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Jing Cai*
Yingjie Fu**
Iván Neszemélyi György***

Live Online Streaming Sales and the Supply Chain Model in China - A Case Study of Taobao Live Online Streaming Platform****

Abstract

Since 2016 live online streaming has emerged as a new sales model in China's online sales market, and after six years of development, it has now formed a complete sales channel. Live online streaming has become an important sales channel for retailers because of its large coverage radius and wide audience, and it has greatly promoted China's trade and economic development. But also because of the characteristics of live online streaming sales, which asks the higher requirements on the supply chain. The supply chain needs to adapt to this marketing method to improve the efficiency of live sales. This paper uses mainly qualitative research methods. It uses documentary research to analyses the characteristics of live sales and its impact on Chinese regional economic development, and a case study to analyses the supply chain changes made by the head platform for this sales model. It is hoped that this article can provide lessons for other live economy and supply chain development.

Keywords: Live Online Streaming, Supply Chain Model, Regional economic development

1. Introduction

The widespread existence of poverty is a serious impediment to the full realization and enjoyment of human rights. The alleviation and elimination of poverty is an important element of human rights protection. Over the years, the Chinese government has insisted on eradicating poverty, improving people's living standard and

Doctoral School of Entrepreneurship and Management, Budapest Business School, University of Applied Sciences, Budapest, Hungary;
Contact: cai.jing.64@unibge.hu

Doctoral School of Entrepreneurship and Management, Budapest Business School, University of Applied Sciences, Budapest, Hungary;
Contact: fu.yingjie.51@unibge.hu

Prof. Dr., Faculty of Commerce, Hospitality and Tourism, Budapest Business School, University of Applied Sciences, Budapest, Hungary;
Contact: Neszemelyi.Gyorgy@uni-bge.hu

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gradually achieving common prosperity. Besides, Chinese government has continued to carry out poverty reduction actions centred on rural poverty alleviation and development, which in an effort to achieve poverty alleviation and prosperity. China's poverty reduction actions cover a wide range of areas, including the construction of rural agricultural infrastructure and raising the income levels of the poor, as well as the provision of social security and public services such as health, education, and culture.

The Covid-19 epidemic has had varying degrees of adverse impact on economies around the world, and China is no exception. Since the outbreak of the Covid-19 epidemic, it has become a top priority for the Chinese government to solve the problem of unmarketable agricultural products. The stability of agriculture during an epidemic, even if the growth of crops is not affected by the epidemic, is still a challenge for the marketing of agricultural products. As a new sales model, "e-commerce + live streaming" has opened up new horizons for the e-commerce industry and has helped to market agricultural products. The essence of live e-commerce is to rely on the accumulated traffic and social relations of e-commerce platforms or social platforms, and to transform the fans accumulated on social platforms into consumers of products and their trust into consumption power with the appeal and influence of the network of celebrities. The e-commerce live-streaming boom should have started in 2016 with Mogu Inc¹, which reconstructed the traditional e-commerce value chain, explored and utilized the value of weblebrities and opened up the platform's live-streaming function.

Subsequently, Taobao², Tmall³, Suning.com Co.,LTD⁴, the mainstream e-commerce platforms, have also used the live streaming function, setting off a wave of live streaming to sell goods. There are two main forms of live streaming with goods: one is dependent on the e-commerce platform, such as Taobao, Tmall live. Another one is a short video social form of live, such as Douyin⁵, Kuaishou⁶, and so on. Live combined with e-commerce and short video in the process of deep integration of continuous innovation.

1 It is an e-commerce website focused on fashionable female consumers, which was established in 2011 in China.

2 Taobao is the larger online retail, business community in the Asia Pacific region and was founded by Alibaba Group in May 2003.

3 Tmall is a brand new B2C (Business-to-Consumer) integrated shopping platform created by Jack Ma on Taobao, which established in December of 2012.

4 The company was founded on 26 December 1990 and is headquartered in Nanjing. The company is a leading Chinese commercial enterprise, operating in a comprehensive range of products including traditional home appliances, consumer electronics, department stores, daily necessities, books and virtual products.

5 Douyin is a short video social software for creative music incubated by ByteDance. It was launched on 20 September 2016 and is a short video community platform for all ages, through which users can choose songs and shoot music to form their own compositions.

