



# The Research on the Audiences' Psychological Under the Influence of Live Streaming of Stars on Douyin Platform

## ---Take Jia Nailiang as an Example

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**Abstract.** Under the influence of the post-epidemic era, due to the limitations of people's mobility and the e-commerce mechanism that encouraged by both Internet and Douyin platform. These make the online shopping format become more popular which not only attract more people to join the e-commerce industry of Douyin platform but also attract many superstars. As superstars have their own star effect, when they are an e-commerce anchor, they will be very different from other e-commerce bloggers in attracting audiences. This article takes video blogger and star Nailiang Jia as an example which through case analysis and in-depth interviews and using Douyin's official platform Douchacha to analyze the differences between stars and anchors. According to the list of the corresponding advantages and disadvantages, which can explore the psychological activities of the audience under the influence of live streaming on the Douyin platform. The final research results show that most of the audience will place an order based on sufficient demand. Because of the failed shopping experience of some consumers, they will not place too many orders due to the star effect. In addition, the commodity explanations will affect audience psychology and the sales of products brought by anchors or stars. The authors hope that this study can provide some insights for future scholars in this field.

**Keywords:** Live streaming, Short Video, Douyin platform, Influence.

## 1 Introduction

Under the social development background of the epidemic era, online shopping, especially the way of live streaming with goods, is more suitable for consumers' shopping habits. As people are trapped in isolation at home and profit-making places such as shopping malls are banned from doing business, people increasingly trust and rely on

online shopping, and live streaming has gradually become a contemporary trend and mainstream trend. Taobao, Douyin and Kuaishou have become the backbone of e-commerce [1]. "Carrying goods" has also become a "basic operation" for every Douyin blogger.

When the number of vlogger fans reaches a certain number, there will be large and small brands, contact them for product delivery. During this period, some stars have also seized the opportunity to make money, and have crossed over to join the livestreaming lineup. They sell their popularity in the live broadcast room and make profits by attracting fans to consume. However, the increasing number of car accidents of stars proves that it is not easy for stars to achieve stable and considerable results in live broadcast. This paper takes video blogger and star Jia Nailiang as an example, collects relevant data, analyzes it by using Douchasha, the official platform of Douyin, and demonstrates and analyzes live streaming and audience psychology by in-depth interview research methods.

First of all, the form of carrying goods can be roughly divided into video carrying goods, live carrying goods and the mixture of video and live broadcasting. Taobao Live broadcast will not be promoted in the main page, but Douyin will directly push the live broadcast to the main page [3]. Douyin is mainly located in first-tier and second-tier cities, where citizens have a higher income and can spend more on shopping [4]. Live streaming is commonly known as "e-commerce bloggers". Entertainers generally have such accounts, and the main goods are mainly delivered by live streaming. As a part of drainage, videos will ensure a certain frequency of updates, and there will be no advertisements in the videos. The short video itself is easy to make and easy to spread; Using short video drainage and then live streaming is a common way for many bloggers [5]. The majority of personal accounts for video delivery are basically bloggers who bring their accounts to a certain number of fans and then carry out delivery in the form of advertisements in their videos. In terms of sales, people will get different rebates and pit fees according to the data of the blogger, such as likes, sales, etc. The last is the way of live streaming and the mixture of the two modes. Generally, such accounts belong to official accounts. When livestreaming, Douyin officials give "traffic" to bloggers to help their livestreaming be seen by more people. Anchors with a mixture of the two modes basically rely on video content drainage to promote their own brands and carry out live streaming. Videos also have some other advertisements to promote other products. There are two types of advertisement realization. One is that a brand's merchants directly produce video advertisements in their official accounts and put them in the Douyin platform, the other is that some opinion leader bloggers insert advertisements into their videos. Finally, there is the always mentioned live streaming [6]. About the product sale aspect, our country has introduced relevant laws, let consumers in the emergence of the need for product sale have a law to rely on, including whether the blogger can carry out after-sales treatment for consumers according to the relevant laws.

