

Research on the Oriental Selection Marketing Strategies

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Abstract: In recent years, under the dual influence of policies and the environment, e-commerce with agricultural products as a category has developed rapidly, and live broadcasting has become a new trend in helping farmers. Among the many subjects participating in the live broadcast of agricultural products, there are many rookies who have risen, and the popularity of Oriental Selection is an example. The rise of webcasting and short videos has enabled e-commerce of agricultural products to continuously innovate sales methods. As an e-commerce entity focusing on agricultural products on the road of New Oriental's transformation, Oriental Selection has chosen a distinctive live broadcast mode. This article takes Oriental Selection, a live broadcast platform under New Oriental Group, as a case study, and uses common marketing strategies as an entry point to study the current agricultural product + live broadcast mode and its existing problems. Finding out why Oriental Selection is so popular with consumers. To put forward corresponding optimization measures, the most important thing is to ensure the quality of products, to have a stable supply chain system, and to build product brands. It is recommended that it work hard on product selection and transparency of product information data, establish price transparency between consumers and farmers, and then use diversified live broadcast modes to promote live broadcast sales of agricultural products e-commerce. In this way, it can better provide a reference path for other future live broadcast delivery entities.

Keywords: Oriental Selection, Agricultural products, E-commerce live broadcast.

1. Introduction

For the sake of a clear illustration and brief introduction of this thesis, three aspects will be included in this part. They are, respectively the background of studying the topic of Oriental Selection, the significance of this thesis, and the summary.

1.1. Background of the study

With the development of the economy, people pay more and more attention to the safety of consumption of agricultural and sideline products and the convenience of purchase. Agricultural products must undergo marketing changes to fully guarantee the precise sales in future sales. In the past, in the depths of many mountains, high-quality products rotted in the mountains because of the lack of sales channels. Unreasonable price difference earned by the middleman because of inability to reach consumers, resulted in damage to both consumers and farmers. In the context of the Internet, through the delivery method of the live e-commerce platform, consumers can know exactly what agricultural products they buy. Among the many subjects participating in the live broadcast of agricultural products, there are many rookies rising, and the rapid emergence of Oriental Selection is an example. As an e-commerce entity dedicated to cultivating agricultural products on the road of New Oriental's transformation, Oriental Selection's live broadcast marketing model has created a unique style. Relying on the quality of high-quality agricultural products and rich and high-quality live broadcast content, Oriental Selection has become a hot topic. With the unique background of anchors such as Dong Yuhui, it has established a unique label with goods, differentiated buying points and strong cultural brand endowment to obtain the flow of consumer spending. Relying on New Oriental, once a giant in the education industry, Oriental Selection has combined its former resources with the current e-commerce live broadcast

of agricultural products, adding to the local feelings of the Chinese people, and transforming the profound commercial credit of New Oriental Education into a sense of identity with Oriental Selection. In the case of fierce homogeneous competition, many companies' cognition of consumers' needs only stays at the pain point of satisfying consumer' demand for low-priced products, thus ignoring demands for emotional marketing strategies and consumers' thirst for cultural nutrition. It is true that the live broadcast marketing of agricultural products cannot only rely on model innovation to achieve durability. It must be product-centric and consumer-centric to achieve sustainable development. The "knowledge taste, cultural taste, and ideological taste" bloomed by Oriental Selection have improved the level of live broadcast delivery, opened a new era of live broadcast, and expanded a new space for the development of live broadcast.

1.2. Significance of the study

At present, e-commerce live broadcast marketing of agricultural products has a huge impact on the Internet and society, but the homogenization of e-commerce live broadcast methods is serious. The single form of live broadcast and the simple and rude cultural connotation have caused many people to reject live broadcast goods, and also limited the choice of live broadcast products. Manufacturers both love and hate platforms. The ability of the anchor group is inconsistent, and they are all highly consistent in disorderly competition, living on the edge of the law, and deceiving consumers. The entire e-commerce live broadcast industry is in chaos. Therefore, in this era of information flooding, it is more necessary to accumulate fine culture, value, and trust to find a key point for the audience to be attracted by the live broadcast of agricultural product e-commerce. What is the true meaning of live room ecology? It is the most important stage for the connection between consumer groups and users' minds, and a window for brand building and brand

communication. Oriental Selection has become a live broadcast room that brings users a better life experience. Customers who have achieved emotional communication and value recognition will naturally become sticky consumers. Based on the viewpoint of live marketing strategy research of agricultural product e-commerce, this paper introduces the old and brings forth the new, constructs the marketing strategy of agricultural product live broadcast e-commerce, and contributes to the development of the theory of agricultural product e-commerce live broadcast marketing. Platforms and anchors with different cultural styles and cultural backgrounds also adapt to different companies and products. Oriental Selection chooses agricultural products as the main body to help farmers, bringing more possibilities and price appreciation to agricultural products.

