

A Bibliometric Review of Research Hotspots and Trends in Live-Streaming Marketing

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Abstract: Based on Chinese and international databases, this study analyzes 962 Chinese and 156 international papers (2016–2026) on agricultural product live-streaming marketing via CiteSpace. The study reveals fast-growing research shifting from sales models to scenarios, streamers, consumers, supply chains, and digital empowerment. Multidimensional frameworks exist yet lack sufficient empirical support and interdisciplinary research.

Keywords: Agricultural products; Rural revitalization; Marketing strategy; Live-streaming e-commerce; Live-streaming marketing

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1. Introduction

As a new marketing mode, agricultural product live-streaming adopts online live technology and interactive videos. Live or recorded videos shot at origins display produce's growth environment, breeding processes, processing facilities, quality features, and rural culture to consumers to boost sales and branding. Against rural revitalization, it raises industrial revenue, encourages rural talent return, and facilitates brand upgrading. China advances the Digital Commerce for Agricultural Revitalization initiative to build agricultural e-commerce live-streaming bases and standardize the sector. While agricultural live-streaming marketing has grown into a research hotspot, its evolutionary trajectory remains underexplored. Using mainstream domestic and international databases and CiteSpace, this paper conducts bibliometric analysis to identify domestic research hotspots, frontiers and trends, deepen field understanding, explore future research directions and offer references for follow-up studies.

2. Materials and methods

CiteSpace is a bibliometric analysis software developed using Java. Its core function is to mine knowledge graphs within academic literature, including author collaborations, keyword co-occurrence and co-citation of papers, enabling the intuitive visualization of hotspots, cutting-edge trends and evolutionary pathways within

a specific research field^[1]. It assists researchers in rapidly identifying core authors, high-impact publications, key research themes and emerging directions, and is widely used in literature reviews and academic planning across various disciplines. The literature data for this study were sourced from core journal databases such as CNKI, SCI, and EI. Using the search term “live-streaming marketing of agricultural products,” an initial search yielded 1,200 articles; after manually removing irrelevant content, 962 valid Chinese-language articles and 156 foreign-language articles were ultimately selected.

3. Analysis of international literature

3.1. Analysis of the number of publications

This study collected 156 foreign papers on agricultural product live-streaming marketing (2016–2026) (**Figure 1**). Publications grew notably after 2021 and peaked in 2024. Policy promotion is verified to boost relevant academic research.

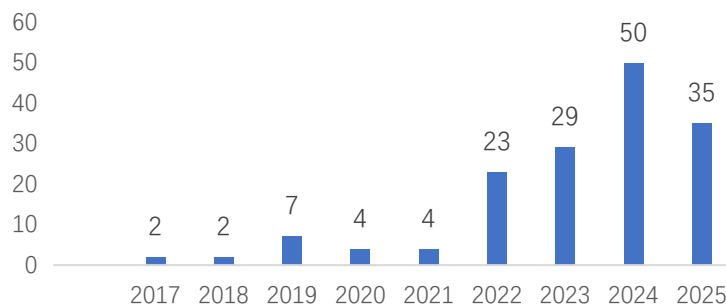


Figure 1. Distribution of published literature in the field of live-streamed marketing of agricultural products, 2016–2026 (in English)

3.2. Analysis of authors and institutions

CiteSpace 6.3 author analysis shows agricultural product live-streaming marketing features concentrated authors with low output (**Table 1**). Six authors published two papers each, while 144 authors published only one. No core author group with three-plus papers exists. Most researchers produce limited works, indicating this fast-growing field lacks a consolidated core research community.

