Research Article

A Study on live streaming marketing of Yi Yun information technology co., ltd. under the perspective of social psychology

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ABSTRACT

This study examines the social-psychological dimensions of B2B live-streaming marketing within China's tax service technology industry through a case study of Ele-Cloud Information Technology Co., Ltd. Employing the Social-Psychological Analysis Framework, this research investigates how professional services navigate trust formation, social presence creation, and professional identity construction in digital environments. Data collected through interviews with key personnel (n=15) and platform analytics revealed that effective professional service live-streaming requires balancing technical expertise demonstration with meaningful psychological engagement. Ele-Cloud's dual-brand strategy—"Smart Tax" for large corporations and "Optimal Tax" for SMEs—demonstrates sophisticated targeting of different market segments' social-psychological needs. Longitudinal analysis showed significant improvements in professional trust (75% to 94%), engagement effectiveness (70% to 93%), and social presence (65% to 92%) over a two-year period. This study contributes to the literature by identifying critical social-psychological mechanisms in B2B live-streaming, particularly regarding trust building and professional identity maintenance. The findings provide actionable insights for organizations implementing live-streaming marketing strategies in professional service contexts, emphasizing the importance of balancing professional authority with social engagement in virtual settings. Future research directions include examining how emerging technologies impact trust dynamics in professional digital interactions.

Keywords: social psychological engagement; digital trust formation; professional service interaction; live-streaming psychological mechanisms; B2B digital communication psychology

1. Introduction

This research investigates how professional B2B services leverage live-streaming marketing strategies while maintaining professional credibility and trust within social-psychological engagement contexts. Live-streaming marketing has fundamentally altered business-client interactions[1], reshaping social presence and professional trust development in IT-mediated services. This transformation is especially significant in B2B environments where professional service firms struggle to establish credibility and foster trust in virtual settings[2].

The 'live broadcast plus e-commerce' model has created a new paradigm for building professional

relationships and trust in online environments[3]. Professional industries have the challenge of balancing complex professional solutions with trust building and social engagement[4]. Live streaming in B2B marketing requires reconceptualizing professional identity, trust building, and the construction of credibility in social interactions[5]. Unlike traditional marketing, the use of live streaming in professional services presents distinct social-psychological traits, where persuasive communication is framed in terms of the psychology of trust construction and professional social interactions[6].

In the context of professional technical service providers, psychological trust and professional competence are intertwined factors[7]. Mei et al.'s[8] work demonstrates how professional service providers convey technical information while appealing to and emotionally engaging audiences and building trust-based relationships. Studies of brand communication via live broadcasting have considered the impact of social presence and the effects of professional identity on audience engagement[9, 10]. To inform content strategies for B2B live-streaming, an in-depth understanding of professional trust dynamics and knowledge transfer processes in online contexts is needed[11].

In spite of these developments, there are still significant gaps in research when it comes to the social-psychological aspects of professional B2B live-streaming. Although industry analysis recognizes the significance of professional identity and trustworthiness-establishing processes[12], there are not comprehensive models that address the intricacies of professional B2B live-streaming in particular. Scholarly research has actually considered professional sharing behavior[13] and virtual interactions' impact on professional relationships[14] but the unique dynamics of professional B2B live-streaming are still underresearched.

Measuring the effectiveness of B2B live-streaming requires an investigation into the relationship between the psychological engagement indicators and operational performance measures[15]. Platform design influences the trust mechanisms and the building of professional relationships[16, 17]. Social-psychological factors enable organizations to improve their online reputation and professionalism[18] while constant technological progress continually updates the means of building professional trust in virtual spaces[19]. Xue and Wei's research[20] highlights that business-to-business communication systems need to have not just technical characteristics but also the potential for building sophisticated social-psychological relationships.

This study explores the current gaps with the use of the Social-Psychological Analysis Framework to examine Ele-Cloud Information Technology Co., Ltd., which is the joint venture established in 2016 by Aerospace Information Co., Ltd. and JD Group. As an early mover in the domain of 'Internet + Taxation' services, Ele-Cloud is an excellent choice for examining social-psychological phenomena in niche B2B marketing environments. The company's use of dual branding customized for different markets indicates an in-depth understanding of trust mechanisms and social identity.

By analyzing the strategies of Ele-Cloud in building professional identities, trust, and social presence through live-streaming marketing, this research considerably enriches our understanding of trust-generation mechanisms relevant to virtual professional environments. Besides expanding the theoretical perspective towards the dynamics of social-psychology in online marketing, the findings provide actionable insights into professional services firms looking to maintain professional standards while effectively interacting with their customers through live-streaming channels in niche B2B environments.

