

Analysis of Trust Building and Merchant Relationships on E-commerce Platforms--Taking Kuaishou as an Example

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Abstract. Today, the world of online information is online, and online shopping has become an indispensable part of most people's lives. Online e-commerce platforms should be how to provide users with quality platform services and purchase security and increase the amount of profit has become the focus of the e-commerce platform. This paper analyzes the model of trust e-commerce and the economic benefits it brings and concludes that a high-quality trust e-commerce platform can establish a new trust-based economic system, providing a better market environment for merchants and purchasers, and merchants can promote the goods to the majority of people's attention, thus having a sustained and stable profit income; for users to get the goods they need at a reasonable price without having to worry about the risk of merchants Collecting money to run away from the risk of users to increase trust in online shopping so that the user's desire to buy, and repurchase rate have significantly increased, for the subsequent healthy development of the platform to play a decisive role.

1 Introduction

In the 21st century, with the rapid development of the Internet and the popularity of mobile phones and other electronic devices, the use of online shopping so that the public has a more convenient shopping experience, but under the advantage of convenience, there are a series of crises, the Internet network of fraud across the board and merchants there is a problem of honesty that makes the network shopping is no longer safe. For the e-commerce platform, the trust between users and merchants is particularly important. Because consumers are not only the key beneficiaries of trust construction or merchants and goods scoring judges, a quality e-commerce platform can help more merchants gather light to refuel and improve the quality of consumption for hundreds of millions of consumers. How to create a relationship of trust between merchants and users has become a focus of the e-commerce platform.

Kuaishou platform is a new type of e-commerce + short video platform. In terms of e-commerce is mainly to live with the way to sell goods to bring consumers a shopping experience without leaving home. But there are still many people prefer offline shopping, this is because offline shopping can have their own personal selection of goods, so that consumers to determine the real value of goods. However, online e-commerce shopping users can not really experience the good or bad of the goods, only to listen to the introduction of the anchor, which makes the user needs to have a good relationship of trust in the anchor. However, this trust relationship is very difficult to establish, resulting in a sharp increase in the return

rate of Kuaishou platform. As a result, the Kuaishou platform is currently facing problems that affect the trust relationship between merchants and users. First, anchors or merchants easily induce consumers to consume. Anchors will usually select similar products before live broadcasting and put up limited-time discounts and other topics in the live broadcasting room. This means consumers do not have time to compare similar goods and thus quickly order and regret after ordering or find that there is a gap between the actual goods and the live goods, which leads to a crisis of trust in the consumer shop. Secondly, the anchor attaches importance to the interest in the quality of goods without high requirements, which will lead to the emergence of a lot of high-priced, poor-quality goods in the e-commerce platform. According to the report, a high percentage of consumers returned or canceled live shopping orders among their interviewees. Consumers who canceled orders or returned goods very infrequently accounted for only 27.01% of the total number of respondents. Finally, the difficulty of regulating the e-commerce market and the lack of proper guidance can also lead to the spread of bad ideas and undermine the e-commerce culture. Some anchors spread bad ideas to consumers in order to increase sales of their products, while some fake brands circulate in the e-commerce market, damaging the reputation of the brands concerned and undermining the market culture of the e-commerce industry. Some host accounts, even after being blocked, there are still have a small number to continue to carry out bad e-commerce live, resulting in the punishment and the cost of violation is not equal. The emergence of this phenomenon reflects

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the existence of no effective regulations to carry out live content guidance and constraints on the violation of the host.

The high return rate, the anchor's bad bandwagon behaviour, the high degree of regulatory problems all kinds of problems make the establishment of trust e-commerce platform the top priority of Kuaishou platform. Therefore, this paper will take Kuaishou e-commerce platform trust construction and merchant relationship as an example from the user repurchase rate, the embodiment of merchant trust, product quality, after-sales service four perspectives to study the following three issues - Kuaishou to build trust in e-commerce reasons, Kuaishou to build a trust in what kind of e-commerce, and trust in the establishment of e-commerce to bring what economic benefits to Kuaishou. e-commerce establishment brings Kuaishou what kind of economic benefits. The purpose is to explore the necessity of establishing trust e-commerce on the platform.

