

Research on Live Streaming Marketing Strategy of Book Products Based on the SICAS Model

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Abstract: Short videos and live streaming services have seen exponential growth recently, as evidenced by the "China Internet Development Status Report 2022," impacting consumer behaviors and marketing strategies considerably. Even as digital has seen tremendous success across other cultural industries, book publishing remains behind in adopting these emerging media technologies. This study explores China's emerging realm of book live streaming marketing in light of its digital transformation of the book industry. This research endeavors to address a research gap regarding effective live streaming book promotion by applying the SICAS model, an all-encompassing framework designed for analyzing consumer behavior and marketing strategies within digital context. This study employs a qualitative research methodology, consisting of an examination of existing literature, consumer and industry insights, as well as case studies of successful live streaming marketing campaigns in the book industry. This research study's findings underscore the effectiveness of SICAS model in optimizing each stage of book live streaming marketing: Sense, Interest & Interaction, Connection & Communication, Action, and Share. Research findings demonstrate that implementation of the SICAS model can significantly enhance marketing effectiveness, increase sales volume and contribute to revitalizing book industries in digital environments.

Keywords: Book Live Streaming, Digital Marketing, SICAS Model, Chinese Book Industry

1. Introduction

Digital technologies, specifically the internet, have dramatically transformed many aspects of economic and social life in China. According to the data presented in the "China Internet Development Status Report 2022," short video users accounted for 962 million internet users, representing 91.5 percent of the total number of internet users [1]. Live streaming's appeal lies in their accessibility and efficient dissemination, offering dynamic and visual forms of expression while drawing viewers in and retaining users over time [2]. However, the book industry continues to experience difficulties and has fallen behind other cultural industries like online celebrity museums and cultural and creative products. Live streaming are one such evidence of this transformation; their fast growth and vitality demonstrate this shift, creating remarkable advances both platform development and content production that has transformed lifestyles and learning methods alike [3]. Unfortunately, however, books still face their fair share of difficulties when compared with online celebrity museums or cultural products that take advantage of 5G networks; book marketers can

leverage new media technologies like short videos or live streaming for growth and engagement purposes.

Although digital marketing strategies have become an essential element of book promotion, gaps still exist in research regarding live streaming for book promotion purposes. This study seeks to address those gaps by applying the SICAS model - a framework designed to analyze consumer behavior and marketing strategies in live streaming. The focus of this study is to assess how live streaming can be utilized effectively as a marketing strategy in the book industry. To achieve these objectives, this study will utilize a qualitative approach and secondary qualitative research methods. This means examining existing literature, consumers, and industry professionals for an in-depth assessment while drawing from case studies of successful live streaming marketing campaigns in the book industry. This research's value lies in its potential to deliver actionable insights and strategies for book publishers and marketers. This research intends to offer recommendations that can enhance marketing effectiveness, increase sales, and ultimately aid the revitalization of the book industry in the digital era.

2. The current limitations in book live streaming marketing

China's book live streaming marketing landscape currently presents a surplus of supply over demand, necessitating innovative marketing strategies in order to satisfy this deficit. At a time when "everything can be streamed live", many publishers have ventured into book live streaming, with the COVID-19 pandemic greatly amplifying and revolutionizing this marketing model [4]. From publishing houses to physical bookstores and internet celebrity hosts, many entities have entered the realm of live streaming to sell books. Conversion rates of live streams can differ considerably, reflecting different qualities and obstacles associated with this marketing approach.

Within the current thriving book live streaming market, book live streaming marketing does have some inherent restrictions. First and foremost is the host quality inconsistency, which creates challenges when streaming live video content. Many hosts lack an in-depth knowledge of book topics and cannot endorse publishing houses professionally - potentially impacting consumer purchasing decisions and leading them astray.

The second limitation lies with the mismatch between host brand and book types. There can often be an incongruence between the host's style and cultural attributes of books being promoted, and those being hosted [5]. While using popular hosts may temporarily increase conversion rates, doing so may raise consumer doubt about authenticity and damage the book brand value in the process.

