

The impact of Sensorial Marketing and Mystery Box Marketing on Live-stream Shopping Behavior: Taking the Live Card Break as an Example

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Abstract:

With the rise of Internet economy, more and more investments are allocated to live streaming economy, its marketing model has become one of the main commercial models in nowadays society, especially in the blind break product. This thesis bases on SOR theory strategy, finding that sensorial marketing and mystery box marketing have positive impacts on live-stream shopping behavior. Also, perceived luck serves as a partial mediating variable in this relationship. In conclusion, this research discovers that mystery box marketing observes a modest but statistically significant correlation on live-stream shopping behavior. In contrast, sensorial marketing has a statistically significant correlation. These findings substantiate the hypothesis that mystery box marketing ought to enhance its influence on live-stream shopping behavior in the future. Corporation can implement their marketing strategy by focusing on sensorial marketing, with mystery box mechanics as a secondary element. For example companies can enhance training of streamer's emotional contagion, or increase the probability of secret design in different ways. This has certain reference significance for the live-stream industry.

Keywords: sensorial marketing; mystery box marketing; live-stream shopping behavior; perceived luck.

1. Introduction

In the era of Internet, with the developing of consumers' purchasing power, people's emotions face stressful situation. For those products which can release pressure, there is a growing demand. While sensorial marketing and mystery box marketing fit

contemporary consumers' mental situation. Sensual marketing can be an emotional outlet, this resonates with more shoppers; mystery box marketing, on the other hand, stimulates their shopping desire. But today which the online shopping keeps developing, live-stream shopping behavior has become a stimulated object in it. Under broadcast, live streamers

have more closely conversation, they will have strongly response to those customers who are lucky. Part of customers feel they are very fortuitous, so they would like to experienced that lucky feeling. This will affect live-stream shopping behavior further. A few of scholars has sorted out and summarized the relevant contents in the past, but few have comprehensively combined the two to sort out and comment. This thesis focuses on the impact of sensorial marketing and mystery box marketing on live-stream shopping behavior, bases on SOR model, using quantitative research methods in empirical analysis. First, collecting some data of shoppers by publishing a questionnaire. After that, using SPSS software to perform a correlation analysis on the data to analyses the specifically impact of sensorial marketing and mystery box marketing on live-stream shopping behavior, and how the perception of luck serves as a mediator in further influencing live-stream shopping behavior. This will help expand the viable study of live-stream shopping behavior and provide reference for related companies.

2. Literature Review

2.1 Sensorial Marketing and Emotional Marketing

Hecai, Yang indicated that a significant feature of sensorial marketing, which consumers require goods can satisfy their sensual needs that are supporting emotions, showing personability and making pleasure. Also, his thesis mentions sensorial marketing specifically use in different aspects: By using the functional effect of the product, the functional marketing of wine is carried out, and the concept of healthy is disseminated to consumers, which is in line with the mentality of consumers, so as to achieve the marketing purpose. Besides, it uses the visual aesthetic effect of wine. For different age groups, it applies diverse packages and slogans, making all stages of consumers feel resonant [1]. In nowadays Internet era, live stream economy is a new economy system containing multiple fields with strong interactivity and low barrier. It breaks the model of traditional consumption, that is, offline consumption. Shoppers can finish consumption online, that boosts shopping behaviors in some degree. Mobile Internet era is all about personalized and diverse consumer needs, and live stream for shopping has gradually become a choice for the new generation of young people [2]. AUX air conditioner not only uses this marketing strategy, but also combines with live-stream behavior. It held the musical festival by cooperating with Jingdong and Shanwa music, which mixture the live, creativity fair and multi-screens interaction strategies. Making the young gain an experience of strong interaction and helping them to

