

Tiktok E-commerce User Stickiness Operation Strategy and Prospect

Leixi Shi ^{a,*}, Nutteera Phakdeephirot ^b

Rattanakosin International College of Creative Entrepreneurship, Rajamangal, University of Technology Rattanakosin, Nakhon Pathom 73170, Thailand

^{a,*} shi.leixi@rmutr.ac.th, ^b nutteera.pha@rmutr.ac.th

* **Corresponding author:** Leixi Shi (Email: shi.leixi@rmutr.ac.th)

Abstract: The current development status of e-commerce in China is very prosperous and rapidly developing. China is the world's largest e-commerce market, with a large online consumer base and a rich e-commerce platform. Overall, China's e-commerce development is very prosperous and rapidly developing. With the continuous progress of technology and the changing demands of consumers, China's e-commerce industry is expected to continue to maintain a good development momentum.

Keywords: E-commerce Live Streaming; Consumer Purchasing Behavior; Information System Continuous Use Model (ECM-ISC); Internet Platform; User Viscosity; Operate.

1. Introduction

With the continuous development of network technology, China's internet industry has entered a new stage of rapid growth. According to the 50th Statistical Report on Internet Development in China released by the China Internet Network Information Center, as of June 2022, the number of internet users in China has reached 1.051 billion, and the number of short video users is 995 million. Among them, 99.6% of netizens use mobile phones to access the internet. The number of online live streaming users has reached 716 million, an increase of 12.9 million from December 2021, accounting for 68.1% of the total number of internet users. Among all live broadcasts, the user base of e-commerce live broadcasts was 469 million, an increase of 5.33 million from December, [1] accounting for 44.6% of the total internet users. These data indicate that the number of online live streaming users in China is getting closer to the total number of netizens, and the number of e-commerce live streaming users is close to half of the overall number of netizens. This means that after completing the transition from PC to mobile, Chinese netizens have collectively turned to live streaming in mobile e-commerce. The popularity of intelligent devices, easy-to-use social media, and convenient mobile payments have all provided support for the booming development of e-commerce live streaming. In addition, the rapid development of network technology, such as the construction of 5G networks, has also created favorable conditions for e-commerce live streaming. Therefore, the scale of shopping users in e-commerce live streaming continues to expand, and there is great room for growth. However, compared to the last report released by the China Internet Information Center, the growth rate of short video users has slowed down, and the key to platform development is no longer to compete for traffic, but to increase user stickiness. [2]

With the emergence of increasingly intelligent devices, simplified social media operations, and convenient mobile payments, the e-commerce live streaming industry has gained strong support. Additionally, rapid advancements in network technology, such as the construction of 5G networks, have provided favorable conditions for e-commerce live streaming.

Therefore, the user base for shopping through e-commerce live streaming continues to expand and has significant growth potential. However, compared to the previous report from the CNNIC, the growth rate of short video users has slowed down, and the competition for traffic is no longer the key to platform development; rather, increasing user stickiness has become paramount.

E-commerce live streaming, also known as live shopping or live-streamed commerce, is referred to uniformly as e-commerce live streaming in this study. As a new form of marketing, e-commerce live streaming breaks the constraints of time, location, and geography, emerging as a burgeoning field that connects users, products, and shopping scenarios. It possesses traffic that traditional e-commerce models cannot match and has become a phenomenon product in the context of a special era. E-commerce live streaming originated in 2016 as a new attempt by traditional e-commerce platforms to respond to new formats such as short videos and live streaming. As the live streaming industry developed into the mainstream, e-commerce live streaming also became a new growth point. The outbreak of the COVID-19 pandemic at the end of 2019 forced consumer scenarios to shift from traditional offline to mobile online, leading to the rapid development of e-commerce live streaming. Therefore, after a period of stable development from 2016 to 2019, e-commerce live streaming experienced a leap in 2020, entering a phase of rapid growth. In addition to the well-known traditional e-commerce platforms, short video platforms also began to offer e-commerce live streaming functionality. As of now, e-commerce live streaming has developed into a "three-way competition," including "live streaming + traditional e-commerce" represented by platforms like Taobao and JD.com, "live streaming + social commerce" represented by social media platforms like Xiaohongshu and Weibo, and "live streaming + short video commerce," with TikTok (Douyin) and Kuaishou as the most representative platforms. [3] Among them, Taobao's live streaming ecosystem has become increasingly rich, featuring clear characteristics of "high retention, high repurchase, and high average order value," creating a series of sales miracles. Kuaishou, which focuses on the lower-tier market, has also achieved good results in the

