

An empirical study on the impact of streaming media marketing on corporate
branding image based on customer perception

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1. Introduction

As a burgeoning communication platform that is distinguished for strong timeliness and interaction, the commercial value and development prospect of streaming media shouldn't be underestimated. Compared with conventional streaming television and streaming media, the up-to-date mobile streaming media can provide prompt feedback, realize face-to-face simultaneous interpreting and conversation as well as indicate more places and photographs. More importantly, it has a reward mechanism. For enterprises, streaming media just makes up for the defects of the previous enterprise promotion communication. Besides Twitter, twitch, and Facebook, there is a more three-dimensional and vivid promotion platform, which can more comprehensively and systematically display the enterprise culture, shape the enterprise image and make the enterprise voice anytime and anywhere. For the audience and customers, they can take part in the creation and production of content and acquire a strong sense of participation. This not only offers new promotion opportunities to enterprises but also offers a comprehensive promotion method for enterprise branding promotion.

The strong and rapid communication capacity of streaming media provides abundant imagination space for promotion personnel, and the diversified streaming media platform offers a greater possibility to their branding construction and communication channel. With the continuous development of streaming broadcasting economics, online streaming broadcasting has increasingly taken shape of a large-scale and influential advertisement platform. Everyone obtains the opportunity to indicate and

publicize themselves on the platform, and their contributions are the content displayed to the public by streaming broadcasting. The new communication channel mode with lower cost and standard and higher popularity and efficiency is adopted by a majority of individuals and enterprise branding, and streaming media has become one of the most relevant promotion means currently. In addition, advertisement has also subtly appeared on the network streaming broadcasting platform. During the streaming broadcasting process, some stars or online celebrities will “directly” or “indirectly” promote branding or some products to the audience. To a large extent, this star effect and online popularity effect do a lot of help to the enterprise or product to “hit the headlines”, “hit the heat” and “hit the sales volume” and so to promote the branding promotion and product sales of enterprises and influence the image of enterprise branding in the views of customers.

This study pays attention to the influence of network streaming market sell on the overall branding image and analyzes the existing literature to get relevant information. Through a comprehensive and systematized preview and screening of the related information, we can have an understanding of the related theories and research analysis of online streaming promotion and overall branding image, seek useful information for ourselves, classify and summarize it, and get the primary research arguments. Combined with the content of the article, according to the research scale of existing scholars to extract the influencing factors, to design the questionnaire Volume. Through the preparation of the questionnaire, we can collect the current information about the

network streaming promotion mode, branding identity, and branding image data purposefully, and then collect, collate, count, and analyze the information related to our own topic, and analyze the questionnaire using the data statistics software. In the research, descriptive statistics, reliance and analysis of correctness and correlation together with mediating effect analysis of the information collected by the questionnaire survey by using SPSS tools can make people know the research object more accurate, add to the persuasion and credibility of the research conclusion, so as to more objectively understand the relationships among variables and figure out the core content, finally to supply reasonable suggestions for enterprises. In the research, SPSS is used to describe the data collected from the questionnaire. In order to make the relationship among variables more objective, grasp the core content, and provide reasonable suggestions for enterprises, it is necessary to further refine people's understanding of the research object, not only increase the persuasion and credibility of the research conclusion, but make the relationship among variables more objective, and provide reasonable suggestions for enterprises.

As a new embranchment of Internet plus and social media advertising, streaming media has been chosen as a new communication channel method to improve self-image by many enterprises. Streaming media acquires its special advantages compared with the previous social media, such as entertainment, reliability as well as interactivity. At present, the three primary stream streaming broadcast modes, namely “branding + star + streaming broadcast” mode, “branding + plain person + streaming broadcast” mode,

and “branding + press conference + streaming broadcast”, also indicate the characteristics of streaming media. Under the mode of “branding + star + streaming broadcast”, enterprises can invite stars or online celebrities that customers are interested in to build momentum for the branding. Enterprises can also independently select stars who can have a perfect match with the services and the products. By watching the streaming broadcast, customers can have interacted with star anchors. For one thing, it can prompt customers' familiarity and attention to the branding, lay a solid foundation for shaping the branding image; For another thing, it can produce empathy through the anchor. Customers will associate the image, characteristics, and aesthetic of stars with the enterprise branding, and endow semblable or even the same identity and image to the brand, which largely helps the enterprise to boost the branding image. Under the mode of “branding + plain person + streaming broadcast”, the primary purpose of enterprises to choose plain person is to highlight the characteristics of products or services so that customers' attention is completely focused on the products or services themselves, not affected by other factors. In the process of streaming broadcast, there is no exaggerated language introduction and complicated background decoration, Ordinary people will use products or enjoy services in ordinary form in their daily life, and timely exchange opinions and feelings with customers, which can more intuitively and truly reflect the advantages and disadvantages of products or services.

