

On Cultivation Path of Livestream Anchor in Cross-border E-commerce

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Abstract

With the outbreak of the coronavirus epidemic, live streaming of cross-border e-commerce has been developing rapidly, and the demand for live streaming talents has gradually increased. This paper has discussed the background and reasons for the rise of cross-border e-commerce live streaming, and analyzed the current situation of cross-border e-commerce live streaming development. The discussion of this paper focuses on the analysis of the path of cultivating cross-border e-commerce anchors.

Keywords

Cross-border E-commerce; Livestream Anchor; Cultivation Path.

1. Introduction

China's foreign trade enterprises are facing great challenges and opportunities. In terms of challenges, China's foreign trade has been seriously impacted in recent years under the influence of multiple factors such as the slowdown in world economic growth and the intensification of international trade friction, etc. The outbreak of the new crown epidemic in early 2020 has added to the woes of the foreign trade industry, the impact of which is mainly manifested in the following aspects:

A. Reduced export orders. International trade friction led to a reduction in export orders, and the epidemic intensified the shrinkage of international market demand. Foreign trade enterprises are generally facing the situation of cancellation or postponement of orders in hand, and difficulties in signing new orders. In particular, the traditional foreign trade exhibition can not be held according to the normal channels, which brought great impact on expanding business to foreign trade enterprises.

B. Product chain supply chain is hampered. Affected by the spread of the global epidemic and the escalation of international trade friction, the upstream supply chain of many enterprises in China is either blocked or broken. Overseas demand has fallen, causing a dilemma for foreign trade enterprises to effectively resume production and sales.

C. Rising trade costs. During the epidemic, many countries took measures to restrict the flow of people, logistics and trade, and many countries entered a state of emergency of "sealing off the city and the country", which had a greater impact on international logistics. The epidemic led to a sharp rise in the cost of production, transportation and insurance, bringing a huge impact on the export products with lower profits.

D. The enterprise capital chain is under great pressure. Under the influence of the epidemic, overseas customers postponed, compressed or even canceled orders in large numbers, and the risk of default rose rapidly. Foreign trade loan accounting period lengthened, the risk of collecting foreign exchange increased.

Judging from the opportunity side, the Internet brings new opportunities to the development of cross-border e-commerce. A recent customs statistics show that in 2021, the total import and export of cross-border e-commerce in China was RMB 1.98 trillion, an increase of 15% over the previous year; of which the total export was RMB 1.44 trillion, an increase of 24.5% over the

previous year. With traditional import and export trade having declined in recent years, cross-border e-commerce has become a new channel for China to advance its foreign trade development. Although the cross-border e-commerce market is a blue ocean, its development requires the support of talents, capital, logistics, policies, etc.

Under the above background, foreign trade enterprises need to break through and save themselves; and as schools that train and deliver talents for foreign trade enterprises, they need to adjust their talent training methods. These are the focal issues of this research.

2. Current Issues on Livestream of Cross-border E-commerce

2.1. The Booming of Livestream

The spread of coronavirus has driven the development of online shopping and livestream. During the epidemic, offline consumption methods were restricted and online shopping developed rapidly. According to the National Bureau of Statistics of China, in 2021, online retail sales reached 13.1 trillion yuan, up 14.1% year-on-year. In terms of user scale, the scale of internet application users of online shopping reached 842 million in 2021, and the utilization rate of Internet users reached 81.6%. Livestream sale as a new shopping trend of online shopping, has been rapid rising. American scholar Schramm believes that communication is a two-way cycle of information and information feedback. The traditional television broadcast mode of communication is basically one-way, delayed and indirect, while the livestream just makes up for these shortcomings. The advantage of livestream is the directness of communication. Information does not need to be relayed in the process of dissemination, which reduces information loss and enhances the credibility of information. Participation methods such as likes, comments and pop-ups create a virtual scene in which both anchors and viewers are present and interact in real time.

Livestream sale emerged and developed rapidly in 2019, and the user scale continued to grow. By the end of 2021, China's live e-commerce user scale is 464 million, up 75.79 million from December 2020, accounting for 44.9% of the overall netizens. Compared with the popular domestic live-streaming in China, live-streaming of foreign trade is still in its infancy. In 2019, TikTok, the international version of Douyin, one of the major domestic live-streaming platforms, became popular overseas, and according to the statistics in the articles published by the Economist and the Atlantic Monthly, the number of downloads of TikTok in 2019 exceeded 750 million, more than the total downloads of Facebook, Instagram and WhatsApp combined. The momentum of livestream is unstoppable, and its prospects in international trade are huge.

When the epidemic began in 2019, some China's foreign trade companies started to sell products abroad via livestream. However, owing to the lack of professional livestream anchors who know the products well and as well speak fluent English, most of those livestream were hosted by foreign trade salesperson who rarely go through professional training in livestream. Due to their inexperienced in selling products via livestream, the sales is not efficient. Professional anchor as an emerging position, is a new growth point of employment that needs to be tapped. Therefore, how to incubate and cultivate cross-border e-commerce live broadcasters is an important and new research topic in front of foreign trade enterprises, schools and professional teachers.

