

Application of consumer psychology in Live-Streaming with Goods—Taking Oriental Selection as an Example

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Abstract. Oriental Selection faces a challenge. This article takes the method of case analysis and selects the "Oriental Selection" brand as an example to explore the application of consumer psychology in live streaming with goods on the basis of analyzing its strategies. Firstly, this paper introduces two opportunities for the popularity of Oriental Selection and finds out that emotion is their secret to success. Then through customer value proposition, identify customer needs, so as to provide differentiated emotional value. Oriental Selection optimized the differentiation combination to achieve the highest efficiency. Therefore, on the basis of the live broadcast analysis of Oriental Selection live-streaming with goods, two differentiation characteristics realized in consumer psychology are proposed to form the market advantage of its own brand in e-commerce. Only caring about emotion is not a long-term solution. Finally, in the supply chain and price two aspects, put forward relevant suggestions, continue to lead the "knowledge with goods" boom.

Keywords: Oriental Selection; Live-streaming; Emotion; Psychological Contract.

1. Introduction

1.1 Opportunity for Oriental Selection

The enormous head anchor flow, promotion live, use of higher bargaining power, indefinitely larger "pit fee + commission" mechanism and arbitrary pricing dismantle the live-with-goods industry order [1]. The nation vigorously controlled the chaos, made it reasonable and legal, and hoped that the supply chain would be determined by market demand rather than by operation and management mechanisms. As a result, a portion of the head anchor was blocked, creating a head vacuum. At this point, knowledge of consumption scene optimization operation ecology is needed. Therefore, Tiktok must take the initiative to manage and maintain robust industrial construction, select the best head anchor, and fill the gap in this field of live selling. It is just a gap to provide an opportunity for Oriental Selection.

Oriental Selection caught the second opportunity of knowledge-based live selling. With the increase in entertainment options, short video content, only focus on shallow and empty entertainment. Due to excessive online entertainment, Tiktok users become empty and guilty. So, adding knowledge to the Tiktok entertainment ecology becomes an excellent way to relieve the guilt of users who can use their free time to hedge their guilt with appropriate knowledge [2]. Therefore, knowledge-based live selling became more noticeable. Oriental selection exactly takes advantage of this. What's more, Yonghao Luo, the leader of knowledge-based live selling, decided to leave all social platforms and launch a new business, without appearing on the live broadcast of "Make a friend." The absence of leaders in the new field of knowledge-based live selling caused the oriental selection to reduce competition in the same domain.

1.2 Emotion as a differentiation characteristic

The sudden rise in popularity of the Oriental Selection science-based live selling completely overturned the live selling mechanism that emphasized the lowest price and created a fresh environment for knowledge consumption. Also, audiences became weary of the traditional live selling method at a time when new methods considering their sentiment and emotion were being introduced. Their success is not just by chance, but by using the right strategy to constantly position consumers. At the same time, through the analysis and interpretation of the live broadcast content of

Oriental Selection, their brand strategy, and emotional positioning strategy, can be found. Brand emotional positioning is a kind of brand positioning, because it can, to a certain extent, conform to the current consumers' desire for emotional return, and have an emotional resonance with consumers. So that it will be easier to deepen brand memory, deliver better-individualized consumption experiences, and develop brand loyalty in customers. Consumer stickiness is often increased more by "I like" than by "I need it"[3].

Compared to the competitor, Oriental Selection used the consumers' emotions as a great differentiation characteristic. However, to achieve a convincing market advantage, it is not developing the differentiation in one aspect, but optimizing a differentiation combination to achieve the highest efficiency and give full play to the maximum market advantage. Therefore, on the basis of the live broadcast analysis of Oriental selection live streaming with goods, two differentiation characteristics are realized in consumer psychology. One is positioning the consumers' wants at the same time creating emotional resonance, and the other one is innovating the content of live-streaming with goods to better form relational Psychological Contracts.

So how to take the audience's emotions into account in the e-commerce live broadcast, how to correctly grasp the consumer psychology, and enhance the brand identity, so as to increase brand competitiveness, have become a topic worth deep analysis. This paper takes the method of case analysis and selects the "Oriental Selection" brand as an example to explore the application of consumer psychology in live streaming with goods on the basis of analyzing its strategies.