2 The Logic Behind Trust-Building on the Kuaishou E-Commerce Platform

Firstly, consumers are prone to impulsive consumption. Anchor in the live with goods before usually will be similar with goods selection, and in the live broadcast room to play a limited time discount and other topics so that consumers do not have time to make comparisons of similar goods and thus quickly order and lead to regret after ordering or found that there is a gap between the actual goods and the live goods, which led to a crisis of confidence in the shop, is the subsequent sales of the goods underneath. In addition, the anchor hit the slogan of limited-time discounts so that consumers dilute the aesthetics of the goods, only listen to the words of the anchor with goods and thus be induced to order, resulting in impulse spending [1].

Secondly, anchors attach importance to profit and lack of professional ethics, which will lead to the emergence of many high-priced and low-quality goods in the e-commerce platform. Under the rapid development of the Netflix economy, becoming an anchor in Kuaishou doesn't require a high degree of education, rich experience and other extremely high thresholds, which leads to a lot of people wanting to become an anchor to fish for a wave of network dividends. This has led to the majority of anchors to their own interests first, the quality of goods without high requirements, seriously harming the interests of consumers, according to the report shows that the proportion of consumers interviewed who returned or cancelled live shopping orders is high. The percentage of consumers who cancelled or returned orders very infrequently was only 27.01% of the total number of respondents.

Finally, the difficulty of regulating the e-commerce market and the lack of proper guidance can also cause the phenomenon of spreading bad ideas and destroying the e-commerce culture. Kuaishou Company, as a platform with a huge number of users in second-and

third-tier cities, has made the quality of the anchors uneven, which has led to the disorganization of the live market of the bandwagon, and the huge number of anchors has made it impossible for the platform to carry out fast and effective supervision of the live content and to effectively Stop the anchor from carrying out bad publicity. This has led to the fact that some anchors spread bad ideas to consumers in order to increase the sales of their goods so as to increase sales, while some fake big brands circulate in the e-commerce market, damaging the reputation of the brand in question and destroying the market climate of the e-commerce industry [2]. Some anchor accounts, even after being blocked, are still a small number to continue to carry out bad e-commerce live, resulting in the punishment and violation of the cost of unequally. This phenomenon reflects the existence of no effective regulations to guide the content of the live broadcasts and the constraints on the violation of the anchor.

3 Explaining how Kuaishou builds trust mechanisms for E-commerce

Benefiting from the great era of digital economic development, live e-commerce has shown a trend of explosive growth, but there have also been phenomena such as live marketing personnel misbehaving in words and deeds and the frequent emergence of counterfeit and shoddy goods. Based on this status quo, "supervision and management of network transactions", "live network marketing management approach (for trial implementation)," and other policies and regulations have been implemented one after another [3,4]. Improving the new trust relationship between the parties involved in live e-commerce and establishing a sound trust protection mechanism have become new propositions facing the Racer live e-commerce platform. For Racer, the logic of "trust e-commerce" is based on the concept of "acquaintance economy". The "acquaintance economy" of Shutterbug is first of all to make strangers become "old acquaintances" by building basic trust, constructing a trust relationship and perfecting the ultimate trust relationship with consumers.

3.1 Kuaishou E-commerce trust system revealed: in-depth analysis of the multiple dimensions of user trust establishment

Kuaishou e-commerce's original intention is to provide users with a good and inexpensive life, so that consumers can find trustworthy anchors and content. Kuaishou Chairman Cheng Yixiao said that trust in e-commerce business wind vane includes quality content, low-priced goodies, attentive service in three aspects, in the Kuaishou content field, shelf field for the full depth of the operation, through platform governance and community power around the transaction to build the foundation of trust between users [5].

In Kuaishou's concept of e-commerce, low price is not absolutely low but relatively low price under the premise of quality assurance. Low price goods can

encourage consumers to buy goods and increase the competitiveness of similar goods, and quality content can make the live broadcast has high sales and high popularity of important factors. Because content is the carrier of goods, content is the most upstream and the most creative part of the whole transaction. Quality content allows operators to attract more potential consumers so that consumers are interested in the goods and brands, and based on interest, the transaction conversion is easier and more efficient.

Apart from price, quality content is also a very important element for consumers. Whether the content is of high quality or not will affect whether consumers are willing to pay for the goods. Attentive service can bring consumers beyond the expected experience so that buyers before and after the purchase of high-quality pre-sale instructions and after-sales service, so that the Kuaishou e-commerce platform has a stable purchase of users and objective repurchase rate of goods, in addition to the purchase of users in the Kuaishou will spontaneously recommend Kuaishou e-commerce, which will lead to Kuaishou users. The size of the steady growth of Kuaishou Mall, as well as Kuaishou Mall sales and repurchase rates, can also be steadily increased.