2. Materials and methods

2.1. Research design

The study shall take a systematic case study method to analyze the B2B live-streaming marketing strategy of Ele-Cloud Information Technology Co., Ltd. The study framework involves an overarching analytical framework that includes analysis of the external environment, assessment of internal capabilities, and strategic analysis, hence presenting an all-round picture of the company's positioning in the B2B live-streaming marketing scenario.

Figure 1 shows the holistic analytical model utilized in this study. As shown, this model consists of three intertwined analytical dimensions: the investigation of the external environment, the assessment of internal capabilities, and the analysis of strategic initiatives. Taken together, these dimensions form the methodological basis for examining Ele-Cloud Information Technology Co., Ltd.'s unique contribution to the tax service technology field and operationalizing its live-streaming marketing strategy. This model makes possible an in-depth investigation of both contextual factors and organizational capabilities influencing social-psychological involvement with live-streaming in B2B professional services.
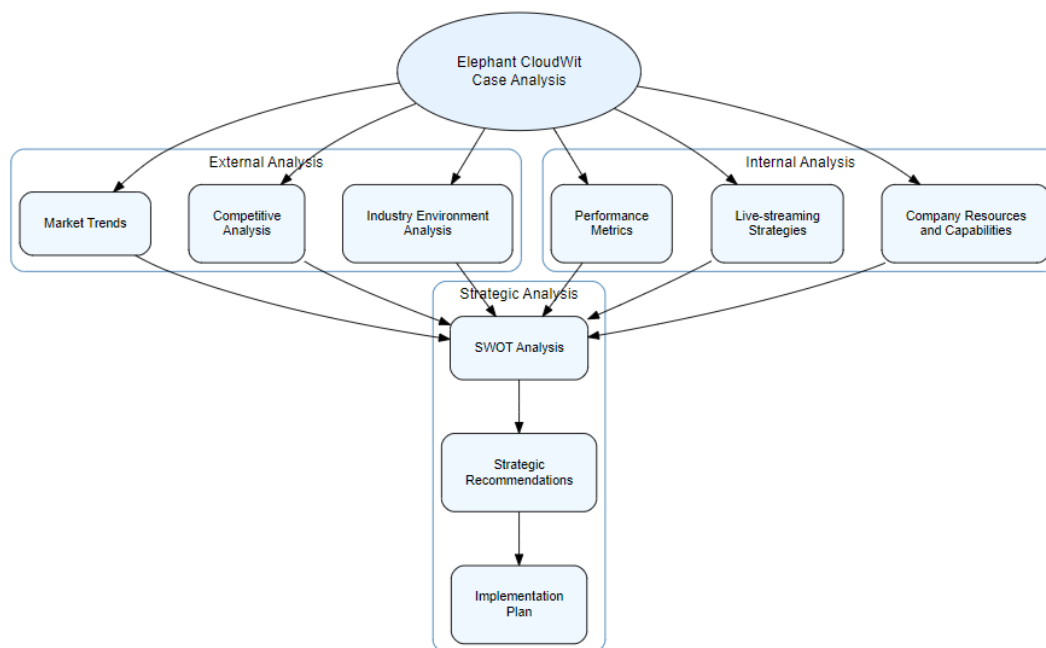

Figure 1. Case Analysis Framework for Ele-Cloud Information Technology Co., Ltd Live-streaming Marketing Study.

This study employs a case study methodology, which is particularly appropriate for examining the 'how' and 'why' questions in contemporary phenomena within real-life contexts[21]. The case study approach enables researchers to gain an in-depth understanding of complex social phenomena through triangulation of multiple sources of evidence[22]. For analyzing the emerging phenomenon of professional B2B live-streaming marketing within a social-psychological context, the single-case in-depth analysis method can reveal underlying mechanisms and relationships that would be difficult to capture through large-sample quantitative studies[23]. Ele-Cloud Information Technology Co., Ltd. was selected as the research subject based on its pioneering position in the 'Internet + Taxation' service sector, representing an innovative application of professional B2B services in live-streaming marketing.

2.2. Data collection and analysis methods

For this process of data collection, a multi-method approach is employed to capture both quantitative and social-psychological aspects of B2B live-streaming marketing. In **Table 1**, each method is assigned specific case study analysis objectives so that all aspects of the research are covered. The study uses a single

integrated model that focuses on the system of social trust, social presence, and professional identity in B2B live-streaming marketing as shown in **Figure 2**.

Table 1. Data collection and analysis methods framework.

