

# Research on the Development of English Webcast Based on Cross-border E-commerce Platform

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**Abstract:** Based on the cross-border e-commerce platform, this paper analyzes the influencing factors of English webcast, summarizes the development status of English webcast under the cross-border e-commerce platform, and then puts forward relevant countermeasures.

**Keywords:** English webcast; Cross-border e-commerce; Strategy for Development

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## 1. Introduction

With the progress of network technology, the business model of “network broadcast +” has gradually become the mainstream in the context of post-pandemic era. Cross-border e-commerce, in order to expand overseas markets, also gradually began to rely on English network broadcast. According to the data, the global retail sales through e-commerce channels reached 4.28 billion US dollars in 2020, and the growth rate is expected to maintain a relatively high level in the future, with the compound annual growth rate expected to reach 10% in 2020-2024. The rapid increase in the penetration rate of e-commerce in overseas markets has injected vitality into the sluggish market economy in the world to some extent and promoted the recovery and development of the international trade industry.

However, the mode of combining English webcast with cross-border e-commerce is still a new concept. So far, the research on webcast marketing and cross-border e-commerce has not formed a systematic theoretical basis. From the perspective of foreign research, it is still in the stage of building the original theory and related concepts, and there is no mature theoretical structure and effective methodology to comprehensively and systematically comb and analyze it. The domestic research field only focuses on the analysis and interpretation of specific cases, without a relatively formed theoretical system and development model.

## 2. Influencing factors of English network broadcast

### 2.1 Cultural differences

Due to the influence of language culture, religious belief, material culture, legal concept and other factors, it is difficult for English network broadcast to take root overseas. Under the influence of different cultural concepts, people have different ways of thinking. In European and American countries represented by the United States, short video users tend to be younger and pay more attention to entertainment content. At the same time, more than 50 percent of transactions in the United States and other markets come from traditional brands' websites, Wal-Mart, Carrefour and other online platforms. All kinds of differences show that English network broadcast can not copy the operation mode of domestic live broadcast.

### 2.2 Consumption habits

Although many data show that overseas live broadcast users are on the rise and English live broadcast as a medium for cross-border e-commerce has a bright future, compared with the dividends of domestic live broadcast, the development of English live broadcast has a long way to go. Since overseas live streaming platforms mainly focus on games or entertainment live streaming, users have yet to develop the habit of watching live streaming. At the same time, as online payment methods in some countries are not mature or prefer offline payment and COD for shopping, the traffic and development of English webcast are also affected to a certain

extent.

### **2.3 Live content**

Due to the low penetration rate of overseas live broadcast e-commerce, the live broadcast of overseas social media in Europe and the United States still pays more attention to entertainment and is more keen on live broadcast of life. In addition, foreign live broadcast platforms are derived from social platforms. They emphasize that live video is for sharing, and the mentality of bringing goods through live broadcast under the social media scene has not been developed. Therefore, the anchor is required to seek truth from facts in the process of live broadcasting, not exaggerating, false propaganda. According to relevant overseas data, compared with pure live broadcast marketing, the mode of “live broadcast with goods + content” is more popular among consumers. Improving the richness and innovation of live broadcast content is directly related to user stickiness and flow realization.

## **3. Analysis of the current situation of English Webcast under cross-border e-commerce platform**

### **3.1 Development status of cross-border e-commerce**

Foreign cross-border e-commerce, under the continuous impact of the overseas epidemic, people have to switch from offline consumption to online consumption. Online shopping has become the mainstream consumption model, which also gives birth to a new consumption hotspot “home economy”. Several overseas we-media giants have also begun to reform to catch up with the boom of “live streaming + e-commerce”. For example, Youtube has launched a video shopping function and launched a live shopping festival. Tiktok has chosen to partner with Shopify, allowing some Shopify merchants to link to TikTok for purchases, among other things. It can be seen that overseas e-commerce platforms show a competitive attitude. Influenced by the “home economy”, overseas consumption is gradually shifting from offline to online. However, overseas e-commerce live broadcasting still faces huge challenges, such as: the ecology of live broadcasting e-commerce has not formed a closed loop, overseas traffic aggregation ability is not as strong as domestic, and the penetration rate of live broadcasting e-commerce is low. Opportunities and challenges coexist in the overseas cross-border e-commerce market. This series of problems are “obstacles” for the development of overseas e-commerce, which still need to be overcome step by step.

