

Analysis of the Inspiration of Live E-commerce Model on Online Teaching Interaction

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Abstract

With the rapid development of digital economy, China's e-commerce system has become more and more perfect, and the market scale continues to expand. Under the impact of the epidemic, the role of e-commerce in helping economic development has been reflected to the fullest, among which live e-commerce has developed in leaps and bounds. Nowadays, live e-commerce has become an effective and unique model to promote business growth and transformation, improve user consumption experience, and help economic growth. This paper analyzes the interaction mode in live e-commerce, and discusses e-commerce teachers' effective online teaching interaction in three aspects: online classroom design guide, input and flip and output and assessment, aiming to build a reasonable online teaching mode, efficiently guide online e-commerce teaching in colleges and universities, provide reference for blended teaching research, and promote students to improve comprehensive e-commerce skills and optimize learning effectiveness.

Keywords

E-commerce; Direct Broadcast E-commerce; Market Analysis; Development Trend.

1. Introduction

New media has brought development opportunities for e-commerce teaching, and updating teaching mode and teaching resources has become an inevitable trend. Applying new media technology precisely and comprehensively to online e-commerce teaching activities, combining teaching contents with new media teaching means such as video, audio, animation and images, innovating multimodal online teaching methods, improving, supplementing and updating teaching contents, and making online e-commerce teaching lively and interesting to unfold. As the learning subject of colleges and universities - students, they can make full use of online information and new media technology to strengthen online e-commerce learning, carry out online cultural exchange, optimize learning effectiveness and promote comprehensive ability development. On the other hand, since the 2020 epidemic, live e-commerce has become an important trend in the development of e-commerce, and anchors can mobilize users to interact online by means of online interaction. So can the success of the e-commerce interaction model bring inspiration to online teaching? This paper analyzes the development and current situation of live e-commerce and discusses the inspiration of the live e-commerce model to online teaching.

2. Live E-commerce Market Development Status

In recent years, the scale of live e-commerce platforms and live users has grown in spurts. 2020 is a milestone year for live e-commerce, the real economy is hampered under the epidemic, anchors, entrepreneurs and grassroots cadres have joined the live broadcast with goods, bringing earthly fireworks to the live ecology, and live e-commerce has received wider attention. According to the 47th China Internet Development Statistics Report, as of December

2020, the scale of live e-commerce users reached 388 million, up 123 million from the beginning of the year, accounting for 39.2% of overall Internet users (China Internet Information Center, 2021). Live e-commerce users achieved a large span of growth in this year, opening a new starting point for the fast progress and strong development of live e-commerce. Live streaming platform traffic has increased significantly, and the long-standing problems of traditional e-commerce such as traffic bottlenecks and low conversion rates have been effectively improved through live e-commerce. The e-commerce industry in search of a new breakthrough, will focus on the rapid development of the webcast industry. 2016 mushroom street launched a live video function, the first live e-commerce precedent. The same year Taobao, Jingdong launched their own live platform. In the following years, pan-entertainment platforms with a high user base began to enter the live e-commerce, Jieyin, Racer, Xiaohongshu, etc. have joined the live e-commerce boom, live e-commerce platforms tend to diversify. Traditional e-commerce platform through live e-commerce to solve the bottleneck problem, the new entry of pan-entertainment platform through live e-commerce to achieve traffic cash. Diversified platform entry makes the live e-commerce environment more comprehensive, gradually formed a more complete and standardized live e-commerce market. This formed a large platform-based, multi-platform gradually prosperous live e-commerce pattern. According to public data, in 2020 Taobao live, Jieyin live, Racer live three major platforms occupy roughly 72% of the live e-commerce share. Among them, Taobao live GMV (total merchandise transactions) exceeded 400 billion yuan, accounting for roughly 32% of the market share; Racer live GMV reached 380 billion yuan, accounting for roughly 31% of the market share; Jieyin live nominal GMV of up to 500 billion yuan (of which more than 300 billion is jumped to third-party platforms to complete), the actual GMV of more than 100 billion yuan. The rest of the live broadcast platform accounted for a total market share of about 28%. The huge difference in market share contains the cooperation and game between the traditional e-commerce live streaming platform and the pan-entertainment live streaming platform. This cooperation and game continues to play a role in creating the leapfrog development of live e-commerce at present.

