized characteristics.

3. Objectives

- 1) To explore the components of the marketing factors Tiktok short video.
- 2) To develop managerial guidelines of the marketing Tiktok short video.

4. Methods

4.1 Research Design

This study comprehensively explores the current situation and challenges of the marketing factors and development mechanism of Tiktok short video through three steps. First, the researcher conducted a content analysis of relevant literature, combined with qualitative research methods, and gained an in-depth understanding of the core variables of the marketing factors and development mechanism of Tiktok short video through in-depth interviews with key information providers. Then, based on the variables obtained in the first step, the researcher designed a questionnaire as a tool for collecting data. Through a questionnaire survey among students and instructors majoring in the marketing factors and development mechanism of Tiktok short video in 10 universities in Henan Province, the researcher further explored and Validating key development components for the marketing factors and development mechanism of Tiktok short video. Finally, the researcher used exploratory factor analysis

(EFA) to analyze the collected data to clarify the core components of the marketing factors and development mechanism of Tiktok short video and develop targeted management guidelines accordingly.

4.2 Population and Sample

This study focuses on students and instructors majoring in the marketing factors and development mechanism of Tiktok short video in 10 colleges and universities in Henan Province, with a total of 3080 people. According to the sampling formula of Krejcie and Morgan, 320 samples were finally determined to participate in this study. The samples were obtained through stratified random sampling method, which ensured the representativeness and diversity of the research sample.

4.3 Research Instruments

In the first step of the research design, qualitative data were collected through a semi-structured interview form, which was designed to combine flexible exploration of preset questions and actual interview situations to gain an in-depth understanding of the core variables of the marketing factors and development mechanism of Tiktok short video. Entering the second step, a questionnaire was designed based on the key variables obtained in the first step, and these variables were quantitatively evaluated through a five-point Likert's scale to ensure the systematicness and comprehensiveness of data collection. In the third step of the research, a focus group discussion format was used, and a specially designed discussion guide was used for in-depth exchanges, aiming to comprehensively collect insights and suggestions on the marketing factors and development mechanism of Tiktok short video.

4.4 Data Collection

The first step in data collection was to request permission from the school of languages, University Utara Malaysia, for data collection. After obtaining approval, the researchers further sent detailed research plans and data collection requests to the 10 participating universities in Henan Province to ensure that each participating unit had full understanding and support of the research purpose and process. Subsequently, the researcher used an online questionnaire to distribute the questionnaire to the target sample group. During the qualitative data collection phase, in-depth interviews with key informants were arranged via email and telephone appointments to ensure the depth and quality of the data.

4.5 Data analysis

This chapter presents an analysis of the data collected. First, through literature review, the researcher identified the concepts, principles, theories and related research related to the marketing factors and development mechanism of Tiktok short video of Henan universities, and formed a table containing 24 variables. Through content analysis, these variables were used to prepare a five-point scale questionnaire and the quality of the questionnaire was verified through content validity and reliability. In order to ensure the validity of the questionnaire content, the researcher sent the questionnaire to five experts for verification. Item-objective consistency (IOC) was used to evaluate the questionnaire items. The items with a score of 0.6 or above were retained, and finally a questionnaire with 24 items was obtained. The reliability of the questionnaire was tested by distributing 30 questionnaires to non-sample groups. Cronbach's alpha coefficient was 0.973, indicating that the questionnaire had high reliability. Data analysis revealed five key components, including cultural difference; educational background; social environment; communication skills; presentation skill. These components were obtained through exploratory factor analysis, and the result of KMO and Bartlett's sphericity test was 0.961, indicating that the data are very suitable for factor analysis. The loadings of each factor reveal the key variables of each component. For example, cultural difference is described by 5 variables, with the largest eigenvalue being 84.324, explaining 79.853% of the total variance. In summary, through in-depth data analysis, this chapter reveals the multi-dimensional composition of the marketing factors and development mechanism of Tiktok short video, and provides solid data support for subsequent management guidance.

