

Research on the Marketing Mode of Taobao Live Broadcast with Goods on SWOT Analysis

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Abstract

Due to the impact of the epidemic, the industry of "e-commerce + live broadcast" has suddenly risen, and then is showing a trend of rapid development. This paper specifically focuses on an emerging marketing model which is Taobao's live broadcast with goods, combined with the use of SWOT analysis to get a comprehensive exploration of the advantages, weaknesses, opportunities and challenges of this marketing model. Aiming to analyze the practical significance and development ideas of this marketing model of Taobao platform, clarify the beneficial effects brought by the advantages of this marketing model and the practical problems it solves, and also discover its disadvantages, development opportunities and development challenges to provide an incremental supplement to the research in the field of live broadcast with goods marketing model. Meanwhile, through the analysis of defects, opportunities and challenges, to provide a reference for development ideas for Taobao live broadcast with goods, it can help this marketing model to develop in a more healthy and complete direction, to improve the conversion effect of its flow benefits to economic benefits, and thus help to promote the development of the economic market.

Keywords

1. Introduction

1.1. Research Background

As an industry that has emerged from many industries and has a very strong momentum of development in recent years, live broadcasting was formerly known as TV programs. Until 2000, with the advent of the Internet era, live webcasts have replaced live TV broadcasts and became the antonomasia of "live broadcasting". With the development of Internet technology, mobile devices and video software, as well as a large number of "Internet celebrities" from the we-media industry driven by the rise of short videos since 2005, they have further moved towards the path of live broadcasting, making the number of live broadcast platforms and users in China have shown a blowout growth in a short period of time since 2016. According to the 47th report of the China Internet Network Information Center (CNNIC), as of December 2020, webcasting has become a new digital economy model of "online drainage + physical consumption" and has achieved vigorous development. E-commerce live broadcast has become a popular shopping method for users, and 66.2% of e-commerce live broadcast users have purchased live broadcast products [1]. The industry of live broadcasting has quickly attracted enough resources, which means it will subsequently attract other industries to join and cooperate. The saturation of the traditional advertising market makes e-commerce platforms urgently need to use this huge resource effect to transform into economy effect, the first to take actions is naturally China's Taobao, which still dominates so far, then Taobao live broadcast has been born.

On April 21, 2016, Taobao Live, based on Taobao, the largest domestic e-commerce platform, was launched. In 2019, Taobao Live's independent APP was launched. 2019 is known as the "first year of live broadcast e-commerce", and major platforms have successively launched a marketing model of live broadcast. Among them, Taobao live broadcast on Double 11 drove

turnover nearly 20 billion yuan throughout the day. Since 2020, influenced by the epidemic, the live broadcast industry has ushered in new opportunities for development, and live broadcasts were once popular. In the field of e-commerce live broadcasts, Taobao live broadcast has taken a leading position in the market. According to the "Online Survey Report on Consumer Satisfaction of Live E-commerce Shopping" released by the China Consumers Association on March 31, 2020, consumers who use Taobao live broadcast accounted for 68.5%, and consumers who frequently use Taobao live broadcast accounted for 46.3%, Taobao is in an absolute lead [2].

1.2. Literature Review

In China, the research on e-commerce live broadcasting began in 2016, and most of the existing research focuses on the current development of e-commerce live broadcasting, the economy of internet celebrities, and purchase intentions. In terms of the current development status of e-commerce live broadcast, Jun Zhang [3] sorted out the development history of e-commerce platforms and live broadcast platforms, pointed out the inevitability of the emergence of e-commerce live broadcast platforms, and used communication related theories to analyze the spread and market current status of e-commerce live broadcast platforms and to put forward corresponding development strategies. In terms of purchase intention, Fang Chao[4] proposed a model of the influence of e-commerce network anchors on consumer attitude, and tested the theoretical model, and concluded that the characteristics of e-commerce network anchors have a positive effect on consumer attitudes; the research of Tan Yuli[5] shows that the presentation form of products recommended by opinion leaders has the greatest impact on consumers' purchase intention and the strength of consumers' own professionalism can influence the conclusions such as purchase intention. There are also scholars who conduct research based on the theory of communication. Liang Zhixuan[6] took Taobao live broadcast as a typical case, and summarized the characteristics, problems and development strategies of e-commerce live broadcast using theories of opinion leaders, silent spiral, use and satisfaction in the field of communication, etc. The research of foreign scholars mainly focuses on the influencing factors of users' viewing intention and purchase intention in the live broadcast of social e-commerce platforms.