By using empirical methods to start from the network streaming market mode, combined with customers' perception of branding trust and branding identity, we can

understand how the network streaming promotion mode affects the promotion of enterprise branding image, in which aspects, and so on, to provide ideas and reference for enterprises in branding building and publicity. Additionally, the research on this topic can combine theoretical knowledge with the practical operation and improve the authenticity and persuasiveness of the research results. The combination of streaming media promotion and perceived trust underlines the influence and role of streaming media mode on overall brand image, which is innovative, instructive, and forward-looking. To a certain extent, it enriches the theoretical system of streaming media promotion, and also provides a certain theoretical basis and system support for future research. The purpose of this study is to study the influence of network streaming promotion mode on branding identity and overall branding image. This study integrates theoretical research and empirical analysis to get an effective conclusion.

2. Literature Review

In the past several years, with the update of streaming media economics, as a new promotion mode, the streaming media market has appeared in the public's life. Enterprises also regard streaming media platforms as a new position for promotion. As for the promotion of streaming media, Rubio. et.al, (2016) first elaborated the promotion of streaming media from the perspective of game theory. Taking Durex's interactive market as an example, the author discussed the advantages of streaming media as a market tool under the game theory and illustrated that linear broadcasting can obtain sustained attention by content promotion in the process of streaming media,

it also indicates that independent games can raise the participation of customers and the involvement of branding information.

From the concept and background of streaming broadcast promotion, Saini. et.al (2016) define the streaming broadcast market as the production and broadcasting of programs with the appearance and update of streaming events. The promotion activity takes streaming broadcast platform as the carrier to achieve the target of branding advertisement or sales growth. Shehu. et.al (2016) supposes streaming media as a new type of content market sell, primarily from the reasons for the appearance of streaming media economics, existing problems, and future development, casting focus on the problems existing in streaming media promotion, such as unequal quality of streaming media, severe homogenization, and false prosperity. In this study, by analyzing the promotion status of streaming media platform in recent years, the author points out that the current promotion mode of streaming media platform tends to be homogeneous, and the streaming content excessively attracts the attention of users and puts forward corresponding countermeasures and suggestions for these problems. Koch. et.al (2015) defines online branding streaming promotion as an online promotion activity carried out by enterprise branding through online streaming broadcasting and opens a streaming broadcasting room through a streaming broadcasting port for streaming broadcasting. The streaming content of branding streaming promotion is primarily related to the enterprise branding, branding endorsement activities, new product launch, product promotion activities, and so on. The streaming form is mostly product display,

activity performance.

The characteristics and functions of online promotion from the perspective of the characteristics of online streaming broadcasting promotion, Jung. et.al, (2012) explored the effectiveness of online word-of-mouth communication by taking online video as an example. By using Lasswell's communication model, the author explored the effectiveness and influencing factors of Online Video: promotion intention, sense of humor, and streaming broadcasting effect. And draw: for the video content recommended to customers by enterprises, if the video content is humorous and has good production results, then it will create a positive influence on the promotion effect of enterprises. Alexandra. et.al (2015) primarily researched the sex differences in customers' response to streaming online promotion. Based on the promotion attitude of enterprises, the author studied the factors that customers cast much attention in streaming online promotion: reliance, practicability, information characteristics, and relevance.

