Interaction and Correlation: The Logic and Path of Brand Marketing Empowered by Online Live Broadcasting –Taking Hamburg Tustin as an Example

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Abstract. The rapid development of the Internet era and the impact of COVID-19 have seriously affected the traditional marketing model, but new marketing models have also emerged. As a new marketing method, live streaming with new media provides consumers with more choices and more convenient shopping experiences. Based on the development status of the new media live streaming sales industry and the current marketing model of the new media live streaming sales industry, this article uses process tracking methods in case studies to organize and analyze relevant literature. Taking the live sale of goods by Tastien Tiktok in Hamburg China as an example, this paper focuses on the 4C theory to study how Tastien quickly became popular through interactive marketing in Tiktok. This study analyzes the interactivity and limitations of online live streaming, in order to explore how enterprises can effectively utilize online live streaming for interactive marketing and empower brand marketing.

Keywords: Online Live Streaming, Interactive Marketing, Tastien, 4c Theory.

1 INTRODUCTION

This study focuses on the realistic background of the rapid development of Internet technology, the emergence of various new media platforms, the saturation of traditional e-commerce, the continuous updating of product marketing methods, and the impact of the COVID-19 epidemic, many consumers are starting to shop online, and this has led to online live streaming and sales becoming the most "hot" marketing model at present [1]. Meanwhile, this study provides new ideas and approaches for brand marketing methods of enterprises on online platforms and also benefits to brand marketing of enterprises.

This study takes the live broadcast of Tastien's Chinese Hamburg in Tiktok as an example to analyze how the webcast enables brand marketing of Justin through the "4C theory". Using literature analysis to search and read relevant materials and literature, the advantage of this method is that it can effectively analyze the reasons why Tastien has achieved benefits through online live streaming, which is beneficial to the conduct

of research. Therefore, the ultimate research objective of this study is to analyze the interactivity and its limitations in online live streaming and explore how enterprises can effectively utilize online live streaming for interactive marketing and empower brand marketing.

2   BACKGROUND

Tastien is a Fujian brand that, at its inception, mainly sold Chinese-style pizzas. But at that time, Pizzahut, Damelor, and other brands jointly occupied the Chinese mainland market. Even if Tustin innovates into a Chinese pizza, its path is still full of thorns. But when the epidemic repeatedly led to a downturn in the catering industry, Tastien abandoned the pizza fast food market and gradually appeared in people's sight with the label "Chinese hamburger". So far, it has opened over 4000 stores nationwide. The reason why Tastien Chinese Hamburg has become popular this year is that the brand seized the opportunity of "China-Chic" being pushed into the air, at the same time, taking advantage of the interactive marketing of webcast, Tastien started its "counter-attack" on the Tiktok platform.

While stationing in Tiktok, Tastien invested a lot of marketing resources in the marketing of Tiktok and spent a lot of time and energy cultivating Tiktok's live broadcast with goods and group buying, this enables the brand marketing of "people friendly price+China-Chic element+Chinese hamburger".

The core customer group of Tastien is the young group, which is consistent with the core heavy users of TikTok. Tastien has targeted the group of young users who have requirements for fast food quality but also pay attention to cost-effectiveness, and seize the blank market between McDonald's and Wallace. It can be said that Tastien's going out of the circle is to build the "Chinese Hamburg" brand by taking advantage of China-Chic. A large part of the reason why Tastien achieves high efficiency by selling goods through online live streaming is that it excels in interactive marketing with that group of young users through leveraging marketing on online live streaming platforms, and uses this to drive their brand marketing.

For example, on Qixi in 2022, Tastien launched a new product "Black Pineapple Chinese Hamburger" with the help of the "Tiktok New Product Day" activity. Tastien seizes the homophonic stem of "I just like you" to create a craze in TikTok because the Cantonese pronunciation of black pineapple is similar to "I like you". At the same time, by using homophonic memes to narrow the distance between young consumer groups, interactive marketing with young consumer groups can be achieved.

In addition, Tastien hardly misses any traffic topics that interest young consumer groups. Recently, the "Huaxizi 79yuan eyebrow pencil incident" promoted the rise of China-made goods live streaming rooms. Tastien closely follows the trend and interacts with multiple China-made goods live streaming rooms, capturing the traffic topics that young people are interested in during the live streaming interaction process, and achieving effective interaction with their consumer groups. At the same time, Tastien launched the corresponding group purchase activity at low prices in Tiktok, to achieve

the marketing purpose of interacting with consumers through live webcasts and make the brand Tastien stand out in recent years.

3   REASON ANALYSIS

3.1   Literature Review

In 1990, American scholar Robert Lauterburn proposed the famous 4C marketing theory in his article "*4P Retirement, 4C Appearing*". This theory places consumers at the center, among them, 4C specifically refers to the four major elements of consumer, cost, convenience, and communication. The 4C marketing theory emphasizes focusing on consumer demand, striving to reduce consumer purchasing costs, enhancing convenience in the purchasing process, and actively communicating with consumers [1].