Additionally, live streaming content lacks innovation. Most book live streams follow an uninspired format, focusing on product introduction followed by tactics like flash sales or discounts to drive purchases; yet these strategies might not hold consumer interest over time.

On another front is the single-dimensional promotion of book content. Unfortunately, current promotion practices tend to emphasize intellectual aspects while neglecting physical attributes such as the design and typography of books, leading to a discrepancy between consumer expectations and what the product actually offers.

Furthermore, there exists inadequate User Profiling and Customer Relationship Management in Book Live streaming, leading to ineffective targeting of market segments and user identification processes for user acquisition and retention. Hence, this leads to inefficiencies when it comes to user attraction and retention. Furthermore, lack of differentiated marketing strategies tailored to various user types limits customer growth and retention efforts [6]. Further, book live streams may lack added value and price advantage compared to traditional e-commerce channels, limiting their effectiveness at stimulating consumer purchases.

Another drawback of live streaming communities is ineffective management and underutilized community value. Many book live streaming communities suffer from improper administration,

leading to unnecessary discussions and unengaging content that are devoid of engaging discussion threads. Lacking incentive mechanisms for content production and community participation exacerbates this problem further, turning potential interactive communities into inactive or solely promotional spaces.

In short, while book live streaming has proven its value as an effective marketing strategy in the publishing industry, it still presents several challenges. These issues include variations in host quality, content homogeneity, inadequate customer relationship management and failing to fully leverage live streaming as a marketing platform. Attaining these challenges requires an intimate knowledge of both medium and market conditions as well as innovative audience-specific strategies that align with cultural and intellectual values in books.

3. The proposed book live streaming marketing based on SICAS model

This section will first introduce the SICAS model and then put forward the book on live streaming marketing based on the different stages of the SICAS model.

3.1. SICAS model

The SICAS Model (Figure 1), developed from the AIDMA and AISAS models, represents a comprehensive perspective of consumer behavior in an age of intelligent interconnectivity. Initial media-centered models, like AIDMA's model of passively receiving information and being exposed to advertisements that then generate interest, desire, and memory before leading directly to purchasing behavior were highly ineffective at shaping purchasing patterns (Figure 2). AISAS transitioned this approach onto an online media platform, where consumer behavior shifted from passive reception to active information seeking and finally sharing and dissemination of knowledge. The SICAS model integrates online and offline environments, placing emphasis on consumer acceptance and multi-dimensional interaction. It accurately and comprehensively depicts consumer information utilization processes in the Internet 3.0 era.

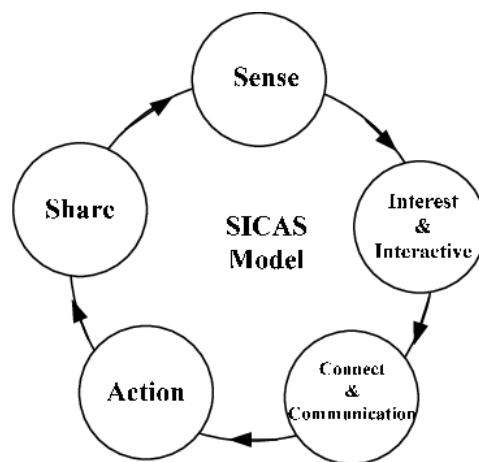


Figure 1: SICAS model[7]

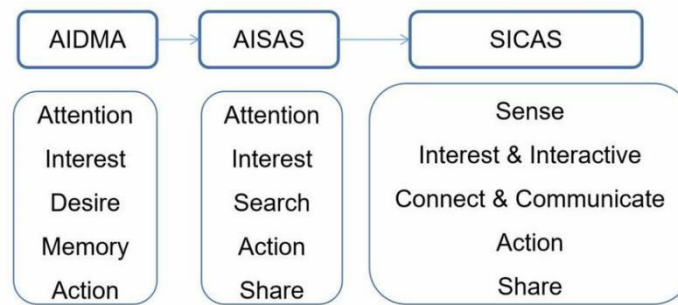


Figure 2: AIDMA model and AISAS model[8]

The SICAS Model encompasses five steps. (1) Real-time Sense of Precise User Needs and Establishing Perception Network between Brand and Users. (2) Interest & Interaction, applying perceived user needs to product content to gain user affinity and interest resonance; (3) Evaluation - Measure your results against expectations (3) Connect & Communicate, using consumer behavior research and the internet framework to form strong links and communication channels between users; (4) Action, where consumers are incentivized to purchase following the culmination of previous stages; and (5) Share, in which users share their consumption experiences, signalling the launch of a new marketing cycle [8].

