

Thinking on the Current Situation and Future Development Trend of E-Commerce Live Streaming with Goods – Analytic Perspective Based on Marketing Strategy

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doi:10.56397/JWE.2023.09.08

Abstract

Explain the reasons for the current situation of e-commerce live goods, and analyze the fact that live goods are a combination of multiple marketing models, anchors and teams, fans and users, sales and products. Take consumer experience as the core to study the significance of live streaming and discuss the future development trend.

Keywords: live broadcast with goods, marketing nature, advantages and disadvantages, development trend

1. Introduction

As the latest form of content e-commerce, live streaming e-commerce has achieved the multidimensional upgrade of “on-site + presence + interaction” (Guo Quanzhong, 2020). As an innovative sales model, live streaming with goods has changed the e-commerce sales model and made up for the shortcomings of the traditional e-commerce sales model. Under the traditional e-commerce sales model, the product information obtained by consumers from shopping websites is not comprehensive, so it is difficult to judge whether the product really meets their own needs. At the same time, live

broadcasting with goods is different from traditional TV. The mode of “I say you listen” can realize the real-time interaction between anchors and consumers, so that consumers can get a better interactive experience. Liang Chenyu & Cao Yunlu, (2021) fully embodies the four characteristics of live streaming with goods: short link, high efficiency, more accurate, more personalized. The MCN organization provides creators with services such as staffing, content production, and integrated marketing to expand the scale of platform creators. (Kuaishou Research Institute, 2021) On the definition of big data, if enterprises want to operate big data,

they must first ensure that they have a large amount of dynamic data, because only dynamic data has reference value. (Liu Ke, 2021) The most direct way to cash on TikTok is to sell goods. There are many commercial uses on TikTok, but the conversion rate is not much more than the above two users. The key reason is the accuracy of the scene. In order to make users who have a recreational mentality pay to buy things, the product must be highly persuasive, so as to directly stimulate the consumption desire of fans. (Guo Chunguang & Yang Lan, 2020) The scene is a consumption mode scene. It is a small world built from multiple dimensions of people, place, time, technology and more... The rise of scenarios is closely related to the mature application of big data intelligent technology. (Marketing Iron Army, 2020) Brands can no longer force the substance in their marketing, today, such a model is called “group marketing” – creates a dialogue between brands and consumer groups, builds fan consumer groups. (Wolfgang Schaffer & J.P. Kurvin, 2019) In most cases, our understanding of the concept of “a” fan is inaccurate... In the era of mobile Internet, it is an inevitable trend to engage in the upgrading of deep distribution to deep distribution. We must realize that fans are not only an entertainment concept, but also gradually evolved into a core business thinking. (Ding Ding, 2021) From the theory of “flow is king”, in community e-commerce, “high-quality content” is the flow entrance of users, and the community can be used as precipitation, and e-commerce finally realizes the realization of flow. Under the agglomeration effect of the community, it is actually the demand of a certain small group. This is the essence of the community-centered economic model. (Zhi-yin Wu, 2021) So what thinking does the explosive thinking include? What impact does these thinking have on the marketing of explosive products? Explosive thinking: single product thinking, user thinking, long-distance running thinking, brand thinking, fan thinking. (Li Qiaolin, 2019) The difference is that “personal branding” now requires you to achieve these goals by treating yourself as a product rather than as a person. (Christian Rudder Christian Ruddel, 2020) In the era of we media, everyone should understand positioning thinking. (Ai Reese & Jack Trout, 2021) Celebrity: Double-edged sword. A marketing message can not be entirely information content, and without

