

The Impacts of Content Marketing across Different Stages of Online Consumer Behavior — Based on Survey Research of VIPSHOP

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Abstract—The popularity and easy access of Internet has driven the sprung-up of e-commerce platforms, some of which finally disappear, some like VIPSHOP withstand competitions. This research explores the impact of graphic information, live marketing and product placement adopted by e-commerce platform on consumer behavior at different AISAS (attention, interest, search, action and share) stage in the context of VIPSHOP, adopting online questionnaire to collect data. From a total of 137 valid questionnaires, the author finds that online graphic and text information has a greater impact on stage of SA than other three stages, product placement has a greater impact on the latter A stage than other four stages and live streaming 's impact on five stages is positively the same. The author suggests that enterprises should make rational use of the influence of these three marketing means on the five stages of the AISAS, make the three marketing means complementary to each other, further optimize and improve their own marketing strategies.

Keywords: graphic information; live marketing; product placement; AISIS

1 Introduction

China has 731 million Internet users and 695 million mobile phone users (CNNIC). The popularity of Internet has ushered in the prosperity of e-commerce. The invention of Mobile devices has led to a new era of information and changed people's behavior of consumption from offline shopping to online shopping. Along with this dynamical shift, marketers must consider how to keep their new business sustainable [1].

VIPSHOP, as the first “brand-name brand” in China, launched its e-commerce platform in 2008 which soon enjoyed great publicity for its unique and innovative scale model— “Discount + limited-time purchase + genuine guarantee” [2]. VIPSHOP ranked fourth in China's E-commerce industry in 2018 accounting for 4.5 percent market share [3], and fifth in the 2019 online retail B2C market (including open platform and self-selling) with 1.88 percent market share (DATA.100EC.CN). On 25th February 2021, VIPSHOP (VIPS.US) disclosed its financial

report for the fourth quarter of 2020 in which VIPSHOP revenue reached 35.8 billion yuan (\$5.5 billion), up 22 percent from a year earlier, with market expectations of 34.89 billion yuan, achieving 33 consecutive quarterly profits (DATA.100EC.CN). Some scholars highlight the role of “Zero inventory”, logistics management, seamless connection with consumers, long-term cooperation with brand owners and third-party agents in the price privilege [4] contribute its sound performance. Some argue that implantable advertising in variety TV shows [5] and participation in live streaming via Tik Tok, Kuaishou [6] help earn the younger market.

Therefore, the author attempts to explore the impacts of content marketing on consumer behaviors at different AISAS (attention, interest, search, action, and share) stages from the following three aspects: VIPSHOP’s online product graphic and text information, product placement and live streaming.

2 Literature review

2.1 Content Marketing Theory

Content is the core carrier of content marketing. It originated from the publishing world. It refers to the text, pictures and animation carrying values of the enterprise that appear in magazines, newspapers, radio media and television [7] and now extends to blog posts, pictures, videos (including live broadcasts), web pages, case studies and white papers, etc [8,9], through which potential target customers can be attracted and retained. Online graphic and text information, product placement and live streaming in this paper pertain to content marketing [8].

Content marketing can ultimately affect consumers' willingness to purchase by enhancing their brand identity [10]. By using open coding and data analysis, some scholars believe that graphic and text description adopted in commodity promotion activities can stimulate a large number of customers to purchase behavior [11].

2.2 Online Graphic and Text Information

In the virtual world, enterprises can publish brand information or product information through multimedia means such as text, graphic, audio, video, link and so on [12]. Graphic information contains rich colors, different product shapes and so on, thus forming visual information. It can quickly generate visual shock to users, easily attract consumer’s attention [13]. Text, as an important visual element, improves the visual attraction of advertising, makes the content more persuasive, and enhances advertising effect [14,15]. Text information will help users to form psychological intention, bring users more powerful visual signals, thus have a significant impact on user feelings and attitudes [13]. An organic combination of picture information and text information can affect user behavior decisions [13].

2.3 Product Placement

The influence of product placement on consumers is subtle. It stimulates consumer to purchase, unconsciously while neglecting he or she is advertised [16]. Product placement filters through films and soap operas. A proliferation of product placement has encouraged false advertising, and excessive placement of advertising can also violate consumer power [17].

