

The Positive Effect and Future Trends of the Enterprise Performance by the Company Using Digitization

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Abstract: As the development of the globalization, more and more cross-border enterprises choose to come into the China to develop themselves. However, because they lack of popularity, digital transformation become a good choice for e-commerce, and they can use live-stream commerce to enlarge their development of space. Up to a point, live-stream commerce increase the enterprise performance. Use Alibaba as an example, in 2016, through the live-stream commerce platform which is created by Taobao, users can watch the live and buy the commodity which they like at the same time. In this thesis, I will use live-stream commerce as an epitome to show the digitization transference and explore that under the influence of the digitization, enterprises receive the positive effect and future trend.

Keywords: digitization, live-stream commerce, enterprise performance, development of trend

1. Introduction

During the epidemic, almost every enterprises cannot get a great enterprise performance, especially in the physical shops. Because more and more shops are unable to make ends meet, governments at all levels start focusing on stabilizing residents' consumption, and according to local conditions, they have formulated various policies to speed up the digital transformation of enterprises. Promoting the popularization of "live with goods", let enterprises reach the balance of payments faster. Based on the micro-data of enterprises, the studies of the impact of digital transformation on their performance show that enterprise digital transformation has a significant positive effect such as customer population, corporate awareness, reputation, transaction success rate and other parts that have the role of chain intermediary [1]. Therefore, the transformation of e-commerce "live with goods" has become an excellent turning point for these companies which have a large impact by the epidemic or other force majeure. Here, this study will focus on e-commerce "live delivery" as the projection of "enterprise digital transformation", explore its positive impact on enterprises and future trends, and discuss how these can improve the performance of enterprises in the future [2].

2. The Positive Impact of Digital Use on Business Performance

2.1. Improve Efficiency

Digital transformation can help enterprises optimize business processes and improve efficiency. Through digital transformation, enterprises can digitize business processes, to automate them and

reduce human intervention. Digital transformation can help enterprises make better use of information technology and improve the efficiency [3].

2.2. Improve the Ability of Innovate

Digital transformation can help companies improve their ability to innovate. The application of digital technology can help enterprises know market demand and consumer behavior, so that provide service which customer needs immediately. Moreover, digital technologies can help companies better collect and analyze data to identify new business opportunities and innovation points. For example, through data analysis, companies can find that consumers' demand for a certain product is increasing, so that this company can launch corresponding products to meet market demand and improve the market share of enterprises.

2.3. Optimize Business Processes

Digital transformation can help enterprises optimize business processes, improve work efficiency and productivity. For example, through digital technology, enterprises can automate production, reduce manual intervention, and improve production efficiency and product quality. For example, through digital technology, enterprises can realize real-time monitoring of the production process and sales situation, and improve the competitiveness of enterprises and market share.

3. Future Trends of Enterprise Digital Transformation

3.1. User Demand Improvement

3.1.1. Personalized Recommendation

Based on the data analysis of users' historical purchasing behaviors and interest preferences, we provide more accurate personalized recommendation on Taobao live broadcast page to improve user experience and purchase conversion rate. According to statistics, the conversion rate of Taobao in-line personalized recommendation in 2022 is more than 10% higher than that of non-personalized recommendation.

3.1.2. Interactive Play

Taobao Live provides users with a wealth of interactive play, such as live lottery, interactive answer, game interaction, etc., so that users can increase entertainment experience while watching and shopping. By the end of 2022, the participation rate of Taobao in-line interactive play has exceeded 80%, successfully improving user stickiness and user satisfaction [4].

3.1.3. Social Shopping

In addition to the product recommendation and a Shao, Tao word live also provides users with a platform for shopping. Users can interact with anchors and other users in the live broadcast and share shopping experiences, and they can also find more products suitable for themselves through Taobao direct guide and community. According to the data, since 2019, the number of users of Taobao live social shopping platform has been increasing at an annual rate of more than 20%, which is expected to become the main driving force for Taobao live in the future.

