

Analysis and Research on E-commerce Live Broadcast Sales Model from the Perspective of Supply Chain

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ABSTRACT : *The e-commerce live broadcast sales model is a brand-new sales model born based on web live broadcasts, and it has quickly been favored by the consumer goods market. As a new sales format, we need to conduct an in-depth analysis of its model to grasp the law of its generation and development, and find the problems in its development. This article mainly analyzes the basic form and internal logic of the e-commerce live broadcast sales model from the perspective of the supply chain. Relevant suggestions are proposed for its current development problems.*

KEYWORDS: *E-commerce Live Broadcast, Web Live Broadcast, Supply Chain, Sales Model*

I. INTRODUCTION

In recent years, with the increasing cost of traditional e-commerce traffic and low GMV conversion rate, the “e-commerce + live broadcast” mode with low cost and low threshold has ultra-high conversion rate, which has become a new growth point of e-commerce industry^[1]. In 2020, with the continuous fermentation of the “housing economy” of the epidemic situation, live broadcasting with goods has become an important means to promote economic recovery^[1]. Platforms/businesses, online/offline, stars/plain people and other parties have entered the market one after another, setting off an e-wave of live broadcast with goods.

Live broadcasting has become a new engine for the development of e-commerce, giving it new development momentum^[2]. Live broadcasting with goods has become a phenomenal new species. The flow realization of live broadcasting e-commerce has become the most deterministic and potential growth field of e-commerce industry. With the advent of 5G era, live broadcast will also become one of the standard configurations for retailers^[1,2].

II. THE RISE AND DEVELOPMENT OF LIVE-STREAMING WITH GOODS

Live-streaming with goods is actually a combination of e-commerce sales, emerging communication methods - live-streaming and net popularity economy or even celebrity economy, which is the result of a combination of economic development, business model innovation and the rise of self-media.

2.1 The rise of live-streaming with goods

When YouTube and other social media platforms first emerged, users mostly just shared their lives, and no systematic profit model had been formed yet. YouTube took advantage of this trend to create “Netflix” and linked up with these celebrities, inserting advertisements into their videos and sharing the revenue with them, thus forming the “Netflix economy” and related profit models. Sensing the commercial flavor of the net popularity economy, net popularity companies have emerged. These companies contracted with web-celebrities and social media platforms to make up for the disadvantages of individual power by using the advantages of the team, so that the target user positioning, video shooting and production, as well as the marketing work of attracting traffic is more perfect and accurate^[3].

Later, major social media platforms such as Instagram, YouTube, etc. launched LIVE broadcast function to make up for the lag of traditional text and video information release and comments through real-time sharing and interaction, which is welcomed by people. With the development of live streaming, the types of live streaming are getting richer and richer, such as eating, singing and beauty broadcasting are gradually subdivided, each forming its own characteristics. Platforms, advertisers and web-celebrity companies began to quickly seize the market, web-celebrities through the live broadcast in an explicit or implicit way to market, recommend products, ordinary users are driven to buy products, resulting in revenue, the platform, advertisers, companies and web-celebrities themselves share profits. Thus, the live broadcast, especially the live broadcast of net celebrities, gradually forms an industry^[4].

2.2 The Development of Live Streaming in China

The rapid development of live streaming in China is closely related to the development of China's e-commerce economy, online shopping and mobile payment. China's new online marketing approach started late but grew extremely fast, and after more than a decade of development, the market has long surpassed foreign

markets in terms of segmentation and revenue figures. Compared with foreign single platform and mode, China for live value of the excavation can not be said to be not sufficient, microblogging and other social platforms, a live and other professional live platform and Taobao and other e-commerce shopping platform has been achieved live function, prompting the rise of full-time anchor this emerging profession, and increasingly professional, specialized^[5].

The live broadcast with goods is actually "live bridge, marketing singing", is the product of the net celebrity live and brand joint. Live advertising is more likely to facilitate the transaction of goods, and a large number of brands and direct transactions of goods is the characteristics of the e-commerce platform, so the e-commerce live with goods than social platforms and professional live platform has more advantages, so the e-commerce live sales in the market competition to ride. The strength of e-commerce live streaming reaches a climax in 2021, attracting more and more consumers to pay for live streaming, but we do not know how this model will develop in the future^[6].

