

Studying the Live Broadcasting Promotion Mechanism of Social Application Based on the Brand Loyalty Theory

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Abstract

Purpose: Human society is entering the era of information economy, and social application has become a necessary part of people's life. Recently, the live broadcasting with goods has become a hot phenomenon and a fresh reach topic in China. Obviously, It is necessary and valuable to build a live promotion effect model, clarify the relationships among social application platform, anchor and fans, analysis the marketing mechanism of live broadcasting with goods, and support information industry development.

Design/methodology/approach: The study builds the conceptual model and makes a questionnaire according to the previous marketing theories. The researcher got 245 qualified questionnaires by the social media users and completed the data analyses with SPSS and Smart-PLS. The direct and indirect effects between the factors are examined via structural equation modeling.

Findings: The study completes a theoretical exploration on social application marketing. The data analyses shows that the live broadcasting promotion mechanism conceptual model is good fit, both anchor and social application affect fans behavior, word of mouth acts as an important mediator. Additionally, the study finds WeChat is the top social application brand and the amusement is the most popular function in China application market.

Originality/value: On theoretical value, this study systematically builds the live broadcasting promotion mechanism model and explores the research branch of the social application marketing. On managerial implication, this study firstly discusses the history and situation of the social application industry and gives the marketing suggestions for the social media industry according to the empirical research results.

Research limitations: This research focuses on Tik Tok users, and the future research needs to investigate more brands of multi video user, and make horizontal comparative analysis.

Keywords: Anchor Performance, Social Application Characteristic, Fans Behavior, Live Broadcasting Promotion Mechanism, Brand Loyalty Theory

1. Introduction

The social media industry is accelerating development since Blog produced in 1993 (Cao, 2011).The social application takes us in the information era and has a new style of Career and life.COVID-19 disrupts people's lives and nations economy. In order to combat the epidemic and reduce the exposure, the social media industry provides entertainment, communication, shopping and other services for home consumers, and promotes economic development.

In order to combat the epidemic and reduce the exposure, the health experts call on people to maintain social distance and stay at home. Online social media provides entertainment, communication, shopping and other services for home consumers, and develop a new life style. So that the information industry is a light in the dark economy situation.

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In the coming web 3.0 era, information economy takes more important effect in the world, all of governments eagerly catch the great business chance and support their own information industry. Especially, the social media industry is booming with the application of 5G technology. The Digital 2020 by Hootsuite indicates more than 49% population in the world are active social media users. TikTok which is a newer short video application becomes more popular for the users in China. Therefore, it is a valuable topic to study situation of the internet social media industry from Tik Tok user and draw out the developing suggestions.

The social application platforms completely change the communicating way of people, the consumer behavior, such as chatting, shopping and sharing (Sunghee and Jisu, 2020). The social application platform provides the opportunity to create or distribute their knowledge and information for the social media user, and produces online celebrity economy, online celebrity (Chengchen et al., 2020). With the digital communication developing, the users can co-create information online with others or the platform, enrich the brand-related user-generated content (Wearesocial, 2018). The content styles of social media are changing from text, pictures, short videos to live broadcast. It is that the continuous innovations of internet social media work out these fresh characteristics to attract millions of new users. Tik Tok with the new function of short video becomes a hot social application, therefore anchors catch the rare chance do live broadcasting with goods on the platform. This study explores the live broadcasting promotion mechanism of social application based on the brand loyalty, analysis these roles of anchor, social application and fans, and discuss their relationships.

RQ1: how does the anchor performance affect his fans behavior while live broadcasting with goods?

On the social application platform, the anchor (internet celebrity, influencer, famous man/woman) keeps the close relationship with his/her fans (followers), and develops other application users to become fans. The prior research results show the number of social media users arrives to more than 3.4 billion, and users spend over 2.5 h online daily, many of social media platforms actively support excellent product and services for the needs of the big market (Godey et al., 2016; Newberry, 2019). Therefore, the firms focus on the special interactivity information to improve the customer engagement and satisfaction, such as user comment, follower behavior (Chahal and Rani, 2017; Newberry, 2019; Seo and Park, 2018). The study thinks the anchor performance actively affects his/her fans behavior while live broadcasting with goods.

