

The Live Broadcast Business Model of Cross-Border E-Commerce

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ABSTRACT

With the development of Internet e-commerce, the global economic and business landscape has undergone profound changes. This article will understand the market innovation and expansion and supply chain optimization through the business model of e-commerce live broadcasting. As more and more individuals, enterprises, institutions and even people from all walks of life join the trend of live broadcasting, they try to carry out diversified activities such as product display, promotion, knowledge sharing, talent show and public welfare activities through live broadcasting platforms. With the help of real-time online interactive communication and intuitive and vivid picture presentation, it has attracted and maintained the attention and participation of a large number of users. In this work, with the rapid development of e-commerce industry and the wide application of new technologies such as 5G and VR/AR, live events have evolved from a single information dissemination channel to a diversified form of interaction covering entertainment, shopping, education, business and other fields.

KEYWORDS

Live broadcast; Cross-border e-commerce; E-commerce influencers; Scenario user contact channels; Anchor scene performance pathway; Relational value creation pathways

1. INTRODUCTION

Through the study of the characteristics of cross-border live broadcast that it can break the inherent identity and obtain greater returns, the change and innovation of the enterprise model will be realized, and it will become a new driving force for international economic development and social culture.

2. RELATED CONCEPTS

2.1. Cross-border E-Commerce Live Broadcast

In recent years, the market size of the cross-border e-commerce live broadcast industry has shown a strong growth trend, and its sales have increased year by year, accounting for an increasing proportion of the omni-channel retail system, which fully reflects the increasing influence of the cross-border e-commerce live broadcast industry in the global consumer market. The driving forces behind this development trend are diverse and complex, including but not limited to changes in consumption habits brought about by technological advancements, the urgent need for enterprises to explore new marketing models, the contact channels of scene users, and cooperative marketing with e-commerce influencers. In the context of e-commerce live streaming, cross-border e-commerce has its own characteristics in terms of "live interaction", "scene", and "content" [1].

The core of the rapid rise of cross-border e-commerce live streaming and its emergence as a hot spot in the retail industry lies in its effective integration of the convenience and efficiency of online e-commerce with the intuitive experience of physical stores. Through high-definition and smooth video interaction, real-time Q&A, virtual try-on/try-on and other forms, consumers can intuitively understand and experience products on a global scale across geographical restrictions, greatly improving shopping convenience and decision-making efficiency.

2.2. E-commerce Celebrities

In the context of the rapid development of the Internet, a number of social media and e-commerce companies with great influence across the country have emerged in China, especially individuals or teams with a large fan base, high influence and good reputation on social media platforms [2]. They attract and maintain their fan base by publishing high-quality content, and use their influence and trust to promote and sell products in the e-commerce field, becoming an important bridge between brands and consumers. Social media is at the heart of an e-commerce influencer's influence. Through platforms such as Weibo, Douyin, Kuaishou, Xiaohongshu, and Taobao Live, influencers publish high-quality content related to daily life, fashion and beauty, technology and digital, lifestyle, etc., attracting and gathering a large number of fans with similar interests. With their in-depth knowledge of the product, unique insights and vivid interpretations, they inspire fans to buy. Influencers promote products that gain traction quickly and see a surge in sales in a short period of time. At the same time, influencers will also use fan interaction, preferential activities and other methods to further improve the exposure and conversion rate of products.

2.3. The Market and User Scale of Live Broadcast E-Commerce

In the Chinese market, live-streaming e-commerce has become a new blue ocean in the e-commerce industry, with record annual transaction volumes, which not only promotes consumption upgrades, but also drives the digital transformation of brand merchants. As an emerging e-commerce marketing model, live-streaming e-commerce directly connects consumers with commodity and service providers through real-time interaction, intuitive display, and content co-creation, realizing the whole process from online display, promotion to sales conversion. The evaluation of its market size involves multiple dimensions, including the number of viewers, audience interaction, product click-through rate, sales and market share. It is expected that in the next few years, with the further maturity of technology and the improvement of consumer acceptance, the transaction scale of live streaming e-commerce will continue to expand.