any temptation. You need to use something to draw consumer attention to your message. Celebrities can often play this role. Consumers are very good at distinguishing which celebrities “just talk about” and which celebrities really believe in the merits of the product. (Laura Reese Laura Ries, 2021) Differentiated marketing tells us that it is not the price that drives people to buy decisions, but the meaningful value they clearly feel. (Lee B. Salz, 2019). For example, all kinds of social platforms (Weibo, WeChat, Momo), because there is enough content, so naturally attracts traffic to... And then achieve the conversion rate with constant flow. (Marketing Iron Army, 2020) After the rise of the Internet, e-commerce customer evaluation and other forms took the lead in connecting the path from consumers to enterprises, and then by tracking consumers’ purchase behavior, which is of great help to the research of consumer communication path. (Xiong, 2017) As we enter the 21st century, the progress of technology makes our shopping experience faster, more flexible, broader, and more interactive, and more importantly, more attractive. Such technology not only takes us into the virtual world, but also enhances our experience of the real world. (Salad Bailey & Jonathan Baker, 2018)

2. The Purpose of This Study

Based on the marketing model, this study analyzes whether the current marketing model of China’s e-commerce products and the causes of its e-commerce delivery. The main composition of e-commerce live broadcast is composed of anchors and teams, fans and users, sales promotion and commodities, centering on consumer experience. According to the significance of live broadcast goods, the marketing nature of live broadcast goods is studied and analyzed from the basic setting of marketing mode. And the future development trend of live streaming is discussed. This study was designed to address the following questions:

RQ 1: From the current situation and causes of live streaming goods, what marketing mode of live streaming goods in China?

RQ 2: What is the marketing nature of live streaming with goods? What are the commonalities and differences with the old marketing model?

RQ 3: As a huge marketing amount of live broadcast with goods mode, what are the

significance, advantages and disadvantages of live broadcast with goods?

RQ 4: Discuss the positioning and future prospects of live broadcasting. The following will introduce the research background, pattern analysis, research nature and significance. After that, we should first analyze the model, then analyze the nature, discuss the commonalities and differences, and finally determine the significance and advantages and disadvantages, and discuss the positioning of the future. Finally, it is the conclusion.

3. Study Background and Pattern Analysis

3.1 *The Current Situation and Causes of Live Delivery*

Since its development in 2016, more than 300 online live streaming platforms have emerged in China. Taobao, Jingdong, Kuaishou, TikTok and other e-commerce platforms have successively launched the function of live broadcasting with goods. The e-commerce live broadcasting marketing with the economic characteristics of the pink circle has created a lot of sales miracles in just a few years, especially some head anchors. The sales miracle has almost overturned any kind of previous commercial marketing results. For example, according to the head anchor data of each platform on the day of the pre-sale of 2021, Taobao Li Jiaqi and Wei Ya are 11.539 billion yuan and 8.53 billion yuan respectively, kuaishou Egg and Xin Youzhi are 900 million yuan and 300 million yuan respectively, and TikTok Luo Yonghao is 0 billion yuan.

As we enter the 21st century, technological advances make our shopping experience faster, more flexible, broader, more interactive, and more importantly, more attractive, such technology not only takes us into the virtual world, but also enhances our experience of the real world. (Sala Bailey & Jonathan Baker, 2018) After years of development, shelf e-commerce has been unable to solve the defect that consumers cannot experience the goods when making shopping decisions, all of which are after-sales experience. American economists Joseph Pine and James Gilmore have published the book *The Experience Economy*, which states that "During customer engagement, memory long retains the experience of the process. If the experience is good, unique, replicable, untransferable, customers are willing to pay for the experience." (Liu Ke, 2021) Although online shopping accounts for a large proportion in

consumption behavior, there are many disputes about product experience after sale. We need to solve consumers' experience demand from the front end. Compared with traditional e-commerce, live streaming e-commerce pays more attention to experience. (Wu Zhiyin, 2021) For example, Kuaishou is an "experience-oriented e-commerce".

