A Case Study of Marketing Strategies for Live E-commerce Streaming Scenarios Based on SICAS Model

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Abstract. With the rapid development of internet technology and the popularity of smartphones, live streaming e-commerce, as an emerging marketing method, has rapidly risen globally in recent years. Live e-commerce provides consumers with a new way of shopping through real-time interaction, product display, and shopping experience, while also bringing huge commercial value to enterprises. With the rise of live streaming e-commerce, marketing strategies are facing new challenges and opportunities. In order to better respond to this trend, this study takes women's clothing brand FE as an example to explore live e-commerce marketing strategies based on the SICAS model. Data were collected through questionnaires, and SPSS 22.0 and AMOS 25.0 were used to analyze the data of sample. At the same time, live streaming e-commerce marketing strategies applicable to similar brands have been summarized. The research results indicate that price discounts and coupons, interaction, product discount effects, demand level, and service quality are all positively correlated with purchase intention. Research has shown that brands can use scenario marketing strategies to better attract and retain consumers and improve sales performance, mainly including content innovation, interactive enhancement, precise promotion, and anchor cultivation.

Keywords: Live E-commerce, SICAS Model, Marketing Strategies, Scenario Marketing

1 Introduction

Donald Klein (1966) proposed the SICAS model (Social Influence and Cognitive Attention Structure Model) which mainly explored the relationship between social influence and cognitive attitude structure, and studied its development process. The theoretical foundations of the SICAS model mainly include consumer behavior theory, social media theory, and interactive marketing theory. These theories provide important theoretical support and practical guidance for the SICAS model, helping us better understand the behavioral characteristics of consumers on social media platforms and the effectiveness of marketing strategies [1]. Specifically, consumer behavior theory is the

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foundation of the SICAS model, which focuses on the psychological and behavioral changes of consumers in the purchasing decision process. Through this theory, we can gain a deeper understanding of consumer needs, motivations, and behavioral patterns, in order to develop more precise marketing strategies.

In practical applications, Cheng S Ren (2018) put forward empirical analysis and found that the SICAS model can be widely applied to various industries and brands[2]. For example, in live e-commerce scenarios, brands can develop corresponding marketing strategies based on different stages of the SICAS model. The SICAS model, as an effective user behavior model, provides important theoretical guidance and practical tools for brand marketing on social media platforms. Cui J Jing (2019) believed that by deeply understanding the behavioral characteristics and needs of consumers on social media platforms, brands can develop more precise marketing strategies, improve marketing effectiveness and brand value[3]. Based on a consumer experience questionnaire survey, Chen Z Yao (2018) analyzed that the main problems in the consumer experience of chain supermarkets are outdated, and the technological investment, insufficient process should urgently be improved[4].

This study will adopt various research methods such as literature review, case analysis, and empirical research to ensure the comprehensiveness and scientificity of the research[5]. Firstly, based on SICAS model, we will systematically review relevant literature at home and abroad to gain a deeper understanding of the research status and development trends of marketing strategies for live e-commerce scenarios. Secondly, we will take the women's clothing brand "FE" as an example to conduct an in-depth analysis of its marketing practices in live e-commerce scenarios, and explore the success and shortcomings of its marketing strategy through case analysis methods. Finally, we will use empirical research methods to collect and analyze user data and marketing effectiveness data of FE in live e-commerce scenarios, quantitatively evaluate its marketing strategies, and provide data support for subsequent strategy optimization. Through the comprehensive application of various research methods, this study will provide strong support for FE to develop more scientific and effective live e-commerce marketing strategies, and provide valuable reference and inspiration for other similar brands.

2 The Main Characteristics of Live E-commerce Scenario Marketing

Live e-commerce, also known as electronic live shopping, is a new type of e-commerce marketing model. It combines product display, product introduction, purchase consultation, and interactive communication through real-time video streaming, providing consumers with a brand-new shopping experience[1,6]. The characteristics of live e-commerce are mainly reflected in the following aspects.

2.1 Intuitiveness

Live e-commerce showcases products through video format, allowing consumers to have a more intuitive understanding of the full picture and details of the products, avoiding misunderstandings caused by unclear image descriptions in traditional e-commerce models[7].

2.2 Interactivity

During the live broadcast, consumers can ask and comment at any time, and interact in real-time with the host and other viewers. This interaction not only enhances consumer engagement, but also provides real-time feedback for broadcasters to adjust and optimize marketing strategies.

2.3 Entertainment

Live e-commerce often combines entertainment elements, such as talent shows, game interactions, etc., making the shopping process more interesting and attracting the attention of a large number of young consumers.

2.4 Trust and Cooperation

In live shopping, communication between anchors and consumers is more authentic and direct, which helps establish consumer trust in anchors and products, thereby improving purchase conversion rates[8]. Cross industry cooperation with other media, entertainment, social and other fields, can expand the application scenarios of live e-commerce, and improve brand awareness and influence.

