



Research on the Advantages and Difficulties of Online Celebrities' Live Stream Shopping under the 4C Theory

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Abstract

The purpose of this paper is to investigate the current situation of online celebrities live shopping, and analyze its advantages, disadvantages and difficulties. This study takes the 4C marketing theory as the guiding framework, analyzes the current situation of online celebrities' live shopping through empirical research, and puts forward relevant suggestions for its problems. In this paper, 547 valid questionnaires were collected, and the questionnaire was analyzed by SPSS for descriptive analysis, reliability and validity. The conclusion shows that the advantages of online celebrity live shopping include rich product information, lower product prices than other channels, personal charm of Internet celebrity anchors and communication atmosphere in live broadcasting. The main problems are reflected in the insufficient supervision of the platform, the unbalanced quality of anchors, the high time cost, and the imperfect after-sales system. Establish the marketing concept with consumers. Pay attention to the application of big data. Before marketing, businesses use big data to analyze user preferences, understand the main characteristics and characteristics of audience groups, establish and continuously improve consumer databases, and paint accurate and comprehensive consumer portraits. After that, it is necessary to formulate more targeted propaganda language based on the actual situation, so as to enhance the awareness and attention of users to the live broadcast content. Secondly, in the process of live broadcast, merchants observe the user's data in real time, understand the user's information about the product price, product characteristics and brand loyalty, and adjust the product price in real. The interests of consumers should be guaranteed to the greatest extent on the premise of ensuring the interests of enterprises (Liang, 2018). After the live broadcast, enterprises can also collect consumers' information, contact with some consumers, and understand consumers' views on live broadcast, laying a good foundation for future improvement and optimization.

Keywords: 4c marketing theory; internet celebrity; live stream shopping

Introduction

Live-stream shopping is experiencing unprecedented growth. However, research in live-stream commerce is in its infancy. Online livestreaming is growing rapidly in China, and driven by the COVID-19 pandemic in 2020, livestreaming shopping is widely regarded as a new business model that has changed the traditional behavior of Chinese consumers. According to the data released by the China Internet Network Information Center, by 2020, (Xiaojian. Z.(2010) the number of Internet users in China will reach 989 million, of which the number of online shopping users will reach 710 million, accounting for 71.82% of the country's Internet users, an increase of



71.45 million compared with 2019. To some extent, this figure indicates that online shopping is showing a rapid development trend at this stage, and it has become a shopping way for more and more people.

As the most influential "salesman" in the Internet economy era, "internet celebrity" has become an indispensable role for the Internet of real enterprises. They conduct a series of evaluations on the products produced by enterprises, including target population positioning, product effectiveness evaluation, horizontal comparison of alternative products, etc., to help consumers clearly identify the subtle differences between products and assist consumers to make more rational purchase decisions. As a result, online influencer live streaming has become a major marketing tool for enterprises and a success factor behind e-commerce sales growth. It can be said that online celebrity live stream shopping has become a new consumer culture in China. Famous live broadcasting celebrities such as Li Jiaqi and Wei Ya (Jiaqi. J.(2019). Have also demonstrated great commercial value. Li Jiaqi, named by Forbes as one of China's top 50 opinion leaders in 2019, live streams beauty products on Chinese social media platform Douyin, where she has nearly 40 million followers. Luo Yonghao, founder of Smartisan Technology, earned more than 110 million yuan (\$15.5 million) from live stream shopping during COVID-19. (Erik. B. (2017)

From the perspective of enterprise development, in order to meet the increasing utility needs of consumers, adopting the marketing means of network celebrity live broadcast to promote products can not only improve product quality in a short period of time, promote product sales, (Juan. L.(2020) but also improve the overall visibility of enterprises and product reputation, and solve the problems such as overstocking of factories and difficult capital turnover. On the other hand, for small and medium-sized enterprises, the use of social media platforms for publicity effectively solves the dilemma of high advertising costs and difficulty for enterprises to afford. In addition, the interactivity, vividness, interest and convenience of online celebrity live broadcasting are also more in line with the current habits of consumers to receive information and buy and sell payment. (Kang, K.et al.(2021).

