Delocalization and Reconstruction: Analysis of Risk Factors in Online Live Delivery

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Keywords: live streaming with goods, risk factors, resolution of risk factors, reconstruction of trust

Abstract： This article takes the theory of Anthony Giddens in "Consequences of Modernity" as the premise, from the perspective of trust and risk between interpersonal relationships, and takes the live delivery of goods as an example to understand the risk factors in the live delivery of goods. Generate and dissolve. Live delivery is in a period of rapid development. How to win the trust of consumers and reduce the risk factors in the consumption process is of great significance. The author starts with the current status of live broadcast delivery, and illustrates the risk factors that may arise in each link when consumers choose to trust live broadcast delivery, thereby reducing consumers' trust and finally causing a social crisis of trust. Corresponding solutions are put forward on how to reduce the risk factors of consumers and increase the trust of society.

1. Introduction

In recent years, with the rapid development of the Internet and the rise of consumerism, online shopping has gradually replaced traditional shopping as the mainstream and popular shopping method. A form of shopping for instant communication, namely online shopping. Based on the theory in Anthony Giddens' "Consequences of Modernity", this study establishes an analytical framework to analyze the risk factors in online live delivery, the results caused by risk factors in online live delivery, and the risks in online live delivery. The reasons for the appearance of the factors and the resolution of risk factors and the reconstruction of trust in online live delivery are explained, in order to provide a reference for the trust crisis caused by the risk factors in live delivery, so as to reconstruct the trust crisis.

2. Risk factors in online live streaming

2.1 Moral hazard factors generated by anchors with goods at the intersection of abstract systems

The moral hazard factors caused by the anchors with goods include: some anchors do not understand the goods, there are vulgar words and deeds, the use of misleading prices, false and exaggerated propaganda, etc.

Although there are many anchors, the ability, responsibility, and reliability of each anchor with goods are different, so the risk factors caused by different anchors to consumers are also different. In recent years, due to the continuous increase in the state's support for the live broadcast delivery industry, the live broadcast delivery has high profits. These risk factors have increased consumers' distrust of the live streaming industry.

2.2 Quality risk factors of commodities generated by the expert system

Risk factors arising from the quality of goods include: lax packaging, damage to the logistics process, poor logistics effectiveness, problems with the quality of goods, and complicated return and exchange processes.

Commodity quality is the source of live broadcast delivery. The anchor is only the spokesperson of the abstract system. The most important thing is that the merchants at the source need to strictly

control the quality of the products. Once there is a problem with the quality of the product, and then use the Internet to form a fermentation effect, this time not only affects the reputation of the merchant, but also the reputation of the anchor. Some studies have pointed out that when consumer cognition is consistent with product quality, consumer satisfaction will increase, and then trust in sellers will also increase [1-2]. Consumers have higher trust in products with quality certification or endorsement [3]. Live shopping makes consumers obtain product information asymmetrically. At this time, when the anchor introduces the product quality to consumers in detail through the understanding of the product or the consumer has sufficient understanding of the product quality, they will also be more inclined to buy this product. commodity.

2.3 Liability risk factors arising from the platform as a symbol

The liability risk factors arising from the platform itself include: incomplete platform procedures, low threshold for merchants to enter, complicated ordering process and multiple jumps, and no obvious warning of risks such as private transactions, no supervision and implementation of merchants' seven-day unreasonable returns, Risk factors such as fraud of popularity data and difficulties in safeguarding consumer rights. As a third-party platform, if the risk factors are not handled properly, the trust of consumers will also be affected by the platform, anchors and merchants.

3. Results caused by risk factors in online live streaming

3.1 Distrust of agents radiates into interpersonal relationships, leading to a decline in social morality

As an expert at the intersection in the abstract system, the anchor is an expert trusted by consumers. When experts are not trusted, and when a sense of disagreement with experts radiates to relationships, trust between relationships collapses. Trust in interpersonal relationships is the foundation of live streaming. If the trust between interpersonal relationships collapses, resulting in a crisis of trust, or even worse, it directly leads to the disappearance of trust in the entire society, then live streaming will not exist. When the premise of interpersonal trust cannot be guaranteed, then the risk factors for live streaming of goods are everywhere.

3.2 The collapse of trust in the expert system, corrupting the social atmosphere

On the one hand, once the social atmosphere is corrupted and a crisis of trust is formed, rebuilding trust will require double the effort, time, manpower and material resources; on the other hand, a crisis of trust is a zero-sum game for both parties. It's a win-win situation for both parties. Merchants in the expert system must keep their bottom line, create a good trust relationship for the whole society based on the quality of goods, and refuse the occurrence of trust crisis. In the process of consumer shopping, platforms, merchants and anchors should minimize the risk factors of consumers and reduce the trust crisis of both parties during the entire transaction process.

3.3 Blind obedience to the platform that symbolizes the logo, and consumers consume irrationally

For a platform with a symbolic logo, the liability and risk factors of the platform are improperly controlled, and the trust in the platform is lost, and the trust in the platform is lost, but the trust of the anchor and the merchant is still there, and some consumers will watch their favorite anchors. There will be a phenomenon of "don't trust the platform, only trust the anchor". This allows some inferior anchors to take advantage. Because anchors have a "halo effect" for consumers, anchors use the halo effect to create their own "community" with depth and breadth, and then increase the stickiness of consumers through word of mouth among consumers. When there are a large number of fans, consumers will follow blind obedience and irrational consumption.

