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RESEARCH ARTICLE

COMPARATIVE STUDY ON CHINESE LIVE BROADCASTING INFLUENCE UNDER EPIDEMIC

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ABSTRACT

Under the impact of the new coronavirus epidemic, 2020 will become the most popular year for live streaming influence. This year, various industries, platforms and brands began to sell their products in the form of live broadcast influence. In addition to the super internet celebrity, live broadcast influencers also include entrepreneurs, stars and taobao grassroots bosses. Different identities of influencers have the same purpose, that is to marketing more products. This article will conduct a comparative analysis on the current status of the four types of influencers, and finally make a future outlook and put forward the challenges of live broadcasting influence to the traditional supply chain.

KEYWORDS

epidemic, live broadcast, operation management, super influencer.

1. INTRODUCTION

In 2019, a new word sudden outbreak is that social media influencers changed the two major areas of marketing and supply chain (Wang et al., 2012). Li Jiaqi, the originator of social media influencer, was once an ordinary L'Oréal clerk who moved marketing from offline to online and gained millions of fans because he is good-looking and good at communication (Qiu, 2020). After Li Jiaqi, there have been a large number of social media influencers including well-known stars, entrepreneurs and grassroots salespersons who are familiar with products (Li, 2019). The novel coronavirus epidemic that broke out in 2020 has prompted consumers during the time before resuming production to think deeply about their life. The sudden outbreak of the epidemic caused more consumers to rethink their lives.

Due to being forced to stay at home, they began to consider buying more things to make themselves happy, for example, buying flowers from flower e-commerce, buying quality cosmetics from cosmetic e-commerce, buying knowledge products from knowledge e-commerce to improve themselves. But what kind of product is suitable for you and trustworthy? As a result, various brands and different styles of social media influencers have emerged one after another. In this special period, the most dazzling scenery of social media influencing has become a well-known new marketing model (Gao et al., 2018).

In April, some public figures in Hubei and other regions, including the county mayor and deputy mayor, caused a sensation in the network by social media influencing, which brought good sales and high transactions. The government has taken the initiative of maintaining new online consumerism and there are unlimited business opportunities for social media influencing which is not only a business act but also an act in line with social responsibility. The products sold have also expanded from traditional skin care products to RVs and even airplanes, and the borders have become increasingly blurred. The scene of social media influencing is

not limited to the live broadcast room, and social media influencer is not limited to one person, such as going to various high-profile variety shows to carry out strong cooperation.


Because of the epidemic, consumers dare not go to shopping malls to buy consumer goods such as clothes and daily necessities. But in fact, their demand has increased instead of decrease. Staying at home gives them more free time online, which will make them reflect on life, but just seeing online products cannot make them place orders immediately, because consumers do not have the ability to distinguish products. At this time, the emergence of social media influencer solves this problem, the social media influencers are either very familiar with the products they sell or eloquent and particularly good at chatting or relatively influential (Wang et al., 2012). The social media influencing takes only two minutes, but this critical two minutes may fill consumers with information about the product and let consumers place orders immediately, which can bring benefits to the enterprises.

The epidemic is still spreading globally, and the staying-at-home economy is expected to continue for some time. As long as there is a demand, enterprises and social media influencers can be free to try boldly. The most important thing is that the content should be healthy and without false propaganda. Therefore, it is necessary for social media influencers to carefully select products with quality assurance and to make true propaganda without exaggerating the performance of the product.

2. TYPES OF SOCIAL MEDIA INFLUENCING

2.1 Shirtless entrepreneurs

Without this epidemic, Gree's president Dong Mingzhu might never walk into the live broadcast room. In order to promote Gree's entire range of home appliances, Dong Mingzhu made changes. The live broadcast was

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conducted in Gree. She showed off Gree's innovative products one after another. Many of them were not yet available such as oil painting air conditioners. In addition, she also displayed a variety of Gree's home appliances from power bank to the new air purifiers and Gree's masks. The overall effect is not very good with less interaction with the audience because she was walking and the playback effect was not very smooth.

Dong Mingzhu conducted live broadcast for the first time with a total of more than one million viewers and hundreds of thousands of sales, which is a little worse than expected. It seemed to not easy to sell high-end concept appliances, for example, air conditioners are not sold, but power banks were sold well. It shows that consumers are very rational and cautious in placing orders. Power banks and masks should be new product series developed by Gree. In the past, only Xiaomi developed a full range of products. Gree, which focuses on small household appliances, developed peripheral product lines of power banks and masks which is a very special attempt. It shows that consumers can accept the diversified transformation of an enterprise producing household appliances.

Dong Mingzhu is not the only CEO to enter the live broadcast room. In February, the CEO of SeptWolf also held a raffle in the live broadcast, and hot pot restaurants such as Haidilao also interacted with consumers on Taobao.