Meanwhile, some scholars have pointed out that films and soap operas launched in China are inclined to be serious, and product placement introduced is always monotonous, lack of creativity and so on, which are not conducive to the development of product placement [16].

2.4 Live Streaming

Live streaming refers to marketing methods for producing and broadcasting programmes as events occur and develop in the field. The marketing activity takes the live streaming platform as the carrier to achieve the purpose of promoting brand or reaching growth of sales volume [15]. As the development of mobile Internet, live streaming breaks through the limitation of time, place, equipment and use environment, and is widely used in the commercial promotion of all kinds of products [18].

Audiences will have the feeling of being on the spot when watching the live streaming, through which audiences can interact with the anchorman, or reward the live streaming content via paid props [19]. Different from traditional live television and early webcast, live streaming possesses strong interactivity. Audience' participation in the design and construction of content can lead to the generation of new content and more exposure in more social platforms [20].

However, some scholars point out that current live e-commerce platforms are of much homogeneity and lack of uniqueness, and the assimilation phenomenon of live broadcast content is serious. Relying on the commodity as the core of the live e-commerce is prone to product failure, control failure, unsatisfactory commodity recommendation and other chaos [18].

3 Research model and hypotheses

3.1 Research Model

Lewis (1898) firstly proposed the model of consumer behavior — AIDMA. Consumers have to go through five stages from accessing information to final purchase: Attention, Interest, Desire, Memory, Action. It refers to attracting attention and interest of consumers through advertising or other marketing means, stimulating consumers to have the desire to buy, memorizing the commodity information to form a certain brand cognition, and carrying out the purchase behavior [21].

In response to rapid technological changes, Dentsu proposed a new model - AISAS (attention, interest, search, action and share), which more accurately describes online consumer behavior influenced by the interactive and personalized nature of the Internet [22].

The biggest difference between the AISAS model and the traditional AIDMA model is " search "and" share ". This reflects the importance of "search" and "sharing" in the Internet age and the change of people's consumption behavior and habits [23]. The AISAS model takes the information collection (Search) and the information sharing (Share) as two important links after the consumer notices the goods and has an interest in the goods. Both links can not be separated from the Internet, including wireless Internet [24].

Content marketing can ultimately affect consumers' willingness to purchase [10], in other words, it will affect consumer behavior at the five stage of AISAS as shown in Fig.1.

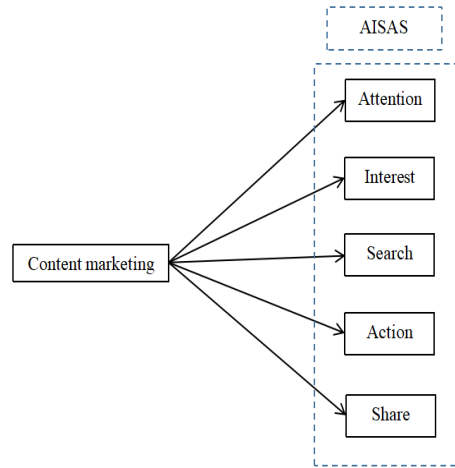


Fig. 1. Effects of content marketing on AISAS [10, 25]

3.2 Hypotheses

3.2.1 The influence of online graphics and text information on consumer behavior

Graphic and text messages are two forms of expression in content marketing. Companies use text or graphics to publish valuable content on media channels or platforms. The most common such media are Weibo, WeChat, Xiaohongshu, blogs, TV etc.

A graphic-text-based image presentation model is more likely to attract consumer attention and stimulate positive user sentiment [26]. Graphic and text mode is easier for the audience to read quickly and conveniently, realizing effective interaction, deepening audience's impression to enterprise. Graphic and text mode publishes the information at will and individuation. Enterprises can release product information dissemination, brand activities promotion, brand knowledge popularization and other graphic and text information according to their own needs. As a result, Weibo users are encouraged to participate in enterprise activities, accept brand knowledge, and then become fans of enterprises, and pay close attention to graphics and text information released by enterprises for a long time [12].

