

## **Discussion on the Live Broadcast of Social Media and E-Commerce**

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### **ABSTRACT**

In recent years, online e-commerce in Taiwan has been widely used by brand owners (advertisers). Live e-commerce has been widely used to be brands communication to consumers due to the popularization of a large number of social media platforms. Communication contents between brands and consumers has a significant increased their sales, and social media communication changed beyond just texts but though the experiences and trusts presented by live broadcasters.

E-commerce has become one of the most popular and dependent channels for purchasing. However, when a large number of products are exposed on the Internet, online marketing is an important key to the overall marketing strategy of enterprises. The use of online marketing to promote brand, message delivery, market research, customer relations, customer service, sales channels and promotional programs have become important means of Internet marketing. In recent years, the continuous growth of e-commerce has also changed the trading behavior of consumers and brands. The Internet has driven real-time transactions. This kind of trading behavior without time and place restrictions will continue to build on good brand values and customer relationship.

This study explores the actual operation of social media by brand owners (advertisers) and the field operators of e-commerce. Due to the proliferation of media marketing, excessive online advertising, bloggers unboxing videos, testimonies, Google simulcasts, keywords, etc., advertising methods including artists and celebrities endorsements have made consumers ubiquitously passive and actively see these advertisements exposed. Thus consumers have begun to gradually lose the intensity of their trust in the media. The use of social media to make brands trustworthy, and consistently maintain a high degree of attachment have always been an important tool and format in the marketing process.

The e-commerce live broadcast uses social media platform to give e-commerce a sense of experience and trust. Using real experience and dictation, the characteristics and key advantages of the product and its own experience directly and indirectly give consumers an expected sense of identity. E-commerce transactions have increased the use of social media to generate trading behavior.

This study first describes the influence of social media (Facebook) on brand owners and consumers, and then defines the actual effects of social media usage tools, especially the live broadcast (store direct broadcast) introducing the goods sold to consumers. The resulting differentiated trust explores the credibility of e-commerce using live broadcasts on social media, and also explores customer relationships simultaneously, directly and indirectly affecting the trust and difficulty of consumers' final purchase behavior, while researching cases show that the brand and social media generated by the live economy are innovative in the ultimate sales trust.

Keywords: Social media, social commerce, media trust, Live E-commerce

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### **INSTRUCTIONS**

Due to the booming development of mobile Internet, e-commerce, the Internet of Things, and cloud computing, the number of tools for the proliferation of advertising media has increased. These have led to the use and output of social media and social commerce. The use of tools and consumer trust and customer engagement to goods. Similarly, because of the rapid delivery of images or pictures through mobile Internet, and the identification of the transmitted images once a video or photo is posted on a social media, a large number of people would often determine what the direction of an event based on their own judgment. As the BBC's business review editor Weber said in 2010, in today's society, a devastating video will be forwarded, clicked by hundreds of people, and it would, like a snowball, roll over and kill a product or a company, and easily destroy the company's stock price. It can be seen that the resistance or assistance that current social media has on brands is both equally strong. The communication through only images and texts is no longer preferred by viewers. They want more participation, interaction, communication, recommendation and other interactive methods these have formed a social aggregation of the Internet. The social media platform has become a tool that brand owners and consumers rely on. And because the mobile Internet has been widely accepted and recognized by the public, live streaming has become another option for brand owners and viewers. The live streamer host is a new profession born in recent years. The new professional role itself requires a low level of professional knowledge. That is, anyone

who has an FB account or an app and website platform with live broadcast functions can do so, they can begin to operate their own live broadcast market. However, what kind of mentality do Taiwanese netizens face with the content of live broadcast? When choosing a live broadcaster to promote their own products, how do brands choose to operate a live broadcast platform and what problems would they face in the process? Would the popularity of the live streamer host generate uncertain traffic due to his/her popularity, and what factors would help generate high-interaction, high-purchasing power netizens, etc.

