

Research on the Existing Problems and Countermeasures of the Live Broadcast Marketing Mode of Publishing Institutions

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Abstract. Nowadays, it has become the norm for publishing organizations to take the live broadcast marketing route. Through literature research and case study analysis, the article explores the positive role of live broadcast marketing in enhancing book sales and brand awareness from the reconstructed "people-goods-field" marketing theory in the context of new retail, and points out the problems existing in the marketing mode of "publishing + live broadcast", including the improper "goods" selection strategy, ignoring the consumer's potential demand for "content goods"; poor effect of "field"; poor operation of "people" -community operation and poor user viscosity. Scientifically locate consumer needs and create a high-viscosity private community; seek differentiated market positioning, select products, explore the value of books, stimulate the potential needs of users, do a good job of "content merchandise" planning, show the characteristics of the content, utilize the cross-border marketing of other industries, and seize the hotspots to feed the "Publishing + Live" marketing; and use technological empowerment and scenario-based strategies. Finally, it is concluded that publishing institutions need to improve these issues, make full use of the advantages of live broadcast marketing, and promote the digital transformation and sustainable development of the publishing industry.

Key words. publishing + live broadcast; live broadcast marketing; publishing organization; marketing optimization strategy

1.Introduction

1.1. Research Background

According to The 53rd Statistical Report on The Development of Internet in China released by China Internet Network Information Center (CNNIC), as of December 2023, the scale of Internet users in China reached 1.092 billion, and the scale of online live broadcast users reached 816 million, accounting for 74.7% of the total Internet users. The scale of the users of e-commerce live broadcast was 597 million, an increase of 82.67 million compared with December 2022, accounting for 54.7% of the total Internet users.

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Fund projects: Beijing Municipal Education Science "14th Five-Year Plan" 2022 Priority Issues "Practical Research on Steadily Promoting the Development of Vocational Undergraduate Education in Beijing" (AAEA22004)

The Internet has played an important role in accelerating the new type of industrialization, developing new quality productive forces, and boosting economic and social development [1].

In the publishing industry, live broadcast marketing, as an emerging marketing means, is gradually changing the traditional book sales and promotion mode. With the popularization of 5G technology and the rapid development of mobile Internet, publishing institutions are exploring the marketing mode of "publishing + live broadcasting" in order to find new growth points in the process of digital transformation. This marketing mode is an activity in which the publishing house promotes, promotes and sells publishing products and services based on the live broadcast platform, broadcast content and interact with the live audience, so as to increase the sales of publications and expand the influence of the publishing brand [2]. To become a powerful driving force for the development of publishing institutions in the new era. Although the marketing model of "publishing + live broadcasting" has achieved excellent results, there are still resistance problems in the application. In order to give full play to the advantages of live broadcasting marketing, targeted strategies should be adopted to improve the problem.

1.2. Research method, purpose, and significance

Article using literature research and case study method, using the new retail background reconstruction "people-goods-field" marketing theory, the background of publishers live marketing, concept, characteristics, advantages, development, related cases, existing research results, from the publishers live marketing practice, summarizes the advantages and problems, and put forward targeted optimization strategy, aims to improve the current publishers live marketing difficulties and live marketing for other publishers to provide strategy reference.

1.3. Literature review

Live-streaming marketing has brought new opportunities and challenges to the publishing industry. On the one hand, live broadcast marketing can effectively improve the sales of books and brand awareness. For example, CITIC Publishing Group achieves significant growth of book sales through the live broadcast activities on TikTok platform; on the other hand, live broadcast marketing promotes the transformation and upgrading of marketing in publishing industry, and the publishing industry can make better use of network live broadcast to carry out the transformation of marketing [1].

