

Research on e-Commerce Mode Based on Live Delivery

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Keywords: Webcast, Marketing Path, Platform Characteristics, Marketing Mode

Abstract: Every Media Revolution Will Lead to a New Round of Marketing Revolution. as a New Way of Media Communication, Webcast Quickly Captured a Large Number of Audiences with Its Comprehensive and Rich Audio-Visual Experience and Real-Time Zero Distance Interactive Experience. with the Rapid Development of Network Live Broadcast, Its Economic Value and Marketing Value Are Increasingly Prominent, Many Industries Have Tried Network Live Broadcast Marketing. the Publishing Industry is Also Following the Trend of Media Change, Introducing the Marketing Mode of Innovative Books and Brands of Online Live Broadcast, Forming the Online Live Broadcast Marketing Path of the Publishing Industry Centered on Online Live Broadcast. the Complete Path of Online Live Broadcast Marketing in Publishing Industry Includes Planning, Publicity, Preheating Before Live Broadcast, Implementation of Live Broadcast Activities, Connection of Live Broadcast and Cash Channel, and Secondary Marketing after Live Broadcast, Etc. Looking At the Marketing Path of Online Live Broadcast in Publishing Industry, It is the Non-Linear, Two-Way Interactive Marketing Mode Based on Sicas Consumer Behavior Model. in Addition, the Study Found That the Publishing Industry Combined with Its Own Online Live Marketing Needs, Actively Expanded in the Stage of “Brand and User Mutual Perception” and “Experience Sharing” of Sicas Model, Forming Five Stages of Sicas Model with Publishing Characteristics. These Five Stages Are Respectively “Prophase Publicity, Audience Matching”, “Interest Fit, Communication Stimulation”, “Information Interaction, Audience Connection”, “Demand Formation, Marketing Realization”, “Experience Sharing, Secondary Marketing”. Integrating the Relevant Factors of the Platform and the Type of Online Live Broadcast of Publishing Enterprises, Each Online Live Broadcast Marketing Mode Has Its Advantages and Disadvantages.

1. Introduction

“the First Year of Webcast” is Generally Considered as 2016, Which is the Title of the Rapid Growth of Webcast Platforms and the Rapid Expansion of the Scale of Webcast Users. Before That, the Network Live Broadcast Has Experienced a Long Period of Development and Evolution. in the Process of Evolution, the Technology, Equipment, Content and Users of Live Broadcast Have Changed Greatly. the Initial Form of Network Live Broadcast is to Provide the Broadcast and Online Broadcast Services of Tv Live Signal through the Internet[1]. Before 2010, the Online Live Broadcast Mainly Focused on the Pc End, and the Content Was Mainly the Live Show, with a Low Penetration Rate. Since 2013, with the Development of Mobile Internet, Online Live Broadcasting Has Gradually Formed a Mobile Client Live Broadcasting, Mainly Including Game Live Broadcasting, Social Live Broadcasting and News Live Broadcasting. Since Then, the Live Network Began to Shift to the Mobile End, and Gradually Entered the Life of the Public Internet Users[2]. in the Current Sense, Online Live Broadcast Mainly Refers to the Emerging Online Real-Time Interactive Live Broadcast That the Public Can Generally Participate in Since the Second Half of 2015, Based on the Development of Mobile Internet Technology, the Popularity of Intelligent Mobile Devices, and the Reduction of Mobile Tariffs. in 2015, Mobile Network Live Broadcast Was Quietly Popular, and in 2016, the First Year of Network Live Broadcast ^, Came [3]. in the Booming 2016, the Online Live Broadcast Market System is Becoming More and More Complete,

the Live Broadcast Mode is More Convenient, the Live Content is More Abundant, the Live Users Are More Common, and Has Triggered the Upsurge of “National Live Broadcast”. Network Live Broadcasting Has Gradually Become a Common Entertainment and Social Way in the Mass Internet Cultural Life. on November 1, 2016, in Order to Strengthen the Management of Online Live Broadcasting Service, the Office Issued the Regulations on the Management of Internet Live Broadcasting Service, Which Clearly Defined the Definition of Online Live Broadcasting At This Stage in the Official Documents [4]. the Regulations Pointed out That “Online Live Broadcast Refers to the Activities Based on the Internet to Continuously Release Real-Time Information to the Public in the Form of Graphics, Audio, Video, Etc.”

