

Risks and Suggestions of Live E-commerce Based on Industry Chain Ecology

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Abstract: At present, live e-commerce has become a brand-new format for the development of e-commerce. After its emergence, it has been welcomed by consumers. It has developed rapidly and has a large transaction scale. It has formed a complete industrial chain around the live broadcast platform. However, due to the late start of live e-commerce and lack of management experience, there are many problems in the development of live e-commerce, and the probability of risk is high, which seriously restricts its long-term development. In order to maximize the advantages of live e-commerce, it is necessary to propose coping strategies for the risks that arise in live e-commerce to reduce the probability of risk. This paper analyzes the industrial chain ecology of live e-commerce, points out the common risks in the development of live e-commerce, and puts forward the development suggestions of live e-commerce based on the premise of industrial chain ecology, aiming to provide reference for future research and improve the development level of live e-commerce.

Keywords: Industrial chain ecology; Live e-commerce; Risks; Development suggestions

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Introduction

Live e-commerce first appeared in 2016, with the continuous development of society, live e-commerce because of its convenience in transactions, and consumers can intuitively see the basic situation of goods, which also makes it deeply loved by consumers, and ushered in a period of rapid development. However, in the process of the development of live e-commerce, it also exposed a series of problems, such as poor product quality and lack of after-sales service, which affected the consumer experience and limited its long-term development.

1. Ecological Overview of Live E-commerce Industry Chain

With the promotion of the development of science and technology, the development of e-commerce has been continuously improved and has become an important part of economic development. Compared with the real economy, e-commerce makes consumers' consumption behavior break through the limitations of time and space, and the convenience of consumption can be significantly improved. At the same time, for merchants, e-commerce has reduced the cost of opening stores and greatly improved their economic benefits. With the development of e-commerce, with the development of short video platforms, more and more e-commerce companies begin to use live broadcast for marketing, which improves the development level of e-commerce. From the perspective of the industry chain ecology of live e-commerce, its composition is extremely complex. In addition to merchants, consumers, live broadcast platforms and anchors, it also includes operating agencies, service providers and technical departments. The overall e-commerce live broadcast Control is also a key element for the success of live e-commerce^[1].

From the perspective of the role positioning of the ecological main body of the live e-commerce industry chain, its main body is more, and it is divided into multiple details. Taking the platform as an example, Taobao, Shake Sound, Fast Hand, Little Red Book, etc. have set up live broadcast platforms, which play a leading role in the e-commerce live broadcast industry chain and undertake the responsibilities of providing platforms, live broadcast maintenance, traffic distribution, etc. The anchor is also

divided into more content in the live e-commerce industry chain, such as the head anchor represented by Li Jiaqi, and the waist anchor and tail anchor signed by some operating agencies. At present, more and more stars are also involved in the live delivery. The anchor is responsible for introducing goods and prompting manufacturers to lower prices. The organization undertakes the responsibility of incubating anchor and promotion, and is responsible for the docking of all aspects. Some operating organizations with strong comprehensive strength can also assume the responsibility of data marketing, which has played a significant role in boosting the development of e-commerce [2].

2. Risk Analysis of Live E-commerce

2.1 Credit risk

Credit risk is the most common risk in the development of live e-commerce. From a specific point of view, many of the goods in the live broadcast come from traditional e-commerce platforms, such as Taobao, Jingdong and Alibaba. Consumers need to click on links when shopping and then automatically jump to other platforms for shopping. Cross-platform transactions are prone to various disputes. As the live e-commerce involves more subjects, once there is a dispute, there will be unclear division of responsibilities and mutual responsibility, which will have a greater impact on the normal rights protection of consumers, and the probability of credit risk is greater. Once the live broadcast platform has insufficient supervision of commodities, it will also increase the probability of disputes [3].

As the leader of the live broadcast platform, the operating organization is also more likely to have credit risk. From the perspective of various live broadcast platforms, most of them attach importance to their ability to bring goods, but ignore their integrity ability. Anchors with higher carrying capacity are also paid more, which also makes some operating agencies pay more attention to drainage in the process of work, pay less attention to the commodity itself, and brush orders and brush data more, which also makes credit risk become the number one risk in live e-commerce.

2.2 Professional risk

As an important part of live e-commerce, anchor's professional level also plays a key role in the development of live e-commerce. The focus of some anchors is on their own traffic and the sales volume of commodities. They lack understanding of the commodity itself and pay attention to after-sales and logistics. This also makes it often appear false descriptions of commodities and misleading consumers in the process of live broadcast. However, some operating organizations are not professional enough, do not do a good job in the training of anchors, and lack of management for false descriptions. There are high professional risks, which seriously damage the interests of consumers and affect their own development.

2.3 Sales risk

Sales risk is a high risk factor in live e-commerce. Due to the current live e-commerce platform in the management of some deficiencies, but also make consumers in the receipt of goods often find that the goods are not the same as the situation of inferior quality, there are obvious deficiencies in after-sales service. This lack of after-sales service also makes consumers disappointed and will not choose to buy on the live broadcast platform again, which will also have a serious impact on the future development of live e-commerce [4].

3. Suggestions on the Development of Live E-commerce Based on Industry Chain Ecology

3.1 Improve the credit mechanism

In view of the common credit risk in live e-commerce, it is necessary to improve the credit mechanism and establish the sense of responsibility and credit awareness of all parties. On the one hand, the platform needs to do a good job in the examination and management of commodities. For live broadcast commodities, it is necessary to ensure that they have real brand authorization and certificates that can guarantee their quality. It is strictly prohibited for some three-no products and poor quality commodities to appear on the live broadcast platform. It can also be carried out by setting up an industry alliance to include anchors, operating agencies and merchants in the platform for management, upload their bad data in a timely manner, and share the data well. Institutions, merchants and anchors with serious bad credit need to be prohibited from entering the live broadcast platform. At the same time, it is necessary to refer to the data of the industry alliance and the historical data on the platform, and publicize all its evaluations on the account homepage, such as commodities, after-sales, etc., to help consumers refer to [5].

On the other hand, it is necessary to improve the credit mechanism for the registration of users, and identify and control the situation of swiping orders and comments. Real-name registration can be used when users register, so as to increase cooperation with

operators and reduce the situation of swiping orders with virtual numbers. You can also use big data technology and identification technology to audit, for abnormal accounts need to be identified in a timely manner, in the judgment of the existence of brush comments after the need to seal the number, reduce the probability of credit risk.

3.2 The introduction of industry standards

Perfect industry standards can also effectively reduce the risk of live broadcast. It is necessary to formulate sound industry standards based on the actual situation of e-commerce platforms, implement access systems, regulate various behaviors of e-commerce live broadcast, and increase the supervision of live broadcast platforms. In industry standards, it is necessary to increase the punishment of false propaganda, using fines or restrictions on its entry. At the same time, it is necessary to build an access mechanism for anchors and merchants, restrict anchors and merchants with frequent problems, and use identification technology to avoid the situation that anchors change numbers and continue to bring goods. It can also improve the complaint mechanism, encourage consumers to report the damage to their rights and interests in a timely manner, and deal with it by the platform in a timely manner to improve the consumer experience.

Conclusion:

Due to the short development time of live e-commerce, lack of development experience, coupled with insufficient supervision, it involves more subjects, resulting in a greater probability of risk, such as credit risk, professional risk and sales risk, seriously affecting the development of live e-commerce. In order to reduce the probability of risk, it is necessary to improve credit standards, introduce industry standards, increase the supervision of live e-commerce, realize its virtuous cycle development, and better promote economic construction.

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