RQ2: how does the characteristic of social application affect the fans behavior while live broadcasting with goods?

The social application is a communicating software with many functions, for instance, communication, amusement, sharing, shopping and so on. With the information (digital, internet) economy coming, the social application takes more roles for our career and life. The internet celebrity has powerful effect in information society, especially on industry and marketing (Bennie and Cheryl, 2020). The prior research result demonstrates 92% of millennial users trust a social media platform as the celebrity speaks for the advertising or endorsement of the platform (Weinswig, 2016). The social media influencer has been a well-known character because he is considered as a relatable and accessible expert on consuming field, who is improving the marketing mode, the communicating style, the interact way with products and services (Chengchen et al., 2020). The study thinks the internet celebrity is changing the marketing thinking for the brand manager.

RQ3: how to improve the effects of live broadcasting promotion with goods?

The following section introduce the relevant literature review and the conceptual model based on brand loyalty theory and information economy theory. Based on the data analysis and using structural equation model, the empirical study illustrates the direct and indirect effect between the factors. The final parts discuss the theoretical and managerial implications and future research suggestions. The study attempts to build the live broadcasting promotion mechanism model, discuss the practice of social application industry, and find the strategies improving the promotion effect online.

2. Literature Review

The prior literature separately introduces the effects based on social media platform, internet celebrity, anchor, but they seldom study the promotion mechanism based on the three factors in information economy system.

The study aims to find their economy value and relationships via discussing the factors, for instance, social media characteristic, celebrity performance, interactivity, E-word-of-mouth, brand loyalty and so on.

2.1 Anchor performance

Internet anchor (Wanghong, Chinese name) means internet celebrity or influencer online in the internet social media field (Zhang, et al., 2021). A social media influencer or an online celebrity usually has great influence power on his thousands of followers or fans (Jin and Phua, 2014). The anchor can use a more grounded way to shorten the distance with consumers, answer the questions of consumers in the comment area in real time, and improve interactivity (Zhang, et al., 2021). So that the study assumes anchor performance actively affects fans behavior.

2.2 Social application characteristic

The social media platform is welcomed by the users because the webcast has the characteristics of visibility, interactivity, authenticity and entertainment (Maand Mei, 2018). The competitive advantages of social media platform base on their characteristics that fit the need of costumer and closely follow the market developing. According to comparing the characteristics of the successful social media, the organic combination of "content is king" and "interaction first" is the key for the Internet short video platform to obtain sustainable competitive advantage. (Wang and Jiang, 2021). Tiktok whose basic contents are internet short video and live broadcast exceeds the seniors Sina Blog and Wechat in China internet social media market. Tiktok is not only communicating tool, sharing platform, but also a new webcast with good characteristics, for example, visibility, interactivity, authenticity and entertainment (Zhang et al., 2021). Therefore, the study assumes social application characteristic actively affects fans behavior.

2.3 Interactivity

Interactivity means the communicating style between a celebrity and a follower on the internet social media platform, the celebrity introduces nice goods or give benefits to his followers, and the follower gives a gift or some good comments to his celebrity. Hu finds that the interaction between the anchor and the audience will positively affect the consumption intention of virtual gifts, for example, the anchor will read out the users' name of the gift in the live studio and thank it, so as to meet the needs of audience status seeking and face perception (Hu et al., 2017). Witkowski demonstrates a follower watches the live webcast by an influencer, and takes part in the show in real time, participate in the live content (Witkowski and Recktenwald, 2016). The participation online can meet the psychological needs of consumer, for example, social, entertainment, and then make him action, such as identify, pay attention, share and buy (Deuze, 2013). Based on brand loyalty theory and information economy theory, the study assumes the interactivity effect of live broadcasting exists between anchor, platform and fans.

2.4 Word-of-mouth

Word-of-Mouth (WOM) means any active or inactive comments that are made by present, potential, former users about a firm or product, and the message will affect many people and institutions online (Henning-Thurau et al., 2004). Online WOM is also defined as communicating between internet users, that happen while users discuss or interact on consumption relevant circumstance online (Stauss, 2000; Stauss, 1997). The social application platform and anchor want to attract more users by cooperation. The user enjoys the anchor performance and becomes his/her fans, appreciates the social application and become the brand loyalty consumer. The study assumes the phenomena of WOM is obvious.