At present, most of the research on using 4C theory to analyze brand marketing strategies focuses on the problems existing in brand marketing and the analysis of marketing strategies for brand communication. For example, scholars Shan Wensheng and Xie Ziyu studied brand communication and marketing strategy analysis based on the 4C marketing theory in their article "*Research on Brand Communication and Marketing Strategy of Xiaohongshu Based on 4C Theory*", Although effective strategies have been provided for brand communication and marketing methods of enterprises, there is not much discussion on how enterprises should use online live streaming to drive brand interactive marketing [1]. Therefore, this paper will start with how Tastien uses the Tiktok platform to carry out webcasts to enable its brand marketing, research around the 4C theory, and supplement the existing research gaps.

3.2   Case Analysis around 4C Theory

Online live streaming can provide consumers with a more intuitive understanding of products and a timely understanding of their consumption needs [2]. At the same time, any questions about the product from consumers can be resolved through interaction with the anchor in online live streaming. Therefore, effective use of online live streaming not only brings Tastien closer to its consumers but also increases consumers' stickiness to its products and services.

Online live streaming not only allows Tastien to provide consumers with valuable products and services but more importantly, it provides an interactive channel for Tastien and consumers. By interacting with consumers, Tastien captures the customer value hidden behind products and services. Only when Tastien satisfies consumers' lack of value can its products and services have a market, and Tastien's brand marketing can be effective for consumers?

For Tastien, its marketing costs are mainly reflected in the construction and operation of its live streaming room. But online live streaming is aimed at consumers from all over the country, so Tastien has increased the proportion of marketing methods that use live streaming to interact with consumers, simultaneously reducing the proportion of other ineffective marketing methods to reduce their marketing costs and promote its brand marketing through interactive marketing in online live streaming.

Meanwhile, for consumers, apart from monetary expenses, the time spent on purchasing products, the physical and mental energy required to select products, and the purchasing risk are relatively low. Therefore, consumers can interact with the anchor through online live streaming in the live streaming room of Tastien, this enables a more convenient, clear, and intuitive understanding of product performance, reducing their time and energy costs.

Online live streaming has established a two-way communication channel between consumers and Tastien. Unlike traditional marketing methods in the past, companies can only promote and persuade customers in one direction. During the online live-streaming process, consumers can interact with the anchor on the public screen at any time in the live-streaming room of Tastien. At the same time, the anchor can also respond and answer the questions raised by consumers on the public screen in a timely manner. At the same time, the anchor can display the appearance and shape of different burgers in Tastiens' live broadcast room, describing the taste of their burgers and the taste of handmade fresh pancake skins, and through the setting of "China-Chic" in the live broadcast room, the label of "Chinese Hamburg" was established in the minds of consumers. Provide consumers with a virtual consumption experience, increase their participation and trust in Tastien products and services, and invisibly output Tastien product and brand information to consumers.

Online live streaming provides great convenience for consumers to purchase and use. Consumers can directly place orders to purchase low-priced group buying products in the live streaming room of Tastien, at the same time, after they have purchased their desired product, they can easily find offline stores for product verification. In addition, if consumers encounter any problems after purchasing group products, they can directly negotiate with the anchor or customer service in the live broadcast room of Tastien, or seek direct assistance from the store staff in offline stores. From this perspective, online live streaming not only facilitates Tastiens' pre-sales, sales, and after-sales services, but also strengthens Tastiens' interaction and contact with consumers during pre-sales, sales, and after-sales.

4   INTERACTIVITY AND LIMITATIONS IN ONLINE LIVE STREAMING

4.1   Interactivity

The brand interactive marketing conducted through online live streaming has once again subverted the interactive marketing methods of the Internet, making timely online communication and interaction a reality. The unique advantage of online live streaming breaks the boundaries of time and space, allowing businesses and consumers to achieve high-frequency interaction without obstacles and distance within the live streaming room [3]. Online live streaming is a vertical scene created through vertical screen communication on mobile phones, using a central focus lens, at the same time, by focusing on the visual focus and fronting the foreground, a strong sense of visual closure and encirclement is created, allowing consumers to experience the pleasure of staring [4,5].

Therefore, effective interaction with consumers in online live streaming can better immerse them in this pleasure and promote brand marketing for enterprises.

Interactive marketing in online live-streaming is not about direct sales, but about providing virtual experiences to consumers in the live-streaming room. Invisibly outputting information about corporate products and brands to them, and engaging in diversified online interactions with consumers. By leveraging online live streaming platforms to maintain a positive interactive atmosphere with consumers, and narrowing the distance between businesses and consumers. Enhance consumer engagement in products and services, establish mutual trust, and seek common interests through two-way communication to achieve the ultimate marketing goal [3].