Marketing research has demonstrated that for live streamer, internet celebrities have a more significant influence on consumer behavior than conventional endorsers. Online influencers are viewed as more credible sources of information, and they are less constrained by brands. Research on the impact of influencers' information source characteristics on consumer decision-making indicates that consumers recognize online celebrity's professionalism, credibility, interactivity, and attractiveness. All of these dimensions have a positive influence on purchase intention. The consistency of internet celebrities' image with the product's image also plays a moderating role in the relationship between internet celebrities' information source characteristics and consumers' perceived usefulness (Lu, M.et al,(2021)

However, there is a lack of a systematic theory in the literature to substantiate internet celebrities' live stream shopping as an accomplished marketing model. Firstly, this paper employs a questionnaire to comprehend the present consumers' perspectives on internet celebrities' live stream shopping. Then, it conducts a qualitative analysis of various factors that impede and benefit internet celebrities' live stream shopping. Secondly, this paper presents the 4P and 4C marketing theories as the theoretical framework for quantitatively analyzing the factors that impact internet celebrities' live stream shopping.



Research Objective

To Study investigate the current situation of online celebrities live shopping, and analyze its advantages, disadvantages and difficulties

Literature Review

The 4P theory, proposed by American researcher McCarthy in the 1960s, is the most canonical marketing mix theory. It asserts that the research object of marketing is the fusion of Product, Price, Promotion, and Place, which form the fundamental framework of traditional marketing. Their definition is a product as something that can be offered to the market for people to use and consume in order to satisfy their desires and needs. This can include both physical goods, such as tangible products, and services, places, organizations, ideas, or any combination thereof. It is crucial for enterprises to prioritize the quality of their products by continuously improving them through research and development and other methods, in order to attract a larger consumer base. Price is the monetary amount paid by customers at the time of purchase, which comprises discounts and pricing decisions that are directly related to a company's profits. Place, also known as the distribution channel, refers to a company's mode of selling its products or services to various regions through agents or distributors. Producers do not directly interact with consumers, but rather indirectly through the channels used to sell goods to customers. Promotion involves conveying information about products or services to target customers and persuading them to make a purchase, in order to expand sales. Overall, the 4Ps centers on the production and operation of a company, with the goal of maximizing its profits, yet it fails to take into account both customer demand and profits.

The 4C theory of marketing mix corresponds to the traditional 4P theory introduced by American scholar Lautrean (1990). The 4C components consist of Consumer, Cost, Communication, and Convenience. These elements refer to the following concepts: the consumer, the cost of the product/service, communication with the target market, and the convenience of obtaining the product/service. Enterprises are shifting their focus from the product to the needs and desires of consumers. By doing so, they can formulate different marketing strategies for different consumer segments in order to produce products that meet their needs. This approach promotes cost savings for customers. This shift has the potential to reduce marketing costs and improve the competitiveness of product prices by reducing procurement costs and operating expenses. Effective communication is paramount in this context. Enterprises should strive for positive and effective



two-way communication with customers in order to establish a robust relationship with them. Nowadays, it is not merely a matter of one-way promotion towards customers, but rather a two-way communication to gain a genuine understanding of their needs. Convenience is a key factor to consider in this process. In order to create a customer-centric shopping experience, enterprises should prioritize convenience in their sales strategies. This prioritization allows customers to enjoy convenience during every stage of their purchase - before, during, and after. The 4C theory emphasizes the need for enterprises to focus on consumer needs when conducting organizational, management, production, and operational activities.