### Research Motivation

We chose FaceBook, which is currently the most commonly used social media by brand owners and consumers in Taiwan, as the basis for setting up a live broadcast platform, exploring brand positioning, and looking for a classification of Taiwanese consumers who are interested in the main live broadcast products. At the same time, when the store merchants on the e-store platform uses "live broadcast" as a marketing diffusion tool in advertising marketing, what is the special "webcast and traffic accumulation" context we can identify, in order to propose a relatively feasible live broadcast positioning design and marketing promotion mechanism. There are three main purposes for this study:

#### 1. Contextual insights between broadcaster viewers and hosts

Aiming at the Taiwan market, the categories of live broadcasters and live broadcast e-commerce platforms netizens are concerned, and what brands care for media diffusion capabilities of live broadcasts, and studying from the contours of different ethnic groups, images of woman, celebrities, and influencers etc., we observed that netizens have greatly changed their live streaming viewing options. A reference from InsightXplorer, a market research company, from a total of 627 valid samples collected from April 27th to May 2nd, 2017. The types of programs people watch are leisure life, including cooking, Food and chatting (46.6%), followed by 38.3% for variety entertainment, and the remaining 34.4% for music or performance playback. (Source: InsightXplorer Interview "What do Taiwanese live streaming netizens watch? ") From the above information, it can be seen that when watching live broadcasts, men still prefer news, sports, and games, while women prefer casual lifestyles such as cooking, food, gossip, skin-care, chatting, and horoscope, these are their higher preferences. Of course, there is also a very prosperous way of selling which is the live broadcast auction. In recent years, live broadcast auction market has won over beautiful webcast hosts. Instead, a host that is knowledgeable of the goods to be sold, has been referred to as "the know-it-all" about the product. He/she is not necessarily a handsome guy or a beautiful woman, but must be a master with in-depth understanding of the product. Introducing the products either with deep knowledge or through stories, it builds a strong connection between consumers and the product sold on live broadcasts.

#### 2. Exploring the demand for live broadcast services on social media

In the past, people share products through their own daily life experiences on social media, there were less real-time broadcasts for viewers to watch or agree on certain products. In the past, even Youtubers are "followed" in order to watch their videos. However, while behaviors are changed from "following" to "real-time interaction," and the cluster effect that was originally on social media, the e-store business platforms should think about how to build stronger connection and trust between the live stream host and the product. More importantly is how to start from the context of consumers' purchase behavior on social media. Thinking about the design of live broadcast contents of the store and the role of the "live broadcast host" would be another issue that need attention.

#### 3. The design and brand advertising of the e-commerce company itself and its marketing channel.

In the past, advertising methods such as promotion, free shipping, and diversified products were generally used as the main communication mode to consumers on online e-commerce platforms. However, in the digital age, more and more users use active push and pull methods to place products on the e-commerce platform to the mobile phones or computers that consumers are watching, but they neglected the fact that contemporary communication model of people has changed. More consumers care about communicating the experiences in real time. Live broadcast host introducing directly the products and writes the unboxing text have already become a marketing method that e-commerce platforms must operate. The brand awareness of the e-stores themselves is also an important issue that should never be ignored. In addition for e-store platforms to introducing brands through products, would there be any other possibilities for innovative marketing design and experience? This is another topic to be explored in this research.

In summary, this study intends to study the innovativeness of brands, and the trust generated on social media by the live broadcast economy in the final sales of the product from the user's perspective. Investigating the consumer's business behavior context on live broadcasts, and propose innovative business models for products and services. The following describes the literature review, and preliminary research findings.

### LITERATURE REVIEW

The range of online media can be very large, and the tools used are very wide. Since the current network technology can track how loyal consumers browse various products on the Internet, in this way, manufacturers will also be clear and understand the needs of

consumption, understand the demand, in order to accurately deliver the advertising marketing that consumers need. At the same time, because the Internet can be used to set up personalized marketing, by consuming the factors that have common characteristics or needs, it will gather the same interest, or a group of consumers of the same type, through their interaction on the Internet and quickly feedback to the operators, allowing a very accurate push of digital marketing. Such a precise delivery method, allows consumers to have a long-term information exchange relationship with the manufacturer and the environment.

