From TikTok Hongxing Erke Live Marketing to See How Live Culture Shaped Consumer Groups

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Abstract: In recent years, with the development of mobile Internet, mobile live broadcasting platforms, social media and short video platforms have emerged one after another, and the "live +" model with live broadcasting as the core has gradually become a new trend in the development of the industry. This new advertising communication mode not only brings the change of traffic aggregation, content production and communication mode, but also subverts the traditional advertising communication mode to a certain extent. Therefore, the analysis of live broadcasting culture is extremely important for us to study the new media marketing theory in the information age. TikTok live broadcasting platform is an important part of domestic live broadcasting culture. Starting from TikTok live broadcasting will better help the author to study this issue. Therefore, this paper takes Hongxing Erke, a brand that has created new marketing methods on TikTok live streaming platform, as an example, analyzes the reasons for the rise of live streaming culture and the impact of live streaming culture on advertising communication effect, discusses the advantages and existing problems of live advertising communication mode, and puts forward countermeasures. It provides reference for the development of live advertising in the information age to promote the improvement of new media marketing theory.

Keyword: live streaming culture, KOL marketing model, consumer groups, Tiktok live streaming platform, Hongxing Erke

1. Introduction

With the increasingly mature Internet technology, the audience has formed the habit of network consumption, and the new marketing model of network live marketing has also become a social hot spot. In this huge live marketing, Shao Peisong analyzed the status quo, characteristics and models of live network marketing, etc., and believed that the live network marketing model could provide a thinking direction for the improvement of new media marketing theories [1]. Through a series of marketing methods, live advertising can often produce a more positive evaluation of the psychological effect of online advertising. Therefore, live advertising has the advantages that traditional advertising does not have, and the advertising communication effect is constantly strengthened. Although the digital live broadcast model is accompanied by problems such as the preference of marketers' subjectivity in marketing composition in the process of marketing practice, such as the debate on form over content and honeycomb effect, it subverted the traditional advertising communication model to a certain extent, making the gatekeeper theory in the traditional sense no

longer applicable to advertising marketing in the information age [2]. Among them, the more typical KOL marketing model has been proved to have a significant positive impact on consumers' purchase intention [3]. All in all, in the information age, the rise of "live +" mode has changed the traditional advertising communication mode and influenced the consumer behavior of the vast number of consumer groups to a certain extent [4].

In the process of studying the shaping of consumer groups by live streaming culture, the author uses case analysis and literature analysis to explore the new media marketing theory in the information age by taking Tiktok Live streaming as an example, and draws up the theoretical framework as shown in figure 1. In the following paper, two KOL marketing models appearing in Tiktok live broadcast rooms are analyzed and expounded, and the impact of the live broadcast culture behind the live broadcast model on consumer groups is further explored.
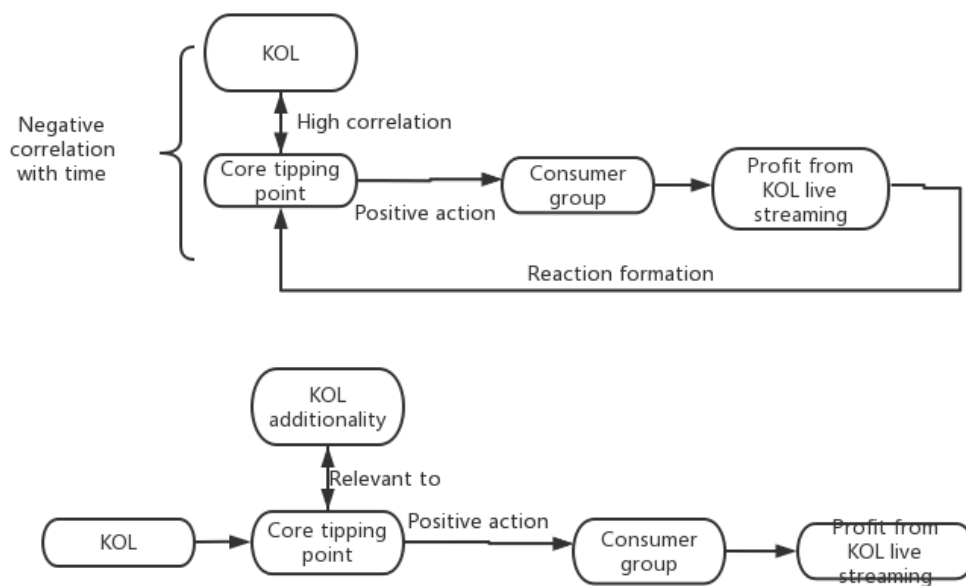

