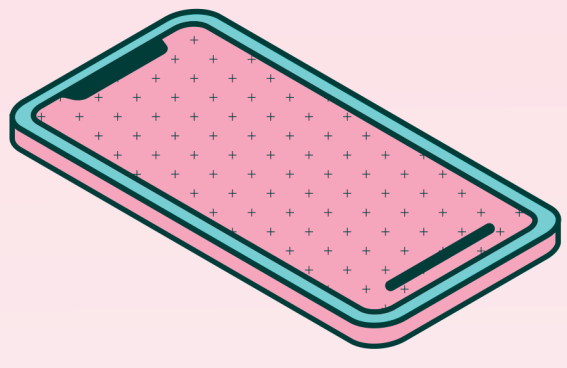


# CAN YOU SELL MILLIONS OF LIPSTICKS IN 5 MINUTES? A MULTI-METHOD COMPREHENSIVE ANALYSIS OF WINNING CONTENT STRATEGIES OF TOP LIVE STREAMING INFLUENCERS

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## LIVESTREAM SELLING AND INFLUENCER IN CHINA



Top Influencer Jiaqi Li records \$1.7 billion in the first 11.11 live stream. He has 30.3 million followers on Weibo, 60.8 million followers on Taobao, and 11 million followers on The Red.

STREAMING  
NOW

## Study 1

## RESEARCH QUESTIONS



What are the differences in content strategies between the top influencer (Jiaqi Li) and the other influencers?



What enables an online salesperson on the live streaming platform to be a celebrity who has fans and clout?

## DATA SAMPLING IN COSMETIC SECTOR (JUNE 2021)

Ranking	Influencer	Tier	Video length (minute)	Word count
3	Jiaqi Li	Top	39.11	12,625
42	Xiaoyue	Top	25.10	8,471
172	Bingni Han	Middle	35.79	10,233
222	Jiuer	Middle	68.70	20,359
359	Yang Shi	Bottom	31.78	9,077
496	Xin Wan	Bottom	19.74	3,374

\*Date of videos: May 2020 to November 2020

## RHETORIC STYLES (FREQUENCY) AND SENTIMENT SCORES

Ranking	Influencer	Jargon	Metaphor	Storytelling	Play (assistant interaction)	Negative evaluation	Sentiment score
3	Jiaqi Li	52	7	14	18	2	0.36
42	Xiaoyue	21	2	0	9	1	0.21
172	Bingni Han	14	0	2	2	2	0.19
222	Jiuer	39	8	16	4	4	0.06
359	Yang Shi	2	4	3	0	1	0.01
496	Xin Wan	11	3	3	0	9	0.23

\*Rhetoric style frequency is coded by two human coders; sentiment score is calculated by using Bixin package on Python

## VOICE AND FACIAL EXPRESSION RESULTS

Tier	Audio segment #s	Energy (mean)	Energy (variance)	Image #s	Surprise (mean)	Surprise (variance)	Happy (mean)	Happy (variance)
Top	3,007	20.0	118.2	17,011	0.171	0.076	0.027	0.015
Mid	2,268	17.9	95.93	23,122	0.039	0.0167	0.184	0.110
Bot	1,540	16.4	98.63	14,693	0.064	0.0345	0.095	0.056