Nailiang jia is a Chinese mainland actor and singer. He graduated from Beijing Film Academy acting department. He has long experience in carrying goods and owns his own business company. In 2022, he starred in the urban emotional drama "Chasing the Love Family" [8]. In the live broadcast, he would portray himself as an anchor

and introduce products in the live broadcast room in a long and earnest manner. Compared with other artists who have a large number of fake products, the quality of Jia's studio has always been highly trusted. Although he produced some film and television works during the live broadcast, his film and television works have not attracted much attention at present, and he has been questioned as an actor.

In terms of audience psychology, audience can receive the oneself to like with the owner to broadcast live video or content. Because the trill algorithm adopted a personalized recommendation algorithm based on the mechanism of hot style, to efficiently distribute large quantities of content, and Internet users increase rapidly and the improvement of people's living standards with goods provides the possibility for electricity broadcasts. Trill, more than 600 million active users, trill has a high amount of video playback, based on this, trill can be implemented with the advantage of the sales promotion, and mammal by strengthening the related staff service capacity and integrity awareness, improve product quality and supervision and after-sales service ability, clear rights protection channel to improve live with cargo service [2]. Entertainers are our ordinary people most concerned, when the entertainer with goods will undoubtedly bring their own flow. When an artist starts live broadcasting, there will be a special team for poster production and release. During the broadcast, there will also be fans of the "rush sales" situation. In this article, through case analysis and depth interview method, this paper explores in the star live with cargo under the influence of the audience's psychological activity, such as buying factors and channels, and perceptions of stars live take goods. The author hope to be able to create the outbreak after today's trill live platform with goods, under the influence of the consumption demand of audience and influenced by stars live with goods, to put forward relevant contributions to the subsequent study.

## **2 Research method**

### **2.1 The Case Analysis Method**

This paper takes the star Jia Nai Liang as an example to explore the psychological activities of the audience under his influence. Based on this, the data provided by the official platform of Jitterbug will first be used to check the basic data of the case and judge the research value of the case. On this platform, it is also possible to monitor in real time the live streaming data of the research subject, etc., and observe to obtain basic information such as which time period has the most users.

Jia Nai Liang basic data: total fans 26,886,000, platform fans 26,133,000, likes to powder ratio 3.9:1, average likes 519,000. The word of mouth for bringing goods (as of June 1, 2022) is 4.99 (word of mouth ranking beats 99.42% of peers), with a total of 64 live-streaming sessions and 62 live-streaming sessions with goods. Live carry ratio 95%. Number of merchandise 268 pieces [9].

Number of short video works: 195, 41 works in the last 30 days, average 75,000 likes, 5:1 ratio of likes to fans, short video did not bring any sales and sales. The average length of the video is 22 seconds.

## 2.2 The In-Depth Interview Method

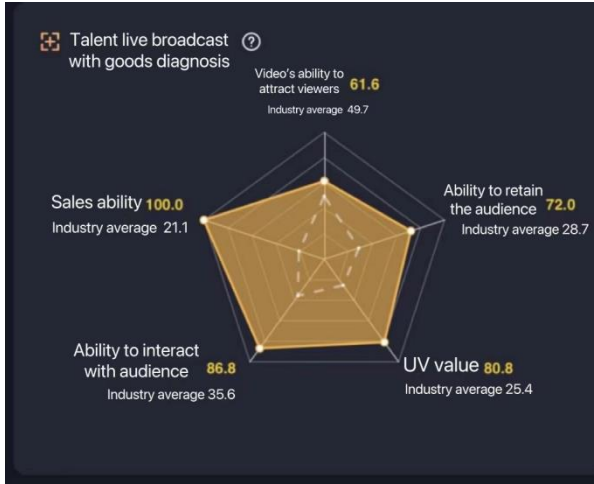
This method is mainly used to study users' specific views on the "anchor" Jia Nai Liang and the "actor" Jia Nai Liang, including the psychological activities under the influence of celebrity live streaming. This paper interviewed 6 people, with an average interview length of 30 minutes per person, mainly from the perspective of the following questions, details are as follows.