2.5 Brand loyalty

Scholars believe that fans have strong brand loyalty behavior, which is embodied in word-of-mouth effect, brand commitment and repeat purchase (Jahn, 2012). There is no unified definition of the word fans (follower) in the academic circles, but the word has gradually evolved into the connotation of "extremely enthusiastic" and "loyal followers", and the extended value caused by the loyalty behavior of the fan group has evolved into the fan effect. Brand loyalty means consumer behaviour including trust, use, like and defense to a brand product, and consumer emotion attaching the brand, even refusing or defaming other brand product. Usually, the social media platform builds the brand loyalty system to increase the traffic and economy values.

The platform gives preference to the flow distribution of creators' high-quality content to further expand the public domain flow; private domain traffic is user traffic, which is generally generated through the guidance and transformation of public domain traffic, with higher stability and accessibility (Wang and Jiang, 2021). The study assumes the fans are the loyal consumer for the platform and the anchor, the live broadcasting promotion is effective and valuable.

3. Hypotheses Development

3.1 The effect of anchor performance on fans behavior

Jin and Phuasaid, an anchor usually has great influence power on his/her thousands of fans (2014). The addition of entertainment links can attract and retain potential consumers, attract consumers to participate in the anchor interaction in the entertainment links, establish emotional connection with the anchor, form emotional resonance, and have a willingness to buy the goods recommended by the anchor (Zhang, et al., 2021). The traditional celebrity becomes a popular online anchor via providing attractive and valuable information to social media users at any time (Stever and Lawson, 2013). The fans have good behaviors including word-of-mouth, brand commitment and repeat purchase (Jahn, 2012).

H1: Anchor Performance has a positive effect on Interactivity with fans

H2: Anchor Performance has a positive effect on Word-of-Mouth

H3: Anchor Performance has a positive effect on Brand Loyalty

3.2 The effect of social application characteristic on fans behavior

The platform encourages content creators to create popular hot content, accurately provide content consumers with high-quality content they are interested in, promote content dissemination and increase the number of content consumers, so as to stimulate more content creators to settle in, then use the scale or volume advantages of the platform to capture value (Lieberman et al., 2018). Social oriented content enhances user connection and user stickiness, private domain traffic highlights the importance of user network as a platform strategic resource, and decentralized operation improves the user centrality in the platform interactive network and more diversified user roles, which greatly improves the ability of value creation (Rong et al., 2019). The interface characteristic of social media has an active effect on the feeling of user, such as good feature of shopping online increase the purchase interesting of consumer (Zhang et al., 2021). Wang pointed out the private domain traffic is user traffic, which is higher stability and accessibility (Wang and Jiang, 2021). The private domain traffic is close to the brand loyalty.

H4: Social Application Characteristic has a positive effect on Interactivity

H5: Social Application Characteristic has a positive effect on Word-of-Mouth

H6: Social Application Characteristic has a positive effect on Brand Loyalty

3.3 The effect of word-of-mouth on interactivity and brand loyalty

The previous research indicates the positive WOM benefits to improve the advantages of a product or service, and encourage users to accept the product or service; but the negative WOM strengthens the short comings of a product or serve, to weaken the interesting of the product or service (Duan et al., 2008; Dellarocas et al., 2007). Word of mouth has active effects to the consciousness, attitude, evaluation, intention and expectation for recipients, and effectively affects the consuming decision in the pre-experience stage (Erkan, Evans, 2016; Chan et al., 2017).

Compared with the traditional offline word-of-mouth, online word-of-mouth has the characteristics of long preservation time, wide audience, fast communication speed and great influence, which has a great impact on consumption decision-making and enterprise management (Steinhoff et al., 2019). Scholar emphasizes that word-of-mouth variable helps to explain the characteristics of fans, because "loyal" fans are more willing to spread the brands which they pay attention to (Wallace, 2014)

