The Exploration of the Successful Factors of Online Store by Using Live Streaming Marketing:

Facebook Online Female Apparel Auctioneer

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Abstract

Nowadays, many online stores have applying live streaming on Facebook as marketing to introduce their products. Live streaming is an innovative marketing strategy; it can not only reduce distance between consumers and brands, but also can make brands more transparent. Moreover, such real-time digital interaction can also build up consumers' trust toward the brand. Through live streaming, more brand information and real appearance of brand can be transmitted. Meanwhile, connection between people can be enhanced; it is an advantage promoting strategy that other marketing methods cannot match. In addition, because of the real-time atmosphere, live streaming presenters can stage the best way to attract consumers.

The purpose of this study is to explore how live streaming marketing could be the successful factors to facilitate online store successfully. In this study, the author took online women's clothing store as study object. Four online apparel auctioneers that using online live streaming with high popularity had been chosen. Furthermore, this research had collected four live videos of these apparel traders to deeply understand and analyze them after watching those videos of the stores. This research had explored whether live broadcast was really helpful for online stores through interviewing sellers as conclusion.

Keyword: Online store, Online live streaming, Successful, Marketing

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INTRODUCTION

Background

Before the live streaming function was popular, online stores on Facebook could only display their own products by pictures. Since 2015, live streaming function has been open to all users on Facebook. [1] Live streaming on Facebook, which like the previous dynamic news, it can directly interact with friends, and live streaming had also been extended to online stores on Facebook. In order to inspire consumers' purchasing impulse, a lot of auctioneers think that through the combination of live streaming and online store, they can display and auction their own products moment-to-moment, as a result, live streaming had become one of the alternative marketing channels for online auctioneers.

Live streaming is a relatively innovation marketing strategy in recent year, which can shorten the distance with consumers, increase interaction rate and brand transparency. Not only that, real-time interaction can also build consumers' sense of trust in the brand. In addition, through live streaming, more brand information can be transmitted to consumers, and the product appearance can also be truly and completely presented. For this reality sales, consumers are more likely to open their minds and improve their satisfaction, which is an unparalleled advantage of other online marketing methods.[2]

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[1] YOU HE XIAO, "The Rise of Live Streaming Industry in Taiwan" https://dahetalk.com/2018/01/21/vc%E6%80%8E%E9%BA%BC%E7%9C%8B%E5%8F%B0%E7%8 1%A3%E7%9B%B4%E6%92%AD%E7%94%A2%E6%A5%AD%EF%BC%9F%EF%BD%9C%E5 %A4%A7%E5%92%8C%E6%9C%89%E8%A9%B1%E8%AA%AA/.

[2] Jane Ho, "How to Plan Live Streaming Marketing for Brand Sellers?" https://shopline.tw/blog/brand-live-stream-marketing/.

Motivation

The emergence of live streaming is an innovative sales opportunity for online auctioneers. It is also a sales method that can interact with consumers in depth. In addition, live streaming can increase consumers' involvement in the brand. According to the statistical data, compared with pre-recorded video, the popularity of live streaming is often higher, even more than three times higher on average.

The emergence of live streaming solves the trust problems of the traditional e-commerce, such as through live show and operation of goods, then consumers would not be worried about the entity does not match the photo of the product.

Live streaming can also make the product transparent, make the brand more likely to approach the consumers, and cultivate loyal audiences and customers. Furthermore, the best time for consumers to give feedback is to hear the needs of consumers at the first time during live broadcast, and more interaction can also improve the return rate of customers. In the era of information transparency, consumers have higher bargaining power and more choices, there are so many similar products that can be found. As a result, how to make your own products stand out has become an important lesson for brand sellers. After understanding the impact of live streaming on online marketing, how can auctioneers make use of the advantages of live streaming to achieve higher benefits for the reputation and product sales?[3]

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[3] CAN MING WU, *12 Compulsory Courses of Online Marketing: Seo, Community, Advertisement, Live Broadcast, Big Data, Google Analytics* (Taiwan: DrMaster, 2017).

Research Propose

Nowadays, there were a lot of online stores used live streaming to sell or introduce their products, but the range is too large to discuss. As a result, this study will focus on the social platform of Facebook and chooses the women's apparel industry. The reason for choosing Facebook is that Facebook is a well-known and widely used social platform, and on Facebook, women's apparel store is the most common online store by using live streaming marketing. However, when watching many different women's apparels live streaming, it is found that not every store can achieve this goal which lots of audiences watch and purchase. Therefore, this study will explore what factors make live streaming stores so popular, and what special conditions or characteristics are needed to make live streaming so successful.