III. THE ESSENCE OF LIVE E-COMMERCE

The so-called live e-commerce, refers to the merchant through the form of live broadcast, to the audience to recommend goods, to stimulate their potential desire to buy, and ultimately realize the transaction of e-commerce channels. In the process of live broadcast, the anchor is like the offline sales of "shopping guide", and its personal sales ability will have a very important impact on the sales effect of goods. It is the essence of offline shopping guide online, based on live media, e-commerce, based on human needs, through the personification of identity and trust to facilitate the sale of goods^[6,7].

Live e-commerce is seen as an advanced form of content e-commerce and the latest form, which has the characteristics of "live + same field + interactive". It achieves a multi-dimensional upgrade of content, and it can establish a more permanent "trust" with users through closer interaction. It can better export brand value, thus truly realizing the "unity of quality and efficiency". The live broadcast is considered to be a "human aggregation", taking into account the buyer model of "worth buying" and the low-price model of "Poundland", creating a new e-commerce ecology through high efficiency and high cost performance. The new ecology of e-commerce, upgrade the relationship between people, goods and field, to achieve a win-win situation for the platform, merchants, anchors and users. Compared to the traditional e-commerce through pictures, text display form of goods, live e-commerce is a live video, the form of the anchor to explain the full range of display goods, with rich content, interactive, high conversion rate characteristics.

IV. CHARACTERISTICS OF LIVE E-COMMERCE SALES MODEL

4.1 Merchandise sales rely on anchors to attract traffic

In fact, e-commerce live broadcast anchors and their teams are more like intermediaries between fans, viewers, consumers and brands. The anchor side has to press the price from the brand side to attract consumers with low price. In addition, they have to pay attention to the entertainment, watch ability and interactivity of the live content to establish a connection and trust with fans and stimulate their desire to buy. Ultimately, what live-streaming with goods achieves is increased sales, traffic realization and maximized revenue for brands.

Countless brands want to squeeze into the live-streaming rooms of online celebrity anchors such as "Li Jiaqi" and "Vaia" to leverage their influence to increase product sales. However, not all anchors are "Li Jiaqi" and "Weiya", most of them are still unknown and do not attract much audience, so naturally not many brands come to seek cooperation. Only a few of them can stand out in the live competition, become bigger and stronger, set up teams and become the meat and potatoes of brands. In a way, the relationship between anchors and live-streaming with goods is a mutual transformation of achievement and achievement, which constitutes the most interesting consumer phenomenon in 2021.

4.2 Overlap of viewer-consumer identity

An important feature of live e-commerce sales is the overlap of identities between the viewers watching the live broadcast and the consumers buying the goods. Viewers only need to turn on their mobile devices and connect to the Internet to watch the live broadcast, buy the goods, and become consumers. The viewer's activism is not only limited to watching the live broadcast and interacting with the anchor, but also being able to purchase the goods of interest and complete the purchase behavior^[7].

For viewers or consumers, watching live e-commerce, on the one hand, they are able to enjoy the discounted prices of the live broadcast and buy to their heart's content; on the other hand, the need for fresh, fast food and sensory stimulation is also satisfied. Compared with the bright and beautiful advertising models, the image of the anchors is often real and vivid, easy to close the distance between the audience. The high speech density of the anchors is also easy to provoke consumers' desire to buy, and the anchors' real evaluation of the products and even spitting can gain consumers' trust and achieve their purchasing behavior, and even make them sticky to the anchors and achieve repeated and multiple purchases. Live broadcast has undoubtedly impacted the

consumption habits of the public, for the public, pick up the phone, watch a rich content of the live broadcast of e-commerce, but also gradually become a way of pastime entertainment.

4.3 High sales volume drives the supply chain to digital transformation

Under the traditional real economy model, it is difficult to achieve all-round collaborative management, capital flow and logistics monitoring in place for suppliers, distributors and customers upstream and downstream of the supply chain; poor docking often occurs, resulting in inefficient capital turnover, and enterprises can easily fall into survival difficulties as a result. The development of e-commerce live sales has promoted the further development of China's economy from the physical mode to the virtual mode, and promoted the way of business to the Internet thinking^[8].