Analysis Dimension	Data Collection Method	Data Source	Purpose	Analysis Technique
External Analysis	Industry Reports Review	Secondary Data	Understanding market trends and industry dynamics	Document Analysis
External Analysis	Competitor Analysis	Public Data	Identifying competitive positioning	Comparative Analysis
Internal Analysis	Management Interviews	Primary Data	Understanding strategy and capabilities	Content Analysis
Internal Analysis	Platform Data Collection	Company Records	Evaluating performance metrics	Statistical Analysis
Strategic Analysis	Expert Consultations	Primary Data	Validating findings and recommendations	Thematic Analysis

The interview sample for this study comprised 15 key personnel from Ele-Cloud Information Technology Co., Ltd., including senior management (n=4), marketing team members (n=6), and technical implementation staff (n=5). Participants were selected using purposive sampling based on their direct involvement and in-depth knowledge of the company's live-streaming marketing strategy. The interviews followed a semi-structured format, lasting 60-90 minutes each, covering topics related to the development of live-streaming marketing strategies, implementation challenges, and performance evaluation. All interviews were audio-recorded with participants' consent and subsequently transcribed verbatim for analysis.

The present study employs Social-Psychological Analysis Framework as the overarching theoretical model, which integrates Social Identity Theory[24], Social Presence Theory[25], and professional trust formation constructs[26]. The integrated model is particularly effective in explaining instances of virtual interactions in professional service situations and enables an organized analysis of trust development processes, social presence, and professional identity construction processes in the B2B live-streaming marketing domain.
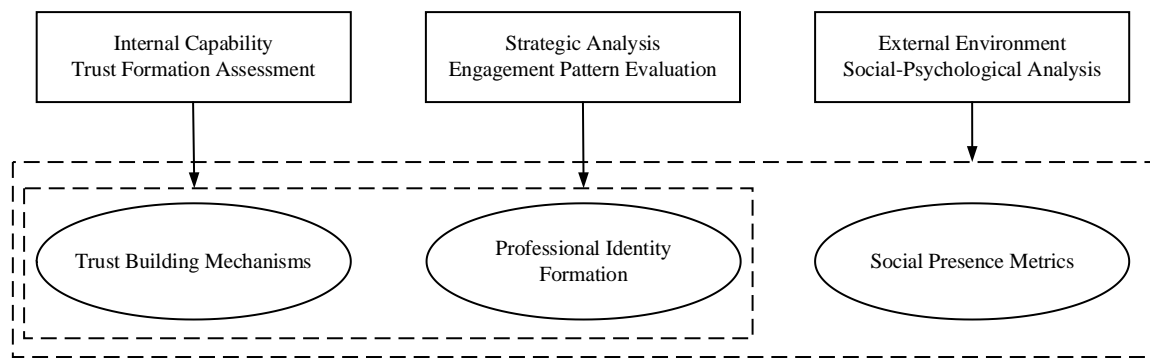

Figure 2. Social-psychological analysis framework for B2B live-streaming marketing.

This model illustrates how the integration of internal capability assessment, external environment analysis, and strategy evaluation impacts the core social-psychological components of professional live-streaming engagement. The internal capability dimension pertains to the trust formation assessment, which investigates the professional credibility maintenance of an organisation within virtual settings. The external environment analysis focuses on more extensive social-psychological patterns as well as market forces that structure trust-building and engagement strategies. The strategic analysis dimension addresses patterns of engagement and their outcomes in terms of professional networking through various digital channels.

Qualitative and quantitative metrics of social-psychological performance in B2B live-streaming are presented in **Figure 3**. The quantitative analysis indicates an incremental change over time in the mechanisms of trust phenomenon, social presence, and professional identity projection. The temporal evolution of these parameters exemplifies how psychological factors are interdependent in the successful execution of B2B live-streaming. This holistic approach guarantees that all social-psychological performance indicators and their correlating social-psychological phenomena are analysed and evaluated within the research scope.
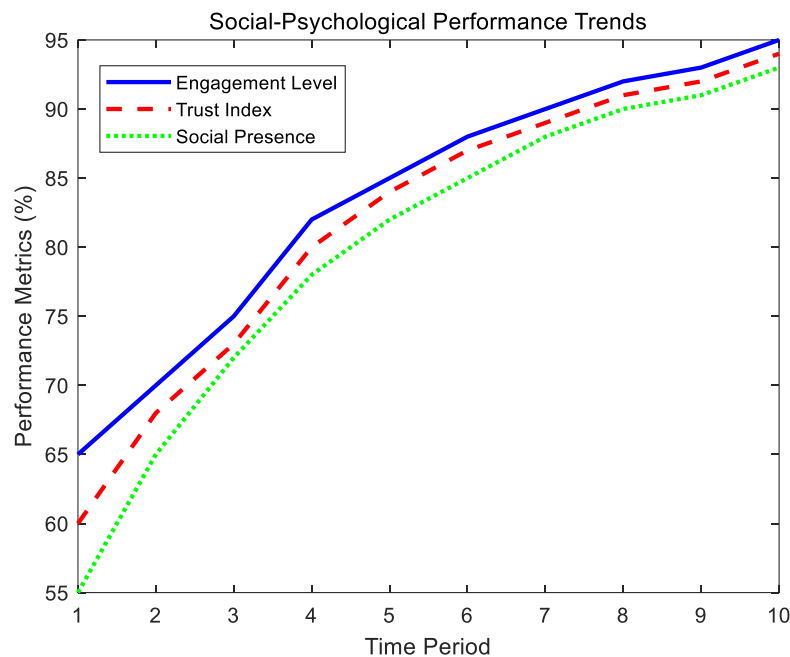

Figure 3. Social-psychological performance metrics trends.