Research Questions

1. What are the common characteristics of these four online apparel stores in the live streaming? And what are the different characteristics?
2. What characteristics can attract the audience more? And what should be avoided as much as possible in live streaming?

Limits

This research wants to discuss live marketing from the perspective of the business, but the research and data on the network are mostly from the perspective of consumers, so the data available is relatively less. In addition, face to face interviews will be more difficult if there are no known live streamers around, so only online interviews can be conducted

Delimits

My research is to analyze the content of live video and audio. To record live video and audio without the consent of the other party, it will also be easier.

LITERATURE REVIEW

The Definition of Online Live Streaming and Online Live E-commerce

Online live streaming is to use video to live broadcast on social media, which can be used to publish products, related meetings, dialogue interviews, online training and other contents on the internet. In addition, many celebrities can interact with fans through live streaming on social media.[4] Online live streaming makes use of the characteristics of Internet, such as intuition, speed, good form of expression, rich content, strong interaction, unrestricted region, and divisible visitors, to enhance the promotion effect of the activity site; and the business model of live e-commerce is that online live streaming combines with e-commerce, allowing consumers to access the live page of e-commerce platform through devices such as computers and mobile phones, while e-commerce platform provides online sellers with live channels, so that sellers can create their own type of programs.[5] Live streaming can make the goods attract the attention of the audience in the shortest time, and sellers can interact with the audience directly. Furthermore, live streaming time can be adjusted according to the audience's preferences.

The Rise of Online Live Streaming

First of all, the threshold to participate in the online live streaming was very low, everyone could be the streamer, and the content of the live streaming was not necessarily of any value, and it was not necessarily related to our life, as a result, it

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[4] ZE QING LI, *Online Live Streaming: Learn from the Beginning of Live Streaming Platform Operation* (China: Electronic industry publish house, 2018).
[5] WEN LIANG LIU, *E-Commerce and Online Marketing* (Taiwan: GOTOP, 2018).

would gather all people's kinds of wisdom and creativity, and made the live streaming content diverse. At present, the mainstream forms of live streaming were game live broadcast, entertainment show live streaming, and auction live streaming and so on.

These diverse creativity and form exceeded the content of dozens of TV channels that could be provided. In addition, network live streaming breaks the limitation of time and space. People could use 4G network of mobile phone anytime and anywhere, and click on app, then people could watch the online live streaming on trivial time. Furthermore, people did not need to worry about forced insertion of advertisements. So, the reason for the rise of live streaming was that it solves the needs of people's entertainment.[6]

The Differences between Online Live Streaming Marketing and Infomercial Marketing

Online live streaming marketing is different from traditional TV live streaming because everyone can be a live broadcaster. Online live marketing is more immediate than live TV marketing. Simply put, sellers broadcast live and display their products on social media. And there is equipped with the function of the message, if the consumers have any questions about the product, they can ask questions by message, the seller can immediately see and answer the buyers immediately. The most convenient is that if the buyers see the favorite item, they can leave a message on the live broadcast "+1" ， and it means that "I'm in".[7] When the seller sees the buyer's

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[6] XIAO YOU HE, "The Rise of Taiwan's Live Streaming Industry and How Vc's View on Taiwan's Live Streaming Industry"
https://dahetalk.com/2018/01/21/vc%E6%80%8E%E9%BA%BC%E7%9C%8B%E5%8F%B0%E7%8
1%A3%E7%9B%B4%E6%92%AD%E7%94%A2%E6%A5%AD%EF%BC%9F%EF%BD%9C%E5
%A4%A7%E5%92%8C%E6%9C%89%E8%A9%B1%E8%AA%AA/.
[7] KE CHENG LI, *Live Streaming Marketing Revolution: 13 Live Streaming Cashing Techniques, X8 Industry Practical Application, Popular Influence Applicable to Enterprises and Ordinary People* (Taiwan: BusinessWeekly, 2017).

message, the seller will call the name of the message to inform the buyer that he or she has already ordered the item successful. After ordering the product, the seller will ask the buyer to intercept the pictures of the products on the live streaming, and direct message the fan page and send the pictures of the products purchased by the buyer in the live broadcast and delivery addresses.

And live TV shopping is through live TV programs, and the same as online live streaming is that there are live broadcasters in introducing products. Its advantage is that they will continue to repeat the introduction of goods. Consumers do not worry about missing any segment. In addition, in terms of ordering goods, sellers usually provide subscription lines on live screens. Consumers have to buy goods by telephone or smartphone if they want to buy them. Infomercial subscription lines are usually free calls and businessmen will serve consumers by voice. In the ordering process, first of all, consumers are required to enter membership codes or registered members in order to obtain consumers' addresses, so that consumers do not have to enter the addresses when ordering, because stores have had consumers' directory.[8] But infomercial cannot interact with consumers and cannot reply consumers immediately, so when consumers have questions about goods, they cannot get answers in time.

