Research on Dialogue Strategies of Live Streaming Sales Anchor

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Abstract

As the main communicator in the process of online live streaming sales, the sales anchor builds a bridge between the audience and the product through dialogue, affecting the audience's cognition and action. The article takes the dialogue between live streaming sales anchors and the public as the research object, analyzes its dialogue characteristics and strategies, and provides thinking and reference for the discourse dissemination of live streaming sales anchors.

Keywords

Live streaming sales; anchor; Dialogue strategy.

1. Introduction

With the popularity of the Internet and mobile devices, online live streaming with goods has gradually become an increasingly recognized way of commodity sales. As the main communicator in the live streaming sales process, the dialogue style of the anchor affects the audience's cognition and behavior, playing an important role in the sales process. In the context of increasingly fierce competition in the live streaming sales industry, it is of great significance to construct efficient live streaming sales dialogue strategies, attract audience attention, and facilitate purchasing behavior for the further development of live streaming rooms and the live streaming sales industry.

2. Dialogue Characteristics of Live Streaming Sales Anchor

2.1. Real time

The dialogue in online live streaming sales has real-time characteristics. During the live broadcast, live streaming anchors will adjust their discourse content and expression methods in a timely manner based on audience feedback and needs. This real-time dialogue method helps to improve the targeting and effectiveness of live streaming, meeting the different needs of the audience. When live streaming with products, the anchor will respond to the audience's comments or expressions and actions during live streaming, understand their feedback and needs, and adjust their language accordingly.

2.2. Interactive

During the live streaming sales process, the anchor will not always explain the products, but will also interact with the audience. And the only purpose of these interactive words is to liven up the atmosphere in the live broadcast room. Live streaming sales anchors will interact with the audience by showcasing their talents, saying humorous jokes, etc., in order to retain the audience in the live broadcast room. [1]

2.3. friendly

Sales anchors usually engage in conversations with the audience in a friendly and down-to-earth language style. They often use easy to understand language to describe products clearly,

making it easy for the audience to understand and accept. The anchor can convey product information to the audience in a concise and vivid way. By displaying and concretely describing the products, it fully mobilizes people's imagination and ultimately enables the audience to receive the content conveyed by the anchor, attracting consumers to make purchases. At the same time, this friendly dialogue style helps to bring the distance between the anchor and the audience closer, enhancing the audience's trust and favor towards the anchor.[2]

2.4.   Humor

Many live streaming anchors use humorous elements in their conversations to increase the fun and appeal of the live stream. They regulate the live broadcast atmosphere and alleviate the fatigue and tension of the audience through humorous language and emojis. This humorous dialogue style helps to enhance the entertainment and viewing value of live streaming. The main live broadcast method used by Crazy Little Yang and Guangdong Couple's live broadcast room is humorous product evaluation, exaggerated and humorous actions and words, which has attracted a large number of fans' attention. Viewers can enjoy happiness and physical and mental pleasure in their live broadcast room, so they often watch their live broadcasts and become their loyal fans.

3.   Dialogue Mechanism of Online Live Streaming Sales Anchor

3.1.   Q&A mechanism

Q&A is the most widely used dialogue mechanism in live streaming. When the host is promoting products, the audience may have doubts about the price and other aspects of the product. At this time, they will raise their own questions through bullet comments or comments in the live broadcast room to attract the host's attention and obtain answers to the questions. This dialogue mode helps the anchor understand the needs and feedback of the audience, while also increasing their sense of participation and belonging. The audience who receives answers will have a sense of satisfaction, and after eliminating concerns about the product, they are likely to choose to place an order to purchase.

3.2.   Sharing mechanism

In online live streaming sales, anchors can use special language expressions such as sharing their experiences, feelings, or viewpoints to narrow the psychological distance between themselves and the audience, thereby increasing the audience's identification and intimacy with themselves.

Anchors can express themselves through chatting with friends, telling their shopping experiences and usage experiences through personal experiences or chatting with the audience, showcasing their daily lives or fragments of life, and narrowing the psychological distance between the anchor and the audience. This kind of chat style discourse expression creates a intimate discourse space, eliminating the sense of unfamiliarity and psychological pressure between people.[3]

For example, Li Jiaqi often shares her views on lipstick color, texture, packaging, etc. with the audience during live broadcasts, and emphasizes the importance of color testing in purchasing lipstick. She suggests that consumers try color testing before purchasing to ensure that the lipstick color meets their needs and preferences. This demonstrates Li Jiaqi's attention and dedication to consumer needs, as well as his strong professional abilities. By sharing, Li Jiaqi not only enhances interaction and trust with the audience, but also conveys his brand philosophy and values.

