

Research on E-commerce Marketing Model Innovation in the Context of the Integrated Development of Short Videos and Live Streaming

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Abstract: Deeply integration of short videos and live streaming has altered the fundamental logic of e-commerce marketing. But there are still no comprehensive studies on its integration effect, especially missing the theoretical construction about the direction of marketing model innovation based upon the linkage between media evolution and value creation. According to the theoretical perspective of media convergence, we analyzed it according to the progression thread of "evolutionary logic—mechanism change—model innovation", and find out that as the integrated business format evolved from external combination to endogenous synergy, not only did the pattern of attention allocation and mechanism of traffic retention get reorganized but also caused the structural shift of underlying logic of e-commerce marketing from search orientation to content orientation. Then we clarified how content assets convert into marketing capital, what is the logic of trust generation in relational networks and the compression effect of interactive feedback on consumer decision-making. Finally, we constructed a framework for marketing model innovation through three aspects including progressive organization of content, bidirectional value co-creation and dynamic adjustment of effectiveness. Our study found that the model innovation driven by convergence is basically the result of the synergistic effect of media evolution and value change with the core orientation lying in the following: the rhythm synergy between content and conversion; the balance between one-way transmission and bidirectional co-creation; and the reconciliation between short-term efficiency and long-term assets.

Keywords: short videos; live streaming; media convergence; e-commerce marketing; marketing model innovation

Introduction

Alongside with the upgrade in mobile internet infrastructure and changing users' content consumption habits, short videos and live streaming have gradually achieved deep integration through comprehensive reconstruction of their content production logic, user participation method and commercial value conversion pathway. The e-commerce marketing closely associated with content consumption has transformed from search-based e-commerce to content-driven shopping logic where all stages of its marketing activities will be fundamentally changed. Most existing researches about the integration effect are focused on phenomenon-level description or unilateral analysis without giving systematic theoretical explanation for synergy mechanism between short-video product seeding and live-streaming conversion and immediate sales and long-term asset accumulation. Based on that, we start from the perspective of media convergence, do theoretical construction based on the progressive thread "evolutionary logic—mechanism change—model innovation", so that there is an academic increment for the update and development of e-commerce marketing theory under the condition of convergence.

1. The Internal Logic and Evolutionary Mechanism of the Integrated Development of Short Videos and Live Streaming

1.1 The Dissolution of Boundaries Between Media Forms and the Generative Basis of the Integrated Business Format

Great differences and complementarities exist among short video and live streaming with respect to

their media characteristics: Short videos have the good at fragmentation and rapid information condensation which can achieve high density cognition within a brief time span while live streaming has continuous signal output and real-time interaction mechanism creating a synchronous communication space that give us a feeling of presence. The oppositions (discreteness vs. continuity), division (one-way vs. two-way) in temporal structure and interaction mode don't pose any obstacle for integration because of their functional complementarity create a value-added space beyond mere summing up. Improvement of mobile terminal performance and expansion of network bandwidth is the material premise of form integration and the intervention of algorithmic recommendation technology blur the traditional boundary of different content forms during distribution stage^[1].

How is the generation of an integrated business format evolved from external combination to endogenous synergy? From superficial combination via functional embedding (short video applications add live stream entry or editing live streams that are distributed, basically keeping their own independent production logic and consumption rhythm) to a deep understanding of integration value on the level of content planning, there will be a phase of structural reorganization with short videos and live streaming having upfront collaboration at the creative source and content production, rhythm arrangement, and distribution strategies forming full chain integration. This evolution reveals the logic of the qualitative change of the integrated business format from instrumental superposition to organic integration, giving us the cognitive premise for understanding the release of integration value in e-commerce marketing scenarios.

1.2 The Reconfiguration of Attention Resource Allocation and the Mechanism of Traffic Retention in the Convergence Field

Emergence of convergence field breaks up the previous state of channel segmentation of attention resources for traditional media: rather than choosing between different forms, the users' attention will form a reciprocating flow path from fragmented browsing of short videos to deep immersion into live streaming which is driven by content relevance and scenario coherence (the pattern of attention migration with an inherent sense of direction), scatters at various touchpoints such as short video information feed, live stream screen, interaction area, product display etc., forming a multi-centered and very dynamic allocation pattern spatially, displaying the alternation and complementarity of pulse-like short investment and immersive long-term investment temporally, thus making a complete user attention cycle under the integration framework^[2].

