RESEARCH ON INTERNATIONAL LIVE SALES MODE OF HOME TEXTILE PRODUCTS

MengLei Chen[1], BoFan He[2], XinYu Fang[2], LiXue Bai[2], LingXuan Zhao[1], JiaWei Li[1], Yao Chen[2*]
[1] *EURO-Languages College, Zhejiang Yuexiu University, Shaoxing 312000, Zhejiang, China*
[2] *School of International Business, Zhejiang Yuexiu University, Shaoxing 312000, Zhejiang, China.*
Corresponding Author: Yao Chen, Email: 20152064@zyufl.edu.cn

Abstract: The rapid development of the Internet economy and new retail economy in the post epidemic era, the continuous improvement of e-commerce platforms and the advancement of live broadcasting technology have paved the way for the development of the international live broadcasting sales mode of home textile products. The mode of selling home textile products on the international live broadcasting platform is an innovative sales method combining live broadcasting technology and e-commerce, which demonstrates the characteristics, quality, uses and advantages of home textile products through the live broadcasting platform, and the anchor can interact in real time with the global audience, answering questions and providing purchasing advice, thus promoting product sales. However, although the international live streaming sales model presents great potential in the home textile products industry, it still faces some challenges and problems in practice. For example, how to choose a suitable live broadcasting platform, design attractive live broadcasting content, improve audience participation and effectively analyse and utilise sales data need to be thoroughly researched and explored. In this paper, we will take the live broadcast conducted by Company A in Alibaba International Station as an example to conduct in-depth research and analysis on the international live broadcast sales model of home textile products, and discuss how to optimise and innovate the international live broadcast sales model.
Keywords: Home textile; E-commerce; Alibaba; Live broadcast

1 INTRODUCTION

Company A is a large down home textile factory in China, mainly producing and selling down raw materials and down products, with an annual production capacity of 5,000 tonnes of down, including 2,000 tonnes of high down of over 75%. Its down raw materials are mainly sourced from Europe and Northeast China, and its products are mainly sold to large bedding ready-to-wear brand factories in the PRC, as well as overseas regions such as Europe, the US and Japan. Currently, the company mainly conducts live sales on the Jitterbug platform, and has already possessed a more mature operation mode as well as a good sales trend. In recent years, the international situation of the down industry has increased dramatically, so the head of the company has the intention to open up overseas markets, in the form of live sales to customers around the world.

According to the history review and development overview analysis of the global and Chinese bedding market, in 2022, the global bedding market size reached 539.066 billion yuan (RMB). For the global and China bedding industry market development status and prospect analysis, it is predicted that by 2028, the global market size will reach 962.891 billion yuan, the average annual compound growth rate is expected to fluctuate around 10.01% [1]. At the same time, China is a textile production and export of large countries, China's textile industry itself after years of development, the competitive advantage is very obvious, with the world's most complete industrial chain. But also because of so many textile products, which led to a sharp saturation of the domestic market. In contrast, the foreign market has a greater sales space.

From the official website of the World Tourism Organisation (UNWTO), the sudden outbreak of the epidemic in December 2019, the tourism industry, an important economic pillar, suffered a major blow. And as the epidemic situation improves, the policy of restricting travel is gradually liberalised, and the number of international tourists has already shown an increasing trend. 2022 compared to 2021, the number of tourists is greatly improved, and the tourism industry is back to normal. In the post-epidemic era, data shows that tourists are actively participating in tourism activities, and the number of global travellers is on the rise. And as people's lives gradually become better, people are more inclined to enjoy material consumption, tourists are more inclined to high-quality tourism. Therefore, after a tiring journey, they will choose a more comfortable sleeping environment. For hotels, the high or low rate of customer return and the comfort of the bedding is one of the keys. Thus, it can be seen that the recovery of the tourism industry will make the demand for hotels to purchase bedding become larger. According to official data, globally, the United States and Europe have a wider distribution of overnight travellers and a greater demand for booking hotels and hostels, so the European and American markets have a wider potential for development. It is worth mentioning that due to legislation and living habits in Europe and the US, drying is classified as an offence in some US states, and washing is subject to additional sewage charges. Therefore, the consumption of home textile products is large, the product life cycle is short, the repurchase frequency is high, and the demand is large.

