

Analysis of Taobao Broadcasting Room Situation - Take Li Jiaqi as an Example

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Abstract. With the popularization of Internet technology, many people choose the way of "we media" or e-commerce to work, such as live streaming of goods. The research topic of this group is the big trend of Taobao living with goods. This group focused on learning and searching for information about the top anchor Mr. Li Jiaqi and his studio. The group assigned different team members to relevant tasks, such as the establishment of the broadcast room, the operation of the broadcast room, the data of the broadcast room, and finally, the corresponding analysis and comparison of the data found. Through the research data, the study suggests that many excellent anchors make use of this trend to create industry influence and performance different from their peers. The sales field involves a wide range, and will never be limited by the form. Li Jiaqi and his team can have better results with innovation and cooperation. E-commerce is proof of the development of an era. It brings a lot of convenience to people and increases industrial competition, so it also causes a huge disparity in industry performance between big anchors and little-known anchors, which may also be a problem for many young people engaged in this industry to think about.

Keywords: Taobao; Li Jiaqi; broadcasting room.

1. Introduction

With the progress of the times, internet technology is developing rapidly. As a result, mainstream communication media has shifted from traditional print media to electronic media [1]. The appearance of the internet breaks the limits of time and space, making people from different cultures or countries can share news and information [1]. Since the smartphone was more and more popular, the internet has become an inseparable part of people's life. People use the internet to share almost everything on social media. Nowadays, more and more social media appear in the internet market. Among them, Xiaohongshu, Tiktok, and Kuaishou are especially popular. Because there are a number of users of them, social media become a good platform where there are lots of potential customers to sell products. Therefore, with the development of e-commerce commerce, many producers choose to trade by live broadcasting online.

These days, the broadcasting-room sale has become a trend in China since 2020. There are so many people who choose to become professional broadcasting salespersons. They all have their own styles. However, most of them fail to achieve success. Among these people, Li Jiaqi is the representative who becomes well-known in this field. And he has created more than one sales miracle by now.

In other papers and references, there has been much discussion about the example of Li Jiaqi's live-streaming team. And the main topic of this report is Mr. Li's broadcasting room, studying the development prospect of the e-commerce industry brought by the Internet in today's society. By searching past reports and investigating the data of audience and purchased products of Mr. Li's broadcasting room. According to the observation, people's life and work are inseparable from the Internet to develop the industry. In recent years, the sales and purchase quantity of the studio have

greatly increased. The report also includes an analysis of some characteristics of the live-streaming industry. More importantly, some suggestions to improve the number of viewers and sales of the studio will be in this report. Group members discussed a lot and observed a lot of different live broadcasts to compare with Li studio, summed up some successful experiences in sales of Mr. Li live broadcast, and classified the outstanding points of Mr. Li studio. Even some of this group views today's live-streaming platforms through this paper.

2. The Introduction of Li Jiaqi and His Team

Shanghai Li Jiaqi Culture and Media Studio was founded on September 28, 2017. The registered place is located in Shanghai, China. The legal representative is Li Jiaqi. Li Jiaqi's main job responsibility is familiar with the product knowledge of the broadcast room such as all brands of lipstick. In addition, he needs to complete the conversion, transformation, and transaction targets required by the broadcast room with different goods. At the same time, side-broadcast for Li Jiaqi helps assist the anchor in live broadcasting and to help the anchor in field control. For example, "there are only a few pieces of this product left to buy, everyone!" According to the comparison of different broadcast rooms. It can be known the customer service in Li Jiaqi broadcast room always be praised that the customer service staff in charge of Li Jiaqi can timely feedback on customers' questions and provide customers with required products after the sale. The central control operation in this team is good at management such as adding and explaining commodities, changing prices, viewing real-time data in the broadcast room, and setting coupons for some cosmetics.

As of October 25, 2020, the number of followers of Li Jiaqi on Sina Weibo is 2,116.9. His followers in Tik Tok are 4.572 million. He also has 248,000 followers on Sina Weibo, 1.44 billion views, and 98,000 posts [2]. Those incredible digits marked Li Jiaqi as a successful big influence. Outside the Taobao platform, his number-calling power is also not to be underestimated. Li Jiaqi's fan harvest ability is very strong, especially for beauty makeup. He has even earned the title of "lipstick Ti Ge", which means he knows a lot about lipstick and gains huge love from his customers.

3. Li Jiaqi Broadcasting Room's Marketing Planning

3.1 Operating Status and Fan Groups

The products of Li Jiaqi's studio are mainly lipsticks and cosmetics. Although Li Jiaqi is a man, his excellent professional knowledge and interesting personality make him become one of the top anchors. In his broadcasting room, the customers are mainly between 25 and 35 years old [3]. And most of them are female. They have a stable salary and their income level is medium or above. Office workers and students are according to the main position. So they usually are more willing to enter the live broadcasting room and place their order.