Table 1. Authors with at least two publications in international research, 2017–2026

Rank	Frequency	Centrality	Year	Author
TRUE	2	0	2024	Wang, Ying
TRUE	2	0	2024	Chen, Wei
TRUE	2	0	2021	Guo,Fangfang
TRUE	2	0	2024	Pan, Jialing
TRUE	2	0	2024	Fang, Lin

Note: Authors with over 2 publications are displayed only

Institution-node analysis shows publications are concentrated in a small number of core bodies yet widely dispersed overall (**Table 2**). Few institutions publish multiple papers, while numerous ones contribute

single studies, reflecting extensive participation in this field.

Table 2. Institutions with at least two publications in international research, 2017–2026

Rank	Frequency	Centrality	Year	Institution
TRUE	3	0	2022	Harbin University of Commerce
TRUE	2	0	2024	Nanjing Forestry University
TRUE	2	0	2024	Capital University of Economics and Business
TRUE	2	0	2023	Korea Maritime & Ocean University
TRUE	2	0	2021	Dongguan Polytechnic
TRUE	2	0	2023	Henan University of Technology
TRUE	2	0	2021	Beijing Institute of Technology
TRUE	2	0	2021	Dongguan University of Technology
TRUE	2	0	2024	Chinese Academy of Agricultural Sciences
TRUE	2	0	2024	Beijing Technology and Business University

Note: Institutions with over 2 publications are listed only

3.3. Analysis of hot keywords

Keywords of agricultural product live-streaming marketing present a centered and expanding pattern (Table 3). “Agricultural products” and “rural e-commerce” are dominant core keywords (Figure 2). “Rural revitalization” mirrors national strategies, and “cross-border e-commerce” represents research expansion into segmented scenarios.

Table 3. High-frequency keywords in international research, 2017–2026

Rank	Frequency	Centrality	Year	Keyword
TRUE	13	0.09	2017	agricultural products
TRUE	13	0.11	2021	rural e-commerce
TRUE	10	0.07	2021	rural revitalization
TRUE	8	0.01	2023	cross-border e-commerce
TRUE	8	0.03	2017	fresh agricultural products

Note: Only keywords with frequency ≥ 8 are listed



Figure 2. Visualization of research hotspots in the field of live-streaming marketing for agricultural products (foreign-language sources)

3.3.1. Basic core keyword: Agricultural products

With a frequency of 13 and centrality of 0.09, “agricultural products” has served as the foundational research theme since 2017. The “livestreaming + e-commerce” model expands marketing channels by displaying agricultural information to consumers ^[2]. Scholars hold that digital technology unlocks agricultural value: rural e-commerce widens sales, and the Rural Revitalization Strategy facilitates branding, standardization, and industrial upgrading ^[2]. Live broadcast strategies vary by product category. Researchers further integrate regional culture into streams to convey values and ease information asymmetry in traditional marketing ^[3].

3.3.2. Core keyword of the model: rural e-commerce

Boasting a frequency of 13 and a peak centrality of 0.11, this keyword formed the core research paradigm after emerging in 2021. Relevant research explores integrating rural e-commerce with livestreaming, reshaping agricultural supply chains to accelerate circulation and consumer conversion ^[2]. Scholars also distinguish platform types: entertainment and transaction-oriented platforms adopt differentiated livestream strategies ^[3].

3.3.3. Policy-oriented hotword: Rural revitalization

Appearing in 2021 with frequency 10 and centrality 0.07, this keyword became a core research focus. Studies explore how agricultural live-streaming empowers rural revitalization by expanding sales, raising farmers’ incomes, and advancing industrial upgrading ^[4]. Closely connected to other keywords, it highlights policy guidance. Governments should strengthen rural e-commerce infrastructure, cultivate talents, and optimize logistics to sustain agricultural live-streaming development ^[3].

3.3.4. Scenario-specific keyword: Cross-border e-commerce

Emerging in 2023 with a frequency of 8 and centrality of 0.01, this keyword signals research expansion into global markets. Studies examine cross-border live-streaming innovation, logistics, and overseas market adaptation. Scholars advocate localized streamers and customized content, alongside coordinated cold-chain logistics and overseas warehouses to solve fresh produce preservation problems ^[2]. Though newly emerging, this research direction develops rapidly amid e-commerce internationalization.