3.2 Construction of trust mechanism for Kuaishou E-commerce: all-round strategy guarantee from platform regulation to user evaluation

In order to rebuild the trust relationship to provide certainty for the growth of the whole region, Kuaishou has tailored the "voice of the user", "user recommendation system," and "negative feedback system" to ensure the construction of a trust relationship with the users to comprehensively guarantee the construction of a trust relationship with users [6].

"Voice of the user" refers to the dynamic monitoring of Kuaishou E-commerce in order to monitor the user's purchasing behavior and post-purchase satisfaction. Kuaishou E-commerce has achieved a panoramic and dynamic coverage of the order-related feedback content, actively listens to user needs, pays attention to the user's pain points, and the daily interactive feedback content from the comments, messages, evaluations and other channels is hundreds of millions of items. Hundreds of millions of interactive feedback content from comments, messages, evaluations and other channels every day. The "Voice of the User" system is stratified based on content, products, logistics and services. The system establishes a user recommendation system and negative feedback system for consumers and implements dynamic monitoring of user feedback around the clock, after data structure and reorganisation, to quickly respond to solve the demand and locate the risk. Kuaishou also guides the platform's resource deployment and incentive mechanism such as traffic, policy and rights based on the "Voice of the User" diagnostic system, making it easier for consumers to buy high-quality and good quality goods and services. Kuaishou also guides the deployment of resources and incentives based on the

"voice of the user" diagnostic system to guide the platform's traffic, policies and rights, making it easier for consumers to buy high-quality goods [7].

Kuaishou e-commerce online Net Promoter Score (NPS), NPS refers to the "user recommendation system", user trust-oriented, to further strengthen the tracking of the user's more concerned about the experience of the problem, and linkage of e-commerce industries to optimise the selection of products, service capabilities, and to ensure that the user's problems are resolved in a timely manner. The NPS system is used to ensure that the user's problems are solved in a timely manner. Using the NPS system, Kuaishou E-commerce carries out merchant service defect management for food, fast-moving products and other industries, guiding the industry to optimise the product selection structure and reserve after-sales capacity in advance, significantly reducing the proportion of bad fruit problems in fresh food, and in the third quarter of 2022, driving the overall NPS to increase by 185%.

In 2022, Kuaishou E-commerce launched the "negative consumer feedback system". The system detects negative user feedback on content, products, logistics and services in real time through multiple channels, such as user order evaluations and after-sale evaluations. In response to the user's general feedback and complaints about the problem of bad fruits in the fresh food category, the pre-sale time limit is too long, short videos of malicious merchants, and other core issues for special management to help improve the user experience. For merchants to set up a large number of pre-sale leading to the problem of poor user logistics experience, the platform set up special pre-sale governance to promote the enhancement of the commodity pre-sale threshold, spot labeling, spot hauling and other actions to the ground, so that the consumer experience upgraded.

At the platform level, for the experience of injured users, Kuaishou e-commerce puts forward the platform's strong underwriting program of front warning and active service to provide users with the ultimate protection service. At present, the accuracy of the negative user feedback model reaches 85%, the platform active compensation coupons obtained by injured users exceed 20 million, and the satisfaction of injured users with the platform active call service reaches 92% [6]. The platform's timely intervention and resolution and provide users with fast refunds or corresponding compensation programs, so that consumers have more "trust" in Kuaishou.

3.3 The road to building trust in Kuaishou E-commerce: the perfect combination of platform policy, technical guarantee and user experience

Trust is the foundation of user experience. Kuaishou enhances user experience by enhancing users' trust in the platform through technological upgrades and service optimization.

"Friends, I bring goods, believe it or not believe me, believe me, we immediately on the car. "I Simba with

goods when I sold fake goods, believe me no problem friends"..... such slogans in the Racer live broadcasts abound. Just because in the hosts are committed to this exchange, they can be with the audience and consumers to establish the ultimate trust relationship [8]. Kuaishou to this end launched a higher level of experience to ensure that "trust purchase". Trust purchase" is a Kuaishou e-commerce service platform for consumers to create a closed-eye order trust ecosystem. Through "refund without return," "return freight," "fake one to compensate for nine," "seven days without reason," The differentiated rights and benefits of different gradients, such as "fast refund," and industry solutions such as "allergy package, bad package, second-hand inspection," to protect the transaction between consumers and merchants.