5. Results

In the study of the marketing factors and development mechanism of Tiktok short video, five key components were revealed through exploratory factor analysis (EFA), which deeply reflects the multi-dimensional characteristics of the marketing Tiktok short video.

【Table 1: Analysis chart of key dimensions and variables of the marketing factors and development mechanism of Tiktok short video】

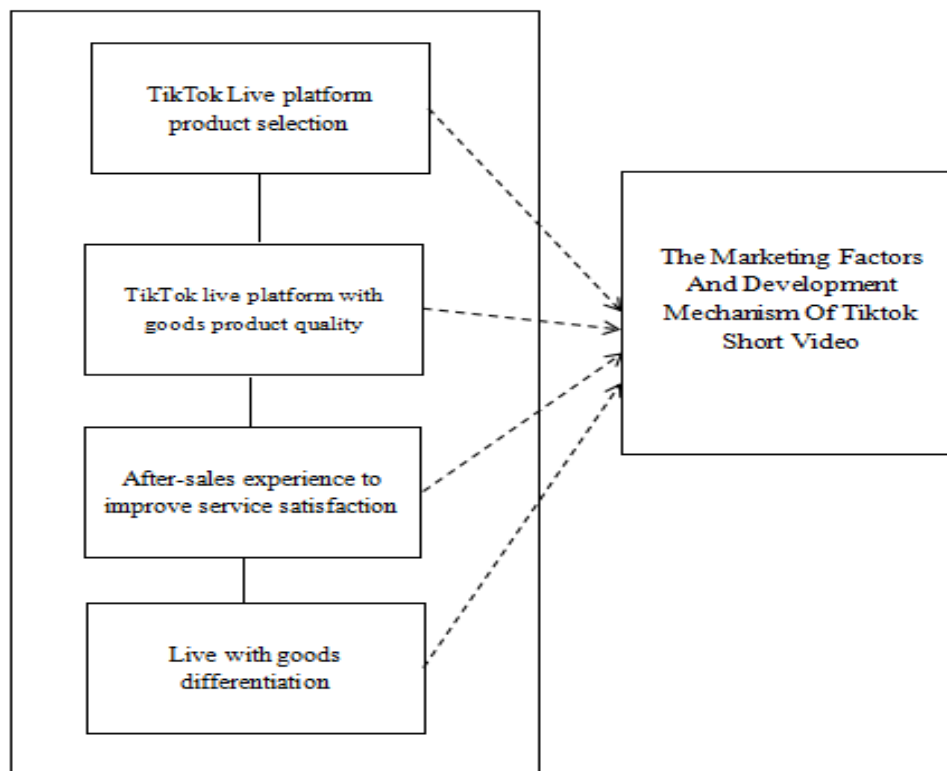
variable dimension	Number of key variables	Eigenvalue and variance explanation	Factor loading range	Representative variables
TikTok Live platform product selection	4	82.824, explaining 68.853% of the total variance, showing the core position of this component in the marketing Tiktok short video.	0.779-0.775, showing the close correlation of variables with this component.	"Increase commodity screening efforts" (maximum factor loading 0.779) and "Establish a brand cooperation mechanism." (minimum factor loading 0.775).
TikTok live platform with goods product quality	5	The maximum eigenvalue is 2.189, explaining 1.684% of the total variance.	0.687-0.751, indicating that the variable is closely related to this component.	"Ensure that the quality of the goods meets the national standards" (maximum factor loading 0.751) and "Ensure that the quality of the goods purchased by consumers is guaranteed." (minimum factor loading 0.687).
after-sales experience to improve service satisfaction	5	The maximum eigenvalue is 2.035, explaining 1.671% of the total variance.	0.758-0.880. It shows that Increase commodity screening efforts.	"Establish a perfect after-sales service system, to provide return and exchange, consultation and other services" (maximum factor loading 0.880) and "Improve the quality of after-sales service" (minimum factor loading 0.758).
live with goods differentiation	4	The maximum eigenvalue is 1.477, explaining 1.132% of the total variance.	0.705-0.823. The importance of Providing communication skills training was emphasized.	"Excavate anchor characteristics " (maximum factor loading 0.823) and "Innovate the form of live broadcasting" (minimum factor loading 0.705).

