



SWOT ANALYSIS OF CHINESE TELEVISION SHOPPING



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This Independent Study has been approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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ABSTRACT

Based on SWOT analysis, this paper aimed to study the internal and external factors of China's TV shopping industry and their impact on the industry's development. The three research objectives of this study were: 1) To study the current situation of Chinese Television shopping; 2) To explore the SWOT analysis of Chinese Television shopping; 3) To provide suggestions of Chinese Television shopping.

This paper adopted the documentary research methods and combined with SWOT analysis tool, integrated and analyzed three data sources, namely, annual reports and public data of TV shopping companies, professional research institutes and media reports, and relevant literature, to comprehensively and deeply study the strengths, weaknesses, opportunities, and threats of China's TV shopping industry through the design and implementation of SWOT analysis.

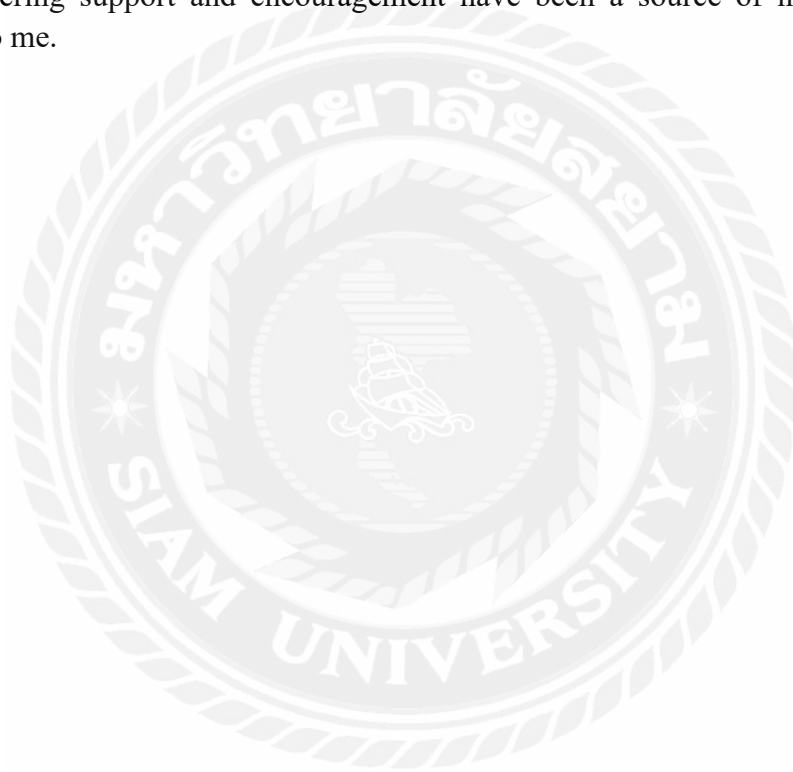
The findings of this study were: 1) The current situation of TV shopping in China: despite challenges like market competition and the influence of online shopping, China's TV shopping industry has potential for growth and opportunities; 2) SWOT analysis of China's TV shopping: Strengths include maximizing short-term profits, diverse sales channels, rapid market sales, cash flow assets, direct manufacturer cooperation, price advantages, and integration of TV shopping malls with physical shops. Weaknesses include exaggerated product claims, reputation issues, short product lifespan, limited consumer firsthand experience, and management inefficiencies. Opportunities include a new growth phase, increased program broadcasts, a wide audience, high awareness but limited understanding, the potential for impulse purchases, and the growing scale and localization of the industry. Threats include intensified competition from B2C, C2C, and online markets, homogenization of TV shopping channels, consumer trust issues, regional limitations, increased competition from traditional retail channels, and advertising regulation policies; 3) Using the SWOT analysis, it provided the following recommendations for China's TV shopping: improving the quality and authenticity of goods and focusing on the marketing of specialty products; strengthening supervision at all levels, expanding online channels, and improving the after-sales service model; and diversifying and integrating to enhance brand competitiveness and achieve differentiated competition and cooperation.

Keywords: Television Shopping; Current Situation; Risks and challenges; SWOT Analysis

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Declaration

I, *GUOJIAHAO*, hereby certify that the work embodied in this independent study entitled “*Swot Analysis of Chinese Television shopping*” is the result of original research and has not been submitted for a higher degree to any other university or institution.

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Chapter 1 Introduction

1.1 Background of the Study

Television shopping is a rapidly growing retail method in China in recent years, which presents and sells goods to consumers through the Television media. China's Television Shopping industry has unique strengths and challenges, so conducting a SWOT analysis helps to gain a deeper understanding of the industry's internal and external factors and informs business strategy and decision-making (Sun, 2020).

1.1.1 Theoretical Background

SWOT analysis is a commonly used strategic management tool, which originated from the environmental analysis methodology proposed by Stanford University's Albert Humphrey in the early 1960's. SWOT analysis is based on the assessment of the internal and external environments of an organization or business to develop strategies and make decisions through the identification of Strengths, Weaknesses, Opportunities and Threats. SWOT analysis is based on an assessment of an organization's or business's internal and external environments, and identifies Strengths, Weaknesses, Opportunities and Threats in order to formulate strategies and make decisions. Strengths and Weaknesses are internal to the organization, while Opportunities and Threats come from the external environment. For China's Television Shopping industry, the use of SWOT analysis can provide an in-depth understanding of the internal and external factors of the industry, which can provide strong support for business development and competition (Gao, 2018). Through this analysis, organizations can assess their products, brands, market position, and internal resources and capabilities, and identify external opportunities and threats, which can help organizations to seize market opportunities, solve problems, and make appropriate strategies and decisions.