Publishing agencies are gradually realizing that it is not enough to rely only on traditional book promotion, and they need to combine the characteristics of live broadcasting to create attractive content and interactive experience. For example, through carefully designed live broadcast scripts and scene Settings, as well as the emotional interaction between anchors and audience, it can effectively improve user participation and purchase intention [2]. In addition, the construction and maintenance of communities is also one of the key factors for the success of live streaming marketing. By building a stable community, publishing institutions can better manage private traffic and improve user loyalty and re-purchase rate [3]. Although the current live broadcast marketing route is helpful to promote the realization of marketing goals, there are still problems in this model, and the improvement strategy should be put forward from different perspectives.

2.Features and advantages of "publishing + live broadcasting"

The first is the openness and the strong interactivity. The marketing mode of "publishing + live broadcasting" conforms to the historical background of media convergence and obtains the technical support of the information age. It has the characteristics of timely, interactive, user as entry and so on. Therefore, it has prominent advantages in marketing and publicity. In the live broadcast, all parties can realize the collision of ideas between different subjects, which has a positive significance for the promotion and marketing of the publishing house [2].

Secondly, the characteristics of community and fans are obvious. In the era of mobile Internet, community transformation has become a new popular way of life. With the popularity of Weibo, wechat and other we-media, publishing houses have a group of readers and author groups with traffic base and user stickiness. Based on the fan effect, pooling specific groups of people for live broadcast activities can greatly improve the efficiency, pertinence and precision of live broadcast marketing, and improve the utilization rate of resources and live broadcast effect.

Finally, there is a strong sense of experience. Under the mode of "publishing + live broadcast", the supply chain of the traditional publishing mode has been overturned, and a new cultural field in which authors, editors, publishers and readers participate at the same time, a cultural social space has been created, and the "real" scene experience in the virtual network is completed[4].The live broadcast scene creates a scene atmosphere that matches the publishing products and services, prompting readers to produce the desire to purchase and consume under emotional drive, and realizing the goal of product and brand marketing [5].

3.Development and application status of "publishing + live broadcasting"

3.1. The development process of the "publishing + live broadcasting" mode

In 2015, publishing organizations began to integrate live broadcasting technology into their marketing activities and opened a new mode of "publishing + live broadcasting". Below is the evolution and characteristics of live streaming marketing practices of publishing institutions since 2015.Through combing, we can better understand the trend and development direction of publishing marketing in the digital age.

In 2015, Humanities Society, CITIC Publishing Group began to try marketing activities through network live broadcast, such as online reading parties, press conferences and other [2]. As an emerging attempt, live broadcast marketing in this stage is mainly used to supplement the time-space limitations of offline activities and improve the accessibility and coverage of activities. From 2017 to 2018, Weibo, wechat and other community platforms were used to carry out live broadcast activities with knowledge dissemination as the core. At this stage, live broadcasting marketing began to develop rapidly, characterized by knowledge sharing on community platform to enhance brand image and cultural influence. From 2019 to 2020, it began to sell books through live streaming with the main purpose of driving book sales. At this stage, live broadcast marketing began to be commercialized, with the purpose of book promotion. Live broadcast room direct selling and preferential activities become an important means to attract the audience [5]. In 2020, it will fully enter the short video platform and make use of the traffic advantage of the short video platform to promote books. At this stage, the

live broadcast marketing channels are diversified, and the short video platform has become a new marketing position, taking advantage of its high user activity and extensive coverage. Since 2021, the number of live marketing organizations has been increasing, and live marketing has become a normal marketing means [6] for publishing organizations. Live broadcast marketing at this stage has gradually matured. Combined with the convenience of direct selling in the broadcast room, publishing institutions have attracted a large number of audiences through carefully selected book lists and accurate explanations, which has become an important way to develop online sales.

At present, the common marketing mode of "publishing + live broadcast" in China are celebrity live broadcast and activity live broadcast. Celebrity live broadcasting mainly refers to the cooperation of publishing houses with Internet celebrities, well-known writers, scholars, and stars to achieve brand communication through anchor promotion [2]. Live activity broadcast is an event-style marketing model focusing on live broadcast activities and highlighting the content, highlighting the characteristics of topic, dynamic and scene. Under the mode of "publishing + live broadcast", the method of event marketing is more conducive to catching the attention of the audience, and attention resources can be obtained at a low cost to achieve the effect of "detonating".