From the perspective of its function, Sims (2012) studied the enterprises which use online video to conduct branding construction and promotion. By the means of the analysis and conclusion of the market cases of Mountain Dew, Zappos, and other enterprises, the author summarized the processing of customers' online video from onlooking to purchasing: consciousness, interest, desire, and action; In addition, the author puts forward that promotion personnel should concern the value which is bought

by sharing videos and conversation, and use this new promotion types to shape the branding, appeal to customers as well as promote customer's satisfaction and willingness. Tong. et.al (2014) studied three types of opinion leaders: communication opinion leaders and believable opinion leaders in the streaming broadcast promotion. The author concludes: The opinion leaders and high customer satisfaction are always sharing the distinguished production positively relative with the product sales; The polymorphic characteristics of individual opinion leaders and the unitary characteristics of collective opinion leaders are positively relative with product sales. Jintao.et.al(2015) studied the effectiveness of consumer creativity in streaming media promotion, and conducted a dissert on the influence of consumer creativity on branding estimate and the acceptance of customers' creation on branding extension, Finally, the conclusion is that consumer creativity makes customers have a positive attitude when facing the creative activities and branding choice of enterprises; It can promote customers to have a greater degree of acceptance and effective role in promoting tolerance and acceptance when facing the branding extension of enterprises. In this study, Stella. et.al (2015) took travel agency as an example to study the three factors that can most affect customers' attention, choice, and evaluation of streaming travel, namely cognition, emotion, and intention; In addition, the author also mentions the significance of "Keywords" in streaming media and has a belief in the higher frequency of keywords liked by customers in the streaming media process, the more attention they can attract customers, to accumulate more customers' attention.

From the practical point of view, Wendt. et.al (2016) explored the new routine of streaming broadcast promotion by taking the streaming broadcast on the Twitch platform as an example. Three primary steps are as indicate below: Firstly, communication channel. The second one is the content set, and the third step is the anchor selection, which has achieved unexpected results. Finally, as mentioned that the target of enterprises using streaming media should construct a promotion platform through streaming media, and foster enterprise anchors' capacity to understand the enterprise branding and shape a positive image. Coleman (2015) takes streaming broadcasting as an example to illustrate that the combination of celebrities and professional production teams can bring about positive communication effects that any Internet celebrities can't match. It criticizes some promotion hype that is sensational for the sake of "fire". Finally, it puts forward that we should take a benign development path for the current network streaming broadcasting ecology, it provides a suitable streaming situation for enterprises to carry out branding and product promotion. So, the network streaming market means that enterprises carry out branding promotion activities for customers through network streaming platforms and establish a close relationship among enterprises and customers, achieve enterprise promotion targets, and increase the reputation of branding as well as consumer satisfaction. The primary streaming broadcast platforms are twitch, Facebook, Twitter, and so on, which are characterized by entertainment, interactivity, reliance, and timeliness.

Based on the analysis of the mode of streaming media promotion, Lars. et.al (2016)

focused on two promotion forms in streaming media: product advertising promotion (PAV) and virus stealth promotion (VSV). When comparing two modes, the author concluded that: compared with PAVS, VSV have more positive comments on branding evaluation than PAVS; On the condition of a more positive estimate of streaming content and branding, PAVS has an advantage over VSV in consumer perception of branding awareness, enterprise branding awareness, and production market. In this article, Liang (2016) focused on the thinking of the online streaming broadcast promotion mode. Besides the current primary stream “branding + star + streaming broadcast” and “branding + press conference + streaming broadcast”, there are many streaming broadcast promotion modes, such as decomposing streaming broadcast, plain streaming broadcast, indicate mode, scene mode, 2b and 2C, Enterprises can decide various promotion modes according to their own branding needs, so as to highlight the branding advantages and characteristics. Chang (2016) in the process of studying the promotion mode of “We Media + content”, primarily mentioned the promotion of online celebrities, which is essentially defined as a course of online celebrities, and the primary competition of this mode comes from online celebrities sharing high-quality content with their fans, and the constant output power of brilliant content determining the number of audiences and the value of online celebrities.

By definition, branding identity is the strength, costs, and perspective of branding, and the tool is of great significance in internal and external communication (Cheng et al., 2019). Lahtinen (2020) defined the branding identity as special and constant