At the same time, "Trusted Purchase" also provides merchants and platforms with more comprehensive protection, better experience, and higher standards of service commitment to consumers in the process of selling goods. From April to November 2021, Kuaishou e-commerce against false propaganda penalties for the total number of more than 160,000 times, false propaganda crackdown compared to 2021 increased by 440%, while consumers reported false propaganda compared to March of the same year decreased by 41% [9]. Thus, new users dare to order, old users dare to repurchase, so that strangers become "old acquaintances" of the "acquaintance economy".

Kuaishou e-commerce through the quality of the product itself and the service, the platform user experience and marketing strategy to create the ultimate trust relationship greatly affects the consumer's purchasing behaviour.

4 Kuaishou trust e-commerce to bring economic benefits

Around the "trust e-commerce", Kuaishou e-commerce repeatedly stressed the concept of "do not lie to the old iron ("old iron" on behalf of friends)" [10]. Private traffic represents a kind of trust economy, and the essence of the digital economy is the trust economy, so every transaction is actually a re-evaluation of the trust relationship. Kuaishou trust e-commerce establishment for Kuaishou to increase the rate of new users repeat purchase, order growth, the growth of the service provider to enter the growth of the transaction volume for Kuaishou to bring great economic benefits.

In addition Kuaishou in the establishment of trust after the e-commerce model has many advantages over traditional e-commerce platforms such as Jingdong and Taobao. First of all, in Kuaishou e-commerce platform to bring goods and sell goods do not need to pay a certain deposit, which compared to Jingdong and Taobao platform greatly reduces the shopkeeper's initial capital investment, so that more and more people choose to come to Kuaishou e-commerce platform to bring goods. Secondly, Kuaishou's carry form is mainly live carry which allows users to better understand the quality of goods and seller trust relationship to get a clear

perception, while in the platform of Jingdong and Taobao users can only before the buyer's evaluation to judge the goods good or bad. Kuaishou trust the implementation of e-commerce has also greatly improved the quality of the anchor carry which makes the user repurchase rate increased.

One of the main factors for the significant increase in the repurchase rate of new users is the implementation of the "trust fast brand" strategy, supporting more than 500 fast brands to complete their growth from 0 to 1 in the Kuaishou ecosystem. Among them, "price-price ratio" has become the value proposition of Kuaishou e-commerce to practice "trust e-commerce", and a large number of "fast brands" growing in Kuaishou have become "fast brands" through high experience-price ratio during live broadcasting. A large number of "fast brands" growing in Kuaishou are constantly strengthening the trust relationship with users through high experience-price ratio products, live content and quality services during live broadcasts, and the product transactions bring a very high repurchase rate. Since Kuaishou implemented the strategy of "fast branding with trust", the repurchase rate of new users has increased by as much as 10%. At the same time, the repurchase rate of shops with trust protection has also increased by 12%. By building a trusting relationship, Kuaishou e-commerce has greatly increased the willingness of new users to repurchase, which in turn increases revenue for the Kuaishou platform.

Fig.1 shows that shops offering trust purchase benefits have higher repurchase rates and higher conversion efficiencies.

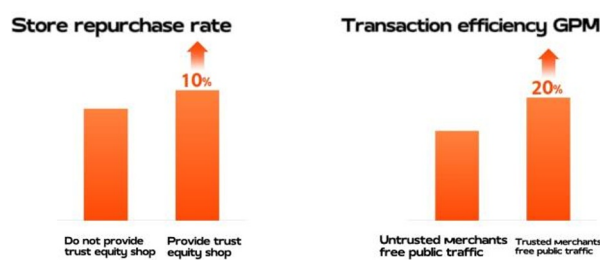


Fig.1 Comparison of Repurchase Rate and Conversion Efficiency Between Kuaishou Stores Offering Trusted Purchase and Stores Not Offering Trusted Purchase Benefit (Photo/Picture credit : Original)

Since 2021, nearly 5 billion orders have been covered by Kuaishou's "Trusted Purchase" guarantee, and the willingness of consumers to place orders who have enjoyed more than 20 benefits, such as "no refunds", has increased by more than 20 percent. Since then, Kuaishou's orders have grown significantly, indicating that consumers' trust in the Kuaishou platform has increased, which in turn has fuelled order growth.