e-commerce live streaming field, with its unique "companion economy" behind its high-stickiness users and a trend of rising consumer power. Therefore, "short video + live streaming + e-commerce" is of positive significance for both the internal development of the industry and the overall societal development, establishing the important role of "short video+" in various fields. Hence, researching "short video + live streaming + e-commerce" is a key requirement for promoting current social development.

In the Asian region, China is a leader in the e-commerce live streaming industry, with a huge user base and a mature e-commerce live streaming ecosystem. China's e-commerce live broadcast platforms, such as Taobao Live and Kwai Live, have high popularity and influence worldwide. In addition, Asian countries such as South Korea, Japan, and India have also achieved certain achievements in the field of e-commerce live streaming, each with their own e-commerce live streaming platforms and celebrity anchors.[4]

In Europe and America, e-commerce live streaming is also gradually emerging. E-commerce giants such as Amazon and Facebook in the United States are actively exploring and promoting e-commerce live streaming services. Many e-commerce live streaming platforms and brands are also developing and growing in European countries such as the UK, France, and Germany.

In Africa and Latin America, e-commerce live streaming is also showing a rapid growth trend. Especially with the popularization of mobile internet and the improvement of network infrastructure, e-commerce live streaming has become the preferred way for many people to shop. Some African countries such as Nigeria and Kenya have emerged with a number of local e-commerce live streaming platforms.

Overall, the global e-commerce live streaming industry is rapidly developing and has become an important component of e-commerce markets in various countries. With the popularization of mobile internet and technological progress, e-commerce live streaming is expected to continue to flourish globally. However, factors such as market environment, cultural background, and consumption habits in different countries and regions can also have an impact on the development of e-commerce live streaming. Therefore, the e-commerce live streaming markets in different regions exhibit diversified and differentiated characteristics[5].

2. Organization of the Text

2.1. Research Questions

Since 2016, the short video e-commerce live streaming industry has entered a stage of rapid development, with increasingly fierce competition. In today's rapidly developing internet, the focus of various platforms has shifted from competing for new users to improving user stickiness. In other words, a single purchase by a user during e-commerce live streaming does not necessarily represent the success of marketing, only sustained purchase behavior can explain the situation. The integration and development of the short video industry and the e-commerce live streaming industry require relevant theoretical guidance to maintain user stickiness and promote industry development. Related studies have shown that the investment required to maintain an old user is five times that required to attract a new user, and the same applies to new media platforms. Therefore, how to retain existing users is also a challenge for platform development. Therefore, this study attempts to use e-commerce live streaming as a

short video platform to solve the problem of slowing user growth. Therefore, the purpose of this study is as follows:

First, based on relevant theoretical models, a reasonable theoretical model suitable for Tiktok short video platform is constructed. Conduct data analysis by distributing questionnaires and conducting interviews.

Second, explore the influencing factors of continuous purchase behavior of Tiktok live broadcast e-commerce users and the internal relationship between these factors, and draw specific conclusions through data analysis and interviews[6].

Thirdly, from the user's perspective, consider which factors can attract users to continue using e-commerce live streaming, and what measures can be taken based on these influencing factors to retain users, increase user stickiness, and improve the communication ecosystem.