6 Kuaishou is a product of Beijing kuaishou Technology Co. kuaishou's predecessor, called "GIFkuaishou", which was born in March 2011. In November 2012, it was transformed from a purely tool-based application into a short video community, a platform for users to record and share their production and life.

2. Analysis of the development of live e-commerce in China

2.1 The Current Development of Live streaming in China

The live streaming industry continues to grow in user size. Digital revolution has a significant impact on media consumption habits of people as well (Madlenak – Madlenakova, 2015). In 2020, while the epidemic is hitting China's economy, it is also creating opportunities for the growth of the live streaming industry. It has become a craze for merchants and web celebrities to sell their goods through live webcasting, and the live-streaming industry is becoming increasingly large in terms of users. The Chinese live streaming market covers a wide range of industry sectors. From the established industries to the emerging blue ocean industries, all have joined the live e-commerce industry. As of 2020, many companies engaged in education, finance, automotive, healthcare, IT Internet, media, real estate and many other industries have joined the ranks of corporate live e-commerce services. The size of China's live streaming web users in 2020 reaches 616.85 million, with a usage rate of 62.4%⁷. The size of China's live streaming web users in 2021 is 637.69 million, with a usage rate of 63.1%⁸. The number of live streaming users has been increasing in recent years and is growing.

Live e-commerce becomes a trillion market with considerable growth rate. China's live e-commerce market size reached 1.2 trillion yuan in 2020, with an annual growth rate of 197.0%. live streaming has become a normal marketing method and sales channel in the e-commerce market⁹. Live e-commerce has also seen rapid penetration in the consumer goods and online shopping markets, data from the National Bureau of Statistics showed that in 2021, national online retail sales reached 13.1 trillion yuan, up 14.1% year-on-year, with the growth rate accelerating by 3.2 percentage points over the previous year. Among them, the online retail sales of physical goods reached 10.8 trillion yuan, surpassing 10 trillion yuan for the first time, up 12.0% year-on-year, accounting for 24.5% of the total retail sales of consumer goods, and contributing 23.6% to the growth of total retail sales of consumer goods.¹⁰

7 "Report on the Development of China's Online Copyright Industry (2020)", *Xinhua News* [online], Available at: <https://www.ncac.gov.cn/chinacopyright/upload/files/2021/6/9205f5df4b67ed4.pdf> (Accessed 2 February 2022).

8 Wang, M., "Analysis of the number of live e-commerce users, turnover and number of companies in China in 2021", *China Live Streaming E-Commerce Industry Market Operation Trend and Investment Opportunity Analysis Report from 2022 to 2028*, 2022, pp. 1-25.

9 Sun, Y., Shao, X., Li, X.T., Guo, Y., Nie, K., "A 2020 perspective on "How live streaming influences purchase intentions T in social commerce: An IT affordance perspective", *Electronic Commerce Research and Applications*, 40, 2020, pp.1-2.; Apiradee, W., Nassim, D., Nuttapol, A., "Live streaming commerce from the sellers' perspective: implications for online relationship marketing", *Journal of Marketing Management*, 36(5-6), 2020, pp. 488-518.

10 Wang, K., "National online retail sales to grow 14.1% year-on-year in 2021", *The People's Daily*, 2022, Available at: http://www.gov.cn/shuju/2022-03/22/content_5680356.htm (Accessed 5 April 2022).

2.2 Analysis of the factors contributing to the development of the live streaming market in China

Based on Internet technology and private domain traffic own user stickiness and other characteristics, using live streaming to sell goods has become an important part of helping to resume work and production and feed the real economy¹¹. The emphasis on the development of the digital economy is also one of the important factors contributing to the development of China's live e-commerce market¹³. The Fifth Plenary Session of the 19th CPC Central Committee adopted the "Recommendations of the CPC Central Committee on Formulating the 14th Five-Year Plan for National Economic and Social Development and the 2035 Visionary Goals", which proposed to "develop the digital economy and promote the deep integration of the digital economy and the real economy". The digital economy is an economic form in which people can identify, select, filter, store and use digital knowledge and information in order to guide the rapid and optimal allocation and regeneration of resources and achieve high-quality economic development¹⁴.