2.2. Demand of Livestream Talents

The companies that promote abroad through English live streaming have relatively wide English live streaming channels, such as Alibaba international website, Facebook, Instagram and Google, but the number of companies using Tik Tok for promotion is still relatively small. Nevertheless, many foreign trade companies said that many overseas brand companies will choose Tik Tok to open stores and seize the Tik Tok live windfall due to the influence of

Amazon's blocking tide. Tik Tok is the most visited Internet site in the world, surpassing Google in 2021. As an international version of Douying, its platform rules and play style is extremely similar with Douying, which greatly facilitates business English majors to master live broadcasting skills of Tik Tok and pave the way for their future work in cross-border English broadcasting.

Good looks is an important factor for anchors to attract network flow, but in terms of cross-border live streaming, English is the first hard condition. Fluent English enable smooth communicate with foreign customers without obstacles. So far, anchors with high English proficiency are highly demanded. Business English majors have the language advantage as anchors. However, being fluent in English does not mean that you can become an anchor. Qualified anchors also need to master the knowledge and skills related to cross-border live streaming. Some companies use the routine of live broadcasting in China directly on cross-border broadcasting, but overseas buyers don't buy it. To win international buyers needs good cross-cultural communication skills. In addition, professional knowledge of foreign trade, international vision, with a certain ability to analyze business data, and a relative understanding of business rules, laws, customs, religious culture and other complex knowledge is also a necessary condition to become an excellent cross-border anchor.

3. Cultivation Path of Livestream Anchor in Cross-border E-commerce

3.1. To Conduct Research on the Needs of Cross-border E-commerce Anchors

Understanding the needs of enterprises and establishing collaborative education between schools and enterprises is an important way to solve the problem of disconnection between the output of talents from colleges and the needs of enterprises, and it is also an important channel to cultivate students' ability to practice and adapt. Through collaborative cultivation to truly integrate profession and industry, strengthen students' ability to master emerging technologies and explore unknown fields, it is of great significance to improve the quality of college talent training and enhance the core competitiveness and identity of enterprises.

3.2. Be Familiar with Live Streaming Platforms

The average age of Tik Tok users is between 17-22 years old. Instagram users are mostly female and young, so it is suitable for brands with young female customers or individual sellers who often share their daily life to release their livestream. YouTube has a large user base, high user stickiness and perfect live streaming function, and is a great platform for fan base, large-scale and stable sellers. The purpose of live streaming is to sell products efficiently, and the anchor is actually a super salesperson. The anchor should be familiar with the consumption habits of different customer groups and design different live scripts for different groups of customers.

3.3. To Analyze the Abilities Needed for Cross-border Anchors

Firstly, anchors need to be familiar with products, including the production, performance, characteristics and usage of various commodities; secondly, anchors need to have strong expression ability and infectious language. It is also necessary to understand the religious culture, social customs, and political values of the country to which the live broadcast is directed, which all challenge the anchor's cross-cultural understanding ability and cross-discipline comprehensive ability.

3.4. To Develop Related Course System

As an emerging job, there is not much data and research in the academic field about the demand of enterprises for cross-border e-commerce anchors, the requirements of professional ability of the job and the prospect of career development. It is very crucial to get feedback through

research on related enterprises. Enterprise demand and foreign trade related training for professional talents include the following aspects:

A. Curriculum Development: Curriculum is the carrier of students' learning knowledge. The syllabus should be highly dovetailed with enterprises and market demand in order to achieve good talent training effect. Extensive consultation with enterprise experts is a must. The curriculum system and teaching content need to maximize the seamless docking with the practice of cross-border trade.

B. Lecturer Integration: Full-time teachers in schools have relatively solid theoretical knowledge, and experts in enterprises have strong practical operation ability. The participation of enterprise experts and full-time college lecturer in developing and lecturing will benefit students a lot. They will be able to learn theoretical knowledge and master practical skills at the same time.

C. Building of Training and Internship base: Establishing a live base with enterprises on campus to integrate the learning of theoretical knowledge and practical training in talent training. Practical training could be in the form of entrepreneurship.

3.5. Value the Professionalism Training

Professional literacy mainly includes four aspects: professional consciousness, professional ethics, professional spirit and professional skills. They are of importance in the cultivation of anchors.

Vocational consciousness is a comprehensive reflection of people's cognition, evaluation, emotion and value identity of the occupation they are engaged in, consisting of employment consciousness and career choice consciousness. It is an important part of professional values and can govern and regulate people's professional behavior.

Professional ethics is a code of professional behavior that people should abide by in their professional activities. In a narrow sense, it refers to the professional moral qualities of employees, such as love for work, dedication, honesty and friendliness, etc. It belongs to the category of life view and values.

Professional spirit is the spirit and conduct with professional characteristics, is the spiritual pursuit formed in a specific professional practice, its core content includes work attitude, dedication, sense of initiative, team consciousness, etc., is the inner driving force of professional behavior and professional habits.

Vocational skills refer to the skills and abilities required to be competent in a certain industry or position, which are mainly reflected in the ability to know the basic theoretical knowledge related to the profession, the practical aspects of production, and the ability to flexibly apply the knowledge and theories learned to solve practical problems in production, which need to be acquired through special training and study.

4. Conclusion

Live streaming is a blue ocean in Cross-border e-commerce, and anchor is a promising career. The professional training of anchors requires the joint participation of universities, enterprises and industries. Schools and enterprises should jointly establish practical training bases and determine the training objectives and curriculum system together. While teaching professional knowledge, professionalism Training such as professional ethics should also be strengthened to cultivate qualified cross-border e-commerce anchors.

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