

Implementation of Live E-Commerce Mode as a Marketing Strategy by Selected Enterprises in Perfect Diary

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ABSTRACT

This study aims to assess the extent to which company management, employees and consumers implement the Perfect Diary live streaming e-commerce model as a marketing strategy. The study further assesses the impact of the live streaming e-commerce model as a marketing strategy on Perfect Diary's performance, as well as the challenges encountered by Perfect Diary in adopting the live streaming e-commerce model as a marketing strategy. This investigation utilized the mixed research method. The participants in this study are managers, employees and customers of Perfect Diary Company. There will be 60 managers and employees involved and 200 customers. To gather the data needed, the researchers used a self-made questionnaire. This study mainly uses the following data analysis tools: frequency and percentage counts, weighted mean, ANOVA, thematic analysis. There are significant relationships between the extent of implementation of E-commerce live streaming and the level of performance. This means that the greater extent of the implementation of E-commerce live broadcast situation, the higher performance level. The identified problems of challenges are hoped to be addressed by the action plan being proposed.

KEYWORDS

Live e-commerce mode; Marketing strategy; Perfect diary; Implementation

1 Introduction

In recent years, the gradual development and improvement of 5G communication technology and financial payment technology, as well as the growth in the number of mobile devices and the popularity of personal media, have led to the transformation of one-sided traditional media such as television, radio, newspapers, etc. into real-time communication and two-way communication (Li Ziran ,2023). New media, and even some offline markets are directly transferred to online e-commerce platforms. In 2020, due to the ongoing unexpected global epidemic, people restricted going out, took classes online, and worked from home (Liu Ying , 2023). Such changes have made consumers prefer non-face-to-face consumption, and have also brought great changes to the circulation market. As personal consumption activities shift from offline to online, e-commerce live broadcasts are rapidly rising (Dong Xuanhao ,2023).

According to the United Nations Economic Commission for Europe, online sales in the global e-commerce market increased from 16% in 2019 to 19% in 2020. The total GMV of the top 13 B2C e-commerce companies increased from 17.9% in 2019 to 20.5% in 2020 (Shen Puyuan , 2023). The e-commerce market is growing and changing rapidly, the product categories are becoming more abundant, and the online shopping environment is constantly changing (Haoran , 2023).

Due to the advantage of being able to shop and sell anytime and anywhere without being restricted by time and place, e-commerce live streaming has always been popular and has shown a very rapid growth momentum with China as the center (Zhang Xiaoliang ,2023).

Before the formation and development of Internet technology, corporate marketing was mainly achieved with the help of traditional media such as television, radio and newspaper advertisements (Gu Xuemei,2023). Compared with new media, the information dissemination method of traditional media is one-way and the amount of information is limited (Xie Xuelian , 2023). The new media formed based on the development of network platforms mainly include portal websites, search engines, mobile TV, online magazines, etc (Qiu Bingwen ,2021).

The purpose of this study is to assess the implementation of live E-commerce mode as a marketing strategy by selected enterprises in Perfect Diary. At the same time, this research can also enrich the research in related fields, and provide reference for cosmetics companies and direct selling companies to conduct live marketing.

2 Conceptual Framework

This study emerged from the conglomeration of the following theories, concepts, and frameworks:

The SICAS model believes that consumers will pass Sense-Interest and Interactive-Connect and Communicate-Action-Share to realize their purchase behavior. The SICAS model is a consumer behavior model based on social communication through network media. In this model, consumer behavior is no longer one-way but the result of multi-dimensional interaction. It pays more attention to communication between enterprises and consumers and non-corporate marketing tools.

Under the guidance of the SICAS model, consumers' views and opinions on the application of the live broadcast marketing model of the Perfect Diary brand were collected, and the research data was statistically analyzed to determine the main problems existing in the existing live broadcast marketing model of the Perfect Diary brand, so as to do a good job for the Perfect Diary brand. The corresponding improvement strategy provides more real data support and puts forward the corresponding improvement strategy according to the specific problem performance of the enterprise.

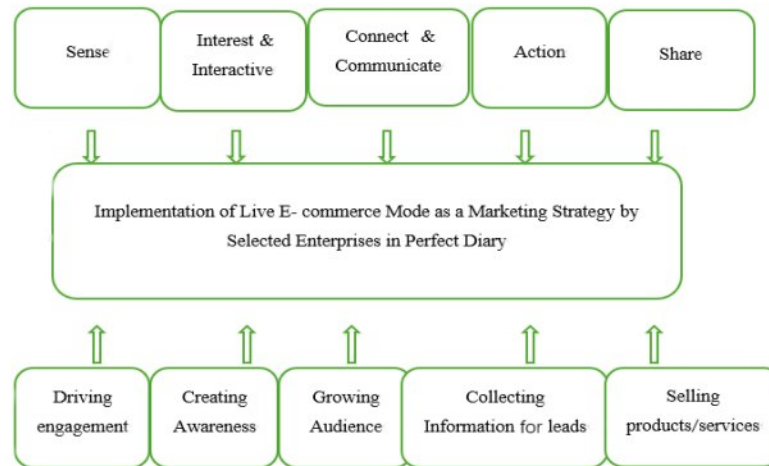


Fig.1 Framework for the paper adopted from "Research on Mengniu Dairy Live Broadcast Marketing Strategy Based on SICAS Model" by Zhang Chunyun (2023)