express their personalities and so on. The strategy above builds a tunnel to make connecting between the brand and the youngest [3]. All those strategies help company successes with no doubt. It is no longer that the company chooses shoppers, instead the consumers actively choose company, it makes a platform for consumers to show their personalities and themselves. Emotion marketing concept is pointed out by American professor Barry Feig. It focuses on consumers' emotional needs, using emotion resonance, emotional expression and emotional experience to enhance the connection between consumers and brand [4]. Obviously, using emotion resonance only is very hard to generate sustainable connections. Surely, there have a successful case using this strategy, for example, the popularity of the Wolf Warriors series movie which are starring by Jason, Wu and its souvenirs is quite hot. But that had struck a chord with the audience only for a while, it is not possible to achieve sustainability. Yijun, bu proposed the principle of profit, that means merchant using multiple marketing ways to satisfy consumers' spiritual needs to make them feel benefits, so it can stimulate consumption constantly [5]. Shuting, Chen validated live-stream break in immersion and short-video can let shoppers being in an immersive vibe. This provides consumers a platform of emotional connections that can be shared with live-streamers [6]. This thesis focuses on the main influence of sensorial marketing.

2.2 Mystery Box and Its Marketing

Hao, Xu considered mystery box is an experienced economical product which is totally unknown to consumers [7]. It is precisely due to this filter, a few consumers enjoy this way to gain novelty, especially for the young. Meanwhile, there will be a secret product, which the probability is usually 1 in 144, setting on mystery box. Comparing to the ordinary one, the secret one is normally more elaborate. Also, the value given by the market makes it more ornamental. This kind of marketing model accurately grasps consumer psychology by using a sense of mystery and surprised of mystery box, stimulating people's consumed desire [8]. Luyu, Chen mentioned that all kinds of major brands meet the curiosity and personalized needs of consumers, its sale channels expand gradually as well. Except traditional offline stores, e-commerce platforms, social medias and live stream are all became important channels [9].

2.3 Perceived Luck

Luck is seen as a psychological resource, which can enhance everyone's positive thoughts and keep it. Part of consumers consider luck as a stable and sustainable optimistic situation, consumer who choose to believe feng shui are willing to buy some decorations of it. Percep-

tion of luck deeply affects consumer's behavior, not just lucky consumption, but adventure behavior and unique quest [10]. In light of mystery box products, this sense can achieve that by setting "hidden variant", "high rare card". Consumers will have more purchase desire to buy this product. If a wanted product is just been rolled, part of them will consider that day is a lucky day and keep a positive attitude to life. It makes consumers repeatedly examine if they are lucky enough.

3. Research Hypothesis

Based on SOR theoretical framework, this study first discovers that mystery box marketing and sensorial marketing in live-streaming scenarios can affect some consumers' decisions by stimulating consumers' perceived luck, thereby further impacting live-stream shopping behavior. Many consumers flock to hidden variant design in mystery box marketing, wishing they could have the same luck to roll the hidden variant. In this state of mind, that will significantly improve consumers' impulsive shopping behavior. While, consumers buy and break the mystery box immediately in live-streaming scenarios, namely they can instantly see what the mystery box items they ordered are, satisfying consumers' curiosity. Making assumptions based on the above:

H1a The hidden variant design in mystery box marketing has a positive impact on live shopping behavior by improving the perception of luck

H1b The immediacy design in mystery box marketing has a positive impact on live shopping behavior by improving the perception of luck

In live-streaming scenarios, anchor usually have a lot of gameplays and give positive emotion support for those consumers who have broken the hidden style, such as try it once for free, and take it all away with an order. This marketing attracts lots of consumers to play. Under the influence of the perception of luck, no matter consumers have broken the hidden style or not, there is a high probability that they will want to try again to test if they are lucky enough. For those consumers who are lucky enough, anchor will have a strong emotion with a switch of BGM to make audience deeply trapped in Live. That silently influence the intension of consumers' shopping behavior. Now, all kinds of major products have collaborations with mystery box products such as Disney collaborations with mystery box toy and card, Crayon Shinchan collaborations and Chiikawa which takes the world by storm collaborations. In card products, there will have serialized limited-edition cards, it drives consumers to purchase. Making assumptions based on the above:

H2a The emotion design in sensorial marketing has a positive impact on live shopping behavior by improving the perception of luck

H2b The collaboration design in sensorial marketing has a positive impact on live shopping behavior by improving the perception of luck

Through the above analysis, the independent variable sensorial marketing and mystery box marketing not just positively influence dependent variable, there are also two designs for each, namely hidden variant design, immediacy design, emotion design and collaboration design which affect the perception of luck and, indirectly, influence live shopping behavior.