The remainder of the paper is organized as follows: Section 2 describes the importance of CVP and positions the target group based on the data of Oriental Selection's fans, then introduces two differentiation characteristics briefly; Section 3 introduces the first characteristic is tailoring its offerings to two target groups and considering their wants and emotion. Also illustrates Oriental Selection how creates an emotional resonance that helps consumers connect with the brand and become brand advocates; Section 4 introduces the second characteristic is shaping the novel live scene, adding unique entertaining content. Then respectively explains how to establish a Psychological Contract and form a long-term brand sense of belonging; Section 5 gives two suggestions for Oriental Selection for long-term development. One is using Blockchain technology, in the field of agricultural products, which improves quality control and boosts efficiency in the supply chain. The other is determining the right price both for consumers and farmers. And also collects some information about other selling platforms to illustrate the importance of price.

2. Position the consumer with CVP

The customer value proposition (CVP) is a strategic tool facilitating communication of an organization's ability to share resources and offer a superior value package to target customers. CVP has a positive impact on customers' value perceptions and subsequent satisfaction [4]. Through CVP, identify customer needs, so as to provide differentiated CVPs. As a result, the enterprise needs to pay special attention to CVP. If they want to master the superior value in the hearts of customers, need to position target customers. Nowadays, the development of big data technology provides the possibility for brand identification and sorting out consumer data. According to consumer portraits, Oriental Selection can develop more accurate and effective marketing plans for specific consumer groups, get consumers' empathy, and trigger consumers' identification psychology [5].

According to the Fig 1 below, (data from Tiktok) women accounted for 65.51%, and the young and middle-aged group aged 24-40 accounted for 75.02%, which is the main group of Oriental Selection. Using the user portrait of the brand's fans from Tiktok, the analysis of Oriental Selection from the perspective of emotion is to gain the favor of such groups. And Oriental selection can locate a more effective niche market from it and increase the stickiness of consumers.

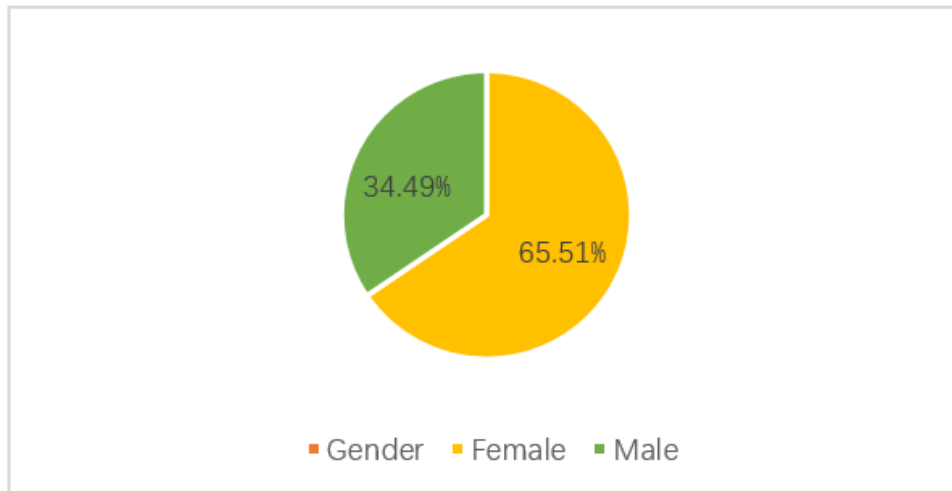


Fig 1. Gender of Oriental Selection fans.