Figure 1: The theoretical framework of new media marketing taking Tiktok live broadcasting platform as an example.

When the core tipping point is highly correlated with KOL, the core tipping point positively acts on the consumer group, and the consumer group goes to the live broadcast room, thus making profits from KOL live broadcast. Meanwhile, the profit from KOL live broadcast will again act on the core tipping point, forming a closed-loop structure. However, under the effect of time, when KOL live broadcasts make profits, problems such as heavy form, light content and honeycomb effect often appear, which weakens the effect of this structure.

When the core tipping point is associated with the collateral of KOL (which is not the main feature of the collateral: celebrity effect), KOL positively acts on the core tipping point, and the core tipping point guides consumer groups to consume in the live broadcast room, making the live broadcast profitable.

In exploring the theoretical framework, the author uses the Hongxing Erke broadcast room as an example to analyze. During the period of Hongxing Erke from being unknown and on the brink of bankruptcy to becoming famous, its Tiktok broadcast room played an important role. The author starts from the well-known Hongxing Erke boss's disaster relief event and the celebrity's bringing goods Hongxing Erke event to study this topic.

2. Two KOL Marketing Models Appear in the Live Broadcast Process of Hongxing Erke

2.1. "Wild Consumption"

Hongxing Erke boss disaster relief triggered netizens "wild consumption".The Tiktok platform follows a "content + e-commerce" model, which gives fans space to produce content and exert their purchasing power. Fans can use functions such as original, forward, comment and share to spread the content of the broadcast room, and post their own opinions and evaluations on the basis of the content, so as to realize the secondary transmission of the content of the broadcast room [5]. "Wild consumption" refers to the opposite of rational consumption, and the hot word comes from Hongxing Erke.

Before the incident, Hongxing Erke is just a nameless domestic sports brand, and domestic sports brands are fierce competition, foreign brands into China, such as Nike, Adidas, Lululemon, etc., local sports brands, such as Li Ning, Anta, special step, etc., which makes Hongxing Erke even difficult to survive. In 2020, Hongxing Erke's market value is only about 300 million, net profit is negative, and it is on the verge of bankruptcy.

In the Henan disaster, deep in the bankruptcy crisis of Hongxing Erke boss Wu Rongzhao 50 million yuan disaster relief donations, this seemingly irrational behavior makes it difficult to maintain the operation of Hongxing Erke overnight to the top of the hot search, return to the public vision. In 2020, Hongxing Erke's annual sales are just over 2 billion, and the profit is negative 220 million. Before Wu Rongzhao wild donation, only 60 million on the books, originally wanted to donate 50 million to leave 10 million wages, clear the supplier's payment, and then apply for bankruptcy, it can be said that before he made a donation this enterprise has gone to the edge of bankruptcy. However, Wu Rongzhao's donation has turned the tide for himself, and the majority of netizens are willing to pay for Wu Rongzhao's goodwill. So consumers in the Hongxing Erke broadcast room "wild" order, creating a "wild consumption" carnival.

At the same time, in this donation, Hongxing Erke not only donated millions of yuan worth of materials to the disaster area, but also showed the real situation of the local area in the broadcast room. In addition, Hongxing Erke also used its own products in the broadcast room to help Henan people solve difficulties. Through this live broadcast, Hongxing Erke let more people understand their own brand concept, after the successful marketing of corporate social responsibility to the audience cognition, the use of live broadcast will Hongxing Erke's products for a wider range of promotion, expand the consumer group.