Through a detailed analysis of the above constituent factors, a comprehensive perspective on the the marketing factors and development mechanism of Tiktok short video is obtained. The results not only provide colleges and universities with a clear direction for the marketing factors and development mechanism of Tiktok short video, but also provide scientific basis for formulating more effective the marketing Tiktok short video strategies and management guidelines.

Implement diversified selection strategies: 1. Understand the needs of target consumers, focus on seasonal and market trends, and emphasize brand and product quality.2. Use data analysis to optimize product selection, timely adjust strategies to adapt to market changes, and promote high-frequency consumer goods to increase the re-purchase.

Improve the quality of goods on TikTok live streaming platforms: 1. Merchants should establish a strict quality control system and start from the source of the supply chain to ensure that the goods sold meet the national and industrial quality standards.2. The platform needs to strengthen the qualification examination of the merchants, conduct regular quality inspection and evaluation of the settled merchants, and timely eliminate the unqualified

commodities and merchants.3. Merchants should provide real and comprehensive commodity information during the live broadcast, avoid exaggerated or misleading publicity, and increase the transparency and trust of consumers in the commodity.4. Taiwan should establish a perfect after-sales service mechanism to provide consumers with convenient return and exchange service and timely customer service support, and solve the problems encountered by consumers in the purchase process.5. The platform can collect consumers' opinions and suggestions on commodity quality through the user evaluation and feedback system, and timely adjust and optimize commodity management policies. Optimize the after-sales experience to improve the service satisfaction. 1. It is crucial to establish an efficient and transparent after-sales service process to ensure that consumers can quickly respond to and solve them when they encounter problems.2. Provide multi-channel customer service support, such as online chat, telephone service, and social media interaction, so that consumers can communicate in their preferred way.3. Businesses should pay attention to the quality of after-sales service, provide professional customer service team, ensure that they have the skills and authority to solve problems, and reduce the time for consumers to wait and transfer.4. The platform can introduce a user feedback mechanism to encourage consumers to share their after-sales experience.5. Merchants can also consider providing additional after-sales protection, such as extending the period of return and exchange, unreasonable return policy or giving away insurance services, to increase the safety of consumers.6. The platform can monitor the performance of after-sales service through data analysis, identify common problems, and cooperate with merchants to develop preventive measures. New content production and implementation of live broadcast with goods differentiation. 1. Anchors and teams need to deeply understand the interests and needs of the target audience, and create targeted and attractive content based on this.2. Anchors can try diversified forms of live broadcasting and interactive methods, such as story telling, role playing, behind-the-scenes sharing, etc., so as to improve audience participation and watching experience.3. Using innovative technologies and tools, such as AR / VR, animation effects and interactive voting, it can add novel elements to the live broadcasting and attract the attention of audiences.4. Anchors can cooperate with experts and opinion leaders in different fields to introduce new perspectives and knowledge, and enrich the depth and breadth of the live broadcast content.5. Businesses can also pay attention to social hot spots and popular trends, timely adjust the theme of live broadcast and commodity selection, to ensure the timeliness and relevance of the content.



【Figure:Shows components of the marketing factors and development mechanism of Tiktok short video】

6. Conclusion

Objective 1 To explore the components of the marketing factors and development mechanism of Tiktok short video.

There are four components of the marketing factors and development mechanism of Tiktok short video which consist of TikTok Live platform product selection, TikTok live platform with goods product quality, after-sales experience to improve service satisfaction, live with goods differentiation.

TikTok Live platform product selection: Strictly control the selection of goods to ensure the interests of consumers, Increase commodity screening efforts. Establish a brand cooperation mechanism. Organize regular product selection activities.