E-commerce live sales is mainly a combination of online and offline supply chain model, that is, in the upstream of the supply chain and suppliers downstream to form a complete industrial chain, and then through the Internet development to create an online platform, thus forming the O2O model. More and more enterprises recognize the importance of online operation, and the networking of the supply chain can comprehensively improve the resources, productivity and operational efficiency of enterprises, and help them understand and get close to the online trading habits of consumers.

V. INDUSTRIAL ECOLOGY OF LIVE E-COMMERCE

5.1 Industry chain structure

The live e-commerce industry chain consists of the supply side, the platform side and the consumer side. The supply side mainly includes commodity suppliers (manufacturers, brands, distributors) and content creators (anchors/MCNs); the platform side includes e-commerce platforms (Taobao, JD.COM, Mogujie, Racer e-commerce, etc.) and live streaming platforms (Racer, Jitterbug, Taobao Live, etc.). Brands/manufacturers dock with e-commerce platforms to provide sources of goods, dock with MCN agencies or anchors, determine live content solutions, introduce live broadcast platforms for content output, and finally guide consumers to realize cash conversion in e-commerce platforms. The platform and the MCN agency link up the merchants and consumers to meet the demands of both sides while creating a closed loop of industrial ecology.

5.2 Business model and value distribution

In the live e-commerce industry ecology, merchants, platforms and MCN agencies/anchors participate in the share based on the turnover. For merchants, there are two main ways to participate in live broadcasting: master anchor and merchant self-broadcast; different live broadcasting forms, the parties share different models. The master anchor relies on its own fans, strong content production capacity, live brand is richer, fans have higher trust in the anchor. The merchant self-broadcasters rely on their own brand, the store private domain traffic conversion, users are mostly brand fans, concern about brand dynamics, new products^[9].

The division model of the master anchor is mainly: commission + pit fee. The commission amount is determined by CPS (Cost per Sales), which is shared by the live platform, third-party cooperation platform, MCN agency/anchor, and the division of the commission allocation ratio varies among live platforms. Take Taobao as an example, when in a non-cooperative scenario, 30% of the commission, i.e. 6% of GMV, will flow into Ali's marketing platform Ali Mama and Ali creation platform, and the remaining 70% of the commission will be redistributed by MCN agencies and anchors. When cooperating with third-party platforms such as Jitterbug and Racer in the scenario, Taobao collects 7.4% of GMV as content scene and technical service fee, and the remaining commission goes to the cooperative platform and MCN agencies/anchors. The pit fee is the cost of goods on the shelves of the live broadcast, determined by the influence of the anchor, with the goods category, shelf time and other elements. The head anchor has stronger bargaining power over the pit fee, and the pit fee goes up during the "Double Eleven" promotion. In addition, some of the pit fees are directly linked to ROI (Return on Investment), and only after the ROI reaches a certain threshold, the anchor will have the opportunity to get the pit fees.

Under the merchant self-broadcast scenario, live team labor, live room decoration and marketing costs constitute the core costs of the merchant, and after deducting part of the platform technical support fees, most of the remaining GMV goes directly to the merchant. Some merchants also sign agreements with live broadcast operators to broadcast on their behalf, and the service fees generated during the period will constitute part of the cost of the merchant. The cost of live broadcast is mainly accounted for the basis of live broadcast time, and there are certain differences in the fees charged by various operating agencies.

VI. KEY PLAYERS OF LIVE E-COMMERCE

6.1 Platform side

In the live e-commerce industry ecology, there are three main types of platforms: traditional e-commerce platforms represented by Taobao; entertainment content platforms represented by Tiktok; and

shopping guide community platforms represented by Mogujie. The logic and focus of the three types of platforms to enter the live e-commerce are different. The traditional e-commerce platform to live e-commerce transformation is driven by the live broadcast to expand customer acquisition channels, harvesting traffic at the same time, can maintain a certain degree of user stickiness. Entertainment content platform has a rich pool of traffic, can be cut into the e-commerce industry through live broadcast is the platform to try and explore the flow of cash. In the shopping guide community platform, the mission of the shopping guide is to plant grass and content reach, it has the natural interaction advantage with consumers, through the strong interaction of the live broadcast can consolidate the e-commerce business, to achieve the water^[8,9].