Live e-commerce user penetration continues to grow, with nearly 40% of netizens being live e-commerce audiences. By the end of 2020, the scale of live streaming users had reached 617 million RMB, accounting for 62.4% of the overall netizens¹⁵. Among them, live e-commerce by the rapid development has become the largest user scale in the network live streaming category. The scale of live e-commerce users reached 388 million, an increase of 123 million from March 2020, accounting for nearly 40% of the overall Internet users. Live streaming order users accounted for 66.2% of users watching live streaming. There were nearly two-thirds of users had made purchases after watching live streaming¹⁶. As the size of China's Internet population further expands, consumers' awareness of the interactive, social, and entertaining nature of live streaming deepens. In addition, live selling offers viewers better prices and more intuitive presentations. This has led to a higher level of trust in the products among viewers. User acceptance of live streaming and live e-commerce is gradually increasing. The average length of time users watch live streaming per day continues to increase. The share of live e-commerce users in the overall internet users has increased significantly, with more and more people recognizing the

11 Wang, J.X., Qu, Q.Y., Qiu, Y.X., "How do Venture Enterprises Implement the Platform Embedding Strategy in the Digital Ecosystem?", *Foreign Economic and Management*, 43(9), 2021, pp.24-39.

12 Gyenge, B., Máté, Z., Vida, I., Bilan, Y., Vasa, L. "A New Strategic Marketing Management Model for the Specificities of E-Commerce in the Supply Chain", *Journal of Theoretical and Applied Electronic Commerce Research* 16:4, pp. 1136-1149.

13 Zhang, W., Zhao, S.Q., Wan, X.Y., Yao, Y., "Study on the effect of digital economy on high-quality economic development in China", *PLoS ONE*, 16(9), 2021.

14 Carlsson, B., "The Digital Economy: what is new and what is not?", *Structural Change and Economic Dynamics*, 15(3), 2004, pp. 245-264.; Bukht, R., Heeks, R., "Defining, Conceptualising and Measuring the Digital Economy", *Development Informatics Working Paper no. 68*, Available at SSRN: <https://ssrn.com/abstract=3431732> (Accessed 2 February 2022).

15 "Report on the Development of China's Online Copyright Industry", *Xinhua News*, Available at: <https://www.ncac.gov.cn/chinacopyright/upload/files/2021/6/9205f5df4b67ed4.pdf> (Accessed 2 February 2022).

16 "The 48th China statistic report on internet development Cyberspace", *Administration of China*, Available at: <https://n2.sinaimg.cn/finance/a2d36afe/20210827/Fujian1.pdf> (Accessed 2 February 2022).

consumption method of watching live broadcasts and then shopping for products.

Live e-commerce experienced three years of sedimentation from 2016-2018 and ushered in an explosive period in 2019, with live streaming becoming a popular way for platforms to extend user hours and improve marketing conversion. This popularity quickly cultivated a new type of ecosystem, and the industry quickly transitioned from pure traffic dividend mining to dividend mining of the entire ecology, especially through refined operations and supply chain penetration to achieve new incremental volumes. This is demonstrated by the rapid growth in the number of live e-commerce service companies and practitioners in 2020. Enterprise data shows that, by the end of 2020. There are 6,939 related business registrations and 8,862 cumulative registrations, with 360.8% growth in 2019-2020¹⁷. The number of anchors in the live e-commerce industry is also growing, with the number of anchors in the industry having reached 1,234,000 by the end of 2020. The prosperity of the ecology also means fierce competition, which drives the industry chain to continue to export more value, especially the value of the supply chain and operations.

