

Research on User Behavior and Market Laws of Online Live Streaming Platforms

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Abstract: With the rapid development of internet technology, online live streaming platforms have become an important part of today's society. This study aims to explore user behavior on these platforms and its impact on market laws. This paper first analyzes the characteristics and behavior patterns of users on these platforms, including their motivations for participation, viewing preferences, and interaction modes. Then, it delves into how user behavior affects market trends, covering aspects like advertising revenue models, content innovation strategies, and competitive landscapes of the platforms. Finally, based on an analysis of user behavior and market laws, the paper proposes development strategies and market adjustment suggestions for live streaming platforms.

Keywords: Live Streaming Platform; User Behavior; Content Innovation; Market Laws

1. Analysis of User Groups and Behaviors on Online Live Streaming Platforms

1.1 Characteristics of User Groups

On online live streaming platforms, male and female users exhibit distinct characteristics and preferences. Male users are usually more active and tend to focus on gaming, technology, sports, discussing technical details and competitive strategies, showing a high interest in professional knowledge, and seeking social interaction through shared interests. In contrast, female users gravitate towards beauty, fashion, lifestyle, and health, focusing more on personal experiences and life advice during live interactions, emphasizing aesthetics and quality of life, and seeking emotional support and a sense of community through sharing personal stories. Understanding these gender characteristics is crucial for content creators and platform operators for accurately targeting audiences and developing content strategies and marketing plans.

1.2 Motivations for Participation

According to the "China Internet Development Status Statistical Report" and "Interpretation of China's Pan-entertainment Live Broadcasting Marketing Trends," users' participation on live streaming platforms is primarily driven by emotional needs rather than rational benefits. Most users (70.4%) participate for self-expression, like sharing opinions or expressing emotions, indicating a desire for a space to express themselves. Over half of the users (51.6%) participate due to the platforms' interactive atmosphere, seeking social integration and a sense of belonging. In contrast, only 33.4% participate for material benefits like lotteries and red envelopes, showing that this is not the main motivation. Gender-wise, male and female users differ in their motivations, with males seeking social status and a sense of achievement through interactions, while females focus more on content quality and personal interests. These findings reveal the diversity and complexity of user behavior on live streaming platforms, highlighting the importance of understanding these motivations for content creators and platform operators to attract and retain user engagement.

1.3 Analysis of Viewing Preferences

Viewing preferences on online live streaming platforms show significant gender differences, reflecting diverse interests and needs of male and female users. Male users predominantly prefer eSports and gaming content (78%), followed by sports and fitness, indicating a preference for competitive and thrilling live activities with an interest in technical and strategic content. Female users, on the other hand, favor beauty and fashion live streams (51.7%), and also show a high interest in culinary live streams (35.5%). This preference highlights their focus on aesthetics, fashion, and lifestyle. Notably, women's attention to e-commerce live streams is

significantly higher than that of men (11.9%), likely due to the interactive platform combining shopping and entertainment. Audience platform choices also reflect varying preferences and habits. Specialized platforms like eSports and e-commerce live streaming are popular among interested users due to their specificity, while video websites and short video platforms leverage large user bases for traffic. User choice of live streaming platforms is mainly based on the richness of content, personal needs, and the charisma of the hosts. Additionally, user preference for specific hosts is linked to their professional skills and affability, underscoring the emphasis on content quality and host personality in the digital era. In summary, viewing preferences on live streaming platforms are influenced not only by gender differences but also by platform characteristics and host charisma, which are crucial for content creators and platform operators to understand, as they directly impact content production and promotional strategies and platform operators to attract and retain user engagement.

2. Market Laws of Online Live Streaming Platforms

2.1 Advertising Revenue Model

The advertising revenue model of online live streaming platforms is fundamentally dependent on audience size and user engagement. Advertisers are willing to pay more for live content that attracts a large audience. To attract and retain a large, active user base, platforms and content creators need to offer diverse, high-quality content in popular areas (eSports, beauty, fitness, cuisine). Enhancing user experience through an optimized interface, smooth video streaming, and interactive features like live comments and feedback is also crucial. Additionally, platforms increase revenue through customized ads and brand partnerships, like themed live streams or embedded brand advertisements. These strategies require platforms to accurately understand and meet the needs of various user groups, providing effective advertising solutions for advertisers.