The different operational logic and characteristics of the three types of platforms lead to slightly different marketing effects, which are reflected in the differences in GMV and the value of anchor fans (i.e., GMV/fans per scene, to measure user stickiness and traffic value). By selecting and analyzing the typical representatives of the three types of platforms "Taobao, Tiktok and Mogujie ", we can find that:

(1) Taobao (traditional e-commerce platform): High GMV and high value of fans. (1) Taobao (traditional e-commerce platform): high GMV and high fan value. Fans have strong consumption purpose, which brings high conversion amount.

(2) Tiktok (entertainment content platform): GMV is medium and fan value needs to be improved. The platform algorithm distribution and operation logic is not conducive to the gathering of private domain traffic, and the emotional link between strong entertainment-minded fans and anchors is relatively weak. Therefore, although Tiktok traffic is superior and the GMV of live-streaming-guided transactions is considerable, the average fan value is low.

(3) Mogujie (shopping guide community platform): GMV is low, but fan value is high. The GMV of Mogujie is not as good as that of traditional e-commerce platforms. However, the strong purchasing mindset of platform fans and the close emotional distance between them and the shopping guide celebrities drive the formation of high fan value.

6.2 MCN Agency

MCN, or Multi-Channel Network, originated as a linking platform between YouTube and professional content creators. After the concept entered China, the functions of MCNs have been continuously expanded, incorporating content creation, traffic introduction and exposure, and commercial realization on the basis of the original creator aggregation function. In the live e-commerce industry ecology, MCN agencies play more of an "intermediary" role, cultivating anchors throughout their life cycle and transporting high-quality anchors to the platform.

The industry chain of MCN agencies includes the incubation of weblebrities, bulk account management, professional content creation support, content channel distribution and promotion, resource matching with various media platforms, and commercialization of weblebrities for cash. With the support of content production, capital and policies, China's MCN has gradually formed three types of institutions, namely pan-entertainment, marketing and e-commerce, covering seven types of industries, including content production, operation, marketing, brokerage, knowledge payment, copyright and live broadcast, etc. MCN has different genetic attributes and different core realization methods, and those related to live e-commerce are e-commerce MCNs represented by Qianxun and MeiONE, which can be realized through traffic, operation, supply chain management and e-commerce. The MCNs related to live e-commerce are the e-commerce MCNs represented by Qianxun and MeiONE, which can realize traffic through traffic and supply chain management and e-commerce.

MCN organizations form a closed loop of commercial realization by integrating upstream and downstream, and drive the development of the whole e-commerce industry chain. On the one hand, through the incubation of Netflix IP, cultivation of fans, traffic exposure, merchandise combination and content promotion, it completes the grass planting to grass pulling, and at the same time attracts star anchors to reside. The stars use their own popularity and fan base to cut into the live broadcast with goods. On the other hand, MCN has more platform resources, supply chain advantages and bargaining power, which can bring better commercial cash to netizens, thus increasing the cooperation between netizens and organizations. In content e-commerce cash, the percentage of head MCN agencies is about 70.5%, such as MeiONE Li Jiaqi, QianXuanVia, RuHan Zhang Dayi, Weinnian Li ZiQi, etc.; the favor of head weblebrities to MCN agencies highlights that MCN agencies have given weblebrities more effective commercial cash through more accurate traffic guidance, distribution channels and content development^[10].

6.3 Anchor

In the live e-commerce industry ecology, anchors describe and display products in three dimensions, shortening the reach path from products to consumers and building links between products and consumers, merchants and users. Under the wind of live e-commerce, the anchor group is growing day by day, and the cross-border characteristics and the horse effect are obvious. At this stage, China's live e-commerce industry mainly has four types of anchors: celebrity anchors, celebrity anchors, virtual idol anchors, and merchants' own

anchors, etc. The characteristics of each type of anchors are different, and there are certain differences in cost and marketing effect. For example, in the new product launch scenario, celebrity anchors and head celebrity anchors can introduce more exposure and traffic for merchants; while in the daily marketing and promotion scenario, lower cost waist and tail anchors and merchant self-anchors can meet the basic needs of enterprises.

VII. THE BASIC FORM OF E-COMMERCE LIVE BROADCAST MODE FROM THE PERSPECTIVE OF SUPPLY CHAIN

7.1 Sales End

The sales end is the main realizing position of the e-commerce live broadcast sales model, that is, the online celebrity anchors promote products through live broadcast on the e-commerce platform. This sales form has several major characteristics: one is the on-site, intuitive and comprehensive presentation of the product form; the second is the flow effect and opinion leader effect of the Internet celebrity anchor; the third is the network interaction of the sales process^[8].