The multi-method data integration employed convergent parallel design[27], where qualitative and quantitative data were first analyzed separately and then integrated through comparison matrices. Qualitative data were analyzed using thematic analysis[28] for coding and pattern recognition, while quantitative data were assessed through descriptive statistics and trend analysis of performance metrics. During the data integration process, cross-case synthesis techniques[21] were utilized to compare findings from different sources, ensuring that conclusions were based on multiple chains of evidence rather than single data sources. This integration method not only ensured the comprehensiveness of interpretations but also enhanced the robustness of research findings.

In this case, the integrated approach not only focuses on the logistical components of live-streaming marketing but also captures the social-psychological factors that influence the engagement and trust processes within professional virtual contexts. This explanation reinforces the understanding of how B2B organisations can utilise live-streaming technology without losing professional authority while building genuine digital interactions.

2.3. Analytical process

The analytical process in this study follows a systematic case analysis approach[21, 29], employing a multi-stage iterative analytical strategy. The analysis commenced with open coding of raw data to identify key themes and patterns, proceeded to axial coding to establish logical relationships between themes, and culminated in selective coding to form theoretical constructs and engage with existing literature. Further, in

the dimension of external analysis, the industry environment of tax service technology is studied in-depth regarding its market dynamics, regulatory frameworks, and technological trends. It ranges from macro-environmental to industry-specific factors that impact B2B live-streaming marketing strategies. The competitive analysis is an in-depth assessment of the market players, their strategies, and relative market positions, which gives important insights into industry best practices and competitive advantages.

Accordingly, the internal analysis will focus on the organizational capabilities and strategic positioning of Ele-Cloud Information Technology Co., Ltd. Specifically, it will look at the organizational technical infrastructure, human resources, and operational processes with regard to live-streaming marketing activities. In terms of its current status, the analysis shall include the company's marketing strategies concerning content creation, selection of platforms, and the methods used in engaging audiences. It will analyze performance metrics through the quantitative and qualitative lens—key performance indicators, including engagement rates, conversion metrics, and customer satisfaction levels.

The strategic analysis stage is where the synthesis of findings from both the external and internal analyses is developed to reach a comprehensive understanding of the company's strategic position. This integration process allows for the identification of strategic opportunities and challenges that result in the development of meaningful recommendations. The analysis underscores the alignment of the company's capabilities with the market's requirements in a manner that ensures the strategic recommendations are ambitious but achievable within the company's operational context.

To ensure systematic analysis, the research team developed a detailed coding manual with clear code definitions and examples. The analysis process employed the constant comparative method[30], continuously refining the analytical framework as new insights emerged. All analyses were conducted independently by two researchers, with regular discussions to resolve coding discrepancies, calculating inter-coder reliability (Cohen's kappa=0.85) to ensure consistency and reliability in interpretation.

2.4. Quality assurance

The study embodies a very strong system of quality assurance, which is intended to maintain the highest standards of academic rigor and relevance for the case analysis to be conducted. Data triangulation is a basic mechanism of quality control that refers to the systematic cross-validation of information from different sources to ensure findings are reliable and valid. The information gathered from this source combines insights derived from management interviews, platform analytics, and industry expert consultations with an all-rounded and detailed view of phenomena studied in the research.

It would ensure analytical rigor through the exercise of the review in a structured manner, while validating findings and their interpretations. It involves consultative activities with industry experts bringing in insightful views and validation of the outcomes of analysis. The feedback loops in the methodology provide an avenue for re-evaluation and adjustment of analytical approaches under consideration of emerging patterns and new insights. More specifically, all the analytical procedures are documented for transparency in nature and the ability for their replicability.

This assurance framework covers interpretation and presentation of findings in such a way that conclusions are properly supported by evidence and recommendations are both practically and strategically sound. The holistic approach of quality assurance enhances the credibility of the research outcomes while ensuring their relevance to both academic discourse and practical application in the B2B live-streaming marketing context.