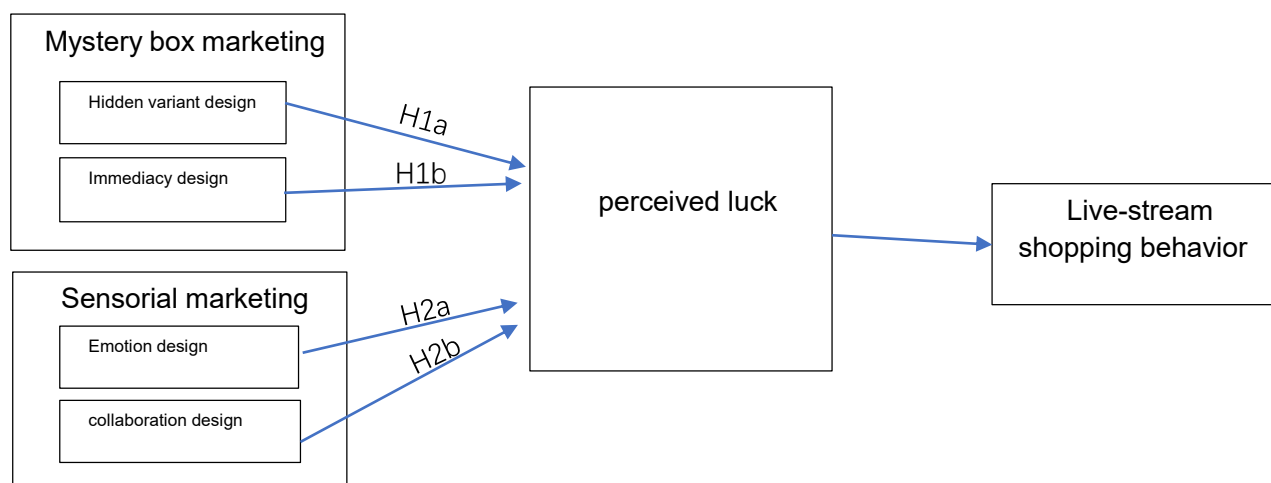


Fig. 1 Theoretical model

Figure 1 model design is based on the SOR model. Among them, mystery box marketing and sensorial marketing are used as S (stimuli). Moreover, perceived luck act as inter-

mediary role in them. After that, the live-stream shopping behavior R (response) is derived. Specifically, the hidden variant design and the immediacy design in mystery box

marketing help enhance lucky perception of consumers. The emotion design and collaboration design in sensorial marketing can also exactly stimulate the lucky perception. In turn, it has a derivative effect on live shopping behavior.

4. Research Methods

4.1 Research Design

The subject's responses provided critical data for this study. The questionnaire design was carried out in strict accordance with the seven-level Likert scale, referring to Linlin, Fan and Yuxue, Wang's articles, and each part (two independent variables, one dependent variable) was tested with 5 items, a total of 15 items [8]. For example, the content of the Live stream makes me feel a unique emotional resonance (1=not at all, 7=very much), and finally collects the basic information of the participant's population (gender, salary level, frequency of watching the live stream)

4.2 Data Source

This questionnaire is mainly distributed online. The investigation starts from adults because of the unknown properties of mystery box products and the broad use of sensorial marketing. This scale of investigation comes from Credamo platform. The small number of subjects which is 70 samples is analyzed.

4.3 Feature Selection and Descriptive Statistics

According to figure 1 theoretical model, this thesis makes

correlation analyses and scales, combining the characteristics of sensorial marketing with mystery box mystery marketing. The independent variables are hidden variant design, immediacy design, emotional design and collaboration design, and the dependent variable is live-stream shopping behavior.

