

Sharing Professional Viewpoint
Will Bullet Screens Affect the Attractivity of Live E-commerce to Internet Users?

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1. Opening

In modern society, where live economy is becoming very popular, consumers are likely to buy goods in online live broadcasts. According to the monitoring of the Ministry of Commerce of China, in the first half of 2023 alone, the cumulative sales of live e-commerce in China reached 1.27 trillion yuan, with more than 110 million live shows, more than 70 million goods on the shelves, and more than 2.7 million active anchors (Zhida, 2024). Different from the general e-commerce model, in live e-commerce, anchors will introduce the relevant elements of the goods in the live broadcast room, and use the bullet screen function to communicate with the audience in real time, improve the conversion rate of audience to potential buyers, and then promote consumer buying behavior (Gang, 2023). It can be seen that making good use of the bullet screen function in e-commerce live broadcasts can help businesses attract more consumers.

2. Emotional Value

As an instant information flow, one of the main reasons for the bullet screen to attract consumers is that it can provide consumers with emotional value. The underlying logic of emotional value is closely related to the basic needs and human weaknesses of human beings. The emotional value brought by bullet screen interaction is more of the value in the ecological context of live broadcasting. The immediacy and fragmentation of bullet screen determine its emotional nature. In many cases, consumers may decide to buy a certain product to meet their material needs, but it may also be to get emotional satisfaction (Chen & Zhan, 2024). Even some people do not consume in order to use the basic functions of the product, but purely to satisfy their own emotional experience in some aspects.

Bullet screen interaction can give live e-commerce new emotional value, making live broadcast a new place for online empathy. As the largest education group in China in the past, New Oriental announced its live delivery platform "Oriental Selection" officially launched and settled in Douyin short video platform in 2021 (Wei et al., 2023). In December 2022, the account of Oriental Selection increased from 1 to 6, the total number of fans exceeded 36 million, and a total of 52 self-run products have been launched, with a total sales volume of 18.25 million pieces (Shuo, 2024). "Emotional link" has always been the most important attribute created by Oriental Selection live broadcast. When you open the live broadcast of Oriental Selection, accompanied by soothing music, listening to the anchor's slow life philosophy, you may not imagine that he is actually selling agricultural products. At the same time, the barrage comments have led 88,000 netizens to scratch the screen in the comment area, typing the words "you are here," in order to show that they have been resonated (Pei, 2023). Live broadcast instantly becomes the site of online empathy for netizens, and a live broadcast becomes a spiritual journey, which has been liked by netizens (Chen & Zhan, 2024).

Therefore, the situational characteristics created by live streams can increase the enthusiasm of viewers to participate in live streams. The quasi-social interaction between viewers and posters positively affects viewers' impulse buying tendency. It has been observed that the higher the user participation in live streams, the more users will develop feelings for the corresponding brands and increase their purchases (Chen & Zhan, 2024). Generally speaking, the number of live streams reflects the enthusiasm of users for live discussions, and the emotional tendency reflected by live stream language reflects the subjective degree of users' identification. It has also been noted that the number of live stream information has a good performance on arousal and pleasure (An, 2023).

3. Bullet Screen Functions

Bullet screen functions can also help to establish the brand value of live anchor IP (Kai, 2023). Compared with traditional offline shopping, online audiences value the evaluation of live anchors and products by live bullet screens. The more bullet screens the anchor has, the higher the interaction with the audience, the better the user experience, and the higher the word-of-mouth score. Once a large number of fans are accumulated, the online audience of such live broadcasts will have a stronger emotional connection with the anchors. These fans will be more inclined to express their support and affirmation to the anchors in the form of live bullet screens, and will be more willing to participate in live interactions and actively maintain the anchors through live bullet screens. Undoubtedly, this will help to establish the brand value of the anchor IP.

Although there are many advantages to use the bullet screen functions in the process of e-commerce live broadcast, not everyone agrees with it. The theory of limited attention shows that the attention of each individual at a certain point of time is very limited, and the individual will allocate the limited attention to different work tasks. The more attention the work allocates, the less attention the rest work allocates. When consumers watch e-commerce live broadcast, they will watch the video and the bullet screen content at the same time, and the two will compete for consumers' attention. If consumers pay more attention to the bullet screen, they will be easily distracted by the bullet screen information, which will affect their judgment ability (An, 2023).

4. Reflection

Obviously, the use of live bullet screens in e-commerce live broadcast can help merchants attract more consumers. The bullet screen function allows consumers to interact with the anchor and other consumers, and gives the live e-commerce updates emotional value. How to make use of the live bullet screen function to make Internet users speak louder and learn to mine the emotional value of users is what the majority of Douyin e-commerce platforms and anchors need to think about.

5. The Author

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