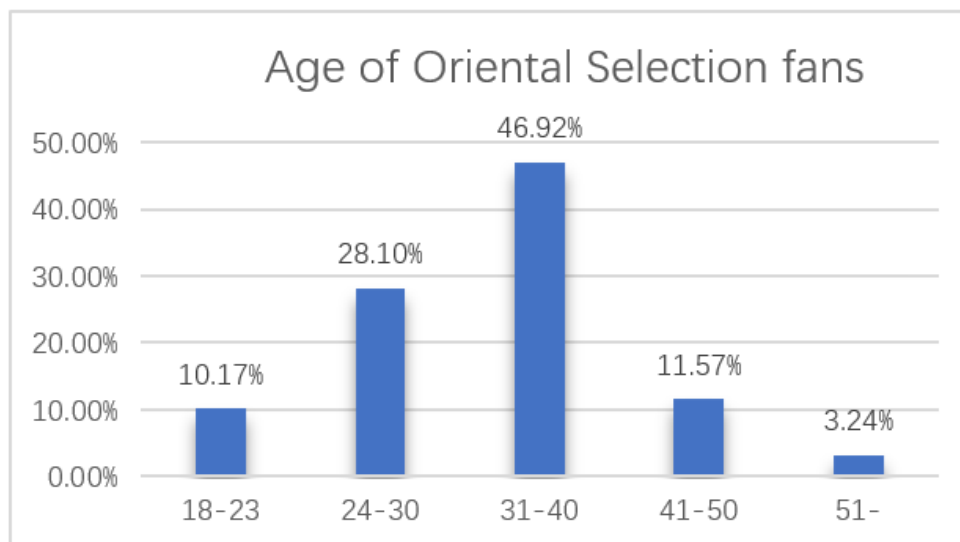


Fig 2. Age of Oriental Selection fans.

After obtaining the target group, Oriental Selection conducts strategic positioning from two aspects according to CVP. In view the connotation of CVP can be understood from the perspective of competitors, that is, the company can effectively distinguish it from competitors and create unique value for customers [6]. Therefore, from the perspective of emotional analysis, Oriental Selection innovated the strategy according to the target group. When compared to rivals, Oriental selection's distinguishing traits can provide varied emotional resonance for various client groups while also transforming live material into "social currency," encouraging users to share it and creating a sense of audience identification. In order to create a psychological contract, create an emotional bond with customers, and strengthen a sense of brand identification, it can also reinvent the special formats and content of live broadcasting and offer consumers a novel online shopping experience, gaining a competitive edge on the e-commerce marketplace while making customers more devoted (Fig 2).

3. Emotional resonance and projection

One of Oriental Selection's differentiation characteristics is its ability to tailor its offerings to different client groups. Selecting the best e-commerce marketing approach for each target customer group can create an emotional resonance that will help consumers connect with the brand and become brand advocates. Live-streaming content, as a "social currency", is constantly shared, better for word of mouth and competitiveness in the e-commerce market.

3.1 Double identity of users

Taking advantage of its own strengths and noting the dual identity of its users, Oriental Selection opened a new live account dedicated to selling products that appeal to women, while at the same time developing a category of children's books, observed from a mother's perspective. Female users account for a relatively large proportion, Oriental Selection selects some products to link female users, sensing that women occupy an important position in consumption. After the rational analysis of emotional positioning, they created another account - "Oriental Selection of beautiful life". The live streaming in this account will display and sell more diverse products that are attractive to female users more comprehensively. Products such as Beauty & Skincare products, according to different consumption abilities, from low to high different levels of needs are satisfied. The competitors of Oriental Selection will also attach great importance to the female online shopping group, and have invested a lot of energy to adapt to the development of "her economy".

But competitors tend to ignore some female groups with another identity- mothers. Because of chart 2, middle-aged women are also mainly made up of female users. As the anchor introduces the product, they share their own experiences, thank their mothers for raising them, and lament how difficult being a mother can be. This has potential psychological implications on consumers, who are as mothers, can derive a sense of identity from live-streaming content. This emotion can then be converted into a desire to buy, strengthen self-awareness, and invest in themselves through the purchase of things.

Moreover, when it comes to the acceptance of children's education, this generation of females will focus on their children and pay attention to children's education acceptance. Oriental Selection of differentiation characteristics shows in. They can sell children's books, giving full play to their experience as a teacher. The anchor is accurately aimed at users, using two perspectives to introduce books. Respectively from the parents' angle, they should take children's spiritual education into consideration. Parents are inspired by the sentence that "a high-quality family, children should have the book on the shelf". From a children's angle, the anchor vividly explained the content of the book with beautiful pictures and also introduced some benefits. Children are able to expand their vision, increase extracurricular knowledge and enrich the spirit world. Eventually, children's books on sale are quickly depleted of their stock.

3.2 Enterprise spirit and a sense of belonging

Oriental Selection is backed by New Oriental, whose enterprise spirit and culture constitute differentiated characteristics. Middle-aged consumers are caught between the demands of raising children and supporting aging parents. Although their economic status is normally good, middle-aged consumers carry the responsibility for three generations, making life more difficult. What's more, the three-year epidemic has also given many individuals the impression that it is difficult to survive. The live broadcast is attended by everyone who is intrigued about and has feelings for the New Oriental as well as those who experience uncertainty, pressure, and disappointment in life. People who open bookstores purchase books in the Oriental Selection live-streaming room, just as people who sell shrimp purchase shrimp there. These people are not making purchases; rather, they are supporting and yearning for their ideals and dreams.