3. Live E-commerce Market Share Differences

With the accelerated development of live e-commerce in 2021, its market share has formed an obvious echelon grading. The first echelon: taobao live; second echelon: jitterbug, fast hand; third echelon: jingdong, small red book, mushroom street, pingduoduo, etc.. Each platform has formed different business development characteristics due to the difference of their own attributes, so that there is a huge difference in market share between each echelon.

3.1. The Main Reason for Differentiation

The original advantages of the platforms are different: traditional live e-commerce platforms have stable commodity supply chains and high user satisfaction, which makes users sticky; pan-entertainment platforms focus more on content and social, which have more traffic and help users form consumption habits. The inherent attributes of the platform are different, traditional live e-commerce platform is still traditional e-commerce in essence, with a large user base and clear shopping purpose of users; pan-entertainment platform is mainly based on content and social combined with e-commerce attributes to achieve live shopping, with a wide range of user types and relatively vague shopping purpose of users. Different e-commerce carriers and commodity attributes, traditional live e-commerce platforms are mainly in-station transaction mode for all categories of goods (a small number of single category goods exist, such as mushroom street), while pan-entertainment platforms are based on cost-effective goods, relying on the transaction mode of other major e-commerce platforms. The attributes, quantity and quality of KOLs (key opinion leaders) are different among platforms, and KOLs, as the main

element in live e-commerce, affect the live performance of each platform. Each platform live process, the head KOL live, small and medium KOL live, merchants self-broadcast, etc. will have a huge difference in live merchandise sales. The major mainstream e-commerce platforms have produced corresponding differences based on the above four reasons, resulting in the current market pattern. The differences in platform characteristics and market share make the merchants and user groups attracted by each live streaming platform produce obvious differences. Different platforms are suitable for different categories of merchants, and accordingly attract users with different consumption capacity, consumption habits and consumption types.

3.2. The Mainstream Live E-commerce Platform

(1) Taobao live

In 2020, Taobao Live provided more than 100,000 live content, with a growth rate of over 100%, and 68.5% of consumers using Taobao Live, ranking the highest in the industry. The highest. Because the traffic is too concentrated, the cost of customer acquisition is relatively high, and users who choose Taobao Live focus on both the quality of goods and price concessions, Taobao Live is more suitable for larger enterprises and businesses with a sound supply chain and quality system, in addition to Taobao Live platform is also suitable for small businesses to create content, attract traffic and stimulate order conversion.

(2) Racer Live:

The platform's rich content creation is very attractive to traffic, mainly through Taobao, Jingdong and other platforms, as well as Racer small store to complete commodity orders. The main focus is on cost-effective white label goods (no brand goods), supplemented by multi-category goods, mainly live broadcast by experts, with strong private domain traffic maintenance capacity, traffic conversion capacity. 2020, Racer averaged 2 e-commerce live broadcasts per second, and has grown to be the second largest live e-commerce platform in the world in terms of total merchandise transactions. Due to the high cost performance and low unit price of goods features, users who choose Racer Live focus more on price concessions, Racer Live is more suitable for smaller enterprises and businesses whose quality of goods to be improved, low unit price of goods, and short time to enter the live industry, in addition to Racer Live is also suitable for large businesses to increase sales channels, enhance brand awareness, promote corporate culture, and broaden the private domain traffic pool.

(3) Jieyin live:

Platform to content and social networking as the core, live broadcast of a wider variety of goods, mostly for brands with a certain degree of visibility, the quality of goods more stable than Ratchet. Mainly net red live, business self broadcast, celebrity live, such as Luo Yonghao, Asus computer, Hu Haizhuan, etc. In 2020, the number of daily active users of Jitterbug exceeded 600 million, making outstanding contributions in helping to fight epidemics and online economy. Jitterbug is an important driver for the rise of national products, based on the characteristics of goods with high cost performance and low unit price, and the quality of its goods is more stable. For merchants, Jitterbug Live is more suitable for selling national products with guaranteed technology, reliable quality and favorable prices. It is also suitable for the promotion and sales of the whole category of goods and the establishment of private domain traffic by merchants. Each live e-commerce platform blossoms according to its own advantages, promoting its own business and influencing users to buy. Its a new way of shopping for users, shortening the time cost of decision making and reducing the economic cost of shopping. From the perspective of e-commerce, live e-commerce is a new model that acts as a traffic conversion station. By transforming users' active purchase into passive purchase and people looking for goods into goods looking for people, the traffic can be effectively realized. In addition, in accelerating the development of users' online consumption habits and promoting the overall development of

the e-commerce industry, live e-commerce has a far-reaching impact. The outstanding advantages of live e-commerce make more platforms to cross the board, the segmentation of live e-commerce will continue to expand, the user demand will be diversified to meet, the future business value will be further dug.

