



# Research on Consumer Behavior in Live Broadcast of Cultural Tourism---Taking Oriental Selection Tourism Live as an Example

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**Abstract.** This study takes Oriental Selection as a case to explore the consumer behavior in the live broadcast of cultural tourism and the characteristics behind the Oriental Selection marketing model. The study found that the anchor plays a central role in the live broadcast of the cultural tourism, which can directly affect the behavior and attitude of the audience . Similarly, audience comments are also very important, not only for feedback on products and services, but also for emotional communication between the audience and the anchor, other audiences, and destinations. In addition, the integration of cultural elements in the live broadcast of cultural tourism further strengthens the emotional resonance between the audience and the product, and enhances the audience 's willingness to buy. This study reveals the important influence of live broadcast mode on consumer behavior, and provides a new theoretical reference for the marketing strategy of cultural tourism industry.

**Keywords :** cultural tourism live broadcast ; consumer behavior ; interactive

## 1 Introduction

In recent years, with the rapid development of Internet technology and the rise of social media, cultural tourism live broadcasting has become a new phenomenon in

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tourism and cultural industries [1]. The live broadcast of cultural tourism presents consumers with a more intuitive and real-time travel experience, which has gradually become an important means of tourism marketing and promotion [2]. In this trend, Oriental Selection has successfully attracted a large number of users to participate and pay attention to it by combining brand promotion with interactive experience with its high-quality live broadcast content and unique marketing methods. This form of live broadcast not only provides a new cultural experience, but also presents a real and diverse tourism scene for consumers, which in turn stimulates the audience's interest and purchase desire [3]. Although the live broadcast of cultural tourism as a new marketing method has gained great attention and success in practice, the current research has failed to conduct in-depth discussion on how it affects the audience's purchase behavior, establishes emotional connections, and shapes brand image. The lack of in-depth excavation of the operation mode behind it limits the comprehensive understanding of the live broadcast mode of cultural tourism. Therefore, this study will take Oriental Selection as a case to explore the possible impact of cultural tourism live broadcast on shopping behavior and emotional cognition, and reveal the password for the success of cultural tourism live broadcast.

## **2 Literature Review**

### **2.1 Research on Consumer Behavior in the Context of Live Webcast Delivery**

In the context of live webcast delivery, in-depth study of consumer shopping behavior has become a research hotspot. In the existing research, Qiu et al. [4] took the CEO of China's tourism platform as the research basis to explore the interactive effect of celebrity endorsement effect in promoting tourism live broadcast products. Lv et al. [5] found through the AIDA model that immersion has a positive impact on the audience's interest in tourism products, and product interest has a positive impact on the audience's desire to buy. Based on SOR theory, Ye et al. [6] found that the better the visual effect in tourism live broadcasting, the stronger the willingness of consumers to participate. On the whole, the current research mainly focuses on the impact of external factors on consumer behavior in the live broadcast environment, and there are few studies on internal factors. At the same time, compared with mainstream commodities, scholars' research on tourism products is relatively

insufficient. Due to the special characteristics of tourism products ( such as intangibility, heterogeneity, seasonality and diversity ), the influence of the audience on the purchase of tourism products is more uncertain [7]. Especially in the live broadcast of tourism, the anchor leads the audience to understand the history and culture of the destination like a tour guide. The integration of this cultural element into the interactive mode of the live broadcast of tourism may affect the purchase behavior of the audience, and may also stimulate the profound emotional resonance between the audience, the anchor and the destination. This paper will explore this eye-catching issue in depth to reveal the complex relationship between emotion, culture and purchase behavior in the live broadcast of tourism products.

## **2.2 Research on the Influence of Fan Economy and Interactivity**

In recent years, fan economy and interactive behavior have attracted wide attention from scholars. Li & Zhang [8] defined the fan economy as an operating model that focuses on leveraging consumer loyalty to celebrities or brands and transforming emotional capital into economic and social benefits, while emphasizing that consumers play a leading role in the model. Brodie et al. [9] found that the fan economy emphasizes the emotional connection between consumers and celebrities, brands or content creators through the methodology of network science, and this emotional participation is the core of interaction. Based on empirical research, Laroche et al. [10] found that establishing brand communities on social media can better enhance consumers' trust in brands and brand loyalty. However, the existing research focuses on quantitative methods, which may ignore the key factors in complex social situations. For example, it is not clear how emotional interaction affects the audience's purchase behavior during the live broadcast. This means that the audience's comments may play an important role in establishing emotional connections with the anchor and other viewers and affecting the economic interaction of fans, which needs to be further explored.