This study adheres to the quality criteria for qualitative research established by trustworthiness frameworks[31], ensuring rigor through credibility, transferability, dependability, and confirmability. Credibility was achieved through prolonged engagement, persistent observation, and triangulation; transferability through providing rich contextual descriptions enabling readers to judge the applicability of findings; dependability through detailed documentation of the research process and decision trail; and confirmability through reflexive practices and researcher positionality statements. As a single-case study, this research acknowledges its limitations in broad generalizability; the results should be considered exploratory and tentative, requiring further verification with larger samples.

3. Case analysis of ele-cloud

3.1. Company overview

Ele-Cloud Information Technology Co., Ltd. was established in March 2016 as a strategic joint venture between Aerospace Information Co., Ltd. and JD Group. It has positioned itself as the forerunner in the "Internet + Taxation" service sector by utilizing the technical expertise of Aerospace Information in tax control and invoice management solutions and JD Group's mature experience in digital operations and big data applications. As depicted in **Table 2**, the core business segments of the company reveal the comprehensiveness in the approach toward tax service digitalization.

The company profile data presented in this section were collected from multiple authoritative sources including the company's official annual reports (2020-2023), internal strategic documents shared by management during interviews, and verified industry reports from professional tax service industry associations. All documentary sources underwent authentication procedures to ensure data validity, with cross-verification between multiple sources where possible. Documentary analysis followed established content analysis protocols[32], with particular attention to formal corporate statements regarding strategic positioning and service offerings.

Table 2. Core business segments and service offerings.

Business Segment	Key Services	Target Market	Value Proposition
Smart Tax	Full lifecycle invoice management	Large enterprises	Integrated solutions for complex tax operations
Smart Tax	Tax risk management system	Group companies	Real-time risk monitoring and control
Smart Tax	Tax planning optimization	Multinational corporations	Strategic tax efficiency enhancement
Optimal Tax	Basic invoice management	SMEs	Cost-effective digital transformation
Optimal Tax	Tax compliance assistance	Growing businesses	Simplified tax handling processes
Optimal Tax	Cloud-based tax services	Start-ups	Accessible professional tax support

3.2. Market performance analysis

The market performance analysis reveals significant progress in key social-psychological metrics that underpin successful B2B live-streaming engagement. As illustrated in **Figure 4**, the quantitative analysis demonstrates a clear upward trajectory across three critical dimensions of social-psychological performance during 2022-2023.
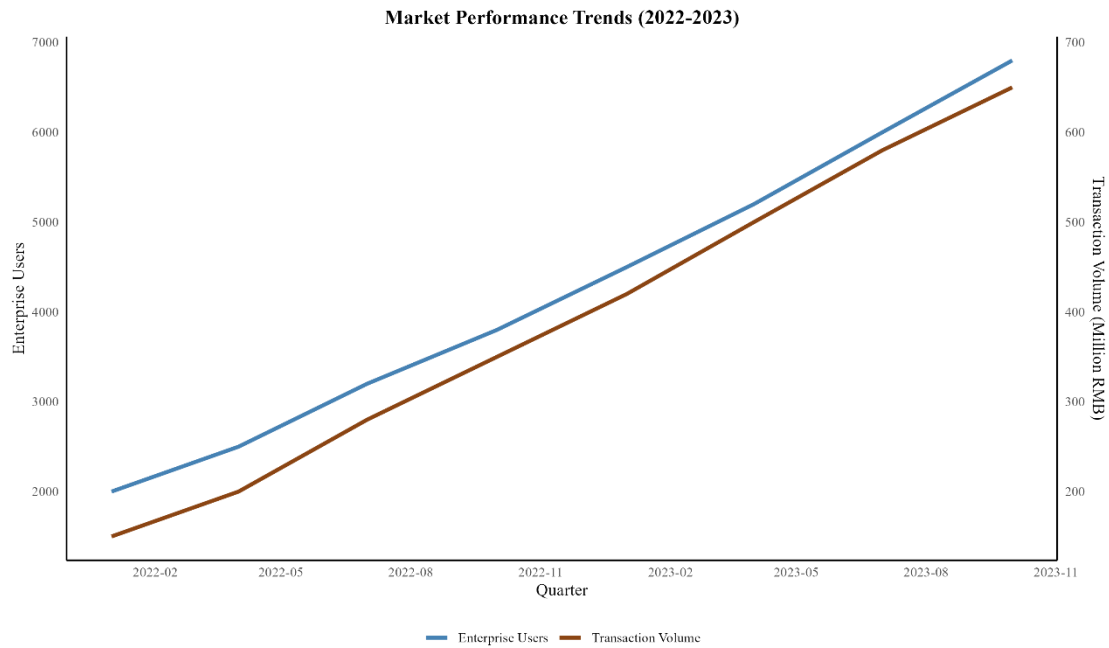
Figure 4. Ele-cloud information technology co., ltd market performance trends (2022-2023).