Finally, this study will combine the development status and social reality of Tiktok short video APP, and put forward specific optimization suggestions, with a view to bringing some inspiration to the future development of short video platforms.

$$c_2 = a_2 + b_2 \quad (1)$$

2.2. Research Contributions

First of all, this study aims to verify whether the continuous use model of information system is applicable in the domestic environment, and introduce it into the research on the continuous purchase behavior of Tiktok live broadcast e-commerce audience. Combining the characteristics of the Tiktok platform and the background of the times, the introduction of relevant variables is conducive to analyzing the role of various influencing factors in user behavior, and verifying the applicability of the information system continuous use model in the domestic environment[7].

Secondly, this study aims to improve the research on short video live streaming e-commerce users and propose relevant optimization paths from the perspective of the audience. At present, research on short video live streaming e-commerce mostly focuses on short video platforms, proposing relevant suggestions from the perspectives of enterprises and marketing, or proposing regulations for the development of the entire industry from the perspective of legislative management. However, there is limited literature on audience behavior, mainly focusing on the user's willingness to continue using it. This study identified basic research variables through the continuous use model of information systems and extended the research endpoint to user behavior. By analyzing the factors that influence user continuous purchasing behavior in detail, identifying key factors, and proposing targeted recommendations, we aim to provide insights for future research.

In the current era of favorable policies and technological development, information and communication technology and 5G construction are further accelerating, and the development of the Internet has entered a new stage. For short video platforms, the era of grabbing traffic has passed and they need to adjust their development path. Short video platforms have enormous potential for commercial monetization due to their large user base. However, in order to sustain commercial monetization, it is still necessary to identify and continuously correct problems, and value user experience. Therefore, this study takes Tiktok as an example to study the influencing factors of users' continuous use of e-commerce live broadcast and clarify the relationship between various factors, which is conducive to promoting the research

on commercial liquidity in the short video industry. This not only provides business ideas for businesses and anchors on the Tiktok platform, but also puts forward operational suggestions for the development of e-commerce live broadcast in the entire short video industry, thus promoting the healthy and orderly commercialization of the short video industry.

Secondly, for the entire new media industry, user needs can guide the direction of industry innovation. Guided by user needs, meeting user needs reasonably and improving user experience is also beneficial for increasing platform stickiness, thus forming a virtuous cycle[8].

Finally, for users, e-commerce live streaming on short video platforms has been integrated into their daily lives. Providing specific optimization suggestions is beneficial for users to purchase high-quality products, bringing convenience and fun to their lives, while also satisfying their personalized shopping preferences.

3. Literature Review

3.1. Current Status of E-commerce Live Streaming

Nowadays, the e-commerce live streaming industry is flourishing, and in addition to technological factors, economic environment and policy support have also played an important role. Firstly, under the special era background, China's real economy has been greatly impacted, and e-commerce live streaming has rapidly risen with its advantage of not being limited by time and space. During the epidemic prevention and control period, "staying at home" has become the theme of people's lives, and offline consumption scenarios are limited, making online consumption an inevitable choice. At the same time, facing the pressure of life, many businesses and individuals have started to try live streaming sales. In the years when the COVID-19 was raging, the number of e-commerce live broadcasts showed an explosive growth. Not only businesses and individuals, but also local government officials actively try live streaming sales to help farmers solve the problem of unsold agricultural products. For example, several county magistrates in Hubei province relayed live broadcasts for more than ten hours, completing the "live broadcast marathon" of agricultural products and setting a record. In addition, relevant national policies also strongly support the development of e-commerce live streaming. The 2020 government work report pointed out that new forms of online shopping and services have played an important role in the fight against the epidemic, and relevant support policies should continue to be introduced. National and local governments have actively responded by introducing relevant management regulations and policies to promote the development of e-commerce live streaming. Against this backdrop, the demand for talent in China's live streaming industry increased by as much as 132.55% in 2020. The Ministry of Human Resources and Social Security has also added the profession of "Internet Marketing Specialist", which refers to personnel who use real-time interactive online platforms to exert their credibility in communication and promote enterprises or products in a professional manner. Among them, "Live Salesman" is a job type under this profession. After recent years of development, the development pattern of the e-commerce live streaming industry has matured, the industrialization process has been basically completed, and the related industrial chain is also

becoming increasingly perfect [9].