2.2. Celebrity Carryover

Famous actress with goods triggered a consumer boom.At present, the head effect of Tiktok users is significant, the platform influence of stars and celebrities and the playback of video works are large, and the entry of stars into Tiktok has brought a considerable amount of traffic resources to the platform, attracting fans' attention by their high popularity, and providing development opportunities for Tiktok e-commerce live broadcasting [6].

A well-known female singer who is popular because of the "Sister who Rides the waves" posted her training photos on the social media platform, and was found by eagle-eyed netizens that she was wearing a domestic brand Hongxing Erke from head to toe, with a T-shirt worth only 59 yuan, and pants and shoes only several hundred yuan. After the photo was released, the same Hongxing Erke shoes and clothing immediately became an explosive single product, once again triggered the "wild consumption" in the broadcast room.

3.   Hongxing Erke Live Marketing Way

3.1.   Create Patriotic People

The cause of the incident was a low-key donation of 50 million yuan by Hongxing Erke to the affected areas after the once-in-a-thousand-year flood in Henan province. This act of kindness was accidentally found by netizens, which inspired the enthusiasm of people across the country to support Hongxing Erke and compete to buy Hongxing Erke products.

At the same time, Hongxing Erke, as a domestic brand, in the case of its own poor management, generously donated 50 million yuan to Henan disaster relief, which made the general public resonate with Hongxing Erke. However, the emotional energy is hierarchical, and the emotional energy of each person varies from high to low. The person at the center of the interactive ceremony, the anchor, has a higher emotional energy [7]. At the same time, the boss of Hongxing Erke appeared in the TikTok's broadcast room, personally bring goods, grounding approach makes Hongxing Erke become the spokesman of the public. The purchase of Hongxing Erke products on through TikTok's broadcast room is like supporting the country, supporting disaster relief, a time to meet the psychological needs of the public.

Therefore, for consumers, going to Hongxing Erke broadcast room consumption has also become the embodiment of helping national enterprises and patriotism. And Hongxing Erke is also endowed with patriotic attributes.

3.2.   Use Network Traffic

Human subjective animals, for the meaning of the transmission is mainly divided into rational and irrational, the former is usually according to the development of the law of things and normal logic for a comprehensive analysis, relatively peaceful. The latter, based on past emotions and life experiences, relies on direct cognition of personal senses and follows one's instinctive consciousness to clearly express liking or aversion, which is relatively radical [8]. When the hot word "wild consumption" appeared in Hongxing Erke's broadcast room, a wave once again arose, and the potential of the mountain tsunami was unstoppable.

At this time, all netizens have become Hongxing Erke propagandists, fighting teams, on the one hand to buy Hongxing Erke, on the other hand to create excellent propaganda: "Hongxing Erke: Please buy rationally; Netizens: I don't want to be rational, I want to be wild." Such words, on the one hand, humorous cola, but also show the eruption of patriotic enthusiasm of the general public. "Hongxing Erke: If there is a quality problem can be returned; Netizen: The shoe does not fit is my foot problem." At the same time, the use of buzzwords by netizens is not simply a passive imitation or conformity, but a transmission of their emotions and opinions based on the understanding of their own life experience [9]. It can be seen that the spraying of network traffic has changed the consumption concept of some consumers, and the public will buy Hongxing Erke's products as a necessity to buy life.

3.3.   Improve the Traditional Advertising Communication Mode

First, the Hongxing Erke boss generously donated money to help the disaster area, and then Wang Xinling dressed in Hongxing Erke for its advertising, both reflect the KOL marketing model in Hongxing Erke played a vital role in the TikTok's broadcast room.

However, this marketing model subverts the traditional advertising communication model. On TikTok's live broadcasting platform, the importance of gatekeeper standards, gatekeeper processes and gatekeeper roles is constantly weakening, making the gatekeeper, as a brand, lose the privilege of

information transmission, which makes the information conveyed by KOL spread to the whole market.

