On the Innovative Operation of Exhibition of the Taobao E-commerce Run by Internet Celebrity

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Abstract. The exhibition of the electronic commerce run by Internet celebrity is a major driving force for China's new economy. Innovative operation is an important cornerstone of the vigorous development. The innovative operation of exhibition of the Taobao electronic commerce run by Internet celebrity includes Seller Show—clothes hall, cosmetics hall, hello player—peripherals hall, the most delicious expression—foods hall, Time Warp—the development History from 1.0 times to 4.0 times. The micro-challenges of the innovative operation of exhibition are to attack fake products and establish a brand image for the exhibition, eliminate internet celebrity depraved image and establish a positive and healthy social image and avoid monopoly of large-scale electronic commerce and encourage diversified electronic commerce platform to join the exhibition. The macro-challenges of the innovative operation of exhibition of the Taobao electronic commerce run by Internet celebrity are no precedent providing experience for it, the exhibition industry management system and industrialization process being backward and lack of professional talents. The innovative operation of exhibition of the Taobao electronic commerce run by Internet celebrity needs to encourage the development of diversified Internet celebrity companies, improve third-party logistics warehousing management, and cultivate professional exhibition talents.

1. Introduction
As the biggest electronic commerce platform, Taobao has become China electronic commerce and the world on behalf of new economy. It combining with exhibition will not only adjust to the trend of the economical development, but also can promote economic structural change. The activity will build four theme exhibition halls by clothes, by cosmetics, by foods and by peripherals and a time warp corridor. All kinds of products run by Internet celebrity will be showed in corresponding hall. There are three interested competitions as follows: seller show; the most delicious expression; hello player; time warp corridor shows the development history of the Internet celebrity economy. Customers and fans can experience products and services that are only shown across the screen usually while contact closely with idols.

2. The content of innovation operation in the exhibition
The exhibition will adopt creatively 4-3-1 mode. The 4 denotes four theme exhibitions including clothes exhibition, cosmetics exhibition, foods exhibition and peripherals exhibition. The 3 denotes three competitions including the goddess show, online game contest and the expression plus delicacy. The 1
denotes a time warp corridor building in the middle of the hall, linking between entrance and export, which show the development history of the Internet celebrity economy from 1.0 times to 4.0 times. During the exhibition, customers can pay organizing committee to get different gifts. These gifts will be sent to Internet celebrity as tips. When the exhibition ends, Internet celebrities gifts can be exchanged for cash.

2.1. Seller Show--- clothes hall, cosmetics hall
The Seller Show is held in clothes and cosmetics hall where sellers exhibit many kinds of clothes, underclothes, shoes, jewel, skincare products and make-up. Event planning as follows: firstly, every store sends at least one Internet celebrity as the model to show products on the runway; secondly, cosmetic store accepting the most tips before starting the activity gain opportunity that they can make models of the Seller Show up and have product placement on the runway; thirdly, visitors still can tip Internet celebrities in progress until the activity ends; Fourthly, Internet celebrity accepting the most tips will have the opportunity of the special network broadcast in the home page of Taobao APP.

2.2. Hello player--- peripherals hall
The Hello Player is held in peripherals hall where sellers show many kinds of mouses, keyboards, earphones, mouse pads and screens. Event planning as follows: firstly, every store sends at least one Internet celebrity to play online game belonging to sponsor through role-play. Secondly, all contestants can use own brand peripherals. Thirdly, visitors still can tip Internet celebrities in progress until the activity ends. Fourthly, Internet celebrity winning the online game will have the opportunity of the network broadcast in the home page of Taobao APP.

2.3. The Most Delicious Expression--- foods hall
The Most Delicious Expression is held in foods area where sellers exhibit many kinds of fresh fruit, snacks, drinks and cakes. Event planning as follows: firstly, several food bloggers taste special foods in every store. Secondly, food bloggers need embody their satisfaction through expression. Thirdly, visitors can buy a kind of food according to food bloggers expression and still can tip food bloggers in progress until the activity ends. Fourthly, Fourthly, the store of most sales will have the opportunity of the network broadcast in the home page of Taobao APP.

2.4. Time Warp---1.0 times to 4.0 times
The time warp aims to show the development history of the Internet celebrity economy and electronic commerce. There is no doubt that exhibition must possess cultural connotation in addition to commercial value. The building of the time warp matches the requirement, which is a long corridor leading to entrance with exit. Visitors must pass through the corridor in order to see the exhibition. The corridor is divided into four parts.

1.0 times is also called innocent times. At that time, the business model always toes the line. Most of Internet celebrities get attention by their talents and writing, so they seem either to be traditional writers or to be other types of writer. Representatives have Pi Zicai, Hezai Jin, Caishen Ning, Murong Xuecun and Weilian Zhu.