\*Voice analysis: Nemesysco Ltd

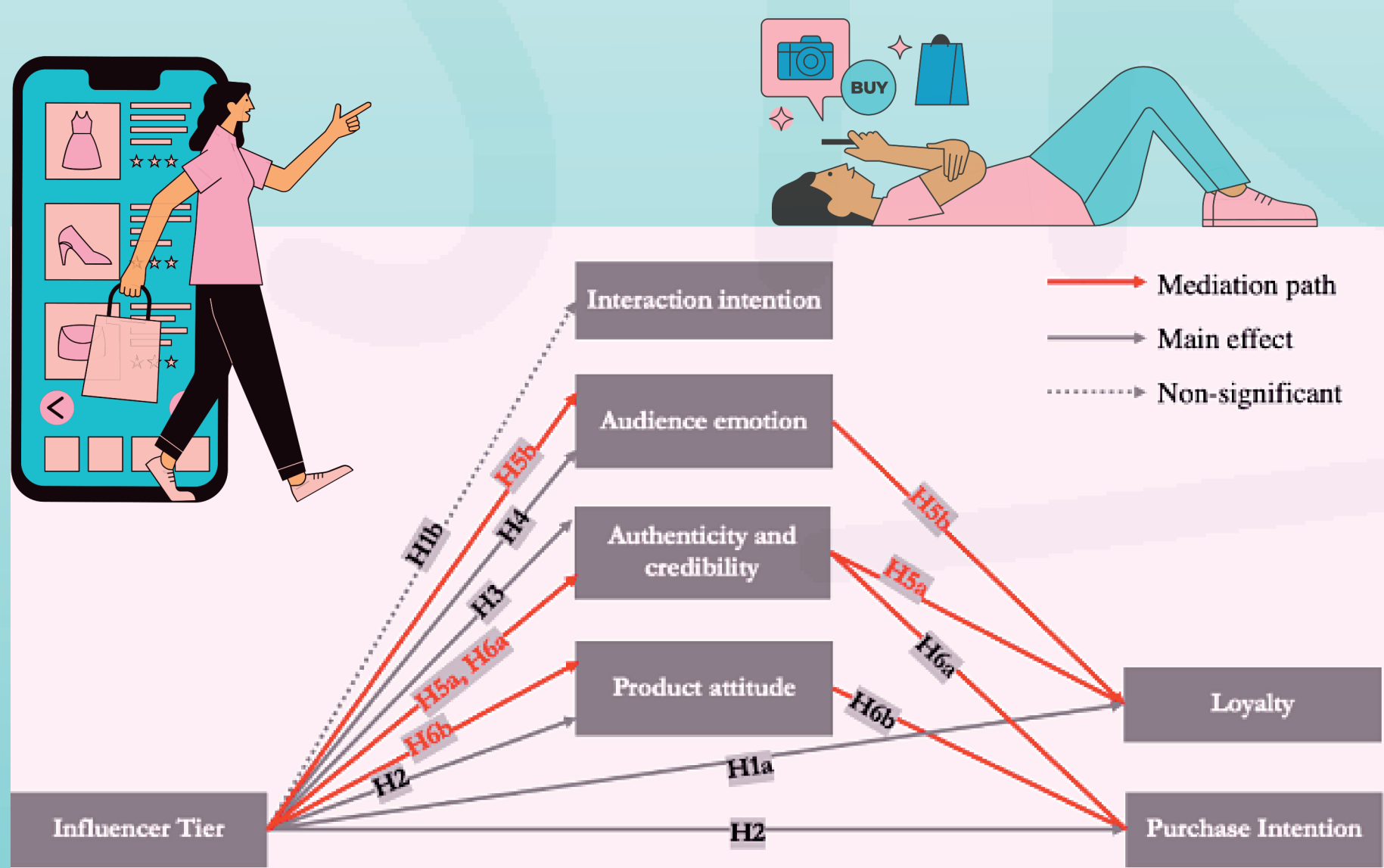
\*Facial expression analysis: Microsoft Azure Cognitive Service

Top influencers, compared to mid- and bottom-tier influencers, employ the following rhetoric strategies: **use of jargon with clarifications, multi-sensory metaphors with rich imagery, infusion of brand-related stories in the selling process, meaningful interaction with assistants, and moderate use of negative evaluations of the products.** Our sentiment analysis, audio analysis, and facial expression analysis underscore that **top influencers (vs. mid- and bottom-tier influencers) tend to have more positive sentiment, adopt an energetic voice, and show surprised faces.**