The 4P and 4C theories pertain to the connection between hereditary traits and growth, which are subsequently analyzed from an enterprise and consumer perspective. In light of the paper's research subject, even though internet celebrities' live stream shopping has burgeoned within the past two years, it has also revealed several commercial challenges, such as false advertising, low professional anchors, and inadequate merchandise quality. Consumers' purchase decisions are often criticized as impulsive and irrational, which is disputed by other industries. The researcher argues that, given the current situation, online celebrity live stream shopping is an effective marketing strategy that takes into account consumers' needs. In a market environment where competition is dominated by products, merchants can interact directly with consumers by choosing suitable influencers to provide high-quality information and services in a comfortable and enjoyable setting. This can help guide consumers in their decision-making process, fully considering their feelings when purchasing goods. (Wenyu. L.(2019) From a cost perspective, this not only lowers the expenses of the product supply chain, but also saves time, money, and effort for consumers searching for product information, finding substitutes, and making decisions, ultimately increasing the value of the transferred products to consumers. From a convenience standpoint, it offers a quicker shopping experience by eliminating the steps of product searching and screening, as well as bypassing the tedious transaction and payment process. From a communication perspective, the 4C marketing theory emphasizes that businesses should establish a new enterprise/customer relationship predicated on shared interests. This is accomplished by implementing positive and effective two-way communication with customers. Internet celebrities promote and engage with consumers through live streams, providing real-time answers to any



confusion. Proper communication methods and high efficiency are crucial for driving product sales.

Research Methodology

Population and sample

The objective of this paper is to investigate the marketing challenges associated with live stream shopping by online celebrities. Therefore, the survey targets individuals who have recently engaged in online celebrity live stream shopping, primarily including:

- 1) those who watch online celebrities' live broadcasts and make purchases within the live streaming rooms;
- 2) those who watch internet celebrities' live broadcasts but do not make purchases within the live streaming rooms;
- 3) those who watch internet celebrities' live broadcasts but purchase recommended products through other channels. Individuals who have never watched are excluded from this study. Considering the substantial market presence of online celebrities in China, there is a significant number of participants involved. The main focus of this research comprises young groups; however, middle-aged and elderly groups meeting the aforementioned criteria are not excluded. This consideration stems from the fact that young groups possess higher education levels and exhibit greater willingness to embrace novelty, making them a key target demographic for future industry development. Consequently, their perspectives and experiences regarding online celebrity live stream shopping are more conducive to promoting industry growth.

The study employed a questionnaire consisting of three components.

1) to understand the background information of the respondents using online celebrity live shopping. This part captured respondents' frequency of use, motivation for usage, and purchase behavior concerning online celebrity shopping. This part also sets screening items to exclude invalid questionnaires that do not meet the requirements.

2) to explore the audience's real feelings and views on online celebrities live streaming shopping. The structure and definable operation of this component are mainly guided by the 4C marketing theoretical framework, which consists of five variables: customer, cost, convenience, communication and purchase intention. 3) Demographic information on respondents is required including their gender, age, occupation, education level, and monthly disposable income.

Measurement of Variables

Consumer

To understand and analyze the needs and desires of consumers instead of prioritizing the company's production capabilities. In this study, consumers include not only users who watch internet celebrities' live streams but also those who purchase the products recommended by them.

Cost

Determine the costs consumers are willing to pay to satisfy their needs. In this study, cost pertains to the price, time, and energy consumers are willing to pay for products through the live broadcast channels of online celebrities.

Convenience



Convenience ought to be a key consideration in product marketing, including how to facilitate consumers' understanding, acceptance, and purchase. In this study, convenience specifically refers to the ease with which consumers can grasp product information and make purchases.

Communication

Effective communication with consumers is crucial, with the focus on prioritizing their needs. Through interaction and communication, the interests of customers and enterprises can be integrated seamlessly. In this study, communication specifically pertains to the interaction between consumers and internet celebrity anchors when shopping on the live streams.