This thesis takes Oriental Selection as the research object and analyzes the phenomenon and shortcomings of Oriental Selection's live broadcast of agricultural products e-commerce, as well as the obstacles encountered in its actual implementation. This will improve the marketing measures of the live broadcast e-commerce for the company, which has practical guiding significance for the company to improve its marketing capabilities, marketing benefits, profit growth, and resist external risks. Breaking through the dilemma of "famous products but no brands" is the top priority for future development, bringing consumers a variety of cultures in the live broadcast room.

2. Literature Review

After clarifying the research purpose of this thesis, the next step is to elaborate on domestic and foreign research on live streaming of agricultural products, which is also one of the focuses of this article. Domestic research is mainly on Oriental Selection, while foreign research is mainly on the innovation of sales methods of agricultural products. In addition, on the basis of summarizing domestic and foreign research, this thesis clarifies the research direction and puts forward new viewpoints.

2.1. Research abroad

Ehab, K. H. (2020) and others believe that the services provided by social media are regarded as the driving force for development and strengthen online marketing and word of mouth transmission that social media can deliver through comments. These tools help to build an awareness community and brand loyalty by using social media networks in e-commerce to engage in activities such as conversations and questions. It plays a crucial role in marketing, because it will affect consumer' purchase behavior and promote brand building.

Joshua, S. T. A. (2020) and others believe that it is necessary to create channels for agricultural products, rather than intermediaries and marketing, to establish online markets. The market serves as an ecosystem for farmers and their respective customers to achieve meaningful and efficient transactions. Django is an effective web framework for e-commerce platforms, capable of making different pages required by e-commerce platforms. These pages are user-friendly and provide enough details for users. These pages are user-friendly and can provide users with sufficient detailed information. Farmers can release products, buy and sell them online.

Vasiliev&DenisaCAa (2022) believe that the existence of the Internet can promote the brand promotion of organic

products, so that organic food producers can obtain higher profits and establish loyal customer groups. In promoting e-commerce for Latvian farmers in the wider context of e-agriculture, this method can not only improve the opportunities for organic farmers to enter the market, but also increase their income, competitiveness and advantages by improving efficiency. Promoting agricultural e-commerce in this region will be conducive to organic agriculture and overall sustainable development.

2.2. Research at home

The domestic researches on the issue related to the live broadcast marketing strategy of agricultural products are also relatively short. At present, it is in the stage of continuous search and development. Xiang Meixuan (2022) proposed that the future live broadcast of agricultural products is no longer a simple product sale, but a perfect combination of content and products, which leads to the emotional value connection with users from the product connotation, completes the emotional resonance with users and guides users to realize emotional consumption. Under the massive homogeneity of live broadcast, enterprises should not only focus on how to maximize the benefits of live broadcast, but also pay attention to the guidance of spirit and values to achieve the unity of economic and social benefits and form a differentiated competitive advantage.

Feng Mengxuan and Cong Hongyan (2022) believed that the reason for Oriental Selectio's popular marketing strategy is to focus on agriculture and rural areas and pay attention to the historical and cultural nature of the products sold. This is a confident expression of excellent Chinese culture, as well as the anchor's extensive knowledge structure. It attracts traffic for knowledge-rich knowledge points and output values, establishes a knowledge-sharing classroom, and cultivates a consumer group that suits itself.

Ding Li (2016) believed that the lag of the logistics system hardware facilities of the agricultural product supply chain led to the slow development of agricultural e-commerce. The "Internet plus" technology has promoted the formation of a consumer centered model in the supply chain of agricultural products, making it easier to connect the supply and demand of agricultural products, which can promote the development of agricultural aid and the sales of agricultural products.

