

Research on Brand Building of e-Commerce Network Red Live Broadcast from the Perspective of New Media

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Abstract: As a brand new and rapidly developing new online marketing method of new media, live-streaming and carrying goods can not only boost the economy, but also shorten the relationship between the public and government departments. Web celebrity USES live broadcast to carry goods for poverty alleviation, local image publicity, public welfare activities, etc., which has generated a great influence and appeal. For the enterprise itself, this will be an ultra-low cost publicity opportunity, which will virtually improve the exposure and popularity of the enterprise products, and even greatly improve the public praise. There is no need to spend a lot of money on advertising like the traditional marketing model. For web celebrity, it creates employment opportunities for individuals, and at the same time, it can use its original fan traffic to cash in and increase personal income. In the context of new media, through literature research, case analysis and investigation research, this paper analyzes the development status of Chinese web celebrity live broadcast with goods, finds out some existing problems in live broadcast with goods, and proposes targeted improvement countermeasures to build web celebrity brand. Through the research on the brand building of e-commerce online celebrity live broadcast with goods, it is hoped to provide some reference for the sustainable development of China's e-commerce industry and the wide promotion of the new marketing mode of live broadcast with goods.

1. Introduction

With the rapid development of new media technology, "live broadcast with goods" has become a new online marketing method, which not only drives the economy, shortens the distance between the government and the public, but also has a profound impact on poverty alleviation, public welfare promotion, local image publicity and other aspects. For enterprises, live streaming can help them make full use of the social nature of new media to improve the popularity of products and marketing effects at a lower cost. For consumers, live streaming is conducive to shortening the spatial distance between consumers and merchants, which is not limited by the region or life circle. Thus, the interaction between the two sides can be realized immediately, which greatly improves consumers' shopping experience. For web celebrity individuals, live streaming can create employment opportunities for individuals, increase economic income, and transform into fan economy by increasing traffic. China's e-commerce industry continues to grow in terms of transaction volume and volume, ranking first in the global online retail market. According to official data, the e-commerce transaction volume from 2008 to 2018 increased by 8.5% year on year, including 3.14 trillion yuan in 2008, 10 trillion yuan in 2013, and 30 trillion yuan in 2018, indicating that the blowout period of China's e-commerce economy has come ^[1].

As a flexible and free means of selling products or other commodities through real-time interactive video, live streaming attracts fans by using web celebrity fame and video creativity to induce fans to consume during watching the live broadcast. At present, both the e-commerce industry and the academic community have carried out in-depth studies on live streaming tape. Chen Peng (2020) found that only on the basis and premise of products, quality, service and reputation, can live broadcast create a good economic ecology of live broadcast and make "live broadcast with goods" help promote national economic development and prosperity ^[2]. Liu Juan (2020) to trill as an example analysis through a short video live with goods of low threshold artistic form, spawning a number of grassroots web celebrity, their way through the flow of cash received

huge profits, short video and network under the guidance of these web celebrity become distinctive IP economy, live with goods such as a new economic model ^[3]. Yang qing (2020) live in the mainstream media with cargo when the characteristics of the proposed web celebrity economy has become an important social phenomenon of the era of mobile Internet, with a huge number of fans and powerful topic of commercial web celebrity show that capital liquidation ability, strong ability to take the goods to the influence of the traditional retail industry can not be neglectable ^[4].

Web celebrity live broadcast with goods mode of standardized governance has increasingly become the focus of social concern. Through the literature review, it is found that there are still some gaps in the research on the advantages, disadvantages, successes and shortcomings of web celebrity live streaming, especially how to build the brand. Therefore, in this paper, under the background of new media research, through the literature review method, case analysis, comparative analysis, the paper mainly discusses the live web celebrity with the pros and cons of goods, especially the web celebrity with existence of fake and shoddy goods, false advertising, difficulty of rights abuses, existing problems and causes, to shape the web celebrity live with goods brand to provide some feasible countermeasures.

2. Methodology

Through literature review, case analysis and comparative analysis, this paper studies the advantages and disadvantages of live streaming, and finds out the successful reasons and shortcomings of some live streaming. Web celebrity live broadcast brings huge profits, and at the same time has a non-negligible impact on the real economy.