Table 1 Items and sources of the questionnaire in this study

Variable	Items	Question	Source
Consumer	CN1	Online celebrities live-stream shopping product information is very rich.	Yifei. Z.(2020).
	CN2	I can find the products I need in the live streaming room.	Chen (2020)
	CN3	The products purchased in the internet celebrities live stream room meets my expectations.	Zhong (2013)
	CN4	The Internet celebrity streamer has a large number of fans and powerful ability of persuasion.	Chen (2020)
	CN5	I think this Internet celebrity streamer has a special personality charm.	Chen (2018)
	CN6	I think this Internet celebrity has a strong professional ability in this field.	Fang (2018)
	CN7	The internet celebrities live streams sales data has serious fraud.	
	CN8	Watching internet celebrities live stream make me enjoyment.	Jiang (2016)
	CN9	The quality of internet celebrities streamers have uneven, some good and some bad.	
	CN10	Watching internet celebrities live streams gratified my social interaction needs.	Yan (2018)
Cost	CB1	The price of product which in the Internet celebrity live stream room is much lower than other channels.	Chen (2020)
	CB2	The phenomenon of false propaganda exists in internet celebrity live-stream room.	
	CB3	The after-sales service of the products purchased by the internet celebrities' live-stream room is not good.	Liu (2020)



Convenience	CB4	It will spend a lot of time in watch online celebrities' live streams.	
	CB5	The quality of product which in live streaming room is worse than other channels.	M Lu, M.et al,(2021)
	FB1	I think live streaming can show products in an all-round way.	Liu (2020)
	FB2	I can buy things anytime and anywhere.	
	FB3	Livestreaming payment methods are diverse.	Gao (2020)
Communication	FB4	Various channels can buy the products which the Internet celebrity live streaming.	Fang (2018)
	HD1	I can communicate with Internet celebrities in real time when purchasing.	
	HD2	I can solve most of my questions through live streaming communication	Chen (2020)
	HD3	Internet celebrities interact with me frequently in the live streaming room.	Jiang (2016)
	HD4	I can Interact with other Consumers during in the live streaming.	Chen (2020)
Purchase Intention	HD5	Live streaming room has a good interactive atmosphere.	Dan et al., (2018)
	PI1	I would consider buying more products in live streaming room	Chen (2020)
	PI2	When to buy similar products, I will give priority to the recommendations of Internet influencers.	Shekhar(1990); Lu, M.et al,(2021))
	PI3	I will recommend the products which recommended by internet celebrity live streamer to my acquaintances.	Shekhar(1990); Lu, M.et al,(2021)

This component uses the five-point Likert scale to measure the five variables of consumer, cost, convenience, communication and purchase intention, with 1-5 points corresponding to completely disagree, disagree, neutral, agree and completely agree. Items CN7,CB2, CB3,CB4, and CB5 are negative descriptive questions, with reverse negative scores, that is, integer scores of 1-5 correspond to strongly agree, agree, neutral, disagree strongly, and strongly disagree, respectively.

Data collecting

Pre-test

The questionnaire pre-test is an important step to improve the quality and accuracy of the questionnaire. The measurement items in the questionnaire are tested by collecting small-scale samples before the formal questionnaire is issued. This study uses



the form of an electronic questionnaire to distribute questionnaires to the respondents. A total of 51 valid questionnaires were distributed and collected in the pre-test. SPSS26.0 statistical software was used to analyze the credibility of the collected valid questionnaires and the overall credibility validity analysis, and made certain adjustments to the measurement items that did not meet the requirements.

Ploit-test

Cronbach's alpha coefficient is the most commonly used reliability analysis method in social science research. According to the overall reliability analysis results of the pre-test data in this study, it can be seen that the standardized Cronbach's coefficient is 0.956, indicating that the overall reliability is very high.

Validity is an indicator to test the validity of a questionnaire. Generally, after the reliability is determined to be up to standard, the validity is analyzed, usually by factor analysis. Therefore, the KMO and Bartlett's spherical test of pre-test, the result indicated that the KMO was only 0.47. Based on this phenomenon, scholars and experts in related fields were consulted, and combined with relevant experts' opinions, this study made improvements in the formal questionnaire to further improve the validity of the questionnaire: 1) valid questionnaires were further screened, and those with repeated IP addresses, answering time less than 3 minutes, and all the same answer options were excluded. 2) two new measurement items were added to the formal questionnaire, item CN11 is "the insufficient supervision of live streaming platform" was added to the consumer dimension. The purchase intention dimension added the item PI4 is "I will continue to buy products in the online celebrity broadcast room".