In summary, the existing research on the emerging live broadcast marketing model is not comprehensive. The existing research mostly analyzes the concept, current situation, characteristics and effects of it. The detailed analysis from different angles and the overall practical analysis of the comprehensive system still need to be enriched by providing increments.

1.3. Purpose and Significance of the Thesis

Nowadays, live broadcast has developed into a new industry for e-commerce in the new era. The development of "live broadcast with goods" has shown a strong explosiveness and is giving birth to a new market with great value. According to the Research Report on Market Dynamics and Strategic Consulting of China's Live Broadcast E-commerce Industry (2020-2026) released by Zhiyan Consulting, the market size of live streaming e-commerce has reached 433.8 billion yuan in 2019, and it is expected that the total industry size will continue to expand in 2020, which is expected to reach 961 billion yuan. Live streaming e-commerce not only replaces the traditional shelf-type e-commerce, nor is it a simple upgraded version of TV shopping in history, but improves the link efficiency between consumers and brands from the perspective of the whole industrial chain. For ali, live not only is an effective way of ali continued ascension site traffic, but important means of ali to external content platform for traffic as well, via live with cargo marketing model to promote themselves in terms of cash flow, commodity flow controls the ability of the company can rely on strong industrial chain say on each link participants

income distribution pattern, which dominate the live broadcast of the future direction of the electricity industry chain.

Therefore, this article focuses on the marketing model of Taobao live broadcasting, aiming to analyze the practical significance and development ideas of this marketing model of Taobao platform, and combine its advantages, disadvantages, opportunities and challenges with SWOT analysis. Aiming to analyze the practical significance and development ideas of this marketing model of Taobao platform, clarify the beneficial effects brought by the advantages of this marketing model and the practical problems it solves, and discover its disadvantages, development opportunities and development challenges to provide an incremental supplement to the research in the field of live broadcast with goods marketing model, so that improve the efficiency of the link between consumers and brands in the process of Taobao live broadcasting, and better promote the transformation of resource benefits to economic benefits in the platform.

2. Marketing Mode of Taobao's Live Broadcast with Goods

2.1. Marketing Modes

2.1.1. Definition of Marketing Mode

Marketing mode refers to the fact that in the ever-changing market environment, companies can deliver products to consumers in a certain way according to their own resources and capabilities, so as to meet market demands and to achieve their own marketing goals, and promote the completion of the operation process of "manufacturing-circulation-consumer-after-sales". Marketing model is a system, not a means or method.

At present, the generally recognized marketing model is divided from the construction method, and there are two major mainstreams: one is the market segmentation method, which is summarized through the extension of the enterprise management system segmentation; the other is the customer integration method, which is established through the establishment of the core of customer value, it is an integrated marketing model that integrates resources in all aspects of the enterprise. The marketing model is a marketing system built with the enterprise as the center, while integrated marketing is a marketing system built with the customer as the center. On the basis of these two major models, many marketing modes have been derived around the specific marketing process [7].

2.1.2. Historical Evolution of Marketing Mode

Modern marketing ideas were born in the United States at the beginning of the 20th century. The emergence of marketing is due to the constant changes in the market environment and the phenomenon of oversupply of products. Therefore, companies have to face the challenges of grasping consumer demand and developing marketable products then promote product sales, which also determines the evolution of marketing, which is the process of constant attention to consumers.

Rational marketing activities began in 1823 as a professional market research company founded by American A.C. Nelson. In the 1950s, the emergence of the concept of "market segmentation" made marketing environment and market research became a hot spot. In the 1960s, William Lesser proposed that consumers' values and attitudes to life can explain consumers' consumption patterns more accurately than their social class. In 1960, Jerome McCarthy proposed the 4Ps theory (product, price, promotion, place), this theory has been popular for nearly half a century. By the 1990s, with changes in consumer demand, media differentiation, and market environment, the concept of marketing has also undergone new changes. The 4Ps theory is gradually replaced by the 4Cs theory (cost, consumer, convenience, communications).