2.2 Content Innovation Strategy

Content innovation is key to continually attracting users, covering a wide range of fields like gaming, entertainment, education, and lifestyle, and exploring new interactive forms. This includes integrating audience voting and real-time discussions to enhance engagement in gaming and educational streams, and introducing interactive Q&As and audience-participation games for entertainment. Personalized content recommendations, based on user preferences, improve the viewing experience and help users discover new content. Encouraging content creators to innovate is crucial, with platforms supporting this through creative tools, thematic events, or contests to inspire creators and develop unique live content. Such diversified and personalized strategies help attract new users while maintaining the activity and loyalty of existing ones.

2.3 Analysis of Platform Competitive Landscape

The competitive landscape in the online live streaming market is characterized by intense competition among major platforms in content, technology, user experience, and community building. Successful platforms offer high-quality, diverse content to meet various user needs, from gaming to education and lifestyle guidance. Technologically, platforms continuously improve video stream quality and stability, as well as user interface friendliness and interactivity, directly impacting user experience. User experience extends beyond the comfort of watching live streams, encompassing platform usability and personalized features like recommendations, smooth navigation, and effective support.

Furthermore, community building is a vital part of a platform's competitiveness. Strong community support enhances user connections, engagement, and loyalty. Platforms often foster community through forums, social media groups, and interactive features within live rooms. The relationship between platforms, hosts, and content creators is crucial. Hosts and creators are key in attracting audiences; their creativity and interaction skills directly affect user engagement and loyalty. Therefore, platforms need to maintain good relationships with hosts, providing necessary support and incentives like revenue sharing, technical support, and career opportunities. Overall, the competitive landscape in live streaming requires platforms to innovate and optimize in content, technology, user experience, and community building, while maintaining collaborative relationships with hosts and creators to enhance competitiveness and market share.

3. Development Strategy Suggestions Based on User Behavior and Market Laws

3.1 Optimization Suggestions for Platforms

Platforms should focus on enhancing user experience and community interaction. They need to provide an efficient, user-friendly interface, ensure stable and high-quality video streams, and offer personalized content recommendations. Enhancing community features, like real-time chat, forums, and user groups, can boost user engagement and loyalty. Additionally, continuous monitoring and analysis of user behavior data are crucial for understanding user needs and quickly responding to market changes.

3.2 Strategies for Content Creators

Content creators should focus on providing high-quality, innovative, and diverse content. Understanding the target audience and adjusting content based on their interests and feedback is key. Creators should use interactive features, like Q&A and audience voting, to increase viewer engagement. Regularly updating content and trying new formats can maintain freshness and appeal. Building a personal brand and emotional connections with the audience is also important for attracting and retaining viewers.

3.3 Recommendations for Advertisers

Advertisers should use the targeted audience data of live streaming platforms for precise marketing. Collaborating with content creators for brand integration or sponsoring specific content can effectively attract audience attention. Additionally, considering innovative advertising forms, like interactive ads and customized content, can enhance ad appeal and effectiveness. Understanding and respecting the culture and habits of the live streaming community is vital for establishing a positive brand image.

3.4 Considerations for Policy Makers

Policy makers should focus on the healthy development of the live streaming industry, ensuring content diversity and quality while protecting the rights of users and content creators. Establishing clear industry guidelines, such as content standards and advertising norms, is necessary. They should also encourage technological innovation and market competition while ensuring the security and privacy of user data. Additionally, encouraging education and training programs to enhance the professional skills and quality awareness of content creators is an important policy direction.

4. Conclusion

This study unveils the characteristics of user behavior and market laws in online live streaming platforms, highlighting the importance of gender, personal interests, and social needs in influencing live streaming content and platform strategies. It emphasizes the crucial roles of the advertising model, content innovation, and market diversity. Our strategic suggestions aim to promote the healthy development of the live streaming industry, including platform optimization, content innovation, advertiser positioning, and policy considerations. In the face of technological innovation and changing user behaviors, platforms, content creators, advertisers, and policymakers need to continually adapt. Looking ahead, the live streaming industry is expected to grow, offering new values and opportunities for participants.

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