Based on the company's background as well as market analyses, Alibaba International is the best choice among many cross-border platforms.

Firstly, high visibility of the platform. Alibaba international station whether in the traditional European and American developed countries in the foreign trade market or in the new Southeast Asian foreign trade market has a fairly high visibility and publicity and promotion ability. Mainly serves domestic small and medium-sized enterprises, and has the official credit guarantee of Ali, more secure and reliable.

Secondly, the international station has diversified content. The live content of Alibaba International Station is constantly enriched and diversified, covering various forms such as product display, enterprise interview, production process and so on. Merchants use diversified content to attract more users' attention and participation, and improve user stickiness and loyalty.

Thirdly, live broadcasting on this platform has a global audience reach. Alibaba International Station live broadcast can directly deliver products and content to the global audience through the Internet, which means that it can directly reach potential European and American consumers to increase sales and exposure. Moreover, the age group of the online shopping group in Alibaba International Station is mostly distributed in the age of 30 to 40 years old, and they generally have higher education, considerable income and strong purchasing power.

Fourthly, Europe and America are the main buying countries on the international website. From the industry trend interpretation of March 2022 New Trade Festival, it can be seen that the TOP3 countries in terms of transaction size are: the United States, Canada and the United Kingdom [2]. Meanwhile, the distribution of China's export market also takes Europe and the United States as the main market, which is highly consistent with the main market of down products.

From the points mentioned above, International Station is the best platform for live sales that meets the company's needs.

2 LIVE STREAMING DESIGN AND DATA ANALYSIS

2.1 Script Writing

First is theme design. An attractive live streaming theme not only attracts the attention of the target audience and increases viewer engagement, but also helps the corporate brand to create a unique brand image and personality. The product theme is Start with a "feather", find your paradise. product keywords are Peace of mind, Companionship. live broadcast style is defined as professional, comfortable and humorous.

Second is visual design. Home textile products live atmosphere should be committed to creating a comfortable and warm live room, combined with the Chinese classical aesthetics, to create a simple and elegant live room. Live room to the Chinese style of plain flowers and birds and linen sofa as a background, into the Chinese classical aesthetics to give people elegant and quiet visual enjoyment, don't have a Chinese style of meditation. The live background and product design concepts are linked together, projecting the sentiment and warmth of the brand vision in a pleasant and relaxing live space. At the same time, the anchor chose light-coloured casual clothing for the camera, reflecting a sense of comfort and coziness, but also to maintain the visual balance and unity, more comfortable and beautiful for the audience, and more appropriate for the product [3].

2.2 Live Broadcast Planning

Develop a full process sop for the live broadcast planning programme from Table 1. The person in charge interfaces with the company's personnel for the preparation of matters related to the live broadcast, equipment debugging and so on. The anchor and the assistant anchor prepare the content that needs to be explained, and determine how to cooperate between the two and other issues.

Table 1 Live streaming planning programme full process sop

Live streaming planning programme full process sop			
workflows	sports event	concrete content	person in charge
pre-live broadcast	1. Getting in position in advance	All staff arrive at their posts 60 minutes early	guide (on radio or TV)
	2. Backstage Login	alibaba international website account login	field control
	3. Time Alert	Countdown to 30 minutes, 5 minutes, 1 minute before the start of the broadcast	field control
	4. Equipment inspection	1. Is the position, height and direction of the lights (live lights, background lights) correct? Is the brightness appropriate? 2. Is the camera screen transmission smooth? Is the camera position correct?	Field control. Anchor.