Formal survey

The snowball sampling method was adopted in this survey. Questionnaires were first made on the Wenjuanxing platform, and then the questionnaire links were sent to 5 teachers working in general universities, who then forwarded them to the enterprise Wechat group of their schools. In order to further ensure the validity and credibility of the questionnaire, this study deleted samples older than 55 years old, samples with duplicate IP addresses, and samples with less than 180 seconds of answering time. Finally, a total of 668 questionnaires were recovered in this study, and 547 were valid, with an effective rate of 81.89%.

Data description

This part mainly makes descriptive statistical analysis on the demographic variables of the sample (gender, age, education, occupation and average monthly disposable income). According to the frequency analysis results of each variable, it can be seen that the collected sample data basically meet the requirements. The sample data statistics are shown in Table 2.

In this study, there were 267 males and 280 females, accounting for 48% and 52% of the total. In terms of age distribution, the number of people under 35 years old accounted for 82% of the total number, of which 210 were under 22 years old, 149 were 22-29 years old and 87 were 30-35 years old. There were 301 students, accounting for 55% of the total number, followed by enterprises (68, 12%), public institutions (54, 10%) and independent business (52, 10%). In the distribution of education level, the number of students with undergraduate college was the largest, accounting for 57% (309), followed by 123 (22%) with postgraduate and above, and 103 (19%) with junior college. The



average monthly disposable income was less than 3000 yuan (250, 45%), followed by 3000-4999 yuan (153, 28%), 5000-6999 yuan (69, 12%), 7000-8999 yuan (49, 9%), and more than 9999 yuan (26, 9%).

Table 2. Statistical of demographic variables data

Variable	Account	Freq.	Variable	Account	Freq.
Gender			Occupation		
Male	267	48%	Party and Government	48	8%
Female	280	52%	Institution	54	10%
Age			Enterprise	68	12%
< 22	210	38%	General worker	4	1%
22-29	149	28%	Agriculture	6	1%
30-35	87	16%	Individual business	52	10%
36-45	54	10%	Student	301	55%
> 46	47	8%	Others	14	3%
Education			Average monthly disposable income		
Junior high school and below	6	1%	Below 3,000 yuan	250	45%
Senior high school	6	1%	3,000-4,999 yuan	153	28%
Junior college	103	19%	5,000-6,999 yuan	69	12%
Undergraduate College	309	57%	7,000-8,999 yuan	49	9%
Postgraduate and above	123	22%	9,999 yuan above	26	6%

Reliability

Reliability analysis of the questionnaire is used to measure the reliability and accuracy of the designed questionnaire, this paper chose to use the highest frequency of alpha reliability coefficient method, through SPSS22.0 reliability analysis for each item, result in table 3.

Cronbach's Alpha ranges from 0 to 1, with a value above 0.8 indicating very good reliability; Between 0.7 and 0.8, the reliability is good; When the value is between 0.6 and 0.7, the reliability is general; If Cronbach's Alpha value is less than 0.6, it indicates that the reliability of the questionnaire is not up to standard. According to the overall reliability coefficient in Table 5, it can be seen that the standardized Cronbach coefficient of the questionnaire is 0.846, indicating that the overall reliability of the questionnaire is very good.



Table 3 Cronbach's reliability coefficient analysis value

Cronbach's alpha	Standardized Cronbach's alpha	Items
.822	.846	32

The reliability analysis of the other independent variables of consumer, cost, convenience, communication and purchase intention, the results are 0.921, 0.804, 0.893, 0.925 and 0.910, respectively. It can be seen that the reliability of each variable is good, so the content questions do not need to be adjusted.

validity

Analysis is used to test reliability and validity of the questionnaire to measure the quality level, the higher the validity is more about questionnaire survey results can reflect the characteristics of its measurement, conversely, the lower the validity shows questionnaire reflect the characteristics of the measurement of the lower, illustrate the questionnaire need to adjust. This article selects the KMO and Bartlett test 's ball test for analysis. Value range of 0-1 KMO coefficient, the higher the KMO value shows validity of the questionnaire, the better, and the lower the KMO value shows the lower the questionnaire validity.