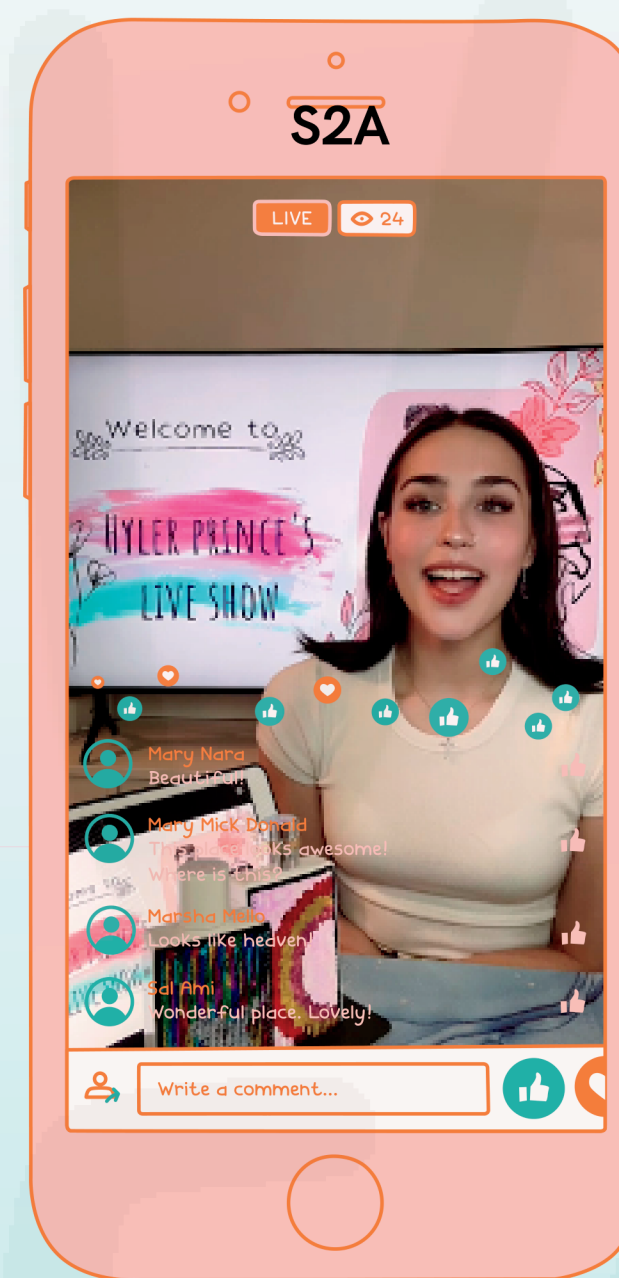
## Study 2

### HYPOTHESIS & RESULT

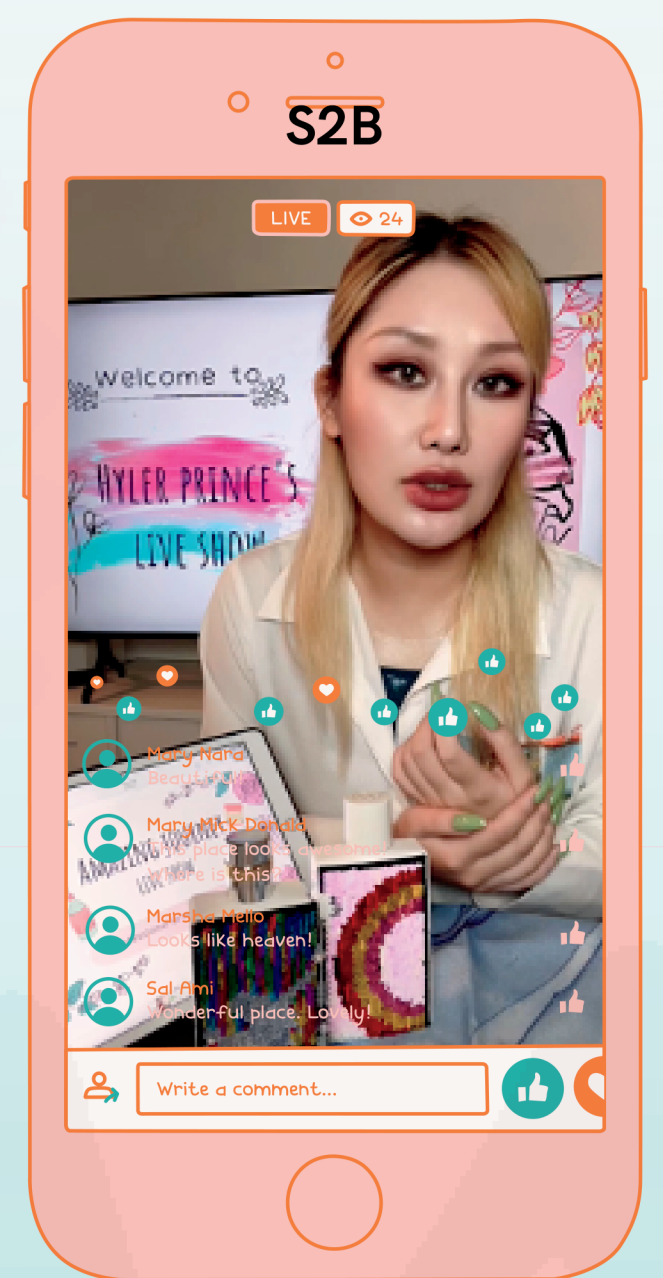
- H1a: Top influencer videos will generate higher loyalty than as compared to mid and bottom influencer videos. **(supported)**
- H1b: Top influencer videos will attract audience to interact more with influencers than would both mid and bottom influencer videos. **(rejected)**
- H2a: The product promoted by top influencers will be rated more positively than when promoted by mid and bottom influencers. **(supported)**
- H2b: The product promoted by top (vs. mid, bottom) influencers will receive higher purchase intention. **(supported)**
- H3: Top influencers will be perceived more authentic and credible than mid and bottom influencers, respectively. **(supported)**
- H4: Top influencers will arouse greater positive-emotion experiences in their audience than would mid and bottom influencers. **(supported)**
- H5a: The main effect of influencer video types (top, mid, and bottom influencer videos) on consumer outcomes (loyalty and interaction intention as in H1a and H1b) will be mediated by perceived authenticity and credibility of the influencer. **(partially supported)**
- H5b: The main effect of influencer video types (top, mid, and bottom influencer videos) on consumer outcomes (loyalty and interaction intention) will be mediated by the positive emotional experience by the audience while viewing the video. **(partially supported)**