3.2. Typical cases at home and abroad

3.2.1. Domestic success cases

The sales results of serious literary books in Via Live have broken the publishing industry's mindset on serious literature marketing. After three additional inventory sales of Life Hai Hai, 30,000 copies of the book were sold out in five seconds, demonstrating the powerful influence and potential market of live broadcast marketing. CK New Century teamed up with celebrities to save physical bookstores. Facing the impact of the epidemic, CK New Century launched a series of live broadcasts of "The Spring of Bookstores - Saving Brick-and-Mortar Bookstores". The first live broadcast, hosted by Bai Yansong, attracted a total of 1.469 million viewers, with cumulative sales of books exceeding 2 million yuan, effectively helping brick-and-mortar bookstores alleviate operational pressure. Fan Deng, as the Chief Book Recommender of Racer, made his debut in Racer's live broadcast, which attracted 2 million online viewers in nearly 3 hours, with cumulative sales of 130,000 books, amounting to nearly 10 million yuan. This case proves the important role and influence of personal brands in live marketing.

3.2.2. Foreign success cases

"The Grand Canal through Time and Space" omni-channel marketing. This case shows the successful practice of omni-channel marketing through books, digital images and new media interaction. The foreign language version is responsible for global marketing and promotion by DK UK. Through the marketing and promotion of live short video platform, public account community, e-commerce platform and ground stores, it has effectively carried forward the traditional Chinese culture to the world.

Penguin Random House is one of the largest publishing groups, conducting book launches and author interviews through live streaming platforms such as Facebook Live and Instagram. For example, in order to promote a new work of a best-selling author, the author may be arranged to have a reading group, a question-and-answer session or interact with fans in a live broadcast, so as to increase the exposure and interactivity of the book. HarperCollins uses live-streaming technology for virtual book fairs and literary

events. During the epidemic, the publisher held a "HarperCollins Virtual Book Fair" through live broadcasting, inviting readers to visit online, and participating in various reading and creation related activities, such as writers' workshops and editorial consulting, which improved the exposure rate and brand influence of the publisher.

3.3. Innovation points and enlightenment in the case

The innovation lies in the fact that the publisher's live broadcast marketing combines multiple channels online and offline, combining live broadcasting with book sales, and realizing the balance between culture and business. Utilizing the celebrity effect and the high traffic and interactivity of the live streaming platform, it provides new channels and opportunities for book sales, and also raises public attention to the plight of brick-and-mortar bookstores, expanding the audience scope and market influence of the books.

Live streaming marketing, as an emerging marketing tool, has huge market potential and development space. The publishing industry should continue to innovate the content and form of live broadcasting and provide valuable and attractive live content. The publishing industry should also make full use of the personal brand effect of authors and celebrities to enhance the market recognition and sales of books. Finally, looking at other countries, publishing organizations around the world are actively using live streaming marketing to boost business revenue and brand influence. For developing countries, live marketing is a platform to showcase local culture and enhance cultural soft power, and it can also draw on the successful experience of developed countries to accelerate digital transformation. Developed countries can enrich cultural diversity, broaden readers' horizons and introduce new business models, as well as gain new inspiration and innovate marketing practices through exchanges. Through the above case analysis, we can see the successful application and great potential of the live marketing model in the publishing industry. We should actively embrace this new model, constantly innovate and optimize the live marketing strategy, so as to achieve better market performance.

4.Existing problem

Based on the logical perspective of "human goods yard" marketing reconstructed under the background of new retail [7], Analyze the problems existing in the current marketing model of "publishing + live broadcasting".