3 Theoretical Framework

3.1 Overview Diagram of SICAS Model

The SICAS model is a user behavior model that reveals the decision-making process of consumers on social media platforms. This model consists of four stages: Stimulus, Information Processing, Attitude, and Behavior[9]. Below, we will provide a detailed introduction to these four stages. The framework of the SICAS model is shown in Figure 1.

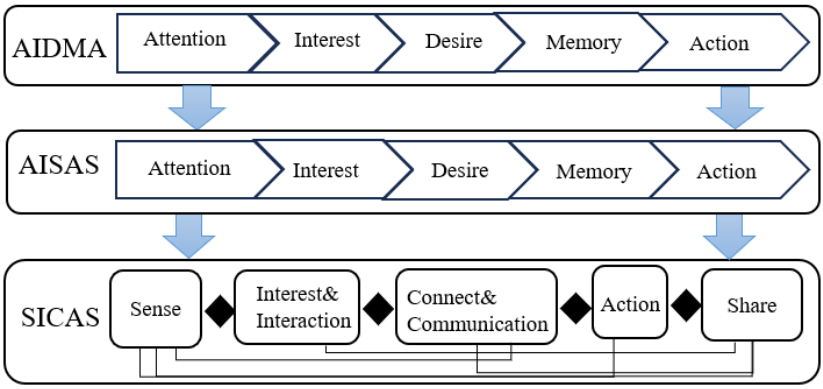

Fig. 1. Framework of the SICAS model

3.1.1 Stimulus.

The Stimulus stage is the starting point of the SICAS model. At this stage, the host conveys brand information and product stimulation to consumers through various marketing methods[10], such as advertising, public relations activities, etc. These stimuli can be visual (images, videos, etc.), textual (advertising copy, social media posts, etc.), or auditory (advertising audio, live streaming explanations, etc.). The goal of a brand is to stimulate consumer interest and attract them to the next stage through these stimuli.

3.1.2 Information.

At this stage, consumers begin to process and digest the information received during the stimulation phase. They may further understand the product or brand through search engines, social media platforms, brand official websites, and other channels, collecting more information to assist decision-making. At the same time, consumers will also screen, evaluate, and integrate the collected information to form a preliminary understanding and attitude towards the product or brand[11].

3.1.3 Attitude.

At this stage, consumers begin to form their views and attitudes towards the product or brand. These attitudes may be influenced by the information they collect during the information processing stage, as well as by factors such as their personal preferences, values, and experiences. If consumers hold a positive attitude towards a product or brand, they may develop a willingness to purchase or take further action. If they hold a negative attitude, they may give up purchasing or avoid interacting with the brand[12].

3.1.4 Behavior.

At this stage, consumers transform their attitudes into actual purchasing behavior or other forms of interaction. Purchasing behavior may include placing an order online,

paying the purchase price, and evaluating and sharing the purchasing experience. Other forms of interaction may include following brand social media accounts, participating in brand activities, and recommending to others. Brands need to ensure a good user experience during the behavioral phase to encourage consumers to adopt positive purchasing behavior and become loyal followers of the brand.

3.2 Key Elements of Marketing Strategies for Live E-commerce Scenarios

3.2.1 The anchor: Core Figure of Live E-commerce.

The anchor is definitely the core figure of live e-commerce. They are not only communicators of information, but also spokespersons of brand image and builders of consumer trust. An excellent anchor needs to have a good image, eloquence, professional knowledge, and affinity. Brands should fully consider the fit between the anchor and their positioning when choosing a host, ensuring accurate communication of brand information and product characteristics[12,13]. Meanwhile, the fan base and influence of the anchor are also important factors in measuring their value.

3.2.2 Products.

products are the cornerstone of live e-commerce. Consumers usually develop an interest in products while watching live broadcasts, which in turn leads to purchasing decisions. Therefore, the quality, characteristics, and innovation of the product are crucial. Brands should focus on showcasing the advantages of their products during live broadcasts to meet the needs and expectations of consumers [14]. In addition, reasonable arrangement of product listing order and matching sales can improve revenue and user loyalty.

3.2.3 Interaction & Live Scene.

Interaction is the soul of live e-commerce. Through interactive segments in live streaming, brands can establish direct contact with consumers, enhance user engagement and loyalty. There are various forms of interaction, such as Q&A, lucky draws, limited time flash sales, etc., which can stimulate consumer purchasing desire and promote sales conversion. At the same time, the interactive segment also provides an opportunity for brands to collect consumer feedback, which helps optimize products and marketing strategies. Besides, the live scene is the stage for live e-commerce. A suitable scene can add atmosphere to the live broadcast and improve the viewing experience. Brands should choose appropriate live streaming scenarios based on product characteristics and marketing objectives, such as home furnishings, food, beauty, etc. At the same time, factors such as scene layout, background music, and lighting should also be fully considered to create a comfortable and professional live streaming environment [15]. In addition, brands can also bring freshness to consumers, enhance brand image and market competitiveness through creative scene design, truthfully exploring stores, outdoor live streaming, etc.