3.2 Unique Language Style

Li Jiaqi, with his unique language style, has bent over backward to make the circle of e-commerce live streaming go viral and become the focus of users all over the Internet and the perfect choice for many people when shopping [4]. In Li Jiaqi's live streaming, his rich facial expressions and language style that is sincere but slightly grandiloquent contribute a lot to his media image as "a Web celebrity of beauty makeup" and "lipstick master". With the iconic callings and symbolic words for sales, such a media image is enhanced in the live streaming over and over again until it is deeply rooted in people's hearts and becomes recognizable to some extent.

3.3 extensive influence

As a Web celebrity, Li Jiaqi has successfully challenged the Guinness World Records, made an amazing achievement of 3.53 million CNY in 5.5 hours, and beat the opponent in Jack Ma's lipstick live streaming PK show during 2019's Double 11 Shopping Festival, and the opponent lost the

competition by 10:1000. In May 2020, Ministry of Human Resources and Social Security of the People's Republic of China plans to adjust the occupational types, adding the job title of "live streaming salesman" under "Internet marketer", so that the live streamers have a formal identity. However, at the end of June, the news that Li Jiaqi has registered his residence in Shanghai as a special talent is in the list of most searched hashtags on Weibo, which causes a heated discussion, attracts a lot of attention, and even influences the policies in some places as a representative from the emerging market.

Different from other leading live streamers on the platform Taobao, Li Jiaqi's popularity comes from his appearance on non-Taobao platforms such as TiK Tok and Weibo, forming a demonstration effect of Web celebrities and affecting the value-orientation of live streamers on various e-commerce platforms. Meanwhile, Li Jiaqi's iconic language that is out of the circle and a series of news reports about "goofed up in a live streaming" has also attracted wide attention, which triggers a heated discussion about the laws and regulations as well as the codes of practice for the industry of live-streaming sales.

4. Analysis of Li Jiaqi's Live Broadcasting Selling and His Marketing Strategy

4.1 Symbol Consumption

Jean Baudrillard's symbol consumption is a theory to explain why there are so many different brands in Li jiaqi's broadcasting room. When the value of the commodity itself exceeds the usefulness of the commodity, it becomes a symbol of the "brand concept" [5]. People cannot deny that Li Jiaqi is a big IP and has super high commercial value. The products Li selected and sold in his Taobao broadcasting room's products including beauty products home appliances and snacks. Li sometimes chooses the "Internet celebrity product" lipstick, clearly telling the brand story and showing the product's colour and his personal opinion about it. In a sense, selling those products is a way to meet the needs of audiences and shape their own symbolic attributes which can meet the consumer needs or emotional expression of the audience.

4.2 Product Development

Li Jiaqi has a title called "lipstick yige", which represents his ability to pick lipstick and is favored by enormous female customers [6]. It makes Li Jiaqi gain certain popularity in the beauty industry. With this identity, he once cooperated with the brand Perfect diary to co-name the eye shadow plate. It was undoubtedly a huge success. Since Li got a rigorous attitude and high responsibility for the product, cooperating with different brands to make jointly-designed products is a fantastic way to let both customers and sellers win.

4.3 Mr. Li's Price Setting

First is Competitive pricing Mr. Li can set prices just below competitors' prices such as cheaper cosmetics (puff cake or lipstick) to capture more of the market. This ensures sales are high as the price is at a realistic level and the product will not be under or overpriced to avoid price competition [5]. So when the quality of products in his broadcast room can be ensured, the number of consumers will increase easily.

The second one is Penetration pricing Mr. Li will set a lower price than other direct broadcasting rooms to enter the new market such as some new brands for lipsticks or some national brands as not popular as an international brand which can build a brand image that appealing to more cosmetics business trust this broadcast room and increase investment and he also can ensure the sales successfully [7]. And the promotional pricing is that Mr. Li sometimes will sell products at a very low price for a short period of time. A low price every weekend or some festivals such as double eleven to attract more young ladies. Mr. Li can set prices following the price elastic demand. If there are many close colors with lipstick, customers will buy a substitute that is cheaper than this lipstick. So Mr. Li can change the price of the cosmetics in time with the change of the price in the market.

4.4 The Channel of Li Jiaqi's Broadcast Room

Since 2012, in China, the number of mobile internet users has gradually exceeded that of PC internet users [1]. Up to the end of July 2022, the number of mobile internet users in China has reached 1.455 billion [8]. Smartphone, as a medium of spreading information, has played an important role in people's lives, and almost everyone uses social media, ranging from children to the elderly. In the new age, companies will choose to post their content including advertisements, videos, and other important information on different social media. Li Jiaqi and his team post their makeup videos or some comedy short videos on almost all social media platforms in China, with the aim to publicize and market.

Li Jiaqi has accounts in all the well-known short video platforms like Xiaohongshu, Kuaishou, and Douyin which is Chinese Tiktok. In fact, on those platforms, it is shown that the number of followers of Li Jiaqi in Douyin has reached 4.5788 million which is the most, thus Douyin is the main channel where Li Jiaqi's team markets in daily life. Most users of Douyin are generation after the 1980s, and they are exactly the main consumers of cosmetics, which is also the main products of Li Jiaqi's broadcasting room.