- (1) How long do you usually spend brushing Jitterbug and watching the live broadcast?
- (2) Do you often bring things in Jitterbug live? How about the quality, any return experience?
- (3) your views on the Jitterbug platform, when you brush the video, there will be live push?
- (4) Have you ever bought goods because you like the short video content of e-commerce bloggers? Or do you just go into the live stream and buy something?
- (5) Will you listen carefully to the product content explanation?
- (6) Why do you listen carefully to the explanation? Are you interested in the product, or the blogger himself?
- (7) What do you think about your celebrity's product?
- (8) What is your overall view on Jia Nai Liang's live streaming?
- (9) Do you still have an impression of Jia Nai Liang's film and television works?
- (10) will give the star live to rush popularity, rush sales?
- (11) Do you think there will be a star effect for the star to bring goods?
- (12) Will you buy something because you like the star?
- (13) What do you think of the star's short video content?

## 3 Research results

### 3.1 Data Collection Results of Case Analysis (Using Douyin Official Platform Douchacha for Analysis)

The data in Figure 1 basically includes all aspects of Jia Nailiang's Douyin account for the past 30 days [10]. It can be seen from Figure 1 that, the ability of Jia Nailiang's video to attract traffic is 61.6, above industry average. The ability of video to attract traffic is very good. The sales ability is 100, Higher than the industry average of 78.9. The ability to interact with audience is 86.8, Higher than the industry average of. The UV value is 80.8, Higher than the industry average of. The ability to retain the audience is 72, Higher than the industry average of 43.3. Overall, all aspects of Jia Nailiang's Douyin platform are very objective.



**Fig. 1.** Talent live trading diagnostic data.



**Fig. 2.** The star map index of Jia Nailiang's video.

In Figure 2, the star map index contains: the weighted calculation propagation, the cost-effective, the credit score, the effective follower growth, the want to buy index, comprehensively evaluate the author's recent valid video data, and evaluate the author's comprehensive business ability and other indicators. As can be seen from Figure 2, Jia Nailiang's star map index is 67.1, which integrates the spread index, the fan growth index, the cost-effectiveness index, the cooperation index and the want to buy index. It can be seen that Jia Nailiang's overall amount is average, and there are no obvious shortcomings.

The above two sets of diagrams and data can reflect the research value of taking Jia Nailiang as an example. Through the data and later interviews, this paper can explore the psychological activities of the audience under the influence of celebrity live broadcasts.

### 3.2 The Results of Interview Method

By talking to six interviewees of different ages and genders, this article tries to explore the audience's psychological activities on the phenomenon of Jia Nai Liang's live broadcast and under the influence of the celebrity's live broadcast with goods. The results show that most of the audience think: "will brush to the short video, but will not pay too much attention to the content of his short video of Jieyin, because do not know Jia Nai Liang too well, just live to see. The quality of Jia Nai Liang's live product and a series of services are very good. Because the impression at the beginning basically stays on some gossip news about him and his ex-wife, so there is no impression of the actor Jia Nai Liang. Nor do they pay attention to his works [11].

An overview of the content of each respondent's responses is as follows:

(1) Mrs. Xing, female, 46 years old.

Answer: "I spend an hour on Douyin and watching live broadcasts every day. At the beginning, I bought a lot in the Douyin live broadcast room, and the return rate was very high, and the quality was quite different from the products displayed during the live broadcast. Now I basically buy things in the familiar live broadcast room, and the return rate is basically very low."

(2) Mrs. Li, female, 33 years old.

Answer: "I don't like the short video content of e-commerce bloggers, so when I buy goods, I always enter the live broadcast room to buy the goods I like. I simply listen to the content of some commodity explanations, and pay more attention to their discounts.

The perception of short video content of celebrities is, the way celebrities play on Douyin has gotten rid of the marketing methods that seemed advanced but not practical at first, and began to use a variety of content types. Such as technology flow, vlog, evaluation and other content, enrich the feeling of watching programs, and participate more attentively in the trend of short video content delivery."