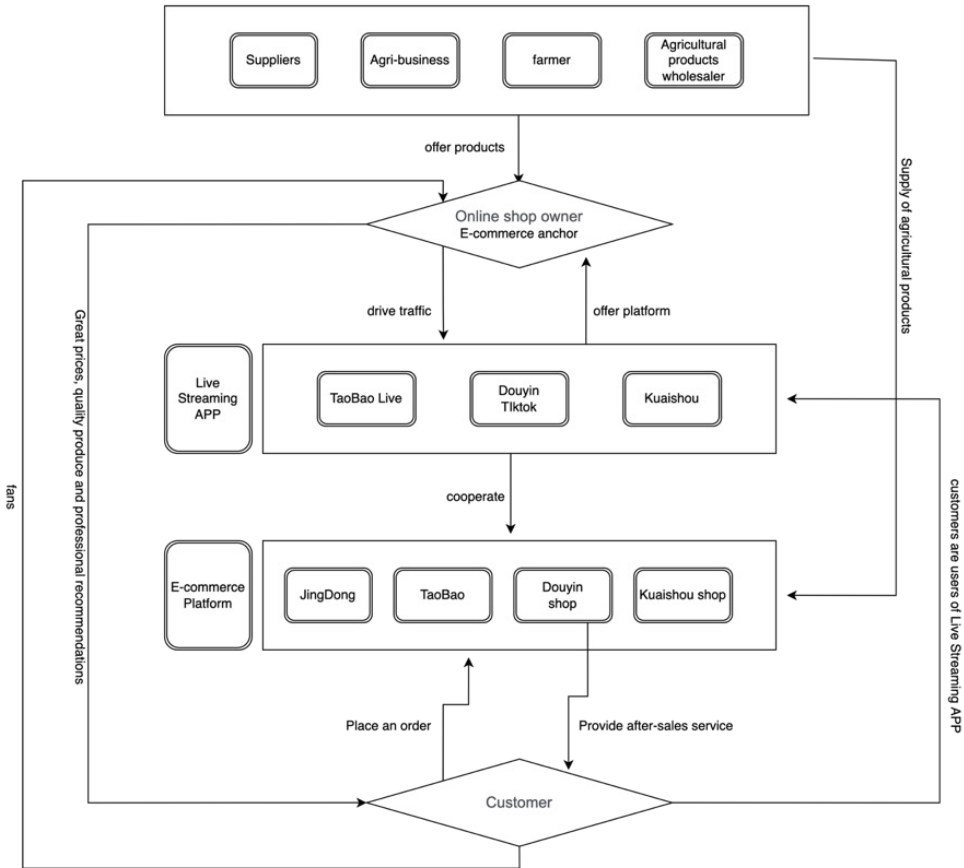
3. Features and advantages of the agricultural products plus live streaming model

The implementation of the rural revitalization strategy is a powerful driving force for the development of China's rural economy, providing support and protection for the construction of the rural economy¹⁸. The new form of "live streaming" has an important role to play in the development of the rural economy, enabling the needs of consumers and producers to be met. In addition, the barriers between fresh green food and the table are broken down, fast lanes are built, and the marketing of agricultural products is expanded. With the rapid penetration of using live streaming to sell agricultural goods, the distance between producers and consumers is reduced even closer. Consumers can communicate directly with producers online, and producers are able to show their produce more visually and explain to consumers the characteristics of their special produce. The producer can also give a detailed presentation of the special agricultural products in the live broadcast with the consumer's questions. This is of great significance in promoting the growth of farmers' incomes, accelerating the sale of agricultural products, and improving rural economic development. E-commerce platforms embed live streaming features into their own platforms or applications, and then to sell goods through live streaming function.

¹⁷ The original data from Qichacha Tec Co., Ltd. It is a corporate information search tool, based on the integration of information related to corporate credit, after deep learning, feature extraction and the use of graph construction technology, to provide users with comprehensive, reliable and transparent data information.

¹⁸ Han, J., "Prioritizing agricultural, rural development and implementing the rural revitalization strategy", *China Agricultural Economic Review*, 12(1), 2020, pp. 14-19.

Figure 1. The business model of live streaming selling for goods



Source: Made by authors

Figure 1 shows the live-streaming type of agricultural products is based on short-form video, social and entertainment content platforms with new live-streaming entrances, inviting weblebrities to carry out live-streaming activities. In addition, during the live broadcast process, shopping links are posted to attract traffic to e-commerce platforms, and short video and social platforms such as QQ, WeChat, Weibo and Baidu Post are all carrying out this type of live broadcast with goods. To address the backlog of agricultural products in many places due to the Covid-19 epidemic, these short-video social media platforms are actively building special live-streaming sessions for agricultural products. Local farmers, local government leaders and web celebrities have come into the live streams to promote local agricultural products and help to sell those products.