3.3.5. Summary of research hotspots

Keyword co-occurrence and literature analysis show existing research forms a core framework transforming traditional sales into live-streaming e-commerce to raise farmers’ incomes and realize rural revitalization. Agricultural products act as the fundamental subject, rural e-commerce the core model, and rural revitalization the policy background. Cross-border e-commerce expands research scenarios toward global markets. Generally, research evolves from product-oriented to model-oriented, and further to policy and internationalization perspectives.

4. Analysis of Chinese literature

4.1. Analysis of the number of publications

This study identified a total of 962 relevant Chinese-language publications spanning the period from 2016 to 2026. In terms of quantitative distribution, the number of publications was relatively low between 2016 and

2022, increased significantly between 2022 and 2023, declined slightly between 2023 and 2024, and showed an upward trend between 2025 and 2026. Given that 2026 is not yet over and taking into account the time lag in publication, it is anticipated that the volume of subsequent publications will continue to maintain a positive trend. Following the mention of live-streaming e-commerce in the 2020 Central Document No. 1, the number of publications surged from six in 2019 to 200 in 2023, reaching a peak of 212 in 2025, demonstrating the significant driving role of policy in academic research (**Figure 3**).

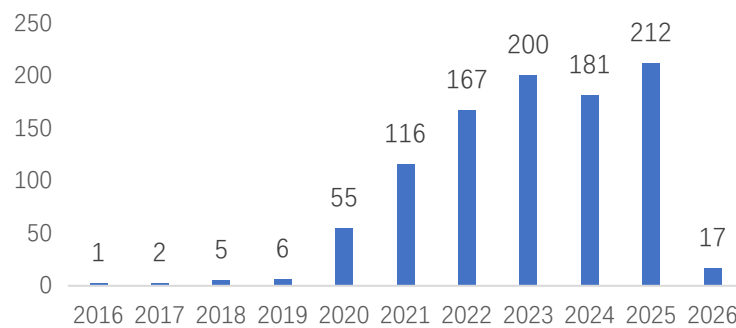


Figure 3. Distribution of published literature in the field of live-streamed marketing of agricultural products, 2016–2026 (in Chinese)

4.2. Analysis of authors and institutions

An analysis using the “Author” node in CiteSpace 6.3 reveals that publications in the field of live-streaming marketing of agricultural products exhibit a pattern characterized by “a concentration of core authors and a dispersion of the majority.” Specifically, there is one core author who has published five papers; one key author who has published three papers; and 27 key authors who have published two papers each. **Table 4** presents information on authors who have published two or more papers. Although core and key authors are few in number, their sustained output has made them a key driving force in the development of the field, whilst the participation of a large number of dispersed authors reflects the widespread interest in this area of research.

Table 4. Authors with at least two publications in Chinese research, 2016–2025

Rank	Frequency	Centrality	Year	Author	Rank	Frequency	Centrality	Year	Author
TRUE	5	0	2023	Shao Min	TRUE	2	0	2021	Wang Yuying
TRUE	3	0	2022	Wu Di	TRUE	2	0	2023	Liu Yong
TRUE	2	0	2024	Hu Kexin	TRUE	2	0	2022	Wang Li
TRUE	2	0	2021	Yu Ge	TRUE	2	0	2020	Wei Yan'an
TRUE	2	0	2022	Bai Jie	TRUE	2	0	2025	Yu Xiongfei
TRUE	2	0	2025	Li Sihe	TRUE	2	0	2025	Yang Delei
TRUE	2	0	2021	Yan Jichao	TRUE	2	0	2025	Sun Yuping
TRUE	2	0	2022	Chen Miaoxiang	TRUE	2	0	2023	Li Jing