Along with the development trend of global integration, Theodore Levitt proposed the concept of "global marketing". At the same time, Schultz and Larternborn proposed the "integrated marketing communication theory". With the development of the market environment, the types of marketing models have become more abundant, common ones are: experiential marketing, one-to-one marketing, global localization marketing, relationship marketing, brand marketing, in-depth marketing, network marketing, exciting marketing, database Marketing, cultural marketing, chain, direct selling, etc.

2.2. Live Broadcast with Goods

2.2.1. Definition of Live Broadcast with Goods

At present, the industry has not yet formed a unified definition of e-commerce live broadcast with goods. The live broadcast with goods mentioned in this article refers to the use of the Internet platform and use the live broadcast as a medium, the anchor aims to sell products or market brands to consumers through carrying out all-round display and explanation of products to consumers, and forming real-time interaction with consumers, then achieving the effect of promoting marketing effectiveness.

2.2.2. Classification of Live Broadcast with Goods

According to different operating modes, e-commerce live broadcasts can be divided into different types: derivative e-commerce live broadcasts, joint e-commerce live broadcasts, and native e-commerce live broadcasts [8]. "Taobao" is a derivative e-commerce live broadcast, that is, adding a live broadcast function to the e-commerce platform, and using the original resources as the basis to increase the conversion rate of platform resources through a live broadcast method. Taobao's live broadcasting model has two typical presentation forms: one is that brand owners and merchants set up live broadcast rooms to promote their own products; the other is that celebrities set up live broadcast rooms on the platform to promote and cooperate with different brands and different types of products.

2.3. Live Broadcast with Goods: An Emerging Marketing Mode in the Internet Age

With the market changes in modern society are accelerating, the product categories in the market become more abundant, the related services of enterprises are upgraded, and the consumers are becoming more mature. This means that companies are facing greater competition and challenges. In other words, companies have to integrate multiple resources and choose a more flexible marketing model so that they can enhance their market competitiveness and base themselves on the ever-changing market environment.

In the offline marketing era of bricks-and-mortar, the basic idea of the marketing model is market orientation and market demand. AIDMA theory is a marketing rule that reflects the consumer's consumption behavior in the traditional marketing era, that is, the process of consumers completing the consumption behavior can be explained as: pay attention to the product (Attention), generate interest (Interest), generate desire to buy (Desire), impress the product (Memory), and implement purchase behavior (Action). However, with the advent of the Internet era and the rise of the e-commerce industry, AIDMA theory cannot continue to explain consumer behavior in depth. AISAS theory came into being on this basis to better explain the consumer behavior of modern online consumers, that is: pay attention to products (Attention), generate interest (Interest), search for products (Search), implement consumer behavior (Action), and share products (Share). It is different from AIDMA marketing theory, the basic ideas of AISAS marketing theory are based on consumer demand and value-oriented, it is focus on the shopping habits of consumers in the Internet era and the corresponding emerging features such as diversification of product categories, diversification of information channels, and the rise of online opinion leaders, it is emphasized that marketing models should combine

new features to intervene in all stages of consumers' consumption behaviors thus improving the resource conversion rate of e-commerce platforms and helping companies to reach their marketing goals more efficiently.

Combined with the AISAS marketing rules, in the context of Taobao live broadcasting, the five stages of the impact of live broadcasting on the purchase behavior of users are shown as follows: the first stage (Attention): give live broadcasting to consumers who follow the brand or anchor , let consumers understand and pay attention to the product; the second stage (Interest): through interactive discussions with consumers in the live broadcast room, stimulate consumers' interest in the specified product; the third stage (Search): provide detailed product information, links, or related word-of-mouth information in the live broadcast room for consumers to search for more information and strengthen their willingness to buy; the fourth stage (Action): flexibly use marketing models such as hunger marketing, red envelopes or purchase discounts in live broadcast rooms to attract consumers to purchase; the fifth stage (Share): By interacting with consumers to share their consumption experience on the live broadcast rooms or by "sharing the information in the live broadcast room and inviting friends to join" rewards more preferential to further increase sales.