Unlike Taobao and other e-commerce contracted anchors, Douyin and Kuaishou are social short-video platforms that do not specifically contract e-commerce anchors but are mainly celebrities and weblebrities who broadcast live with goods, reflecting the concept of equality that everyone can be an anchor under the technology dividend. These weblebrities have not previously specialized in e-commerce, they come from all walks of life and have switched to live-streaming after gaining a certain number of followers and traffic, and because they are not professionally trained, these weblebrities have some shortcomings in terms of introducing the characteristics of the products, marketing skills and lively atmosphere.

But it is this non-professionalism that quickly brings them closer to their viewers and gives a social dimension to live-streaming. Not so professional with selling skills, but hundred percent with empressment attitude. A distinctive feature of the live-streaming type of agricultural products is that it relies on short-form video platforms and weblebrities to attract a large number of traffic and fans, and to turn these fans and viewers into potential consumers. It is worthwhile to note that Racer does not have a complete supply chain system and will channel traffic to e-commerce platforms such as Taobao through links during the live broadcast. But it has the distinct advantage and feature of having a huge fan base and traffic, with many live stream viewers and even more impressive turnover. For example, Luo Yonghao's live-streaming debut with goods generated total sales of RMB 110 million, with more than 900,000 pieces sold and over 48 million cumulative viewers, a height not reached by ordinary e-commerce anchors¹⁹.

4. Implications for China's regional rural economic development

4.1 Activation of existing rural e-commerce systems

The new form of "live streaming" has an important role to play in the development of the rural economy. It not only meets the needs of consumers and producers, but also breaks down the barriers between fresh green food and the dinner table, creating a fast track to expand the sales of agricultural products. With the rapid penetration of live streaming with goods, the distance between producers and consumers is shortened even further. Consumers can communicate directly with producers online, and producers are able to show their agricultural products more visually and explain the characteristics of their special agricultural products to consumers. In combination with the questions raised by consumers, producers can also provide a detailed introduction to the featured agricultural products in the live banding. This is of great significance in promoting the growth of farmers' incomes, accelerating the sale of

¹⁹ "Luo Yonghao's live-streaming debut with goods generated total sales of RMB 110 million", *People's Posts and Telecommunications News (PPTN)*, Available at: https://www.cnii.com.cn/gxxww/rmydb/202004/t20200402_165742.html (Accessed 13 April 2022).

agricultural products and improving rural economic development.

Selling agricultural products through live streaming has activated the existing e-commerce system and product chain supply system in rural areas. The short video broadcast has led to the development of the industrial economy in rural areas, and as a result, the previously offline business-based market has undergone a series of innovative changes in order to adapt to the live broadcast with goods, building up a relatively mature e-commerce support system, from financial support to the sale of products, to logistics and distribution, after-sales service, and so on. Then, establishing a complete market industry chain. This has enabled the path of live streaming with goods to be better realized. Under the leadership of the e-commerce platform model, especially with the “combination of live streaming and e-commerce”, farmers can generate more economic benefits from their agricultural products and effectively solve the problems associated with the lack of trust in the source of goods that exists to some extent in the hearts of consumers at this stage.

Through the live streaming of farmers themselves or weblebrities, not only can the agricultural products grown by farmers be sold, but also effectively change the general impression of the countryside and use live broadcast to bring goods and further promote the geology, landscape, specialties and customs of their hometowns. Now in the countryside, markets, farmland, pastures and a range of other places, only a mobile phone is needed, the farmers themselves can directly start a live show. This is simple, convenient, and no need for too much cost, which is also equivalent to setting up a physical shop online, so that the existing rural e-commerce system is more active not only that, but also significantly increase the income of farmers groups.

4.2 Solving the talent shortage

At present, there is a serious employment problem in most poor areas. Due to economic backwardness or geographical problems, it is difficult for the unemployed to find suitable jobs within a short period of time, and the live broadcast with goods can help to alleviate the employment pressure of the unemployed. Live streaming can effectively drive the staffing needs of the anchors and the operating teams behind them, creating new jobs, bringing additional income to more people and promoting the formation of industrial chains. This provides opportunities for the development of rural informatisation and related industries, enabling leapfrog growth in the rural economy. Live selling provides a new channel for trading agricultural products and a new platform for farmers and consumers, reducing costs in the process of selling goods and optimising the transaction process. More quality agricultural products are available to the public at low prices, and the commodity traceability model reduces consumer concerns. In addition, consumers and suppliers interact with each other in a positive way, promoting trade while boosting economic growth in poor areas and helping to alleviate poverty.