3.2. Research Status of E-commerce Live Streaming

At present, research on e-commerce live streaming has made certain progress. The research mainly focuses on the following aspects:

1. Live streaming sales model: Researchers have conducted in-depth research on the sales model of e-commerce live streaming, including live streaming content, format, and platform selection. They explored the impact of live streaming sales on consumer purchasing decisions, as well as the influence and trust of live streamers on sales effectiveness.

2. User behavior and experience: Researchers focus on the behavior and experience of users on e-commerce live streaming platforms, including user engagement, purchase intention, user satisfaction, and other aspects. They studied the interactive behavior of users during live streaming, as well as their evaluation and feedback on live streaming content and products.

3. Live streaming platforms and merchants: Researchers focus on the relationship between live streaming platforms and merchants, studying the support and services provided by live streaming platforms to merchants, as well as the operational strategies and effects of merchants on live streaming platforms. They also studied the business model and profitability of live streaming platforms.

4. Policy and regulation: Researchers focus on the impact of policies and regulation on e-commerce live streaming, including government support policies and regulatory measures for e-commerce live streaming, as well as regulatory requirements for live streaming platforms and hosts.

It should be pointed out that the e-commerce live streaming industry is developing rapidly, and there are still some issues that need to be further explored in the research field, such as the quality and authenticity of live streaming content, competition and cooperation among live streaming platforms, etc. Future research can further expand the study of these issues to better promote the development of the e-commerce live streaming industry.

3.3. Consumer Purchase Behavior Theories

The research on shopping users in e-commerce live streaming mainly focuses on their behavior, attitudes, and purchasing decisions on e-commerce live streaming platforms. Here are some common research topics:

1. User engagement and behavior: Researchers focus on user engagement on e-commerce live streaming platforms, including frequency, duration, and interactive behavior of watching live broadcasts. They study the behavior patterns of users during live streaming, such as browsing products, adding to shopping carts, placing orders, and so on.

2. User purchase decision: Researchers explore the purchasing decision process of users on e-commerce live streaming platforms, including purchase intention, purchase motivation, purchase behavior, etc. They study user perceptions and evaluations of live streaming content and products, as well as the impact of these factors on purchasing decisions.

3. User satisfaction and loyalty: Researchers focus on the satisfaction and loyalty of users towards e-commerce live streaming platforms, and study the trust, satisfaction, and repurchase intention of users towards live streamers and

platforms. They study the evaluation and feedback of users on the live shopping experience, as well as the impact of these factors on user loyalty.

In most cases, consumers need to consider factors such as what brand of product to buy, how much to spend, and where to make the purchase. They seek information to understand product details, such as quality, features, price, brand, and user reviews. Consumers typically obtain information from four main sources: commercial sources, personal sources, public sources, and experiential sources. The task of enterprise marketing is to design an appropriate marketing mix, especially product branding and advertising strategies, to promote the quality, features, and price of products so that consumers ultimately choose the company's brand.

3.4. Research Object Overview

As of December 2021, the monthly active users (MAU) of Tiktok will reach 670 million, up 25.4% year on year, while the monthly active users of Kwai will reach 410 million, down 7.1% year on year. Since 2018, Tiktok has become the short video platform with the largest monthly active users. Although the number of users has been expanding, the growth rate has slowed down in recent years, while Kwai has shown negative growth. In the field of e-commerce, Tiktok has increased its investment in the construction of closed-loop e-commerce.