H7: Word-of-Mouth has a positive effect on Interactivity

H8: Word-of-Mouth has a positive effect on Brand Loyalty

3.4 The mediating effect of word-of-mouth

In the "e-commerce + live broadcast" mode, the anchor attracts and retains consumers by means of real-time interaction, low price sales, limited rush purchase, real commodity display, etc., so as to complete the transformation from traffic to cash (Heo, 2018). Compared with traditional online shopping, live delivery is more immersive, because sellers intuitively present the goods to the audience, make corresponding introductions, conduct on-site trials and share their experience, so that consumers can directly understand the advantages and disadvantages of the goods and create a face-to-face shopping atmosphere (Zhang, 2021). The real-time interactivity of the live broadcast helps the anchor understand the needs of the audience in time, make it timely adjust the live broadcast content according to the needs of the audience, and improve the sense of participation of consumers (Zhang, et al., 2021). As a loyal user, a follower has interactivity with the celebrity on the internet social media platform, and gives a good word-of-mouth for the platform (Wang and Jiang, 2021).

H9: Word-of-Mouth has a mediating effect between Anchor Performance and Interactivity

H10: Word-of-Mouth has a mediating effect between Anchor Performance and Brand Loyalty

H11: Word-of-Mouth has a mediating effect between Social Application Characteristic and Interactivity

H12: Word-of-Mouth has a mediating effect between Social Application Characteristic and Brand Loyalty

Based on the information economy and marketing theories, the study proposes the conceptual model to discuss the roles of variables, for example, anchor performance, social media feature and fans behavior, for instance, interactivity, word of mouth, brand loyalty, and analyze the relationships between these factors. The study builds the Live Broadcasting Promotion Effect Conceptual Model as shown in figure 1.

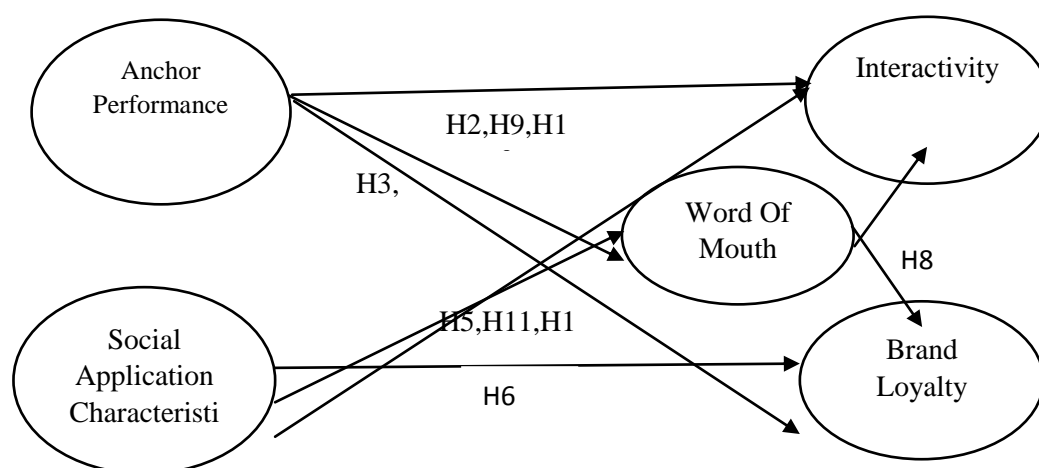


Figure 1 Live Broadcasting Promotion Mechanism Conceptual Model

4. Methodology

This study used a questionnaire survey to investigate the users of Tiktok. The questionnaire was distributed through social media, and the respondents completed the questionnaire online. In the questionnaire design stage, by searching the relevant literature, taking the questionnaire designed by well-known scholars at home and abroad as the benchmark and adjusting according to the research theme, so as to make the topic consistent with the situation and easy to understand. The questionnaire includes 4 questions about the respondents' basic personal information and 20 structural questions, which can be easily completed by the respondents within 3 minutes online. This improves the efficiency of questionnaire survey and the quality of questionnaire recovery.

In September 2021, the questionnaire star was used to distribute the electronic questionnaire on social platforms such as microblog, QQ and Wechat group. The survey objects came from a wide range of sources and were not limited by region, so as to reduce the possibility of common method deviation and improve the accuracy of the questionnaire.