Scholars have proved that the amount of text in the product can positively affect the consumer's willingness to buy [13]. For functional text with exactly the same graphic, the vividness of the graphic first arouses the interest of the consumer, attract their attention; and the graphic containing useful information enriches the text [27]. Graphic information dissemination can not only improve the communication appeal, but also restore the truth more effectively, create scenes, strengthen the audience's sense of experience, so as to motivate purchase [28]. Therefore, this research puts forward H1 as below.

H1. Online graphics and text information has a positive impact on the four stages (attention, interest, search, action) of AISAS.

3.2.2 The influence of product placement on consumer behavior

Product placement overcomes the disadvantages of general advertising, meets the aesthetic requirements of consumers, and promotes the occurrence of consumer behavior [29]. There are many ways of product placement, which can be divided into scene placement, dialogue placement, image placement and plot placement. Now many product placement are very interesting, and the original film and television drama or variety show fusion is very natural, no longer as stiff as traditional advertising to inculcate brand information to consumers.

Product placement to a certain extent can improve the visibility of product brands, cultivate brand awareness in a short period of time. In films and television dramas, successful product placement can set up a good image for the enterprise. Consumers will buy products based on brand image [30]. Enterprises implant the goods into the film and television drama, and make the goods become the personality expression in the film and television drama, thus arousing the audience's desire to buy [16]. Brand slogan in film and television drama with lines will form a brainwashing effect, brand goods become props display, this method of persuasion is more conducive to achieve communication effect [6].

Product placement has a wide audience, long duration and wide influence. With product placement, businesses can use lower costs to create "celebrity effects". A good film and television drama or a good variety show can enhance the popularity and reputation of the brand implanted in the advertisement, improve the consumer's acceptance of the advertising content, and bring considerable benefits to the merchants. Therefore, this research proposes H2 as below.

H2. Product placement has a positive impact on the two stages (attention, interest) of AISAS.

3.2.3 The influence of live streaming on consumer behavior

With the development of the mobile Internet, the increase in network speed, and the popularity of smart phones, live streaming has become a popular thing and an innovative marketing model. It has the characteristics of strong interaction, wide platforms, and small time and space restrictions. At the same time, live marketing also has the advantages of low marketing cost, fast marketing response and a wide range of marketing objects [31]. Today, people can always see different live streaming on various online platforms. There are many such online platforms, including Tik Tok, Kuaishou, Weibo, Huya, and the brand's own platform, etc., and they have also spawned live streaming network celebrities, such as Wei Ya and Li Jiaqi. Their ability to carry goods should not be underestimated. Live e-commerce into the "trillion era", slow growth, seeking fine development. Live streaming is becoming an effective way to long-term brand building and transfer brand concept [32]. Many brand merchants have taken a fancy to these characteristics and choose to use live streaming as an emerging marketing method to promote products to platform users.

Some scholars believe that through the live streaming model, can vigorously lure consumers to spend. First, the relatively low price in the live streaming can attract consumers (Attention). Second, the professional degree and popularity of anchors can affect consumer rational judgment. Third, the star live streaming room forms should aid the consumption, promoted the fan's impulse purchase (Action). Fourth, live streaming is very vivid. Watching live streaming is easy to be infected by the atmosphere, resulting in purchase impulse and purchase behavior (Action) [33].

Live streaming can transmit real and dynamic content of goods to consumers, help consumers understand goods intuitively and comprehensively, and also allow anchors and fans to interact in real time. As an important factor to stimulate consumption, the interaction between the anchorman and the audience can fully stimulate the positive emotion of consumers, affect their value judgment, and induce the audience to produce purchase behavior (Action). At the same time, the audience's loyalty to the anchorman will also increase [34].

During live streaming, the anchorman can adjust the sales focus according to the audience's browsing data and comment content, accurately grasp the audience's needs, transmit more high-quality and efficient information content to the target consumer group, achieve the effect of accurate dissemination, and promote the consumer's purchase behavior (Action) [32].