The market performance metrics displayed in **Figure 4** were systematically collected from the company's internal performance management system, which tracks customer engagement metrics through multiple digital touchpoints. The professional trust index was measured using a validated multi-item scale[33] administered to enterprise clients bi-quarterly (n=128 in 2022; n=142 in 2023), with response rates of 76% and 82% respectively. Social presence scores were derived from post-interaction surveys employing established measurement instruments[34], while engagement effectiveness metrics combined quantitative platform analytics (viewing duration, interaction frequency) with qualitative feedback indicators. The raw data underwent rigorous cleaning procedures to address missing values (<3%) and were analyzed using time-series visualization techniques to identify longitudinal patterns. Statistical significance of observed trends was verified through regression analysis (p<0.01) controlling for seasonal variations and external market conditions.

As illustrated in **Figure 4**, the Professional Trust Index shows growth from 75% to 94% over the eight quarters. This indicates that the trust-building mechanisms within the virtual professional setting have been successfully implemented. This improvement highlights Ele-Cloud's effectiveness in establishing and maintaining professional credibility through live-streaming platforms. The rise of 70% to 93% in Engagement Effectiveness indicates the success of the company in fostering significant social-psychological bonds with enterprise clients. This is consistent with what was discussed in **Figure 3**, especially concerning social presence metrics and professional identity construction, and confirms the rise of these metrics in the lower quarters. The Social Presence Score increasing from 65% to 92% proves that the company's efforts in having proactive professional engagements in the digital realm are bearing the desired results. This metric reflects the success of the company's integrated approach in assessing the formation of trust and the patterns of engagement, as conceptualised in the analytical framework.

These performance trends characteristic of the Professional Trust Index, Social Presence Score, and Engagement Effectiveness confirm the success of Ele-Cloud's application of social-psychological approaches in their B2B live-streaming strategy, balancing professional dominance and personable digital demeanour.

The convergence of these indicators in the later quarters suggests that there is an attainable sophisticated approach to relationship building in virtual professional contexts.

3.3. Strategic position analysis through social-psychological lens

The Ele-Cloud Information Technology Co. live-streaming case demonstrates the effectiveness of social-psychological principles in B2B marketing. The joint venture structure of Aerospace JD Information and JD Group creates an enabling environment for the cultivation of professional credibility and social presence in the digital environment. The integration of Aerospace Information's hardware and JD Group's software has given the firm a competitive edge in authentically establishing professional contacts through remote access.

The dual branding of the firm that categorises large companies as "Smart Tax" and SMEs as "Optimal Tax" shows striking social-psychological segmentation sophistication. This strategic differentiation follows the logic illustrated in **Figure 1** with a provision of trust formation processes and consequent construction of professional identity for specific enterprise audiences. For large companies, the focus is on deep professional reputation and intricate technical credibility, whereas for SMEs it is on accessible professional contacts together with practical trust-breeding approaches.

Here, marketing activities on live-streaming platforms promote social presence and professional engagement to a higher degree. As described through the trust-building processes shown in **Figure 4**, the organisation was able to convert complex interactions regarding tax services into simple digital ones. The live-streaming platform has two functions: it is a professional social channel and a trust-building tool that offers real-time social presence to clients and prospects.

This clearly provides an explanation for why a strong base has been built for the company to sustain a competitive advantage in the market for tax service technologies. By combining social and psychological aspects of engagement with specialised knowledge, Ele-Cloud was able to capture a market segment distinguished by professional dominance and digital power, which, together, fosters enduring relationships based on trust in the virtual B2B landscape.

The strategic position analysis employed multiple analytical techniques to ensure methodological robustness. Documentary evidence from strategic planning documents was triangulated with interview data from strategic decision-makers to construct a comprehensive understanding of the company's intended positioning. The analysis procedure followed a structured protocol that included identification of recurring strategic themes, evaluation of strategic coherence between stated objectives and implemented actions, and assessment of alignment between market positioning and social-psychological engagement metrics. This methodical approach to strategy analysis enhances analytical transparency and provides a foundation for the performance evaluation presented in subsequent sections.

3.4. Social-psychological performance evaluation

The Ele-Cloud case indicates remarkable achievements in building professional trust and social presence via the Internet and through social channels. The quantitative metrics presented in **Figure 4** unmistakably indicate that there is improvement of social-psychological measures within different market segments over time. The live sessions remarkably converted in both product demonstrations and professional training service, which means there was successful trust building and mechanism delivery integration.