1. Age distribution: The main user groups of Tiktok are between 18 and 35 years old, among which young people between 18 and 24 years old are the main user groups. These young users have shown a high interest in content such as fashion, entertainment, and popular culture.

2. Geographical distribution: Tiktok has users all over the country, but there are many users in first tier cities and developed regions. At the same time, Tiktok has also grown rapidly in second and third tier cities and rural areas, attracting more users from a wide range of regions.

3. Hobbies: Tiktok users show strong interest in music, dance, fashion, beauty, food, travel and other content. They like to share their talents, interesting life stories and fashion collocation through Tiktok.

4. User behavior: Tiktok users are very active in creating and watching short videos. They like to record their life, express themselves, and interact and share with other users through Tiktok. At the same time, Tiktok's live broadcast function has also attracted a large number of users to participate in watching and shopping.

5. Social characteristics: Tiktok users have strong social attributes. They like to interact, like, comment and share with other users. Tiktok's social nature of users also provides advertising and promotion opportunities for brands and businesses[10].

3.5. Information System Continuance Usage Model

Batcharia pointed out the shortcomings of the expectancy confirmation theory when constructing a model for continuous use of information systems, that is, it cannot predict the expected changes of users after use. Although he introduced perceived usefulness into the model to represent the change in the degree of expected confirmation after user use, perceived usefulness is not equivalent to the degree of expected confirmation after use, and the connotation relationship between the two is not clear. Therefore, it cannot be determined whether the impact of perceived usefulness on

satisfaction is the same as the degree of expected confirmation. In addition, when Bartcharia first proposed the model of continuous use of information systems, he equated satisfaction with attitude and proposed that satisfaction can regulate the relationship between perceived usefulness after use and willingness to continue using. However, satisfaction may affect attitude, but it does not equate to attitude. Satisfaction is based on the short-term impact of previous user experience on a specific product, while attitude is based on a long-term perspective formed from extensive user experience. Therefore, the extended model eliminated the direct correlation between perceived usefulness and satisfaction in the original model. In the extended model, information system self-efficacy and convenience conditions were introduced as new variables. Information system self-efficacy refers to the user's perception of whether they can independently use the information system, while convenience conditions refer to whether the conditions, technologies, etc. required for the user to use the information system are convenient and easy to obtain.

The continuous use of extended models in information systems has been widely applied in various fields, such as social networks, e-commerce, etc. The extended model introduces new variables of information system self-efficacy and convenience conditions, and proposes new research hypotheses H2 and H3. Therefore, the research hypothesis of this model is as follows.

The first type of related research involves scholars introducing new variables into the original model based on the characteristics of the research object, and constructing a model that is more suitable for the research object. For example, Ma Zhihao et al. introduced two variables, quasi social relationships and subjective well-being, into the original model to study the user willingness to use online live streaming platforms. Research has found that quasi social relationships directly affect user satisfaction, while subjective well-being is not related to satisfaction. Quasi social relationships are the source of user subjective well-being. Lv Duanshi introduced new variables to study the user behavior of stranger social software and found that the continuous use behavior of users is influenced by multiple factors, such as platform, social, situational, and emotional factors. He proposed feasible suggestions for the future development of the platform from the perspective of product operation of social software. Zhang Weiwei et al. introduced factors such as perceived interest, commitment, and inertia, and verified that satisfaction is positively influenced by expected confirmation level, perceived interest, commitment, and habit. Among them, perceived usefulness is the key influencing factor.

4. Research Methods

(1) Questionnaire Survey Method

The questionnaire survey method is a widely used research approach to collect data and gather insights from a large number of participants. It involves designing a set of structured questions that are administered to respondents to gather their opinions, attitudes, behaviors, and demographic information. The purpose of a questionnaire survey is to obtain quantitative data that can be analyzed statistically. Researchers can use this method to investigate various research questions, explore relationships between variables, and make generalizations about a target population.