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[8] Drew C. Cummings, *The Smart Guide to Making a Fortune with Infomercials* (Createspace 2010).

The Comparison of Online Live Streaming Marketing and E-commerce

In the past, when consumers consumed on the retail e-commerce platform, they were also prone to disputes between pictures and texts. The emergence of live e-commerce has solved some problems. Live owners can demonstrate the goods themselves through live broadcasting, and can immediately answer the audience's questions. Manufacturers can also directly understand the audience's reaction and reduce the running-in time of buyers and sellers. Promoted by real-time and interaction, it can effectively stimulate consumers. Consumption.

However, there are still many problems in live e-commerce, such as the planning of live programs, the choice of live hosts, the risk of live broadcasting and the grasp of audience attributes. At present, live e-commerce is still in its early stage of development, and not all e-commerce products have live broadcasting activities; and these live e-commerce providers do not provide services 24 hours a day, while some major problems have not been overcome, live e-commerce projects are still in their early stages of development. Previously, propaganda pipeline was still the main function.

The Word of Mouth Marketing

Word of mouth marketing means that through a lot of people discussing, talking to each other and interacting that stimulate customers' interest to buy the products, it is a marketing mode of continuous diffusion of brand information.[9]

Nowadays there are a lot of advertisements and products, in the era of information flooding, people always cannot distinguish whether the advertisements

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[9] Janet Chen, "Word of Mouth Marketing Is the Most Effective Way to Do This! 5 Cases Teach You How to Do 5t!" https://transbiz.com.tw/%E5%8F%A3%E7%A2%91%E8%A1%8C%E9%8A%B7-5t-case-study/.

are true or not, so some customers would feel disappointed about the products they bought. Because of this problem, many people will easily surf on the Internet to analyze and evaluate the sexual price of products and services before purchase, to verify the authenticity of brand advertisements. Therefore, although the brand will pack its image no matter how beautiful it is, and look for online matching, consumers may not pay for it, that is to say, enterprises can no longer focus on improving the exposure.

Immediateness and Interaction

In the live streaming, "Immediateness" means to satisfy the audience's desire to know the information immediately, because the audience has the mentality of missing out and can't participate, and can't share and discuss with others, so live broadcasting allows more information to be transmitted quickly, so that the audience can get more authenticity.

"Interaction" means that the audience can integrate into the situation together. Compared with many chat groups nowadays, the form of live broadcasting is not limited to the transmission of text, nor is it just the sharing of general audio and video. The live broadcaster can use the image combined with chat room function to respond immediately according to the needs of the audience, create more different content, and let the audience produce. With the atmosphere created by Sheng and the live broadcaster, the audience will feel that because of his participation, the current live broadcasting is unique and exclusive.[10]

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[10] David Tien, "The Era of Live Streaming" https://www.smartm.com.tw/article/31383533cea3.

Criteria for Success of Online Live Streaming

Although the popularity of these online streaming apparel industry is very high in this study, there are several factors that will affect the sales rate of online streaming marketing; Firstly, time is extremely important when sellers are live streaming, if the seller were online streaming during the time that people were working or studying, and everybody is busy with work or class, then it would cause relatively few viewers watch live streaming; Secondly, the interaction between online streamer and consumers, because viewers can also interact with streamers through on-screen messages, if the streamers only focus on introducing their own goods, but they do not respond to customers' message or query, then it can produce negative comments on the store from now on; Thirdly, the influence of factors such as the way of promotion and collocation on customers' purchase intention. Some stores will change the commodity price into the streaming price when they are online streaming. The streaming price means that when consumers watch streaming, they order the commodity from the streaming and the price of the commodity will be calculated by the streaming price, but if they do not buy it during the streaming, there will be no preferential price for the streaming price. Thus, it can be seen, online streaming marketing is not as simple as that we image, but also takes into account many factors, and these factors will also affect the success of streamers' marketing.

Other Researchers' Researches

After reading many people's literature, it is found that almost all researchers prefer to study from the perspective of consumers or viewers, such as the experience of online shopping and the factors of viewing. This paper aims to understand consumers' perception of online shopping on the spot, on-the-spot and on-the-spot,

and then to explore the audience through questionnaires. How to be attracted by live streaming content on the Internet and trust its content to improve the purchase intention? Some people also study the purchase attitude and intention of using Facebook Live Streaming Platform - Take clothing as an example. It is similar to this research topic. Nevertheless, although the research topic is alike, the research object is different. The research object of this research is the seller, while his research object is the consumer. That is, the study provided readers from the perspective of sellers, including issues such as the analysis of the operation mode of the cross-strait network live streaming platform.