Table 1: The Impact of Live Broadcasting on the Purchase Behavior of Users

Stage	Attention	Interest	Search	Action	Share
Way of Influence	Start Live Broadcast and Introduce Products	Interactive Discussion and Stimulate Interest	Offer More Information, Words-of-Mouth Spread	Give Discount to Attract Purchase	Share Live Broadcast Rooms and Products

To sum up, the marketing mode of Taobao live-streaming with goods can exert a certain influence and play a boosting role in all stages of consumers' consumption behavior, thus helping the platform and enterprises to improve the sales conversion rate, reach the marketing goals, and improve the efficiency of the link between consumers and brands on Taobao platform.

3. The Analysis of Taobao Live Broadcast with Goods Based on SWOT

Therefore, this article focus on Taobao platform live broadcast with cargo as an analysis point for research, based on the SWOT analysis method, from the four aspects of strengths, weaknesses, opportunities and challenges analyze the beneficial effects and practical significance of the advantages in the Taobao live broadcast marketing model, and find its disadvantages and put forward development ideas and suggestions. It can help the stakeholders to better carry out live broadcast with goods, and promote the development of market economy.

Table 2: SWOT Analysis Points

STRENGTHS	WEAKNESSES	OPPORTUNITIES	CHALLENGES
Reduce marketing costs	Homogenization of Content in the Live Broadcast Room	A New Way to Alleviate Poverty and to Help Farmers	Legal Issues
Facilitate Consumption Diversification	Sold Product Quality and After-sales Service Problems	Open up a New Channel for Government Propaganda	Market Development

Increase Consumer's Probability Formula	The Matthew Effect in Resource Competition is Serious	The Development of 5G Technology will Provide More Support	Stabilize and Expand Market Share in the Competition of Various Platforms
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3.1. Strengths of Taobao Live Broadcast with Goods

3.1.1. Marketing Costs can be Reduced

Compared with the traditional offline marketing model, the Taobao live broadcasting marketing model has greatly reduced marketing costs, and this reduction in marketing costs is typically reflected on the platform, merchants and users. From the perspective of the platform and the merchants, the low threshold for merchant participation, small site requirements, and lower advertising investment compared to earlier years have encouraged more merchants to enter the Taobao platform, and pay more attention to improve and develop themselves in the platform. Merchants rely on Taobao platform for sales with lower investment and obtain more considerable revenue. At the same time, the platform's sales conversion rate has also been greatly increased.

Starting from the user side, the cumbersome operations and painful processes such as on-site selection, personal try-on and product search and information comparison completely resolved by the marketing model of live broadcasting. The comprehensive information on product performance, price, effect and other real-time answers were provided by the anchor which greatly reduces the time and energy cost that users need to invest.

3.1.2. Consumption Diversification is Facilitated

Starting from the realization form of Taobao live broadcasting, this emerging marketing model has effectively contributed to the realization of diversified consumption through the diversity and flexibility of information dissemination methods, information acquisition channels, and the use of marketing models.

For example, in terms of information dissemination methods, the characteristics of real-time, presence, strong interaction, and high-tech are all reflections of the diversification of this marketing model. Taobao live broadcast rooms support information through various methods such as pictures, text, real-time video images, and audio to transfer, with the help of a comprehensive information dissemination method, the anchor realizes the presence effect of what users see and feel is what they get when shopping in the live broadcast room.

As for information acquisition channels, the characteristics of mobility, fragmentation, convenience, and integration are all reflections of the diversification of this marketing model. With the support of multiple material media such as computers, tablets, and mobile phones, the experience of watching live broadcasts anytime and anywhere can be realized. The sharing and forwarding of major communication platforms such as WeChat and MicroBlog realize the experience of obtaining live broadcast information by integrated communication media.