The researcher sent 400 investigating invitations distributed by social application and got 360 questionnaires, with a recovery rate of 90%. Excluding illogical and invalid questionnaires, there were 320 valid questionnaires, with an effective rate of 80%. In terms of gender, women are slightly higher than men, and women are more likely to be attracted by video content. In terms of age composition, people under the age of 30 are the main body. They are more likely to accept new things and pursue personality, and are vulnerable to the influence of online red opinion leaders. In terms of live content, food is the most popular. The main reason for using short video applications is entertainment.

The research on online anchor field has some results, so the study finds the measurable items of variable according to the prior study. Social application characteristic has two dimensions include information quality and system quality (Huang et al., 2021). Information quality is measured by four items (Hsu, 2012) and system quality has four items also (Islam and Rahman, 2017). Therefore, the study comprehensive these items to the measure social application characteristic. Interactivity is defined as a clear behavior characteristic between an influencer and a follower, and impacts on shaping brand (Sunghee and Jisu, 2020). The performance of online anchor includes the public influence online, the value creation and the benefit converting (Chengchen et al., 2021). Anchor performance is measured by three items such as attractive, seasoned, trustworthy (Kim et al., 2018). Interactivity between anchor and follower is affected by the anchor personal charisma for example, attractive, seasoned, trustworthy (Flanagin and Metzger, 2001). Similarly, Word-Of-Mouth (WOM) used to be measured by three items that from the prior study (Kang, J. and Hustvedt, G., 2014). Oliver definite brand loyalty as the behavior that consumers continually intend to buy a specific brand (1997). Based on the classical research, the follower brand loyalty measures by three items (Yoo et al., 2000; Pappu et al., 2005; Su and Tong, 2015; Sunghee and Jisu, 2020)

5 Data Analyses

5.1 Demographic Profile of Respondents

According to the previous measurement item, a questionnaire was made out. The questionnaire has 25 simple questions, participants can easily finish it online in 5 minutes. From 1 to 10 November 2021, 400 interviewees including 200 male and 200 female were invited to finish the questionnaire online. Finally, 381 raw questionnaires were received. Delete some unqualified questionnaires, 245 effective questionnaires were obtained. The demographic profile of respondents is shown as Table 1 Demographic Characteristics of Subjects. On gender, more questionnaires of male were cancelled because of the quality, so that female and male respondents separately are 59.2% and 40.8%. On age, 53.1% respondents are youth, 32.2% are teenagers, 14.6% are middle aged and elderly people. Apparently, more young respondents were invited. On brand of social application (multi-choice), 89.8%, 69.4%, 46.5% respondents separately like WeChat, Tik Tok, Bilibili and Kuaishou. Certainly, Wechat is the most popular brand, and Tik Tok has good achievement as a new application also. On function of social application, 65.7%, 60.0%, 47.8%, 24.9%, 16.7% respondents separately like amusement, communication, make friend, shopping, share. Surely, amusement and communication are the basic functions.

Table 1 Demographic Characteristics of Subjects

Variable		Frequency	Percentage(%)
Gender	Female	145	59.2
	Male	100	40.8
Age(years old)	20 below	79	32.2
	21-30	130	53.1
	31-40	21	8.5
	40 up	15	6.1
Which social application do you like (multi-choice)?	WeChat	220	89.8
	TikTok	170	69.4
	Bilibili	114	46.5
	Kuaishou	20	8.2
	Other	40	16.3
Which function of social application is important (multi-choice)?	Amusement	161	65.7
	Communication	148	60.0
	Make Friend	117	47.8
	Shopping	61	24.9
	Share	41	16.7
Total respondents		245	100%

5.2 Measurement

The researcher completed the data analyses with SPSS and Smart-PLS. The level of a standardized outer loading indicator must be higher than 0.708 (Hair et al., 2014). The results are shown as table 2 measurement items. It is clear that all of outer loading values are more than 0.708, these items effectively describe their variable. Based on the previous measurement items, the study successfully made out a good questionnaire and completely measured the factors of the conceptual model.