Regardless of whether it is a brand or an individual, when using live broadcast for marketing, it is necessary to conduct market research in advance, deeply understand user needs, and what the brand or individual can provide to users, determine the audience, and the audience is essential for the entire marketing. Then, select the target platform according to different user attributes. Brands or individuals need to think about an important issue, how to stand out from many competitors and have their own unique core competitiveness. For example, brand merchants will use the method of promotion to encourage consumers to search for price comparison behavior, so as to promote the purchase behavior. Furthermore, the sharing room to win coupons to stimulate consumer sharing behavior (share). Based on the above theory, this paper hypothesises H3 as follows.

H3. Live streaming has a positive impact on the three stages (attention, action, share) of AISAS.

3.2.4 Summary

Based on AISAS model and hypotheses mentioned above, the author designs the model for further analysis shown as Fig. 2.

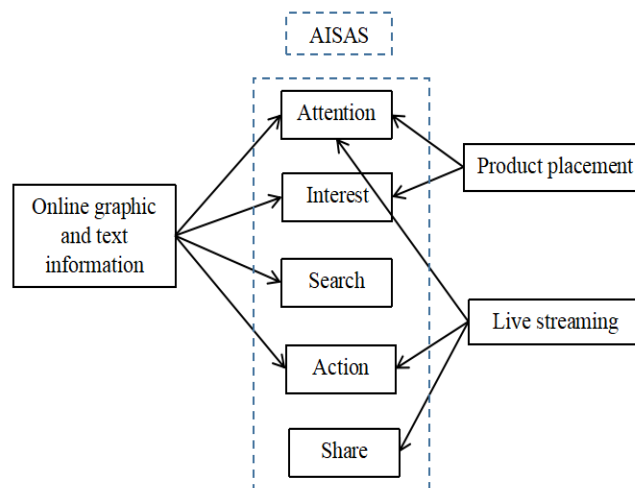


Fig.2. Research Model [8,10,23]

4 Research methodology

4.1 Participants

In this paper, a questionnaire was randomly distributed on the Wenjuanxing platform, with a total of 137 effective questionnaires collected. The subjects of the questionnaire are consumers who have purchased through VIPSHOP online shopping platform. Such consumers have certain online shopping experience, understand other online shopping platforms well [35]. Therefore, they can give more advice in line with the actual psychology of VIPSHOP consumers.

The survey shows that 33.58 percent of VIPSHOP consumers were men and 66.42 percent women. Consumers aged between 21 and 25 accounted for 62.77 percent. Over 35 years old accounted for 16.06 percent. The main participants were students, accounting for 58.39 percent.

4.2 Questionnaire Design

This research adopts an online questionnaire to collect data. The questionnaires are from existing scales and tested in previous research. As the original measurement items are in English, we use the following procedures to ensure translation validity. Firstly, the author whose native language is Chinese translated these items into Chinese. Next, the supervisor independently backward translated these items into English. The two then compared and discussed the two English versions to develop the first Chinese version of the items. Finally comes the final research questions in Chinese version. The items are shown in Table 1 as below:

TABLE 1. Items to be testet [36]

Construct	Items
Attention	A1. Online graphic and text information of VIPSHOP attracts attention of consumers. A2. Product placement of VIPSHOP catch consumers attention. A3. Live streaming of VIPSHOP attracts consumers' attention.
Interest	B1. The level of consumer interest in VIPSHOP. B2. Whether consumers like VIPSHOP.
Search	C1. Product information. C2. Product reputation. C3. Product price.
Action	D1. Consumer willingness to buy products.
Share	F1. The act of consumers forwarding advertisements. F2. Product sharing with others F3. Share comments on purchased products

4.3 Validity and Reliability

The author performs analysis to verify construct validity and reliability. Table 2 shows that all variables have construct reliability. The Cronbach's alpha values for all variables are above 0.9 ($\alpha=0.985$), representing further that the measurement of these constructs is statistically reliable. The KMO shown in Table 2 and 3.