3.3. Cooperation mechanism

The anchor can invite the audience to participate in interactive games, team tasks, and other forms of cooperation, increasing the connection and interaction between the audience. This dialogue mode helps to enhance emotional connections and identification among the audience, while also providing a new way for the audience to socialize. For example, during the live broadcast of Dongfang Zhenxuan's Journey to the West, the Dongfang Zhenxuan team invited inheritors (teams) of intangible cultural heritage such as Weifeng drums and Shanxi noodles to perform in the live broadcast room. While purchasing products, the audience experienced the vast and profound folk culture of Shanxi.

4. Dialogue Strategies for Live Streaming Sales Anchor

4.1. Sincerity and enthusiasm

In online live streaming, sincerity and enthusiasm are the key to establishing trust and good relationships between the host and the audience. The anchor should treat the audience with sincerity and showcase their true emotions and thoughts. At the same time, the anchor should maintain enthusiasm, actively respond to audience questions and feedback, and create a positive live broadcast atmosphere.

4.2. Listening and Understanding

Listening and understanding are the foundation for effective communication between the anchor and the audience. The anchor should carefully listen to the audience's opinions and suggestions, understand their needs and feelings. By listening and understanding, anchors can better understand the needs of the audience, adjust their live content and methods, and improve the targeting and effectiveness of the live broadcast.

4.3. Interaction and Response

Interaction and response are indispensable links in online live streaming. The anchor should actively interact with the audience, answer their questions, and share their views and experiences. At the same time, the anchor should respond promptly to the feedback and needs of the audience to enhance their sense of participation and belonging. In interaction and response, the anchor should maintain patience and enthusiasm to increase the attractiveness and viewing experience of the live broadcast. [4]

4.4. Simplicity and clarity

Clear expression is one of the essential skills for online anchors. Anchors should use concise and clear language to express their opinions and ideas, and avoid using overly professional or obscure vocabulary. At the same time, broadcasters should pay attention to the accuracy and standardization of language to avoid grammatical errors or semantic ambiguity. Clear and concise expression helps the audience better understand and accept information.

For example, as a representative figure of e-commerce live streaming, Viya's language expression is very fluent, and she can introduce products in an orderly manner. She often uses easy to understand language in the live broadcast, bringing her closer to the audience and enabling them to better understand and accept information. She is also more willing to come to Viya's live broadcast room to purchase products.

4.5. Humor and wit

Humor and wit are one of the important means to attract audiences in online live streaming. The anchor can adjust the live broadcast atmosphere through humorous language and emoticons, alleviating the fatigue and tension of the audience. At the same time, humor and wit

can also increase the fun and viewing value of live streaming, improve audience participation and loyalty.

These humorous language collections cover the witty, witty, and humorous expressions of the anchors. They use light and interesting language to attract the audience's attention and increase the fun of the live broadcast.

4.6. Respect and tolerance

Respect and tolerance are one of the essential qualities for online anchors. Anchors should respect the opinions and feelings of the audience, and be tolerant of different perspectives and voices. During the live broadcast, the host should avoid using aggressive or discriminatory language to maintain a good live atmosphere and audience relationships. Respect and tolerance help establish good interpersonal relationships, enhance the audience's sense of identification and loyalty to the anchor.

4.7. Emotional management and regulation

Emotional management and regulation are one of the essential skills for online anchors. During online live streaming, anchors may encounter various challenges and pressures, such as equipment malfunctions, network issues, etc. At this point, the anchor needs to have the ability to manage and regulate emotions, remain calm and composed in dealing with various unexpected situations. At the same time, the anchor should actively adjust their emotional state to maintain a positive and positive attitude and a good live broadcast state. Through emotional management and regulation, anchors can better cope with challenges and pressure, and improve the quality and effectiveness of live streaming.

5. Conclusion

As a new form of marketing, online live streaming sales have become an effective channel to drive the economy and play an important role in the comprehensive improvement of the economy. The discourse expression of the sales anchor becomes a bridge connecting the anchor, audience, and products. Online sales anchors should pay attention to enthusiastic interaction, clarify the theme, understand audience needs, master language skills, maintain authenticity and integrity, maintain appropriate speaking speed and volume, be good at guiding topics, and respect audience privacy during the dialogue process. These effective strategies for online e-commerce anchors to interact with users can enhance dialogue effectiveness, attract audience attention, activate and stabilize consumer purchasing intentions, and facilitate purchasing behavior, which is of great significance for the further development of live streaming rooms and the live streaming e-commerce industry.[5]

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