
电商直播的商业价值分析

摘 要

最近几年新兴的直播，带动着各行各业的发展。从最开始的网红直播到后来的直播带货，商业的气息是越来越浓厚。电商直播的应运而生是电商领域又一新的发展，是未来的趋势之一。

电商+直播与娱乐性直播不同，而是电商业的一个新突破与传达补充。网红或者明星在直播间主播的身份，满足了当下粉丝经济的效应，也满足年轻消费者对于真实性和互动性的需求，更快地建立购买的效率。未来不仅直播电商业态将被更多平台接受，其中短视频电商等形式的内容电商业态也会更加丰富。对国家的经济和各大中小企业的发展的也有一定的影响，改变着国家的经济模式，增加更多的创业及就业机会，丰富着经济的多样化。对我国未来经济的走向和全球贸易经济圈都有重大影响，改变现有的贸易商业圈。由此看来电商直播，不仅推动企业商家的发展销售，更是推动国家经济的增长，是未来商业模式的发展趋势。当前，中国正处于由“站起来”“富起来”迈向“强起来”的关键阶段，与此同时国内的电商直播也进入了高速发展的阶段。

我国的中层收入群体规模全世界最大、多领域生产制造链位于全球产业链上游位置，市场规模、营商环境、投资氛围均位居世界前列。面对世界经济低迷、全球市场萎缩的外部环境，电商直播带给了国内经济增长的新希望，改变着我们的经济模式，带动千家万户的企业，突破经济发展，激发国内投资和消费潜能，让内需持续扩容提质，同时也对跨境电商带来冲击和发展。

关键词：电商直播；带货；网红明星；经济增长；企业发展

ABSTRACT

In recent years, the emerging of live broadcasting, driving the development of all walks of life. From the very beginning of web celebrity live broadcast to the later live broadcast with goods, the atmosphere of business is more and more thick. The emergence of e-commerce live broadcast is another new development in the e-commerce field, and it is one of the trends in the future.

E-commerce + live broadcasting is different from entertainment live broadcasting, but a new breakthrough and communication supplement of e-commerce. Web celebrity. The identity of the star as an anchor in the broadcast room meets the needs of young consumers for authenticity and interactivity, and helps to establish the efficiency of purchase more quickly. In the future, not only will live broadcast be accepted by more platforms, but also the content of short video e-commerce and other forms of e-commerce will be more abundant. It also has a certain impact on the national economy and the development of various small and medium-sized enterprises, changing the economic model of the country, increasing more business and employment opportunities, and enriching the diversification of the economy. It will have a great influence on China's future economic trend and global trade economic circle, and change the existing trade and business circle. It can be seen from this that e-commerce live broadcasting not only promotes the development and sales of enterprises and merchants, but also promotes the growth of national economy, which is the development trend of the future business model. At present, China is at a critical stage from "stand up" and "get rich" to "get strong". Meanwhile, domestic e-commerce live broadcasting has also entered a stage of rapid development.

China's middle income group is the largest in the world, and its multi-field manufacturing chain is located at the upstream of the global industrial chain. Its market size, business environment and investment atmosphere are among the top in the world. Facing the world economic downturn, the external environment of global market atrophy, electricity live new hope to the domestic economic growth,

changing our economic model, drive thousands of enterprises, the breakthrough in economic development, stimulate the domestic investment and consumption potential, for domestic demand expansion and continued to raise quality, and at the same time it brings impact on cross-border electricity business and development.

Keywords: E-commerce live broadcast; Take the goods; Web celebrity stars;
Economic growth; Enterprise development

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