

# Research on Brand Communication Strategy of E-business Live Broadcast Based on Opinion Leader Theory

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**Abstract:** With the popularity of the Internet, the network live broadcast platform has risen rapidly, and the consumption habits of the public have undergone earth-shaking changes. Compared with traditional e-business, e-business live broadcast has found a new traffic portal to open product sales and promote commodity circulation. Especially in today's epidemic situation, e-business live broadcast has been pushed to a climax. For the commercial field, the growth of the future social situation determines the attractiveness and importance of e-business live broadcast to product sales. This paper mainly analyzes the current e-business live broadcast marketing communication mode, and studies the brand communication strategy of e-business live broadcast based on the opinion leader theory. In addition, this paper traces the influence and shortcomings of opinion leaders in brand communication, and discusses how to make good use of opinion leaders in brand communication and give full play to their application value. This paper summarizes and analyzes the characteristics of opinion leaders in brand communication of e-business, with a view to providing reference for brand building and communication of e-business.

**Keywords:** Opinion leader, E-business live broadcast, Brand dissemination.

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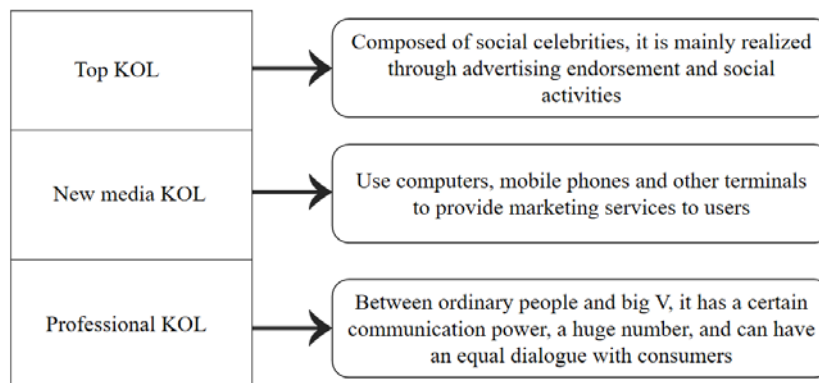
## 1. Introduction

With the growth of economy and Internet, new media has been widely used in the public work and life, and has become an indispensable and important part of life [1]. Enterprises and self-media people realized the new trend and began to use e-business live broadcast to package and publicize corporate brands and personal brands. E-business is similar to the early TV shopping. Their logic is common, but it is different from the live TV. It is more active and popular, and consumers are more diversified. The content is closer to life, which is the link between consumers, businesses and consumption platforms [2-3]. With the progress and growth of information technology(IT), the interaction between enterprises and customers will officially become the way of communication between brands and customers [4]. The diversity and aggregation of opinions and the complexity and fission of communication content are favorable resources for various marketing [4]. However, this requires enterprises to distinguish and monitor the brand communication process. Under the background of modern media, face-to-face communication has gradually changed into online communication, and new media has provided communication space and environmental conditions for opinion leaders, and the brand communication role of opinion leaders has become increasingly prominent [5-6]. Enterprises and individuals should regard the authenticity of information as the first principle of brand information dissemination of e-business, strengthen their awareness of brand protection, and give full play to the unique advantages and functions of opinion leaders in brand communication of e-business. At present, there is little research on e-business live broadcast, and it is in the primary stage [7]. Therefore, based on the opinion leader

theory, this paper studies the brand communication strategy of e-business live broadcast. Its main research direction is completely different from social platform e-business, and its main research direction is e-business live broadcast. They are based on different platforms, so their presentation forms are also different.

## 2. Opinion Leader

Opinion leader is a common concept in media science. At present, opinion leader has become a classic concept in communication science. Nowadays, in a more free and equal new media environment, opinion leaders have been given a new definition and more new forms have emerged [8]. Its influence speed and scope greatly exceed the opinion leaders in the traditional sense. With the whirlwind of "live+"blowing into the field of e-business, the e-business platform has opened a new mode of "live delivery". Influenced by Internet technology and environment, and driven by interests, while e-business live broadcast is in full swing, some problems are gradually emerging. Due to the characteristics of low investment and easy use of live broadcast, it shows the trend of popularization. This kind of lightweight work often lacks professional quality inspection team, opinion leaders lack professionalism, and they don't know enough about the types of products and the products themselves, blindly pursue the transaction volume, false propaganda, trampling on the law, difficult rights protection after sale and other chaotic phenomena are criticized, and some younger groups are induced by opinion leaders to spend impulsively and so on. In this paper, the anchors who can have a certain influence on consumers' purchase intention in e-business live broadcast are summarized as opinion leaders in e-business live broadcast. Figure 1 shows the classification of opinion leaders.