With the restructuring of the education industry, the New Oriental, which had previously stuck in a through due to layoffs, a reduction in the range of available business opportunities, and a decline in corporate profits, decided to open up new areas for live-streaming with goods, beginning from scratch in December. They set up the Tiktok account named Oriental Selection and started the first live broadcast. However, the first broadcast was met with a poor sales environment, the release of choice information that no one had requested. They never gave up in their never-ending search for summary experience to speed up growth in order that one day is able to seize the opportunity to face the ridicule and questions of the outside world. On account of accumulation in teaching and training the industry, they eventually created their own distinctive brand story and cultural connotations and were able to step back into the public eye.

The correct value system has been recognized by consumers and established their identity for the audience. Many people failed to follow their aspirations and struggled against all odds to succeed, and New Oriental's efforts to reform the corporate ethos encouraged them. Consumers are aware of the proper value system, and it creates a sense of identity for the target market. This constitutes an ambient vertical community, the core value of which is the sense of self-identity brought about by the similar aesthetics among vertical users, which in turn brings a sense of "belonging". Customers love and rely on a business more because they feel like they have discovered a group with whom they can identify and who can understand their struggles. At this time, such users who have a sense of belonging to the brand will be willing to share with others. In the process of continuous forwarding of the live broadcast, the live broadcast content is regarded as a "social currency", realizing the purpose of word-of-mouth communication. Not all live content is "social currency". Only when consumers identify with the values in live broadcasting or gain a strong sense of satisfaction and pleasure, can they easily repost and share them continuously, improving the brand's popularity and influence [7].

4. Innovative forms to promote the Psychological Contract

When explaining another differentiation characteristic of Oriental Selection, the introduction of the concept of Psychological Contract can better understand the live broadcast form of Oriental Selection how to make Psychological Contract with consumers successfully. Based on the customer's perception of the promised obligation or responsibility of the enterprise, Psychological Contract is defined as the customer's perception or belief of the promised obligation or responsibility of the enterprise. Psychological Contract is divided into transaction psychological contract and relationship psychological contract. The former emphasizes the formation of short-term interest interaction relationships, while the latter emphasizes the long-term social and emotional interaction relationship, which can produce strong participation emotion and a sense of belonging [8].

Oriental Selection by shaping the novel live scene, adding unique entertaining content two methods, hope to establish a relationship with consumers and Psychological Contract, form a long-term brand sense of belonging, reduce the traffic loss in the user dividend decline, rely on emotional relationship, not simply through the interesting relationship formed.

4.1 Innovative consumption scene

Oriental Selection has taken center stage in the New Oriental Live Streaming Matrix. Due to its distinctive live streaming style, it created a Psychological Contract between customers and the live stream. The Psychological Contract's underlying assumption is that there is emotion and trust present between two parties. If customers can witness the product's quality, usefulness, and manufacturing process when they enter the live broadcast room to watch the anchor demonstrate samples, it will boost their emotional immersion and trust [9]. Oriental Selection captured this point precisely, employing a rigorous way of thinking to accurately elaborate the ingredient list and origin environment of food products. They made dimensionality reduction strikes by using bilingualism to interestingly enumerate the advantages of food products. Customers tend to realize that the sellers have already been aware of their thoughts and ideas, feeling as though they are experiencing them in a physical store and that the sellers are communicating with them face to face, which increases the sense of social presence. Among them, the scene atmosphere of the presence arouses individual emotions, enhanced the trust of sellers, and then affected the consumption willingness, and promoted consumers to form the psychological contract of the transaction [10]. By directly testing the products and recreating scenes of consumers' use, learning about potential problems that may arise when users use them, reminding them, and respecting their willingness to buy. It was a good way to enhance the buyer's faith in the supplier and foster the development of a psychological contract with the consumer.