Li Wenna, Xiao Yiting, Huang Duo and Di Qiang (2020) believed that the sale of agricultural products in the form of live broadcast would generate better income, and they mentioned the combination of creating characteristic agricultural product brands and cultural connotation to deepen the cultural meaning of products. To promote the development of new formats of live broadcast agricultural products and transform traffic into a fixed customer group, it is still necessary to focus on improving product quality, supported by product strength.

3. Development Status of Agricultural Product E-commerce in Oriental Selection

3.1. Mode of "e-commerce+live broadcast"

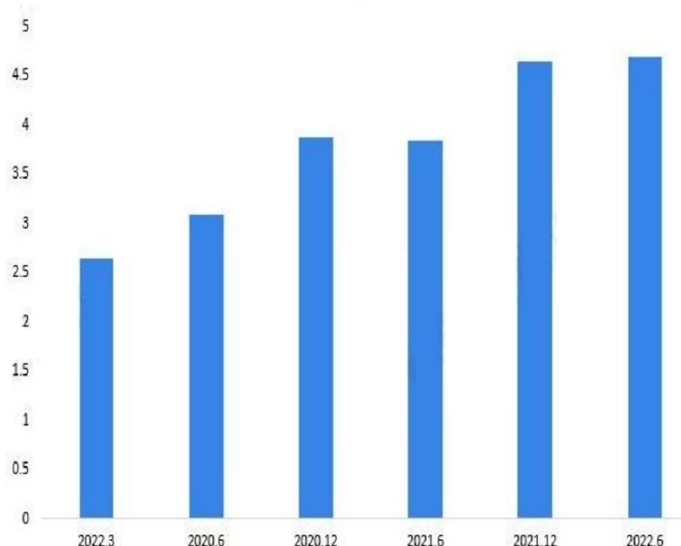
In recent years, the online live delivery industry has gradually developed into an emerging industry, which mainly has two modes: B2B and B2C. At present, it is mainly based on the B2C model, through online means, logistics and transportation of traded products, so that consumers and

producers can get in touch.

According to the “50th Statistical Report on Internet Development in China”, as of June 2022, the number of e-commerce live broadcast users in China is 469 million, an increase of 5.33 million from December 2021, accounting for 44.6% of the total Internet users. China has a huge online

consumer group, which provides a certain sales basis for the sale of agricultural products. Moreover, in terms of China’s policy of vigorously supporting agricultural products, the future e-commerce live broadcast of agricultural products will develop towards high-quality aspects and promote the revitalization and development of rural areas (See Table 1).

Table 1. 2021-2022 Chinese live streaming e-commerce user scale (unit: 100 million people)

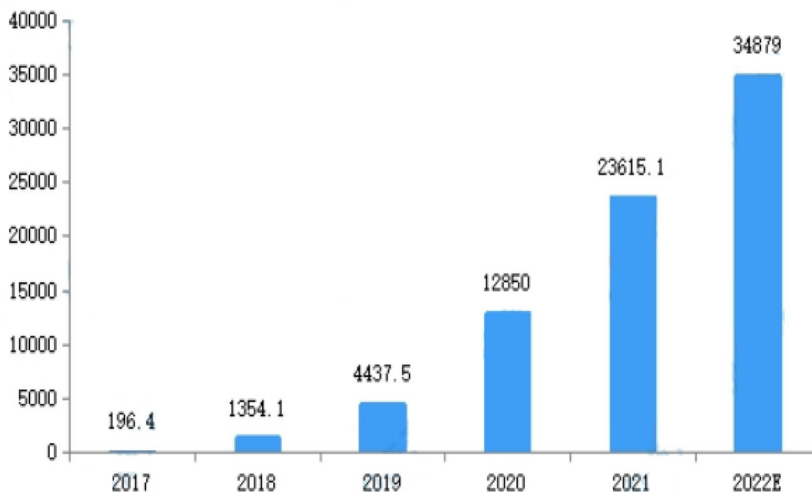


Data source: 50th Statistical Report on Internet Development in China

At present, Chinese live broadcast e-commerce market is in a state of high growth, and it took only 4 years to complete trillions of growth. The data shows that in 2021, the transaction scale of my country’s live broadcast e-commerce

market will reach 2,361.51 billion yuan, an increase of nearly 120 times compared to 19.64 billion yuan in 2017 (See Table 2).