The most frustrated industry in this epidemic should be the tourism industry. Before the outbreak of the virus, it was just the golden season for tourism. Many consumers have already booked air tickets and hotels during the Spring Festival, preparing for the whole family to relax together. Unfortunately, the virus soon spreaded throughout the country and Wuhan was closed.

The government has formulated emergency responses and issued documents showing that consumers can cancel the booked air tickets and hotels for free without charge. During this time, tourism have lost its roots. The CEO of Ctrip conducted live broadcasted in Sanya through the Douyin platform. Because of ultra-low pricing coupled with the CEO's hard-working promotion, the transaction volume exceeded 10 million in one hour.

2.2 Jaw-dropping star influencer

Internet celebrities can influence, and stars should influence better. There is nothing wrong with this sentence, but it turns out that it's not true. That is, popularity does not mean the ability to influence, and may not be able to be converted into consumer buying behavior.

Li Xiang was the first anchor to influence well known to the public. Li Xiang's identity is a well-known host and female star, according to the truth, the influence ability should be undoubted. But she encountered a situation in which none was sold, and the company suffered heavy losses. The author has watched Li Xiang's live broadcast, and the whole process is still very bland, with no highlights.

The overall feeling is that she put the posture very high, and did not talking about products with the audience, but like doing a program can not eliminate the sense of distance. There are also some stars in Hong Kong who are popular in Chinese film and television industry, but the ability to influence is really average. The author once did a simple survey. In the minds of the post-90s and post-00s, they did not very much recognize the influence of the old star. It is possible that they are not very familiar with them. The age of the people who purchase goods may be low, and the influence of some older stars cannot reach.

But it is not impossible for stars to influence. For example, Xiao Zhan, a very popular star in the past two years, once participated in the CCTV Spring Festival and performed a sketch with the famous host Xie Na. His ability to influence is the sum of several stars at the similar level. It can be seen that celebrities can realize high influence. First of all, use young celebrities as much as possible.

This matches the audience of platforms such as Douyin. Fans of star need to be the same as product consumption target groups. Fans are more likely to buy, and high matching is likely to bring high sales. There are some very interesting studies on the influence of celebrities, such as the matching degree of the fans group and the target consumer group, the age of the celebrities, and the influence of the star's gender on the ability to influence. These are worth further discussion.

2.3 Top internet celebrities make the live broadcast room a talk show

Li Jiaqi, the top online celebrity who has won the praise of the Douyin platform, is known as top brother of lipstick (Ding, 2018). His ability to influence is staggering. Once He created hundreds of millions of sales, the purchase conversion rate was very high Because of high face value, good eloquence and familiarity with the product. Li Jiaqi's live broadcast is more like a talk show. His speech rhythm, topic and interactive form are all very elegant.

Li Jiaqi's previous live broadcast partner was his former store manager. Later, in order to make the show more attractive, he chose to live broadcast with some stars. For example, Yang Mi and Jin Jing will have different effects with different star partners. For example, with a sketch star, the show is more like a sketch, there is no lack of ridicule and touted each other. If you partner with a star, it may become an idol drama. Under different combinations, different material ideas are also needed. What kind of cooperative live broadcast form will bring greater sales is worth studying and discussing.

Another prevalent celebrity Wei Ya really broke the boundaries of live broadcasting. She sold things that others didn't even dare to think about and successfully sold rocket launch rights. Wei Ya also opened the live room to the variety studio, creating an unprecedented collaboration between the live room and the reality show. But Wei Ya's success comes from breaking through, breaking through herself, and breaking through the forms and boundaries of live broadcasts. This is her secret weapon that can change from ordinary celebrities to top celebrities. As a novice mother, Wei Ya, behind the bright lights under the spotlight must be many times the sadness and effort of ordinary people. What forms will be in the future that are worth thinking over?

2.4 Boss lady influencer-an excellent boss lady must be an excellent anchor

"2019 Taobao Live Streaming Ecological Development Trend Report" shows that in 2018, Taobao live streaming platform brought more than 100 billion yuan in goods, a year-on-year growth rate of nearly 400%. In the past, when we bought clothes or food on Taobao, we often decided which one to buy based on comprehensive results through comparison, price comparison, and reviews. Now many Taobao small boss ladies have turned to one side and become cargo anchors. Among them, there are the proprietresses who hold the factory in their hands and are very familiar with the products, as well as the local sellers of local products who are afraid of the alleys.

The famous Jiangsu and Zhejiang proprietresses who influence on clothing stores on Taobao, on the one hand, have their own factories, and on the other hand, they are more active. Local sellers of local specialties sell seafood and poultry. Through live broadcasting, consumers can see the actual environment and the origin of the product. Coupled with the fact that the seller can communicate, Consumers are more assured and motivated to place an order.

Some clothing store owners have experienced the original Taobao dividend era, because they transferred the offline to the online in time, and enjoyed the sweetness. However, as more and more merchants settled in, the competition became more and more homogenous. Unfriendly imitation of styles and product slogans among merchants and the increasingly fierce and endless price wars made some bosses overwhelmed and had to endure pain and cut off. factory. Some proprietresses are forced to make a living, and they are unwilling to quickly catch a ride on the live broadcast. Taobao bosses have a natural advantage in bringing goods.