3.2 *Live Streaming with Goods Belongs to the Fan Economy*

With the continuous development and expansion of market economy and Internet media, fan economy has already broken through people's traditional cognition. From the entertainment industry to all other fields, it has become a new force that can not be ignored in the market economy. In most cases, our understanding of the concept of "fans" is not accurate, and even some people do not talk to them, thinking that fans are "stupid" and "low-end", difficult to be elegant. It is these misunderstandings that lead to our current marketing philosophy lag. In the era of mobile Internet, it is an inevitable trend to engage in the upgrading of deep distribution to deep distribution. We must realize that fans are not only an entertainment concept, but also gradually evolved into a core business thinking. Ding Ding (2021) is really a difficult problem for "traffic realization" for the platform, which is one of the reasons for the generation of live streaming with goods, from the profit demand of the platform. The brand building ideas of some products may be used for reference: to connect the connection between themselves and consumers, and make themselves become a more attractive brand for consumers, so as to gather consumer groups, create a connection between each other, and develop self-participation. Today, such a model is called "group marketing" — creates a dialogue between brands and consumer groups, builds fan consumer groups. Wolfgang Schaffer & J.P. Kurvin (2019) live with depends on the traffic brought by fans, users and fans form the consumer groups of live with goods. From the theory of "flow is king", in community e-commerce, "high-quality content" is the flow entrance of users, and the community can be used as precipitation, and e-commerce finally realizes the realization of flow. Behind the hot appearance of building construction, it is also accompanied by the rise of personalized and niche consumption. In the Internet age, we are at

the intersection of product economy and service and experience economy. Therefore, in the rise of niche and personalized consumption, the consumption demand of each individual consumer will be amplified with the help of social platforms. Under the agglomeration effect of the community, it is actually the demand of a certain small group. This is the essence of the community-centered economic model. (Zhiyin Wu, 2021).

3.3 The History of Shelf E-Commerce Has Been Nearly 20 Years, While the History of Short Video and Live Streaming E-Commerce (Promoted by Content) Is Only a Few Years

However, the internal volume and evolution of e-commerce have intensified the rapid evolution of the two in form, penetration and interest, which has existed for a long time. The two modes of e-commerce are clear dynamic and static display templates, shelf e-commerce, social e-commerce, content e-commerce and interest e-commerce. The development of e-commerce is not divorced from the basic laws of marketing. For example, all kinds of social platforms (Weibo, WeChat, Momo), because of enough content, naturally attract traffic to get

close to it, and finally form the convergence of traffic, producing a very powerful content effect. The same is true of e-commerce platforms, which must have enough content to support it, which even provides an entrance for the traffic, and then realizes the conversion rate with the help of the continuous flow of traffic. Marketing tiejun (2020) live electricity as the latest form of electricity content, the “scene + with + interaction” characteristics of the essence of the content multidimensional upgrade, can through closer interaction, and users to establish a rare longer “trust”, better output brand value, truly achieve “quality effect”. Therefore, under the rapid innovation of mobile technology, live streaming e-commerce has emerged. Guo Quan (2020) live with goods is based on the various early marketing means derived, after the rapid development of network marketing a fusion regression, based on fans economy, through the product will anchor and consumers, back to people to people sales model, live with goods itself is still built on the basis of marketing of—“products, pricing, positioning, marketing personnel, dynamic display, consumers, sales, after-sales”.