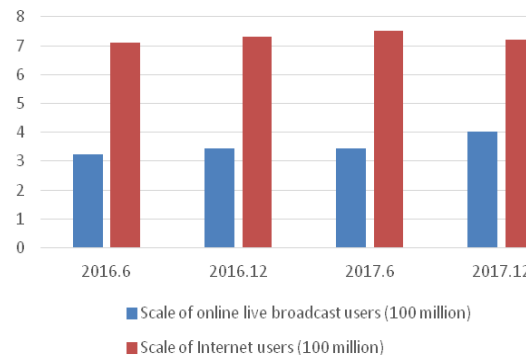


Fig.1 Change Trend of Online Live Broadcast Users in 2016-2017

The online live broadcast platform is the main dependent channel of the online live broadcast marketing path of the publishing industry, and is the key to connect the publishing enterprise and consumers to realize the live broadcast marketing. The relevant characteristics of the live broadcast platform have a direct impact on the online live broadcast marketing of the publishing industry. Through research and analysis, four platform characteristic factors are extracted from the factors that need to be considered when planning the online live broadcast marketing of the publishing industry and the factors that influence the online live broadcast marketing of the publishing industry. These four platform characteristic factors have different emphasis on the influence of the publishing industry's online live broadcast marketing[5]. Among them, the cultural attributes of the live platform determine the audience scope of marketing to a certain extent, the vertical characteristics of the live platform relate to the audience segmentation of marketing, the social attributes of the live platform have a greater impact on the transformation of marketing audience, and the consumption characteristics of the users of the live platform relate to the way of marketing realization and consumption rate. There are many online live platforms. Different live platforms not only have different platform characteristics, but also have different marketing contents and forms. Different types of live platforms, different live content and different live forms constitute different modes of online live marketing in publishing industry. The marketing mode of online live broadcast is the core of the marketing path of online live broadcast in publishing industry. For a long time, publishing companies have been practicing on different platforms to explore the appropriate model of online live marketing [6]. According to the different types of platforms, at present, publishing enterprises mainly explore a variety of online live broadcast marketing modes, such as the use of comprehensive live broadcast platform, the use of vertical live broadcast platform, the use of news platform, the use of e-commerce platform, the use of social platform, the use of video platform. The platform characteristics of all kinds of network live broadcasting platforms have different influences and effects on publishing live broadcasting.

2. Industry Trend of Webcast

For a new industry, industry changes are inevitable. From 2016 to 2018, in just three years, the online live broadcasting industry has experienced prosperity, reshuffle, reorganization and other changes. Even in a series of changes in the industry, the scale of users of webcast is still growing in

a good way. Among them, there are many market and policy factors behind the changes in the industry.

3. Marketing Mode of Online Live Broadcast of Publishing Industry by Platform

Publishing industry carries out online live broadcast marketing, mainly including publishers, live broadcast platforms and users[7]. the marketing chain composed of these three related parties constitutes the basic mode of online live broadcast marketing in the publishing industry. In addition to the special live broadcast platform, other platforms such as e-commerce, news information, video, and social networking all realize the live broadcast function by embedding or bundling live technologies. Here, the live broadcast platform of the publishing industry's live network marketing generally refers to these platforms that provide live network services. In addition to its own attributes, different types of platforms give different characteristics to webcast. Therefore, different live broadcast platforms have different platform characteristics and suitable marketing content and marketing methods. On the basis of the basic model, different types of live platforms, different live content and different live ways constitute different models of online live marketing in publishing industry. The live broadcast marketing mode is the core link of the online live broadcast marketing path of the publishing industry and the key to the overall situation of the live broadcast marketing. Since the first h, publishing enterprises have been practicing in different live platforms to explore the appropriate mode of online live marketing[8]. Some publishing enterprises have also developed a better live marketing model on a specific live platform. The following is a case study of people's Literature Publishing House, which has been carrying out live broadcasting practice on different live broadcasting platforms, assisted by the practice cases of publishing enterprises such as East China Normal University Press, China University of traditional Chinese Medicine Press, CITIC publishing group, etc. on different live broadcasting platforms, to make a specific analysis of the online live broadcasting marketing mode of the publishing industry, and at the same time of model analysis To explore the influence of specific platform characteristics on live broadcast marketing.