3 Methodology

3.1 Research Design

This investigation utilized the mixed research method. The quantitative method will mainly be used to gather the relevant data On the profile of the participants, extent of implementation of live E-commerce as a marketing strategy and the extent to which live E-commerce mode affect the performance of Perfect Diary. The qualitative part is taken from the responses of the participants along the problems, issues and challenges they encountered. A descriptive research design was used in this study. Quantitative research was used to collect and analyze the profile of the participants, the extent of the implementation of teaching scuba diving through virtual reality technology, teachers' level of competence in teaching scuba diving, and level of skills and performance of the participants in scuba diving through virtual reality technology.

3.2 Data Analysis

This study mainly uses the following data analysis tools for statistics, processing and analysis of the obtained data: Frequency and percentage counts. This is used to describe the profile of the participants.

Weighted mean. This is used to determine the extent to which the strategies are being implemented/ extent of effect of the factors to the performance of Perfect Diary.

To interpret the means, the following scale is used:

Table 1 Scale for Interpreting the Means

Mean Range	Qualitative Description
3.25~4.00	Very great extent/Very high
2.50~3.24	Great extent/High
1.75~2.49	Moderate extent/ Moderate
1.00~1.74	Low extent/ Low

4 Results and Discussion

4.1 Basic Information of the Participants

4.1.1 Managers/Employees

Most of the manager/employee-participants belong to the age bracket 30-39 years old. Majority of the manager/

employee-participants are male. Majority of the manager/employee-participants have attained Junior college. Majority of the participants are employees.

4.1.2 Customers' Profile

Majority of the customer-participants belong to age bracket under 30 years old. Majority of the customer-participants are female. Majority of the customer-participants have attained Junior college. Most of the customers' monthly online shopping budget is 1501-3000 yuan.

4.2 Extent of Implementation of Live E-Commerce Mode as a Marketing Strategy

4.2.1 Sense

Participants assessed the extent of implementation of live E-commerce mode as a marketing strategy along Sense as great extent. This implies that managers/employees and customers assess the implementation of live E-commerce mode as a good marketing strategy along the sense. This result is in line with the research findings of Wang Baoyi(2021), Customer sense is greatly affected by the anchor and live broadcast scene design.

4.2.2 Interest & Interactive

Participants assessed the extent of implementation of live e-commerce mode as a marketing strategy along interest & interactive as great extent. This implies that both the managers/employees and customers assess the implementation of live E-commerce mode as good in generating Interest & Interactive experiences. This result is consistent with the research findings of Zhao Baoguo(2021), E-commerce live broadcast has greatly promoted customer participation, made customers interested in products, and the interactivity is better than traditional marketing methods.

4.2.3 Connect & Communicate

Participants assessed the extent of implementation of live e-commerce mode as a marketing strategy along connect & communicate as great extent. This implies that managers/employees and customers assess the implementation of live E-commerce mode as good in connecting and communicating with customers. This result is consistent with the study of Han Xiaoyi(2020), who believe that if is correct to think that the intention to Connect & Communicate with customers help the flow of the business and customers will be more willing to continue watching E-commerce live broadcast.

4.2.4 Action

Participants assessed the extent of implementation of live e-commerce mode as a marketing strategy along action as great extent. This implies that both managers/employees and customers assess the implementation of live E-commerce mode as a working strategy along action to be good. This result is consistent with the study of He Yuan(2022), who believes that the ultimate purpose of brands/enterprises carrying out live broadcasts is to achieve conversion, that is, to guide consumers to do complete action.

4.2.5 Share

Participants assessed the extent of implementation of live e-commerce mode as a marketing strategy along share as great extent. This implies that both managers/employees of customers assess the implementation of live E-commerce mode as a working strategy good along sharing. This research is consistent with the research of Hou Chao(2023), who believes that encouraging or sharing in e-commerce live broadcasts is very effective and records one's own thoughts and experiences in the process of using products.