METHODOLOGY

Research Process

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│  Set the research project│  ───→   │   Literature Review     │
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│      Collect Data       │  ───→   │     Data Analysis       │
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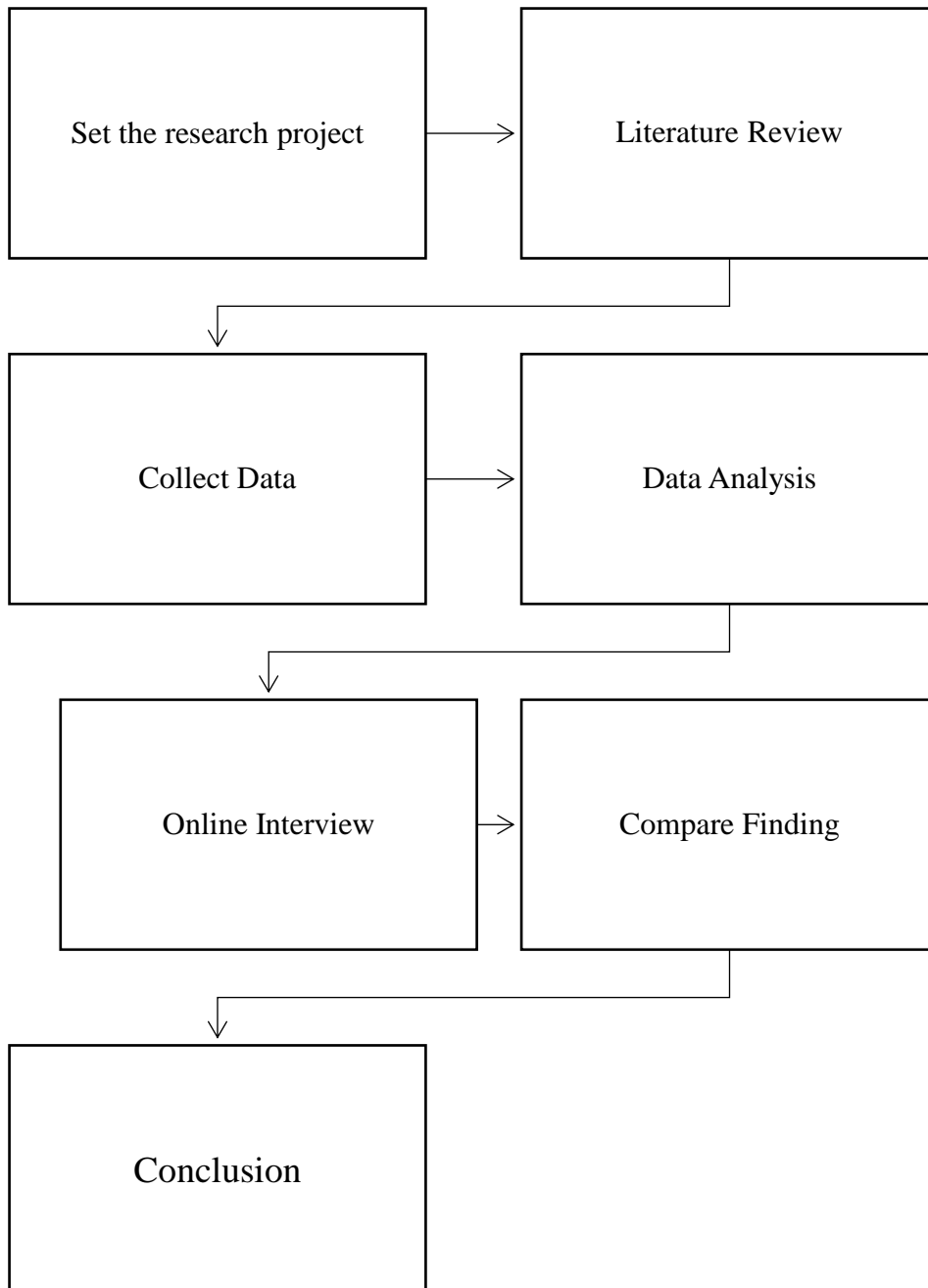
Figure 1: Procedure of Research Methodology

This is a qualitative research. In the research, the author took use of content analysis method as the main research processes. The overall research process was listed as Figure 1. This research collected four live streaming records of live videos of well-known female online clothing stores. The four online stores are LULUs, Apple Starry, SIVIR, and MIKA. Firstly, Lulu's has 450 thousand followers. Each of the shop's live streaming viewers is about 50 thousand. Secondly, Apple Starry has 290 thousand followers; each of its live streaming views is about 20 to 30 thousand. Thirdly, SIVIR has 200 thousand followers and each of its live streaming viewers is about 8 thousand. The fourth one is Queen Shop; it has 970 thousand followers and each of its live streaming viewers is about 10 to 20 thousand.