In addition to accurate placement or repetitive placement on viewers' web pages, another important aspect is interaction, the realistic feeling consumers need, and the direct dialogue. The sense of reality is an important part of online marketing, so that consumers have a high degree of engagement, no longer "over packing," but realistic experience and sharing.

Therefore, the effects of commodities on consumers' digital marketing are the subject of research. This chapter will focus on media rich theoretical perspectives, AIDA models, AISAS model theory, experience marketing, consumer satisfaction and loyalty, and consumer purchasing decisions. Relevant theory review of advertising effectiveness, online advertising metrics, Ogilvy & Mather 360 degree brand stewardship, related literature discussion, as the basis for the establishment of follow-up research structure.

### 1. Media Richness Theory

It refers to the ability of communication and contact. The media has an important role in transmitting information. Different media will have different communication skills. The rich media can get different height or low according to the number of feedback, language diversity, multiple clues and personal attention (Daft, R.L. & Lengel, R.H. (1984). If such information is fast in understanding, we regard it as rich, and its contrary would be a less rich media. Media richness theory believes that the purpose of organizing information processing is to reduce uncertainty and equivocality. These two directions can be used to explain the media nature of different information technologies. Since the Internet itself exists in a virtual space, and the tourism goods themselves are a purchase item that cannot be seen, it is necessary to collect and compare information through more online media, commodity information, EDM, youtube video, online news, etc., which are loyal to consumers, provide consumers with different levels of richness. Many studies have found that digital marketing of a large amount of multimedia content, using a large number of customer interactions, text, pictures, animation, images, virtual reality, actual use of experience and other information, so that the media richness increases, but also allows consumers to have more judgment and recognition ability to improve the credibility of digital marketing information.

### 2. Experiential Marketing

Experiential marketing is now a marketing tactic that consumers think is necessary. The best representative is Bernd Schmitt (1999), who mentioned in his book (Experiential Marketing) that the concept of experiencing marketing is after observing or participating in an event, individual customers feel certain stimuli and have engines to generate thinking identity or consumer behavior. The experience must focus on how to make customers feel through the senses, emotions, thinking, and action. Products and services are linked. Get a unique experience, this unique personal experience, create and satisfy consumers' deeper consumer desires and sympathy. The five forms of Experiential Marketing: sensory experiential marketing, emotional experiential marketing, thinking mode experiential marketing, mobile experiential marketing, and connection experiential marketing.

### 3. Consumer Behavior

Advertising marketing will allow consumers to generate a series of psychological reactions because of the messages, images, and graphics that are transmitted, as summarized by international marketing expert Heinz M Goldmann, who has an important formula in western marketing knowledge, the Attention and Interest and Desired and Memory and Action (AIDMA) model, which shows the attention, understanding, memory, acceptance, and learning awareness of the consumer's exposure to marketing advertising messages (Howland, Kelley & Janis, 1954). At the same time, because consumers' attitude towards products is trust, persistence, and willingness to purchase, these reactions can be explained by the AIDMA model: this formula can focus on consumers' access to advertisements, pictures, images, messages, etc., until the completion of the complete purchase behavior.

- Awareness: Awareness, as consumers receive the acceptance of advertising marketing, gradually realized that the brand and the object description, display, text, promotion, story marketing, identity, let consumers generate a series of psychological reactions, and begin to pay attention to the goods.
- Interest: Interests are generated. After receiving the advertisement marketing media, the readers will pass the message and attract consumers' attention. They will begin to have interest because of the key words, diagrams and behaviors in the message. Consumer interest is generated, in part, the message is conveyed as a whole to understand proposition, selling and Unique, and the rationality and sensibility in the product or service commodity or the moral appeal. The consumer begins to generate interest, but from a psychological point of view, it must be said that the psychological factors that are of interest are included in the consumer's purchase of the goods and their own interests.
- Desire: Interest and desire are sometimes just a line apart. Consumers have desires must be because the function of goods solves or satisfies consumer's needs. Once marketing advertisements generates desire in every consumer, the success rate will be strengthened.