By the end of 2021, a large number of service providers have been stationed in Kuaishou, and Kuaishou has supported more than 500 service providers to complete their growth from 0 to 1 in the Kuaishou ecosystem, and provided these service providers with professional and systematic operation and service capabilities. The service providers have provided

services to more than 18% of Kuaishou merchants, and the overall GMV of the merchants they have helped has increased by 195% year-on-year. This shows that the growth of service provider onboarding has brought significant economic benefits to Kuaishou e-commerce.

In 2022, Kuaishou's e-commerce trust interest order repurchase rate will increase by 460% compared to 2021, the number of consumers covered by the interest will increase by 32%, and the cumulative amount of payments from the Consumer Trust and Protection Fund will exceed \$1.1 billion.

5 Prospect and future

Kuaishou future will be honest as the basis for the bottom line to establish a win-win co-operation of the e-commerce platform, so that consumers no longer worry about the risk of deception of the network shopping, as a bottom line I believe that in the future there will be more and more people to choose to try to Kuaishou e-commerce for shopping. Kuaishou will continue to combine the platform norms and e-commerce related laws and regulations to ensure that there is a high quality of live goods and live content. In the future development of the Internet, Kuaishou will have high-quality goods and a large population to occupy a place in the e-commerce platform. This article suggest that Kuaishou can be a step by step to improve the threshold to become the anchor with goods, and through the training on duty with goods, which can greatly reduce the risk of violation of the anchor and further improve the user's viewing experience and live sales. Anchor through training can make it show the anchor's real, kind and beautiful character, to deepen the differentiated cognition of the fans with the personality of the communication, and to obtain the emotional support and dependence of the fans like friends with sincere emotional communication. Cost-effective, worry-free after-sales high value returns so that fans are always interested in the anchor, continue to pay attention, and ultimately form a relationship of trust between fans and the anchor. This strong trust relationship is more likely to obtain instrumental support from fans, who continue to buy the anchor's goods, so this trust relationship is commercial realisation [11]. One of the advantages of the live broadcast with goods is that the anchor can through their own language and emotions to impress users to buy goods. For example, Dong Yuhui through the previous teacher has a rich cultural heritage, in when he turned to carry goods anchor can be through the live broadcast to talk about the knowledge related to the product to impress users to buy. Although the threshold for becoming an anchor with goods is relatively low compared to other industries, but this does not mean that the anchor with goods do not need culture and knowledge base, good cultural heritage can enrich the content of the live broadcast, promote the growth of the number of live viewers to further increase the sales of goods.

6 Conclusion

By studying the reasons for the establishment of Kuaishou's trust e-commerce and its specific embodiment, this paper has found that Kuaishou has created a platform for bringing goods with high-quality live content, low-priced goodies and considerate services by establishing a trust e-commerce platform. Through the establishment of "user voice", "user recommendation system" and "user negative feedback system" to show consumer feedback on live content and goods, to further solve the problems and after-sales service of goods in the live broadcast. The "User Recommendation System" and "User Negative Feedback System" are used to show consumers' feedback on the live broadcast content and commodities and to further solve the problems in the live broadcast and optimise the after-sales service of the commodities, so as to improve the purchasing experience of the consumers, and to improve the consumers' trust in the anchors through the special governance. In addition, Kuaishou also launched the "trust purchase" makes the merchants and platforms in the process of commodity sales for consumers to provide a more comprehensive protection, better quality experience, higher standards of service commitment, arrived at the new users dare to order, the old users dare to re-buy, so that strangers become "old acquaintances" of the "acquaintance" of the "acquaintance." The "acquaintance economy" of "acquaintances."

Kuaishou's platform sales have increased dramatically through the establishment of trust in e-commerce and have attracted a large number of brand merchants to join Kuaishou's live streaming program, improving the previous situation of a high return rate and substandard quality of goods. This study reflects the need for Kuaishou to establish trust in e-commerce and the advantages it brings. In this era under the Internet, e-commerce platforms should be sincere. To establish a platform, merchants users have extreme trust in each other and win-win e-commerce market. The establishment of trust is the need for overnight cooperation to form, but from trust to distrust, it only needs a moment. Therefore, the establishment of trust in e-commerce can give the Kuaishou e-commerce platform a large user base to broaden the future development of the road, and in this period of the Internet's, it is in an advantageous position.

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