Traffic Retention is based on converging field that turns instantaneous attention into sustainable marketing assets: Rapid aggregation and screening of traffic through short videos has high reach rate with powerful dissemination effect; Deep Activation Value Conversion of Traffic promoted by Live Streaming have Interaction Depth and Emotional Connection. Bidirectional retention mechanism formed by an integrated business format - Highlights and Interactive Moments created in live streaming are edited into short videos and return back into the dissemination chain again. Authenticity and improvisation characteristics unique to live streaming scenario makes it persuasive when disseminated on short video platform attracting more users to enter the next live streaming, forming cyclical retention and continuously appreciating value of traffic. Continuous operation will turn traffic from a once-use consumable to become a recyclable strategic resource.

1.3 The Structural Reshaping of the Underlying Logic of E-commerce Marketing by Convergence Evolution

The convergence evolution of short videos and live streaming leads to a profound re-logic of e-commerce marketing whose root cause is that the integrated business format changes how goods connects with consumers. In traditional e-commerce marketing, there exists search logic and shelf logic. Consumers' purchasing behaviors begin from their clear demand awareness, they decide purchases after retrieving keywords and comparing products. Under the integrated business format there is entirely new trigger path - consumers passively or semi-passively receiving product information when consuming contents; demand awareness happens instantaneously while watching contents; the starting point of the decision chain shift from active search to passive exposure. An entire change of value transmission path from linear to cyclical is triggered. Short videos and live streaming have become not just a carrier of information transmission any longer but also a channel collecting user's intention signals. Data generated by bullet comments and real-time interactions are captured by algorithms which will influence the content distribution strategy - synchronization of transmission and feedback.

Transaction facilitation mechanism: Convergence evolution achieves spatiotemporal integration between cognitive conversion and transaction completion. Obviously there is a time delay and spatial transformation for the process of cognition stage and decision-making stage in the traditional model, hard-to-avoid risk of information loss and willingness decay. The content groundwork of short videos and real-time interaction of live streaming compresses the cognitive conversion and transaction completion into a single spatiotemporal unit; Consumers are able to go through all the stages (learning about products to decide to purchase) within the live-streaming scenario. Changes the focus of marketing activities from merely acquiring traffic to balancing traffic acquisition with immediate conversion, brings high demands on the flexibility and responsiveness of marketing strategies. Marketers need to dynamically balance the content attractiveness, interaction guidance, and conversion impetus or else the effect of integrated marketing will significantly decrease^[3].

2. Value Creation Mechanisms and Path Transitions of E-commerce Marketing in the Context of Convergence

2.1 The Dynamic Path of Converting Content Assets into Marketing Capital

The content created with short videos and live streaming has evolved from being just a traffic medium to become an accumulable and reusable marketing capital which appreciates value. The accumulation of brand cognition assets via frequently appearing on short videos, generation of trust assets and social assets via real-time interaction on live streaming combine together form a cross-value-appreciation relationship where the cognitive foundation accumulated by short videos reduce the cost for building trust in live streaming while the interactive materials generated by live streaming feed back into the short video's content pool enhancing its persuasiveness. Conversion efficiency is dependent upon the extent of extensibility of the content. Content that can be highly extended will lead to multiple rounds of value extraction between both forms, every round of conversion brings incremental value in a new communication context without repetition^[4].

For the conversion path to work well, it is necessary to actively integrate the asset accumulation awareness in content planning. Short video: Set up topic entry point connection with live streaming (from the perspective of narrative structure) Live streaming: Plan an emotional peak which can be edited later so as to guarantee the value coherence of content assets in cross-form flow (from the perspective of rhythm arrangement). The user's participation behavior will interfere with the conversion process. When we integrated bullet comments' content and comment feedback into the content asset pool, there will be a tendency to blur the line between professional generated content and user-generated content; diversification of asset source structure brings a rich source of momentum for continuous value appreciation of marketing capital.