### **3.2 Difficulties and reasons of English webcast under cross-border e-commerce platform**

#### **3.2.1 Professional English network broadcast talent shortage**

For cross-border sellers, language is a primary concern. Cross-border e-commerce live streaming should not only be “live streaming”, but also “English”. The “anchor” does not simply introduce the product in English, but conducts the product marketing through live interaction. The anchor needs to be familiar with pre-sale product performance, in-sale product introduction and after-sales logistics service. Anchors are the core of the whole live broadcast process, coordinating the whole and coordinating all parties. Therefore, the content of anchors and copywriting planning requirements are also relatively high. At the same time how to mobilize the interest of consumers, traffic into purchasing power is also a very realistic problem. Although cooperation with foreign network celebrity anchors can solve the language problem, and facilitate the output of quality content, but also let the seller have a deeper understanding of the local market and consumer groups. However, foreign professional anchors are scarce and expensive, which is not suitable for small and medium-sized enterprises with tight capital chain. Moreover, due to factors such as time difference and region, the cooperation degree of anchors is also relatively low. However, if Chinese anchors are selected, it is obvious that Asian faces suffer relatively losses in overseas platforms, and overseas local Internet celebrities can effectively obtain more traffic by livestreaming. Due to the influence of cross-cultural differences, it is also a long process for sellers to select local anchors who are proficient in the local language, understand their products and local consumption habits, and also bear the risk of loss and instability of online celebrities’ KOL.

#### **3.2.2 The quality of anchors is uneven**

Although English network broadcast requires anchors to have certain professional level and language ability, due to the scarcity of overseas broadcast talents, the quality of anchors is inevitably uneven. Some anchors are able to stick to their own moral code and truly benefit their fans by selling some cost-effective products to their fans in the form of live streaming. However, some anchors lack professional knowledge and cannot introduce the products professionally. Even some anchors do not know about the recommended products, nor have they ever used them, just to obtain more benefits, and are not responsible to consumers. All these will lead to risks in user transactions. Relevant platforms should attach importance to the quality control of anchors and strengthen the norms of anchors to avoid such phenomena.

## **4. Development strategy of English webcast under cross-border e-commerce platform**

### **4.1 Implement the professional English network broadcast talent strategy**

Compared with domestic e-commerce, practitioners have higher requirements on language communication and expression ability in addition to business operation ability of e-commerce platform. First of all, the live broadcast of cross-border e-commerce should arouse the interest of consumers and attract them to actively participate in the interaction. When introducing products, anchors should maximize the attention of customers on the basis of ensuring product quality, and they are required to have strong oral English expression ability. Secondly, cross-border e-commerce live broadcasting is confronted with the problem of cultural differences among consumers from different countries, which requires live broadcasting talents to have cross-cultural communication ability. In the process of live broadcasting, anchors need to be familiar with the cultural background, living habits and social customs of different countries, so as to effectively cope with various emergencies. Only by understanding and respecting the cultures of different countries can contradictions and conflicts be avoided.

Cross-border e-commerce live streaming is the future development direction of China's foreign trade industry, which needs continuous innovation and development. Live broadcasting is a constantly changing business form, which requires practitioners to pay attention to the latest demands at any time, which requires high knowledge reserve of live broadcasting personnel. It is necessary to constantly master the latest vocabulary and expression to attract customers, mobilize the atmosphere of live broadcasting and customers' purchase desire, and improve the conversion rate of orders.

### **4.2 Set employment standards for anchors to guide consumption in a positive way**

The design of live broadcast content comes from platform companies and anchors. Therefore, anchors have a great influence on consumers' purchasing decisions to a certain extent. A live broadcast by a well-known head anchor can make the sales amount reach hundreds of millions of yuan in just a few hours. It is precisely because of the considerable income of the anchor in the live broadcast marketing that people from all walks of life want to test the water of the live broadcast and delivery industry. In view of the uneven quality of anchors, positive consumption can be guided by clarifying the employment standards of anchors and strengthening the supervision and restraint of anchors. Anchors themselves should have a certain understanding of the products to promote, to ensure that there is no quality problems in the case of introduction to consumers. Anchors should take the function and characteristics of the product as the core to carry out detailed introduction, rather than exaggerating the function of the product to drive the scene atmosphere, so as to incite the enthusiasm of consumers to buy. Therefore, the platform should set up standards and reward and punishment systems for anchors, severely punish the behaviors of false publicity and misleading consumers, and never promote bad winds.

### **4.3 Integrate resources and take the road of supply chain control**

There are rich resources in the Cross-border e-commerce platform. Strengthening supply chain management and control is conducive to the improvement of channel relations and the improvement of its comprehensive service ability. Supply chain management and control should realize the combination of advantages of manufacturers and service providers, and realize the comprehensive allocation of high-quality resources. Under the effective and optimal allocation of resources, it is necessary to comprehensively allocate related links such as procurement, ordering, payment, logistics and storage, promote the complementary advantages of all links, strengthen the saving of transaction process, improve transaction efficiency and reduce transaction costs, and realize one-stop comprehensive services.

## **5. Conclusion**

As the domestic livestreaming market tends to be saturated, while the development of overseas livestreaming and cross-border e-commerce is still in its infancy, many domestic merchants have moved to the camp one after another to seize a new wave of dividends. English network broadcast has the characteristics of real-time transmission, strong interaction, accurate users, strong authenticity, etc. Live broadcast has become a new means for cross-border sellers to expand overseas territory and build international brand influence. It can not only convey the brand image, expand the influence of the brand overseas, but also create an amazing conversion rate through the network red KOL. Network broadcast as a "viral" media, its influence can not be underestimated. It can be said that under the trend of global economic integration, cross-border e-commerce live delivery will become a new industry format.

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