In terms of the application of marketing models, the flexible and comprehensive application of marketing models such as Key Opinion Leader marketing, word-of-mouth marketing, hunger marketing, and sales marketing are all reflections of the diversification of this marketing model. For example, shopping in the live broadcast rooms of key opinion leader such as Jiaqi Li and Ya Wei. There are strong buy-and-gift activities or you can receive large coupons, and it is common that the goods in the live room are quickly sold out after they are on the shelves. This combines the three marketing models of Key Opinion Leader marketing, hunger marketing and sales marketing.

3.1.3. The Probability of Consumers' Choice is Improved

The American communication scholar Wilbur Schram proposed Probability Formula[9] in the 1950s, which means that the probability of the public's choice equal to the degree to which the content of the communication meets the needs of the selector divided by the degree of difficulty in obtaining the relevant content, that is, the higher the probability of selection, the easier users can choose relevant information or content.

During the process of Taobao live broadcast with goods, users can communicate with the host or other users in the live room by posting comments and messages, and the host can also increase the user's sense of interaction and participation by posting votes or other methods. During the live broadcast, the user can directly ask the anchor whether there are discounts on the goods of interest through the comments. The anchor can also negotiate with the merchant to apply for a discount or give red envelopes from time to time so that the user can obtain actual discounts. In addition, the Taobao live broadcast platform also has the pan-entertainment of other live broadcasts such as game live broadcasts. The entry of stars, anchor talent shows or charismatic anchors chat with users during the live process, which greatly satisfies users' entertainment and curiosity psychology.

Taobao's live streaming has improved the Probability Formula of consumers, fully satisfying consumers' information acquisition needs in all aspects, solving multiple shortcomings of previous marketing models from multiple aspects, and effectively improving the resource conversion rate of the platform.

3.2. Weaknesses of Taobao Live Broadcast with Goods

3.2.1. Homogenization of Content in the Live Broadcast Room

The higher the quality of the content in the e-commerce live broadcast room, the higher the resource conversion rate. With the rapid development of e-commerce live broadcast in recent years, the homogeneity of the content in the live broadcast room has become more and more serious. For example, the way of food sales live broadcast is show the food for sale in the live broadcast room. The anchor conducts tasting, introduction and recommendation. The clothing sales live broadcast method is to put the clothes sold on the shelf in the live broadcast room. The anchors try on and display them according to the order of the shelf numbers. In the marketing mode, through the live broadcast room has a limited time low price, discounts, and flash sales stimulate consumers to buy. When most live broadcast rooms use the above content for a long time, consumers are immune, which greatly reduces the marketing effect.

3.2.2. Product Quality and After-sales Service Problems

What kind of marketing model to use in the market is not a panacea for platform development. The most critical core factor is product quality and service. However, due to the screen, one of the major drawbacks of the e-commerce live broadcast marketing model is that the product cannot be viewed and touched, so that the quality and experience effect cannot be checked.

Taobao live broadcast products cover various types of products such as clothing, food, housing, transportation, etc. According to the current actual situation, there are many anchors or merchants who recommend products without a business license through live broadcast, so that consumers can purchase a series of fake and shoddy products, and subsequent after-sales, return and other services will continue to have problems or inconvenient operations.

In reality, there are traces of this situation. For example, Taobao has a large number of returns after the annual Double Eleven celebrations, and when consumers exercise the right of "no reason to return and exchange products in seven days", some businesses will use some reason of shopping mall purchasing agents, overseas shopping products, or damaged trademarks will affect subsequent sales to reject consumers' return requests. If the impression that such

inferior products and after-sales service cannot be guaranteed develops for a long time, it will bring adverse consequences to Taobao platforms and merchants, such as trust crisis.

3.2.3. The Matthew Effect in Resource Competition is Serious

The Matthew effect ^[10] refers to a kind of accumulation of advantages, that is, a phenomenon in which the strong becomes stronger and the weak becomes weaker. The current resource competition for Taobao live broadcast is very fierce, and the Matthew effect is serious. That is, in the live streaming, the head anchor has a huge number of fans, the number of viewers in the live room, and the live broadcast sales. The gap with the waist and tail anchors is very large.