2.2 The Logic of Consumer Trust Generation and Transmission under Relational Network Embeddedness

The shift of trust generation in convergence scenarios is from institutional endorsement to relational embeddedness. Traditional e-commerce trust largely depends upon institutions (credit evaluations or after-sales guarantees), whereas trust in the communication ecosystem composed by short videos and live streaming anchors rely on multidimensional relational networks. Parasocial relationships between streamers and users established via continuous content contact lay down the foundation for trust generation. Short videos establish an initial bond which builds up relationship; through repeated watching, users get familiarized with the streamer's expressive style and professional competence. Accumulation of these parasocial relationships lays the prerequisite conditions for trust transmission in live streaming.

Diffusion logic for transmission of trust in relational networks: Live streaming promotes parasocial relationship towards deep connection by real-time Q&A and group viewing; Trust is naturally formed and mutually confirmed via high density bidirectional interaction. Flow of word-of-mouth and conformity behavior within a circle amplifies reach of trust, individual trust reaches group consensus in group interaction. Formation of consensus provides social proof to individuals creating a self-reinforcing loop of trust. Transmission of trust between strong-tie relationships relies on emotional connection whereas transmission of trust between weak-tie relations rely upon value of content information. We see both type of ties exist and transform into each other in convergence scenario with trust transmission path being multi-layered and superimposed.

2.3 The Structural Compression of the Consumer Decision-Making Chain by Real-Time Interactive Feedback

Deeply involved real-time interactive feedback changes both temporal form and spatial form of consumer decision-making chain. Traditional decision-making chain follows staged progression model: need recognition -> information search -> alternative evaluation -> purchase decision. There are temporal sequence and spatial separation between every stage; It takes long time for consumers to complete the whole decision-making process which involves risks of information loss. Synchronous completion of real-time explanation by streamer, dynamic product demonstration and real-time presentation in comment section is achieved in convergence scenarios. All dimensions of decision-making information can be acquired without platform switch, significantly reduced cost of information acquisition and weakened uncertainty perception accelerate the decision-making process^[5].

The Group Interaction Compresses Decision Making Chain: In the live stream field, the real time questions and purchase behaviors of other people constantly updates the social proof signal; the collective interaction environment objectively accelerates the convergence of individual decisions. Judgments that require multiple weighings quickly close with the group reference. Once short videos finish the cognitive screening and interest locking on the front end of the decision-making process, users have a relatively high conversion propensity upon entering the live streaming. From a scattered linear multi-stage extended decision-making chain becomes a concentrated efficient single stage response structure. All marketing functions need to be completed from cognitive reach to conversion impetus in a more compact decision window. If any efficiency loss occurs in one link it will affect the final conversion result.

3. Dimensions of E-commerce Marketing Model Innovation Driven by the Integration of Short Videos and Live Streaming

3.1 The Content-Progressive Marketing Organization Model Based on Convergence Scenarios

A new marketing model based on progressive content gradients has emerged within the convergence ecosystem. It does different functional positions and orderings for short video and live stream contents according to the hierarchy differences of users' cognitive depth: surface-level content uses short videos as carriers under the assumption that they attract roles, focusing on light-weight stories and emotional mobilizations; mid-level content systematically transfer product information and concretely build up consumption scenes via short-video series so that users can move from general browsing to targeted attention; deep-level content use live streaming to do in-depth explanations and real-time interactions driving final conversion in a very immersive field. Three levels of content are organically linked together through a main topic thread or visual symbols. Users migrate among them, making marketing effects deeper level by level. Realizing values at each level of content depends not only on their own qualities but also on the smoothness of connection and information coherence between adjacent levels^[6].

The content progression is not unidirectional deepening but during the end of the live stream, users can return to their previous short videos to check the information or view the main content of the live stream via highlights creating a three-dimensional content path which has progress as well as loop existing simultaneously. High touch-point of short videos contrasted by the concentrated release node of live streaming create phased peak experiences. Alternation pattern of tension and relaxation happens over time. In marketing resource allocation it doesn't pursue the ultimate performance of every form in this model but achieve synergy for short video and live streaming based on the content gradient design maximized the marginal benefit of content investment under the whole framework.