- H6a: The main effect of influencer video types (top, mid, and bottom influencer videos) on product purchase intention (as in H2) will be mediated by perceived authenticity and credibility of the influencer. **(supported)**
- H6b: The main effect of influencer video types (top, mid, and bottom influencer videos) on product purchase intention will be mediated by a positive product attitude. **(supported)**



### STUDY DESIGN



- influencer: a Canadian actress and a Chinese actress
- fictitious name: Hyler Prince
- product: body lotion
- fictitious brand: Amazing journey



- Objective: to test whether the three profiles of videos as exemplified by each tier of influencers in S1 can experimentally lead to the expected positive outcome in a controlled, non-Chinese setting, either with a Native influencer or a Chinese influencer.
- Manipulation check:** the frequency and the usage of rhetoric style, sentiment level, voice feature, and facial expression feature echo with the S1 findings.
- Participants of S2A:** 440 US female participants were recruited from Prolific in July of 2022. Thirteen failed attention and were excluded. 427 subjects were retained for the final analysis (Mage = 36.9 years).
- Participants of S2B:** 896 participants were recruited globally from Prolific. 49 failed attention checks and were thus excluded. 847 final subjects were retained for the analyses (Mage=29.3, 49.8% female).
- no significant moderation effect of gender in S2B.
- no significant moderation effect of influencer ethnicity in S2.
- strategies of top influencers (findings of S1) were proved to be effective.

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