At this stage, with urbanisation, a large number of rural people are moving into the cities, leading to an increasingly serious phenomenon of ageing in the countryside. In order to implement the rural revitalisation strategy, the development of human capital must be put in the first place in the process of rural revitalisation, and with the strategy of vigorously developing human resources, farm owners and villagers will be built into the main force of e-commerce with goods, so as to form a systematic rural e-commerce industry chain and truly play a role in promoting the rapid development of rural agriculture and products. In addition, the new business model of “live broadcast + e-commerce to sell goods” is also attractive to young people to a certain extent, with the live broadcast platform, it can provide entrepreneurial employment opportunities for young people, attracting more young people to return to their hometowns to start their own businesses and return to the countryside. This provides a huge role in promoting the county’s economic development.

5. Supply chain transformation driven by live e-commerce economy

According to a report by China Bureau of Statistics: China’s live e-commerce market size exceeded 1.2 trillion yuan in 2020, with an annual growth rate of 197.0%, and is expected to exceed 4.9 trillion yuan in 2023. Enterprises obtain more controllable cost investment and more stable sales growth through regular self-broadcast. 32.1% of the overall live e-commerce turnover in 2020 and is expected to account for nearly 50.0% in 2023. The ecosystem of the live-streaming industry has been gradually improved. By the end of 2020, there were 8,862 live e-commerce-related enterprises registered in China, and the number of anchors in the industry had reached 1,234,000 (Airui Consulting 2021). This means: the live industry is rapidly transitioning from pure traffic dividend mining to dividend mining of the entire ecology, especially through refined operations and supply chain penetration to achieve new increments.

5.1 Live e-commerce requirements for the supply chain

Introduction of Taobao Live as followed, founded on April 21, 2003, Taobao.com mainly serves as a C2C model online shopping platform, and with the increase of business, Alibaba Inc. has established Alipay Payment Company (2004), and Ca-iBird Logistics Company (2013). 2016. Taobao officially opened its live streaming function, Taobao Live was initially positioned as a lifestyle consumer goods display and sales, as an embedded module in the mobile Taobao APP. With the increase in the penetration of live e-commerce, Taobao live categories towards diversification, Taobao gradually formed the dual entrance of Handao APP and Taobao Live APP, the latter officially launched in Spring 2019, is the first independent live e-commerce APP in China.

Table 1. 2019-2020 China live e-commerce users commonly used live platform top five

Rank	Platform	Percentage
1	Taobao	48.18%
2	Jd.Com	47.45%
3	TikTok	32.85%
4	RED	22.63%
5	Kwai	18.98%

Source: Adopt from iiMedia Research, 2021, data form strawberry pie.

Table 1 is the scale share of major platforms obtained from iiMedia Consulting's analysis of the monthly operation and year-end inventory data of China's live e-commerce industry from November to December 2020. The table shows that Taobao has become the "leader" in the live e-commerce industry with its years of experience in the e-commerce field. So, this article takes Taobao as the main case to explore its supply chain model.

Live e-commerce brings challenges to the traditional supply chain. Taobao live platform through the improvement of the traditional shopping platform supply chain system, online trading system built Taobao live system, the system reconstructs the people, goods, field, anchor type, live commodity categories, audience circles are to diversify the direction (Airui Consulting 2021) Its complete live e-commerce ecology, strong consuming user mind, and efficient platform governance capabilities drive the platform's continued GMV growth. The underlying support for e-commerce increment is the growth of e-commerce penetration and per capita consumption level, but these two factors are limited drivers. The self-generated incremental growth of live e-commerce is mainly due to more people watching, more stock and incremental users buying for unplanned needs, and the high pen price and unit price generated by the live packaged sales model (e.g., buy two get one free). The sales figures from these factors have attracted more suppliers to increase the number of live streaming sessions and more quality product feedback, but at the same time have created challenges for the supply chain.