4.3 Test for Significant Difference in the Assessment of the Participants on the Extent to Which Live E-commerce Mode as a Marketing Strategy is Implemented by Perfect Diary When Grouped According to Profile Variables

4.3.1 Age

When grouped by age, there are no significant differences in the participants' assessments of the extent to which Perfect Diary implements the live streaming E-commerce model as a marketing strategy. This implies that gender is not a determining factor and does not affect the extent to which live E-commerce mode as a marketing strategy is

implemented by Perfect Diary. This result is consistent with the research findings of Jia Yi(2022), who pointed out that consumers and employees of different ages believe that live streaming e-commerce plays a good role in marketing strategies.

4.3.2 Gender

There are no significant differences in the participants' assessment on the extent to which Perfect Diary implements live streaming E-commerce model as a marketing strategy in terms of Sense and Connect & Communicate when grouped by gender. This implies that there are no significant differences in participants' assessment on the extent of Sense and Connect & Communicate when grouped by gender. This result is consistent with the research results of Lian Jie(2021), which pointed out that people of different gender have the same feelings when watching live broadcasts and this is applied to whatever product is being advertised.

There are significant differences in how participants assessed the extent of interest & interactive, action and share when grouped according to gender. This implies that gender level plays a decisive factor in the performance of these factors in E-commerce live streaming. This result is consistent with the research results of Li Zhuofei(2022), who pointed out that gender plays a larger role in interest, sharing and purchase in e-commerce live broadcasts. There are not as many men overall as there are women, but their buying and sharing behavior tends to be higher when watching live broadcasts.

4.3.3 Highest Educational Attainment

There is no significant difference in the participants' assessment of the extent of Sense, Interest & Interactive, Connect & Communicate and Action when grouped by highest educational attainment. This implies that there is no significant difference in participants' assessment on the extent to which Sense, Interest & Interactive, Connect & Communicate and Action when grouped according to highest educational attainment. This result is consistent with the research results of (Lin Yijun, 2021), who pointed out that highest educational attainment play a small role in E-commerce live broadcast shopping.

There are significant differences in the participants' assessment of the extent to which they share when grouped by highest educational attainment. This implies that there are significant differences in participants' assessment on the extent to which they share when grouped by highest educational attainment. This result is consistent with the research results of Liu Jia(2021), highest educational attainment plays a key role in e-commerce live broadcast sharing activities, and the higher the academic level, the more willing to share.

4.3.4 Position

There is no significant difference in the participants' assessment of the extent of sense connect & communicate and share when grouped by position. This implies that position is not the decisive factor, and does not affect the extent to which participants implement sense connect & communicate and share in live E-commerce mode as marketing strategy. This result is consistent with the research results of Liu Lingrong(2021), who pointed out that position plays a very minor role in feelings and sharing in E-commerce live shopping, and the feelings and sharing obtained by different positions when watching live broadcasts are consistent.

When grouped by position, there are significant differences in how participants rated their interests & interactions and actions. This implies that managers are relatively more actively involved in the live broadcast process, followed by employees and finally customers. This result is consistent with the research results of Liu Shanshan(2022), who pointed out that position plays a key role in interest and interaction and action activities in e-commerce live broadcasts.

4.3.5 Monthly Online Shopping Budget

There is no significant difference in the participants' assessment of the degree of sense, interest & interactive, connect & communicate and action when grouped by Monthly Online Shopping Budget. This implies that Monthly Online Shopping Budget is not the decisive factor, in the participants' implementation of sense, interest & interactive, connect & communicate and action. This result is consistent with the research results of Mandal(2021), which pointed out that monthly online shopping budget has no effect on the Sense, Interest & Interactive, Connect & Communicate and Action in e-commerce live shopping. There are significant differences in what participants share when grouped by Monthly Online Shopping Budget. This implies that there are significant differences in what participants share when grouped by Monthly Online Shopping Budget. This result is consistent with the research results of Meng Lu(2020). Monthly Online Shopping Budget plays a key role in E-commerce live broadcast sharing. Consumers in this group gain more fun and benefits from online shopping, and gain greater benefits from sharing the products to family members and friends.

4.4 The Extent to which Live E-commerce Mode as a Marketing Strategy Affect the Performance of Perfect Diary

4.4.1 Driving Engagement

This result is consistent with the research findings of Yang Jingjing(2022), who pointed out that live streaming E-commerce has played a large role in Driving Engagement. Participants assessed the extent of live e-commerce mode as a marketing strategy affecting the performance of Perfect Diary along driving engagement as great extent. This result is consistent with the research findings of Yang Jingjing(2022), who pointed out that live streaming E-commerce has played a large role in Driving Engagement.