TABLE 2. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.985	.985	36

TABLE 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.948
Bartlett's Test of Sphericity	Approx. Chi-Square	7008.276
	df	630
	Sig.	.000

5 Discussion

5.1 Impacts of Online Graphic and Text Information on Stage of SA Being Greater Than Other Three Stages

Table 4 shows that VIPSHOP online graphic and text information has a significant impact on the five stages (Attention, Interest, Search, Action, Share) of the AISAS model. The correlation coefficient between VIPSHOP online graphic and text information and the AISAS model is shown in Fig. 3.

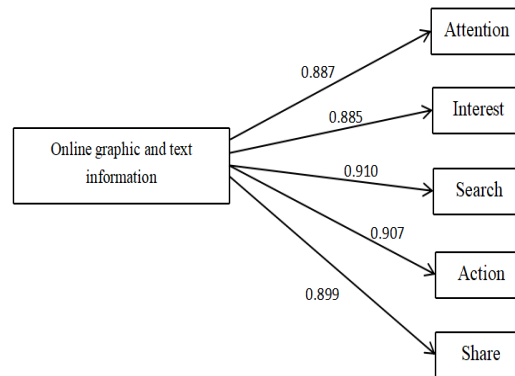


Fig. 3. Correlation coefficient between VIPSHOP online graphic and text information and the AISAS model

TABLE 4. Relativity

		OGTI	PP	LS	AT	I	SE	AC	SH
OGTI	Pearson	1	.845**	.825**	.887**	.885**	.910**	.907**	.899**
	Correlation								
	Sig.		.000	.000	.000	.000	.000	.000	.000
	N	137	137	137	137	137	137	137	137

NOTE:

OGTI= Online graphic and text information; pp= Product placement;

LS= Live Streaming;

AT=Attention; I=Interest; SE=Search; AC=Action; SH=Share

The influence of online graphic and text information on search and action stage is greater than that of AIS as shown in Figure 3. And the correlation coefficient for search and action stages are above 0.9.

VIPSHOP online graphic and text information publishing platform is typical of two, Weibo and WeChat platform. By satisfying the curiosity and emotion of the public, attract consumers' attention and arouse consumers' interest (AI). And stand with consumers, through offline cross-communication, so as to achieve marketing results [2].

VIPSHOP has its own photography team and models, each item will have several high-quality pictures. For VIPSHOP users, exquisite pictures are an important marketing means to attract users to shop [37].

VIPSHOP is flexible to use "public account advertising and circle of friends advertising" multi-scene combination, more accurate, effective, cost-effective to reach the target young female users, shape brand differentiation, highlight the brand's own characteristics, stand out in the competition [2].

There are two typical publishing platforms for VIPSHOP's graphic information, Weibo and WeChat. By satisfying the curiosity and emotion of the public, attract consumers' attention and arouse consumers' interest (AI). And stand with consumers, through offline cross-communication, so as to achieve marketing results [2]. Therefore, H1 holds.

5.2 Impacts of Product Placement Being Greater on the Latter A Than Other Four Stages

Table 5 shows that the correlation coefficient between product placement and attention stage of AISAS mode. Product placement marketing has a significant impact on AISAS of advertising.

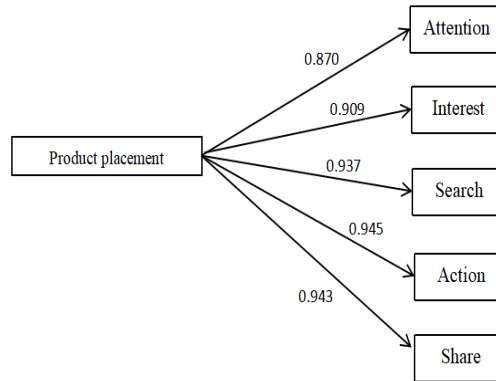


Fig.4. Correlation coefficient between VIPSHOP product placement and the AISAS model

TABLE 5. RELATIVITY

OGTI	PP	LS	AT	I	SE	AC	SH
.845**	1	.899**	.870**	.909**	.937**	.945**	.943**
.000		.000	.000	.000	.000	.000	.000
137	137	137	137	137	137	137	137

NOTE:

OGTI= Online graphic and text information; pp= Product placement;

LS= Live Streaming;

AT=Attention; I=Interest; SE=Search; AC=Action; SH=Share

Meanwhile, product placement has a greater impact on purchasing behavior than the other four stages as shown in Fig.4. Product placement has a greater impact on ASAS stage than online graphic and text information and live streaming as shown in Fig.3, Fig.4 and Fig.5.