2.1 Literature Research Method

Literature research mainly refers to the collection, identification, collation of literature, and through the study of literature to form a scientific understanding of facts. In this article, through the study of Chinese knowledge network related literature, such as e-commerce industry reports, books about live with cargo development course, development present situation, existing problems, such as the innovative found the research outline, namely through the analysis of the pros and cons for live web celebrity to take goods and existing problems of the research, put forward live with cargo branding strategies, which laid the foundation theory research in this paper. However, the literature research method mainly USES secondary data, which leads to certain deviation in the analysis results.

2.2 Case Analysis

The case study method is a scientific method of analysis in which a thorough and careful study of representative things (phenomena) is carried out in order to obtain an overall understanding. As an epitome of Chinese traditional food and culture, plum VII's food and culture videos have been highly viewed. Li Jiaqi, known as the “lipstick first brother”, is a famous beauty blogger. This paper focuses on the analysis of how web celebrity live broadcast represented by plum qi and li jia qi gives play to personal traffic to realize the fan economy as a “we media” under the background of the high development of social media, so as to find the success of its live broadcast with goods, and provide practical measures for the live broadcast with goods industry. However, because only some individual cases are taken as the research objects, the results obtained are specific and specific, but the universality is poor.

2.3 Investigation and Research Method

Investigation and research method refers to the research method of obtaining relevant materials directly through investigation and understanding objective conditions and analyzing these materials. Through in-depth investigation and analysis of online shopping consumers, this paper analyzes the characteristics, behavioral preferences and influencing factors of shopping groups, so as to deeply grasp consumers' demand psychology, improve the way of live-streaming and carrying goods, and promote the development of the e-commerce industry. However, due to the limitation of field

investigation and research during the epidemic period, the survey data in this paper are mainly from authoritative data on the official website. Although the data are reliable, there will be some errors in the research results^[5].

3. Results

3.1 Web Celebrity Live Broadcast with Goods Mode Development Status

Web celebrity, a new media, USES KOL marketing^[6]. With the technological change, the popularization of mobile Internet is accelerating, and the online retail penetration rate has increased by more than 20%. According to the report of e-commerce industry, the compound growth rate of e-commerce reached 27.4% from 2015 to 2019. In particular, in 2019, all major broadcast platforms have successively developed the mode of live-streaming with goods. Therefore, 2019 is called “the first year of live-streaming e-commerce”. In 2019, the total scale of e-commerce live broadcast increased by 226% year-on-year to 433.8 billion yuan, accounting for 4.4% of the total e-commerce scale. Among them: In 2019, Taobao live broadcast achieved the annual breakthrough of Gross Merchandise Volume (GMV) of 200 billion yuan, with 400 million cumulative users. Among them, live broadcast GMV on singles' Day alone accumulated the breakthrough of 20 billion yuan, and 177 anchors achieved the annual breakthrough of GMV of 100 million yuan. In 2019, douyin Live streaming exceeded GMV40 billion yuan; In 2019, kuaishou live broadcast exceeded GMV35 billion yuan. According to the official statistics in 2020, the e-commerce industry is expected to achieve a high growth rate of 100%+ in the whole year, with Alibaba expected to reach GMV500 billion and Douyin and Kuaishou expected to reach more than GMV200 billion. At the same time, the products with live broadcast basically permeate the whole industry, from lipstick, clothing, all kinds of small food to agricultural products, aquatic products, to cars and even heavy trucks.

It can be seen that with the consumption acceptance and acceptance of web celebrity live broadcast with goods, as well as the formation and acceptance of Internet users' consumption habit of live broadcast with goods, the market scale and development prospect of web celebrity live broadcast with goods will be further improved, which will change the existing industry ecology of live broadcast e-commerce in China to a large extent.