In order to have a better understand the live streaming situation of each store, from the beginning of using live streaming marketing to the present, the author collected the early, middle and recent years' live videos for analysis. After collecting ten live videos of each of the four stores, the author started to watch them. Then, through watching these live videos, the author had observed the interaction between streamers and viewers. Secondly, the author had also observed the characteristics of the traders and the unique method that each trader used when they are live. Thirdly, analyzing and comparing the difference among them and also find the same characteristics.

Finally, after finishing the analysis, I will do a simple online interview. Using the analysis result to make some questions and do online interview to other online apparel shop which also use live streaming but not as famous as the stores I do content analysis in order to confirm whether the results I find are reasonable or not.

Table 1:　Number of followers/viewers of the four online apparel auctioneers

	Lulu's	Apple Starry	SIVIR	Queen Shop
Followers	450,000	290,000	200,000	970,000
Average number of live viewers	50,000	30,000	20,000	40,000

DATA ANALYSIS

In data analysis, the author had analyzed the four online female apparel stores that this research collected. These stores were Lulu's, Apple Starry, SIVIR and Queen Shop. The aim of reviewing the four collected online stores was to explore and introduce the characteristics and methods they use in a depth manner. Following one, the author has compared the similarities and differences of these stores. In the end, this research expected to provide some information which were learnt by interview data.

Case 1: Lulu's

Lulu's was established in 2003. At beginning, it is an online shop. In 2007, the seller set up the first entity store; afterward, the second entity store had been set up in 2011. Lulu's sells not only selling female apparel but also some accessories.

In 2017, Lulu's started its first live streaming. In the first three live videos, it was obvious that the streamer was not very good at introducing products; because when viewers asked some questions about the clothes they wore, the streamer could not answer the question clearly. In addition, it could be seen from their live streaming that the streamer didn't rehearse the live content in advance, so they would hesitate in front of all the audience about what to do next or which clothes to show to audience. However, from the very beginning, the seller knew that live streaming together with lucky price drawing could attract customers' eye ball.

Gradually, the seller was aware the need to rehearse the live streaming process in advance. Thus, we had seen that the whole live streaming process was more fluently from the video in the mid-term. In addition, the streamer had also worn clothes and accessories under the request of audiences. Meanwhile, the presenter had also paid

more attention on the comments of the audience. Furthermore, the streamer gradually treated the audience or customers as friends. She also remembered her followers, the fans, who often paid attention on her live streaming. Besides, she also added a marketing technique in the live streaming, such as the 'live streaming discount'. Such discount was a promotion method only offered to viewers who placed orders during watching the live broadcast. After the live streaming period, product price would return to regular price.

Nowadays, in order to attract more customers, Lulu's invited models in different sizes, especially the chubby model, to join the live streaming together, The reason of inviting chubby model joins the live streaming is because a lot of chubby women are not sure whether they can wear the clothes that introduce in the Internet or not. It is also because that most of the online models are slim; if the live streaming invites chubby models to demonstrate clothes, some chubby women customers would be attracted and placed orders. Secondly, it is because a live video normally will last for more than an hour; the most challenge for the live streamer is whether customers have patient to follow his/her demonstration. Therefore, Lulu's would play some games with audiences, such as guessing or bingo games, to interact with the audience; the winner of the game can get prizes.

Thirdly, Lulu's has expanded its business abroad by doing live streaming in foreign countries. For instance, the seller went to South Korea to carry out live streaming and try on clothes that provided by some local clothing wholesalers. If audiences liked those clothes, they could order immediately. This activity had attracted people who liked Korean clothes to follow Lulu's live streaming on the one hand; on the other, the live streaming followers could buy their favorite Korean clothes from the live streaming without going abroad

Lulu's had used live streaming to demonstrate and introduce the apparel for about three years. We can see that Lulu's is constantly changing the way of operating live streaming and become more and more better now. Lulu's had also increased the number of viewers and fans from the live videos.

In summary, the live streaming of Lulu's was so attractive because the streamer has not only for the viewer in all aspects, but also for the live content. From their live videos could see that they were attentive in preparing for the live streaming to viewers.

Case 2: Apple Starry

Apple Starry was established in 2006. At the beginning, Apple Starry was not as famous as it is now because it did not have a physical store like the case 1, Lulu's. Apple Starry became famous only after it started to using live streaming. As a result, Apple Starry could be said to be the most significant and successful case of online store that used live streaming. After using live streaming, the auctioneer opened the physical store.