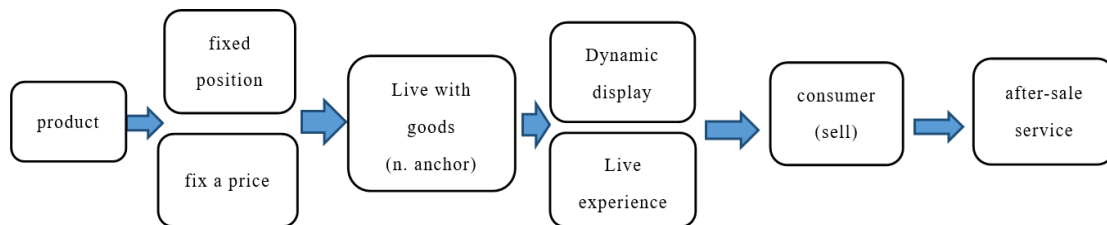


Figure 1. Marketing chain of live broadcast with goods

4. Nature, Commonality and Difference Analysis

4.1 Marketing Nature of Live Broadcast with Goods

Live streaming with new things or new ways? From the present point of view, the live broadcast with the sales of goods belong to the retail personnel sales. Live streaming with goods is to take the characteristics of traditional marketing and online marketing, and carry out a new integration of “online personnel sales”. So it is not a new sales model, but returns to the variation of classic offline marketing, where anchors are similar to the sales staff in the offline counter.

4.2 The Commonality of Live Broadcast with Goods

Traditional marketing connects the product and the consumer through a person-to-face approach. In our traditional offline marketing, there are some sales staff with high professional quality, skilled business, and can introduce goods efficiently. For example, there was once a national model worker in Beijing, who was a clerk at the candy counter. He is characterized by strong professional ability. The products he wants to market can be accurately introduced and accurately weighed. At the same time, he can package the products quickly, which presents a strong professional and technical level in the introduction of products. His job is to introduce the products behind the counter, which is consistent with the work of the current studio anchor.

The difference between anchors in broadcast rooms and traditional marketing personnel is that some broadcast rooms signed by MCN organizations are assisted by a team, or

platforms participate in the selection work. Most anchors in broadcast rooms only need to undertake the sales work.

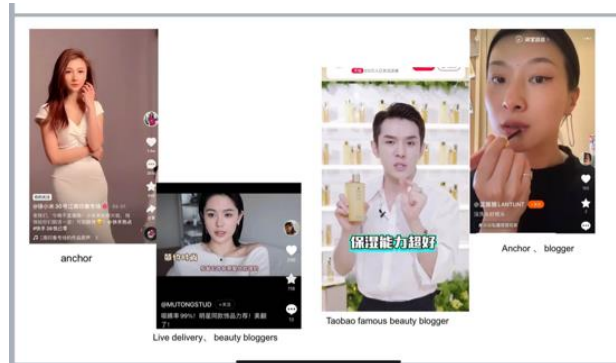


Figure 2. Live anchor by Taobao

Source: www.Taobao.com

Of course, there are also professional requirements for anchors with product introduction in the broadcast room, emphasizing that anchors' intuitive experience of products can make consumers (fans) have the desire to buy. For example, Li Jiaqi, the "lipstick brother", as a former offline salesman of a luxury cosmetics brand, has excellent professional quality. Starting from the lipstick sales, gradually to other full categories of sales anchors.

4.3 Differences in Live Broadcast with Goods

There are common and differences between the on-site sales of the anchors and the counter. The biggest difference is the difference in the number of the number of consumers. The broadcast room created by the platform has infinite mass (traffic), and the offline salespeople can only conduct one-to-one sales with consumers in a fixed space. Broadcast anchors and consumers may not be one, two or hundreds, but thousands of a consumer group (i.e., fan group). At the same time, live broadcasting with goods is different from traditional TV. The mode of "I say you listen"

can realize the real-time interaction between anchors and consumers, so that consumers can get a better interactive experience. (Liang Chenyu & Cao Yunlu, 2021) Communication channel between the broadcast room and fans can directly leave a message through the dialog box of the broadcast room, or communicate with customer service through the background to leave a message to the anchor. The e-commerce platform consumers are complex and instant communication, which is an effective service experience. Some MCN studio teams undertake a lot of subdivision work, so anchors can be professional and professional product promotion and introduction. Compared with the traditional salesperson who sell a variety of single products, they can involve the whole category of promotion, which fully reflects the four characteristics of live broadcast with goods: short link, high efficiency, more accurate and more personalized. (Kuaishou Research Institute, 2021) E-commerce live broadcast is the marketing mode of traditional sales (physical shopping guide) + TV marketing (sales host) + anchor (star) — personnel sales.