TRUE	2	0	2023	Liu Lu	TRUE	2	0	2024	Dai Xuan
TRUE	2	0	2020	Xu Pengcheng	TRUE	2	0	2022	Wang Yiyang
TRUE	2	0	2023	Fan Yitong	TRUE	2	0	2023	Yang Jing
TRUE	2	0	2022	Zhang Ying	TRUE	2	0	2021	Ni Lili
TRUE	2	0	2021	Shen Jun	TRUE	2	0	2024	Cao Lina
TRUE	2	0	2025	Huang Jiao	TRUE	2	0	2025	Pang Tihui
TRUE	2	0	2025	Yang Jie					

Note: Authors with ≥ 2 publications are listed only

Institution-node analysis shows Jiangxi Vocational College of Industrial Engineering, Anhui University, and Lanzhou University of Arts and Sciences lead publications, while most institutions have only one or two papers (**Table 5**). Core institutions feature diverse types dominated by vocational colleges, sustained research activity from 2018 to 2026 peaking in 2021–2023, and concentrated yet wide distribution. Their research focuses on mainstream topics including livestream model innovation, branding, supply chains, and talent cultivation.

Table 5. Institutions with at least three publications in Chinese research, 2016–2026

Rank	Frequency	Centrality	Year	Institution
TRUE	4	0	2023	Jiangxi Vocational College of Industrial Engineering
TRUE	4	0	2020	School of Business, Anhui University
TRUE	4	0	2023	Lanzhou University of Arts and Sciences
TRUE	4	0	2025	Guangzhou South China Vocational College of Commerce and Trade
TRUE	4	0	2022	School of Economics and Management, Yantai University
TRUE	3	0	2021	School of Economics and Management, Yunnan Normal University
TRUE	3	0	2023	School of Economics and Management, Zhejiang A&F University
TRUE	3	0	2022	School of Management, Shanghai University of Engineering Science
TRUE	3	0	2020	Beijing Agricultural Vocational College
TRUE	3	0	2022	Shandong Huayu Institute of Technology
TRUE	3	0	2024	Henan University of Animal Husbandry and Economics
TRUE	3	0	2025	Guangxi Agricultural Vocational and Technical University
TRUE	3	0	2021	School of Economics and Management, Yunnan Agricultural University

Note: This table only displays institutions with more than 3 publications

4.3. Analysis of hot research keywords

Keyword analysis of 962 papers shows agricultural live-streaming marketing research presents a focused, multi-dimensional pattern covering the whole supply chain (**Table 6**). “Agricultural products” is the foundational theme, and “rural revitalization” acts as the central hub. Secondary hotspots including live-streaming e-commerce expand research from policy, scenarios, and methodological perspectives (**Figure 4**).

Table 6. High-frequency keywords in Chinese research, 2016–2026

Rank	Frequency	Centrality	Year	Keyword	Sort by	Frequency	Centrality	Year	Keyword
TRUE	457	0.67	2018	Agricultural products	TRUE	61	0.32	2019	Live
TRUE	287	0.15	2020	Rural Revitalization	TRUE	59	0.07	2022	Digital Economy
TRUE	194	0.35	2020	Live-streaming e-commerce	TRUE	54	0.28	2019	Marketing Strategies

Note: This table only displays organizations that appear more than 49 times

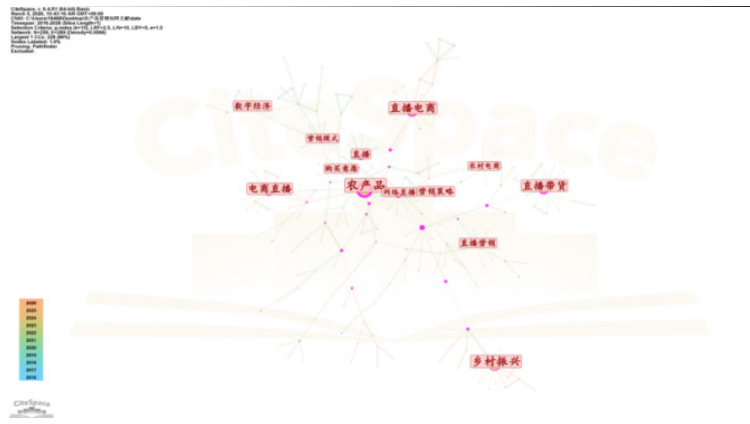


Figure 4. Visualization of research hotspots in the field of live-streaming marketing for agricultural products (Chinese)