7.2 Supply Side

The supply side mainly refers to the manufacturer of the product. Manufacturers under the e-commerce live broadcast sales model can communicate with consumers directly through the anchor, without going through secondary distributors and agents to sell products to consumers. This shortens the distance between producers and consumers^[4]. In addition, the manufacturer's product production can no longer design and manufacture products according to their own wishes, but needs to update products according to changes in consumer market demand and the opinions of live broadcasters.

7.3 Consumer Side

Consumers have become major fans of the network anchor. These consumers gather in the live broadcast room of the anchor through the network at the same time, and accept the same product point promotion at the same time. In the process of watching the live broadcast, the consumer's purchase behavior is affected by the anchor^[3]. According to the relevant investigation and research, at present, the consumers of e-commerce live broadcast mode are mostly women in the third and fourth tier cities, and most of the mare "post-90s" and "post-00s". The consumer group of e-commerce live broadcast sales mode is relatively fixed^[4].

7.4 Product End

The product end of the e-commerce live sales mode has the following characteristics: first, the product price is lower; the product update and replacement speed are faster. The lower product price is due to the shortening of distance between producers and consumers, which reduces the price increase of multi ring middlemen; On the other hand, the host has the bargaining power with the producer relying on the consumer flow and strong trading ability brought by its huge fan group. For example, the products sold by "Weiya", a famous anchor of Taobao, seem to have low price concessions^[5]. However, under the price strategy of a series of exclusive vouchers, step-by-step discounts, and time limited rush price at Taobao store, the price of single products can basically reach half of the normal price. This low-price strategy in the preferential way not only makes consumers enjoy the benefits, but also increases the sales volume of the businesses, thus realizing the win-win between consumers and businesses^[6].

In addition, in the e-commerce lives broadcast mode, in order to meet the diversified and personalized product needs of consumers, network anchors need to launch new products to consumers at a faster speed, which makes manufacturers speed up the development and update of new products according to the requirements of the anchor. For example, a certain Taobao head anchor's clothing products only broadcast 20 or 30 live every day, but almost every new product. Stop for a new day and fans may get bored. Therefore, in this kind of operation mode, the factory provides sample clothes and makes production and delivery according to the order after live broadcast which increases the pressure of the factory and the supply chain. On the other hand, it also promotes the improvement of the production and supply level of the factory and the supply chain.

VIII. THE INTERNAL LOGIC OF E-COMMERCE LIVE BROADCAST SALES MODEL FROM THE PERSPECTIVE OF SUPPLY CHAIN

First, the e-commerce live sales mode meets the consumers' demand for price. Compared with the traditional e-commerce sales mode, e-commerce live broadcasting can further reduce the product price by reducing the intermediate link between producers and consumers and the bargaining power of network anchor, which greatly meets the price demand of consumers. Taking the live selling jade launched by a live broadcast platform as an example, because it solved the shortcoming of false high product price caused by information asymmetry between businesses and consumers in the past, jade appeared in front of consumer's at a lower price will rapidly attract many consumers. In addition, live selling jade also provides consumers with services such as selecting jade through the lens and bargaining for customers, which further lowers the product

price. With the promotion of live selling jade to jade sales, businesses are more willing to take this way of small profit and quick turnover to achieve a win-win situation between consumers and themselves.

Secondly, the e-commerce live sales mode meets the needs of consumers for product brand and quality. Modern consumers pay more and more attention to the quality of products and have more trust in all kinds of brand products. The brand effect of e-commerce live sales mode is reflected in two aspects: first, the network anchor itself will check the quality of the products it promotes, and deliberately choose some brand products to promote; the network anchor has its own brand effect, and its popularity and reputation represent a brand. For example, when modern consumers mention lipstick brands, the first thing they think of is "Li Jiaqi", rather than a specific lipstick brand, which shows that "Li Jiaqi" has become the synonym of lipstick products to some extent.