The firm successfully maintained high social presence during the delivery of the technical and complex materials. **Figure 4** shows the performance trends, which indicates that there was a steady increase towards the effectiveness engagement metrics. Thus proves that the social-psychology principles explained in the

analytical framework (**Figure 3**) were executed in reality. The integration of professional authority with active digital participatory engagement offered a unique selling proposition in the B2B tax service market.

The analysis of the feedback confirms that the social-psychological aspects of the live-streaming content and service delivery received the most favourable reactions. The company has managed to combine professional know-how with digitally accessible presentation style, thus averagely fulfilling the market expectations for holistic and user-friendly tax services. The ability to interact in real time has greatly assisted in establishing professional relations, because the technical questions were instantly answered, which positively contributed to the perception of the firm as an authoritative figure in tax service technology.

The analysis of performance shows that Ele-Cloud has built a live-streaming marketing programme with marketing reputation management anchored on social trust, social presence and professional identity that is already quite advanced. The focus of the company on the balance of expertise and accessibility has resulted in a clear social-psychological sustainable competitive advantage, which became visible in the increasing positive social-psychological performance indicators. This achievement illustrates the impact of professional credibility and strong digital presence in the competitive environment servicing tax technology industry.

While the findings from this case analysis offer valuable insights into the social-psychological dimensions of B2B live-streaming marketing, several methodological limitations warrant acknowledgment. As a single-case study focused on one company in the specialized tax technology service sector, the findings cannot be assumed to generalize across other industry contexts or organizational types without further validation. The retrospective nature of some data collection activities introduces potential recall bias, although this limitation was mitigated through triangulation with contemporaneous documentary evidence. Additionally, while the longitudinal performance data demonstrate positive trends, attribution of these outcomes specifically to the social-psychological engagement mechanisms requires caution, as market conditions and competitive dynamics may have contributed to observed performance improvements. Future research employing comparative case designs across multiple organizations or mixed-methods approaches incorporating larger-scale quantitative validation would strengthen the generalizability of these findings[35].

4. Research findings and discussion

4.1. Social-psychological success factors in live-streaming marketing

The examination of Ele-Cloud's live-streaming activities uncovers important success elements in the business-to-business (B2B) professional services industry. The implementation of "Grassroots Internet Celebrity Plus Live Streaming" strategies has been greatly successful in building professional credibility and market reputation. Unlike standard business-to-consumer (B2C) live streaming, the company promotes the sharing of knowledge and the showcasing of skills, which is consistent with Chen et al[1]. The study illustrates that successful live-streaming in B2B environments requires intricate balancing of the technical content and the presentation style.

The paradigm of social presence was modernised due to the "E-Commerce + Live Broadcast" model of professional tax services[4]. Particularly, in the context of providing complex tax solutions, Ele-Cloud is able to facilitate accurate and comprehensive communication through interactive digital channels. This supports the study by Ding et al.[2] on strategy development within a constrained business environment that identified content customisation and professional performance as key analytic variables.

4.2. Analysis of user interaction patterns

In B2B live-streaming marketing, the analysis of interaction patterns exhibits specific features. Professional service live-streaming engagement enhancement requires deeper attention on group identity and

trust formation processes mechanisms[10]. Ele-Cloud's case shows that credibility in the professional field is imperative in any engagement strategies, which is appealing in the interactions, thus supporting Hu and Chaudhry's[4] conclusions on relationship building in the digital world.

Professional service live-streaming has identifiable distinctive characteristics in comparison to other traditional forms of B2B marketing. The findings inform us about specific issues related to brand promotion through direct broadcast engagement, which requires particular attention in professional live services[16]. This is noted to work in the company and is consistent with Ma's[6] research on brand marketing communication, particularly during technical service provision and expertise dissemination. The findings suggest that B2B live-streaming communications should embody professional authority and accessibility.

4.3. Strategic implications

The research results hold B2B live-streaming marketing in professional services significance. The study found perceived expertise and credibility had a strong effect on the effectiveness of live-streaming. This corresponds to Mei et al.'s research on emotional contagion within live-stream commerce; however, in the B2B sphere, there is more concentration on professional emotionless trust-building.

An analysis of user consumption patterns of e-commerce live-streaming is suggestive of how well the content strategy works. The analysis suggests that effective B2B live-streaming will do serious professional work, but will engage the audience using interactivity at the same time. This is particularly true in tax services marketing, which depends on accurate technical performance and practical usefulness.

4.4. Development trends

The study recognises new patterns that will most probably affect the future of B2B live-streaming marketing in professional services. The research indicates greater focus on integrated digital solutions that do live-streaming as well as other methods of professional service delivery[19]. This development is part of the changing landscape of marketing in professional services which underscores the need to innovate in service delivery and interaction with clients.