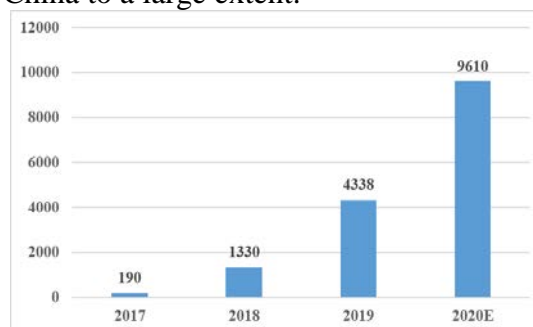


Fig.1 China's Live-Streaming e-Commerce Market Size and Forecast from 2016 to 2020 (Unit: 100 Million Yuan)

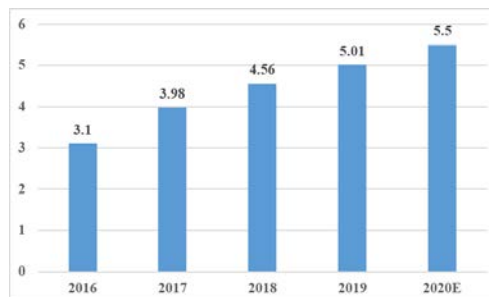


Fig.2 Size and Forecast of China's Online Live Streaming Users from 2016 to 2020 (Unit: 100 Million People)

3.2 The Success of Web Celebrity Live Tape and Existing Problems

Web celebrity live broadcast with successful mode discussion

Successful Experience summary of Li ziqi live Tape:

As a guide for short food videos, the videos are not limited to the field of food, but more comprehensively demonstrate the traditional Chinese food, clothing and farming culture. The videos are highly ornamental and educational.

It adopts the video style of returning to the pastoral life, records the whole process of making finished products, and captures the pastoral life that people yearn for, showing the leisurely and comfortable Chinese pastoral incisively and vividly;

The lens shooting, editing and video presentation are beautiful, fully displaying the traditional Chinese rural natural scenery;

Li ziqi integrates the independent female image pursued by modern times and the perfect image of traditional females into its own brand characteristics.

Summary of Li Jiaqi's successful experience in live-streaming goods delivery:

The first group of bloggers to enter the beauty makeup live streaming industry with excellent professional competence, profound understanding of various brands and types of products, and absolute advantages in marketing products;

Select different lipsticks according to different age groups and makeup scenes in the goods to reduce the time for consumers to think about the characteristics of the products;

Personally try out the goods, gain the point of view and consumer trust, at the same time, the goods in addition to ultra-low discounts also accompanied by gifts, greatly win the good impression of consumers.

Problems existing in web celebrity live tape

Web celebrity image is excessively associated with product quality

As web celebrity live broadcast with goods plays an intermediary role in the model of with goods marketing, web celebrity's personal network image and public praise directly affect consumers' cognition and sales of products. At the same time, web celebrity individuals play the role of screening high-quality products, so consumers will derive trust in product quality based on good reputation for web celebrity individuals. If web celebrity's personal reputation image is damaged, it will directly affect consumers' recognition of the product. For example, Li Jiaqi's "non-stick pan overturned car incident" has caused a great negative impact on the brand manufacturers and Li Jiaqi's personal reputation. Because in web celebrity live broadcast with goods mode, the information source of consumers comes from the personal reputation of web celebrity, so the product quality is always related to the personal image of web celebrity.

The industry is not standardized, and there is vacancy and weakness in market supervision

Web celebrity live broadcast and goods industry chain involves web celebrity individuals, brand owners, live broadcast platforms, live broadcast audiences and many other links. The diversification of market players in the industrial chain means that we should strengthen the all-round supervision of each market player. However, due to the lack of industry standards and certain threshold restrictions, the selection of live broadcast goods is full of beautiful things. Although the whole nation sells goods, uneven product quality and other phenomena are caused. At the same time, various subjects involved in web celebrity live delivery model have successively appeared problems such as false propaganda, data fraud, and difficulties in rights protection. However, laws and regulations related to live delivery are still in a weak state, and the supervision, norms and systems related to live delivery are not perfect.

The industry price war is chaotic and the price is not uniform

Price wars frequently occur in the live broadcast with goods industry, and vicious competition phenomena such as non-uniform market prices often occur. Consumer spending in live, only with the lowest price and get the goods, consumer is in a studio after buying the goods once found another studio is selling the same products and lower price, this will for merchants and anchor and consumers, the three parties bring huge harm and negative impact can not be ignored.

web celebrity live broadcast with goods mode easily facilitates false demand

Live web celebrity with cargo prompts stock co., LTD., sells very well, such as hunger marketing information, to strengthen the live audience's perception of product scarcity, especially the real-time live web celebrity personal interpretation to stimulate the consumer convey the seductive “false needs”, has inspired a live audience's purchase desire, resulting in the irrationality of consumers shopping.