Finally, the e-commerce live sales mode helps consumers solve the confusion of product selection. Traditional e-commerce sales focus on "people looking for goods" and consumers are faced with the screening of massive products. But because consumers don't know the product very well, there will inevitably be all kinds of hesitation and confusion in the choice. The anchor in the e-commerce live broadcast mode has the role of opinion leader. Through the intuitive product display, it can help consumers solve their choice confusion and stimulate consumers to make purchase decisions. According to the survey data of the iResearch on the reasons for users' live shopping, 58% of users are more intuitive and real because of the product display, 43% of them are more convenient because of the purchase link, and 37% of them are more competitive because of the preferential price. The iResearch consulting analysts believe that the comprehensiveness of the product display and the interaction between the buyer and the seller in the live broadcast process will prompt the consumers to solve their questions on the spot and facilitate the purchase.

IX. PROBLEMS IN THE DEVELOPMENT OF E-COMMERCE LIVE BROADCAST SALES MODE FROM THE PERSPECTIVE OF SUPPLY CHAIN

9.1 The Quality of the Goods Supplied Is Uneven

At present, the e-commerce live broadcast sales mode is developing very rapidly, and the volume of live broadcast with goods is becoming larger and larger. Many online celebrities have started the live broadcast with goods mode. But in this process, the quality of supplied goods is also uneven. Some online celebrities simply pursue the shipment volume rather than the quality of goods. The return rate is as high as 50%, which is obviously too high compared with the return rate of 10%~15% of traditional e-commerce. According to the survey of iResearch, only 27% of the respondents rarely cancel orders or return goods, and 26% of the respondents think that the return and exchange ratio of live broadcast sales will be higher than that of ordinary e-commerce.

9.2 The Anchor Has Insufficient Management of All Links in the Supply Chain

The supply chain behind e-commerce live sales is the foundation to support the Internet celebrity economy. Therefore, as the main body of front-end sales, the anchor should not only enhance its own influence but also manage the supply chain behind it. However, most of the current Internet celebrity anchors lack a basic understanding of supply chain management and just copy the traditional e-commerce supply chain. This obviously cannot meet the actual needs of the e-commerce live broadcast sales model. Insufficiency in supply chain management has also become an important factor restricting the future development of e-commerce live sales models.

9.3 Lack of Brand Building Power

The ability of selling goods of online red anchor under the mode of live broadcast sales of e-commerce is undoubtedly. As a marketing channel, however, it does not have the ability of brand shaping, which wastes a lot of marketing resources to a certain extent. In the increasingly fierce market environment, enterprises need sales volume as well as brand image. Therefore, the lack of awareness of brand building and the limited service provided by online red anchor to brand shaping in the supply chain restrict the promotion of the level of live marketing mode.

X. SUGGESTIONS FOR THE FUTURE DEVELOPMENT OF E-COMMERCE LIVE BROADCAST SALES MODEL FROM THE PERSPECTIVE OF SUPPLY CHAIN

10.1 Clarify the Responsibilities of All Parties in the Supply Chain Regarding Product Returns

At present, the root cause of the product quality problems and high return rate problems in the e-commerce live sales model is that the supply chain parties are not clear on the responsibility of product quality. No one takes responsibility after the problem occurs, which further causes the supply chain parties to pay insufficient attention to product quality. Therefore, in the future, the relevant departments should further standardize the e-commerce live broadcast mode and clarify the responsibilities of all parties in the supply chain in terms of product quality so that the rights and interests of consumers can be protected and all parties in the

supply chain can consciously control the product quality.

10.2 Improve the Level of Supply Chain Management

As the foundation of the Internet celebrity economy, supply chain management must gradually rise to the center of the e-commerce live broadcast sales model. Especially when the current Internet celebrity sales model is gradually mature and perfect, the creation of anchors is easier than supply chain management. Therefore, for Internet celebrity anchors, more attention should be paid to the supply chain management behind them, and supply chain management can be carried out by forming a professional management team. At the same time, Internet celebrity anchors should also strengthen their learning and continuously improve their management capabilities. In addition, relevant departments should also strengthen supervision, provide guiding suggestions for supply chain management in the Internet celebrity economy, and continuously improve the overall supply chain management level under the e-commerce live sales model.

10.3 Strengthening industry self-regulation and strengthening supervision in a two-pronged approach

Live e-commerce is just a form of online sales, the essence of the product sales. If you want to fundamentally improve sales, no matter which sales method is used, the key is to ensure product quality, to protect the basic rights and interests of consumers. From the participation of the main body of e-commerce live, e-commerce anchor should control the quality of products in all aspects, not because the sales space changes ignore the quality of the product; should focus on the selection of products in the selection process, not because of the pursuit of short-term interests and wear consumers' trust.