4. Live E-commerce Market Trends

Since 2020, the development of live e-commerce is evident to all. Model innovation, content optimization continue to achieve new results, "live e-commerce + content creation" model continues to deepen, live content, quality, way to steadily optimize; the number of practitioners to maintain growth, the degree of specialization of practitioners significantly improved; market share has increased significantly, the market size is about to exceed the trillion mark. Live e-commerce in the coming period of time will continue to maintain the growth trend, to further achieve new development results, mainly showing the following trends.

(1) "Live e-commerce +" mode

enrichment to live platform + e-commerce, e-commerce platform + live mainly live e-commerce market, as the "live +" business model continues to innovate, live e-commerce + content creation model will continue to deepen. Any content creation that can realize the live e-commerce diversion cash has the opportunity to become the mainstream way of content creation in the live e-commerce market. According to QuestMobile, the proportion of users watching live streaming on Jieyin and Racht short video platforms has increased from 60.3% and 75.1% in early 2020 to 84.5% and 83.8% in early 2021 respectively (QuestMobile, 2021). Live e-commerce is gradually forming a diversified content creation ecology based on short videos, supplemented by news, microblogs and online videos, and is constantly exploring new ways of content creation as a way to maintain the longevity of live e-commerce. At the same time, the richness of the model will bring more possibilities for the platform and merchants to realize multiple profit channels, and give support to meet the growing needs of users for a better life.

(2) Expanding the influence of head anchors

All major live e-commerce platforms have their own head KOLs, and there are huge differences between the KOLs of each platform. In the live e-commerce market under the regulation standardization and scale expansion, the Matthew effect begins to be highlighted, and the head KOL holds most of the traffic and transaction amount, and more resources continue to close to the head KOL. The head KOL's hard to copy, strong brand endorsement ability and other characteristics, so that the head KOL on users, brands, live platform to maintain the expansion of the influence of the trend, making the live e-commerce market tends to the strongest state, the main competition is concentrated in the large platform with the head KOL, the platform competition will continue to bring benefits to user consumption and business sales, and promote the overall development of the live e-commerce market.

(3) Live content optimization and product quality improvement

Industry standardization and continuous competition continue to promote the innovation and standardization of content creation in the live e-commerce market, so that excellent content quality and sufficient credibility positively stimulate users, and the stereotypical impression of previous live creation content is gradually changed in a large number of user groups. Head KOL, stars, political enterprises to join the overall supply chain of live e-commerce to get effective supervision, commodity production, sales, logistics and transportation, after-sales service and other aspects of a more comprehensive protection, while KOL, live platform, business will gradually abandon the previous single price competition model, but will put more investment in the quality of goods, the use of experience, after-sales service to form a diversified difference competition. In the future, under such a market environment, users will see better content

creation and better purchasing experience of goods, which will promote live e-commerce to establish a more solid position in the e-commerce industry.

5. Online E-commerce Teaching Innovation

5.1. Online Teaching Design Guide Multimodal

The most important thing for online teaching is teaching design. Online teaching resources are very rich, such as the content of teaching materials, introductory courseware, practical operation and demonstration examples provided by online teaching platforms, pictures, animations, audio, video, news on the network information, text resources pushed by major public numbers, etc. Teachers need to carefully select and informatize the design to create a multimodal online teaching environment related to teaching content and multiple real situations. The multimodal online e-commerce teaching design guide is a multidimensional transformation and integration and constitutes an innovative model applicable to e-commerce teaching. According to the teaching requirements, the key points and difficulties of teaching, as well as the knowledge and skills that need to be mastered, are transformed into high-quality teaching resources through information design, re-planning and integration, and uploaded to the online teaching platform. At the same time, various online resources are screened, learning tasks and requirements are set in advance, and students are required to conduct independent learning of the course while giving feedback to the online interactive message about problems they may encounter. Teachers can also add comments to students' messages, upload and supplement relevant course materials, realize teaching interaction, and establish multimodal online teaching resources for guided learning of college English through multiple channels. In designing a multimodal online college English teaching resource guide, the focus is on practicality, integrating language communication and grammar explanations with the overall course design, creating language use skills in real situations and demonstrating them through a variety of methods [10]. For example, students with good speaking skills can be asked to work with the teacher to record simulated real-life scenarios. The advantage of this is that the difficulty of the instruction presented is largely consistent with the actual level of the students as a whole, making it easier for students to acquire what they have learned.