In the case of scene rendering, consumers are easier to believe that the value of the goods fully meets their psychological expectations. At the same time, if the live scene brings different surprises

to consumers, consumers will change the psychological setting of putting the cost performance in the first place, and it is easier to buy the goods [11]. Recently, Oriental Selection went to Guizhou province, choosing Xi jiang Qianhu Miao Village as the live-streaming location. The anchors put on Hmong clothing with ethnic characteristics, and introduced local specialties and local long history stories, bringing the consumers a unique visual experience. So, consumers deeply understood the national culture, but also for local specialties had strong curiosity and purchase intention. Shaping realistic scenes, coupled with the studio atmosphere and interactive communication, to promote consumer emotional awakening, is also a way to promote the psychological contract.

4.2 Philosophy-rich words establish an emotional connection

The anchor's philosophical words, full of life experience, are simple but connect consumers with emotions. This is the secret behind Oriental Selection's main objective. Although the restoration of consumers using scenes has been used by many broadcast rooms, Oriental Selection at the same time interspersed with entertainment content to promote the maintenance of the relationship and psychological contract. Because as the user dividend gradually drops, innovative content will become the focus of the competition in e-commerce live broadcasting. Creative and interesting live broadcasting can bring people novel experiences and enhance their willingness to consume. According to the anchors' personal experiences, the products were described through stories and scenes, as demonstrated by Dong Yuhui's classic line from the live broadcast: "I'm not selling rice, I'm just talking about the three meals and four seasons, disenchanted hustle and bustle of the secular life" which was endorsed and affirmed by many consumers. With poetic words to be the simple expression of life incisively and vividly, "I want to give you the sky and the sea, to give you the big river. Another good thing just wants to share with you. Such as dew, sunset, wind in March and rain in June, September sky and December snow..." this is also created by Dong Yuhui [12].

The professional qualities of the anchors as lecturers created a relaxing classroom atmosphere during the live broadcast by adopting the form of singing and storytelling to increase the joy. The anchors sang the appropriate songs that consumers are familiar with while substituting the new words according to the various characteristics of each product. Much engaging content allowed viewers to successfully create an emotional connection by letting them express their own attitudes through their purchasing decisions. After completing the sale, customers are more likely to return to the broadcast room thanks to this type of emotional connection. They can watch the Oriental Selection live broadcast for an extended period of time and derive fresh emotional sustenance from the live broadcast content. It is not only the novel content form to attract consumers to establish a psychological transaction contract, but has formed a long-term emotional interaction relationship with Oriental selection. Therefore, the competitiveness of the brand can not only pay attention to the goods but also should pay more attention to the psychology of consumers.

5. Suggestions for Oriental Selection

Along with the heat and flow gradually returning to the normal, live form and content output will continue to rely on sentiment and storytelling to attract people, not a long-term plan, "corn with knowledge will not be permanently identified with consumers"[12]. When fans have now entered a period of exhaustion, they should transform the strategy. In the innovation of live content, ensure that consumers are accessible to high-quality and moderately priced products at the same time. With this method, premium quality increases user stickiness, while appropriate prices avoid agricultural products in the strange circle of low-priced marketing.

5.1 Appropriate use of Blockchain technology

Oriental Selection needs to put Blockchain technology to create a unified quality control management system to qualify the high-quality. And this technology is also used for building logistics Blockchain information platforms to boost the efficiency of agricultural products supply chain management.

In the area of agricultural goods e-commerce, Oriental Selection is a new beginning point for New Oriental. A unified quality control management system is more challenging to build for agricultural items than it is for earlier books, furniture, beauty products, and other categories because there are no set standards to measure their quality. Combine quality control and Blockchain technology, which not only enables the chain information to be tampered with but also has the function of data provenance. As the information of agricultural products is included in the Blockchain system, such as planting, cultivation, production, production, and sales, it can ensure the authenticity and reliability of the data. Data problems can be traced according to the Blockchain to find the source of the problem and solve them. Every part of the process of agricultural products has been standardized to ensure the quality and safety of food, from the source to consumers' mouths, which is more conducive to enterprises establishing and maintaining their brand image [13].

Agricultural products have a long manufacturing cycle, a high risk of loss, expensive transportation, and low distribution efficiency and so supply chain requirements are likewise more stringent [14]. Oriental Selection should build a logistics Blockchain information platform to compensate for these inevitable deficiencies. After the relevant data of the agricultural products supply chain is recorded on the Blockchain, all the supply chain participants can share this information, and realize the collaboration and transparency of the supply chain management [15]. The source plantation, processing plant, and live selling platform, for instance, are closely integrated to create a professional assembly line, properly set up the production plan, and swiftly share market information. Because Oriental Selection properly may use decentralization, which is Blockchain technology's obvious characteristic, reducing the labor supervision cost, and protecting information security. The overall information platform architecture realizes the encryption and sharing of the data of the logistics circulation process and reduces logistics costs [13]. A steady supply chain can thereby enhance product quality and security, raising the competitiveness of autonomous agricultural products security, raising the competitiveness of autonomous agricultural products.