Table 2 Measurement Items

Variable	Item	Loadings
Anchor Performance (Kim et al., 2018)	AP1: The anchor of promoting goods online is attractive	0.894
	AP2: The anchor of promoting goods online is seasoned	0.811
	AP3: The anchor of promoting goods online is trustworthy	0.797
Social Application Characteristic (Hsu,2012; Islam and Rahman, 2017)	SAC1: Social application provides the shopping information I need	0.827
	SAC2: Social application provides timely shopping information	0.708
	SAC3: Social application provides accurate shopping information	0.733
	SAC4: Social application provides complete shopping information	0.841
	SAC5: Social application shopping is shortcut	0.751
	SAC6: Social application information navigation is convenient	0.778
	SAC7: Social application runs stably	0.814
	SAC8: The design of social application is suitable for live delivery	0.951
Interactivity (Flanagin and Metzger, 2001)	INT1: I can interact with the influencer in the live broadcast to enhance my understanding of the goods	0.865
	INT2: I can interact with the anchor in the live broadcast to deepen my understanding of the goods	0.866
	INT3: I can interact with other fans in the live broadcast to learn more about the feedback of products	0.852
Word Of Mouth (Kang, J. and Hustvedt, G., 2014)	WOM1: I think Tiktok has a good reputation	0.888
	WOM2: I will actively promote Tiktok on other social platforms	0.817
	WOM3: If my relatives and friends want to use a social application, I suggest that he use Tiktok	0.905
Brand Loyalty (Sunghee and Jisu, 2020)	BL1: I will continue to focus on the development of Tiktok	0.898
	BL2: If Tiktok service is satisfied, I continually use Tiktok	0.828
	BL3: I would be happy to maintain Tiktok brand image	0.935

5.3 Validity and Reliability of Construct

The observed value of the variable is equal to the average value of the measured items of the variable, the mean of the variable is equal to the average of all the observations of the variable. Table 3 shows that all of mean value of variables are good, except for SAC (mean, 3.404). Table 3 illustrates all of variable Cronbach's Alpha values are more than 0.8, at good level (Clark & Creswell, 2015). Additionally, the composite reliability values and Average Variance Extracted in table 3 separately are more than 0.7 (William et al., 2001) and 0.5 (Clark & Creswell, 2015). Therefore, both Validity and Reliability of Construct are at good level and support the structural equation modeling analysis.

Table 3 Mean, Validity and Reliability

Construct	Mean	Standard Deviation	Cronbach's α	Composite Reliability	Average Variance Extracted
Anchor Performance(AP)	4.294	1.388	0.871	0.873	0.696
Brand Loyalty(BL)	4.303	1.669	0.917	0.918	0.789
Interactivity(INT)	4.205	1.480	0.896	0.896	0.741
Social Application Characteristic(SAC)	3.404	1.266	0.939	0.935	0.646
Word of Mouth(WOM)	4.833	1.541	0.904	0.904	0.758

5.4 Relationships among study variables

The direct and mediating effects between the factors are examined via structural equation modeling. The relationships among study variables are shown as table 4 results of hypothesis testing. The road coefficient and T value separately are more than 0.05 (Gregory, Kevin, 2007) and 1.96, while P value is less than 0.05 (Clark & Creswell, 2015), the hypothesis testing is considered as a significant level. Table 4 indicates that H1, H2, H5, H6, H7, H8, H9, H10, H12 are supported, but H3, H4, H11 are unsupported and need more investigations to examine these hypotheses. Anchor Performance has positive effects on Interactivity and Word-of-Mouth. Social Application Characteristic has positive effects on Word-of-Mouth and Brand Loyalty. Word-of-Mouth has positive effects on Interactivity and Brand Loyalty. Word-of-Mouth has mediating effects between Anchor Performance and Interactivity, between Anchor Performance and Brand Loyalty. Word-of-Mouth has a mediating effect between Social Application Characteristic and Brand Loyalty. Word of Mouth is a key mediator in Live Broadcasting Promotion Effect Model. Smart-PLS is constantly optimized and has provided model fit examining function. According to the result by Smart-PLS calculation, the SRMR value is 0.075, less than 0.08 (good fit level), that indicates a good fit.