(2) Interview Method

The interview method is a qualitative research approach that involves conducting one-on-one or group conversations with participants to gather in-depth information and insights. It is a flexible and interactive research technique that allows researchers to explore complex topics and understand the perspectives, experiences, and motivations of the participants. Interviews can be structured, semi-structured, or unstructured, depending on the research objectives and the level of flexibility needed.

(3) Literature Review Method

The literature review method is a research approach that involves systematically reviewing and analyzing existing scholarly literature on a specific topic or research question. It aims to identify, evaluate, and synthesize relevant studies, theories, and concepts to provide a comprehensive understanding of the research area.

5. Data Analysis

After completing the questionnaire design, we made two modifications. First of all, we had an in-depth discussion with our tutor and several graduate students who are engaged in Tiktok short video e-commerce live broadcast, and discussed the design of each part of the questionnaire, the relevance of the topics, and the subsequent distribution methods. Based on their feedback, we have made appropriate adjustments to the questionnaire. After discussing and adjusting the questionnaire, we conducted a small-scale preliminary survey. This survey mainly distributes questionnaires to friends and elders around through the WeChat platform. In the end, we collected a total of 400 valid questionnaires and conducted reliability and validity tests on these questionnaires. We referred to Cronbach's coefficient. After the pre survey, in order to cater to users of different age groups and educational backgrounds, this study modified some overly academic or potentially misleading options in the questionnaire. For example, "use Tiktok e-commerce live broadcast" is changed to "purchase goods in Tiktok e-commerce live broadcast room". In addition, this study also modified the options under CB1 in the pre survey questionnaire. The original option divided 0% -100% equally into five equal parts. Based on the actual feedback from users, we found it difficult to achieve a proportion of over 50%. This is also the main reason why the reliability of continuous use of behavioral variables is lower than that of other variables. Therefore, we will change the options to "less than 10%, 10% -20%, 20% -30%, 30% -40%, 40% above". This survey mainly uses the QuestionStar platform for online surveys. Firstly, send questionnaire posters on social platforms such as WeChat and QQ; Secondly, the Xiaohongshu platform adopts a questionnaire mutual filling method; Finally, utilize the sample service function of Questionnaire Star. To ensure the comprehensiveness of the study, this questionnaire aims to cover users from all regions and age groups as much as possible. The investigation period is from October 1, 2023 to November 10, 2023. The purpose of this study is to explore the factors that affect the continuous use of Tiktok e-commerce live broadcast users. Therefore, our research object is those users who have used Tiktok e-commerce live broadcast and intend to continue to use it. In the first question of the questionnaire, we set a filtering term, as shown in Figure 4-1, and designed a skip question logic to select research subjects that meet the requirements. According to the results of the survey sample, 6.51% of the 394 respondents said that they had never bought goods in the Tiktok studio; 17.45% indicates that they are considering

purchasing, but have not actually made a purchase yet; 4.95% indicates previous purchases but no further purchases; 71.09% indicates that they will continue to purchase. Therefore, out of 384 valid samples, we analyzed 273 samples. The focus of this study is on users who are currently using Tiktok e-commerce live streaming and intend to continue using it. After filtering out users who are not using Tiktok e-commerce, this study also conducted a survey on the usage of Tiktok e-commerce live streaming by other respondents. Out of the 384 valid samples, 111 respondents have never used Tiktok e-commerce live streaming or have used it in the past but no longer use it. This study analyzed the reasons behind their non-usage or discontinuation of Tiktok e-commerce live streaming. As show in Fig. 1.