4.4.2 Creating Awareness

The category mean for the extent to which Live E-commerce Mode as a marketing strategy affects the performance of Perfect Diary along creating awareness is 3.43, indicating a Great Extent overall. Participants assessed the extent of live e-commerce mode as a marketing strategy affecting the performance of Perfect Diary along creating awareness as great extent. This finding is consistent with the research results of Kang Xin(2021), who pointed out that live broadcast E-commerce creates awareness, which can improve the company's brand awareness and allow consumers to recognize the brand.

4.4.3 Growing Audience

The category mean for the extent to which Live E-commerce Mode as a marketing strategy affects the performance of Perfect Diary along growing the audience is 3.41, indicating a Great Extent overall. Participants assessed the extent of live e-commerce mode as a marketing strategy affecting the performance of Perfect Diary along growing audience as great extent. This result is consistent with the research findings of Li Mechan(2022). Li Mechan pointed out that live broadcast E-commerce has made a greater contribution to growing audience.

4.4.4 Information for Leads

The category mean for the extent to which Live E-commerce Mode as a marketing strategy affects the performance of Perfect Diary along information for leads is 3.42, indicating a Great Extent overall. Participants assessed the extent of live e-commerce mode as a marketing strategy affecting the performance of Perfect Diary along information for leads as great extent. This result is consistent with the research results of Li Yan(2023), who pointed out that in the process of live broadcast E-commerce, information for leads can be obtained through a lot of data, which helps convert potential consumers into final customers.

4.4.5 Selling Products/Services

The category mean for the extent to which Live E-commerce Mode as a marketing strategy affects the performance of Perfect Diary along creating awareness is 3.09, indicating a Great Extent overall. Participants assessed the extent of live e-commerce mode as a marketing strategy affecting the performance of Perfect Diary along Selling products/services as great extent. This result is consistent with the study results of Li Zhuofei(2022), who pointed out that live streaming E-commerce increases sales revenue.

4.5 Test for Significant Difference in the Assessment of the Participants on How Live E-commerce Mode Affect the Performance of Perfect Diary When Grouped According to Profile Variables

4.5.1 Age

The data shows that the calculated F values are 0.523, 1.220, 0.076, 0.188, and 1.092, and their corresponding probabilities are 0.668, 0.311, 0.973, 0.904, and 0.360, all of which are greater than the 0.05 significance level. Therefore, the null hypothesis is accepted. There are no significant differences among participants regarding the effect of the live streaming e-commerce model on Perfect Diary performance by age group.

This result is consistent with the study findings of Mengfan Zhai(2023), which pointed out that age does not play a decisive role in the effect of the live broadcast E-commerce model on the company's performance.

4.5.2 Gender

The data illustrates that the computed T-values of -1.350, -.428, -.473, 1.626, -.723 and their corresponding probabilities

of 0.182, 0.670, 0.638, 0.109, 0.473, which is greater than the 0.05 level of significance. Therefore, the null hypothesis is accepted.

According to gender grouping, there are no significant differences among participants on the effect of the live streaming e-commerce model on Perfect Diary performance.

This finding is consistent with the research results of Miao Yu(2020), which pointed out that gender does not play a decisive role in the effect of the live broadcast E-commerce model on the performance of any organization.

4.5.3 Highest Educational Attainment

The data illustrates that the computed F-values of 1.120, 0.979, 0.483, 2.196, 3.690 and their corresponding probabilities of 0.349, 0.409, 0.695, 0.099, 0.017, are all greater than the 0.05 level of significance. This leads to the acceptance of the null hypotheses. There are no significant differences in the effect of the live streaming e-commerce model on the performance of Perfect Diary among participants grouped by academic level.

This result is consistent with the findings results of Ning Hailin(2019), which pointed out that academic qualifications do not play a decisive role in the impact of the live broadcast E-commerce model on the performance.

4.5.4 Position

The figures disclose that the computed F-values of 0.634, -1.076, 0.102, 0.049, 0.041, and their corresponding probabilities of 0.528, 0.286, 0.919, 0.961, 0.968 are all greater than the 0.05 level of significance. This leads to the acceptance of the null hypotheses. There are no significant differences in the effect of the live streaming e-commerce model on Perfect Diary's performance grouped by position.

This finding is consistent with the research results of Pan Jianlin(2020), which pointed out that position is not a major consideration in the impact of the live broadcast E-commerce model on the performance of a company.

5 Conclusion

There are significant relationships between the extent of implementation of E-commerce live streaming and the level of performance. This means that the greater extent of the implementation of E-commerce live broadcast situation, the higher performance level. Managers, employees and customers speak highly of the implementation of the live streaming e-commerce model as a marketing strategy of Perfect Diary. Managers and employees also believe that the live broadcast E-commerce model as a marketing strategy has a huge effect on Perfect Diary's performance. The identified problems of challenges are hoped to be addressed by the action plan being proposed.

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