Taking the first pre-sale of Taobao Double Eleven in 2020 as an example, according to the data provided by Taobao live data service platform, the sales of the two top anchors, Ya Wei and Jiaqi Li, ranked first and second, respectively 3.521 billion and 3.204 billion, while the third-ranked Sydney has sales of only 276 million. This cliff-like popularity gap also influence the brand's choice of cooperation and resource allocation, which further expands the gap and makes the waist and tail of the anchor fall into a dilemma.

3.3. Opportunities of Taobao Live Broadcast with Goods

3.3.1. A New Way to Alleviate Poverty and to Help Farmers

The online marketing model of Taobao's live broadcast provides new ideas for the sale of agricultural products in remote areas. China is vast and rich in resources. Many remote areas are rich in pure natural, pollution-free and extremely valuable products, but they are subject to the restrictions of regions and sales channels. These make them hard to be seen. Taobao live streaming has effectively solved this problem.

For example, during the epidemic, many agricultural products were facing unsalable problems. People's Daily and Taobao organized a live broadcast of "Hubei Fighting". Together with the anchor Ya Wei provided assistance for agricultural products sales in Hubei.

In addition to the special activities organized by Taobao platform for poverty alleviation and agricultural assistance, Taobao has also established e-commerce outlets in some remote areas to sell local subsidiary agricultural products, uniformly provide sales channels for scattered households, and provide them with live broadcast conditions. For the live broadcast of some natural products, compared with the indoor live broadcast room, the live broadcast environment in person can give consumers a more immersive feeling, allowing them to feel the natural, healthy, and pollution-free products of the products. Thereby helping these subsidiary agricultural products sell better. It can be seen that Taobao's live broadcast with goods has provided assistance to the poor and farmers. The new way also opened up new ideas for their own development.

3.3.2. A New Channel for Government Propaganda

Although Taobao live broadcast is a marketing model, from the analysis of many government officials' live broadcasts during the epidemic period, it has opened up new channels for establishing a government image that is close to the people, improving government credibility, and local publicity and development.

For example, the deputy magistrate of Julu County, a thousand-year-old county in China, participated in the live broadcast event "The County Chief is Coming" organized by Taobao, recommending local specialty products, driving the development of local live broadcast e-commerce, and promoting more characteristic culture. Not only that, Julu County has organized a number of live broadcast activities to comply with the development of the e-commerce economy, actively make good use of the web live broadcast platform, and with the help of live broadcasts to create local brands and bring more characteristic products and cultural promotion.

In addition to Julu County, other local officials have also actively participated in Taobao's live broadcast with goods. During the epidemic, many local officials joined the Taobao live broadcast, not only effectively using the government's credibility to help local merchants solve the problem of unsalable products, but also effectively establishing a more people-friendly government image. Many netizens commented: "There is no county head in the live broadcast room, but this is what it looks like to serve the people".

3.3.3. The Development of 5G Technology will Provide More Support

The rapid development of Taobao live broadcast has allowed it to have a huge business coverage. Faced with hundreds of millions of anchors and viewers, it takes huge technical costs to ensure the transmission of video, audio, and images in the live broadcast. It needs to ensure the user experience in terms of picture quality, sound quality, and timeliness from bandwidth, storage, and transcoding.

As an indispensable and important boost, technical support runs through the entire process of Taobao Live's past development. 2015 is an important turning point for the live broadcast industry, with the development of the mobile Internet, Taobao Live has ushered in rapid development. In the era when the Internet access is very expensive and the internet speed is very slow, Taobao Live rely on its technical support to achieve seamless coverage at any time.

On the basis of Taobao's original technical support, with the official launch of 5G technology for commercial use, Taobao Live will once again enjoy the dividends brought by this technology. For example, under the 5G technology supports, Taobao's live broadcast room will not be subject to space conditions restrictions, fully starting outdoor live broadcasting, have a broader creative space, and live broadcast content will be greatly enriched. In addition, with the application of new technologies such as 5G, Virtual Reality, Augmented Reality, Artificial Intelligence, etc. It can better realize the needs of multi-scene switching, multi-intelligent terminal switching, high-definition display, and low latency in the live broadcast room, thereby greatly improving user experience.