		Is the picture clear? Is it skewed? 3. Check whether the network link of the live streaming computer is normal? 4. Is the return mobile phone network normal? Is the mobile phone linked to the power supply? 5. Is the vertical screen pushing the stream? Is the mirror image normal? 6. Adjust the picture quality: adjust the value to ensure that the texture is advanced and the picture has no chromatic aberration.	
	5. Commodity inspection	1. Whether the condition of the product is suitable for display, clean and tidy without any abnormality. 2. The props equipped for each product introduction are in place. 3. Understand the function, special effect, material and advantage of the product.	anchor (TV)
	6. Personnel preparation	Clothing, dress, countertop background organisation	anchor (TV)
	7. Background Settings	1. Live cover, title copy setting, no prohibited words. 2. Live hot topic settings, in line with the product heat. 3. Products are on the shelves, and the order is clear to the relevant people. 4. Subtitle settings, no prohibited words. 5. Shield keyword settings, prohibited negative impact words.	Field control. Anchor.
	8. Pre-proposal questioning	1.Live operation, central control and anchor to finalise the pop-up single product of the day. 2. The product information and specifications of each single product are clear. 3. Logistics and shipping, return and exchange rules and regulations are answered.	anchor (TV)
	9. Live Preview	Live broadcasting information through relevant channels (e.g. WeChat, circle of friends, ins, etc.)	field control
	10. Live streaming	Retweet the live stream to social media platforms at the start of the broadcast	field control
surname Zhi scatter middle	11. Live Cadence	1.Pay attention to the rhythm of the public screen, real-time response to questions. 2. Field control to assist the anchor, combined with order data and the number of viewers, to assist the anchor live atmosphere. 3. Synchronised explanation, the successful transition at the time of transition, handover of products. 4. The main product each time 10 minutes, the rest of the product by the anchor free play single time not more than 10 minutes, product explanation more than two rounds.	Field control. Anchor.
	12. Live Streaming Points of Attention	1. The field control should be timely to the anchor to show the main points of the product, and the anchor smooth co-operation. 2. Anchor in the product introduction should be appropriate to use some means to more intuitively show the details and characteristics of the product. 3. Anchor live emotion to be full and infectious.	Field control. Anchor.
End of live broadcast	13. Review summary	1.Data collection and update, problem record analysis and resolution, summary. 2.Violation of the problem, return data collection, selling peak summary. 3.Live broadcast finishing reset, set up the next open preview after finishing.	Field control. Anchor.

Data source: Live streaming planning official websit

2.3 Live Data Analysis

The first live broadcast of the international station lasted 02:02:21, with a cumulative total of 339 views, 87 viewers, and 0 inquiries. The second time to adjust the title, product order, live time 02:00:32, the number of viewers increased to 130 people, the cumulative number of inquiries 3 people. The third time also re-modify the title, live time 02:01:07, the number of viewers 76 people, the number of inquiries 12 people [4]. Through the first live conversion rate data, we can understand that the live broadcast has a small contribution to sales. Due to the first live broadcast, there are some uncertainties. However, in the subsequent live broadcast process, the cooperation between the anchor is more tacit, the live broadcast is more proficient, which greatly improves the live conversion rate.

3 OPTIMISATION AND INNOVATION OF THE LIVE SALES MODEL

3.1 Selection of Client Groups

The optimisation and innovation of the sales model should first determine the target customer group, and use big data to select the target customer group with a high degree of activity on social media platforms, which are more willing to buy

products through live broadcasting. By analysing customer needs, preferences and purchasing ability, etc., the target customers are accurately positioned. First of all, the company needs to operate and maintain the shop for a long time, and the correct positioning of the shop and matching customer positioning is the first step to win enquiries. It is necessary to adjust the page style according to the target customer's preference, search habits, language logic, and way of thinking, so as to give customers a comfortable web experience. And you need to modify the information of each product according to the popular keywords to enhance the exposure of the product [5]. In addition, the cover and title of the live broadcast need to be thought and polished to emphasise the highlights and special advantages of the live broadcast, so that the audience will know the unique value and benefits of the live broadcast. Some attractive words can also stimulate the curiosity of the audience, but pay attention to the prohibited words in the international site, such as: TOP1, NO.1, etc.