4. Reasons for the emergence of risk factors in online live streaming

4.1 The development of network technology has transformed the society of acquaintances into the society of strangers - the source of risk factors

In traditional society, everyone is "acquaintance" and understands each other. We rely on traditional ethics to restrain our behavior, and there are no clear rules and regulations. In this case, mutual trust is also everywhere. However, after entering the modern risk society, "acquaintances" have become "strangers", and everyone does not know each other, so the original trust in the "acquaintance" society has also become a risk factor in the "stranger" society.

At present, China is in a period of rapid development, and so is the network society. At this time, the old social order has collapsed and a new social order has not yet been established. Therefore, there are problems such as incomplete relevant regulations and regulations, and inadequate supervision. People's concepts, social moral standards and the order of communication between them are all facing reconstruction. With the rupture of the social structure in the transition period, the "normative blank" and "moral vacuum" formed are the main reasons for the crisis of trust[4]. The live broadcast of goods amplifies the relationship between "strangers" and each other's risk factors. When a party produces trust anomie behavior, it also produces a trust crisis.

4.2 The absence of communication between anchors and consumers - the time and space separation of online live broadcasts

The absence of communication in the network society has three characteristics: firstly, the fluidity of the communication space; secondly, the openness of the communication content; finally, the potentiality of the communication object [5]. These three characteristics make the crisis of trust in live streaming more difficult to avoid. Because consumers do not understand the abstract system, they choose to trust the spokesperson of the abstract system, that is, the anchor. The development of the Internet has made consumers and anchors absent. Consumers can interact with anchors through mobile phones at any time, and anchors can provide real-time feedback according to consumers' questions. This absence also changes the anchor's promise to consumers into a non-face-to-face commitment, which makes it difficult for consumers to understand the quality of the product, which brings certain risks. The "face-to-face commitment" in traditional society has been transformed by a disjointed mechanism, and everything has become uncertain.

4.3 The alienation of morality and emotion caused by delocalization - the value orientation of online live streaming

The rapid development of capitalism has gradually formed a consumer society. Under the discourse system of consumer society, everyone's moral cognition is shaped and constructed. In this environment, people's emotions gradually become alienated, and they excessively pursue fame and fortune. With the gradual refinement of the social division of labor, the alienation of morality and emotion exists in every link, which is continuously accumulated on consumers, which makes the risk factors generated by consumers continue to enlarge. At the same time, major anchors shape their own image by establishing "personal design". The platform has traffic, and the anchor has increased sales. The moral code has become unimportant in the live broadcast and the dissociation of the anchor's morality and emotion. The platform's acquiescence ultimately transfers the resulting risk factors to consumers.

5. Resolving risk factors and rebuilding trust in live streaming

5.1 Combining online and offline shopping to reasonably deal with the risk factors of online live streaming

At present, there are various forms of shopping. We can use the advantages of the development of the Internet to combine online shopping with offline shopping, and accurately identify our own needs in live broadcast delivery, because the advantage of live broadcast delivery is small profits. Selling or exchanging the fame of the anchor for some discounts. For those products that value quality more,

offline purchases can be adopted, sacrificing part of the price concessions in exchange for the in-person promises of merchants to consumers. At the same time, it reduces the time cost of returning and replacing the goods when you are not satisfied with the goods. The risks arising from choosing online shopping with live streaming can be offset by choosing high-quality brands offline.

5.2 De-territorialization is the norm of modernization, improve one's own trust ability

First of all, for the merchants, to ensure the quality of the products, find some anchors that consumers can trust; secondly, for the anchors, it is necessary to have a certain understanding of the manufacturers and products of the products with the goods, and screen and try the products. To truly make profits for consumers and improve consumer trust; thirdly, for the platform, it implements relevant management regulations, raises the threshold for industry access, brings trust to consumers and increases its own profits; finally, for the platform For consumers, when shopping online, they can also choose our trusted platform and some well-known anchors and merchants for shopping, and use the reputation of the platform, merchants and anchors as a guarantee. It will have a bad impact on the host.

5.3 Attach importance to the education of anchors and merchants, and build trust in the live broadcast delivery system

On the one hand, the platform must use big data, artificial intelligence and live broadcast room inspections to block violations in the live broadcast room, and promptly resolve the risk factors caused by the platform, merchants and anchors to consumers; on the other hand, consumers should Through social platforms or online onlookers, we constantly improve our ability to distinguish, and use the communication effect of the Internet to boycott some low-quality live broadcast platforms and anchors with criminal records, increase our trust expectations for live broadcasts, and rebuild trust. Through the above methods, not only can effective competition and internal circulation be formed from within the platform, merchants and anchors, but also the survival of the fittest can become a common rule in the industry and abide by the values, making inferior products and nowhere to sell.

6. Conclusions

The author takes the live streaming of goods that began to rise in 2019 as the research object, and summarizes the risk factors that consumers choose to trust in the shopping method of live streaming and shopping in various links. Taking "Consequences of Modernity" as the theoretical framework, this paper studies the interpersonal relationships in live streaming. Taking live delivery of goods as an example to illustrate the risk factors in the trust in the network society, and finally increase the trust ability of the whole society and reduce the occurrence of trust crises. Building a relationship of trust is often harder than breaking it. As mentioned above, the whole society should pay more attention to the maintenance of trust relationships and establish good interpersonal and social relationships.

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