The study underlines the increasing importance of customised branding and content strategies in B2B live-streaming optimisation[20]. The findings suggest that mastering the analytics of branding and content delivery will be the next frontier for marketing professional services, as service quality and professional manpower is a given. This suggests that firms need to constantly revise their strategies for live-streaming professional services to address the changing needs of enterprise clients without losing the essence of professional service delivery.

While this case study offers valuable insights into B2B live-streaming marketing, several limitations regarding generalizability should be acknowledged. The findings reflect the specific context of a tax service technology company in the Chinese market, requiring caution when applying these insights to other industries or regions[36]. The company's joint venture structure creates unique capabilities that may not exist in different organizational forms. The temporal scope (2022-2023) captures a specific phase in live-streaming technology evolution that continues to develop rapidly[37]. These contextually situated findings contribute to the theoretical understanding of social-psychological mechanisms in digital professional environments, while future comparative studies would strengthen external validity[38].

5. Conclusions

5.1. Research conclusions

This research paper discusses the case of Ele-Cloud Information Technology Co., Ltd. with regard to their social-psychological strategies in professional live-streaming marketing. The research reveals that in professional services live streaming marketing in the B2B context, it is essential to achieve a balance between the demonstration of technical competencies and social skills in the virtual setting. The paper illustrates how Ele-Cloud's collaboration has enabled the company to achieve professional credibility in the digital marketing field, while at the same time developing psychological engagement with the target audience.

This study has used an explicitly stated methodological approach to investigate B2B live-streaming marketing in a professional setting through the use of multiple data sources and analytical methods. The Social-Psychological Analysis Framework, which we constructed for this study, explains complex dynamics between the development of professional trust, the establishment of social presence, and the effectiveness of online marketing in professional service settings. By using methodological triangulation, this research offers an in-depth explanation of how professional service companies can effectively use online platforms without compromising their professional standing.

Social presence and trust have developed as underlying precepts in B2B live-streaming marketing. Through the use of detailed dual branding initiatives combined with unique content marketing solutions, Ele-Cloud is able to successfully engage the high social-psychological needs of both corporations and small to medium-sized businesses in the tax services industry. The synchronization of technical support with active online engagement proves itself as an effective model for driving audience participation and developing professional trust in the delivery of complicated tax compliance services.

5.2. Theoretical and practical implications

The two theoretical contributions of this research add to existing knowledge of social-psychological interactions in B2B marketing of professional services. This study fills a gap in the literature by pinpointing certain success determinants of professional service live-streaming and highlighting the social engagement-technical skill presence paradox. The theoretical contribution extends beyond identifying success factors to developing an integrated conceptual model that explains the underlying social-psychological mechanisms of professional service live-streaming. This model offers a more sophisticated understanding of how specialized professional services can be effectively marketed through digital channels while maintaining professional authority. The methodological rigor applied in this research enhances the validity of the findings, providing a robust foundation for theory development in this emerging field. The findings suggest that currently established marketing concepts, such as professional service live-streaming, need to be modified in regard to the processes of trust building and the formation of group identity.

This research, practically, enriches professional service companies' knowledge on the application of live-streaming as a marketing tool. The success factors in Ele-Cloud's case are valid and can serve as a basis for effective content and platform strategies and audience involvement. The study shows that professional image can be enhanced while utilising digital platforms to widen the service market and facilitate social-psychological relationships with the clients.

5.3. Recommendations and future research directions

While this study offers valuable insights, several important limitations must be acknowledged. As a single-case study focused on one company within China's tax service technology sector, the findings should be considered exploratory and preliminary rather than definitive. The unique joint venture structure of Ele-Cloud and the specific characteristics of the Chinese tax service market create a contextual specificity that may not translate directly to other industries or cultural contexts. Additionally, the temporal boundaries of

data collection capture a specific phase in the evolution of live-streaming technology and market adoption. These limitations position this research as an initial exploration that requires further validation through larger-scale comparative studies and longitudinal research designs.

Considering the social-psychological insights, there are several tactical recommendations for both Ele-Cloud and other service providers. There should be a specific focus on improving social presence capabilities within the technical infrastructure investment for live-streaming content delivery. Companies should focus on innovating the presentation of complex professional solutions so that they are able to live-stream engaging processes. There is a great deal of value from social-psychological marketing insight that can be gained with integrating advanced analytics for content optimisation and audience targeting.

Effective services B2B live-streaming research is a need in the professional services domain. Emerging technology-enabled trust formation mechanisms, artificial intelligence's role in personalising professional encounters, and evolving client expectations of digital services are some areas of interest. Furthermore, cross-disciplinary professional service studies could also provide some understanding of social-psychological issues of particularised and specialist services. This knowledge will be important as the industry shifts towards greater digital interaction while needing to maintain a professional image, reputation, and trust.

Conflict of interest

The authors declare no conflict of interest.

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