

## **Studies on the Merits and Demerits of E-Commerce Short Videos and Live Streaming in the era of We-Media**

**Ding Dawei**

*Suzhou Whale Entertainment Culture Media Co. Jiangsu, Suzhou, China*

**Abstract:** In the era of self-media, e-commerce short videos and live streaming have become popular due to the development of information technology, and short videos have quickly become a popular marketing tool due to their fragmented, entertaining, and personalized characteristics, attracting a large number of users' attention and time. For example, there are a large number of daily live users on platforms such as Douyin and Kuaishou, and short video has become a media socialization mode with full scene penetration and multi category involvement. At the same time, the popularity of mobile devices and advances in network technology, especially the application of 4G and 5G, have enabled users to create and consume content anytime and anywhere, greatly promoting the popularity of short videos and live streaming. Based on this, this paper mainly discusses e-commerce short videos and live streaming, focusing on the advantages and disadvantages of e-commerce short videos and live streaming.

**Keywords:** We-Media Era; E-Commerce Short Videos; Live Broadcast; SWOT

The popularity of e-commerce short videos and live streaming is due to their strong interactivity and immediacy, which allows consumers to have a more intuitive understanding of products and interact with live streamers in real time, improving the shopping experience and trust. In addition, policy support has provided a favorable environment for the development of live streaming e-commerce. Nowadays, the national and local governments have introduced a series of policies aimed at regulating industry development, encouraging innovation, and protecting consumer rights. The future development of e-commerce short videos and live streaming will also tend towards diversification and internationalization.

With the opening up of the global market and the development of cross-border e-commerce, more and more brands and merchants will enter the international market through short videos and live broadcasts to expand their global business. At the same time, platforms and creators will also explore more innovative business models and marketing strategies, accurately understanding the advantages and disadvantages of e-commerce short videos and live streaming to adapt to the constantly changing market environment and consumer demands.

### **1. The Advantages of E-Commerce Short Videos and Live Streaming in the Era of We-Media**

Under the background of the we-media, the advantages of e-commerce short videos and live streaming are reflected in many aspects, such as effectively enhancing user experience. This is because live streaming e-commerce can better meet consumer needs through real-time interaction and communication. This decentralized consumption model allows more small and medium-sized domestic brands to receive attention and experience, promoting the popularization of original design in China and the localization of high-end supply chains.

For example, Douyin e-commerce emphasizes "good commodities", "sound service" and "high-quality content", and effectively recommends goods and content to users through personalized matching and user active search, so as to improve the shopping pleasure and experience. Meanwhile, live streaming is more intuitive and realistic than flat images on online platforms, with stronger interactivity. Consumers can directly see the actual effect of the product, and broadcasters can display various matching effects according to fans' requirements, reducing trust costs and increasing purchase intention.

Compared to traditional forms of selling goods, one major advantage of online shopping is that

people can choose a variety of products at home. Short videos and live streaming platforms have rich content, covering multiple fields such as entertainment, education, and lifestyle. This diversity attracts a wide range of user groups and provides rich marketing and promotion channels for e-commerce. There is still a lot of room for future development in e-commerce short videos and live streaming. With the development of technologies such as AI, VR/AR, etc., the application of these technologies provides more possibilities for live streaming e-commerce, such as virtual anchors, intelligent customer service, etc., improving user experience and purchasing efficiency.

From an economic perspective, the live streaming e-commerce market continues to grow in size, with the user base and transaction volume constantly expanding. The live streaming e-commerce market will reach 3487.9 billion yuan in 2022, a year-on-year increase of 48%, demonstrating strong market vitality and growth potential. From the perspective of social employment, the development of live streaming e-commerce has brought new professions and positions, such as anchor, assistant, product selector, and operator, providing more opportunities and choices for the job market and promoting the diversified development of talents.

From the perspective of urban development, the economic potential of small cities has increased. With the development of the national economy and the improvement of residents' consumption level, the TGI index of live streaming e-commerce users in low tier cities is higher, indicating that there will be greater opportunities for China's live streaming e-commerce in low tier cities in the future, and the market potential needs to be further explored. In summary, e-commerce short videos and live streaming have obvious advantages in the era of self media. They not only enhance user experience and enrich the content ecosystem, but also bring new growth opportunities to the e-commerce industry through technological innovation and market expansion. With the continuous advancement of technology and further development of the market, the future development of e-commerce short videos and live streaming will become more diversified and international.

## **2. The Disadvantages of E-Commerce Short Videos and Live Streaming in the Era of We-Media**

In the era of we-media, the disadvantages and advantages of e-commerce short videos and live streaming coexist, making it easy for people to lose their judgment and only see the wealth brought by their advantages, while ignoring the impact of their disadvantages. The quality of content on short videos and live streaming platforms varies, with a large amount of vulgar and low-quality content that may have a negative impact on users, especially on the formation of values among teenagers, thereby affecting the reputation of e-commerce companies.

Meanwhile, the instant feedback mechanism and personalized recommendation algorithm of short videos and live broadcasts can easily lead to user addiction, causing time management to spiral out of control and affecting users' daily lives, studies, and work. The rapid development of short videos has brought about issues of copyright and privacy protection. Some creators use others' works without authorization or infringe on others' privacy, which damages the rights of original creators and undermines the healthy development of the online ecosystem.

In addition, with the popularity of short videos and live streaming, market competition has become extremely fierce. Content creators may resort to extreme measures to attract attention, leading to a deterioration of the market environment. Nowadays, many companies in the market are experiencing more or less public opinion controversies, including but not limited to stance issues, live streaming violations, false advertising, inadequate after-sales service, and low product quality. For e-commerce short videos and live streaming, their core goal is to monetize sales, so most companies take "popularity" into top priorities sales, such as atmosphere creation and hunger marketing.

Besides, nowadays short videos are the main leisure and entertainment method for most groups. The videos pushed through big data algorithms are likely to meet the needs of users, which can easily promote the formation of consumption. This will invisibly increase public desire to purchase and have a certain degree of impact on their economic and psychological conditions. Furthermore, the rapid development of live streaming

e-commerce has brought many problems, such as product quality and after-sales issues, data fraud, unclear definition of live streaming subject behavior, etc. The existence of these problems has led to frequent chaos in the industry, and it is necessary to strengthen supervision and industry self-discipline.

### 3. Conclusion

In summary, faced up with the we-media, the explosive popularity of e-commerce short videos and live streaming is the result of multiple factors working together. The future development direction will pay more attention to user experience, content innovation, and technological applications, while also facing more market opportunities and challenges. In order to overcome these challenges, practitioners must understand their strengths and weaknesses, use their strengths to create economic value for themselves, use their abilities to overcome weaknesses, and reduce unnecessary negative impacts. In addition, with the standardization and specialization of live

streaming e-commerce, it is expected that more segmented markets and specialized live streaming services will be emerged to meet the needs of different consumer groups. So relevant practitioners not only need to be professional, but also need to have a long-term developmental vision.

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