characteristics of branding, to customers, which is a commitment. Taking Apple's mobile phone as an example, Hsieh. et.al (2012) proposed a general model of branding identity which is to acquire satisfaction interaction community identity. The rational theory is adopted to conform and put forward the analysis: good branding identity equips members with virtual branding community offering their community identity, while higher identity can also enable members to strengthen their branding identity. Pieaxr. et.al (2019) believes that identity is an aspect of branding, and it must male its branding promise and suggestion clearly over time in order to get more customers. What's more, branding identity should take many aspects into consideration, such as expected positioning and personality. Cheng (2019) primarily elaborates on seven aspects of branding identity, including branding productions, branding distribution area, branding existence time, advantages and disadvantages of branding products, branding promotion position, the relation among branding and stakeholders, and future development tendency of branding. The author illustrates the essence of each level by quoting the case of some distinguished branding, And the part it plays in the promotion competition. Branding identity makes branding unique and distinctive. A powerful branding identity offers a strong and convincing reason to customers to buy and offers an unstoppable competitive advantage to enterprises. A delicate branding identity can also help enterprises carry out prediction and adaption to promotion changes (Xiao. et.al, 2020). The form of the definition of branding identity can help enterprises convey the particularity of the branding and found relation among the enterprise branding and customers. Additionally, by creating branding suggestions and branding image,

enterprises can express their branding identity and business philosophy to customers, and which means primary training the rank of enterprise branding in the view of customers (Mulier, 2020). branding identity can also create predilection in the market and strengthen the worth and premium of productions and services.

In general, most of the authors primarily studied the concept, characteristics, and mode of streaming media promotion mode, and rarely used analysis tools to find the relation and influence with other variables. When it comes to concept, network streaming promotion can be defined as the solution to make and broadcast programs with the appearance and update of time. The promotion activities take the streaming platform as the carrier to achieve the target of branding advertising or sales growth. In the view of characteristics, through the screening and induction of literature, we can conclude that compared with the conventional promotion mode, the characteristics of online streaming promotion are as below: entertaining, interaction, timeliness, rentability, and reliance. In terms of the method of streaming promotion characteristics, it primarily selects the corresponding scales such as Lind et al. (2018) to design the questionnaire. On this basis, for the network streaming promotion mode, if the products and services were launched differently by the enterprise branding, then the promotion mode that the enterprise needs to apply will also differ. Therefore, this study extracts the relatively mature and widely used promotion mode at present, which primarily includes the following three kinds: “branding + star + streaming” mode, “branding + star + streaming” mode, and “branding + star + streaming” mode “branding + plain person +

streaming broadcast” mode and “branding + press conference + streaming broadcast” mode, in order to establish the relation with the branding image.

3. Hypothesis and Research Questions

Customers always connect the image, characteristics, and aesthetic of stars with the enterprise branding, and endow semblable or even the same identity and image to the brand, which largely helps the enterprise to boost the branding image. Under the mode of “branding + plain person + streaming broadcast”, the primary purpose of enterprises to choose plain person is to highlight the characteristics of products or services so that customers' attention is completely focused on the products or services themselves, not affected by other factors. In the process of streaming broadcast, there is no exaggerated language introduction and complicated background decoration, ordinary people will use products or enjoy services in ordinary form in their daily life, and timely exchange opinions and feelings with customers, which can more intuitively and truly reflect the advantages and disadvantages of products or services. Therefore, in this mode, customers will primarily focus on products or services, so as to connect product characteristics with branding image. This will have a certain influence on the shaping and promotion of the overall branding image. Under the mode of “branding + press conference + streaming broadcast”, the primary purpose of enterprises is to further boost the branding image. When customers watch the press conference through streaming broadcast, what's more, important is to feel the atmosphere, participate in the interaction, understand the latest progress of branding release, and be able to understand the

acquisition and purchase products at the first time. This is primarily aimed at the loyal customers of the branding; this will be of great help to the consolidation and promotion of the overall branding image. For example, before, Maybelline lipstick was looted in the streaming broadcast process of the new product launch.

Lay the foundation on the special advantages of streaming media and the adoption of enterprises in practice, streaming media are combined by some scholars with promotion to study the problems related to streaming media promotion. A large part of them investigates the significance of streaming media promotion from the perspective of theory, and some scholars at home and abroad have come to the conclusion, social media promotion can help enterprises improve their branding image. Based on this, we choose the new embranchment of social media market - network streaming promotion and combine it with overall branding image to study the relation among them. So, the study comes up with a hypothesis (H) :

There is a positive influence of online streaming promotion mode on overall branding image.