- Memory: Leaving memories. Apart from seeing the goods and understand the goods, there's nothing more than the memory before the purchase. The memory of goods will also be the entry point for consumers to identify with the brand, and take as a higher brand awareness position.
- Action: In addition to the psychological factors aforementioned, it is followed by execution and decision to purchase. However, before the action, the overall marketing will still force the final consumption. The incentives for consumers to act immediately, such as limited edition, time limit sales, discount volume, and membership, are all actions that need to be pushed in the final action.

The advantage of marketing is that it allows consumers to make purchase decisions without letting consumers pay attention to the AIDMA (attention, interest, desire, memory, and four steps of actions.) Consumer behavior is based on the fact that advertising marketing grasps the interest of the audiovisual public and provokes desire to achieve action (Kotler, P. 2002)

With the consumption habits of Internet and wireless applications, consumers have made great changes in their daily life shopping. Relatively, they have changed the traditional AIDMA to the current AISAS. Two of them are changed by digital marketing, S-SEARCH and S-SHARE. In addition to searching for products, consumers will also share them with others. Because of the use of AI on the technical Internet, it is possible to track the products that consumers have read, searched, and viewed. The Internet will allow consumers continue to deliver more or similar ads to consumers while watching other products or collecting information. However, consumers may not have to go through the AISAS model in order to purchase goods or services. Because different products will also make consumers have different combined reactions.

#### 4. Ogilvy & Mather 360 Degree Brand Stewardship

Brand management is the most important part of the business behind each product. Ogilvy & Mather proposed the brand management thinking of Brand Stewardship in the 20th century. This is a way to transform consumers' feelings about products to a relationship between consumers and brands. The so-called 360 Degree Brand Stewardship is to study the multi-faceted relationship between customers and brands. This includes how consumers approach the brand, consumer experience, a consumer's feelings, consumers' ideas and attitudes, and consumer needs and desires. After these relationships between a consumer and a brand begin, it is better to know whether there is a correct contact, communication and acquisition, to make the information richer, and the relative brand equity must also increase the position of efforts in the heart of consumption. Product itself, reputation, customer relationship, sales comfort, visual identity and overall image. The process of the Ogilvy & Mather 360 Degree Brand Stewardship can be divided into:

- Information Gathering: This is a preliminary health check for the product, understanding the internal and external state, which includes product details, consumer relations, competition and the environment.
- Brand Audit: Brand audit can be said to be a kind of market research, that is, products from the perspective of consumers. Whether it is a positive or negative response, it is the product's own feelings, impressions, contacts, opinions, memories, expectations. Factors such as satisfaction, criticism and disappointment will be the true feelings of consumers on products.
- The Brand Probe: The brand team must thoroughly and objectively see the problem of brand weight, with a broad sample of the brand including loyal consumers, customer representatives, customer brand groups, agent brand groups, and executive activities/promotions/packaging, etc. Representatives participate together. The most important goal is to explore the consumer's attitude towards the brand, the brand's attitude towards the consumer, identify the key attitudes in this relationship, and identify and try to find all the negative points/disadvantages/focuses on the product, in-depth perspective and answer.
- The Brand Print™: When the brand team truly knows a brand and completes the brand test, it can start to enter the so-called Brand Print™. Understand and find the core truths and spirits. From the perspective of learning only the lake, look for the highlights of the brand test. It may just be a sentence or two, or a paragraph or two, but it will allow consumers to see the brand's characteristics in depth and truth. In contrast, such a feature is definitely not fictitious, it must be the product that precipitated in the previous process.
- How to use the Brand Print™: Brand Print™ is a clear road indication for agents or customers to develop the entire brand marketing plan. Such a clear road direction avoids excessive fantasy and personal subjective thinking.
- The Brand Check: This is a simple process of reflection. When the brand achieves marketing or brand positioning and spreads to consumption according to the above process, it must make an introspective review action at a certain time, and can properly maintain the most authentic relationship between the consumer and the brand.