First of all, they have been in Taobao for many years and have certain loyal consumers. Secondly, the boss lady is familiar with the industry and familiar with the products, and the professionalism of influence is higher. So there is no shortage of proprietresses who turn over goods through live broadcasts. Individuals do not lose their ability to lead goods to the top stars. And Alibaba will also invest and support the hostess anchor, so as to form a good anchor ecology, and how can the supply chain be realized with the influencer's huge ability?

3. COMPARATIVE ANALYSIS OF DIFFERENT TYPES OF LIVE BROADCASTS INFLUENCE

Table 1: Comparative analysis of the four types of goods brought

	Entrepreneurs bring goods	stars bring goods	Top internet celebrity bring goods	Taobao boss bring goods
Sales volume with orders of magnitude	100,000 to 1 million	0 to 1 million	10 million to 1 billion	million
Attractive Selling point	coupons and promotions	Popularity	Spiritual Leader	Industry accumulated experience
Influence ability	low	uncertainty	high	middle
Influence capacity index	2 stars	3 stars	5 stars	4 stars
Supply Chain Challenge Index	2 stars	3 stars	2 stars	5 stars
Future growth potential	Low	Medium	High	High

According to the above analysis of the four types of influencers, the author summarizes the differences in the different types of influence in 6 dimensions. First of all, in terms of the sales volume of influencer, because most of the entrepreneurs are trying to be an influencer for the first time and have insufficient experience, so the level of influence is generally not high, hovering between 100,000 and one million, mainly through the distribution of large coupons and unprecedented promotions obtain. In terms of celebrity influencers, the degree of difference is relatively large, mainly related to the popularity of celebrities, and whether the fans group and the consumer group of the brought products fit together. The quantity of top celebrity influencer is basically the highest level, and the number of influence ranks first. Top internet celebrities basically belong to spiritual leaders, have a stable audience, and have the ability to influence far beyond the top stars. The lady boss's influence ability in the middle, but stable, mainly relying on years of experience in the industry to provide constructive guidance to consumers. In terms of supply chain challenges, entrepreneurs and top internet celebrities are 2 stars, mainly because the amount of sales influenced by entrepreneurs is not much, and the order of top internet celebrity is very stable and easy to predict, and large entrepreneurs have the ability to ensure the supply, so these two kinds of supply chains can be prepared and the supply chain has sufficient capacity. Enterprises that can afford to influence with stars have a relatively large scale, and their capacity should also be reserved in advance. The ability of star influence is average, so the supply chain challenge index is medium. The largest supply chain challenge index is the boss lady influences, because the boss lady's own production capacity is limited, production often needs to be outsourced, and it is difficult to grasp the supply chain. In terms of future growth potential, entrepreneurs have a low growth potential, mainly because they are fresh for a while and have no persistence. Stars have the potential to influence in general. It is very common for celebrities to influence. Enterprises will be more cautious when choosing stars to influence. Top-notch influencers will still maintain top-level traffic, and future development will grow steadily, with more innovative delivery models and more teams creating top-notch influencers. The proprietress's threshold of influence is low and effective. As long as the supply chain can be matched, there must be great growth potential in the future.

4. CONCLUSION

The following content summarizes the future trends of live streaming. The first trend is live streaming influence will become a normal situation and will not disappear due to the disappearance of the epidemic. After this epidemic, consumers gradually accepted the form of live streaming, and merchants were familiar with the operation process of live streaming. Live streaming will become more mature and more standardized. In the future, merchant competition will shift from price competition to competition with the ability of influence, and in the future, the merchants who choose influence will also use eighteen martial arts. Those who understand that consumers will have rich interactive forms of chatting and rich discounts

will win. Consumers favor. The second trend is MCN institutions will be madly robbed, and merchants have the ability to be their own anchors. However, for businesses that do not have operational capabilities or are not suitable for live streaming, they will certainly seek help from third-party MCN institutions. There will be more and more different types of MCN institutions in the future, and now even the Central Conservatory of Music is recruiting music expertise. Daren who can chat is settled in the MCN institution. This shows how popular MCN is.

In 2016, Zhang Dayi and other "first-generation online celebrity e-commerce first changed the supply chain. Specifically, they displayed new products on the platform and interacted with fans to determine the sales volume of the new models. They placed orders with the factory. It has a certain flexibility. In 2020, the live broadcast influence will be more flexible in the supply chain because of the high frequency of newly developed products sold to the market. There are many garment manufacturers with surplus production capacity, who can make ready-made clothes faster, who will cooperate, otherwise it will be eliminated. Based on data such as click ranking, the traditional production-based sales model is accelerating the transition to flexible supply of unitized production. In the future, the market for goods will be more competitive, and it put forwards high requirements on the supply chain.

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