4 Empirical Analysis: Marketing Strategies of FE Women's Clothing Brand in Live E-commerce

4.1 Brand Introduction

As a well-known women's clothing brand in China, FE has always been committed to innovative marketing strategies to attract more young consumers. In recent years, with the rise of live e-commerce, FE has actively laid out its presence in this market, engaging in more direct and interactive communication with consumers through live streaming. By studying the marketing strategy of FE in live e-commerce, we can provide reference and inspiration for other women's clothing brands.

After analyzing the live broadcast of FE brand on Taobao and TikTok, we have found that, in terms of live streaming content, FE focuses on creating diverse live streaming scenarios, covering different types such as new product launches, themed outfits, and limited time discounts. Through these rich contents, it can attract consumers with different needs to stop and watch, and stimulate their purchasing desire. In addition, FE also invites internet celebrities to participate in live broadcasts, leveraging their influence to expand brand awareness and fan base.

4.2 Data Collection and Sample Analysis

Online questionnaire consists of two parts: the first part is a survey on population information characteristics, including gender, age, occupation, shopping frequency in the live broadcast room, and total cost of purchasing goods; The second part conducts a survey on users' marketing perception, communication and service experience, multi-channel purchasing methods, positive sharing and experience evaluation, and purchase intention towards live streaming rooms.

The questionnaire has been distributed and collected by online survey platforms and private messages in live streaming rooms. A total of 195 questionnaires were collected, of which 189 were valid. In the valid sample, women account for 81.7%, indicating that women pay more attention to fashionable clothing than men. The age group aged 18-25 has the highest proportion (62.60%), followed by those aged 30 and above (21.5%), with the majority of professions being college students and white-collar workers in enterprises (90.5%), indicating that young people with higher education degrees are the main audience for FE. Most respondents have shopping experience in live streaming rooms, and 46.8% of respondents shop 2-3 times a month in live streaming rooms, while 38.4% of respondents shop online at least once a week. In addition, 81.3% of respondents use the live streaming APPs for more than 1 hour per day. Among the total shopping expenses, live streaming APPs account for the highest proportion (53.2%) of purchases of goods or services above 300 yuan, followed by 200-300 yuan (33.6%). According to the survey results, the purchasing behavior of live streaming rooms mainly depends on price discounts, product quality, service, more intuitive and realistic display effects in the live streaming room.

4.3 Analysis of Reliability and Validity

The effectiveness analysis results of this study are shown in Figure 2.

Cronbach's α of the questionnaire are greater than 0.8 and the combined reliability (CR) is greater than 0.7, which is higher than the judgment standard of 0.7, indicating that the sample has good reliability. Validity analysis is mainly used to test the reliability of the scale, mainly judged by combination validity. Using AMOS25.0 for confirmatory factor analysis, the factor loadings of this questionnaire are all greater than 0.5, and the combined validity is all greater than 0.5, meeting the judgment criteria, indicating that the sample has good validity.

Variables	Standardised factor loadings	AVE	CR	Cronbach's Alpha
Price Discounts& Coupons	0.719/0.732/0.679 0.695/0.910/0.745	0.601	0.817	0.815
Live Interaction	0.714/0.803/0.798	0.547	0.786	0.741
Product Display Effect	0.676/0.764 0.778/0.836	0.752	0.783	0.808
Degree of Demand	0.868/0.875 0.790/0.591	0.419	0.713	0.729
Service Quality	0.707/0.839/0.800 0.714/0.792/0.705	0.538	0.92	0.817
Appreciation of the Anchor	0.765/0.798/0.814	0.672	0.763	0.891

Fig. 2. Results of reliability and convergent validity analysis

4.4 Correlation Analysis

Through data analysis, we found that the correlation coefficients between product discounts and coupons, interactive effects in live streaming rooms, product quality and display effects, demand level, and the communication are 0.665, 0.745, 0.773, 0.685, and 0.770 respectively, which indicates that the five hypothesized variables are positively correlated with purchase intention and are relatively close.

The results of the bivariate Pearson test in this study are shown in Figure 3.