Table 4 KMO and bartlett's spherical test value

KMO and Bartlett's spherical test		
KMO sample appropriateness measure		0.861
Bartlett's Test of Sphericity Approx	Chi-square	12550.542
	Df	496
	Sig.	0.000

According to the above exploratory factor analysis results, it can be seen that the coefficient of KMO test is 0.861, and the significance of spherical test is infinitely close to 0, so the questionnaire has good validity.

Research Results

In this survey, 315 people have purchased products from Internet celebrities in the past six months, accounting for 57.59% of the total number of people surveyed. Another 232 people have not bought online red belt products in the past six months, accounting for 42.41% of the total number of people surveyed. Among the 315 people who have purchased online celebrity live streaming products in the past six months, the personal charm of online celebrities and the quality content in live streaming are the two most important factors affecting their purchasing behavior, accounting for 35.87% and 33.44% of the total, respectively. High interactivity and high product cost performance account for 19.05% and 12.70% of the total number of respondents, respectively.



Table 5 Respondents' online celebrities live stream shopping habits

Question	Option	Number	Prop.
Have you purchased any products within online celebrity live streams in the past six months?	Yes	315	57.59%
	No	232	42.41%
What are the factors that motivate you to buy products in the internet celebrities' live streams?	Quality contents	102	33.4%
	The influencer's charming personal traits	113	35.9%
	High interactivity	60	19%
	High product cost performance	40	12.8%
In the past half a year, how much money have your spend on shopping during internet celebrities' live broadcasts?	Below 1,000 yuan	199	63.2%
	1,000-1,999 yuan	53	16.8%
	2,000-3,999 yuan	32	10.2%
	Above 3,000 yuan	31	9.8%

According to the results, we believe that the motive of online celebrity live shopping consumers mainly comes from the main feelings under the live streaming situation, emotional factors account for the majority, and the reasons for choosing to buy are concentrated in the Internet celebrity itself, most of them are attracted by the charm of the Internet celebrity and the content of the live broadcast room rather than the product itself. (Jie. Z.(2017)

From the perspective of consumption, the proportion of people below 1000 yuan is relatively high, a total of 199 people, accounting for 63.17% of the total consumption. With the increase of consumption amount, the proportion of consumption people also decreases in turn. This indicates that the amount of consumers shopping in the live broadcast of Internet celebrities is generally not high. At the same time, it can also reflect that the prices of products that consumers are willing to buy in the live broadcast of Internet celebrities are generally low, and the number of consumers willing to pay higher prices to buy products is not large. Most consumers believe that Internet celebrities have special personality charm, which is also an important factor in determining consumer purchase behavior. The explanation for this phenomenon is that they believe that Internet celebrities, as anchors, have a large fan base and can play the role of key opinion leaders, which is also the reason for their success.

The related items of each variable were analyzed, and the indicator agreement refers to the proportion of people who choose to fully agree and agree. It indicates that the respondents hold a positive attitude towards the phenomenon described by the item. The higher the proportion of the respondents, the more people hold a positive attitude. Table 6 shows the statistics of the mean, variance, and approval ratio of the related items of each variable.



Table 6 Mean, variance and agreement of each item

Items	Mean	Variance	Agreement
I can buy things anytime and anywhere.	3.87	1.328	76.20%
Various channels can buy the products which are in the Internet celebrity livestreaming room.	3.92	1.1	75.90%
I can Interact with other Consumers during in the livestreaming.	3.87	1.301	73%
Livestreaming payment methods are diverse.	3.94	1.259	72.70%
I can solve most of my questions through livestreaming communication	3.74	1.527	72%
I can find the products I need in the live streaming room.	3.85	1.297	71.70%
livestreaming room has a good interactive atmosphere.	3.77	1.36	71.50%
The quality of internet celebrity anchor the good and bad are intermingled.	3.86	1.337	71.40%
The Internet celebrity has a large number of fans and a strong ability to marketing	3.81	1.232	69.60%
Watching livestreaming can make our happy.	3.85	1.37	69.50%
I think the Internet celebrity has a special personality charm.	3.83	1.357	69.30%
Internet celebrities interact with me frequently in the livestreaming room.	3.76	1.426	69.10%
I think livestreaming can show products in an all-round way.	3.82	1.392	68.70%
I think the Internet celebrity has a strong professional ability in this field.	3.83	1.16	68.40%
The products purchased in the live streaming meets my expectations.	3.87	1.205	66.30%
The product information provided by livestreaming is rich.	3.78	1.402	65.70%
The price of product which in the Internet celebrity livestreaming room is much lower than other channels.	3.8	1.462	65.60%
The phenomenon of false propaganda exists in internet celebrity livestreaming room.	3.72	1.391	65%
I can communicate with Internet celebrities in real time when purchasing.	3.76	1.559	63.90%
Watching livestreaming feeds my social needs	3.72	1.299	63.70%