5.2 Determine the right price

Considering the interests of farmers and national policy trends, Oriental Selection should avoid low-price promotion as much as possible, and their prices need to be within the scope of consumer acceptance.

By transitioning from promotion life to value life, Oriental Selection seeks to challenge the status quo of low-price marketing in order to promote the new trend in agricultural products. Due to an unfair benefit distribution system and an excessive number of intermediary links in the traditional production and marketing pattern, the production link's income was plainly low, which put farmers in a precarious position in the industrial chain [17]. As a result of less space for agricultural premiums, combined with "the low-price dumping" strategy, the entire industry chain has been infringing on the interests of farmers and reducing their enthusiasm to produce quality products. The New Oriental, with respect and love for agriculture, tries its best to think about the interests of farmers, hoping that farmers can share more profits in the industry chain, and needs to cut marketing costs and strive for higher income.

The low price destroys the order of the industry and violates the direction of national regulation. At the same time, the price of agricultural products must be within the acceptable range for consumers. As a fair trade, the price premium of the product shouldn't be paid by consumers. During the burst of fire, news about the Oriental Selection on the hot search, "live 6 yuan a corn is said to be overpriced", consumers have complained about the price of corn and are unwilling to pay for sentimental corn, which just goes to show that the price needs to be understood by consumers. The key to balancing the interests of all parties is how to establish the price, therefore the New Oriental should select the appropriate pricing strategy, carry out market research to identify the price range that consumers accept, and safeguard the interests of farmers.

Table 1. Price of corn of same species.

Name	Total price	Unit price(yuan/ear)	Origin	Selling platform
Fresh-eating maize	6.0/200g	6.0	Jilin	Oriental Selection
Black glutinous corn	6.9/200g	6.9	Jilin	Freshippo
Rock sugar corn	11.9/500g	5.85	Yunnan	Freshippo
Black corn	9.9/600g	3.3	Jilin	Jingdong
Fresh-eating maize	37.8/1760g	4.725	Unknown	Jingdong
Vegetable corn	25.8/1200g	4.3	Guangxi	Taobao
Rock sugar corn	35.7/1500g	5.1	Fujian	Taobao
Vegetable corn	48.8/1600g	6.1	Unknown	Dole

These corn of the same species from different selling platforms are collected to do research on the price of Oriental Selection's corn and whether it is unreasonable. The average price among many varieties of corn is 5.284 yuan. What's more, as is demonstrated in the table, the price of corn from Oriental Selection, 6 yuan, isn't the highest but higher than the average. The price on the e-commerce platform isn't outrageous as a part of consumers said. There were still consumers complaining that corn is expensive to afford, so Oriental Selection is expected to use their quality to persuade these consumers with unwillingness and properly observe public opinion to adjust the marketing strategy. Appropriate price plus the true feelings of the anchor will be recognized by more consumers in the future (Table 1).

6. Conclusion

Oriental Selection explored to consumers a sincere, not afraid of difficulties, brave heart, even though on the basis of consumer emotions, analyze their differentiation characteristics in order to learn from successful experience, their sincerity cannot be replicated. In the fierce competition environment of live-streaming with goods, enterprises actually are expected to combine consumer psychology with marketing strategy, more should examine their own brand culture and spirit.

According to the case analysis of Oriental Selection, three lessons are concluded. Firstly, if a brand wants to master the superior value in the hearts of customers, not only should position a part of customers rather than all, but also have its own differentiation characteristics in CPV. Secondly, consumers' emotions are always being ignored. One brand's identity and spirit can raise emotional resonance with consumers, which creates a special connection. Although the traffic loss in the user dividend declined, this connection based on a long-term brand sense of belonging couldn't let loyal consumers leave. Lastly, the emotional strategy should combine with other strategies which qualify the products and choose the appropriate price. With these strategies, consumers have a satisfying experience on the physical and spiritual levels.

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