Based on the sample data, most of them are 26~35 years old, accounting for 41.43%. The proportion of the crowd which has resonance with live content is relatively high. It shows that people have an optimistic attitude to sensorial marketing in live stream. Meanwhile, 71.42% of the throng have a good impression of the design of mystery box. From this, it can be seen that mystery box marketing still has its effect in live. In this data, the proportion of this crowd of watching live every day and 3~5 times a week is 35.71% and 50% respectively. This is an impressive number, which proves that live-stream shopping behavior is still in the mainstream of shopping behavior patterns.

5. Empirical Results and Analysis

5.1 Reliability Analysis

In this study, Cronbach's alpha was used as the standard to test the reliability. After analyzes the reliability of each multiple choice, it was found that the alpha value of each variable was greater than 0.7, indicating that it met the reliability condition and the data obtained by the questionnaire had high reliability.

5.2 Correlation Analysis

Table 1. Regression analysis of all relevant variables

		Sensorial marketing	Mystery box marketing	Live-stream shopping behavior
Sensorial marketing	Pearson's r	1		
	N	70		
Mystery box marketing	Pearson's r	295*	1	
	Sig.(2-tailed)	013		
	N	70	70	
Live-stream shopping behavior	Pearson's r	470**	279*	1
	Sig.(2-tailed)	<.001	019	
	N	70	70	70

Note: ** Significant at the 0.01 level (2-tailed)

In correlation analysis, this thesis uses Pearson correlation coefficient to analyze the independent variable and dependent variable, namely Direct derivation of S-R in figure 1. The correlation analyses among independent variable

mystery box marketing, sensorial marketing, and dependent variable live-stream shopping behavior are shown in Table 1.

According to the data in table 1, the significance is all less than 0.05, indicating that the results are statistically sig-

nificant, and the data are all positively correlated. Among them, sensorial marketing has a significant correlation with live-stream shopping behavior. This data indicates that there is a moderate to high positive correlation among the major variables.

6. Conclusion

This study confirmed the correlation among sensorial marketing, mystery box marketing and live-stream shopping behavior through empirical analysis. The result shows mystery box marketing should step it up on live. Whilst, sensorial marketing has a significant correlation with live-stream shopping behavior. It basically means that in live shopping, sensorial marketing takes the lead while mystery box marketing plays a supporting role. Sensorial marketing connects with audience in the straightest way. It brings a communicated color in now the apathy era. Thus, this marketing has the more directly influence in live shopping behavior. The adventurous feelings brought about by mystery box marketing can inspire consumers to validate whether they are sufficiently lucky. It has a partial effect on live shopping behavior. But, the correlation between sensorial marketing and mystery box marketing is not as significant as expected. It observes that the mystery box gameplay is monotonous in current live market. Relying on live streamer's positive emotion cannot further stimulate the shopping desire of consumers, part of them feel bored about it. So, mystery box marketing needs more fresh IP mystery box products, such as deeply develop Chinese national cultures. Combining mystery box marketing and sensorial marketing closely is another way to improve it. Also, the mystery box products company should produce more exquisite goods or create more innovative and special gameplays. This analysis not only enriches the research in the fields of mystery box marketing and sensorial marketing, but also offers meaningful references for analyzing live shopping. In corporate practice, this research finds the mystery box live are all using people's perceived luck, leading them to take part in various beneficial activities. For example, the mystery box live beneficial gifts only for the buyer or the live streamer straightly communicate with the audience. Companies can design according to different live streaming scenarios, such as make consumers feel empathetic by promoting nostalgic mystery box products through sensorial marketing, and mystery box products stimulates consumer shopping desire by its characteristics of new and fashionable, meanwhile, adding large and small hidden variants in the mystery box, and more exquisite products. Also, limited

numbers carved on the bottom of these hidden models can stimulate consumers' perception of luck and shopping behavior in the live in the further way.

Surely, the sample size of this research is not enough to straightly, specifically observe the shopping behavior of consumers. While, there is no analysis about mediating effects and the research field and methods are single. In the future, more live-streaming data of mystery box can be added into live. For the authenticity of questionnaire, eye-tracking experiments can be incorporated. Subsequent experiments can also observe whether the sense of luck plays a significant role by recording the observation of consumption time.

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