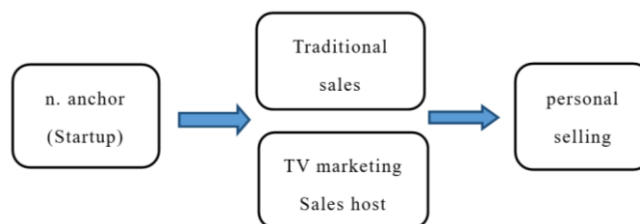


Figure 3. Marketing mode of live broadcast with goods

5. Analysis of Significance and Advantages and Disadvantages

5.1 The Meaning of Live Streaming

Is it an anchor or a commodity? Live with goods is the combination of “people, goods, field”, live need the host, live in order to take goods, this is “and goods” to combine the return of the traditional marketing, and traditional marketing difference lies in the “field”, the “field” online, the “field” in space and time, distance than offline expansion many times. The first is the goods, the second is the anchor. Anchors with

goods should not only have the characteristics of live broadcast anchors, but also have the sales quality of marketing personnel. Therefore, the intervention of MCN professional organizations and the use of team strength to help anchors establish their personal brand are also a kind of efficient business combination: anchor + product + team. MCN organization provides creators with services such as staffing, content production, integrated marketing, and expands the scale of platform creators (Kuaishou Research Institute, 2021).

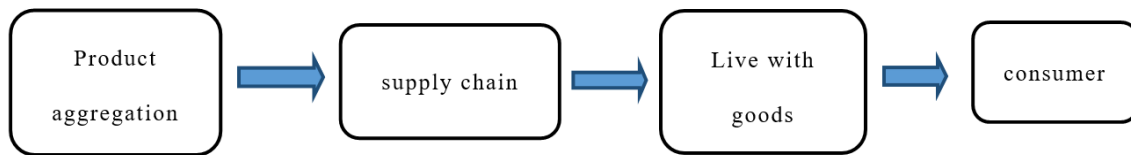


Figure 4. MCN home page agency live delivery team set up the chain

Live streaming has not only attracted the attention of consumers, but also brought better shopping experience to consumers. It has become the standard configuration of e-commerce sales, and anchors have become the connector between brand owners and consumers. Differentiated marketing tells us that it is not the price that drives people to buy decisions, but the meaningful value they clearly feel. (Li B. Salz, 2019) Broadcast room are all representatives of consumers. The anchors contact with users online in real time through videos, listen to consumers’ demands and opinions on products, communicate with the back-end supply chain and factories, and choose products, which play a role as a bridge.

5.2 Advantages and Disadvantages of Live Broadcasting with Goods

5.2.1 Advantages of Live Broadcasting

The advantage of live broadcasting is that the delivery of goods in the live broadcast room brings great survival opportunities to the goods of many small and medium-sized enterprises. Because the amount of products sold in the broadcast room is huge, usually five minutes after the anchor’s introduction, the shopping cart hangs the product link, and many products are sold out in second. The word “traffic realization” is particularly clearly reflected in the live broadcast with goods. For small and medium-sized enterprises, this is a huge

opportunity for consumers to see the products. Fans to drive the fans’ economy. Now is the flow of the society, and the star celebrity traffic is very sufficient. With many fans and the power of role models, live broadcasting is the curiosity of stars and the public. In essence, this is the same as the product endorsed by the stars, but the live broadcast becomes direct sales, with intuitive experience and timely interaction. Shorten the distance between the product and the user, let people as in the offline store experience in general. For sellers with large flow of fans in the broadcast room, the analysis of big data of the platform will finally help them to take into account the average consumption power of consumer groups when choosing products, and ensure the conversion rate of marketing.