TikTok live platform with goods product quality: Strengthen commodity testing. Introduce the third-party testing agencies. Intensify punishment.

After-sales experience to improve service satisfaction: Improve after sale services, Improve the quality of after-sales service, After-sales service tracking.

Live with goods differentiation: Excavate anchor characteristics. Innovate the form of live broadcasting. Strengthen content marketing.

Objective 2 To develop managerial guidelines to the marketing factors and development mechanism of Tiktok short video.

There are 18 managerial guidelines to the marketing factors and development mechanism of Tiktok short video:

1) Understand the needs of target consumers, focus on seasonality and market trends, and emphasize brand and product quality.

2) Use data analysis to optimize product selection, timely adjust strategies to adapt to market changes, and promote high-frequency consumer goods to increase the re-purchase.

3) Merchants should establish a strict quality control system and start from the source of the supply chain to ensure that the goods sold meet the national and industrial quality standards.

4) The platform needs to strengthen the qualification examination of the merchants, conduct regular quality inspection and evaluation of the settled merchants, and timely remove the unqualified commodities and merchants.

5) Businesses should provide real and comprehensive commodity information during the live broadcast, avoid exaggerated or misleading publicity, and increase the transparency and trust of consumers in the commodities.

6) Taiwan should establish a perfect after-sales service mechanism to provide consumers with convenient return and exchange services and timely customer service support, and solve the problems encountered by consumers in the purchase process.

7) The platform can collect consumers' opinions and suggestions on commodity quality through the user evaluation and feedback system, and timely adjust and optimize commodity management policies.

8) It is essential to establish an efficient and transparent after-sales service process to ensure that consumers can quickly respond to and solve them when they encounter problems.

9) Provide multi-channel customer service support, such as online chat, telephone services, and social media interaction, so that consumers can communicate in their preferred way.

10) Businesses should pay attention to the quality of after-sales service, provide a professional customer service team, ensure that they have the skills and authority to solve problems, and reduce the time for consumers to wait and transfer.

11) The platform can introduce a user feedback mechanism to encourage consumers to share their after-sales experience.

12) Businesses can also consider providing additional after-sales protection, such as extending the period of return and exchange, an unreasonable return policy, or giving away insurance services, to increase the safety of consumers.

13) The platform can monitor the performance of after-sales service through data analysis, identify common problems, and cooperate with merchants to develop preventive measures.

14) Anchors and teams need to have a deep understanding of the interests and needs of the target audience, and create targeted and attractive content based on this.

15) Anchors can try diversified forms of live broadcasting and interactive methods, such as story telling, role playing, behind-the-scenes sharing, etc., so as to improve audience participation and watching experience.

16) Using innovative technologies and tools, such as AR / VR, animation effects and interactive voting, can add novel elements to live streaming and attract audience attention.

17) Anchors can cooperate with experts and opinion leaders in different fields to introduce new perspectives and knowledge, and enrich the depth and breadth of the live broadcast content.

18) Businesses can also pay attention to social hot spots and popular trends, timely adjust the live broadcast theme and commodity selection, and ensure the timeliness and relevance of the content.

7. Discussion

Commodity selection is the basis of live broadcasting with goods, which is directly related to the purchase experience of consumers. TikTok Live broadcasting platforms should strictly check the selection of products to ensure the quality and cost performance of products. First of all, the platform should strengthen the audit of the settled merchants, establish a perfect merchant access mechanism, and prevent the emergence of fake and shoddy commodities. Secondly, the platform should cooperate with well-known brands to introduce high-quality and competitive products to meet the needs of consumers. In addition, when choosing goods, anchors should also fully understand their characteristics to ensure that the goods recommended to consumers meet their needs. This is consistent with Wohlfeil, M., & пироговская, О. (2020) 's theory. Product quality is the core competitiveness of live broadcast with goods. In order to ensure the product quality, the TikTok live broadcasting platform should strengthen the supervision of merchants and establish a sound commodity quality testing system. For goods suspected of false publicity and quality problems, the platform should immediately take measures to remove the shelves and punish relevant merchants. At the same time, the anchors should also assume the responsibility of testing the quality of the goods, and strictly check the recommended goods. Only by ensuring product quality can we win the trust of consumers and bring continuous traffic and trading volume to the platform. This is in keeping with the theory of Huang, Y., & Rust, R. T. (2021).

