

The Day After Tomorrow - Episode #2

'Social selling' revolution

Or when the COVID brings on a new digital
era for traditional retail in China

29 April 2020



dynvibe

The Day After Tomorrow

We're all feeling it. This unprecedented crisis is clearly shaking things up : consumer views are shifting; their behaviors are changing.

Will it be temporary or are we truly 'stuck in a moment'?

What seems sure though, is that brands will need to reinvent themselves to adapt and keep pace with their audience.

All around the world, individuals are sowing seeds on the social sphere and by doing so, they help us dive deeper into their evolving concerns and behaviors. Each week, with the help of one of our local insight crafters, we'll aim to give you a sneak peak into what our world could look like, the day after tomorrow.



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Or when the COVID brings on a new digital era for traditional retail in China - By Sabrina Lin

What's happening?

I joined the Dynvibe team a few months ago as an Insight Crafter. Since then, I've had my eyes riveted on social media in China and have been focused on decrypting small signals that, in some cases, rapidly become new & established trends. Over the last few months, I've observed the rise of livestream shopping apps.

It's no secret that online shopping has always been a preferred method of trading in China and, as such, livestreams are well established and popular promotional methods. But ever since the recent lockdown they've taken on a new dimension. Traditional retailers have had to rethink their shopping experience and are adopting and adapting these tools to better meet their consumers' needs.

What do people say?

During the Coronavirus outbreak in China, e-commerce websites were not only regarded as convenient shopping destinations, but they were also preferred for the safe and 'contactless' trading they offered. Chinese consumers shared their irresistible urge to shop on their favorite ecommerce app but also admitted to being completely addicted to live streaming shows featuring their beloved influencers.

“ When it comes to ebusiness, short videos and livestreaming have been 'mainstream' for some time now. But during the epidemic and lockdown, livestream shopping is buzzing even more, it's crazy! (Weibo)

“ During the lockdown I keep buying things from Taobao live stream shopping. Whatever the influencers recommend, I'd just get one without thinking about it twice. And I don't even know how to use them. (Weibo)



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(Cont.)

Unlike their online counterparts, traditional retailers have been strongly affected by the lockdown. They've had to adapt to the evolving needs of their consumersand shift to online fast ! Through a collaboration with ecommerce giants like Wechat & Taobao, that's exactly what they did.

Brick and mortar chains are now offering a livestream shopping service, but they've added their own twist : sales advisors replace the big-name influencers that traditionally operate on livestream channels. These promotional methods are particularly popular in the beauty sector where sales consultants provide personalized consultations, tutorials and ensure the sale of product through the app.

Why does it matter?

Although there's still a few technical glitches to fix and improvements to be made (e.g. staff training), traditional retailers seem to view livestream shopping as more than just a 'bandaid' to counter the effects of the COVID. Consumers also view them as safer and easier than purchasing through a daigou or during overseas travel, which means they could remain great options after the crisis.

We also see it as a sign that **new 'rules of engagement' are settling in with** real-life sales consultants becoming powerful online influencers.

What does it mean for your brand ?

- Traditional retail may be **increasingly challenging e-commerce giants in China**
- There's an opportunity for your brand to emerge in a **more 'authentic' and 'personal' livestream** environment
- Local brands are already picking up on this new livestream ecosystem, **international players should also act soon**



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They say...



I go to Watson's (drug store) online store during the epidemic. Their beauty advisors provide consultation and they can even try the color for you in front of the video. After I passed the order, the purchase was delivered to me within 2 hours (Xiaohongshu)



During the outbreak of coronavirus, the overseas daigou (shopping agent) are also locked at home. So I go back to Miaostreet ecommerce shop. The online shopping experience with retailer is great, price is cheaper than daigou. The products arrives in 2 days. So convenient and safe. Xiaohongshu



I don't trust daigous and I don't like to ask favor from friends. So if I can't go travelling overseas this year (which is probably high due to the global pandemic), I will choose to buy skincare and cosmetics in retailer stores.

I am about to finish the Lancôme Advanced Genifique however the Daigous rise the price everyday 😞😞! Fortunately I found YinTai (retailer) livestream show. In the end, I paid 1000 yuan for products that value 3000 yuan. From now on, I don't need to stay up late for Austin Lee's livestream promotion and I won't be afraid that Daigous rise the price, I will turn to YinTai's livestreaming service. (Xiaohongshu)



Thanks for hearing us out!

We'd love to have your feedback on this episode or hear from you on topics you want us to explore.

Feel free to contact our team or visit our website:

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