In the first video, Apple Starry has invited famous Internet mannequins to participate in live streaming. A lot of viewers were attracted to watch the live video because of these online mannequins. In addition, the best demonstration of Apple Starry was that the streamer was no experience on live streaming, but the process of the first live streaming was smooth. A smooth live video was the key to attract and retain the audience. Secondly, customers also could enjoy the live streaming discount, and sometimes when customers ordered apparels during the live streaming customers could enjoy free shipping treatment. Thirdly, if customers helped to share the live video, they could participate in the prize draw. Fourthly, the streamer would provide

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overall dress up consultation for free to help customers who liked the apparel but had no idea how to pair up. The free consultant service would encourage buying opportunities. As a result, in order to avoid the problem of hesitating in buying and successfully sell the apparel, the streamer would advise the customers how to pair up during their introduction. Lastly, when the audiences asked any questions, the live streamer would answer patiently and attentively. Even if some questions had been asked more than five times, the live streamer was still willing to answer questions for audiences. It was very important, because it would make audiences feel better about watching the live streaming of this store.

In the mid-term, Apple Starry started to offer live streaming in a regular time table basis; This had allowed consumers to grasp time and follow. It is for sure that if there is no regular time table, consumers might have to wait for the store to send broadcasting notices. However, if customers missed the notice of live streaming, they would miss for watching the live streaming. Therefore, if there was a regular broadcasting timetable, the audience would not have to worry about missing the live streaming. Secondly, streamer would preview new products that will introduce in the next live streaming. This method could successfully attract and retain the audience; so that the audience would look forward to and wait for the next live video.

In recent years, Apple Starry started to carry out live streaming in South Korea. The store would ask a live streamer to go to South Korea, and the live streamer acted as a purchasing broker for customers. The streamer would carry out live streaming and try on the apparel in the apparel store in South Korea. If consumers were interested in the apparel that were introduced by the live streamer, they could directly call the order during the live streaming. And the way to call the order was that the seller would number each piece of clothing. For example, the live streamer is trying a

dress and he or she would tell the audience that the number of this dress is 001. As a result, if a customer wanted to buy a dress, they had to leave a comment "001" and "+1" in the live streaming. When the streamer saw the customer's comment, he or she would read the buyer's name in the live streaming, and the order had been set up.

From the live video of Apple Starry, it is obvious that though they had no experience before, they had a lot of good characteristics from the beginning of the live streaming. In addition, the number of viewers and customers are growing because of its complete and great live streaming.

Case 3: SIVIR

SIVIR was established in 2013, and the specialty of SIVIR is that all its apparels are brought back from Korea. The first live video of SIVIR was carried out in 2017. From the beginning, there had been a lot of people watching the live streaming of SIVIR. Because the auctioneer also set up a YouTube account when the live streaming function appeared, at that time, she had not only run online women's clothing store, but also run YouTube channel. In addition, the auctioneer had uploaded videos about wearing skill, providing from her online store, to her YouTube channel. As a result, the auctioneer used two different channels to attract customers and viewers. At first, video was used to attract customers; however, the auctioneer could not use the video interact with the audiences, therefore, the auctioneer tried to interact with the audiences and made a more detailed introduction through live streaming. Moreover, auctioneer held the price draw activity, and the winner could randomly select any apparel that had ever shown in the live streaming as a prize.

However, although the audiences were large at the beginning, it was mainly due to the cooperation with other Youtubers. In terms of introducing products, the live

streaming was seen as lacking of rehearsal in advance at the beginning; it could be observed from some points; for example, when customers asked questions in the process of live streaming, most of the questions could not be answered completely though the auctioneer would answer questions of the audience.

In the second stage, whether the online store or YouTube channel, the popularity of both broadcasting channels had raised a lot. In addition, the auctioneer started to cooperate with other famous bloggers and YouTubers. As a result, in the live streaming of SIVIR, the auctioneer often invited different well-known YouTuber to be the one-day live streamer. This had attracted many readers and fans of these Youtubers to watch the live streaming. In addition, Youtubers would also promote apparel of SIVIR on their own channels or personal blogs.

In recent year, the quality of the SIVIR's live streaming had become better, and it had become very smooth as a whole. In addition, originally, its live streaming was held once a month; but due to too many products to introduce and every time she needed to be in a hurry, so seller decided to edit the live streaming schedule. It has gradually increased to become once or twice a week. However, the most recent live streaming could still be very intensive because of the limited time; the speed of the live streamer for introducing products was still very fast. As a result, live streaming of SIVIR was needed to be strengthened in terms of time control.

