

# Research on the Influencing Factors and Countermeasures of Live Broadcast Chaos

Yu Nie, Lixian Li, Huifang Wang

School of Business Administration, Anhui University of Finance and Economics, China

## Abstract

**With the rapid development of economy, live broadcasting with goods has become a new economic growth point. However, as a new consumption phenomenon, driven by industry competition and interests, there are some "live broadcasting with goods" and some chaotic problems such as false publicity, imperfect after-sales service system, and inferior quality. This project using the case analysis, questionnaire survey and second-hand data method to live with goods process normative evaluation, analyze the influencing factors of all levels, and suit the remedy to the case, and through the way of mathematical modeling, to evaluate the proposed way, find out the reasonable and effective way, make the live with goods industry better sustainable development.**

## Keywords

**Live Streaming; With Goods; E-commerce; Modeling.**

## 1. Research Background

With the rapid development of market economy, the network "live with goods" industry arises at the historic moment, as a new type of electricity marketing model, web celebrity, star, government officials have entered live with goods, contribute to the national innovation driven development of new strength, "live with goods" to some extent make up for the lack of offline consumption, become a new economic growth. In the studio, from lipstick to clothes, from air conditioning to cars, almost all broadcast. Forecasts from relevant institutions show that the number of online live streaming users in China will reach 524 million this year, and the market size will exceed 900 billion yuan. However, as a new consumption phenomenon, driven by industry competition and interests, there are problems in online "live delivery", such as false publicity, imperfect after-sales service system, poor quality, inadequate department supervision, and imperfect laws and regulations. For example, after the "618" and "Double 11" last year, the consumer public opinion analysis report released by China Consumer Association pointed out some problems in the live broadcast of goods, such as poor product quality, false publicity, and inadequate after-sales service, etc. It is reported that in 2020, the national 12315 platforms accepted 25,500 live complaints, of which live demands with goods accounted for nearly 80%, including exaggeration, false publicity, traffic fraud, sales of fake and shoddy goods, sales of toxic and harmful food, the responsibility of all parties and other chaos. Another set of data shows that in 2020, 12315 platforms accepted 203.32 online shopping complaints, accounting for 28.04% of the total number of complaints and reports on the platform, and 184,100 cases were filed. Among them, live-streaming complaints with goods increased by 357.74% year on year, which is the worst-hit area of consumer complaints. Over the past year, live chaos, live with goods "rollover" example, the most typical is simba live with goods fake bird's nest events, from the initial not to admit, to the last sugar water as bird's nest sales fraud consumers, said return a compensate three, successively pay more than 6000 ten thousand yuan, thoroughly reveal the insider of live "live with goods" through the analysis and existing problems of the present situation of the industry, put forward optimization countermeasures for the sustainable development of the industry.

## 2. Research Meaning

(1) It is conducive to innovating the regulatory concept, actively exploring and adapting to the characteristics of new business forms, which is conducive to the more legal compliance of live broadcasting with goods, better protecting the legitimate rights and interests of consumers, promoting the healthy development of online live broadcasting marketing, and creating a fair and orderly competition environment and a safe and secure consumption environment;

(2) It is conducive to promoting the standardized development of live delivery of goods, and making the live broadcast of goods develop orderly under a benign and standardized cycle, which will have very important positive significance for the whole live broadcast of goods industry;

(3) It is conducive to the construction of an Internet supervision model of cooperation and co-governance, and provides a useful reference for government departments and platforms to subsequently strengthen the supervision of live broadcasting and goods.

## 3. Innovation Point

### (1) Full-chain legal supervision system

The guarantee system aims to build a legal factor legal guarantee mechanism of judicial administration with the legality review of anchor contract as the main line, covering the functions of legal consultation, notarization, mediation, arbitration, law popularization, reconsideration and other functions. Through the integrated application of judicial resources, improve the major decision-making procedures, strictly set the contract terms in the beginning of the project, follow up the law publicity, notarization auxiliary risk prevention and control, and strengthen the resolution of disputes in the later stage, so as to strengthen the legal guarantee of the whole chain of major government projects.