4. Discussion

4.1 Web Celebrity Live Broadcast Brand Building Optimization Strategy

Establish a “mutual review and evaluation” system to reduce the risk of live broadcast accidents

Break the web celebrity individuals associated with the quality of the product over key mainly has the following points: (1) between brands and web celebrity set up a “mutual assessment” review system, web celebrity should be careful and take the initiative to understand the basic information of the products and features, so as to realize the close degree of personal image and product demands, at the same time brands when choosing web celebrity live with goods also should fully consider web celebrity credibility and live audience acceptance of web celebrity figures; As consumers, we should treat web celebrity live broadcast products rationally and conduct some research on the product quality of branded products. For niche brands, we need to determine the reputation, comment and cost performance of the products to judge whether we should buy them, rather than blindly and impulsively buying them.

4.2 Improve Legislation and Strengthen Management, and Establish a Full-Chain Supervision System for Live Streaming with Goods

Live web celebrity with cargo regulation should build a whole chain of the regulatory system, the system should include four parts: (1) from the national level to revise related electric commercial law and advertisement law, in the rules and regulations of broadcast industry management standardization as the key point, make legal broadcast industry, consumers are guaranteed, and create a healthy live broadcast of the rule of law environment. (2) each live platform to realize their own responsibility, to live with cargo platform of scrutiny, from the host personal extends to the product quality reputation, improve the entry requirements of live to take goods and threshold, to any live with cargo behavior must be review for the record, put an end to any live without filed with the goods. (3) For the live broadcast industry, we can try to establish a set of integrity evaluation mechanism, so as to supervise the live broadcast and goods industry more vigorously. For those anchors who are not in compliance, we can punish them or put them on the blacklist. In serious cases, they can be included in the social integrity evaluation system. (4) To improve the overall regulatory capacity and means, the network transaction regulatory system is still in the trial development stage and cannot meet the regulatory requirements of the new e-commerce industry.

4.3 Avoid Price Wars and Strictly Examine Products and Prices

Price war has always been a way for e-commerce anchors to attract customers in carrying goods. Therefore, live streaming of carrying goods cannot only rely on price war. The first thing to consider is the brand value and consumption trend. Merchants and brands always hope to gradually improve the brand recognition and brand publicity by improving their product positioning, so that people will rely on the brand instead of negative evaluation of anchors due to price changes. Secondly, merchants should unify the market price and conduct a product review and price review when each product is put on the shelves, so as to ensure the comprehensive protection of consumers' rights and interests and reduce the negative impact of host broadcasting.

4.4 Go Beyond Consumerism and Establish a Scientific Concept of Consumption

In view of the “false demand” promoted by web celebrity live broadcast with goods mode, the live broadcast platform should connect the backstage inventory of brand manufacturers in real time, so as to display the most real inventory data and avoid irrational consumption by consumers. As

consumers themselves, we should establish a scientific concept of consumption. Based on this, live streaming platforms need to guide consumers to establish the following awareness : (1) rational consumption awareness. Consumers need to actively enhance the ability of resistance temptation to avoid blindly rational consumption consciousness. (2) Sense of consumption responsibility. Consumers should strengthen their social responsibility, pursue spiritual value, and examine their consumption behavior from the perspective of sustainable development, so as to enhance their consumption concept.

5. Conclusion

Through a variety of research and investigation methods, this paper finds that the standardization of web celebrity live streaming has become the issue and focus of social concern. To live with the status quo and problems of the research, discovered the web celebrity image associated with excessive product quality, live industry is not standard, the condition of the absence and lack of power market regulation, product price confusion, live with cargo mode to contribute to the problem such as false demand, thus to put forward the new media era of targeted net red live goods brand optimization strategy, such as establishing “peer-reviewed and evaluating system”, set up chain belt goods system, strict product price review, set up the rational scientific consumption idea and so on.

In this paper, because there is no in-depth and detailed analysis of a live broadcast platform and a web celebrity live broadcast as an example, the research results obtained are poorly targeted. In the future research process, a specific live broadcast platform or anchor can be taken as an example for in-depth analysis.

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