(3) Mr. Zhang, male, 26 years old.

Answer: "The total time is about two or three hours. I almost only watch short videos and rarely watch live broadcasts. I haven't bought it once in the live broadcast, but I've bought it six or seven times in the Douyin advertisement. I have never bought anything from these bloggers that I like. I rarely enter the live broadcast room. I occasionally enter a few times and stay for a few minutes before leaving."

(4) Mrs. Wang, female, 24 years old.

Answer: "Douyin is watched about 1-3 hours in free time. I do not like to watch live broadcasts, unless it is the content of knowledge lectures! I seldom buy things on Douyin, and I will not buy it because the blogger recommends it. I will read the description of the product content and analyze whether it is suitable for me!"

(5) Mrs. Yan, female, 50 years old.

Answer: "I will watch Douyin's live broadcast about the Forbidden City commentary and wild survival videos. I do a lot of shopping on Douyin. I buy the products I need when I see them. I don't watch the live broadcast directly. I have no impression of Jia Nailiang's film and television works, but I still remember some of the variety shows. I also don't buy a lot of his products because of celebrities, because I usually buy the products I need when I meet them."

(6) Mrs. Yang, female, 19 years old.

Answer: "I play Douyin 2-3 times a day, half an hour each time. The view of Jia Nailiang's live broadcast is a bit sad, I think he is bringing goods for money, so I haven't watched Jia Nailiang's live broadcast, and my memory of his film and television works is very vague. It's not too crazy to buy because it's a celebrity's live broadcast room. And of course there will be a star effect, so I don't buy because of celebrities, I think celebrities are celebrities and merchandise is a commodity."

## 4 Discussion

The discounts in the live broadcast room of celebrities bringing goods are very strong. The prices of goods in the live broadcast room are often lower than the preferential prices of various online activities. Consumers can buy all kinds of discounts without interpreting Taobao's various preferential rules. In addition, when celebrities are selling, it often happens that the brand owners do not communicate with the anchors in advance about the advantages and selling points of their products. After the anchors have finished explaining the live broadcast, they find that the selling points of their products and the adjustment of the brand are completely inconsistent. This is to a large extent it reduces the consumer's desire to buy and even lowers the value of the brand. Therefore, the psychological activities of the audience under the influence of celebrity live broadcasts are analyzed.

### 4.1 Audience's Views on Celebrity Live Streaming

The interviewees only have a preliminary understanding of celebrities, but they do not know their specific representative works and daily life, and they do not pay attention to celebrities. Xing Mou said: "I have no impression of Jia Nailiang's film and television works, and I don't remember much. I have never added popularity to celebrity live broadcasts and boosted sales." The audience showed a rational attitude towards the live broadcast of celebrities as a whole, and could view the phenomenon of celebrity live broadcast with an objective perspective. At the same time, audiences do not reject live broadcasts when viewing short videos, but they only view live broadcasts from a normal perspective. Xing Mou said: "I have no opinion on the situation of live broadcasts on the Douyin platform when watching short videos. It is not excluded." If a large number of celebrity live broadcasts appear when watching short videos, the respondents will also feel bored, and will be resistant to entering the celebrity live broadcast room." I will take a look at the recommended videos that Yan Moumou expressed interest in during the interview, but sometimes there are too many videos

recommended repeatedly, which will cause boredom". Regarding the transformation of celebrities between actors and anchors, most of the interviewees showed that celebrities selling things must have celebrity effects, which will bring the popularity of the live broadcast room, and on the other hand, it will also reduce the popularity of celebrities as actors among the audience. The audience as a whole pays little attention to the conversion between celebrity live broadcasts and actors. Zhang Moumou believes that celebrities selling things will definitely have celebrity effects, but "I won't buy things just to like this celebrity. I support the celebrities I like on the spiritual level, and they have to rely on them materially."