4. Methodology

For the purpose to be accurate and effective enough to study the research as far as possible, we acquire the respondents concerning this questionnaire as customers who are always surfing the Internet and using mobile phones, such as customers who often

watch streaming broadcast online with computers, mobile phones or tablets. As a new product of the development of Internet economics, the consumer group of streaming media is also affected by age, occupation, education level, income, ideology, and other factors. Considering the particularity of online streaming broadcasting, this survey primarily focuses on young customers who are familiar with online streaming broadcasting or mobile streaming broadcasting and streaming broadcasting platforms, together with some economic advantages and novel ideas. To increase the accuracy and effectiveness of the research, we distributed questionnaires on twitch streaming, Facebook streaming, Twitter streaming, Zanthoxylum streaming, and other streaming platforms. At the same time, we also distributed questionnaires on ordinary social platforms and streaming sites to collect data from the respondents in these forms. An amount of 400 questionnaires were sent out and 342 were recovered of which 303 were valid. The recovery rate and effective rate were 85.5%, 88.6% namely. In line with the connection among the variables and the research model, the questionnaire is divided into the below parts: the survey about basic consumer information and streaming media, the method about customers' impression of streaming media promotion, the method about customers' favors, the method about branding identity and the method about overall branding image. Firstly, the part of basic information concerning customers includes sex, aging, educational level, occupation, income. The market streaming part primarily includes streaming branding, anchor selection, streaming content, and so on, an amount of 6 questions. Secondly, the part is primarily about the method of the influence of network streaming promotion communication mode on overall branding

image. There are primarily three dimensions of “branding + star + streaming broadcast” mode, “branding + plain person + streaming broadcast” mode, and “branding + press conference + streaming broadcast” mode, with a total of 10 questions. Thirdly the part measures the supposed belief, an amount of five questions. The fourth part measures branding identity from three dimensions of branding personality, branding reputation, and branding uniqueness, with a total of 8 questions. Finally, the last part of the overall branding image method, a total of 5 questions. From part two to part five of the blank, the Likert seven scale was used, “totally agree” (7), “agree” (6), “a little agree” (5), “uncertain” (4), “a little disagree” (3), “disagree” (2), “totally disagree” (1). Descriptive statistical analysis is the foundation and premise of other statistical analyses. SPSS software is used as a tool to analyze and process the relative data collected in this study. The results are as follows:

		Frequency	Percentage	Effective percentage	Cumulative percentage
Gender	Male	133	43.9	43.9	43.9
	Female	170	56.1	56.1	100
Age	Below 18	18	5.9	5.9	5.9
	19-22	88	29.1	29.1	35
	22-30	133	43.9	43.9	78.9
	31-45	37	12.2	12.2	91.1
	Above 45	27	8.9	8.9	100
Education	Junior	3	1	1	1
	High school	42	13.9	13.9	14.9
	Bachelor	174	57.4	57.4	72.3
	Master	84	27.7	27.7	100
Identity	Student	51	16.8	16.8	16.8
	Officer	72	23.8	23.8	40.6
	Businessmar	96	31.7	31.7	72.3
	Free	75	24.7	24.7	97
	Others	9	3	3	100
Income(USD)	1000-2500	60	20	20	20
	2500-4000	180	59.4	59.4	79.4
	4000-5500	21	6.9	6.9	86.3
	5500-7000	9	2.9	2.9	89.2
	7000+	33	10.8	10.8	100

Table 5.1 Basic characteristics statistics

According to the preliminary analysis of the above table, 43.90% of the respondents were male and 56.10% were female, indicating that most of the viewers were female; In terms of age, 23-30-year-old audience accounted for 43.90% of the total, followed by 19-22-year-old audience, accounting for 29.10% of the total, which tells us that young people who are curious and hungry for knowledge basically participate in streaming media interaction; In terms of educational level, 57.40% of the respondents have college or bachelor's degree, and 27.7% have master's degree or above, indicating that those who have received higher education are more likely to accept the platform of streaming media; From the perspective of social identity, individuals and freelancers accounted for 31.70% and 24.70% respectively, reaching the average number of the

total, indicating that most of the groups with free time came to watch and participate in the streaming media; From the perspective of income level, 59.40% of the people have disposable income of 2500-4000 US dollars, which indicates that the income level of the people watching streaming media is average, but they have a certain purchasing power. Therefore, we can draw a preliminary conclusion: in the process of streaming broadcast promotion, the primary interactive groups of enterprise branding are young audiences who have received higher education and have purchasing power. Enterprises should enrich the streaming broadcast content and plan promotion plans according to the interests and needs of these audiences, so as to meet the audience's perception and trust of the branding as much as possible, in order to improve the branding image, we should make clear the branding identity in the streaming broadcast process.