3.2 A New Paradigm of Consumer Value Co-creation Empowered by Bidirectional Interaction

With the combination of short videos and live streaming creating an interactive environment between them, the way of generating and distributing consumer value has changed; they are no longer just passive receivers but also participants and co-definer of value. The definition of value used to be unilaterally passed on from the supply side based on traditional marketing models. With real-time interactions in convergence scenarios interrupting such one-way trend, interfering with the direction and rhythm of content production via bullet comments and instant questions, consumers affect the adjustment of the focus for product explanation or the optimization of interaction methods. Streamers

instantly respond to their users' feedbacks and publicize user opinions in next short video, thus creating a complete closed loop of value co-creation (participation to confirmation), which allows value generation to continue throughout the whole process of content consumption and interaction.

Co-creation process also plays a huge signal transmission role too – When potential consumers see such significant impacts of existing users in their marketing activities, it sends out positive signals about being open and responsive; its effect on decreasing decision making uncertainty is just as strong as those provided through traditional trust mechanisms. Emotional investment and sense of belonging built up by users' sustained participation strengthens the psychological connection between users and the brand, turning value co-creation from an efficiency tool for single transaction into maintaining long term relationship. Accumulated user generated content becomes a collective content asset which has continually appreciated value; the marketing effectiveness they generate during dissemination benefits all participants within the co-creation ecosystem.

3.3 Marketing Effectiveness Evaluation and Dynamic Adjustment Mechanism in the Convergence Ecosystem

The continuous operation of marketing model innovation in the convergence ecosystem needs effectiveness evaluation system and dynamic adjustment mechanism: traditional evaluation relying only on a single conversion rate is not sufficient about explanatory power in the convergence scenario, complexity of convergence scenarios requires addition of content dissemination dimension (evaluate the reach breadth of short videos), interactive relationship dimension (evaluate the activity level of user participation in live streaming) as well as asset accumulation dimension (track the long-term value appreciation of content assets and relationship assets); four dimensions constitute an inter-related organic whole reflecting short-term efficiency performance but considering the level of long-term asset accumulation; correlation analysis between different dimensions reveals synergy effect and conflict provides a more complete diagnosis for strategy optimization.

Dynamic adjustment mechanism: Closed-loop optimization of marketing strategies based on such an evaluation (proactive anticipation and flexible response based on real-time data feedback); Rapid calibration of content direction for short video due to the fluctuation of interaction data; Dynamic adjustment of rhythm and script strategies for live streaming with the real-time conversion curve; Structural rearrangement of resource allocation ratio between short videos and live streaming with changing traffic synergy effect. Such adjustments are made possible through coordination cooperation among the real-time nature of data collection, accuracy of analytical models and flexibility of strategy execution that allow our marketing model to continually update its operating parameters dynamically as it adapts to the evolving convergence ecosystem while maintaining adaptability amidst shift in attention and fluctuations in user preferences.

Conclusion

Based on the theory of media convergence, we construct the e-commerce marketing model innovation through the combination of the development of short videos and live streaming with three threads namely evolutionary logic, mechanism change and model innovation. Firstly, about the evolutionary logic: it is no longer a superficial superimposition functionally, but rather a structural dissolution and reproduction of media form boundaries. Generation of the convergence field changed the mode of allocating attention and the way of retaining traffic which triggered the transition of the underlying logic of e-commerce marketing from search-oriented linear chain to content-oriented network structure. Secondly, about the mechanism change: content assets transform themselves into marketing capital continuously under cross-form flow; Relational network embeddedness changes the generation logic of consumer trust from institutional endorsement to emotional connection diffusion; Real-time interactive feedback achieve structural compression of the consumer decision-making chain from dispersed extension to concentrated closure. Finally, about the model innovation: Content-progressive organization solve the problem of coordination configuration between short videos and live streaming in time sequence; Bidirectional interaction empowerment respond to the theoretical explanation need for the transformation of consumers' roles; Effectiveness evaluation and dynamic adjustment mechanism provide operation guarantee for continuously optimizing the marketing model. In future, researchers may continue to investigate the moderating effects of product category difference on the choice of integrated marketing models, introduce consumer individual traits as an analytical variable, pay attention to the evolutionary trend of content production methods and interaction forms

after the intervention of new technologies like generative artificial intelligence so that there are forward-looking references for the continuous innovation of e-commerce marketing models.

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