4.1. "People" -improper community operation and poor user engagement

From the perspective of the marketing status of "publishing + live broadcasting", various publishing institutions attach varying importance to the construction of the reader community. For example, Humanities Society has established 6 live reader communities on Taobao platform, and Sanlian Life Weekly establishes a separate reader community through the operation of "Pinecone Life" APP [2]. In addition, many publishing houses have established a reader community through WeChat platform to conduct live preview and book promotion. However, more publishing houses have not established their own reader community, and even if they establish a community, they also lack systematic user maintenance, resulting in readers' lack of understanding and interest in live broadcasting. Some publishing houses have unsatisfactory reader communities'

operation and low community activity, which affects user engagement; it is difficult to attract potential readers outside the community, and the scale cannot be expanded.

4.2. Improper "goods" selection strategy, ignoring the potential demand of consumers for "content goods"

First of all, some publishing institutions have limitations in their selection strategies, failing to accurately target the audience, and live content is out of line with market demand. These institutions tend to show only their own books, ignoring the market dynamics and hot trends. Compared with the mode of talent delivery, the single product selection strategy limits the expansion of the audience group and user retention and reduces the attraction and conversion rate of live broadcasting [8].

Secondly, content is king, which is the fundamental reason for the development of the publishing industry in any period. Invisible "content goods", on the one hand, refers to the book content provided to readers in the live broadcast, on the other hand, refers to the dissemination of cultural knowledge based on the books in the live broadcast [2]. "Content goods" implicitly have a significant impact on the effect of live broadcasting, user stickiness and conversion rate. Many organizations focus on the book specifications, prices and details, and users' content and emotional resonance needs are ignored to some extent. But to really improve business effectiveness, the key is to focus on the nature and unique value of content in the book industry. Integrating rich knowledge content and story elements into the live broadcast helps to enrich the connotation of the product and promote users' emotional resonance and purchase decisions [9], is an important strategy to achieve business goals.

4.3. The poor construction effect of "field" will affect the user experience

In 2023, among the 566 publishing and distribution organizations monitored by Publishers, 279, accounting for nearly 50%, made live streaming [10]. However, some publishing institutions have not yet explored the way of live broadcast marketing, with little effect. The problems are two points.

First of all, the design of live broadcast activities is homogeneous, which makes consumers aesthetic fatigue. At present, the publishing house pre-sells new books in the form of press conference, and sells them through the author's live broadcast promotion, or chooses the form of cooperation with stars and Internet celebrities to promote book sales. These live broadcast activities are the same, single form, lack of interaction, unable to show the advantages of books and the professionalism of the publishing house, to attract more audiences. Secondly, the construction effect of the field is poor. During the live broadcast, the publishing house pays more attention to the introduction and publicity of products and services and ignores the interaction with the audience and the creation of scene atmosphere, resulting in the lack of participation of the audience. These are not conducive to the promotion of products and brand, stimulate consumption desire and obtain user emotional identity.

5. Suggestions

In the business situation, people, goods and field are always the core elements of marketing. Traditional retail is "goods-field-people", while new retail is "people-goods-field", which emphasizes the people-centered, pushing products and creating consumption scenarios according to user needs [6]. Combined with the characteristics and status quo of "publishing + live broadcast", based on the marketing logic of "people-goods-field" under the background of new retail, the optimization strategy of live broadcast marketing is expounded.

5.1. *"People" scientifically positions consumer demand and creates a high-viscosity private domain community*

In order to attract users' attention and improve user stickiness, the publishing house should clearly locate the readers, seize the target user groups, meet the needs of the audience, and gradually form a stable fan community to ensure the loyalty of users. Both publishing institutions, celebrity authors and celebrities can use the "nested" effect of social media to attract fans and help publish live broadcast marketing [2].

Therefore, when carrying out live broadcast marketing, we should consciously convert the low-value and public domain traffic to the high-value private domain traffic [11]. Community building is an important way to build private domain traffic. The establishment of the community should be based on the same platform, supplemented by cross-platform drainage. For example, in the early stage, East China Normal University Press tried to stream to the TikTok broadcast room through the wechat public account with more than 300,000 fans, but it was difficult to convert the traffic in progress. The publishing house gives up cross-platform drainage and focuses on the establishment of TikTok community. It attracts the TikTok fan group through the broadcast room, and then leads the traffic back to the broadcast room through the way of live broadcast preview of the fan group. In this way, the private domain traffic becomes more concentrated and controllable, and the repurchase rate of fans is also significantly improved. When building a community, we should also fully develop the advantages of the network community formed by the channels of publishing houses and authors.