Not every brand can have funds or enough people to do a full body test, but such a 360-degree brand examination will give operators a deeper sense of direction and thinking about their brands and products. In the direction of subsequent marketing, it is not too far from the consumer's true feelings about the brand.

#### 5. Relevant Theory of Advertising Influence

Regardless of the traditional media, digital marketing model, advertising exists in a tool for communication between brands and consumers. At all stages of advertising, consumers are ultimately hoping to achieve or enhance the consumption of brands, goods and services, positioning, and final purchase behavior. To make consumers feel the final product, brand or service, after all, it is inseparable from Cognition, Affect and Behavior. Such an attitude proposed by Mitchell and Olsen (1981) and Shimp (1981), explaining the importance of the Aad structure, using Aad and other advertising effects as a measure, after such a causal relationship affects the brand attitude (Ab) and the intention to buy the brand (PI), the consumer begins to accept the brand, psychological factors such as identity, rejection, etc.

Recently, six scholars Ephron, Harvey, Maroney, Moran, Spaeth, and Brandon collaborated on the media model measured by the Advertising Research Foundation (ARF) in the United States. These eight stages are: the Vehicle Distribution and the Vehicle Exposure, Advertising Exposure, Advertising Attention, Advertising Communication, Advertising Persuasion, Advertising Response, and Sales Response. ARF uses the mutual or individual performance as a starting point. The latter is the psychological reaction of consumers when they face advertising, and the interaction factors after real purchase.

#### 6. Online Advertising Metrics

As the overall media platform moves to the Internet, digital marketing added more metrics, traffic, visits, average time of stay, repeatability, reach, ad exposures, ad search, click, download, share, and returning rate in its analysis. These are all communicating with consumers on digital marketing and collecting or using consumer approval to achieve secondary or repetitive marketing. The ultimate goal of this numeric digital marketing is to accumulate means of brand recognition of positive and negative numbers. This number can be extended to the brand to clearly understand consumer's buying needs, hobbies, trajectories and loyalty. (Wu, H. 2015)

#### 7. Live Streaming

The online live broadcast started from live broadcasting video games. When viewers accepted it more and more, it gradually shifted to expand into the commercial market. Due to the needs of the store operators, the live broadcast contents in Taiwan has changed from sharing personal life stories to a complete business purpose now. The market size has also grown rapidly from NT\$ 500 million in 2014 to more than NT\$ 12 billion in 2017. To understand the channels netizens use to obtain shopping information, the survey of the Market Intelligence & Consulting Institute (MIC) has shown that the top five channels for obtaining shopping information are: shopping websites (54.9%), Google search (40.3%), Facebook (24.3%), price comparison engine (22.5%) and relatives and friends (16.9%). Although LINE did not enter the top five, the proportion increased from 12.3% in 2017 to 15.8% in 2018. For the first time, the communication power surpassed portal sites (14.2%), EDM (12.6%), and TV advertisements (12.4%). Senior industry analyst Zhang Xiaoqi pointed out that the improvement of LINE ranking is mainly due to the active development of various marketing guide services in recent years. (Source: MIC, Market Intelligence & Consulting Institute.) The live streaming itself has the advantages of the Internet: there are no time and space restrictions; one can freely decide whether to watch or not; it is rich in content, interactive, and no geographical restriction. The tools often used in marketing in the beginning were product release commentary, conferences, instant news delivery, unboxing texts, etc. These were originally broadcasted in a single communication mode to the chat blocks currently available on live broadcast platforms. These chat blocks would provide users a space to express with words and emojis to strengthen their sense of belonging and grouping. At the same time, because live videos will continue remain on the platform, these would create two to three marketing spreads, which effectively extends the time that live broadcasts are viewed, and also exerted the maximum value of transmitting the message. At the same time, in response to netizens' preference for live broadcasts, MIC conducted a survey regarding Taiwanese netizens watching live broadcasts. It was found that among the netizens who have used live broadcasts, 71.6% preferred Facebook as the main viewing platform, followed by Youtube (55.2%), 17 Live (19.5%), Instagram (15.6%), and Live.me (10.2%), and so on. The top five reasons for netizens to consider the live broadcast platform or software are "more free contents (47.7%)", "friendly user interface (36.5%)", "multiple program types (28.2%)", "multiple interactive methods (20.4%)", and "has more influencers (18.8%)". In terms of the number of viewers of the live webcast, most people watch it from 17:00 to 24:00, that is in the evening to late night. The time spent on watching live broadcasts falls between 30 minutes to 2 hours.