Table 4 Results of Hypothesis Testing

Hypothesis	Coefficient	Standard Deviation	T Statistics	P Values	Results
H1: AP→INT	0.685	0.065	8.333	0.000	Supported
H2: AP→WOM	0.664	0.059	9.504	0.000	Supported
H3: AP→BL	-0.162	0.051	0.523	0.601	Unsupported
H4: SAC→INT	0.008	0.054	1.328	0.185	Unsupported
H5: SAC→WOM	0.122	0.058	3.116	0.002	Supported
H6: SAC→BL	0.127	0.050	2.628	0.009	Supported
H7: WOM→INT	0.248	0.059	4.933	0.000	Supported
H8: WOM→BL	0.944	0.052	14.737	0.000	Supported
H9: AP→WOM→INT	0.165	0.037	4.389	0.002	Supported
H10: AP→WOM→BL	0.627	0.053	8.003	0.000	Supported
H11: SAC→WOM→INT	0.030	0.0021	2.558	0.011	Unsupported
H12: SAC→WOM→BL	0.115	0.045	3.046	0.002	Supported

Notes: AP =Anchor Performance, BL =Brand Loyalty, INT=Interactivity, SAC =Social Application Characteristic, WOM=Word of Mouth

6. Implications

6.1 Theoretical Implications

This study systematically analyzes the relationships of anchor, social media and fans, builds the live promotion effect model, enriches the digital economy and marketing study. The Live Promotion Effect Model is good fit. Anchor performance directly affects fans behavior, for instance, interactivity, word of mouth, while social application characteristic affects fans behavior on word of mouth and brand loyalty. Firstly, anchor nice performance produces active interactivity and good word of mouth. Secondly, nice social media characteristic leads to good word of mouth and brand loyalty. Third, word of mouth strongly affects interactivity and brand loyalty. Finally, word of mouth acts as an important mediator in the Live Promotion Effect Model. The study suggests social media platform invite excellent anchors attend their team, anchor improve himself to show nice performance to attractive more fans. In a word, the effect of live broadcasting promotion based on the interacting mechanism among anchor performance, social application characteristic, fans behavior.

6.3 Managerial Implications

Human society is entering the era of information economy, and social application has become a necessary part of people's life. While fighting against COVID-19, the social media industry has done great contributions to improve our life and promote economic development. Based on the history and situation of the social media industry, the government should create better environment to promote the social application development.

According to the empirical research results, the social application is developing rapidly and constantly updating. Tik Tok develops the function of live broadcasting with goods, creates new models of information economy and marketing integration. According to the descriptive analysis, WeChat which is considered second-generation social communication software in China is the most popular brand of social application, while generation 3 social application Tik Tok is developing with the characteristics of short videos, and is jumping to the second pop brands in a few years. China's social software industry has entered a state of benign competition and development. Only by continuous technological innovation, it can win in the future market.

On function of social application, the amusement is the most popular function, while the shopping is secondary. The fans of live broadcasting actually enjoy the amusement when they join the live promotion online. The anchor and the social application platform should take actions to meet the expectations of fans.

The social application platform innovates to fresh functions to attract the potential customers, more relations net to keep the present customers. The interesting live broadcast change customer to be fans. The happy interactivity strengthens the close relationship between anchor and fans. Finally, the social application should invite famous anchors to attend the team and strengthen the skill training of anchor, enriches the content of live broadcasting with goods. The anchor strengthens the participant of fans to improve the effect of live promotion online. In a word, the effective interaction between platform, anchor and fans can improve the marketing effect of online live broadcasting, and the prospect of online live promotion is bright.

6.4 Limitations and Future Research

The study focuses on the social application, especially on Tik Tok. So that the research objective is limited. Live broadcasting with goods has become popular in China, and more platforms have joined them, such as Taobao, CCTV, etc.. Taobao is a traditional e-commerce platform. It displays goods in the form of pictures and words. Now it creatively uses the way of e-commerce live broadcasting for marketing. As an official media, CCTV shoulders the social responsibility of news communication and plays a role in promoting the economic development of poor areas through cooperation with the anchors. Different platforms have different basic functions and resources, so the effect of live broadcasting with goods is also different. The future research needs to compare the mechanism of live broadcasting marketing of different platforms. This study adopts the research method of structural equation, and the future research can use the case analysis method to compare the live broadcast marketing effects of different platforms. The research on live broadcast marketing is in its infancy, so more research is needed to build a complete theoretical system of live broadcast marketing.

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