4.3.1. Fundamental core keyword: Agricultural products

With a frequency of 457 and a centrality of 0.67, “agricultural products” has been a core theme since 2016, concentrating on standardized production, cultural empowerment, and branding. Scholars propose boosting product added value via live-stream presentation and local cultural exploration to solve pricing difficulties ^[5]. Closely linked to related hot keywords, agricultural products strengthen consumer cognition and lift brand value through digital scenarios and immersive marketing ^[5].

4.3.2. Policy-oriented hotword: Rural revitalization

With a frequency of 287 and centrality of 0.15, “Rural Revitalization” emerged in 2020 as a vital macro background for relevant research. The strategy offers funding, improved logistics, and talent training for agricultural live-streaming, while live-streaming practices support policy optimization to form a mutually reinforcing cycle ^[6]. Agricultural live-streaming breaks spatial-temporal limits, boosts consumer trust, and reshapes rural industries ^[7]. It expands markets for special agricultural goods and accelerates industrial branding ^[8]. Supported by policies, training cultivates new farmer streamers, who facilitate product promotion and lift the standardization of rural e-commerce ^[9].

4.3.3. Scenario-specific keyword: Live-streaming e-commerce

Emerging in 2020 with a frequency of 194 and centrality of 0.35, “Live-streaming e-commerce” steers research toward segmented application scenarios. Scholars examine platform rules, traffic acquisition and conversion mechanisms, proposing targeted strategies matched to platform features ^[10]. Douyin relies on content and algorithms for specialty agricultural goods; Taobao builds branded live studios via search

traffic; Pinduoduo boosts bulk produce sales through group buying ^[11]. The “short video + live streaming” model reflects multimedia integration and multi-platform cooperation ^[12]. Empirical evidence proves it expands audience coverage, lifts interaction and conversion ^[6]. Short videos highlight selling points to gather prospective consumers, and subsequent live broadcasts stimulate instant transactions, forming a complete content-to-purchase logic ^[13].

4.3.4. Research on live-streaming marketing models

Scholars have studied three major agricultural live-streaming marketing models. The origin-based model broadcasts on production sites, showing planting and processing to strengthen consumer trust and ease information asymmetry, lifting purchase intention ^[14–15]. The platform integration model combines short videos and e-commerce, creating engaging content to attract users. Short videos accumulate potential audiences in advance and form a full online marketing chain ^[16]. The government-assisted agricultural live-streaming model, represented by officials promoting local specialties, is rising ^[17]. It inspires local farmers, raises regional product popularity, and relies on government credibility to boost consumer trust, helping agricultural goods enter broader national markets.

4.3.5. Live-streaming marketing strategies

With a frequency of 54 and centrality of 0.28, “Marketing strategy” is a vital research term covering origin live-streaming models, interface design, and streamer features ^[14]. Studies examine content planning, streamer traits, and interactive mechanisms. Storytelling and situational displays build immersive experience and emotional bonds between consumers and agricultural goods ^[18]. Streamers’ professionalism and trustworthiness greatly affect purchase decisions, facilitating information transmission and user participation ^[19]. Besides, platforms adopt comments, limited-time discounts, and flash sales to boost engagement, stimulate buying willingness, and encourage instant consumption.