VIPSHOP is keen to do advertising placement in popular film and television drama, implantation means are basically props, lines, plot, scene implantation and so on [5]. It mainly emphasizes the purchase through the mobile side. Among the movies and TV series implanted, there are a lot of plot of buying products and choose clothes via mobile [38]. VIPSHOP product placement using the plot to transmit information, personal delivery of self-built logistics features. Dialogue implantation highlights VIPSHOP every day has 30% discount ceiling, brand special selling characteristics. It also promotes the development of the whole film and television drama, as an product placement to achieve the invisible characteristics [5].

With the popularity of the show, more and more consumers choose VIPSHOP as a shopping platform, showing VIPSHOP's strong marketing ability. In the TV series *All Right* broadcast period, VIPSHOP station "All Right", "Yao Chen" the same section, "Su Mingyu" the same section and other related keyword search volume increased daily. This shows that VIPSHOP's placement of advertising marketing methods aroused consumer interest. Sales of Su Mingyu's same suit and shirt in VIPSHOP platform nearly tripled from a month earlier, achieving significant trading growth [2]. To sum up, H2 holds.

5.3 Live Streaming's Impact on Five Stages Being Positively the Same

Table 6 indicates that the live streaming has a significant effect on AISAS. In addition, the effect of live streaming on the attention stage is greater than that of online graphic and text information and product placement as shown in Fig. 3, Fig. 4 and Fig. 5 ($0.905 > 0.887 > 0.870$). That is, live streaming than the other two marketing methods can attract the attention of consumers.

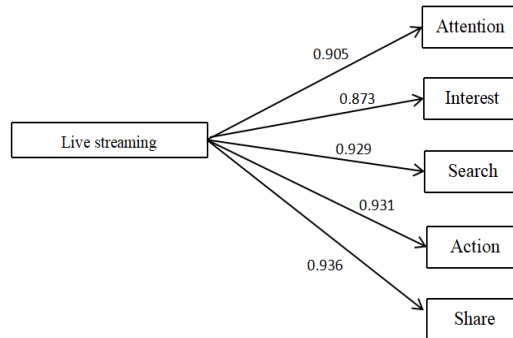


Fig. 5. Correlation coefficient between VIPSHOP live streaming and the AISAS model

TABLE 6. Relativity

		OGTI	PP	LS	AT	I	SE	AC	SH
LS	Pearson Correlation	.825**	.899**	1	.905**	.873**	.929**	.931**	.936**
	Sig.	.000	.000		.000	.000	.000	.000	.000
	N	137	137	137	137	137	137	137	137

NOTE:

OGTI= Online graphic and text information; pp= Product placement;

LS= Live Streaming;

AT=Attention; I=Interest; SE=Search; AC=Action; SH=Share

Most of the brands of e-commerce live broadcast make use of the advantages of the original fans and fans of the anchor or brand stores to attract the attention of fans who are willing to watch the live broadcast and buy the e-commerce, so as to realize the transformation of the e-commerce fans. Such as Li Xiaoqing, Li Xiang as the representative of the star to use fans to achieve fan transformation, famous brand stores through fan discounts and promotions (Search) to achieve fan transformation (Action). Rely on fan word of mouth marketing and brand influence to attract new fans (Share). Be responsible for fan maintenance and interaction through professional management team to maintain high fan stickiness [39]. A star's popularity is higher, the easier it is to get the trust of consumers [40]. According to some research, the high quality content, incentive mechanism, personal charm of network celebrities, high interactivity and trust factors in live streaming are the key factors that affect the purchase behavior of fans with goods, and can make positive purchase decisions for marketing fans [40]. In live marketing, the

anchorman's explanation is also very important. Display the material and appearance of the goods in the live broadcast, so that consumers can see the products three-dimensional, give consumers visual impact [40].