Case 4: Queen Shop

Queen shop was founded in 2006. Initially, it was an online fashion brand that sold brand clothing through Yahoo auction. Afterward, Queen shop became an original brand in Taiwan which became more and more popular among many Taiwanese

brands. Nowadays, Queen shop has already set up a lot of its own physical stores. As a result, before the popularity of live streaming, it has been a famous brand already.

In 2016, Queen Shop started to carrying out the first live streaming. In its first live video, it could be seen that the light in the live streaming was dark. If the light was dark, it would cause the color difference between the physical products and the products that was presented in the live video. Moreover, owing to the tool of live streaming was held by hand rather than on a scaffold, when the viewers watched the live streaming, the whole screen of live streaming was swayed seriously. Consequently, the audience might not be able to concentrate on watching the live video. Furthermore, the live streamers were not the glib talker when they were streaming; and the presentation of the products was not smooth. Beyond these problems, Queen Shop had held prize draw activity during the live streaming in the beginning. The streamers would make a rule at the beginning of the live streaming; once the number of viewers reaches their designated number, they would start to draw lucky prize. Moreover, if there were more viewers or when the number of viewers exceed their designed number, the prizes could be increased and the number of winners could also be increased. This method could stimulate the interest of more viewers to watch the live streaming. Sometimes, streamers would also give prize via 'Question and Answer' session.

In the mid-term stage, Queen Shop had invited artists and YouTubers to be streamers for their live streaming. In this way, through the relationship between these celebrities, Queen Shop had attracted others who were not familiar with Queen Shop before. In addition, the streamers would suggest and demonstrate to customers about how to wear suitable apparels. As a result, if customers did not know how to dress up, they could watch the live streaming to learn.

In recent years, Queen Shop used an innovative and unheard-of idea in the live streaming, the 'bidding auction'. Although there were lots of auctioneers used the bidding auction, Queen Shop presented in different forms. Generally speaking, for instance, auctioneers auctioned a product for one hundred dollars at first call. Following, customers should bid for one hundred dollars and continually add the price within a certain period of time. Once time was up, the customer who offered the highest price would win the bid. However, the different form that created by the Queen Shop was to decrease price. For instance, the live streamers would tell the audience the original price of the product first. He would also tell the audience each bid of price. So, if the original price was one thousand dollars, and the original bidding price was twenty dollars, the audience had to call one thousand minus twenty; it is nine hundred and eighty dollars, then next number would be nine hundred and sixty, nine hundred and forty…... and so on.

Most importantly, customers must call every number and it did not count if they missed any number. At the same time, the streamer would measure time for one minute. When time was up, streamer would announce the lowest price as the lowest price for bidding on the official website. It was for sure that the price was all controlled by the audiences.

The Common Characteristics of the Four Auctioneers

After analyzing the characteristics of the four stores, the following are the common characteristics of the four stores when they are in the live streaming.

1. Perfect scenery and the light effect of live streaming: scenery and light effect is the most basic factors that affect the sense of live streaming. If the scenery was

mess and the light was dark, viewers would have a bad impression on the live video.

2. Patience: it seems easy to have patience. But when the customers keep asking the same questions, it is very important to be patient to answer customers' questions patiently and repeatedly. Because in other live videos, it often sees that some live streamers are unwilling to answer the same questions repeatedly.

3. Answering all the questions: in the live streaming, it is inevitable that there are many questions asked by the viewers. If streamers could patiently answer questions one by one, it would also leave a good impression on the viewers.

4. Regular time of live streaming: the regular live time can make the viewers better grasp the time. According to the interview results, the best live time is from 8:00 p.m. to 11:00 p.m.; because many people will be online about this time.

5. Speak organizable, clearly, and with confidence: sometimes when watching the live streaming and thinking that dress that streamer wearing is very common, but after listening to the introduction that was introduced by streamer, it is amazing that started to thinking the dress was special. As a result, speak with confidence could persuade customer more.

6. Never said no to viewers' requests: this means that when the streamer is trying on an apparel, and there are many different colors of this apparel. If the viewers wanted to see streamers try on other colors, they would not refuse.

7. Sharing how to dress up: in addition to trying on and introducing apparel, introducing dressing can also attract consumers who have no idea about how to dressing. Moreover, streamers can wear all the clothes they want to sell in live streaming on that day, because consumers might buy all of them if they like this style.

8. Draw prize: first, usually in the live streaming, the streamer would ask the viewers to share the live streaming on their personal pages, and only people who shared the live video could participate in drawing prize. Secondly, after sharing, more and more people could see the live streaming and be attracted to watch the live streaming. Thirdly, the lottery would be held almost before the end of the live streaming. After interviews, it is learned that the reason for holding at the end of drawing prize is to make consumers and viewers stay.