#### 8. Live Streamer

An online streamer, also known as a live streamer, internet streamer, or streamer, according to Wikipedia, is a person who broadcasts themselves online through a live stream or pre-recorded video. Such a popular career born in the booming industry of live broadcast culture, the technology of audio and video streaming provided a perfect stage for live broadcasters, using simple tools and software to easily become a live streamer, and has a remarkable growth. (Xie Chengfu 2018)

The success of the live streamer depends on the popularity of the streamer him/herself and the characteristics. Such personal characteristics includes emotional, professional, and game-type topics, which can be turned into a topic while live streamers broadcasts. As the number fans increases, the influence on the Internet will also increase.

At the present, the most representative platforms in Taiwan, such as Twitch, Meerkat, Periscope, Taiwan also has 17, livehouse.in, etc., large players such as Facebook, YouTube have also entered the battlefield. The real-time interactivity of the live broadcast has attracted a large number of netizens to watch it, and has also created a number of influencers. From gaming, performing musical talents, and beautiful women big stomach queens, many people have enjoyed watching them eating. Live streams have also been described as "the last straw that crashed TV news," with unlimited potential. (Source: Digital Times, Carat Media Weekly)

Company name	Main business	Go live stream	Type	Purpose	Business model	Advantage / Characteristics
YouTube	Video Website	2011 starts Live Streaming / 2016 starts mobile live streaming	Individual, events, games	Increase user engagement	Advertisement	Stable platform
friDay Video	Video on demand	2013	big events, competitions	Customer service	None	FETnet Group Resources / Combined with audio and video platform for curatorial marketing
Facebook	Social media	2015 August opens up Likes / 2016 February opens up completely	Celebrities, amateur	Extended user stay time / VR layout	Ad	Nearly 1.8 billion monthly active users worldwide / 18 million active users in Taiwan
Yahoo TV	Portal site	2015 soft launch / 2016 July - Official launch	News, Finance, Sports, Lifestyle	Brand image / Extend user retention time / Increase advertising revenue	Ad / Product placement	Taiwan's main portal / Yahoo technology platform and media resources
LINE	Communication Software	2015	Limited to Line accounts	Customer service	One of the official account functions, no extra charge	More than 17 million active users in Taiwan

Source: Digital Times, Carat Media Weekly  
Figure 1: Network video platform

However, at the same time, many media messages are transmitted quickly, and there is also a competition relationship between the mass media as a whole. If this is explained by the usage and satisfaction as point of views, viewers under different information content of different media are to satisfy themselves. This psychological need comes from the mutual replacement of different media content.