4. Using Special Live Broadcasting Platform

4.1 Use of Comprehensive Live Broadcast Platform

Integrated live platform refers to a live platform integrating games, show, outdoor and other contents. The biggest advantage of the integrated live platform, especially the one at the head, is that it has a wide range of users and a large traffic base. According to the 2018 live broadcast enterprise ranking released by Internet Weekly and eNet Research Institute, among the top five live broadcast platforms, there are three comprehensive live broadcast platforms, namely YY, pepper and Yingke[9]. Theoretically speaking, there are two advantages for publishing enterprises to use comprehensive live broadcast platform for marketing activities. First, it has a large audience base and is easy to drain. Users' interests and hobbies are different, so are the live broadcast software they choose. The target audience matched in the early stage of live broadcast is probably not the user of the selected live broadcast platform. The penetration rate of integrated live broadcast platform in live users is relatively high, which can reduce the matching error between the target audience and platform users, and better guide the target audience to the live broadcast platform. Second, comprehensive live broadcasting platforms, especially those belonging to the head, have obvious competitive advantages and are less affected by the changes in the live broadcasting market. In addition, the capital base of head integrated live broadcasting platform is relatively strong, which can follow or lead the innovation trend of live broadcasting.

4.2 Using Vertical Live Broadcasting Platform

Vertical live broadcasting platform refers to a live broadcasting platform for a vertical field in content, which mainly shows the integration of live content and all walks of life, such as "live + game", "live + education", "live + tourism", "live + finance", etc. Compared with the comprehensive platform, the vertical live broadcast platform pays more attention to the deep

cultivation and specialization of content, so the user stickiness is stronger and the profit model is relatively stable. Such as e-commerce live broadcast, education live broadcast, information live broadcast and so on have shown a good momentum of development. In particular, the education live broadcasting platform can not only highlight the encirclement in the pan entertainment live broadcasting market environment, but also successfully realize the transformation of live broadcasting in content realization.

4.3 Live Broadcast on e-Commerce Platform

With the development and combination of Internet and logistics, online shopping is deeply integrated into people's consumption life. With the rise of mobile live broadcasting, in 2016, e-commerce platforms have joined the live broadcasting team. Tmall, Jingdong, Dangdang, etc. all embed live broadcast function in app, which is convenient for businesses and platforms to use live broadcast for marketing activities. Many enterprises have their own online stores on the e-commerce platform, not only limited to the live broadcast of small stores, many enterprises grasp the trend of live marketing, and cooperate with the e-commerce platform to carry out large-scale live activities.

5. Conclusion

The network live broadcasting platform is the main dependent channel of the publishing industry's network live broadcasting marketing. Publishing enterprises carry out different content and different forms of live activities on different types of live platforms, which constitute different modes of online live marketing in publishing industry. According to a certain mode, the online live broadcast activity is the core of the online live broadcast marketing path of the publishing industry. Based on the research of the publishing industry's online live broadcast marketing path, this paper discusses the influence of platform characteristics on the publishing industry's online live broadcast marketing, and analyzes the different modes of the publishing industry's online live broadcast marketing according to the platform types. It is found that there are still many outstanding problems in the selection of live broadcast platform, the operation of marketing mode and the construction of marketing path.

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