Table 2. 2017-2022 China’s live e-commerce market size statistics (market size: 100 million yuan)

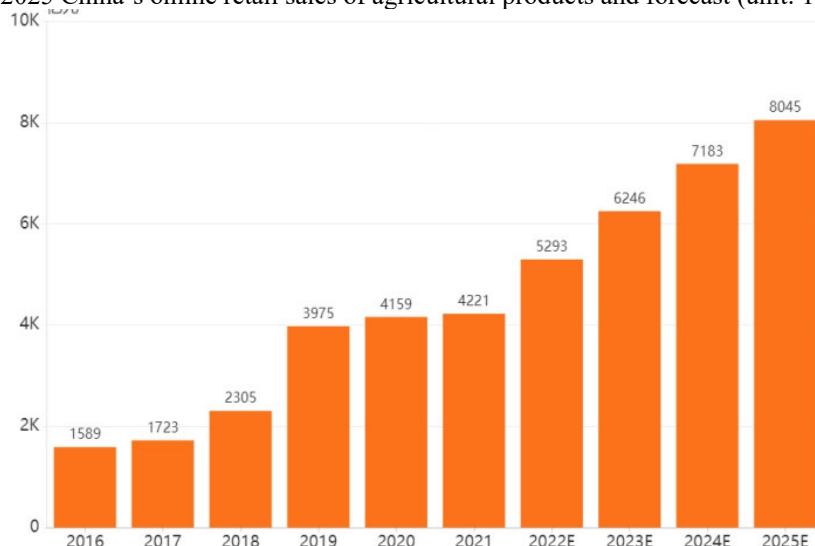


Data source: CNNIC, China Business Industry Research Institute

As the scale of Internet users continues to expand and online consumption is further stimulated, e-commerce of agricultural products is becoming a trend. Driven by demand, the agricultural product industry has developed rapidly. Statistics show that online sales of agricultural products in China are increasing year by year, and will exceed 400 billion

yuan in 2022. Now more and more anchors are live broadcasting activities with goods, and my country’s agricultural product e-commerce has entered a stage of high-quality development. In the future, the online sales of agricultural products in my country are expected to further increase (See Table 3).

Table 3. 2016-2025 China’s online retail sales of agricultural products and forecast (unit: 100 million yuan)

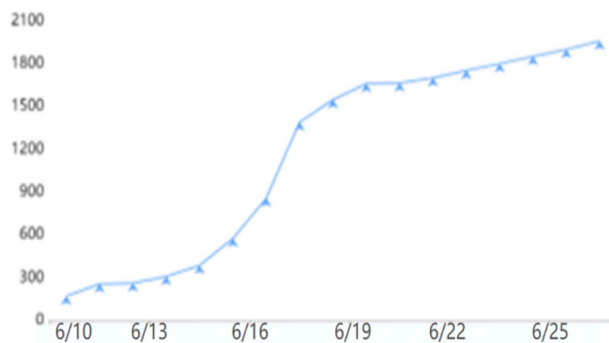


Data source: Ministry of Agriculture and Rural Affairs, iiMedia Research

The large scale of China’s live broadcast e-commerce has created development prospects for Oriental Selection. From the first few hundred people in the live broadcast room in December 2021 to hundreds of thousands of people online at the same time in June 2022, Oriental Selection Online has created a commendable “miracle”, especially Dong Yuhui’s rapid popularity. New Oriental has re-entered the live broadcast e-commerce track as “Oriental Selection”, and the mode of selling goods with knowledge of poetry, poetry and life philosophy has become a unique feature of the live broadcast e-commerce circle. In just a few days, Oriental

Selection has become a popular live broadcast room with nearly 20 million fans and can sell 340 million goods in a week. The teachers represented by Dong Yuhui have countless followers and topped more than 100 hot searches. As shown in the figure below, the Baidu search index of “Dong Yuhui”, “Oriental Selection”, and “Yu Minhong” reached its peak on June 16, 2022. Facing the popularity of Oriental Selection, the growth of fans is inevitable. In just ten days, the number of fans soared from hundreds of thousands to more than 20 million (See Table 4).