### CASE STUDY

Company A was originally an outdoor media company, because of digital age, it has changed its business sales model to provide clients with more solutions to their sales besides just providing advertising services. By adding digital methods that allows online marketing which presents the characteristics of different products, and a complete product introduction, to directly and indirectly assist clients with the issue of advertising and marketing. Therefore, a Facebook's fan page e-store platform is created. According

to the current overall Taiwanese market, online transactions are high and widely accepted among consumers, and they also trust products sold on e-stores. Company A began to build a platform and have live streamers sell products in real-time. However, Company A has encountered the following problems in its overall operation:

1. The number of people added to FB fans page increased too slowly

Live broadcasts require viewers. The newly created FB fan page requires users to join first before any follow-up push event can be launched. Company A has adopted a large number of gift giving methods to boost the number to reach about 4,000 people in just three months. Once the gift promotion activity stagnates, the number of people ceased to increase instantly. At the same time, it is also found that those who join the company A's FB were oriented by free gifts, when live broadcast sales events started, it was expecting to see an increase in the number of active users, however, the actual response was unexpectedly indifferent, completely insensitive, and would not place any order. The result was that a number of people exist in the fan page, but they would not continue to share contents, and the number of fans would not increase any more.

2. It's not easy to find a live stream host

Currently there are two ways to create live streamers in Taiwan: one is that the person already has his/her personal charm, and the other is to become a streamer after training. But these two kinds of people are difficult to cooperate with company A. If the ones with personal charm goes on live stream on Company A's platform, the number of viewers is still limited, and could not generate as many views as his/her own platform. On the other hand, trained streamers usually are restrained under a contract with the training company, if the person takes projects on his/her own, this can only be limited to just talking and sharing instead of saying products, thus it is difficult to generate substantial sales.

3. Steaming view traffic is not equal to purchase traffic

The point is, after the traffic is brought in, how to make these like-minded people in FB have resonance and actually make purchase. The most difficult problem Company A is facing currently is that the traffic has continued to increase slowly, but it is viewing traffic only. People would not place orders because of quality or price, for each live broadcast event people are all waiting for incentives or giveaways. Therefore, this could not generate good sales revenue.

4. The positioning of the entire e-store is unclear

Positioning has always been an issue that any brand owner must think about first. Company A initially wanted to provide existing customers with a solution to start with, and step into the live streaming e-store business. However, real customer solutions must have complete supporting measures. With no clear positioning, consumers are confused whether to be guided by the e-store itself or by the products, or because of the charm of the live broadcaster, who believes in the product promoted.

## CONCLUSION AND RECOMMENDATIONS

In today's era of rich media, consumer behavior is also changing with the times of this digital era. Sting Tao, General Manager of MeMe, once gave an example: a small influencer that has 1,000 faithful fans can make a business of NT\$ 1 million. From this actual market experience, the importance of live streamers is more powerful than the commodity itself. The platform is only a stage of a complete system. According to the foregoing literature, research has found out that consumer behavior is returning to its original position, returning to human nature, and through the Internet, of no geographical and time difference restrictions, live streaming is the next generation's social method, an innovation in the entertainment industry, an indispensable tool for enterprises, and a return to human nature.

This means, the core character that connects people with e-store operators is the live steamer. He/she must have a strong affinity and charisma. The live broadcast topics must combine both the internet industry and entertainment industry. The richness of its content must be adjusted at any time, and with fast speed. Because company A still regards sales as its main purpose, it has been found in the previous literature that good price would not be known to netizens in a closed environment. The incentive for the price will be a major purchase factor, but the source of trust would be shown through the number of traffic.

It is suggested that company A would nurture a professional and dedicated live streamer as the first step. In addition to the professionalism of the original platform system, the number of products, and the evaluation of consumers, the most important thing is communication. Loyal fans would generate high revenue. However, how to find a good live streamer is another issue. We will find out that products might not make you lose the ground, but the operation itself is what would make you win the game. A complete annual planning is the main adjustment strategy. It is not enough to only have good products while doing live streaming. It is important to have the streamer bring in more viewers, these viewers then becomes streamers themselves to share contents out, this is the most important thing for the platform operator to do at the beginning. To start the operation of a platform is hard, and it would have to go through a painful "two-way slow start period", that is, they must first invest resources, find a way to ignite the fire, and then get enough data and feedback to find the right direction.

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