3.2 Multi-Channel Promotion

Online channels, in addition to live streaming platforms, can also make use of various social media platforms, such as Facebook, Twitter, Instagram, YouTube, etc., to post content such as product information, special offers, live streaming previews, highlight clips, and so on, to attract and direct viewers to live streaming platforms to watch live streams. At the same time, if: if there is a database of email lists or mobile phone numbers of relevant customers, you can notify them about the live broadcast by sending emails or SMS pushes. Be sure that the email or SMS is concise and engaging, with a link to the live stream and important timing information. Offline channels include putting up posters and displaying product samples in physical shops, attending offline events and exhibitions to publicise and promote the upcoming live streaming event [6]. Brochures, business cards or the use of QR codes can be distributed to direct people to follow and participate in the live broadcast. Through online and offline multi-channel promotion, the time and content of the live broadcast are publicised in advance to attract the attention and participation of more viewers.

3.3 Scheduling Logic

In order to ensure the diversity and completeness of the content of the live sales, it is necessary to classify the products according to the type, function, price, features and other factors, and display them in a certain order, usually displaying popular products or new products first to attract the attention of the audience, and then gradually displaying the other products, and associated products are often paired with combinations to improve the added value of the products.
Take this live practice as an example, No. 1 and No. 2 products are down pillows and mattress protectors, these two are diversion products, arranged in front to increase the popularity of the 3-6 products are duvets, of which No. 5 and No. 6 products are the main models, the product process is more complex, the price is higher, so it needs to be placed in the popularity of the peak sales, the highest traffic at this time [7]. 7 products is the only special product -- gravity blanket, the product itself has selling advantages, outstanding features, has its own suitable for the crowd, so it should be placed in the peak after the sale. --Gravity Blanket, the product itself exists selling advantages, outstanding features, have their own suitable for the crowd, so it should be placed in the peak after the sale. The last 8-10 products belong to the cannon fodder models, mainly used for comparison with the flow of models, than the quality and price to stimulate customers to order 1-2 products.

3.4 Explanation of Selling Points

During the live broadcast, every second needs to be seized to attract and retain viewers. Therefore, the anchor should focus on highlighting the features, functions and uniqueness of the product during the explanation. Anchor through the actual demonstration, use cases and other ways to show the audience the advantages of the product. For example: all kinds of down pillow filler can be found after comparison of goose down quality is better than duck down, ducks for omnivores, so duck down will have a fishy taste, goose down is relatively light, and goose down fluff is bigger, can achieve a higher degree of fluffiness, warmth and resilience is also stronger. Therefore, the softness and resilience of the pillow need to be demonstrated live in the broadcast. The down pillow can be pressed by hand and the degree of rebound of the pillow can be observed within the specified time [8].
Alternatively, innovative presentations can be made. Introduce short moving videos or promos periodically during the live broadcast for transitioning different topics or content. This can increase the pace and variation of the live broadcast and keep the audience fresh and interested. In the process of displaying products, some product videos can be used to show the features, functions or practical application scenes of the products. Through visual effects and dynamic elements, the value and attractiveness of the product can be better demonstrated. Of course, you can also show the details of the feather, so that the audience can feel the high quality of the product and the specialisation of the company.

3.5 Audience Participation and Interactive Experience

Enhancing viewers' engagement and interactive experience during live broadcasts can create a stronger connection with them and promote viewer loyalty and word-of-mouth. Therefore, try to respond to viewers' questions, comments and feedback during the live stream. Mention their usernames or messages from viewers to make them feel noticed and valued. Alternatively, design fun and interactive activities and games in the live broadcast, including lucky draws, quizzes, question and answer sessions, challenges, etc., and offer viewer-exclusive benefits or special offers, such as

discount codes, freebies, or limited-time promotions, to encourage viewers to actively participate. By offering prizes or special benefits, viewers are motivated to participate, increasing their sense of value and purchase incentive for the live broadcast [9]. However, this requires a discussion with the company to negotiate the original price as well as the discounted price of various items.