Virables	Price Discounts & Coupons	Interaction	Product Display Effect	Degree of Demand	Service Quality	Buying Dersire
Price Discounts & Coupons	1					
Interaction	0.780**	1				
Product Display Effect	0.707**	0.773**	1			
Degree of Demand	0.531**	0.746**	0.835**	1		
Service Quality	0.563**	0.812**	0.726**	0.776**	1	
Buying Dersire	0.665**	0.745**	0.773**	0.685**	0.770**	1

Fig. 3. Correlation results

Note: ∗∗p<0.01.

4.5 Regression Analysis

This study uses SPSS software and sets the dependent variable as purchase intention. The control variables are gender, online shopping frequency, daily use time of live e-commerce APPs, and total monthly shopping costs. The independent variables are product discounts and discounts, interactive effects in live streaming rooms, product quality and display effects, degree of demand, brand communication, and service quality. Regression analysis has been conducted and the results are shown in Figure 4.

The regression analysis results show that product discounts and discounts are more attractive to young users, while the interaction and product display effect in live streaming rooms are positively correlated with the age of buyers, indicating that live streaming rooms can adjust their live streaming tendencies appropriately based on the age of users. In addition, for users who frequently shop online and use live streaming apps, the interactive effect and customer service quality of the live streaming room significantly affect their purchase intention. In addition, the degree of demand and the service quality of merchants also have a certain impact on their purchase intention.

Models	Unstandardized Coefficient		Standardized Coefficien	t	Significance	Collinearity Statistic
	B	Standard Error	Beta			VIF
Price Discounts & Coupons	0.089	0.032	0.031	2.433	0.017	3.361
Interaction	0.409	0.073	0.18	3.41	0.003	5.499
Product Display Effect		0.057	0.122	2.125	0.035	4.321
Degree of Demand	0.219	0.044	0.113	2.025	0.029	3.655
Service Quality	0.019	0.059	0.224	3.654	0	2.995
			F=60.700	*D-W=1.825*		

Fig. 4. Linear regression analysis results

The Variance Inflation Factor (VIF) is commonly used for collinearity diagnosis, and the VIF values of the sample variables are all less than 10, indicating that there is no multicollinearity problem in the sample data and the model results are relatively stable. The *F*-value of the sample population is 60.700, indicating a significant linear relationship between the independent and dependent variables, including product discounts and coupons, interactive effects in live streaming rooms, product quality and display effects, level of demand, brand communication, and service quality ($p<0.05$). The adjusted *R2* value of the sample population is 0.754, indicating a good fit of the model and a high degree of explanatory power of the independent variable to the dependent variable. Product discounts and coupons ($p<0.04$), interactive effects in live streaming rooms ($p<0.02$), product quality and display effects ($p<0.04$), level of demand ($p<0.04$), and service quality ($p<0.001$) have a positive impact on purchase intention. Therefore, the hypotheses of this study are all valid.

5 Conclusion

The SICAS model is a dynamic process that involves interactions and influences between stages. Brands need to closely monitor consumer reactions and behaviors throughout the entire process, and flexibly adjust marketing strategies to adapt to consumer needs and changes[16]. By gaining a deeper understanding of the four stages of the SICAS model, brands can better understand the consumer decision-making process, develop effective marketing strategies, and improve marketing effectiveness and interaction. In summary, the SICAS model is an important tool for brands in marketing on live e-commerce platforms. By gaining a deeper understanding of consumer decision-making processes and behavioral characteristics, brands can better develop targeted marketing strategies, establish close connections with consumers, and promote sales growth. The relations between SICAS model and customers' buying desire are concluded in Figure 5.

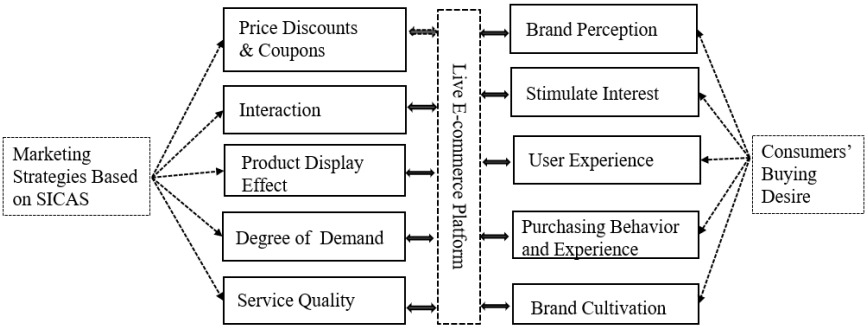

Fig. 5. Relations between SICAS model and customers' buying desire

Our study is based on the SICAS model and uses the e-commerce live streaming status of the women's clothing brand FE as a case to design a survey questionnaire. By conducting reliability and validity tests and regression analysis on the questionnaire using SPSS and Amos, it has been concluded that product discounts and coupons, interactive effects in live streaming rooms, product quality and display effects, level of demand, and service quality have a significant positive impact on user purchase intention.

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