The Different Characteristics of the Four Auctioneers

The differences between the four stores during the live streaming has been concluded into 6 points.

1. Lulu's and Apple Starry would invite models of different sizes to live streaming together, and SIVIR and Queen Shop would invite to slim models; the formers were more effective, because it could attract customers and viewers of different stature.

2. SIVIR and Queen Shop often invited the different celebrities and Youtubers to their live streaming, and Lulu's and Apple Starry often invited the famous online models; it seems that the formers were more attractive, but the most important thing was that no matter who is invited, the way these guests speak must be persuasive.

3. In addition to drawing prize, Lulu's and Apple Starry would interact with the viewers by playing games, and the winner could get prizes; by playing games, live streaming could not only be more interesting, but also shorten the distance between streamers and the viewers.

4. Advance notice what new apparels would appear in the live streaming next time; in live video of Apple Starry, streamers would notice in advance what new apparels will be available in the next live streaming to make consumers expect the next live streaming.

5. Live streaming in South Korea; in recent year, there were a lot of people started to wear apparel which were made in Korea, as a result, Lulu's, Apple Starry and SIVIR often go to Korea to be the purchasing agents.

6. In live streaming of Lulu's and Apple Starry, watching their live streaming could enjoy the discount, and this discount is validity during the live time.

7. In live streaming of Queen Shop, the streamer would use bidding auction to let customers decide the price of apparel by themselves.

Avoidances of doing live streaming

When doing live steaming, the streamers should avoid to do something that would lose the number of customers and audiences. And there were 5 points.

1. Do not ignore the audiences' questions.

2. When introducing products, do not introduce them carelessly because of time limit.

3. Try not hold the device when live streaming; it would be better to shoot with the tripod.

4. The scenery should not be too messy; in a live streaming, a clean scenery and bright lights could not only make the audience comfortable, but also the focus would not be shifted

5. The light should not be too dark; the brightness of the light would affect the different color between the products in live streaming and the entity.

CONCLUSION

The propose of this research was to explore the successful factors of online store by using live streaming marketing. After observing and analyzing the live streaming of these four stores, this research interviewed some other online apparel auctioneers who would use live streaming to learn that in order to complete a live streaming, auctioneers needed to analyze the needs and preferences of customers in advance. In addition, it is extremely important to have a detailed strategy and plan to enter the live streaming marketing. Therefore, before starting live streaming, rehearsal and matching clothes in advance is necessary. Although it is very important to improve when live streaming, rehearsal is very important. Even if streamers write a simple note or the list of apparel that streamers will try on, streamers would not delay time and let viewers know what the streamers did during the live streaming.

Secondly, after the live streaming, they would hold a review meeting immediately. In the interview, the auctioneers mentioned that they would hold a review meeting after each live streaming. After the meeting, some solutions would be provided together. This could help to improve the next live streaming. Despite the positive reaction of the audience, the review meeting was still necessary because they wanted to present the best live streaming to customers.

Thirdly, in the interview, a question is aiming to find out whether the live streaming have an impact on their online store. It also aims to explore whether the impact is positive or negative, if any. According to interviewees, they all confirmed that the answer was yes.

Furthermore, the reason why online live streaming for the online auctioneers are positive effective was because they could demonstrate and sell out their apparel, and could introduce by themselves. It is no longer a picture or text introduction only the page of the website. In addition, auctioneers could immediately reply customers' questions. No more replying via e-mail. As a result, the emergence of live streaming is convenient to online auctioneers.

Finally, in order to confirm whether the analysis was the same as the idea of the live streamers, this research interviewed auctioneers to collect data. It aimed to explore whether the auctioneers' ideas were the same as mine or not. The interview also asked auctioneers' perspective on "what a successful live streaming is". First, drawing prize: because draw prize could keep the audience, and if the audience who wanted to participate in the lottery must share the live streaming, it would attract more audiences to watch the live streaming. Secondly, patience; being patient to every customer were necessary. If streamers did not have patience, they could not leave the customers and even would be complained. Thirdly, interact with consumers; if

streamer could pay more attention to the customers and interact with them, the higher

return rate of consumers would be.

Fourthly, speaking organizable, clearly, and with confidence is basic essence for

success. The auctioneers agreed that it was very important. By constantly praising the

products and making consumers interested in the products. By so doing, product could

be sold successfully. Fifthly, live discount: this discount was only validity in the

process of the live streaming. So, a lot of customers would buy the product because

they did not want to miss any opportunity.

In the end, there was a method that auctioneers had never tried but thought it

was very feasible. It was 'bidding auction' which Queen Shop used. The auctioneers

thought that it was a very novel method that they could try it in their live streaming in

the future.

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