5.2.2 The Disadvantages of Live-Streaming with Goods

Live broadcasting has requirements for anchor skills. During live broadcasting, the three views should be correct, including affinity, not vulgar, product introduction, dialogue and communication, communication ability, and strong field control ability. Grasp the active atmosphere, control consumer attention, and put the key points on the introduction of products. Personal charm can help the anchor to establish the personal brand, but it is not conducive to the brand with goods.

At present, the added value of live-streaming

products is not high. In order to make users who have a recreational mentality pay to buy things, the product must be highly persuasive, so as to directly stimulate the consumption desire of fans. (Guo Chunguang & Yang LAN, 2020) Although there are many big brands in the P199 studio, most of them are small and medium-sized enterprises, which are not well-known, and the anchors have great pressure to endorse the reputation of the products. Some anchors lack quality control ability, such as lack of quality awareness of agricultural products and lack of after-sales service, which affect their reputation. Some anchors are uneven. The conversion rate of big V is more than 30%, and that of mature anchors is about 10%. Many anchors are untrained, lack of affinity, and have a conversion rate below 5%. Live streaming with goods, should be based on products, can not only rely on anchors to attract popularity, sometimes popularity does not necessarily bring sales, fans are not equal to consumers. For example: TikTok The most direct way to realize the cash is to sell the goods. There are many commercial uses on TikTok, but the conversion rate is not much more than the above two users. The key reason is the accuracy of the scene. In order to make users who have a recreational mentality pay to buy things, the product must be highly persuasive, so as to directly stimulate the consumption desire of fans. (Guo Chunguang & Yang LAN, 2020)

6. Positioning and expectation

6.1 Livestreaming Marketing Positioning

In the era of “We Media”, everyone should understand the positioning thinking. (Ai Reese, Jack Trout, 2021) Positioning is one of the most important concepts in marketing. Live streaming with goods need to be positioned, and anchors should also be positioned as a personal live broadcast brand. The connotation of its positioning is: live broadcast, products and people. The first is the positioning of the live broadcast, that is, the style positioning of the live broadcast room, and the personal style positioning of the anchor. There are also personal brands, but the difference is that “personal branding” now requires you to do these goals by treating yourself as a product rather than as a person. (Christian Rudder Christian Rud, 2020) Anchors like Li Jiaqi, Egg, Xin Youzhi, Luo Yonghao are personal brands, representing quality service and honest management; followed by the positioning of

studio product, where is the bottom line of anchor sales ability? Almost all enterprises want to create long-term best-selling products, to lay a good foundation for the sustainable development of the enterprise. In order to achieve this purpose, enterprises must adhere to the only concept, adhere to the explosive thinking to think, to choose, to action. So what thinking does the explosive thinking include? What impact does these thinking have on the marketing of explosive products? Explosive thinking: single product thinking, user thinking, long-distance running thinking, brand thinking, fan thinking. (Li Qiaolin, 2019) The third is the positioning of the object of goods, namely the consumer. Even if you have the head of the fans group, you should determine the consumption level of consumers according to the data, and arrange the rhythm of goods and goods. After the rise of the Internet, e-commerce customer evaluation and other forms took the lead in opening the path of consumers to enterprises, and then by tracking consumers’ purchase behavior, which is of great help to the study of consumer communication path. (Xiong, 2017)

6.2 The Celebrity Effect of Live Streaming

Ordinary people always have a natural worship of celebrities and stars. A marketing message can not be entirely information content, and without any temptation. You need to use something to draw consumer attention to your message. Celebrities can often play this role. (Laura L aura Ries, 2021) When the host live to a certain height — such as head anchor, its personal brand is obviously a person set collapse pressure there, once sold bad products, or personal behavior involves moral and legal problems, will cause personal brand caused great damage to the studio. Because the endorsement of personal brand is too strong, it is difficult for anchors to engage in live broadcasting once their personal image collapses, especially when it comes to some legal issues, it is difficult to return. From this perspective, we can understand why live broadcasting is defined as a performance with entertainment nature. Consumers are very good at distinguishing which celebrities “just talk about” and which celebrities really believe in the merits of the product. (Laura Ries, 2021).