#### **4.2 Audience Consumption Motivation and Influencing Factors**

Anyone who enters the live broadcast room can be considered as a "potential consumer", and the audience as a consumer also has certain social attributes. When people generate a certain behavior and make a certain decision, will refer to the opinions of others and observe the practices of others to ensure that people's behavior and choices are consistent with most others. Some audiences will have their own views on the goods, and they will buy from the value of the goods themselves and their own needs. For example, Xing Mou said in an interview, "I won't buy things because I like this celebrity. Some views of the short video content of celebrities are that some of them feel good, but most of them are not good, depending on the theme of the video." Some audiences believe that the value of the products sold by celebrities live broadcast is greater than themselves, and it is not in line with the value of the products themselves. Li believes that "the view on celebrities selling things is that celebrities have become a tool of commercial value, but compared with the commodity itself, the value is not so high." At the same time, when celebrities participate in live broadcast marketing, celebrities become the anchors or the person sitting next to the anchors. Due to the attraction of celebrity status, there must be many potential consumers with celebrity fan status in the live broadcast room. Yang Moumou said in the interview, "I have seen live broadcasts. I bought things when I saw what I need or are interested in. I won't buy things because I like short video bloggers. It seems that I don't really listen to the content explanation." In a sense, the fan attributes of such consumers are greater than their consumption attributes, and the fan attributes of consumers will further drive the interactive atmosphere in the live broadcast room.

#### **4.3 Consumption Habits of Audiences Watching Live Broadcasts**

When consumers watch celebrity live broadcasts, their consumption habits mainly cover the following aspects: Send crazy messages for celebrities, super snapping power, and praise celebrities in the comment area with high frequency, Specifically in "If it is in the celebrity live broadcast room, it is easy to see very crazy fans, who send messages frantically and occupy the comment area", "There are some products with very good prices, which were sold out as soon as they were put on the shelves, and I didn't even respond", "There are some fans who don't know if it is a nursery or not, and have been recommending products in the comment area" and so on. When asked



about the behavior of these consumers about their psychological feelings at the time, the respondents' answers included "I would be very excited as a fan", "I would be very excited", "If the fans can understand it, it's just a normal audience." If you do, you will also be attracted by the atmosphere of the live broadcast room" and so on, most of the respondents said that their feelings about the live broadcast room will have a certain impact. When asked the most critical question, "Will you be influenced by other consumers to make purchase desires or actions?", more than half of the respondents answered, "I won't be influenced", "Even if you like celebrities, you will Based on whether I want it or not", "I will buy it if I want it a little bit, but if I don't want it at all, I won't buy it" and so on. As for the last question, have you ever placed an order in a celebrity live broadcast room and found that you didn't want to buy it at first, many respondents said they had done such a move. According to the analysis of the interview results, some people have contradictory statements when answering the last two questions. People's self-evaluation and cognition are often inconsistent with their behavior. People know in their hearts that they need to be sensible when facing the outside world, so they answer in interviews that they are not influenced by the behavior of other consumers, but their behavior does not fully demonstrate this.

## 5 Conclusion

Under the influence of the post-pandemic, it is worth doing research to celebrity live streaming behavior and audience psychological activities. This article uses video blogger and Jia Nailiang as an example, relevant data collected, use Douyin's official platform Douchacha for analysis, and analyze the differences between celebrities and anchors with in-depth interviews.

Through the research method of in-depth interviews, the conclusions of this paper are obtained: Some audiences will buy because of celebrity sales, but most audiences still buy based on their own buying needs. Most of the consumers are working class. At the same time, based on the bad shopping experience brought by some consumers' failed shopping experiences, they will consume rationally and will not place orders with passion because of too many star effects. At the same time, product explanation is a very meaningful link for consumers, and this is also an important link that will affect the audience's psychology and the sales volume of products brought by anchors or stars. This article analyzes the e-commerce mechanism of the Douyin platform and the popularity of star live broadcasts based on the Douyin platform. It provides insights into the gaps in the psychological research of the audience of star live broadcasts. The disadvantage is that the example of "Jia Nailiang" is not comprehensive enough. When conducting research in related fields, futuristic scholars can pay attention to the negative news of other celebrities' live broadcasts, and explore the deeper impact on audience psychology research.

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