## **2.3 Consumer Cultural Identity Theory and Perceptual Flow Theory**

The theory of consumer cultural identity involves how individuals express and strengthen their cultural identity through consumer behavior [11], emphasizing the influence of cultural and social factors on individual shopping choices, brand

preferences and consumption habits. The theory of consumer cultural identity holds that consumers purchase specific products or participate in specific consumption activities to conform to their cultural values, traditions and identity characteristics [12]. Therefore, cultural identity becomes a key factor in the process of shopping and consumption, affecting individual consumption decisions and behaviors [13]. Perceptual flow theory is a psychological theory that explains the extent to which individuals are immersed in experience in specific activities. It emphasizes that in the fluid experience, people's perception of time is weakened, self-consciousness is reduced, and emotion and cognition are completely integrated to create a highly immersive experience [14]. This theory has a wide range of applications in the media environment, especially in Internet marketing and consumer experience, which helps to understand the individual's psychological experience in various situations [15]. Hassanein & Head [16] further explored the relationship between perceived social presence and perceived fluid experience in online shopping. Higher levels of perceived social presence have been shown to have a positive impact on the perceived usefulness, trust, and enjoyment of shopping websites, leading to more favorable consumer attitudes.

Compared with the widely used in the field of digital shopping marketing, the research on the consumer behavior mechanism of cultural emotional identity and fan economic effect in the context of digital cultural tourism live marketing is relatively limited. At present, it is not clear how external environmental factors affect consumers' purchase behavior by influencing consumers' internal cognition and emotion. Therefore, this study will combine these two theoretical frameworks to explore the impact of external environmental factors on consumer cultural identity and emotional flow, and how these effects are transformed into the influence mechanism of the audience's purchase behavior of tourism products.

### **3 Research Design**

#### **3.1 Research Methods and Case Selection**

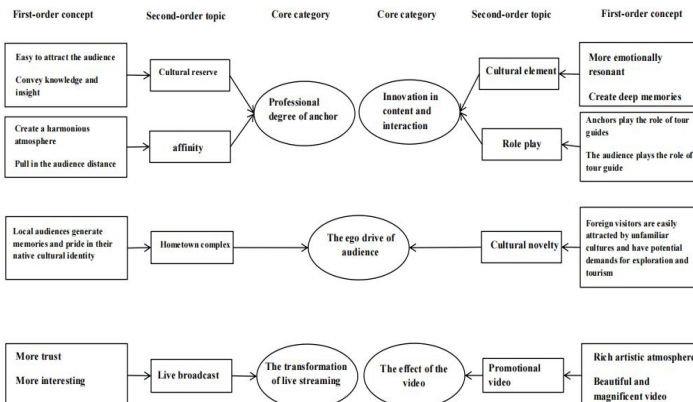
This paper takes Oriental selection as a case study. In December 2021, Oriental Selection, a brand evolved by New Oriental, joined the Tik Tok platform to open live delivery. At first, the sales volume of Oriental Selection was bleak. Until June 2022, the number of fans selected by Oriental Selection increased explosively from 1

million to 29 million, and the sales volume reached 6.81 trillion yuan, becoming the only live broadcast room with GMV exceeding 600 million in June. Oriental Selection Looking at the World is a section of Oriental Selection that focuses on the live broadcast of tourism products. It shows the culture and tourism products of different destinations to the global audience through online live broadcast, representing the innovators in the emerging digital tourism market. The live broadcast form provides a new way for tourism products and cultural communication.

What is curious is how the Oriental selection breaks the traditional marketing model in a short period of time, and what is the marketing password behind it, which has attracted the attention of countless scholars. This study focuses on consumers ' consumption behavior in specific situations, which belongs to the ' How and Why ' type problem in complex situations. At the same time, this paper focuses on key events and key nodes. The case study method helps to show this dynamic marketing process and deeply analyze the internal mechanism behind it. Therefore, this article will use the case study method to fully explore the secrets behind Oriental ' s successful digital marketing strategy.