**Figure 1.** Classification of opinion leaders

Under the current background, the brand communication role of opinion leaders is not only reflected on the Internet, but also creates some hot public opinions on the Internet, and its influence will also extend to real life [9]. In the aspects of topic marketing, event marketing and content marketing, the positive guidance or negative comments of opinion leaders will have an impact on the growth of the situation and the direction of public opinion, and his fans and followers will quickly fission and spread information. At the same time, brand marketing is promoted through the role of opinion leaders, which reflects the important role of opinion leaders in brand communication. The more social influence leaders have, the greater their network communication power and the more obvious their role in brand communication. Opinion plays an important role in the dissemination of information. As the intermediate and filtering link of media information and influence, it can influence the trend of public opinion. The opinion leader of e-business live broadcast is a new kind of opinion leader that appears in the era of Internet media. The diversity and aggregation of opinions and the complexity and fission of communication content are favorable resources for various marketing. However, this requires enterprises to distinguish and monitor the brand communication process.

### 3. Construction of Live Broadcast Brand

#### 3.1. Main communication subject and secondary communication subject

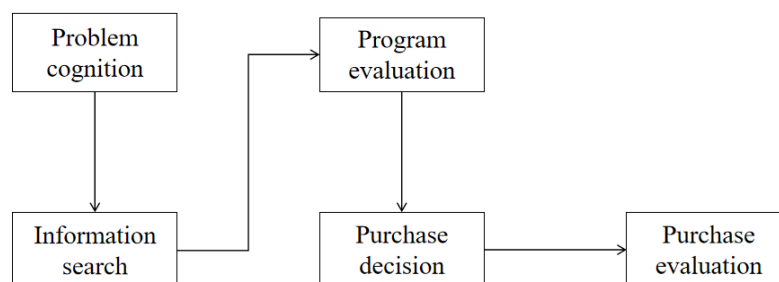
E-business is a marketing mode of recommending goods and facilitating transactions through live video. By attracting attention, recommending products and guiding shopping, the traffic is finally realized [10]. With the active interaction between the Internet and consumer groups, consumers' consumption demand is increasingly influenced by this

opinion leader of e-business, even breaking the information dissemination pattern of traditional society. In the process of e-business live broadcast marketing communication, the main communication subject is the anchor of e-business live broadcast, which is generally divided into four types: opinion leaders, celebrities, shopkeepers and professional anchors. These four kinds of anchors can also be combined during the actual live broadcast. The influence of opinion leaders of e-business live broadcast communication is the same as that of traditional mass media opinion leaders. Both of them set news frames in their respective platforms, find hot topics to discuss, dispel the silence of the audience and influence public opinion.

In fact, the role of opinion leaders in brand communication has two sides. If opinion leaders have personal preferences or prejudices, their communication activities will have a destructive impact on the brand and corporate image. The secondary communication subject refers to the audience who give gifts, send barrage, watch and enter the store during the live broadcast. The existence of these audiences leads to the information in the live broadcast room always fluctuating, so other viewers will concentrate their attention and then realize the communication and interaction with the anchor.

#### 3.2. Consumers' willingness to buy

Consumer's willingness to buy is a link in the theoretical research of consumer behavior, which refers to the possibility of people who buy goods for their daily needs to buy certain goods. This possibility contains both internal factors and external influences. Leaders' opinions have played a very good role in promoting brand communication, and to some extent, they can enhance consumers' willingness to buy. Especially in the current era of brand information flooding, consumers' trust in all kinds of advertising information is very low, which can play a very good development effect under the dissemination and guidance of opinion leaders. The purchasing decision stage of consumers is shown in Figure 2.