3.2. The Diversity of Interaction Form

3.2.1. Q&a Interaction

the anchor interacts with the audience in real time, and answers the questions raised by the audience.

3.2.2. Product Demonstration

The anchor gives a detailed demonstration and introduction to the product, so that the audience can understand the performance, characteristics and use methods of the product

3.2.3. Lucky Draw Interaction

the anchor will carry out lucky draw activities from time to time, and the audience can obtain lucky draw qualification by buying goods or participating in the interaction, increasing the popularity of the live broadcast room.

3.2.4. Shopping Cart Bargain

The anchor will encourage the audience to enter the shopping cart bargain link, so that the audience can buy the goods at a lower price within a certain period of time.

3.2.5. Instant Buying

Anchors will launch time-limited instant buying or buying activities to attract viewers to buy.

In short, Taobao anchors carry goods in various forms of interaction, through different ways of interaction can attract more users to participate in, improve sales effect.

4. Analysis of Live Marketing Strategies to Improve Corporate Financial Performance

4.1. User-Centered, Return to Live Essence

The rapid development of e-commerce live broadcast has also caused confusion in the network live broadcast industry. Taobao live streaming should return to its essence and be user-centered. The first thing that Taobao Live should do is to deeply understand the current user needs and characteristics, and establish a new type of live ecological form; Higher efficiency, better experience, better meeting customer needs. Taobao live should maintain the original heart, with goods first entertainment second. Users watch live e-commerce in order to better understand the quality of goods, so the quality of goods is the audience's most concerned. This is also one of the issues that Taobao live should pay attention to, the platform should clearly indicate the quality testing standards, so that businesses and users have an indicator in their minds. Moreover, it is necessary to strengthen the control of businesses, do a good job of approval, and ensure that product quality meets the indicators.

4.2. Improve the Support Mechanism and Build an Ecological Closed Loop

And to be a good anchor, you must have enough popularity. Taobao Live can provide traffic support for the main broadcast according to its own talent and resources, and build supply chain, users and technology; Integrate data and brand support system, and improve the development chain of anchors from many aspects such as products, users, and markets. On the one hand, the advantages of MCN company can be used to IP and brand the main broadcast accurately [5]. On the other hand, various means are adopted to promote the value transformation of anchors, such as promoting the match between anchors and merchants, and helping anchors establish their own Taobao brands, so as to

maximize the value and longevity of anchors. In addition, there is an optimal traffic support plan, that is, according to the preferences of users, to provide their own anchors with the most accurate recommendations, so as to improve their traffic. Any businessman, anchor, should have their own style, can not go with the flow, just like those large female anchors, as long as they do their own big brand on the line, can not go with the flow.

4.3. The Platform Is Strictly Regulated and a Regulatory Mechanism Is Established

E-commerce live broadcasting is a new industry, at present, there are no corresponding laws and regulations in China, and the management of network platforms is also very weak. Relevant departments shall formulate rules and regulations to supervise and manage the whole industry to ensure the healthy development of the industry. Taobao live streaming platform should establish a complete supervision system, strictly crack down on violations in the supply channels, the quality of anchors, commodity sales and other links, build consumer confidence, and promote the healthy and sustainable development of Taobao live streaming. At the same time, it is necessary to strengthen supervision, severely crack down on some live streaming platforms with vulgar and negative content, prohibit comments and block them; And the broadcast of such circumvention of punishment should be closely monitored; Conduct comprehensive health checks on Taobao users and punish those who violate the rules; Businesses with poor quality and more complaints shall be ordered to make corrections, otherwise they will be disqualified from trading.

5. Conclusion

While digital transformation brings many opportunities, it also faces some challenges. First of all, digital transformation requires enterprises to have certain technical capabilities and talent reserves, and needs to invest a lot of human, material and financial resources. Secondly, digital transformation requires enterprises to have a certain degree of risk awareness and response ability, and it is necessary to predict and respond to possible risks and challenges. Finally, digital transformation requires enterprises to have a certain strategic vision and innovation ability, and need to continue to explore and innovate in order to remain invincible in the fierce market competition.

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