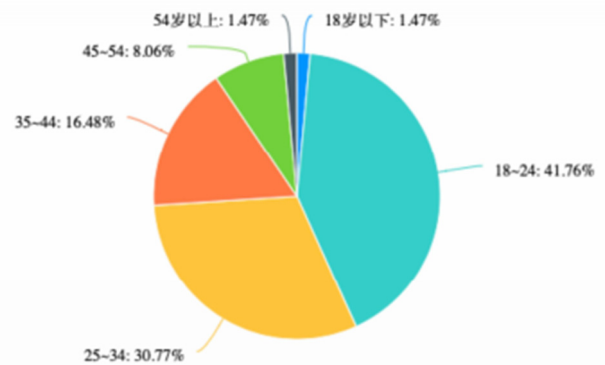


Fig 1. Age distribution

The statistical results indicate that the majority of the 111 respondents stated "lack of interest in e-commerce live streaming" and "other platforms offering better options for their needs" as the main reasons for not using Tiktok e-commerce live streaming. Both reasons were equally represented, accounting for 29.55% of the sample. Additionally, 20.45% of respondents mentioned that they were unaware of Tiktok's e-commerce live streaming feature. Furthermore, 13.46% of respondents stated that Tiktok e-commerce live streaming did not offer the products they needed. A specific subset of respondents (6.82%) provided reasons such as poor product quality, unreliable service, slow delivery from stores, and a preference for traditional e-commerce platforms.

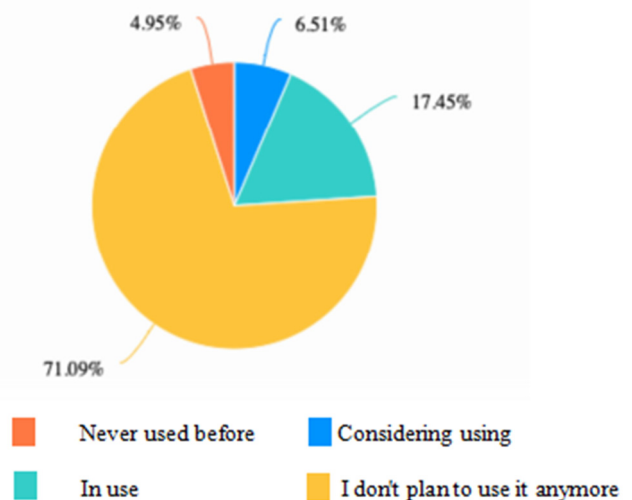


Fig 2. Use of Tiktok E-commerce

Regarding the usage of TikTok's features, respondents reported that "watching videos," "browsing TikTok Mall," and "watching live broadcasts" were the most frequently used functions. This suggests that TikTok, as a short video platform, has a significant presence in e-commerce. More than 50% of respondents use TikTok to watch live broadcasts and browse TikTok Mall, indicating that shopping has become one of the primary reasons for users to engage with TikTok. Additionally, 39.9% and 30.4% of respondents have utilized features such as "shooting and posting videos" and "text, voice, and video chat," respectively. As shown in Fig. 2.

6. Conclusion

With the rapid development of China's e-commerce industry, short video platforms have also been impacted, so optimization strategies need to be adopted to develop e-commerce live streaming. The TikTok platform took the lead in responding. With the support of 5G technology, it expanded its business scope and expanded e-commerce live broadcast.

Short Video Platform can innovate interactive methods. For example, a small window can be opened in the LIVE interface to display the production process of the product. When the user clicks on the small window, the small window will be enlarged, and the LIVE interface will be reduced to a small window. Users can switch from the LIVE interface to the product production interface and interact in real-time with the workers who make the product. Moving the "background" of product production to the "foreground" and displaying it in front of the user satisfies their curiosity, thereby enhancing their interest in watching LIVE. In the book "Self-Presentation in Daily Life", Goffman used drama theory to explain the interactive behavior between people and proposed the concepts of foreground and backstage. The foreground is a public and standardized equipment, while the backstage is a non-public and non-standardized equipment. Therefore, e-commerce LIVE can try to actively disclose the backstage area, shorten the distance with users through the display of the backstage area, satisfy users' curiosity, and enhance the fun of users watching LIVE. Users' interactive behavior while watching LIVE will also be transformed into actual consumption behavior.