	Min	Max	Mean	Std.
Brand + star + live broadcast	1	7	4.61	1.12
Brand + plain person + live broadcast	1	7	4.65	1.12
Brand + press conference + live broadcast	1	7	4.7	1.16
Perceived trust	1	7	5.37	0.95
Brand personality	1	7	4.9	1.05
Brand reputation	1	7	5.16	1.04
Brand uniqueness	1	7	5.06	1.09
Brand image	1	7	5.1	0.95
Valid N (list status)	303			

Table 5.2 Describes the statistics

Table 5.2 illustrates that among the supposed marks of the online streaming broadcast promotion mode, three modes are planned as “branding + plain person + streaming broadcast”, “branding + press conference + streaming broadcast” and “branding + star + streaming broadcast”, with the average score of above 4, It indicates preliminarily

that enterprises can get the recognition of customers to a certain extent when they carry out promotion activities through streaming media; From the perspective of the three dimensions of branding identity, the score is about 5, which indicates that customers can pay attention to the branding identity of enterprises and identify it in the process of streaming media; In addition, as the last result, the score of branding image exceeds 5 points, which indicates that enterprises can also achieve some enterprise targets by using streaming media as a promotion means, and can produce certain effects in establishing and improving branding image. From the standard deviation of each variable in the table, we can see that the expected value of the respondents for each index in streaming media promotion is close to 1, which means that the respondents not only agree with the choice of each variable but also tend to be consistent.

Lying based on descriptive statistics, we investigate the connection among the variables, which can tell us preliminarily judge whether there is a correlation between the independent variables and the dependent variables. The statistical data were analyzed by SPSS, and the following are the results:

	1	2	3	4	5	6
1.Gender						
2.Age	0.08					
3.Education	0.14	-0.01				
4.Identity	0.23**	0.09	0.59**			
5.Income(USD)	-0.1	0.09	0.16 *	0.21**		
6.Brand + star + live broadcast	0.03	0.16*	0.05	0.03	-0.01	
7.Brand + plain person + live broadcast	0.12	-0.06	-0.15*	0.13	-0.05	0.65 **
8.Brand + press conference + live broadcast	0.05	0.14	0.17*	0.13	0	0.64 **
9.Perceived trust	-0.1	-0.06	0.07	0.1	-0.07	0.33**
10.Brand personality	0.07	-0.07	0.16*	0.17 *	-0.01	0.54**
11.Brand reputation	-0.05	-0.08	0.15*	0.14 *	-0.02	0.46**
12.Brand uniqueness	-0.04	-0.05	0.11	0.13	0.06	0.49**
13.Brand image	-0.02	-0.13	0.16*	0.16*	0.03	0.57**
	7	8	9	10	11	12
1.Gender						
2.Age						
3.Education						
4.Identity						
5.Income(USD)						
6.Brand + star + live broadcast						
7.Brand + plain person + live broadcast						
8.Brand + press conference + live broadcast	0.66**					
9.Perceived trust	0.29**	0.35**				
10.Brand personality	0.49 **	0.68**	0.43**			
11.Brand reputation	0.43**	0.49**	0.41**	0.72**		
12.Brand uniqueness	0.40**	0.50**	0.42**	0.78 **	0.74**	
13.Brand image	0.52 **	0.63**	0.45**	0.78**	0.76**	0.76**

Table 5.3 Correlation index among variables

Note: ** means significant correlation at 0.01 level, * means significant correlation at 0.05 level.

From table 5.3, we can find that there exists a high extent of obvious connection among variables indicating that there is a close correlation among online streaming promotion, branding identity, and overall branding image. There exists a positive connection between streaming media promotion and branding identity, a great positive connection between streaming media promotion and branding image, and an obvious positive connection between branding identity and branding image. According to the above table and the outcome of the analysis, we are able to figure out the hypothesis: the three

modes of online streaming broadcasting promotion: branding + star + streaming broadcasting, branding + plain person + streaming broadcasting and branding + press conference + streaming broadcasting are respectively positively correlated with branding personality of branding identity; It also has an obvious positive influence on branding reputation and branding uniqueness of branding identity. Hypothesis H is preliminarily proved: The three aspects of branding identity: branding personality, branding reputation, and branding uniqueness are positively correlated with branding image, and the connection is $r = 0.78$, $r = 0.76$, and $R = 0.76$ respectively ($P < 0.01$).