5.2. *"Goods" optimization strategy*

First of all, we should seek differentiated market positioning and select products based on the characteristics of live broadcasting platforms and users. Publishing institutions have many new books every year, they should make use of their resource characteristics and market demand to select certain vertical books for recommendation, so as to achieve differentiated market positioning. For example, East China Normal University Press, as a university publishing house, has great advantages in teaching books. It takes high-quality teaching series as its main content and gained a group of loyal "Bao Ma" and "Bao Dad" fans in the first three months of self-broadcast. Robust product selection strategy can accurately connect with user needs and effectively promote book sales [9].

Taking TikTok platform as an example, it has a wide range of users, and consumers use Douyin for a short time and high frequency. Therefore, they should choose books that are more popular, interesting and can quickly catch the attention of users. As can be seen from the TikTok book bestseller list, the public books account for a relatively high proportion, and the professional books account for a relatively low proportion [12].

Based on this, China Machine Press chooses social science books rather than the professional books that it is good at. This selection strategy has proved more successful. The social science book published by the agency, "Being hated with courage", set a record sales volume of 1 million copies in 2015 and 2019. Since 2020, with the help of TikTok and such interested e-commerce companies, it has become popular again, becoming a hot seller with annual sales of more than one million yuan [13].

Secondly, publishing institutions should start from different perspectives, comprehensively explore the product value, find the pain points of target groups, and stimulate the potential needs of users. For example, when publishing institutions recommend products such as children's picture books in live broadcasts, they usually highlight the educational and interesting characteristics of picture books. On this basis, the book can be given a new "value". For example, it is pointed out that reading picture books together is conducive to improving the parent-child relationship, and the audience of picture books also includes adults. In addition, in the process of live broadcast marketing, the stories behind the books can be fully explored, and transformed into new knowledge services in live broadcast, to extend the added value.

Again, we should do a good job of "content goods" planning, display the content characteristics. As an invisible commodity in live broadcasting, it is obvious to help the effect of live broadcasting and commercial realization. Under the marketing mode of "publishing + live broadcast", only by building brands with high-quality content and well-designed live broadcast activities and providing readers with quality products and tasteful content output, can we attract and retain users, build the brand and achieve development. Taking Zhonghua Book Company as an example, a series of live broadcast of traditional culture-related themes combining its advantages has been widely praised. Among them, "The story behind the revised edition of The Golden History", in which the executive director Xu Jun is the keynote speaker, has become a classic case of self-broadcast in the publishing industry [14]. The "cultural gene" of the publishing industry itself means that we must take the road of culture and quality in the "publishing and live broadcast". Only by grasping this core and completing the output of high-quality content commodities can we achieve the goal of marketing.

Live-streaming marketing is a "pay attention" economy. Many organizations out of the live broadcast activities are not attractive enough and fail to catch the attention of users. In order to attract users from the source, we should focus on displaying the content characteristics of live broadcast, make a good preview of live broadcast, convene the audience, and increase the influence of live broadcast. Liu yuxin, an independent planner of the grinding iron planet, said bluntly that treating the audience as customers to sell will cause the audience aversion, the need to tell stories, show the content, and chat with the audience. Motie always takes "script copy" as the content center of live broadcast, highlights the story of books in the copy. The key to the success of the live broadcast is to prepare the copywriting from the perspective of user needs, make a good process plan according to the goal and create a good atmosphere for the purpose of live broadcast. Live broadcast "content products" are constantly enriched, attracting users with valuable materials and scenes; interactive methods keep pace with The Times, and keep the live broadcast audience interested with continuous changes, so as to retain users and help the realization of live broadcast marketing goals.