Product demand is difficult to predict. In addition to the ordinary products in the live broadcast mode, each anchor must prepare a special marketing product. Although there is a certain trace of the qualities of the "pop", but the real formation of the "pop" is the influence of multiple factors, which causes the anchor to prepare the "pop" and the consumer's mind "Explosive" "there is an error, and most of the anchors are "first set single then order" mode of demand for the supply chain, in the second half of the live economy of the supply chain often disrupt the production rhythm. This brings the problem of inventory backlog and inventory shortage, which

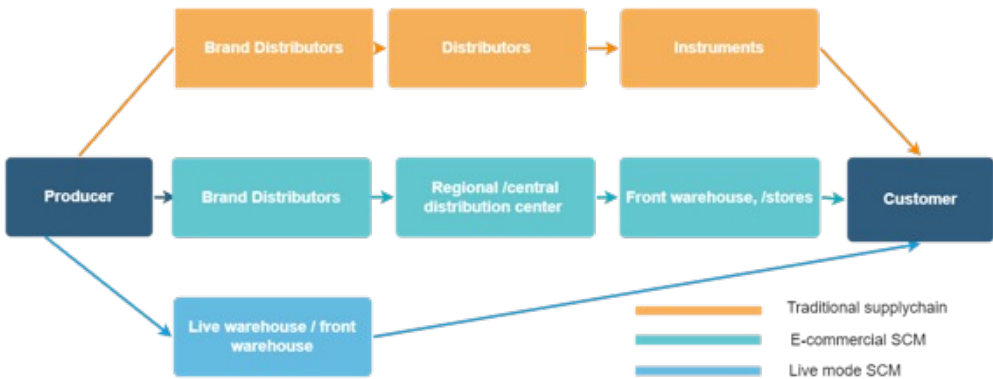
in turn has an impact on the subsequent distribution. Therefore, the supply chain under the live e-commerce model needs to be ready to respond to frequent fluctuations in demand changes.

Product life cycle is extremely short. Under the live e-commerce model, anchors cooperate with multiple commissioners for a short period of time. Because the head anchor needs a lot of new products to keep the traffic to ensure the attractiveness of the live broadcast. This means that the product style in the live economy is updated very quickly, and the products need to be diverse and cost-effective. These requirements force the supply chain side of the commissioner to accelerate the frequency of product development.

Supply chain services need to be flexible. Anchors mainly as a window to help businesses solve the problems of live e-commerce links, some large anchors will build their own supply chain system, some anchors only earn commission without a fixed partner merchant, the supply chain and manufacturers and platforms are responsible for, and later face a large number of return risks. In the face of different modes of customer demand, supply chain service providers need to provide integrated service capabilities, including warehousing, distribution, customer service, reverse, digital and other capabilities.

5.2 Characteristics of live e-commerce supply chain model

Figure 2. Comparison of three supply chain processes



Source: Made by authors

From Figure 2, the comparison of these three supply chain models can be seen. Through the live-streaming e-commerce model, the supply chain end can directly contact users, reduce the bullwhip effect caused by too many intermediate links, and realize a supply chain operation model based on real demand-driven, while

reducing redundant inventory. Based on the two-way interaction between live broadcasters, the anchor can sample small batches, determine whether there is a possibility that the product will become explosive, and decide whether to add production. So, the live-streaming supply chain has the dual characteristics of flexibility and agility.

Production and sales are closely connected. The traditional transit centre is transformed into a multi-functional place including warehousing, live broadcast, and operation, realizing the integrated service of “warehousing - live broadcast - delivery”, attracting many merchants and anchors to move in, while also innovating the form of cooperation between live e-commerce and express logistics. Live e-commerce supply chain link has been shortened. Live e-commerce can skip the middleman and connect the factory to the consumer. The reduction of links shortens the feedback time of user information and reduces the information gap, while it can help brands discover and cover potential consumer groups. The huge and stable demand can realize the model of selling before production. Live e-commerce provides the bestselling scenario, especially for explosive products. Live broadcasters have anchors as trust backing and a fixed fan base with high repurchase and high conversion, which can lead to many orders in a short time. With the guarantee of sales, although the user has not yet placed orders, but before the live broadcast can be the order volume and scheduling feedback to the upstream, producers’ backward production cycle on demand, while intensive orders and raw material suppliers bargaining compression production costs, minimize the risk of inventory and improve profits. At the same time live broadcast is a real-time interactive, flexible, and fast sales method, the anchor on behalf of the fans to exercise the right to choose, a single product live results can quickly feedback to the production side, indirectly accelerate the industry’s survival of the fittest. At the same time, the anchor needs a wealth of high-quality SKU to support the frequency of live broadcast and live attraction, forcing the supply chain to improve the response speed, improve the frequency and number of new.