This model, applicable in a fully digital marketing environment, emphasizes interaction among network participants to establish stable and strong links between supply and demand sides. The SICAS model has been successfully applied in various fields, such as cultural and creative products, cultural brands, knowledge payment schemes and live book streaming, providing a solid basis for cultural communication research. When used within library marketing context, this model helps analyze consumer behavior while optimizing reading experiences, establishing efficient interactions among supply and demand entities as well as supporting comprehensive interactions between supply and demand entities. SICAS model into library short video marketing is both theoretically and practically feasible, offering the potential to maximize both existing and growing user traffic while further strengthening digitalization to adapt to dramatic shifts in industry structures and public life habits due to internet data revolution. This model's evolution mirrors a shift away from one-way marketing strategies like those seen in the AIDMA and AISAS models to an interactive, mutual perception approach in SICAS; reflecting today's trend toward transparent information exchange among markets, businesses, and users.

3.2. Analysis of book live streaming marketing recommendation

3.2.1. Sense stage

SICAS Model's "Sense" stage plays an essential part in helping book live streaming marketers navigate its limitations, by real-time sensing of user needs and creating an impression network between brands and consumers. To effectively market live streaming content, it is imperative that marketers utilize advanced analytics and big data tools in order to effectively measure consumer preferences, trends and behaviors. By tracking views and interactions on live streams as well as analyzing consumer data across digital platforms, publishers and live stream hosts can tailor their content more effectively to meet the interests and demands of their target audiences. Integrating feedback mechanisms within the live stream can give businesses immediate insight into consumer responses, allowing for real-time adjustments and personalized interactions with the consumer. Utilising social listening tools to monitor and analyze discussions regarding books and reading preferences on social media platforms can provide deeper insight into consumer interests. Applying

the Sense stage not only refines target live stream content targeting but also ensures marketing messages resonate more strongly with audiences, ultimately increasing user engagement rates and ultimately conversion rates in book live streaming marketing.

3.2.2. Interest and Interaction stage

At this stage of the SICAS model, improving book live-streaming marketing requires creating an immersive user experience that resonates with viewers and keeps their interest. This stage is vital in turning passive viewers into active participants. Book live streams should prioritize content innovation and diversification to be truly effective, expanding beyond simple book intros with interactive elements like author interviews, behind-the-scenes insights, and Q&A sessions with the audience. This approach creates a deeper bond between the audience and the content, raising their perceived value of the books promoted. Furthermore, using storytelling and themed presentations can make book discussions more interesting by appealing directly to audiences' interests and preferences. Implementing gamification techniques such as quizzes or contests pertaining to book content can greatly increase viewer interaction and engagement. Customization plays an integral part in this stage; personalization will play a crucial role. Hosts should adapt their communication style and content based on data gathered during the Sense stage to best address their target audience's interests and preferences. Focusing on creating an engaging live streaming experience allows marketers to significantly boost audience interest and interaction, increasing engagement rates and conversion rates in book live streaming marketing.

3.2.3. Connection and Communication stage

At this stage of the SICAS model, improving book live streaming marketing requires creating strong and productive interactions between streamers and their audiences. At this stage, trust and community building are crucial to successful conversion in live streaming environments. For maximum effectiveness, live streamers should aim to foster dialogue rather than monologue by engaging audiences via comments, polls and live discussions. Use interactive features of a streaming platform to engage viewers in real-time discussions and make them feel heard and valued [9]. Customizing communication by calling out individual viewers by name or replying directly to specific comments can create a more intimate and immersive experience for all involved. Follow-up communication is also key: after hosting the live stream, hosts can engage with viewers through social media, email newsletters, or online forums; this helps maintain interest while creating a strong community around a book or genre. Effective use of these strategies can transform a livestream from being just another broadcast into an engaging experience, forging stronger bonds between viewer and host and leading to improved marketing outcomes in the book industry.