Table 4. Changes in the number of fans in the “Oriental Selection” live broadcast room(unit of followers: 10,000 people)



Data source: CSDN

Relying on the transformation from New Oriental teachers to the teachers of Oriental Selection, they use the power of knowledge to better link the emotions between products and consumers. The knowledge-based live streaming formed by Oriental Selection has a unique competitive advantage. Oriental Selection’s unique knowledge + delivery mode refreshed everyone and became a phenomenon-level communication event. Its e-commerce live broadcast combines business behavior and culture, so that the delivery has a certain cultural connotation and color, and stimulates various factors that affect user consumption, such as knowledge acquisition, aesthetic appeal, and patriotism. Most of these factors go beyond the level of material needs, and have cultural connotations and characteristics, so that live broadcast can achieve better communication benefits. The

main battlefield of Oriental Selection is agricultural products, so it can better help poverty-stricken areas get rid of poverty. Through the platform of Oriental Selection, agricultural products and consumers will be bridged, and more high-quality agricultural products from deep mountains will be better sold.

3.2. Problems in live broadcast sales of oriental selection agricultural products

First, Oriental Selection was originally positioned as an e-commerce platform for the selection and sale of agricultural products. From the perspective of commodity structure, it is more difficult for Oriental Selection to sell agricultural products than beauty makeup and 3C digital home appliances.

The products selected by Oriental Selection have high frequency and repurchase attributes. They mainly focus on whole grains, food, beverages, and especially on high-priced agricultural products. They are too idealistic and the relevant information of the selection has not been fully disclosed.

Second, after the popularity of Oriental Selection, with the sharp increase in sales, negative feedbacks on quality and logistics distribution have become a major problem. Consumers complain that the purchased fruit is moldy, soft and so on. In addition, after the sales were booming, there were problems of insufficient stock and out of stock. Throughout the sales of agricultural products, it is mainly concentrated in the supply chain.

Third, with the continuous improvement of the income level of consumers, their consumption demand is also continuously upgraded, which puts forward higher requirements for the quality of agricultural products. In the distribution process within the Oriental Selection's supply chain, the quality control is not strict enough.

Finally, the live broadcast model of Oriental Selection should not be limited to the knowledge-based live broadcast model but should move in a diversified direction, and it is expected to continue to attract more high-quality suppliers in the future.

4. Marketing Strategy of Agricultural Product Live E-commerce in Oriental Selection

4.1. Brand embedding marketing strategy

Brand influence refers to the ability of a brand to expand the market, occupy the market and obtain profits. Brand influence has become an important factor influencing customers' choice of goods. Brand influence is a comprehensive reflection of core influence and extension influence, and it is the most concentrated expression of influence at a higher level. With the brand value of New Oriental, the unconditional refund of New Oriental, the payment of default fees and other public praise, as well as the personality guarantee of the boss Yu Minhong, Oriental Selection has established brand reputation, maintained brand image, and laid a brand foundation for the live broadcast of Oriental Selection to help farmers. The brand implantation of New Oriental has laid a splendid turn for Oriental Selection. The brand strength of New Oriental and Yu Minhong has influenced at least two generations. 30 years of New Oriental successfully completed the iteration and inheritance of new brand selection in 180 days. Among many live IP, consumers trust the Oriental Selection, which has the most brand value, and rely on the Oriental Selection to reduce the purchase risk.

4.2. Emotional marketing strategy

The Chinese culture, which has a long history and which is broad and profound, is the cornerstone of the content selected by the East. The expression of Chinese culture by agricultural products in live broadcast has become the emotional driving force to stimulate the audience to watch live broadcast. In the Oriental Selection Studio, the anchor Dong Yuhui described the unique style of the product. When selling corn, he could tell the pleasant story of the stars on a midsummer night, and seamlessly integrate the corn into the memories, which became the sustenance of homesickness and evoked the resonance of countless netizens. In Dong Yuhui's live broadcast room, he uses beautiful Chinese cultural verses to

compose appealing stories about agricultural products, revealing his true feelings. In the live broadcast, the anchors of Oriental Selection focus on the agricultural and rural areas, and pay attention to the historical and cultural nature of the products sold. The anchors of Oriental Selection broadcast in a way that people like to see and hear, so that the live broadcast can give off a thick Chinese cultural atmosphere on the whole. It is committed to the Oriental Selection of knowledge-based live broadcast of agricultural products, focusing on the historical and cultural characteristics of the products sold in the live broadcast, so as to highlight the broad and profound Chinese culture and highlight the emotional appeal of the times for Chinese cultural self-confidence. In this era, people are not only concerned about the needs of daily necessities in their knowledge life, but also about their emotional demands, especially their local feelings and cultural nourishment.