Warehousing and distribution integration. The shipping characteristics of live e-commerce is a concentrated outbreak of fragmented orders, which provides a suitable scenario for an efficient warehouse and distribution integration model, with advance stocking in multiple RDC warehouses according to the expected order volume and fast turnaround delivery in the vicinity, reducing at least one transit and distribution. As the digitalization of the supply chain increases and the accuracy of demand-side forecasting improves, offline stores can become front warehouses and the integrated warehouse and distribution model will be more popular. At the same time, the growth of live orders of fresh produce promotes the development of cold chain transportation, and more live rooms and warehouses are in the origin to ensure the quality of products. Moreover, promoting the construction of major infrastructures, like highways, ports and railways (Erdei- Erdeiné Késmárki-Gally, 2018)

provides the process with necessary and valuable contribution. Deep cooperation and win-win situation is achieved through more real, accurate, and stable demand feedback.

Integrated digital supply chain. As most MCN agencies originate from content agencies, the ability to focus on building a persona and creating live content, so the ability at the level of “goods” is relatively weak, more need to provide integrated services at the supply chain. The supply chain of direct broadcast e-commerce focuses on big data selection, group goods, logistics and distribution, and reverse after-sales service. The front end needs more rapid, accurate, and real front-end consumer insights. For the front-end guidance production link, C2M is mostly big data insights + experience + demand feedback to predict trends and opportunities. And live e-commerce because of the data concentration burst, greatly shorten the data collection and analysis of the week, the availability of data and conclusive stronger (such as live sales in time to stop production when poor), while based on the anchor and operation of the massive selection experience and live user demand collection and real feedback, you can more flexible and accurate control of R & D design and production and marketing matching situation. A deeper and more effective cooperation can be created with upstream, forming a positive cycle of on-demand production and win-win situation for all three parties.

6. Conclusion

Live e-commerce has become a new model of retail in China, and likewise a new marketing channel. In China, many companies are starting to build their own live streaming platforms in the hope of capturing more market share, and many big anchors are also active in the live e-commerce market, with market resources and web traffic moving towards the top platforms and top anchors. However, in other countries in Europe and the Americas, this marketing model has not yet taken off and is very promising. As mentioned earlier, this new marketing model, which not only enlivens the market and raises employment, but also balances regional economic development and drives the development of industries in remote places, is a new marketing model worth promoting and trying. With the development of live e-commerce, the whole element of the live supply chain is still being expanded and upgraded, becoming more agile and more precise. So how to achieve the integration of the warehouse and distribution of the supply chain, light assets, digital will become the key to meet the development of live e-commerce marketing model.

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Ћинг Цаи
Јингђие Фу
Иван Несмили Георг

Продаја уживо преко интернета и модел ланца снабдевања у Кини: Студија случаја Таобао платформе за пренос уживо преко интернета

Од 2016. пренос уживо се појавио као нови модел продаје на кинеском тржишту продаје преко интернета, а након шест година развоја, сада се формирао комплетан канал продаје. Пренос уживо је постао важан продајни канал за трговце на мало због великог домета покривености и шире публике, и у великој мери је промовисао трговински и економски развој Кине. Важан је и због самих карактеристика продаје преко интернета уживо, која поставља веће захтеве на које треба одговорити у ланцу снабдевања. Ланац снабдевања треба да се прилагоди овом маркетиншком методу како би побољшао ефикасност продаје уживо. Овај рад користи углавном квалитативне методе истраживања. Користи истраживања докумената да анализира карактеристике продаје уживо и њен утицај на кинески регионални економски развој, и студију случаја за анализу промена у ланцу снабдевања које је извршила главна платформа за овај модел продаје. Надамо се да овај чланак може пружити препоруке за друге облике економских активности уживо и развој ланца снабдевања.

Кључне речи: продаја уживо преко интернета, модел ланца снабдевања, регионални економски развој