### 3.2 Data Collection and Processing

In this study, the octopus web crawler tool was used to capture data from 25 live videos and short videos selected by Oriental selection, and a total of 31319 comment data were obtained. First of all, for these comment data, this paper adopts the method of grounded coding for preliminary classification and collation, in order to establish a preliminary data classification system. In order to better understand the intrinsic meaning and potential correlation of these data, this paper introduces NVIVO 14 software to further process and analyze the data. In the process of classification, the core categories are divided into 5 categories, and the second-order topics are further subdivided into 8 categories ( see Fig.1 ). Two representative comments are selected in the total data set as the arguments of the second-order theme and presented in detail in the form of coding. The specific contents are shown in Figure 1 and Appendix.



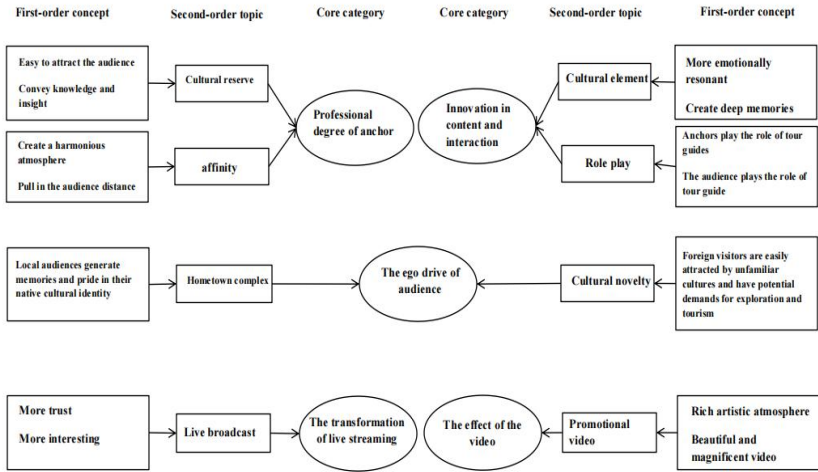


Fig. 1. Coding architecture

Table 1. Anchor professional degree coding table

core category	Seond-order themes	First-order concept	argument
Professional degree of anchor	culture reserves	Easy to attract the audience Convey knowledge and insights and insights	‘Look, this is a public figure should have the cultural heritage, passed to the public should be positive and optimistic, full of hope.’ (A1) ‘After watching the trip to Shanxi, I sincerely admire Mr. Yu. His strength is amazing and his knowledge is profound. Today, oral English in Wutai Mountain is

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also great.’ (A27)

	Create a	‘Such a live broadcast form is
	harmonious	really good, like a variety show,
affinity	atmosphere	humorous and high gold content,
	Pull into	so that people feel happy.’ (A3)
	the audience	‘Lovely Yu Hui, transparent in
	distance	Chinese and English, no matter
		what high-grade column to
		participate in the program, are very
		modest. Dong Yuhui is the
		contemporary angel given by
		nature ! A big compliment to Dong
		Yuhui.’ (A12)

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#### 4 Research Finding

Through in-depth analysis of the live content and comments selected by Oriental selection, consumers have a high degree of attention and participation in the brand. The core category covers five aspects : brand image, product experience, service

evaluation, user interaction and emotional tendency. More detailed and specific consumer opinions and feedback are shown in the second-order theme, including appreciation of product quality, evaluation of service experience, recognition of brand image and trust in the brand. The diversity and breadth of these themes reflect the multi-angle participation and evaluation of consumers in live broadcasts.

#### **4.1 Professional Degree of Anchor**

##### **4.1.1 Anchors with rich cultural reserves can attract the audience and convey knowledge and insights more profoundly.**

Anchors with rich cultural reserves are more attractive in spreading knowledge and insights. This trait can not only enhance the audience 's interest, but also deeply convey knowledge and insights. A1 Comments 'Look, this is a public figure should have the cultural heritage, passed to the public should be positive and optimistic, full of hope.' Audiences believe that cultural heritage is very important for a public figure, especially in the transmission of positive and optimistic and hopeful information. Anchors with rich cultural reserves have unique advantages in knowledge transmission and audience attraction. For example, comment A27 'After watching the trip to Shanxi, I sincerely admire Mr. Yu. His strength is amazing and his knowledge is profound. Today, oral English in Wutai Mountain is also great.' Such anchors can better understand and convey these positive values and attract more viewers.