3.2.4. Action stage

At this stage of the SICAS model, attention turns toward turning interest and connections established into tangible purchasing decisions in book live streaming marketing. To maximize this stage, it is imperative that the purchasing process runs as smoothly as possible for viewers. One method may involve embedding direct purchase links within livestreams so viewers can purchase featured books without leaving the platform. Simplifying the transaction process by decreasing the steps necessary for purchasing, and offering various payment options can dramatically lower barriers to immediate action [9]. By offering limited-time discounts or exclusive content (such as signed copies or digital material) during live stream viewing sessions, another strategy for increasing urgency and exclusivity can be employed. This not only incentivizes immediate action but also adds significant value to the purchase. Furthermore, providing clear and compelling calls-to-action during livestream is crucial in

leading viewers towards making a purchase decision. Book live streaming can utilize these strategies effectively to turn viewers' interest and engagement into actual sales, thus overcoming one of the primary limitations associated with current book live streaming marketing strategies.

3.2.5. Share stage

At the Share stage of the SICAS model, increasing book live streaming marketing involves harnessing user-generated content and word of mouth to extend reach and credibility.

At this stage, it's crucial to create a domino effect from an initial livestream audience to an extended community. Book live streamers should encourage viewers to share their thoughts about books discussed during their live stream by offering incentives or rewarding people for sharing experiences during each stream. Strategies such as organizing share-and-win contests can help achieve this, offering viewers prizes or exclusive content by sharing live stream broadcasts or book reviews on social media platforms. Also, creating easily shareable content such as memorable quotes, key insights from books or highlights from livestreams can encourage viral sharing. Engaging with user-generated posts by reposting or commenting can further foster community interaction and contribute to ongoing discussions and further sharing. By employing these strategies effectively, book live streaming can expand its impact beyond its immediate audience, tapping viewers' networks to reach potential new customers, thus alleviating its limitations regarding reach and engagement, which exist within current marketing practices for book live streaming.

4. Conclusion

This research investigated how the SICAS model can be integrated into the live streaming marketing of books, taking into account both the challenges and opportunities presented by the digital landscape of the book industry. Research indicated that applying the SICAS model could greatly enhance the effectiveness of live streaming marketing campaigns. At its heart is Sense stage which emphasizes understanding real-time user needs by employing advanced data analytics tools for customizing content effectively. Interest & Interaction involves developing engaging, interactive content to increase viewer engagement. Connectivity & Communication involves cultivating strong dialogues and creating an atmosphere conducive to converting viewers to customers. The Action stage emphasizes the necessity of an efficient purchasing process and incentives that facilitate sales. Finally, in the Share stage is highlighted the use of user-generated content and encouraging word of mouth as ways of expanding marketing efforts' reach and impact.

However, this study acknowledges several limitations. First of all, research relies on secondary data and qualitative analysis that may not completely capture the dynamic nature of digital marketing and consumer behaviors. Case study selection can also contain potential bias, with successful examples often dominating without adequately discussing any challenges or failures that have been encountered along the way. Due to its focus on China, this study's results may not generalize across different cultures or economic environments.

In order to address these shortcomings and enhance future research, a mixed-method approach integrating qualitative and quantitative data should be employed for greater insight. Furthermore, studies should look at more diverse case studies including unsuccessful or difficult ones for an unbiased picture of success or failure. Research that expands beyond cultural and economic settings would increase the applicability and relevance of the findings. Furthermore, using real-time data and cutting-edge digital marketing tools for analysis would provide more in-depth analysis into consumer behavior and marketing effectiveness. Exploring how book live streaming marketing could complement other digital strategies and platforms may reveal synergies and more holistic approaches

to digital marketing in the book industry. This study provides the foundation for future exploration and development in this area, offering valuable insight into digital marketing in the book industry.

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