The continuous expansion of the user scale is an important cornerstone of the prosperity and development of live broadcast e-commerce. With the popularization of smartphones and mobile Internet, the audience of live streaming e-commerce is becoming more and more extensive, covering consumers of different ages, genders, and professional backgrounds. The younger generation, in particular, is more inclined to find shopping pleasure in live broadcasts and enjoy the shopping experience brought by instant interaction and personalized recommendations. According to statistics, the number of live broadcast e-commerce users in China has exceeded hundreds of millions and continues to maintain a rapid growth trend.

2.4. Social Opinion Leaders

As an emerging business format with rapid development in the field of digital commerce in recent years, e-commerce live streaming has penetrated into all aspects of social life, changed consumers' shopping habits and business models, and become an important driving force to promote the innovation and upgrading of the retail industry [3]. In this emerging market, key opinion leaders (KOLs) play an irreplaceable role. They are not only one of the core attractions of e-commerce live

broadcast rooms, but also the key link that shapes consumers' purchase intentions and brand perception.

With their unique expertise and deep influence, KOLs play an irreplaceable role in the field of e-commerce live streaming. They are able to combine their expertise and unique insights to provide valuable insights to help consumers make purchasing decisions. At the same time, KOL recommendations and evaluations have also become an important way for consumers to understand brands and products, which play a pivotal role in enhancing brand awareness and shaping brand image.

In the context of e-commerce live streaming, the influence of KOLs has been further amplified. They can interact with the audience in real time through live broadcasts, answer consumer questions, and stimulate consumers' desire to buy. At the same time, KOL endorsements and recommendations can also enhance consumers' trust in the brand and promote sales conversion.

3. CHARACTERISTICS OF CROSS-BORDER E-COMMERCE LIVE BROADCAST

Cross-border e-commerce live broadcast is not only an online sales method, but also has an obvious mediated paradigm. Today's e-commerce live broadcast is a new type of communication scenario that integrates multiple elements such as people, goods, relationships, and content.

The contact channel of scene users is an important part of attracting users in e-commerce live broadcast, and the key to scene user connection is emotional communication. In emotional communication, pleasure and trust emotions can most affect users' viewing behavior, thereby stimulating users' desire to buy. The cross-border e-commerce live broadcast can also allow consumers to understand product information more intuitively and improve the shopping experience through real-time interaction.

Due to the real-time and interactive nature of live streaming, consumers are more likely to have a desire to buy while watching live streaming, thus achieving a high conversion rate.

Cross-border e-commerce live streaming involves not only the sale of goods, but also cultural communication. Through live events, consumers from different countries can learn about each other's cultural characteristics and lifestyles, and promote cultural exchange and integration.

With the development of the Internet, in order to attract more consumers' attention, cross-border e-commerce live broadcast will continue to innovate content forms. For example, by introducing VR/AR technology and holding themed live events, etc., to improve the fun and attractiveness of live broadcasting.

With the rapid development of cross-border e-commerce live streaming, supervision will also continue to be strengthened. The government will introduce more policies and regulations to regulate the market order and better protect the rights and interests of consumers.

3.1. Exploration of Promotion Strategies

As competition in the e-commerce market intensifies, e-commerce influencers continue to explore new promotion strategies. From traditional live streaming to today's KOL (Key Opinion Leader) cooperation, UGC (user-generated content) guidance, scenario-based marketing, etc., influencers continue to innovate and strive to stand out from many competitors.

The promotion strategy of e-commerce live streaming is primarily based on how to accurately target and attract potential target consumers. This requires in-depth analysis of user portraits to understand the characteristics of consumers, such as age, gender, region, hobbies, and purchasing habits, so as to formulate targeted promotion content. For example, for the live broadcast of trendy products for the younger generation, you can invite Internet celebrities and celebrities to participate and attract the

attention of their fans; The live broadcast of practical products for middle-aged and elderly people should focus on showing the practicability and cost performance of products.

High-quality content is the core competitiveness of e-commerce live streaming. Streamers need to have professional knowledge and affinity, and let the audience have an in-depth understanding of the features and benefits of the product through product demonstrations, tutorials, real evaluations, etc. At the same time, interactive sessions, such as Q&A, lucky draws, etc., can be set up to increase audience participation and enhance the attractiveness of the live broadcast.