5. Results

In order to test the hypothesis, SPSS tools are applied to do correlation analysis, regression analysis, reliability analysis, and validity analysis according to the collected data and variables. We get the last q results through the test of various effects, which indicate that all the hypothesis proposed in this study are proved. Considering this basis, we make a father detailed analysis of the empirical results. Through sorting out, summarizing, and systematizing the research results of the hypothesis of streaming media promotion and branding identity, we get the following table:

	Brand + star + live broadcast		Brand + plain person + live broadcast		Brand + press conference + live broadcast	
	Coefficient after adding	Change value	Coefficient after adding	Change value	Coefficient after adding	Change value
Brand personality	0.22	0.29	0.16	0.27	0.18	0.35
Brand reputation	0.27	0.24	0.2	0.23	0.31	0.22
Brand uniqueness	0.26	0.25	0.21	0.22	0.3	0.23

Table 5.4 Comprehensive analysis of streaming media promotion and branding identity

Given hypothesis H, that is, there is a positive influence of online streaming promotion mode on overall branding image, we conduct correlation and regression analysis on the

collected data, and sort out and summarize the test results, so as to obtain comprehensive data. Based on this, we get the detailed analysis results as follows: first of all, “branding + star + streaming “mode. Through the regression analysis, we can see that the regression coefficient of “branding + star + streaming “mode on the overall branding image is 0.51, which indicates that the enterprise using “branding + star + streaming “mode for streaming promotion will have a positive influence on the overall branding image, so it means branding + star + streaming “mode has a positive influence on the establishment and promotion of reputation of branding. Enterprises use this model to form and boost the branding image, upon the basis of making sure the branding reputation, put the branding uniqueness first in the streaming broadcast process, and then carry out branding personality publicity and promotion. Secondly, “branding + plain people + streaming “mode. From the former analysis results, we can see that the regression coefficient of “branding + plain person + streaming broadcast” mode on the overall branding image is 0.43, which indicates that “branding + star + streaming broadcast” mode has a significant positive influence on overall branding image. So, “branding + plain people + streaming” mode has a positive influence on the establishment and promotion of the reputation of branding. Because ordinary people don't have certain social influence and credibility, enterprises must combine their products and services with branding image under the premise of good branding reputation, so as to boost the branding image and deepen the cognition of branding image through the understanding of products and services. Finally, “branding + press conference + streaming” mode. Through the results of connection analysis and

regression analysis, we can get that the regression coefficient of “branding + press conference + streaming broadcast” mode on the overall branding image is 0.53, which indicates that the overall branding promotion through “branding + press conference + streaming broadcast” mode has a positive influence on the overall branding image, as an outcome “branding + press conference + streaming “ mode has a positive influence on the foundation and promotion of reputation of branding. Enterprises use the mode of “branding + press conference + streaming broadcast” to shape and boost the branding image. We are focusing on realizing the real-time interaction among streaming broadcast and press conference, for the purpose that customers can acquire a sense of participation and existence. Customers do not cast much attention to the branding reputation under this mode, what is the most important thing is how to reflect the particularity and personality of the branding scene, how present the branding image to customers better, bring customers “immersive” feeling, and realize the emotional interaction with customers. Therefore, through the analysis of the results of the network streaming promotion model, we can see that: the regression coefficients of the three models on the branding image are positive, indicating that the network streaming promotion model has a positive influence on the enterprise branding image, so the hypothesis is confirmed. From the results above, the hypothesis there is a positive influence of online streaming promotion mode on overall branding image is confirmed.

6. Discussions

With the rapid development of the Internet era, some scholars at home and abroad have

studied social media promotion in many aspects. Among them, the relation between it and branding image has been confirmed by researchers at home and abroad. As a new embranchment of social media, most scholars primarily focus on the concept, content, and branding image at present, few scholars have confirmed the influence of the characteristics and patterns on the overall branding image. From the previous theoretical basis, we can see that some scholars at home and abroad, such as Wang, Yang, Jun Jie hew, have studied the relationships between social media promotion and overall branding image, and come to the conclusion that social media promotion has a positive influence on improving overall image, Wang (2016) also concluded that streaming media market is a subdivision and emerging promotion mode of social media promotion, so we assume that streaming media promotion mode also has a positive influence on overall branding image, and initially establish the relation among streaming media promotion and overall branding image, namely “streaming media promotion → branding image”; However, Kotler (2003) and other scholars have come to the conclusion that branding image is the real result of branding identity, which is a father variable generated on the basis of branding identity. The influence of the online streaming market on enterprise branding image should play a part through branding identity, so we take branding identity as an intermediary variable, this study constructs a model of “network streaming promotion → branding identity → branding image” and studies the influence of network streaming promotion mode on enterprise branding image through empirical analysis of the model and studies the intermediary effect of branding identity in the model.