##### **4.1.2 An Anchor with Affinity can Create a Harmonious Live Atmosphere.**

The affinity of the anchor is not only a form of entertainment, but also an important element to create a harmonious live atmosphere. In the comments of A3, the audience expressed their preference for the affinity anchor, saying that such a live broadcast form seemed to be a wonderful variety show. This reflects the audience 's pursuit of a relaxed and cheerful atmosphere, which is what affinity anchors are good at. The personality charm of the anchor can run through the whole live broadcast process in a natural and real way, so that the audience can feel a relaxed atmosphere in the interaction. In the A12 commentary, there is the audience 's praise for Dong Yuhui ( anchor ), who is described as ' nature has given us contemporary angels '. This kind of praise reflects the charm of affinity anchors. They can not only master the skills in high-grade columns, but also maintain an approachable image and win the love and trust of the audience. Through its unique charm, the affinity anchor has successfully



constructed a harmonious and pleasant live broadcast atmosphere, providing the audience with a dynamic and interactive audio-visual feast.

## **4.2 The Innovation of Live Broadcast Content and Interactive Forms**

### **4.2.1. The Integration of Cultural Elements into the Live Broadcast is more Likely to Cause the Audience 's Emotional Resonance.**

Integrating cultural elements can profoundly trigger the emotional resonance of the audience. In the comment of A36, 'I went to the northwest ring line in June this year and planned to go to Xinjiang next year. Looking at Yuhui 's videos and essays these days, I have been fascinated and eager to fly to Xinjiang immediately.' The audience was deeply attracted to go to Xinjiang immediately. This highlights the strong attraction of the integration of cultural elements to the audience 's emotions and stimulates their desire for unknown regions. In A7 's comments, the audience produced a rich and colorful picture in their minds through Mr.Dong 's words, which deepened their cognition and emotional investment in the destination culture. This shows that the integration of cultural elements is not only regional, but also includes many aspects such as language and culture, which further illustrates the profound influence of cultural elements on the emotional resonance of the audience in the live broadcast.

### **4.2.2. The Change of the Role of the Anchor as a Tour Guide and the Audience as a Tour Guide.**

There is a unique and interesting change in the role of tour guide between the anchor and the audience. In introducing the destination and related products, the anchor is not only a separate introduction to its advantages and characteristics, but also integrates more extended knowledge. When the audience knows more about this knowledge than the anchor, they will replace the anchor as a tour guide to answer questions in the comment area. This interactive role-playing provides an opportunity for viewers to share their travel experiences with the anchor and other viewers, enabling them to actively participate and share their perspectives in virtual travel. In the comments of A5, the anchor and the audience communicate on the topic of Langya Wang 's history. The audience plays the role of a tour guide in this process and explores the rich history of Langya Wang together. The flexible transformation of the tour guide identity between the anchor and the audience not only enriches the

experience of the live tour, but also provides new ideas and possibilities for expanding the traditional tour guide service.

### **4.3 The Self-Driving of Audience Identity**

#### **4.3.1.The Audience Showed a Strong Hometown Complex.**

The local audience of the tourist destination shows a high degree of activity in the tourism live broadcast. A8 's comment ' Welcome to Jinci Temple, Jinci Temple where is the legend... Taiyuan welcomes you to come ' where the audience not only warmly welcomes visitors to visit, but also shows a strong interest in Jinci Temple-related destinations. These scenic spots are not just static buildings, but cultural symbols that carry rich stories and become the deep memory and identity of local audiences. This high degree of activity is not only reflected in the curiosity and exploration of ancient legends, but also in the deep love of hometown.A20 's review ' My hometown ! Thick and simple, I love the land ' is a vivid show of the audience 's love for their hometown. This kind of affection for the hometown is not only an emotional expression of the land, but also a sincere recognition of the local culture, history and humanistic value. Because of this, when the anchor explains the tourist destination in the live broadcast, the local audience will show a more enthusiastic state.