After gaining great enough attention and a large group of consumers, Li Jiaqi gets in touch with companies and helps them sell products in the Taobao live broadcasting room. In the broadcasting room, Li always interacts with his assistant humorously to show consumers the advantages and disadvantages of the products he sells. And normally, his followers tend to recommend his live broadcasting to their family and friends. Therefore, his online broadcasting room has achieved great success by now. According to the news from Beijing Daily, from 20:00 to 24:00, 24th October 2022, Li Jiaqi broadcast room achieved up to 21.5 billion yuan sales target, setting the record for broadcasting sales again [9].

4.5 Leading to Impulse Purchase and Over-consumption of Consumers through Emotional Control

Li Jiaqi often intersperses a large number of exclamatory words when he introduces the products during live streaming in order to set off positive emotions [10]. He also repeatedly emphasizes that the price is unprecedentedly competitive when telling the price of a product, trying to highlight the strengths through price comparison over and over again for agitative communication. In such a context, he provides information and spread the "empathetic consumption" that is mainly based on emotional connections and spiritual experiences. In such a state of consumption, consumers are paying attention to the requirements of products and more tending to make impulse purchases after being incited and controlled by the emotions in an atmosphere created by the live streamer through the so-called emotional labor.

4.6 Limited Commodity Prices Affecting the Brand Spread

The audience in the live-streaming room is watching Li Jiaqi's live streaming with the mentality of bargain hunting. Although the income may be large in the early stage, this way is mostly to attract consumers with the apparent advantages of low prices [11]. To stabilize the dividends of traffic, Li Jiaqi has to choose the brands which are competitive in price. For the vendors, although they may harvest a large number of sales in live streaming, finally they may get very little revenue after deducting the "expenditure on advertising" and discounted costs. And even in live streaming with a huge number of products, the actual effect of brand publicity is often not satisfying in spite of direct communication when the audience is relatively more. In this way, except for short-term discounts, the repurchase rate often cannot be guaranteed, and it can hardly realize the ideal effect of brand propagandizing and popularizing.

5. The Problems of Li Jiaqi's Live Broadcast Room and Corresponding Suggestions

Because Li Jiaqi always tries out makeup products personally for customers and knows which product is the most suitable for different girls clearly, he gets a number of female customers [12]. In this changeable age, there are more and more people starting to sell by live broadcasting. If there are more adorable hosts who have better broadcasting skills and sell more types of products, it will be more possible for Li Jiaqi to face the risk of losing a part of his followers. In order to avoid the threat, he suggested enriching the types of products that are suitable for all ages and all genders. Besides, aiming to keep an approachable and humorous impression in people's minds and make his live broadcast room have further development, Li Jiaqi ought to improve his vision and quality and try his best to maintain the image he has.

He is also suggested to strictly control product quality and service quality. Reputation is a very important factor to gain the fancy of the customer, which means no matter how society changes, consumers are always the core of taking goods and cashing out. So strictly controlling the quality of the product and service quality is very necessary. In Li Jiaqi's broadcasting room, there are three types of products brand. They are respectively the extremely expensive well-known brands such as Dior, Chanel, La Mer; popular brands with reasonable prices such as cruel, Olay, L'Oreal; economical niche domestic brands like Huaxizi, Juduo, Proya. For those brands, what Li Jiaqi and his team need to do is to make sure all products are from the Tmall flagship store or Tmall Global. After-sales service is the last link and the most important link of the whole consumption process. Its quality directly affects the satisfaction degree of consumers with the product and the team. However, some Taobao anchors will ignore the after-sales and gain a bad reputation, which means valuing the service is another effective way to make customers prefer Li Jiaqi's broadcasting room more.

6. Conclusion

Live commerce has evolved rapidly in a short time in China and brings great social influence and economic effect especially on –e-commerce platforms. Li Jiaqi is a Chinese live-streaming salesman. When Austin Li launches live streaming, there are a large number of participants, and there is a lot of capital investment involved. However, there is a hidden crisis under the prosperity of the surface, showing an impetuous development trend and the growth of sub-healthy growth. Specifically live streaming too low pricing has largely caused the economic loss and reputation loss of merchants. In terms of emotional marketing, the marketing strategy from Austin Li's live broadcast room is easy to induce consumers' excessive impulse consumption, which may lead to weakening consumers' loyalty to the live broadcast room and related brands in the long run. In addition, Austin Li focuses on selling sales through –low-cost promotions, making it difficult to provide consumers with relevant after-sales protection in the future. On that account, this study recommends that Austin Li's live broadcast room can enrich the types of products that are suitable for all ages and gender, and correctly guide consumers' shopping concepts on the one hand. On the other hand, Austin Li should try his best to maintain his image by strictly controlling the quality and service quality of the product, improving his vision and quality, so that giving better protection for the interests of consumers. The authors hope that the study may help investigate the sub-healthy factors in the live commerce of social media influencers, helping the forms of live commerce to achieve long-term stable development, providing more powerful and diverse promotion power for social and economic development.

There are still shortcomings in this paper. Since perspectives of this paper are limited and some factors are not taken into researching account. There are one-sided factors in this paper. At the same time, this study is an innovative research attempt conducted within the scope of personal capabilities. All the facts of the study are not taken into the account. The author is hoping that more facts can be used to enrich the research conclusions of this paper in the future.

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