2.0 times is also called self-deprecating times. At that time, the Internet is on the threshold of pictures times. Internet celebrities tend to individual change. They have more liquid ways in pictures times compared with words times. With the Internet hype becoming mature, a sea of companies begin to cultivate professional Internet celebrities, even form industrial chain. Its upper is individual, enterprise and other organization in need and middle is the speculation company, which integrate production, supply and sale. Representatives have Fu Rong and Feng Jie.

3.0 times is also called leader times. Sina Micro-Blog appeared in 2009 that changed the information flow horizon substantially and made Internet celebrities development make a significant breakthrough. Why did call it leader times? These Internet celebrities passing the accreditation of Sina
Micro-Blog have enormous influence owing to in possession of a sea of fans who guide the topic and comment of cyberspace, leading to the massive change of the opinion environment. Representatives have Qin Huohuo, Xve Manzi and Wang Sicun.

4.0 times is also called widescreen times. The appearances of the Wechat, video, audio and network live broadcast let Internet celebrities development enter new climax. Now, they are no longer bywords of vulgarity and weirdo. On the contrary, their imagines increasingly become pluralistic and commercial because of the cultivation and operation of the professional team, which has formed some fundamental characteristics and regulation. Representatives have Xve Li, Papi Jiang, Moti Feng and Dayi Zhang[1].

3. The microscopic challenge in the exhibition

3.1. Attack fake products and establish a brand image for the innovative operation of exhibition of the Taobao electronic commerce run by Internet celebrity

At present, Taobao as the biggest electronic commerce platform in Asia is the strongest background, but it is also the biggest market of selling fake products in the world. It is Taobao that provides convenience and shelter for fake manufactures and consumers, which make consumers form a habit of buying cheap product and force brand manufacturers to cut corners for supplying electronic commerce. Therefore, general public decreases trust in Taobao. In order to set up the brand imagine of the exhibition, on the one hand to strengthen exhibition publicity, on the other hand to check displays[2]. All displays will be good, cheap and worth. They not only match popular aesthetic culture, but also have personalized design. If hold these key points, Taobao will rebrand its social imagine.

3.2. Eliminate Internet celebrity depraved image and establish a positive and healthy social image

Once most laughed at Internet celebrities. In their views, most Internet celebrities are phoney who sell fake product and conduct fans market by plastic and package for fame and money. What is more, they issue many kinds of information to draw attention among which there are lots of false statements and pornographic information. Now, as Sina Micro-Blog, webcast platform and video webcast help a large number of successful Internet celebrities known for outstanding talents and clear position, the public gradually changes their attitude. Internet celebrities profoundly affect the social trends such as clothes style and cosmetics who have become different sense idols. Meanwhile, they have accumulated formidable fans.

3.3. Avoid monopoly of large-scale electronic commerce and encourage diversified electronic commerce platform joining the exhibition

No threshold, free registration, no supervision, no tax, no rental and network sales break through space-time restrictions. Compared with the physical market, Taobao immediately becomes a flexible and sharp market. And the low price becomes the killer menace to attract consumers, which enables Taobao to gather huge traffic and stand out in all electronic commerce competition. Furthermore, it constantly produced siphon effects, accounting for about 70% of the domestic electronic commerce market share. However, Taobao obtains the absolute monopoly position and seriously compresses the other electronic commerce survival space. The substantial retail stores and shopping malls paying taxes and rent have also closed down in large quantities, which makes the products of the brand manufacturers suffer the impact of Taobao low price. Thus, it has difficulty in selling such as not reasonable profits and management headaches. In order to promote the fair development of social economy, the exhibition will consider Taobao as the main body. At the same time, it will introduce Jingdong, Netease, Vipshop, Amazon, Wal-Mart and many other electronic commerce platforms to join[3].
4. The macroscopic challenge in the exhibition

In order to ensure the smooth progress of the exhibition, it is necessary to comprehensively analyze whether the planning of the exhibition is feasible from the economic environment, political environment and cultural environment. The following will mainly discuss three aspects. Firstly, whether there is similar exhibition providing experience for the innovative exhibition operation of Taobao electronic commerce run by Internet Celebrity. Secondly, whether the overall development level of the exhibition industry can match the event. Thirdly, whether there are enough professionals to successfully operate the exhibition. By correct analysis, we will get the effective solution.

4.1. The exhibition set a precedent

The exhibition by internet celebrities electronic commerce enhances the effect of supply chain, because Internet celebrities sales model can open a new channel for attracting customers. As a civilian expression of fan economy, Internet celebrities Economy can greatly increase the conversion rate through the massive flow of social platforms and precision marketing. Currently, Taobao is playing a leading role in shopping, which can promote its innovation and also can better form the brand effect. At present, there is no case of combining Internet celebrity electronic commerce with exhibitions in China. On the one hand this means it is an absolute innovation and embody the unique advantage of E-exhibition. On the other hand, it means that there is no experience to learn. It is undoubtedly crossing the river by feeling the stones. The income is unpredictable and the risks are uncontrollable[4].