#### **4.3.2.Cultural Novelty of the Audience.**

For some audiences who are not familiar with the local culture, such as Guangdong tourists to Shanxi, they may face a sense of cultural novelty. By watching the live broadcast, they seem to have started a new cultural adventure. Audiences of A14 comments conveyed new feelings and wonders about the live content of teacher Dong Yuhui. They seem to be exposed to the visual and spiritual shock of the live broadcast, as if they have explored a novel and magnificent world and re-inspired their curiosity about life. In the comments of A11, the audience described an immersive feeling. This profound experience and novelty not only highlights the excellence of Mr.Dong Yuhui 's expression ability, but also shows the novelty and successful experience of live content delivery.

#### **4.4 Live Broadcast Brings the Audience the Most Real Feelings.**

In Dong Yuhui 's live broadcast, he described the journey in a poetic way in every sentence, and brought the audience into the beauty of the destination through his own feelings. Commentary A13 points out : ‘ Every sentence of Dong Yuhui 's Xinjiang trip is poetic, no ! This is doing poetry, very tempting ! He used his own personal experience to lead everyone to wander in the beautiful scenery of Xinjiang... 'Another comment A24 also mentioned ‘ felt the beauty of Xinjiang from the text, and confirmed the shock of Xinjiang from the picture.’ These comments clearly show the ultimate sense of reality brought by the live broadcast. Such live broadcast is not only to convey travel information, but also to convey emotion. Through his personal experience, the anchor gives the audience a more real feeling, so that they can more truly experience and understand the regional culture and landscape. This way makes the audience feel like they are in the field, not just simply watching through the screen.

#### **4.5 The Production of Promotional Videos is More Attractive**

In the live broadcast of tourism, there is great potential to make propaganda videos, showing a sense of artistic beauty. The audience in A30 's comments think that although the ancient poetry is very beautiful, it may be difficult to fully understand the deep artistic conception and cultural connotation because of the limitation of personal cultural level. On the other hand, due to the post-editing of the propaganda film, the audience often has doubts about its authenticity. But the audience feels the more real and profound things behind the promotional video through the anchor 's vivid introduction. At the same time, the audience feels that the cultural propaganda of the Oriental selection is particularly good, even more effective than the traditional advertising of other brands. There are several unique features in the video production of the Oriental selection, such as the presentation of scenic spots through different angles, which brings different perspective experiences to the audience ; in terms of editing, more attention is paid to the transmission of emotions, and the charm of the scene is shown in different lenses ; in the text, more poetic and in-depth language will be used to express the praise and feelings of the destination. In contrast, the official promotional videos are more about products and services and pay more attention to the advertising effect, while the Oriental selection focuses more on the transmission

of emotional and cultural depth, so that people can feel more real, more artistic and cultural connotation of the viewing experience.

## 5 Conclusion

The main goal of this study is to deeply explore the behavior and attitude of consumers in the East 's selection of live broadcast programs, and to explore the reasons for the success of East 's selection in the cultural tourism live broadcast industry. The results show that consumers express diversified views and feedback on the six aspects of brand image, product experience, service evaluation, user interaction, emotional tendency and purchase intention on the platform. First of all, audience comments play an important role in the live broadcast of tourism products. These comments are more like a communication platform, connecting the emotional bond between the audience, the anchor and other viewers. This kind of emotional resonance is crucial to the success of the live broadcast. Secondly, this emotional resonance not only plays a key role in the interaction of cultural elements into the live broadcast of tourism products, but also profoundly affects the purchase behavior of the audience. When the audience resonates with the cultural elements, it means that they have a profound emotional connection with the cultural elements presented in the live broadcast. This kind of emotional resonance not only makes them prefer or understand the cultural content displayed, but also exerts a subtle influence on their purchase decisions of tourism products. Finally, when the cultural elements are effectively integrated in the live broadcast program and trigger the audience 's emotional resonance, the audience 's sense of identity and affinity for tourism products will be greatly improved, and at the same time, they will have a deeper emotional identity to the destination and deepen their interest and desire for tourism products. This precise use of cultural elements is also the secret of its success.

From a theoretical point of view, this study enriches the cognition of consumer behavior in the live broadcast marketing of cultural tourism, and provides a new perspective for understanding the audience participation behavior in the live broadcast of the Internet. At the practical level, this study can help brands to reach the target audience more accurately and enhance consumers ' sense of identity by understanding the audience 's preference and interaction with cultural elements. This has practical guiding significance for improving brand image, expanding market and increasing sales.

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