Finally, we should take advantage of other industries for cross-border marketing and seize the hot spots to feed back the "publishing + live broadcast" marketing. In the era of "Internet +", various new media platforms are constantly emerging. The rise of fan economy is the basis for the success of the cross-border marketing model of "book + film

and television". In this context, "traffic IP" is extremely popular, and many original literary works have been adapted into films and television, enabling many publishing enterprises to obtain huge economic benefits. Publishing institutions should consciously capture and predict hot spots when carrying out live broadcast marketing, integrate them into product selection strategies and live broadcast planning, and inject new impetus and marketing scenes into live broadcast marketing. For example, according to data monitoring by JingDong Book, During the 2023 airing of the explosive drama Rampage, the number of searches for Sun Tzu's The Art of War and the number of users who purchased the book increased by more than 50 times year-on-year, driving the overall turnover number of related books to increase by nearly 27 times year-on-year. Such cases show that literary works provide materials for film and television adaptation, while successful film and television works promote the sales of original works, forming an IP ecological chain from literature to film and television and then to books, producing resonance effect.

5.3. "Field" application technology enabling and scenario-based strategy, to do a good job in emotional interaction

In live broadcast marketing, building an effective "field" is crucial for sales promotion and user experience. The "field" of the live broadcast room includes many elements, such as anchor performance, product display, set design, hardware facilities, material presentation and the rhythm of the live broadcast [13]. Taking Oriental Selection as an example, its scenario-based marketing strategy has successfully attracted a large number of consumers. Different from the traditional live broadcasting mode, oriental Selection pays more attention to creating a cultural atmosphere and emotional resonance. The anchors 'knowledgeable, warm live broadcast environment and exquisite book display jointly create a shopping atmosphere full of cultural atmosphere and emotional experience, which meets the target audience's expectation for reading and the pursuit of book quality, and effectively meets the psychological needs of consumers [14]. Successful implementation of this scenario-based marketing strategy provides a reference for other publishing institutions.

The key to building "field" is to make the broadcast room become a marketing field with rich content, strong sense of atmosphere, diverse scenes and ornamental and entertainment. The construction of the scene should give full consideration to the theme, anchor setting, target audience and product characteristics. For book promotion, you can choose live broadcast in the warehouse to highlight the price advantage; need to highlight the quality of books, select bookstores and strong reading atmosphere [9].

Secondly, the studio scene construction can highlight the advantages of online setting. On the one hand, live broadcasting breaks the time-space limit and can be used as a supplement to offline shopping. For example, publishing institutions can choose to conduct live broadcast in printing houses, publishing houses and other places, and guide users to "immerse" in the process of book production from another perspective, so as to satisfy users' curiosity hunting and promote placing orders. On the other hand, technology enables the publishing industry, so that users can get a better experience, so as to promote the realization of the goal of product and service marketing. The application of VR, AR, AI and other cutting-edge technologies in the live promotion of science fiction books can vividly reproduce the science fiction world and greatly enrich the immersive experience of users. With the power of technology, publishing houses can choose and switch dynamic live broadcast scenes at any time in live broadcast activities,

so as to give users a strong visual impact with life-oriented, rich and diversified scenes, and play the effect of emotional infection and consumption rendering.

6. Conclusion

"Publishing + live broadcast" marketing is the marketing mode opened up by the publishing industry to adapt to the development of The Times and technological progress. Publishing institutions should make full use of live broadcast marketing mode and new technologies, keep in mind the nature of content in the publishing industry, focus on user needs, follow the law of Internet communication, constantly seek differentiated advantages and track, and promote the transformation and sustainable development of themselves and the new retail background of the publishing industry. But at the same time, how can publishing institutions effectively take into account social and economic benefits when carrying out live broadcast marketing, To further broaden its content and value dimensions, actively assume its own social responsibility as a cultural unit, and give full play to the maximum value of live broadcast marketing, which is also the problem that is not discussed in this paper and needs to continue to study.

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