4.2. Backward management system of exhibition industry

At present, there is neither relatively perfect exhibition management mechanism nor mature trade association organization. The examination and approval of the exhibition are too multi-channel and multi-level to be strict. In addition, most exhibition enterprises are small in scale and insufficient in funds. Basically, the organizers of the exhibition are supported by the government rather than run independently by enterprises, which makes the exhibition industry not very good. It is hard to integrate into the market and be in line with the market economy. Excessive government intervention leads to the lag of self-discipline mechanism and self-regulation, reflecting that the process of market and industrialization of exhibition industry is not enough.

4.3. Lack of the senior professional talents of exhibitions

Exhibition talents need to be highly professional and comprehensive. The whole operation of the exhibition is a systematic process, which requires special exhibitors to operate. At present, most of the exhibition industry is half-way without systematic learning and training, lack of a comprehensive and detailed understanding of the exhibition. And in the period of rapid development of exhibition industry, few universities and training institutions carry out relevant courses[5]. So far, only 36 undergraduate colleges in China have offered relevant courses, which is a serious shortage of supply and demand for the rapidly developing market. The lack of exhibition talents seriously hinders the progress of the exhibition industry, and is also a major test for exhibition whether it can be hold successfully.

5. The ways of the innovation operation in the exhibition

It's a great development for Internet celebrity economy economy in 2018. Jack Ma has announced that Tmall will be stationed in the field of video broadcasting of beauty and travel. The entertainment industry is the first to be a star, and the stars have turned into anchors. Especially, Internet celebrity has a strong development momentum, of which the market scale has exceeded 100 billion. From 2016 to 2018, Internet celebrity economy market has grown significantly in china, and the number of fans has increased substantially. The scale effect of fans has become even greater, and its connection with social platforms has become closer. This means that the combination of the Internet celebrity economy and the exhibition will drive more industrial chain. In the face of such a huge market, it is necessary to
speed up the upgrading of the industrial structure to match its market. The following three aspects are tips.

5.1. Encourage Internet celebrity company to develop toward pluralistic direction
At present, most Internet celebrity companies are small in scale and living space and low in qualifications. It is difficult to develop and easily annexed by large companies. This is not beneficial to the stability and diversification of the market. On the one hand, the government needs to put forward preferential and encouragement policies for start-up companies such as reducing taxes, providing venues, low interest or interest-free loans, and providing customer resources, etc. On the other hand, small companies also need to find their self-position, then develop their own characteristics. Although the scale is small, it is more conducive to make fine-tuning products [6].

5.2. Improve management of the third-party logistics and warehousing
The emergence of electronic commerce has also led to the development of logistics and the warehousing industry, which is the most important link linking the entire economy [7]. The strength of logistics capabilities plays a crucial role in whether a business can win in the channel market. Working with third-party logistics to enhance inventory turnaround efficiency is a wise choice. However, some sellers are still entangled in whether they are self-built warehousing logistics or outsourcing. If they are self-built, they need to consider how to solve various problems such as capital, personnel recruitment and site selection. Perhaps the operation of the light mode is popular today. For the company, by using third-party company warehousing logistics, the most obvious effect is to reduce the management costs and the asset investment, which make the risks and costs of operations decrease. Most importantly, it can improve service efficiency. Moreover, the warehousing logistics outsourcing cannot be reflected by the numerical value about enhancing the customer experience and improving the potential profit brought by the back-end supply chain management.

5.3. Cultivate professional exhibition talents
The best base for training professional exhibition talent is the university. From the perspective of Taobao online shopping, electronic commerce and Internet celebrity, students are the main motivation. As far as the country is concerned, it is necessary to actively set relevant major in colleges. As far as the society is concerned, it is possible to set various training institutions related to exhibitions. As far as the company is concerned, it is vital to carry out job fairs in colleges, publicizing the professional exhibitions, absorbing fresh blood and promoting the development of the exhibition industry. As far as students are concerned, we must pay attention to both theory and practice [8]. On the one hand, we must gain professional theoretical knowledge. On the other hand, we must actively participate in professional research and practice, applying what we have learned, practicing according to theory and enriching the theory with practice.

6. Conclusion
There are full of micro-challenges and macro-challenges macro-challenges of the innovative operation of exhibition. The innovative operation of exhibition of the Taobao electronic commerce run by Internet celebrity needs to encourage the development of diversified Internet celebrity companies, improve third-party logistics warehousing management, and cultivate professional exhibition talents.

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