3.4. Challenges of Taobao Live Broadcast with Goods

3.4.1. Legal Issues

Affected by the epidemic factors, coupled with the low entry barriers for live streaming of goods, its development momentum was once very hot. Faced with such rapid development, China has not yet issued a special legislation for "live broadcasting with goods", just relied on some relevant laws to regulatory constraints, so there will be legal issues such as unclear subject responsibility, falsification of live broadcast-related data, and infringement of intellectual property rights.

For example, the number of live online viewers is very easy to fake has become a very common situation, and at the same time, there will be the phenomenon of scalping, which not only causes the number of viewers and the actual transaction amount to be inconsistent, the input is not proportional to the output, the business data is inaccurate, and it can also mislead consumers. This problem not only affects the reputation and development prospects of the platform and live broadcast with goods marketing mode, but also directly affects the legitimate rights and interests of consumers, bringing unpredictable losses.

3.4.2. Market Development

The Internet is developing very rapidly. To some extent, live streaming is an emerging industry, but its market development has become more and more mature.

In addition, the market development of the real industry has been very mature for a long time, which makes consumers appear immune to many existing marketing models, and the Matthew effect in the field of live broadcast with goods has become more and more serious. The sales promotion effect of marketing methods has been significantly reduced, making market

development require higher costs, but the return of feedback has been declining. In addition, under the restriction of the Matthew effect, the development of the anchor is also restricted, which even affects the internal development of the Taobao platform itself. So how to break through the development bottleneck of Taobao live streaming and realize the expansion and development of the market are a big challenge.

3.4.3. In the Competition of Various Platforms Stabilize and Expand Market Share

The huge resource value and market value brought by the live broadcast have attracted many platforms. In addition to Taobao, other e-commerce platforms, such as JD.com, short video platforms, such as Tik Tok, entertainment platforms, such as Red, etc. Many major platforms have joined the live broadcast industry to seize the market and the time and energy of consumers. These platforms not only occupied the interactive live broadcast business, but also started the live broadcast with goods. With the influx of many platforms and actively optimize their own business, products, and anchor quality in the field of live broadcast with goods, in the face of such a big competition, how Taobao live broadcasts can firmly occupy and continue to expand its market share is a question worth studying.

4. Conclusion

Due to the impact of the epidemic, the industry of "e-commerce + live broadcast" has suddenly risen and is showing a trend of rapid development. This paper specifically focuses on an emerging marketing model which is Taobao's live broadcast with goods. With the help of SWOT analysis method, Taobao live streaming as an entry point, through four aspects of advantages, disadvantages, opportunities, and challenges analyze the emerging marketing model of Taobao live streaming with goods. It is found that this marketing model has its own development advantages. And through its own advantages, it has solved many shortcomings of the traditional marketing model, but at the same time there are development deficiencies that need to be improved. In addition, it also brings new ideas for the development of other fields while its own development opportunities. Opportunities for development are always accompanied by challenges, in the face of legal issues, mature market development, and fierce competition under the attraction of interests, how can Taobao live broadcasts achieve a more long-term and healthy development, so that it can improve its own benefits and help the market and society develop better which is a goal worthy of our attention and joint efforts.

Combining the above research and analysis, as well as the study and thinking in the process of studying this topic, the following suggestions are put forward for the development of Taobao live broadcast:

First of all, in terms of management development, we could improve relevant laws and regulations as soon as possible, strengthen the supervision of relevant governing departments, and attach importance to industry self-control.

The second, in terms of its own market development, it can focus on balancing and expanding the existing market. In addition to giving more resources and support to the waist and tail anchors, it can also attach importance to the excavation of new anchors. For example, you can refer to the fission activities commonly used on the Pinduoduo platform. Through sharing platforms or activities, relevant information can be disseminated to more people, so as to promote more people to understand and participate.

Finally, in terms of market competition, pay attention to the optimization of their own product and service quality which is always the core competitiveness. In this regard, it can refer to the various optimizations made by other platforms for internal products and services, such as the latest product function launched by Red called "matching function", it can support the anchor to match a variety of products in a link in the live broadcast room and sell them in batches.

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