Make full use of major social media platforms for live stream promotion. For example, live broadcast previews and highlights are posted on Weibo, WeChat and other platforms to attract the attention of fans; Live broadcast playback and wonderful moment sharing on short video platforms such as Douyin and Kuaishou to expand the influence of live broadcast. These new strategies not only increase product exposure, but also enhance consumer engagement and the buying experience.

3.2. Creative Points of Content Marketing

Based on big data analysis, it accurately captures user needs and interest hotspots, and combines the unique selling points and industry knowledge of the product itself to carry out in-depth content innovation. For example, by telling the story of the product's development process, the innovative technology adopted, the brand story it contains, etc., the product is transformed into an emotional resonance point to attract and impress consumers. Or cleverly set up interactive sessions to transform the audience from spectators to participants, stimulating their desire to share and disseminate. For example, carry out real-time Q&A, lucky draw giveaways and other activities to guide viewers to stay longer in the live broadcast room and increase the activity and stickiness of fans during the live broadcast. With the influence of KOLs, Internet celebrities or industry experts, they can jointly plan topics and hold live broadcast content such as new product launches, product evaluations, and teaching guidance to enhance brand exposure and credibility.

At the same time, with the help of hot events and festivals, we will launch themed live broadcasts to increase the timeliness and topicality of the brand. Combined with the characteristics of social media, give full play to diversified means such as graphics, short videos and live broadcasts to form a closed loop of content marketing. Before and after the live broadcast, through interesting content warm-up and follow-up, maintain user interest, guide users from recognizing the brand to generating purchase intention, and finally achieve conversion. Continue to pay attention to user feedback and changes in market demand, flexibly adjust and optimize content strategies, and ensure that content marketing always keeps up with market trends and meets consumer needs, so as to effectively improve the market competitiveness of brands.

3.3. E-commerce Sales Model Innovation

The rise of e-commerce celebrities has also promoted the innovation of e-commerce sales models. The traditional e-commerce platform sales model has gradually changed to the "content + e-commerce" model. Celebrities post content through social media and guide fans to buy products on e-commerce platforms, realizing a seamless connection from traffic to sales. At the same time, some e-commerce platforms have also launched special functions such as "celebrity stores" and "live streaming goods", which have further improved the sales efficiency and brand influence of celebrities.

3.4. The Platform Maliciously Competes for Traffic

Malicious competition for traffic by platforms is a serious problem in the Internet industry, which not only undermines the level playing field in the market, but also harms the interests of consumers and other legitimate operators [4]. Use technical means, such as tampering with DNS configurations, hijacking website traffic, etc., to direct users to other platforms or pages that users originally wanted

to visit. Or through automated tools or botnets, a large number of invalid clicks on competitors' ads in order to consume their advertising budgets, reduce their advertising effectiveness, and publish false information or exaggerated ads to mislead users into choosing their own platform or service.

Unfair competition disrupts the level playing field in the market, making it difficult for high-quality platforms to stand out, and consumers often choose platforms or services based on misinformation or misleading publicity, resulting in the inability to obtain truly high-quality products and services.

4. INNOVATIVE WAYS OF CROSS-BORDER E-COMMERCE WEBCAST MODE

4.1. Contact Information for Scenario Users

The contact channel of scene users is an important part of attracting users [5]. The contact channels of scene users mainly cover online, offline and the integration of the two. These avenues are designed to effectively engage users, meet user needs, and build a solid user relationship through different scenario settings and channel selection. Online service scenarios need to create a "mimic environment" to simulate real-world scenarios through technical means to provide an immersive user experience. For example, e-commerce platforms can use 3D display, virtual reality (VR) and other technical means to allow consumers to feel the real texture of goods online. Or use new media technologies (such as social media, short video platforms, etc.) for user contact and marketing. Merchants can attract users' attention and increase brand exposure by publishing interesting and useful content;

At the same time, it can also establish a closer connection with users through social media interaction, live streaming and other methods, and the online service scenario emphasizes visualization and interactivity. Merchants can display products in the form of beautiful pictures, videos, etc.; At the same time, you can also set up interactive links (such as Q&A, lucky draw, etc.) to increase the user's sense of participation and stickiness.

4.2. Anchor Scene Performance Channels

In online scene performance activities, anchors can display and disseminate through multiple channels.