The results of this study show that users' perceived ease of use of Short Video Platform has an indirect impact on their willingness to continue using it. Therefore, while improving service levels and expanding product categories, Short Video Platform should also pay attention to improving operational convenience and user perceived ease of use. With the development of New Media, Short Video Platform has developed from a single video analysis platform to a full-category platform integrating education, shopping, LIVE, and e-commerce, with richer content forms and functions. Therefore, the simplicity of interface design, the convenience of specific operations, and the stability of the system have also become important factors for the development of e-commerce LIVE on Short Video Platform. Short Video Platform can actively introduce new technological innovations, optimize the simple operation interface, make it more user-friendly, reduce user operation difficulty, and make it easy to learn. Even older users can easily shop through e-commerce LIVE.

1. Enhancing user experience: Short video platforms should focus on improving the user experience of e-

commerce live streaming by optimizing the video playback quality, reducing buffering time, and providing seamless integration between the video content and the e-commerce platform.

2. Strengthening content diversity: To attract a wider range of users, short video platforms should diversify the content of e-commerce live streaming. This can be achieved by collaborating with different brands and influencers, offering a variety of product categories, and showcasing unique and engaging live streaming events.

3. Implementing targeted advertising: Short video platforms can optimize e-commerce live streaming by implementing targeted advertising strategies. By analyzing user data and preferences, platforms can deliver personalized advertisements during live streams, increasing the chances of conversion and sales.

4. Building trust and credibility: Trust is crucial in e-commerce transactions. Short video platforms should implement measures to ensure the authenticity and reliability of e-commerce live streaming. This can be done by verifying sellers and products, providing user reviews and ratings, and offering secure payment options.

5. Leveraging social sharing and engagement: Short video platforms should encourage social sharing and engagement to enhance the reach and impact of e-commerce live streaming. This can be achieved by integrating social media sharing buttons, incentivizing users to share live streams, and facilitating interactive features such as live chat and Q&A sessions.

References

- [1] China Internet Network Information Center [EB/OL] [2022-08-31] http://www.cnnic.net.cn/hlwfzyj/hlwzxbg/hlwjtbjg/202202/t20225_71727.htm.
- [2] Qi Yue. Research on Commercial Realization of Tiktok Short Video [D]. Xiangtan University, 2020.
- [3] Yu Guoming, Qu Hui, et al. Live streaming will become the standard configuration and value "load-bearing wall" of short video platforms. *News Frontline* (14): 4
- [4] Chen Xiangming. *Qualitative Research Methods and Social Science Research* [M]. Beijing: Education Science Press, 2000.
- [5] Research Report on China's Live E-commerce Industry in 2021_E-commerce_IResearch [EB/OL] [2022-05-26] <https://report.research.cn/report/202109/3841.shtml>.
- [6] Li Shu, Huang Xinru. Live streaming e-commerce from the perspective of communication studies: characteristics, barriers, and improvement paths [J]. *Youth Journalist*, 2020 (30): 43-45.
- [7] Liu Linyan. E-commerce+"Live Streaming" vs. Live Streaming+"E-commerce? The Development Path and Content Logic of Live Streaming Sales [J]. *Southeast Communication*, 2020 (6): 89-91.
- [8] Pan Congping. Interpretation of "County Magistrate Live Streaming Sales" in the Digital Scene Era [J]. *Youth Journalist*, 2020 (24): 38-39.
- [9] Zhang Xiaoqiang, Li Shuang. Internet celebrity live streaming sales: multidimensional reconstruction of the relationship between body, consumption, and media on technological platforms [J]. *News and Writing*, 2020 (6): 54-60.
- [10] Yue Xiaoling. Content Production and Optimization Path of E-commerce Live Streaming "Selling Goods". *Publishing Broad Angle*, 2020 (19): 64-66.