In this study, combined with the theories of precision promotion together with the related research of network streaming promotion and branding image, interactive promotion, branding management and identity, we clarify the relation among network streaming promotion mode and enterprise branding image, and build the influencing factor model of network streaming mode based on enterprise branding image, The results indicate that the influence of the mode of network streaming promotion on the enterprise branding image is in the order of “branding + plain person + streaming broadcast” mode, “branding + star + streaming broadcast” mode and “branding + press conference + streaming broadcast” mode, and the branding identity plays an intermediary part in the influence of network streaming promotion on the enterprise branding image, The results indicate that this study is in line with the latest situation of social media promotion, and the factors and variables selected in this model have application value. The foundation of the model can provide a certain reference value for the choice of online streaming promotion mode, which mode the enterprises choose to boost the branding image; It can provide a more accurate implementation plan for the promotion of branding image, that is, how to choose the anchor and make the content after enterprises choose the streaming broadcast mode. This study has a conclusion about the relevant theoretical research, model construction, and solutions to form a relatively complete system with the following characteristics: (1) To study the enterprise branding image with the new promotion mode - network streaming promotion mode as the starting point, rather than the traditional social media promotion

mode as the starting point, this provides a supplement for the existing social media promotion means to the role of overall branding image. (2) In The process of establishing the model, we take branding identity as the intermediary variable and study the moderating effect of perceived trust. We enrich and deepen the original model and use empirical methods to prove the research results to a certain degree, which provides a variety of models and methods for enterprises' streaming promotion. (3) The survey method and empirical analysis method applied in this study are the primary stream problem-solving and learning methods based on practice in the up-to-date social media research, and the streaming network promotion has a trend in the current and future research The theme of the research and method selection of this study are in line with the current research trend.

This study chooses the new embranchment of social media - network streaming promotion as the research direction, the topic is of great research significance and the results have practical value. It subdivides and deepens the previous research to a certain degree and takes the branding identity as an intermediate variable to study its influence on the overall branding loyalty image, and constructs the relation model among the three, this is an innovation to a certain extent. However, in the process of research, due to the lack of technology and constraints, there are still the followed deficiencies: (1) The research model has a certain subjectivity. Because the relevant theoretical research is still in the initial stage and development stage, many theories have not been tested, so the study is not mature in the process of using. When determining the factor selection,

it is primarily subjective, lacking objective data to support. (2) The streaming broadcast mode should be improved continuously. The research mode selected in this study is limited, however with the development of streaming broadcasting technology, new streaming broadcasting modes appear endlessly, and the influence of new modes on overall branding image needs further detailed research. (3) Sample selection and collection are limited. The sample selection of this study primarily focuses on some famous streaming broadcast platforms, which are sure to have limitations. It cannot consider all the preferences and needs of customers watching the streaming broadcast, and it cannot collect various types of branding information in the enterprise branding survey. Therefore, there exist some limitations in the research group and branding type. Additionally, the network streaming promotion is a long-term process, this study has far-reaching significance. The research is also an in-depth process. In the future, the research of online streaming broadcasting promotion can be carried out from the following aspects: (1) in the research of influencing factors, we can choose more accurate and more diversified influencing factors, use big data processing technology to realize real-time data transmission, and timely adjust the unreasonable situation in the research, We should further subdivide consumer preferences and needs, and try our best to realize “one group, one model”; On another aspect, with the progress of the times, some previously unimportant factors may become more significant nowadays, so it is necessary to reselect and calculate the factors in the model. (2) In future research, we can combine the streaming broadcast mode with the branding type. Different types of enterprises choose different modes, which will produce thousands of promotion

effects. Therefore, it is very important for enterprises to realize the maximization of promotion effect among many choices and how to combine the complex mode with the branding type, Therefore, the combination of streaming mode and branding type is worthy of attention in future research.

7. Reference

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