After-sales service is an important part of consumers' shopping experience. TikTok Live broadcasting platforms should improve the after-sales service system and improve the quality of after-sales service. First of all, the platform should formulate unified after-sales service standards to ensure that merchants provide after-sales service in accordance with the standards. This is in keeping with the theory of Zhang, X., Wang, Y., & Chen, Y. (2020). Secondly, the platform should establish after-sales complaint channels to facilitate consumers to feedback problems and deal with them in time. In addition, anchors should also pay attention to the after-sales needs of consumers, actively assist in solving the after-sales problems, and improve consumers' satisfaction. In order to stand out in the fierce market competition, TikTok live streaming platform should adopt differentiation strategies to improve the effect of live streaming with goods. First of all, the platform can explore its own characteristics, create a unique live broadcasting atmosphere, and attract specific audiences. This is consistent with Kim, N., & Park, C. (2021) 's theory. For example, live broadcast activities can be held on specific topics and festivals to attract users to participate. Secondly, the platform should encourage anchors to give full play to their personal strengths and innovate the forms of live broadcasting, such as interactive games and scenario simulation, so as to increase the interest of live broadcasting. Finally, the platform can also provide accurate product recommendation for the host broadcast through big data analysis to improve the conversion rate.

8. Recommendations

With the rapid development of the digital age, TikTok short video has become a marketing position for many brands and businesses to layout. As a highlight of TikTok short video platform, live delivery has brought unprecedented sales opportunities for enterprises. Through the following suggestions, it can be that TikTok short video live broadcast with goods marketing has become more fruitful.

1) Precise positioning and clear target audience

When conducting TikTok short video live broadcast, first of all, we should identify the target audience and understand their interests, consumer needs and purchase behaviors. Through data analysis, user research and other

means, the target audience is accurately positioned to provide strong support for the subsequent live broadcast content and product selection.

2) Content innovation to stimulate user interest

TikTok The core of short video live broadcast lies in content innovation. In the process of live broadcast, anchors should combine the characteristics of the products and display the products in a vivid and interesting way to stimulate users' desire to buy. At the same time, integrate interactive links, such as lottery, questions and answers, etc., to increase user engagement and stickiness.

3) Star / KOL linkage to expand the brand influence

With the help of stars or KOL fans, the brand awareness and influence can be quickly enhanced. Enterprises can cooperate with stars or KOLs with high popularity and reputation to jointly carry out live delivery activities. In addition, it can also cultivate its own KOLs, build brand spokesmen, and achieve continuous brand promotion.

4) Preferential activities, user purchase

Preferential activities are an important means of TikTok short video live broadcast with goods. Enterprises can set up a limited time discount, full reduction of cash rebate and other activities, users to buy. At the same time, combined with the platform preferential play, such as super red envelope, shopping vouchers, etc., to further enhance the users' purchase intention.

5) Community marketing to deepen user relations

By building a brand community, companies can build long-term and stable relationships with their users. During the live broadcast, guide users to pay attention to and join the community, and carry out regular interactive activities, such as group buying, trial, etc., to enhance user stickiness and brand loyalty.

6) Data analysis and optimize the live broadcast strategy

Enterprises should make full use of the data analysis tools provided by TikTok short video platform to monitor the effect of live broadcast in real time, such as viewing time, interaction rate, conversion rate, etc. According to the data feedback, adjust the live broadcast strategy in time to continuously improve the quality and user experience.

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