It is conducive to improving the regulatory efficiency of various fields, bridging the original phenomenon of separation between various departments, meeting the stage expectations of economic development, and meeting the development needs of the new economy. In the past, the decentralized supervision of various departments has now become unified centralized supervision. Under the new regulatory pattern, a very good institutional model can be formed in organizing market supervision and promoting comprehensive law enforcement, so as to truly avoid the problems of decentralized and governance and overlapping functions. With the increase of this supervision, the guarantee and expectation of product quality will be higher. Product quality is higher, the common people can buy at ease, use at ease. In this way, we can enter a virtuous cycle and promote market competition more effectively, so as to bring more vitality and benefits to the long-term, lasting and healthy development of the economy and society. Moreover, higher efficiency and lower administrative costs have long been the goal of government reform. Therefore, the establishment of the State Administration for Market Regulation is of great benefit to improving the market order and improving the people's lives.

### (2) Mathematical modeling thinking

With the development of global economy and the rapid development of computers, it is particularly important to use computers to solve mathematical problems and then use mathematics to solve practical problems, and mathematical modeling is to use computers and mathematics to solve practical problems. Mathematical modeling is a bridge between mathematical theory and practical life, to live the problems existing in the electricity industry statistics, and then according to the reason and the loss to consumers respectively classification and then suit the remedy to the case to the two kinds of problem solution, then use modern mathematical modeling analysis method to analyze the solution, and then provided to all parts

of the country, each platform, each studio. To better promote the development of live streaming e-commerce industry and promote China's economic development.

#### 4. Research Objectives

From the existing live with goods case in qualitative analysis, using case study, questionnaires and second-hand data method to live with cargo process normative evaluation, analyze the influencing factors of all levels, suit the remedy to the case in the meantime, study the countermeasures, and through the way of mathematical modeling, to evaluate the research method, find out the reasonable and effective way, provide effective basis for the healthy development of live with goods industry.

#### 5. Technical Route, Problems to Be Solved and Expected Results

(1) Technical route: our technical route is to live the problems existing in the electricity industry statistics, using questionnaires and second-hand data method to live with goods process normative evaluation, find out the influencing factors, and then according to the reasons and losses to consumers respectively classification and then proposed the solution to the two problem, then use modern mathematical modeling analysis method analyzes the solution, and then provided to all parts of the country, each platform, the studio. To better promote the development of live streaming e-commerce industry and promote China's economic development.

(2) Plans to solve the problem: in such as flawed live electricity industry problems, these problems not only harm the legitimate rights and interests of the consumers, at the same time also in the influence of the normal development of economy in our country, such as in 2021 in live electricity has two famous events, one is simba comeback events, one is a pan Ga, simba after live with goods sell sugar water bird's nest, deceive consumers, and then in a period of time is banned to live. Pan Ga refers to the net red ga Zi brother in the broadcast room with goods to sell fake wine, cheating consumers, and then Pan Changjiang advised it not to live with goods, before long, Pan Changjiang also in the broadcast room with goods to sell fake wine. These are only two typical cases in the live broadcast goods industry. This project finds out the factors behind the live broadcast chaos according to the existing live broadcast chaos cases, and studies the countermeasures according to the appropriate medicine.

(3) Expected results:

- 1) Publication of relevant papers and the writing of investigation reports;
- 2) Provide some reasonable solutions for the broadcast rooms and platforms all over the country, and put forward some useful methods for safeguarding the rights and interests of consumers. Better standardize the bad behaviors in the live broadcast e-commerce industry, make the live broadcast e-commerce industry become a sharp tool to promote rural development, promote the development of China's intangible cultural heritage products, promote China's economic development, further stimulate China's consumption, make one of the three carriages of China's economic growth consumption power stronger;
- 3) Improve personal practice, thinking and rational analysis ability;
- 4) Learn the methods and steps to solve problems, look at every social problem rationally, not only focus on the surface phenomenon, learn to think about the reasons behind the problem;
- 5) Cultivate their ability to use science and technology to solve problems, and urge yourself to learn science and technology.

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