4.   The Development Trend and Strategy of Live Broadcast Culture

From the follow-up development of Hongxing Erke broadcasting room, although Hongxing Erke has earned enough national goodwill in this disaster, Hongxing Erke has always been just a sports apparel company, such a "patriotic people set" is too high-profile, even if it can bear in the short term, but in the long run it has become a constraint. The public's attention to Hongxing Erke is too high, which determines the brand's every move in the future, and every step is also concerned and supervised by the general public. As we all know, the sportswear market is nearing saturation. The cake is only so big, Hongxing Erke's high-profile behavior also damages the interests of peers in disguise. Netizens went to the peer's broadcast room to speak for Hongxing Erke, belittling his peers became a "war" behavior. In the competition with peers, "people set up" too good but become a soft spot.

Therefore, traffic has become a double-edged sword of Hongxing Erke's studio, and the development of Hongxing Erke's studio events has also become a microcosm of the current live culture.

From the perspective of the current live broadcasting platform, in terms of technology, the emergence of "live +" has changed the traditional expression forms of video, audio, text and other information, and brought a new interactive way in network communication. At the content level, with the rise of the KOL network celebrity economy, the anchor industry continues to grow and develop, and many new forms of live broadcasting have emerged. Taking short video platform as an example, with the continuous emergence and development of short video, live broadcast and other content forms, not only new models such as "live + short video" and "live + variety show" have emerged, but also new business forms such as "live + e-commerce" and "live + education" have emerged. In addition, with the development of mobile Internet technology and the continuous improvement of network infrastructure, there will be more opportunities for interaction and communication between anchors and consumers in the future.

The combination of KOL Internet celebrity economy and new media live marketing platform has promoted the development of the current live culture, making it rich in content, strong interaction and great influence in communication. At the same time, the "live +" model has also brought some problems. As we all know, the number of Internet users in China has reached more than 1 billion, and the Internet traffic is countless. Criminals abuse the Internet traffic and make the traffic chaotic. At the same time, the unstable network environment makes the content and quality of the broadcast room uneven, giving birth to the phenomenon of "pan-entertainment"; The imbalance between the number of Internet users and the quality of Internet users often leads to the occurrence of Internet violence. However, such chaos cannot be controlled only by the intensity of platform supervision. The difficulty of platform supervision precisely reflects the unsound and imperfect laws and regulations on the Internet. The huge scale of the network society and the difficult to control the network environment also make it difficult to guarantee the authenticity of the information obtained by consumers in the live broadcast.

Therefore, in terms of hardware facilities, the platform should continue to optimize and upgrade the algorithm, and more accurately and intelligently locate the platform users to improve the platform ecology, so as to create a complete content ecosystem. In the publicity work, the live broadcast platform should expand the scope of publicity, attract more users to enter the live broadcast room through cooperation with other platforms, and expand the consumer group. Trust mechanism between brand and consumer; At the same time, it is also necessary to present in front of consumers in a more diversified form, and constantly optimize the content and form of live broadcast, so as to

further improve the dissemination effect of live broadcast information and improve the influence of live broadcast culture on consumer groups.

At the same time, as a consumer group, the majority of users should improve their own media literacy, rational analysis in the broadcast room

The advantages and disadvantages of information exchange activities should be combined with the "material" value of commodities and the "symbol" value to establish a rational consumption concept, and sustainable rational consumption should be carried out after comprehensive comparison [10].

5. Conclusion

This study is a case study and text study on the development of live broadcasting culture on communication theory in the information age. By analyzing the case of Hongxing Erke, this paper studies the two KOL marketing models it uses in the live broadcast room, and distills the operating model behind the live broadcast culture. It focuses on the influence of KOL marketing model on the information dissemination environment and consumer groups in the information age and its defects, such as uneven video content quality, vulgar content flooding the platform, and serious false advertising.

Therefore, this study is helpful for consumers to further understand the marketing methods and live broadcast culture in today's network broadcast, improve their consumption concepts, and adapt to the live broadcast environment. However, this study still has certain objective limitations. For the defects of network technology and regulations, the standardized management of live broadcasting should be further strengthened, the quality and level of live broadcasting should be improved, and the integration of live broadcasting culture with other industries should be promoted, so as to better promote the healthy development of live broadcasting industry.

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