The livestreaming e-commerce after-sale service is imperfect.	3.46	1.817	54.90%
Supervision of livestreaming platforms is not strong enough	3.4	1.782	53.80%
It will spend a lot of time to watch online celebrities livestreaming.	3.35	1.903	53.80%
I think the livestreaming e-commerce data fraud phenomenon serious.	3.37	1.806	52.60%
The quality of product which in livestreaming marketing is worse than other channels.	3.31	1.804	50.60%

From the survey found that more than 60% of consumers think that now live web celebrity to take goods can offer you need products and be able to provide more detailed product information, accordingly so that the full understanding and consumers choose the products they need. At the same time because the web celebrity anchor strong bargaining power to suppliers, web celebrity anchor to get the price of the product to the price of the same kind of products is lower than other channels.

The consumer's favor web celebrity live with this new way of shopping. The communication of an important reason is to buy. Studio atmosphere of good communication and interactive communication between consumers and consumers can help effectively solve many of the problems in the purchase of each other, and then make a more ideal buying decisions.

In the past two years, the number of Internet celebrity anchors is increasing, and talents from all walks of life are flooding into live streaming shopping, resulting in the phenomenon of unbalanced quality of anchors. The insufficient supervision of the platform, in addition to the problems of online celebrities themselves, also reflects the problems of the live broadcasting platform.

Conclusion

To better guide the development of online celebrities live shopping industry with the marketing theory of 4C, better improve and optimize their own marketing plan, and improve the user's use viscosity and purchase intention. While providing users with better services, it can also promote economic development to a greater extent.

Establish the marketing concept with consumers. Pay attention to the application of big data. Before marketing, businesses use big data to analyze user preferences, understand the main characteristics and characteristics of audience groups, establish and continuously improve consumer databases, and paint accurate and comprehensive consumer portraits (Zhang, 2020). After that, it is necessary to formulate more targeted propaganda language based on the actual situation, so as to enhance the awareness and attention of users to the live broadcast content. Secondly, in the process of live broadcast, merchants observe the user's data in real time, understand the user's information about the product price, product characteristics and brand loyalty, and adjust the product price in real. The interests of consumers should be guaranteed to the greatest extent on the premise of ensuring the interests of enterprises



(Liang, 2018). After the live broadcast, enterprises can also collect consumers' information, contact with some consumers, and understand consumers' views on live broadcast, laying a good foundation for future improvement and optimization.

Pay attention to live streaming contents. High-quality content is the magic sauce for online celebrities' live shopping to get continuous attention. This is not only reflected in engaging consumers with content, but also in engaging customers and creating content. Provide users with richer and more valuable information to enhance user loyalty.

Establish good industry norms. The establishment of industry norms is urgent matters to be resolved (Shi, 2020). This requires multi-party cooperation. At the government level, it is necessary to actively encourage the development of live e-commerce, establish standardized supply chains, marketing channels, logistics and after-sales services, and gradually establish the industrialization of "live +". In addition, it is necessary to correctly guide the development direction of online celebrity live broadcast, establish a systematic professional training and employment and entrepreneurship system for anchors, and promote the combination of this industry with some specific industries under the background of national policies, such as rural revitalization industry and international trade. At the same time, the business model of online celebrity live broadcast should be standardized, and the transformation from "anchor with goods" to "anchor brand" should be gradually realized.

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