First of all, the live broadcast platform is the core channel for anchors to perform online scenes. They can take advantage of the live streaming platform's real-time interactive features to directly show viewers a variety of scenes, such as studios, outdoor venues, art exhibitions, and more. Through high-definition cameras and high-quality audio equipment, the anchor can vividly show the details and features of the scene, making the audience feel as if they are there.

Secondly, social media is another important way for anchors to disseminate online scene performances. On social media platforms, streamers can post photos, videos, and text related to the scene to attract the attention and discussion of fans. Through well-designed posts and hashtags, anchors can effectively connect their online scene performances with their target audiences and expand their reach.

In addition, cooperative promotion is also an effective way for anchors to disseminate online scene performances. Streamers can collaborate with other professionals or organizations in related fields to co-plan and host virtual events, such as co-live streams, webinars, or virtual tours. Through cooperative promotion, anchors can expand their influence and attract more audiences from different fields to participate.

4.3. Relational Value Creation Pathways

As an emerging business model, e-commerce live streaming seamlessly connects live streaming platforms with e-commerce platforms to achieve functions such as product display, interactive marketing, and purchase experience [6]. Its relationship value creation methods mainly include user stickiness improvement, supply chain optimization, marketing effect maximization, new consumer experience, data-driven decision-making and innovative business models, etc., which provide new development opportunities and challenges for enterprises.

E-commerce live streaming presents goods or services to consumers in a more vivid and authentic way through real-time and intuitive live broadcasts, which greatly improves the immersive shopping experience of users. The anchor interacts with the audience in real time, answers questions, and displays the characteristics of products, which greatly improves the user's sense of participation and trust, thereby effectively improving user stickiness and cultivating a group of fans with high activity and high conversion rate.

In the live broadcast scenario, merchants can display product details and usage methods in real time, and consumers can also ask questions and get instant feedback at any time, which significantly improves the efficiency of shopping decisions, reduces marketing costs, and maximizes marketing effects.

E-commerce live streaming has also given birth to a new consumer experience. Consumers are no longer limited to the traditional search, price comparison, and purchase process, but can participate in discussions, ask questions, share experiences, and even directly complete the purchase behavior in the live broadcast interaction while watching the live broadcast. At the same time, e-commerce live streaming relies on big data and artificial intelligence technology to accurately analyze consumer behavior, and realize personalized recommendations and customized services based on users' viewing history, purchase records, and real-time feedback, further improving marketing effects and user experience. For example, live streaming platforms can display products related to users' interests in real time, increasing the likelihood that users will discover potential needs. E-commerce live streaming also promotes the optimization and integration of the supply chain. After displaying goods through live broadcast, merchants can quickly adjust production plans and inventory management according to consumer feedback and market demand, so as to achieve rapid response from production to sales, reduce inventory costs, and improve product turnover. In addition, sales forecasting in live streaming can also help merchants better plan production plans and logistics and distribution, further improving overall operational efficiency.

5. CONCLUSION

Driven by the wave of digital economy, cross-border e-commerce live streaming, as an emerging and efficient business model, is reshaping the global consumer market at an unprecedented speed. It not only breaks the boundaries of traditional e-commerce, but also deeply integrates entertainment, social networking and shopping, bringing consumers a new shopping experience. The following is a comprehensive summary of the key points of the cross-border e-commerce live streaming business model, aiming to explore its market potential, operational strategy, challenges and future directions.

With its intuitive and interactive characteristics, cross-border e-commerce live broadcast quickly captured the hearts of consumers. With the continuous maturity and application of technologies such as 5G, AI, and big data, the live shopping experience will be smoother and more personalized, and the market potential is huge. In the future, live streaming e-commerce will further penetrate into more industries, forming a diversified and segmented market pattern to meet the growing diversified needs of consumers.

With its efficient marketing methods, cross-border e-commerce live broadcast has become an important way for brands to enhance their awareness and brand power. Through product demonstrations and brand storytelling in live broadcast scenarios, consumers can deepen their awareness and memory of the brand. At the same time, promotional activities such as limited-time discounts and giveaways in live broadcasts can effectively stimulate consumer desire and increase sales conversion rate. In the long run, consistent high-quality live content can help build brand loyalty and promote the continuous growth of brand value.

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