4.3. Knowledge experience marketing strategy

New Oriental teachers change their profession to be anchorman. They can introduce products in bilingual, give them the depth of product knowledge, and talk about history and life with users. Even through the screen, consumers can feel the knowledge and culture of New Oriental teachers, which is full of affection, humor and other live broadcast styles. As a representative, Dong Yuhui, the anchor of live commerce in Oriental Selection, has to be mentioned. Although the live broadcast is selling agricultural products, the words are full of poetry and life. From Du Fu, Hegel to Socrates, humor and literature go hand in hand. "Oriental Selection" is to attract traffic through the knowledge points told by the anchors and the values output, establish a classroom for knowledge sharing, and cultivate consumers who are suitable for themselves. This unique style of selling agricultural products through livestreams makes consumers experience strange and greatly enhances consumers' desire to buy. However, in order to have a steady stream of knowledge output, the anchorman must broaden his knowledge and vision, continue to learn, have a complete and comprehensive knowledge structure and unique views on things, and also have a certain personality charm, such as warmth, talent, calmness, humor, frankness, etc., to form his own unique style, so as to retain consumers and urge them to place orders. This is in sharp contrast to the live broadcast style of presenters who can only shout slogans.

4.4. Word of mouth marketing strategy

New Oriental has become a well-known educational brand because of its good service reputation, teaching outlets all over the country, and ubiquitous advertisements. Due to the introduction of the double reduction policy, many training institutions disappeared overnight. Many people chose to flee, and some chose to go bankrupt and liquidate the company. But New Oriental did not. It refunded all the students' money and teachers' salaries, and donated the facilities to poor areas. So this is also the accumulation of Oriental Selection's good image and reputation.

During the period of New Oriental, it accumulated a large number of loyal users, most of whom were born in the 1980s and 1990s, so New Oriental has an obvious advantage in the scale of its audience. And now they have become the backbone of contemporary consumption, adding commercial credibility to Oriental Selection. New Oriental's accumulation of brand value for more than 20 years, as well

as its transformation experience after the implementation of the “double reduction” policy, have their own topics, and the live delivery of goods of Oriental Selection has continued the brand’s story and magnified the brand effect.

5. Improvement of Marketing Strategy of Agricultural Product Live E-commerce in Oriental Selection

5.1. Transparency of selection data information

Oriental Selection has been on the hot search due to the high price of corn, and consumers are constantly questioning Oriental Selection for making huge profits. It does not take into account the interests of farmers, but earns a higher price difference as a middleman. Word of mouth and repurchase rate are very important for the selection of agricultural products. First, Oriental Selection should build a transparent product selection information system to let consumers understand that every penny is worth it. Oriental Selection should adhere to customer-centric, select products, and improve operational efficiency in product selection and samples. Its product selection team needs to track and trace the whole process to ensure the quality of agricultural products to the greatest extent. The product selection team needs to track and trace the whole process to ensure the quality of agricultural products to the greatest extent. Secondly, Oriental Selection should differentiate itself according to local conditions, comprehensively consider the advantages of regional resources, and create a distinctive agricultural product brand. Finally, in terms of product selection, it is necessary to build scientific and reasonable coverage of storage and transportation time, loss rate, sales cycle, etc. A transparent product selection standard system is required in terms of product unit price and product supply. It is necessary to review all kinds of popular products and sum up experience in order to create continuous sales.

5.2. Supply chain optimization

Oriental Selection’s live broadcast room cooperates with multiple brands. They are only responsible for selling goods and absorbing traffic in the live broadcast room, while the delivery and logistics are handled by the brand side, which easily leads to poor product quality and after-sales service. In the new live broadcast environment, the control of product quality determines whether e-commerce brands can stand out in the fierce competition, and the competition for traffic is gradually shifting to the competition in the supply chain. In any case, if the quality of agricultural products in the hands of consumers is not good, bad reviews will affect the favorability and trust of Oriental Selection, so the establishment and optimization of Oriental Selection’s supply chain is imminent.

Oriental Selection should create a digital supply chain, promote self-operated products, and build its own brand. Sales forecast and production plan are seamlessly connected. Oriental Selection needs to integrate upstream enterprises + farmers, and it needs to integrate cold chain logistics and other enterprises such as SF Express, and JD Express. Relying on professional logistics companies, the quality of transportation can be better guaranteed and better services can be provided for customers. Oriental Selection should carry out in-depth cooperation with SF Express and JD.com, establish logistics warehouses for self-operated products in

various places, and continuously improve the quality of distribution and the scope of cold chain distribution. This is beneficial to Oriental Selection, a consumer brand that can reach potential consumers in an all-around and full-coverage manner. More attention should also be paid to consumers’ word-of-mouth feedback and factors affecting the taste perception of agricultural products. And ensure the rigor, quality, and characteristics of “selected” products to achieve productivity standards and standardization of supply chain operations.