The entire e-commerce live industry should strengthen industry self-discipline, from within the industry to strengthen the professional level. The relevant industry regulators should strengthen supervision, develop specific live industry regulations and norms, strictly supervise the live process, monitor the relevant live participating subjects and live behavior, ensure the standardized development of the live e-commerce industry, protect the legitimate rights and interests of consumers, and safeguard the basic interests of consumers. Under the joint efforts of industry self-discipline and government supervision, promote the normalized and healthy development of China's live e-commerce industry.

10.4 Innovation of e-commerce live broadcast mode to promote the development of live personalization

Due to the low entry threshold of the e-commerce live platform, a steady stream of e-commerce practitioners use the e-commerce live platform for live promotional activities. At the same time, each live e-commerce platform chaos frequently, each live platform, live anchor between the same industry competition situation intensified, affecting the normal development of live e-commerce. Therefore, at this stage, in order to reverse the phenomenon of increased homogeneous competition in the industry of live electric business, live electric business platform and anchor should innovate the live mode and promote the development of live personalization.

First, in the selection link, the live broadcast party should strive to expand the selection range, and more high-quality brand cooperation, for consumers to get more and better quality products and offers. Second, in the form of live broadcast, anchors should strive to create more unique live scenes to attract consumers' attention. Finally, in terms of live content, anchors should further enhance their professionalism, be able to solve the problems raised by consumers in the live broadcast from a more professional perspective, and develop different live programs for different products.

10.5 Use Big Data Technology to Strengthen Brand Building

Brand building is the key to enhance the core competitiveness of enterprises and products, but the current e-commerce live sales do not have this ability. The reason is the lack of in-depth mining of consumer demand because products cannot meet consumer demand in all aspects. Therefore, in the future, we should actively combine big data technology with e-commerce live broadcasting, and produce products that can fully meet the needs of consumers by analyzing the needs of consumers to gradually enhance the influence of products in the target groups and to achieve the effect of brand building. At the same time, with the help of big data to carry out more targeted marketing, the anchor can more accurately highlight the characteristics of the product when displaying the product to complete the brand positioning of the product in the hearts of consumers.

10.6 Utilize new 5G technology to inject new momentum into the industry

The development of 4G has brought about the explosion of the video and live broadcasting industries, and the acceleration of the commercialization of 5G by the east wind of "new infrastructure" will bring an all-round upgrade to the user experience of live e-commerce. The commercialization of 5G makes the application of VR (virtual reality) technology a reality. 5G will greatly enhance the processing speed of VR equipment, and will have a greater improvement in reducing equipment latency and clarity; 4K/8K UHD video and VR/AR

applications under 5G technology will inject new momentum into live e-commerce, and an immersive, interactive and high-definition live shopping experience is just around the corner.

(1) Say goodbye to blur, embrace the ultra-high-definition vision: affected by the live broadcast equipment and 4G network transmission efficiency, the live broadcast page blur phenomenon occurs from time to time, affecting the intuitive and comprehensive display of product details. 5G makes 4K/8K UHD live broadcast possible to meet consumers' expectation of excellent picture quality and high fluency of live broadcast and optimize consumers' shopping experience.

(2) Broadcast anywhere, live scenes tend to diversify: 5G's high transmission rate and high mobility are expected to continue to enrich live scenes. In particular, with the improvement of coverage, 5G provides a huge imagination for live broadcast scenarios in remote areas of origin and factories, bringing the distance between commodity production and consumers closer, and driving transactions in a subtle way.

(3) Immersive, enhanced holographic immersive shopping experience: The integration of VR/AR and live e-commerce brings "immersive" immersive consumer experience for users. The VR/AR live streaming scenario, VR/AR fitting, virtual live streaming, efficient user matching, 3D real-time interaction, 360-degree display of products, etc., allow users to have an immersive experience and truly improve their shopping experience.

XI. CONCLUDING REMARKS

As a new sales model, the stimulating and driving effect of e-commerce live sales on the consumer goods market is obvious. Analyzing its form from the perspective of supply chain, the explosion of the model demonstrates its own internal logic. Therefore, we should see the huge advantages and development potential of live e-commerce sales and continue to solve its problems in the future for the sustainability of this sales model.

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