6.3 Live Commerce Expectation

At present, the live streaming e-commerce market has presented three strong patterns of

Taobao, TikTok and Kuaishou, with more than 80% of GMV share. By 2025, Kuaishou and Douyin will account for 55% of the content-based GMV, and Taobao for 28%. Live broadcasting is still the mainstream marketing mode of e-commerce in the future. More and more consumers begin to accept the form of live broadcasting. The development of this industry will still be in a hot state in the next few years. Due to the certain risks of excessively concentrated exclusive development of the head, all platforms are seeking balanced development and vigorously support waist anchors and brand broadcast rooms. With the development of digital technology, virtual anchors have appeared in the broadcast rooms. The emergence of virtual anchors is a breakthrough in technology, but also based on the physical problems of anchors who can not broadcast all day and the risk of live broadcast brand collapse. The biggest feature of digital anchors is that the broadcast time is not limited, and there is no risk of human collapse. According to Baidu official news, Baidu Intelligent Cloud Xiling announced the launch of two major SaaS platforms, digital

star operation platform 1.0 and digital human live streaming platform 2.0. For the live broadcast platform 2.0 has realized pure AI drive, digital people 24 hours a day. It is certain that in the future, virtual anchors will have a place in the field of live broadcasting with goods.

7. Conclusion

From the perspective of marketing, live broadcast with goods, live broadcast with goods is not separated from the basic setting of marketing. Competition for consumer mind, product positioning, consumer positioning, and communication with consumers. The way of bringing goods has changed from offline marketing guide to online direct selling. The form of the broadcast room is similar to the previous TV shopping in the past, but the difference is more direct and almost face to face communication to make suggestions at any time. To attract consumers to become fans is the mental competition in marketing, to attract people, that is, "flow".

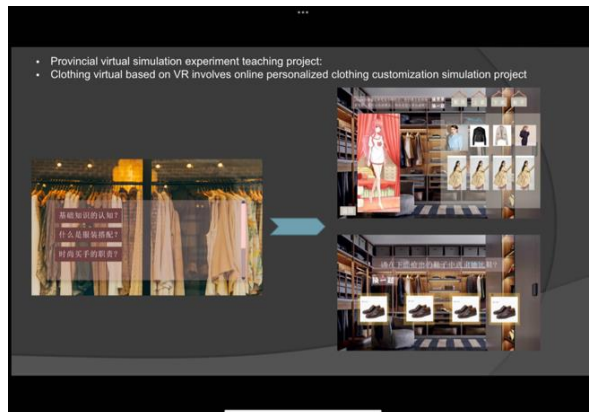


Figure 5. Online virtual clothing matching by author project

Source: <Clothing virtual based on VR involves online personalized clothing customization simulation>, by Chen Si. 2020-2022.

Because of the immediacy of communication with consumers, consumers can put forward their own needs for anchors at any time. Anchors can directly connect the supply chain and position consumer demand from production, and anchors can also position the consumer level according to the consumption situation in the broadcast room. It should be said that live streaming has changed the way we communicate with consumers, and finally changed the definition of production. In the future, the development direction of live

broadcasting is digital. Live broadcasting room, virtual scene application, big data development and digital human development have been the hot spots in the development of various platforms. As for the definition of big data, the McKinsey Global Institute has explained that big data is a data collection of large scale to acquire, manage and analyze far beyond the capabilities of traditional database software tools. If enterprises want to operate big data, they must first ensure that they have a large amount of dynamic data, because only dynamic data has

reference value. (Liu Ke, 2021) With the further deepening of AI technology, it will finally play a role in the marketing form of e-commerce live broadcast with goods to better guarantee the smooth operation of products, supply chain, marketing, consumers and services.

Fund Project

This research was supported by <Clothing virtual based on VR involves online personalized clothing customization simulation>, by Chen Si. 2020-2022.

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