5.3. Quality building

In order to create a brand effect, Oriental Selection must first improve product quality. Product quality is the core of brand building. It is necessary to strictly control the quality of selected agricultural products to ensure food safety from the source. Each step is carried out according to the regulatory norms, and the products are produced and transported according to the safety standards of agricultural products, so as to realize the improvement of the value of high-quality agricultural products. Oriental Selection needs to pay more attention to the vertical ecological issue of building high-quality agricultural products, and focus on finding and selecting a batch of high-quality agricultural products with unique production environment, characteristic processing technology, strict production standards, and different tastes, highlighting the quality of “selection”. It should further create green and organic agricultural products and fully integrate them into brand creation and construction. It should build a well-known brand of local agricultural products, cultivate local characteristic brand agricultural products, and further improve the quality selection of products.

5.4. Diversified live broadcast marketing

Nowadays, there are many live channels, and the live broadcast of agricultural products needs to create innovative and differentiated live content. Oriental Selection should focus on enriching the content of live broadcasts and innovating the way of watching live broadcasts and shopping. In order to increase the attractiveness of the live broadcast to the audience, Oriental Selection should focus on the form and content of the live broadcast. In addition to the form of knowledge-based live broadcast, it is also necessary to integrate e-commerce live broadcast resources and reconstruct the live broadcast marketing system. The live broadcast platform should focus on optimizing the function of establishing connection and information sharing, and present the content series of live broadcast room plus production scene to achieve sustainable marketing effect. The platform needs to build close contact between consumers and agricultural products, so that consumers can fully understand the process of agricultural products and attract consumers’ interest. The live broadcast of Oriental Selection E-commerce has greatly improved users’ perception of product related knowledge through all-round, multi angle and dynamic product display. This method is similar to the virtual world built by VR or AR technology that provides opportunities for people to participate. The engaging experience of online live broadcast scenes and the anchor guided demonstration enable users to immerse themselves in the scene and more truly feel the expected satisfaction of products or services imposed on themselves. The emotional resonance of users triggered by experiential marketing is conducive to facilitating transactions. The live broadcast room shows the growth

process of crops in the field, and the simple and beautiful rural life can make the beautiful food enter the hearts of consumers. In addition, Oriental Selection can increase cooperation with local governments to promote featured agricultural products and cultural tourism.

6. Conclusion

In the context of market needs for diversification, high-quality live broadcast content is required, and the high-frequency and high-quality output conveys the emotional resonance that people need. The live broadcast content is no longer vulgar, but the output of values and knowledge, creating a unique live broadcast marketing method for agricultural products. Oriental Selection combines e-commerce sales with cultural classrooms. At the same time, it is necessary to optimize other problems in e-commerce live broadcasting. This is a common problem in most e-commerce live broadcasts of agricultural products. It needs to be further explored and given to everyone for reference. Oriental Selection innovates e-commerce live broadcast methods, broadens sales channels, and sets a benchmark for the traditional e-commerce live broadcast industry. It is also hoped that the major agricultural product live broadcast platforms can be given a path to better help farmers and better increase the sales of agricultural products. The “knowledge + delivery” method not only achieves high traffic and high returns, but also opens a new window for live streaming, providing new ideas and more possibilities for other similar live streaming companies. It is necessary to explore more new ways of live streaming of agricultural products to help rural development and increase income. In this thesis, research on Oriental Selection has been conducted, and the conclusion is

that the content of live streaming can be more diversified, not limited to pure product output, but can give new value to the product. For this reason, Oriental Selection needs to further optimize related product selection, supply chain, and quality improvement. The main body of the thesis only focuses on Oriental Selection and there is a lack of research data on the needs of consumers. This is where the next research needs to be improved. How the knowledge-based live broadcast mode can adapt to the changing new consumption patterns more permanently, better reflect the marketing strategy on the live broadcast track of agricultural products, and enhance the product experience will be the direction of further thinking and research.

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