3.6 Enhanced Technical Support

The use of advanced technical means to improve the quality, interactivity and viewability of the live content can attract more audience participation and enhance the live effect. First of all, you can use multi-camera switching to display different angles of the screen for the all-round display of the product. The panoramic atmosphere of the live room and the overall effect of the product display need to place the camera at a distance, while some local details need to be shown close-up, the camera is often arranged in front of the anchor, generally need a higher degree of clarity of the equipment. Central control for the switching of the screen should also pay attention to the articulation of the transition, not too much switching, so as to avoid visual fatigue of the audience [10]. In addition, the need for a mobile phone dedicated to interaction, used to provide timely feedback on the live broadcast, so that the audience can interact with the anchor, ask questions, leave messages, increase the sense of participation. Provide real-time audience statistics, so that the anchor to understand the audience's viewing situation and feedback, timely adjustment of live content and rhythm.

4 CONCLUSION

This thesis delves into various aspects of the international live streaming sales model of home textile products, especially the practice of Company A's live streaming on Alibaba International, which provides great support for our research. However, under the ever-changing market environment, the international live streaming sales model of home textile products still faces some challenges, such as policy changes at any time, fierce market competition, maintenance of audience engagement and continuous innovation of live streaming strategy. Therefore, we suggest further research and exploration of the development trend of international live sales model for home textile products to find more innovative approaches and strategies.

Finally, sincere thanks to Company A for their support and co-operation in this study. Their expertise and experience provided valuable resources and practical foundation for the study. It is hoped that this study will lead to more co-operation between the two parties in the future and make greater contributions to the development of the industry.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

FUNDING

REFERENCES

[1] Aihaiti, A., Jiang, Z., Zhu, L., Li, W., You, Q. Risk changes of compound temperature and precipitation extremes in China under 1.5 C and 2 C global warming. Atmospheric Research. 2021, 264, 105838.

[2] Mekacher, A., Bracci, A., Nadini, M., Martino, M., Alessandretti, L., Aiello, L. M., Baronchelli, A. Heterogeneous rarity patterns drive price dynamics in NFT collections. Scientific reports. 2022, 12(1), 13890.

[3] Gao, H., Abu Bakar, S., Maulan, S., Mohd Yusof, M. J., Mundher, R., Zakariya, K. Identifying Visual Quality of Rural Road Landscape Character by Using Public Preference and Heatmap Analysis in Sabak Bernam, Malaysia. Land. 2023, 12(7), 1440.

[4] Zhaka, V., Bridges, R., Riska, K., Hagermann, A., Cwirzen, A. Initial snow-ice formation on a laboratory scale. Annals of Glaciology. 2023: 1-18.

[5] Zhang, Y., Feng, F., He, X., Wei, T., Song, C., Ling, G., Zhang, Y. Causal intervention for leveraging popularity bias in recommendation. In Proceedings of the 44th International ACM SIGIR Conference on Research and Development in Information Retrieval. 2021: 11-20.

[6] Bellaaj, M. Why and how do individual entrepreneurs use digital channels in an emerging market? Determinants of use and channel coordination. International Journal of Emerging Markets. 2023, 18(9), 2735-2764.

[7] Monfort, S. S., Cicchino, J. B., Patton, D. Weekday bicycle traffic and crash rates during the COVID-19 pandemic. Journal of transport & health. 2021, 23, 101289.

[8] Meree, H., Wang, D., Yan, S. Numerical and theoretical study of rockfall impact on shed with composite sand-airbag cushion materials. Environmental Earth Sciences. 2023, 82(18), 432.

[9] Lin, G. Y., Wang, Y. S., Wang, Y. M., Lee, M. H. What drives people's intention toward live stream broadcasting. Online Information Review. 2021, 45(7), 1268-1289.

[10] Peper, E., Wilson, V., Martin, M., Rosegard, E., Harvey, R. Avoid Zoom fatigue, be present and learn. NeuroRegulation. 2021, 8(1), 47-47.