4.3.6. Research on the effectiveness of live-streaming marketing

Existing research recognizes live-streaming marketing’s strengths in lifting agricultural product sales. It delivers product information intuitively, accelerating consumer decision-making and conversion. Empirical studies confirm live interaction, streamer credibility, and product presentation significantly affect purchase intention ^[20]. Continuous live broadcasts help sellers accumulate audiences and raise brand recognition. This integrated model combining content communication, brand cultivation, and sales conversion builds efficient channels for agricultural products to reach terminal markets ^[21].

5. Conclusions and discussion

5.1. Conclusions

Based on a visualization analysis of 1,118 core literature sources using CiteSpace, this study has systematically reviewed the current state of research, knowledge structure, and the logic behind the evolution of research hotspots in agricultural product live-streaming marketing in recent years. Overall, live-streaming marketing of agricultural products has become a key research direction at the intersection of rural revitalization, agricultural digitalization, and live-streaming e-commerce. The focus has gradually shifted from live-streaming sales themselves to deeper-level issues such as the matching of agricultural product

attributes with live-streaming models, brand building, supply chain coordination, user behavior mechanisms, technology-enabled solutions, and industrial upgrading ^[22].

Overseas research in this field primarily focuses on areas such as agricultural products and rural e-commerce, centering on the development of marketing models, consumer behavior mechanisms, and data- and algorithm-driven precision marketing. Domestic research on agricultural product livestreaming is relatively extensive, covering both macro-level analyses of the impact of such livestreaming on rural revitalization and policies for increasing farmers' incomes, as well as micro-level studies of strategies and effectiveness. Furthermore, research has been refined to examine specific aspects such as livestream content, host personas and broadcasting methods, thereby greatly enriching the scope of research on agricultural product livestreaming.

5.2. Discussion

Although some progress has been made in this field, academic research on agricultural product livestream marketing still exhibits notable limitations when viewed against actual operational realities. Firstly, much of the existing research is based on typical case studies or phased experiences, with research subjects often concentrated on top-tier streamers, model regions, or single high-value product categories; there is insufficient systematic attention paid to the differences between ordinary farmers, small-scale operators, and variations across different regions and agricultural product types. To a certain extent, this tendency overlooks issues commonly encountered in the practical promotion of agricultural livestreaming—such as difficulties in acquiring traffic, unstable livestreaming outcomes and uneven regional development—thereby limiting the applicability of some research conclusions at the grassroots level.

Secondly, research into the relationship between live-streaming marketing and rural revitalization has generally leaned towards macro-level discourse, whilst the depth of empirical research remains insufficient. Whilst live-streaming of agricultural products helps boost farmers' incomes, it is also accompanied by issues such as the concentration of decision-making power in the hands of streamers, unequal distribution of profits, and increasing dependence of farmers on platforms and intermediaries. However, relevant research still lacks robust mechanistic analysis of how live-streaming marketing reshapes rural industrial organization, profit-sharing structures, and grassroots governance models ^[6]. In practice, live-streaming of agricultural products generally faces challenges such as high volatility in conversion rates, low user repurchase rates, and insufficient supply chain responsiveness. However, much of the relevant research relies on questionnaire surveys or theoretical modeling, with limited analysis of actual live-streaming behavior data, platform algorithmic recommendation mechanisms, user interaction trajectories, and order fulfillment data ^[19].

Thirdly, there is a lack of research on the effectiveness and impact mechanisms of technological empowerment. Whilst technologies such as intelligent recommendation and data analysis are constantly being upgraded at the platform level, the shortcomings of farmers and small and medium-sized operators in terms of digital literacy, content production capabilities, and technical proficiency make it difficult for the benefits of technology to be effectively channeled. Existing research largely remains at the descriptive level regarding the effectiveness of technology application, with insufficient discussion on how technology influences the formation of consumer trust, the logic behind platform traffic allocation, and the long-term cultivation mechanisms for agricultural product brands ^[8].

Disclosure statement

The authors declare no conflict of interest.

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