In online live streaming, anchors can accurately highlight the relevant content of enterprise products and services to explain to consumers and actively establish contact and communication with consumers. Enable consumers to have a positive impact on the company's products and services in the live streaming room, and enhance consumer trust and stickiness in the brand through interaction. In addition, anchors can attract consumers with interesting topics and promotional activities, enable consumers to further understand the company's products, actively respond to audience questions and questions, engage in live streaming interactions, generate a strong sense of experience, and perceive consumers' needs and satisfy their consumption desires [6].

For example, on the Qixi Festival in 2022, Tastien launched the new product "Black Pineapple Chinese Hamburg" with the help of the activity of "Tiktok New Product Day", and also seized the homophonic stem that young people like to play, and created a craze on the whole network. At the same time, in their official live broadcast room, with the help of Qixi's promotional activities, through the interesting interaction of homophonic stem with young consumer groups through the "Black Pineapple Chinese Hamburg", the distance between consumers and Tastien was narrowed, and consumers' trust and stickiness to Tastien was enhanced. Let the new hamburger become a "confession magic weapon" for young consumers, and finally lead to a number of related traffic topics on the Tiktok hot list.

At the same time, consumers can directly raise their doubts and needs about the product on the public screen in the live broadcast room, and communicate effectively with the anchor. The anchor can continuously improve the communication mode and product presentation methods between both parties based on consumer needs and suggestions, and close the distance with consumers through real-time interaction. For example, Tastien has opened different accounts in TikTok to cover different periods of time for live broadcasts, so that their consumers can find their favorite group purchase products in the live broadcast room at any time when they want to eat Tastiens' burger, and can also interact with the anchor on the public screen to solve any questions. At the same time, the suggestions that consumers directly provide to Tastien on the public screen can also promote Tastien's online live-streaming brand marketing approach to be more comprehensive.

4.2   Limitations

Although there are significant advantages in brand marketing through interaction under online live streaming, there are also certain shortcomings.

Firstly, some of the anchors in the official live-streaming rooms of enterprises did not meet professional standards. For example, some brands, after inviting celebrities and influencers to enter the official store's live broadcast room, may lack understanding of the product and fail to do their homework in advance, resulting in even if they have a large number of fans, they cannot explain the product's performance to consumers in the live broadcast room in a timely manner. Most of them can only chat with consumers and cannot effectively convey product information, resulting in failure to achieve the expected results of the enterprise. It is also not conducive to brand shaping, and may even reduce the original value and image of the brand in the minds of consumers [6].

In addition, due to the fact that 'everyone can become an anchor', this has led to many people who are unwilling to engage in the labor industry being able to sell products to consumers in live streaming rooms. Some live-streaming rooms have extremely vulgar content, and some hosts are not shy about smoking and drinking in the rooms, which is extremely negative for minors [7]. These behaviors will lower the brand image of the enterprise in the minds of consumers, leading to consumers' "boredom" towards the brand, which is not conducive to the brand marketing of the enterprise. Therefore, enterprises should establish specialized new media departments to provide professional training for anchor talents, in order to promote effective interactive marketing within their live streaming rooms.

Secondly, some companies have not organized a professional anchor team. The interactive marketing work of an enterprise's online live-streaming brand cannot be completed by a single anchor but needs to be built on a complete and scientific team to enhance the overall operational effectiveness of the team. On the contrary, if online anchors lack team collaboration during the process of brand interactive marketing, resulting in inaccurate integration with the company's products and services, and lack critical contingency plans, it is likely that the entire operation process will not be smooth and scientific enough, which can easily affect the overall effectiveness of brand interactive marketing [8].

Thirdly, during the online live-streaming process, some of the content in the live-streaming rooms lacks topicality. In the context of online live streaming, discussing familiar topics can also help improve intimacy, which can effectively bridge the gap between brands and consumers [9]. The topicality in online live streaming refers to the degree to which consumers perceive the information they obtain to be relevant to their current topic of interest, it is the primary condition for their consumption activities to be related to their consumption needs/interests [10,11]. Thirdly, therefore, the content of the official live streaming room of the enterprise should have a certain degree of topicality in order to accurately hit consumers' interaction preferences and generate effective interaction with them.

5   CONCLUSION

Equations should be centered and should be numbered with the number on the right-hand side. Online live streaming provides many new ideas and methods for empowering brand marketing for enterprises, enabling them to gain profits from online live streaming. The research result of this study is that enterprises can effectively utilize interactive marketing in online live streaming to promote their brand marketing. Thus, it can be further concluded that enterprises can effectively utilize the advantages of interactive marketing, choose appropriate brand marketing strategies, and establish a close connection between brands and consumers. However, enterprises also need to pay attention to the problems that arise in interactive marketing, using authentic and honest excellent live-streaming products and content to cater to consumers' shopping experiences, and avoiding ineffective interaction with consumers. This study provides valuable reference significance for future research in this direction, mainly affecting the innovative improvement measures that enterprises can adopt in brand marketing strategies. In addition, future research should focus more on exploring the strategies that enterprises should adopt in interactive marketing to promote their brand marketing direction.

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