**Figure 2.** The stage of consumer's purchase decision

Through watching the live broadcast of e-business, we can find that although we can master the content and media of the live broadcast of e-business, the two belong to an inseparable whole in a sense. Content needs to be transmitted through the media before it can really act on the audience. Without content, the media will lose its meaning. In some specific circumstances, brands often accumulate opinion leaders with more professional image for a long time. At the beginning of marketing, seed users are planted, which becomes the main force of subsequent efforts. Trust, perceived functional value and perceived emotional value all positively influence purchase intention. That is, the more consumers trust the product, the stronger their perceived functional value and emotional value, and the stronger their purchase will be. Generally, before the live broadcast of e-business, opinion leaders and heads of e-business companies will make an estimate of consumers' purchasing intention for the whole live broadcast, so as to maximize cost savings and maximize benefits.

#### **4. The Embodiment of Opinion Leader's Role in Brand Communication**

E-business live broadcast is the main battlefield of brand communication, and various social media platforms provide the possibility for direct dialogue between brands and consumers, and bid farewell to the previous brand information display modes such as large billboards. Under the background of digital era, the integration of mobile terminals and the Internet has made the sales model of live delivery more and more popular, and the consumption stimulus has been strengthened by the atmosphere of new media countless times. The three-dimensional scientific communication system includes the diversity of audiences. Different audiences have different needs for information, so we can't treat them equally here, and we must treat them separately. Traditional media can't effectively spread the brand. In order to achieve good communication effect, we must change the single and fixed mode and build a multi-level, all-round and three-dimensional communication network. The prices of products provided by opinion leaders in e-business live broadcast are generally lower than those of normal shopping websites. They have the right to negotiate with merchants, and consumers will definitely be more willing to buy good and cheap goods on the premise of trust. Even though this process involves the cost of choosing opinion leaders and the loss caused by price reduction, it is necessary for the long-term image building of brands to build brand image by this way, compared with the traditional way of selling goods. Nowadays, more stars have become opinion leaders in the live broadcast of e-business, and the sales data brought by their popularity is very impressive.

From the perspective of operation mode, e-business has a very close interaction with the audience. People are generally willing to pay for things they like. From a certain perspective, e-business live opinion leaders are also a process of experiencing with consumers. Enterprises and individuals should regard the authenticity of information as the first principle of brand information dissemination of e-business, strengthen their awareness of brand protection, and give full play to the unique advantages and functions of opinion leaders in brand communication of e-business. As a

consumption mode accepted by consumers, the reason for the live broadcast mode is to firmly grasp the consumers, so it is necessary to be forward-looking in grasping the target groups. At the same time, brands must build interpersonal communication channels for opinion leaders within the scope permitted by law. Through the truest and most reliable voice, the key words of the brand are matched with the maps of these real people, which affects the public's recognition of products and their love for brands. In the "live+" era of live broadcast platforms and network anchors, brand recognition means the influence of the brand. In the live broadcast mode of e-business, it breaks the traditional brand-centered way of advertising, and puts the focus of marketing on the role of one of the anchors. Therefore, the attraction of the anchor is greater than the commodity itself to a certain extent.

#### **5. Conclusions**

Although e-business live broadcast has unique advantages of low cost and low threshold, it is not easy to form an influential live broadcast brand. The role of opinion leaders in the process of brand communication of enterprise products is self-evident. In practice, we should correctly understand and use the role of opinion leaders. This paper mainly analyzes the current e-business live broadcast marketing communication mode, and studies the brand communication strategy of e-business live broadcast based on the opinion leader theory. Enterprises and self-media people realized the new trend and began to use e-business live broadcast to package and publicize corporate brands and personal brands. E-business is similar to the early TV shopping. Their logic is common, but it is different from the live TV. Different audiences have different needs for information, so we can't treat them equally here, and we must treat them separately. Traditional media can't effectively spread the brand. In order to achieve good communication effect, we must change the single and fixed mode and build a multi-level, all-round and three-dimensional communication network. In addition, this paper traces the influence and shortcomings of opinion leaders in brand communication, and discusses how to make good use of opinion leaders in brand communication and give full play to their application value. In fact, opinion leaders have bought or used products and services, and they have some feelings about the products. As a special consumer of enterprises and brand products, enterprises can make use of customer resources to organize feedback activities, and establish good relationships, so as to transfer the brand image to consumers through the words and deeds of opinion leaders.

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