VIPSHOP live streaming is divided into two categories. The first is the event of live broadcast, including network celebrities, star live, or joint brand to do marketing. The second category is original video and guide live streaming, through the talent buyer to teach wearing skills [41]. The buyer of VIPSHOP is both Party A and Party B. They need to know both management and business. This innovative fashion buyer is unique in the industry and has become an important core competitiveness of VIPSHOP [37]. VIPSHOP held a live variety event, allowing two popular Internet celebrities to enter more than 40 square glass houses, accepted a harsh 12-hour survival challenge, and pioneered the mobile live variety show [41]. In a word, H3 holds.

5.4 Summary

Through the comparison of data, this paper finds that among the online graphic and text information, product placement and live streaming, the influence of product placement on the four stages (interest, search, action, share) of AISAS is the greatest. And the influence of live streaming on the attention stage is the biggest of the three marketing methods. The correlation coefficient between online graphic and text information and the SA stage is greater than 0.9, indicating that it has a greater impact on search stage and action stage than other three stages of AISAS. As shown in fig 6.

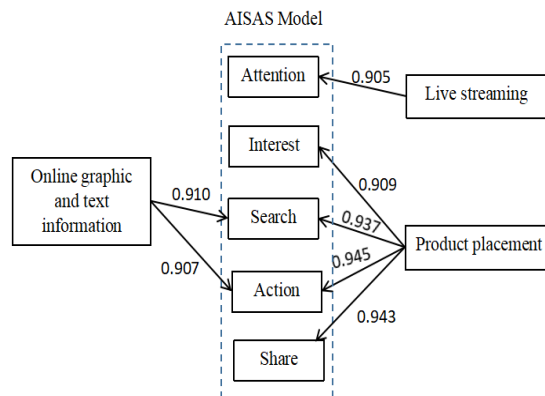


Fig. 6. Results.

6 Conclusion

6.1 Findings

In the Internet age, the traditional AIDMA model and the behavioral model that cannot explain consumers, the AISAS model has provided a new reference for corporate marketing methods under the network environment, giving them more innovative ideas. Companies follow the five steps under the AISAS model, combine consumer behavior with marketing models, explore ways that are more in line with the environment of the times, stimulate consumer interest, promote consumer search and purchase behavior, and let consumers Volunteer to share behavior.

This study concludes that online graphic and text information, product placement and live streaming can effect the five stages of AISAS model (attention, interest, search, action, share). Product placement has a greater impact on other stages than the stage of interest than online graphic and text information and live streaming. Live streaming is more attractive to consumers than the other two marketing methods.

VIPSHOP's marketing strategy has a beneficial effect to a certain extent. It can quickly grab the attention of consumers in such a competitive environment, draw a distance from consumers, maintain customers, and stimulate consumer interest and promote consumption. Consumers actively search for information and also provide a platform mechanism to encourage consumers to share their shopping feelings with others, or write their own evaluations of purchased goods. At the same time, these sharing behaviors of consumers will once again attract the attention of other potential customers, formed a second spread, and finally realized profit.

The results of this paper are of certain significance. Firstly, it is instructive for VIPSHOP in its marketing strategy; secondly, it provides data reference for enterprises to choose marketing strategies; thirdly, it has a positive effect on the development of e-commerce industry.

6.2 Limitations

First, there is a limitation in the survey questionnaire research object. VIPSHOP has more than 38 million active users. At present, domestic e-commerce platforms include Taobao, JD, Jumeiyoupin, etc. The users are scattered and the marketing methods are diverse, but they all have one thing in common. The purpose is to attract consumers' attention. And guide them to consume and share. If we can further subdivide the marketing strategy of VIPSHOP and find out more representative marketing methods, it will be convincing. Second, the research method of this article is a combination of questionnaire survey method, theoretical research method and observation method. It is difficult to monitor the psychological changes of consumers for a long time during the observation process, and cannot directly and accurately understand the psychological changes of consumers. If long-term observation of consumer psychology can be carried out, it will be possible to understand this psychological process more accurately. Finally, only 137 questionnaires were collected in this paper, and the data have some limitations.

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