5.2. Online Input and Flipping

Multimodal online teaching input and flipping is a new teaching flipping mode integrating PPT, text, online live broadcast, interactive platform, pictures, audio and video, etc. Teachers no longer mainly teach knowledge, but use network information technology to create a new teaching environment. The teacher no longer focuses on teaching knowledge, but uses online information technology to create a new teaching environment. The teacher mobilizes students' multiple senses in a comprehensive and three-dimensional way, encourages and guides students to explore independently and collaborate with each other for effective input, and constructs a multimodal online input learning mode with multidimensional interaction between teachers and students, students and human-computer. Multimodal online e-commerce teaching is not simply placing the offline classroom online, but requires new design and adjustment of online classroom teaching activities, especially for practical e-commerce online teaching, which is more important to ensure the effectiveness of online teaching. Therefore, the design of online teaching activities and learning tasks is particularly important. It is important to integrate multimodal teaching with interactive online e-commerce teaching, integrate knowledge input with language skills improvement, unify presentation lectures with clearance tasks, mobilize students' multiple senses in a comprehensive manner, encourage and stimulate learning interest, enhance comprehensive language application skills while focusing on expanding cultural knowledge, and guide students to actively The teacher can make use of text materials, multimedia, and other materials. Teachers can use teaching text materials,

multimedia digital information and online course resources to interact with each other through pictures, audio, video and interactive platforms to comprehensively and systematically display the main teaching contents of the course taught, complete classroom interaction and achieve effective knowledge input. For example, a diversified form of pass practice module can be designed after each learning task is completed, and each learning level can be designed with reference to the game mode that students are interested in, and points accumulation and rewards can be set after passing the level to urge students to carry out uninterrupted learning input and realize the classroom flipping.

5.3. Online Output and Assessment

On the basis of multimodal online teaching input and flipping, students transform from passive and single-mode learning to active, collaborative and multimodal learning, and gradually learn to conduct multimodal online output and complete assessment. The multimodal online output of e-commerce teaching can break through the time limitation of traditional e-commerce classroom, teachers can send homework reminders to students and monitor their learning progress and knowledge mastery at any time. Through the online interactive platform to start multimodal online discussion with students on a certain issue, students can individually submit text, pictures, link, audio or video to the teacher, or collaborate with classmates to complete pushing various forms of discussion materials. The online teaching platform will record and count the students' online learning process, forming an online multi-dimensional assessment system, including check-in, class participation, interaction frequency, homework completion, online tests, voice and mic discussions, teacher evaluation and peer evaluation, etc.III. Instructional Insights

(1) construct the best and most reasonable multimodal teaching design while highlighting the dominant position. In the process of multimodal online teaching, teachers often make frequent transitions between various modalities in order to pursue teaching effects, which easily distracts students' concentration and affects teaching effectiveness. Teachers should try to avoid frequent transitions between modalities, ensure that a dominant mode remains consistent within a certain period of time, pay attention to the effective integration between them, and establish a dominant strong mode.

(2) carefully select and reconstruct a wide variety of teaching resources. Based on the rich and diverse online teaching resources in the context of new media, they should be carefully selected and reasonably reconstructed around the key and difficult points of teaching.

(3) appropriate intervention in students' learning emotions. The teacher's frequent questions and interactions in the multimodal online teaching process may make some students anxious. It is necessary to build a harmonious teacher-student relationship, focus on intervening students' learning emotions while teaching language knowledge, minimize negative emotions, and encourage students to actively participate in competitive and challenging learning under the teacher's guidance.

6. Conclusion

This paper discusses the introduction, input and flipping, output and assessment of online e-commerce classroom design, as well as the effective online teaching interaction model implemented by teachers, from the current situation and characteristics of live e-commerce, to provide theoretical support and practical experience for the new trend of teaching development in higher education institutions to build a reasonable teaching model. At the same time, it promotes e-commerce teachers to keep abreast of the times, strengthen their learning, innovate educational concepts and educational models, and continuously improve their

teaching level with the ultimate goal of improving students' comprehensive e-commerce skills and optimizing learning effectiveness.

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