1.1.2 Industrial Background

Over the past decades, China's Television Shopping has been developing rapidly, and with the increase in consumer demand for diversified shopping channels. Television shopping has received more attention as a convenient shopping method (Li & Chen, 2019). Yu (2021) proposed that Television shopping is a sales method that showcases and promotes products to the audience through live or recorded Television broadcasts. Through the presentation and interaction of programs, it brings a new audio-visual experience and a different shopping experience to the audience. In this shopping method, shopping and entertainment are combined, and consumers do not need to go out. They only need to turn

on the Television at home to obtain product information and can purchase the desired products through a single phone call. Wang (2014) believes that Television shopping is a commercial service activity that utilizes Television as a medium and displays and introduces products through vivid images or videos based on the artistic characteristics of Television. Zhang (2013) proposed that Television shopping is a product sales model that relies on the modern Television industry. It is a relatively complete product sales system in which Television shopping enterprises promote products through Television broadcasting, establish contact channels through phone displays on the screen, form purchase offers for customers to order products, and logistics and distribution products, thereby completing delivery and payment. Yan (2018) proposed that Television shopping has significant advantages over traditional retail methods. For manufacturers, there is no need to bear various expenses such as program production fees, advertising fees, admission fees, time slot fees, decoration fees, management fees, etc., greatly saving marketing costs. By comprehensively introducing the functions, characteristics, and usage methods of products through Television media, its influence among consumers can be expanded, and the influence and credibility of the product can be improved. Through Television programs, it can quickly establish connections with audiences in big cities and inject products into various markets without having to open up local markets one by one. For consumers, it can fulfill their desire to shop at home; A fast and reliable delivery and payment system makes shopping safer and faster.

China's Television shopping industry has become an important part of the retail industry, not only providing a rich and diverse selection of products, but also creating jobs and contributing to economic growth (Wang, 2017). However, China's Television shopping industry is also facing a number of challenges, such as fierce competition in the market, consumers' concerns about product quality and credibility, and the renewal of Television shopping models. Under the impact of various online shopping and third-party shopping platforms, Television shopping is facing a great crisis. Cao (2021) pointed out that the difficulties faced by Television shopping mainly include the narrowing of broadcasting channels and the solidification of user groups, leading to a serious decline in coverage and dissemination power; High operating costs and limited variety of goods result in the loss of competitive advantage; The program format and marketing model cannot meet the needs of new media marketing. Dong (2022) proposed that in the current Television shopping market, there are changes in the market environment, significant cost investment, a lack of

new media talent, upstream changes in the supply chain, and difficulties in transformation. Huang (2021) proposed that from the perspective of creative background, Television shopping applications are e-commerce sales channels derived from the widespread application of the Internet. Television shopping programs present more elements to the audience while selling products, making them more attractive to consumers. Television shopping programs are an important part of Television shopping and studying them is of great significance in promoting the development of Television shopping.

With the rapid development of the internet industry, the impact of e-commerce, and the transformation of user viewing and purchasing methods, traditional Television shopping methods are facing severe challenges. Yang (2023) Faced with the new market environment and user needs; the Television shopping industry should transform as soon as possible to adapt to market changes. This paper analyzes the current situation and problems faced by Television shopping in the current context, attempting to find solutions and provide guidance for the development of Television shopping.

1.2 Study Questions

At this stage, China's Television shopping industry is developing rapidly. This paper focuses on the current development status, Taking Television shopping programs as an example, this paper delves into the historical evolution, current development status, existing problems, challenges, and response measures of Television shopping programs. This paper provides an in-depth analysis of the strengths, weaknesses, opportunities and threats, as well as the development trends and influencing factors of China's Television shopping industry through SWOT analysis. The specific study questions are as follows:

1. What is the current status of Television shopping in China?
2. What are the internal strengths and weaknesses as well as the opportunities and threats facing China's Television shopping?
3. How can SWOT analysis be used to suggests the development of China's Television shopping industry?

1.3 Objectives of the Study

The main objective of this study is to comprehensively assess the internal and external environment of China's Television shopping industry through SWOT analysis methodology, and to propose corresponding development strategies and recommendations. The specific objectives are as follows:

1. To study the current situation of Chinese Television shopping.
2. To explore the SWOT analysis of Chinese Television shopping.

3. To provide suggestions of Chinese Television shopping.

1.4 Significant of the Study

Television shopping plays an increasingly important role in people's daily life, and its development has a significant role in China's national economy. Scholars' research on it has focused more on the macro level. In this paper, we try to extend the research field of experts and scholars from the macro and micro levels and explore the theoretical and practical significance of Television shopping in China.

1.4.1 Theoretical Significance

China's Television shopping industry, as an important part of the retail market, has achieved remarkable growth over the past few years. By analyzing the SWOT of China's Television shopping industry, this study helps to expand the application of SWOT analysis theory to the retail industry. Meanwhile, the results of the study also help to supplement and improve the related management theories and provide theoretical significance for corporate strategic decision-making in the following aspects:

1. *Increase Understanding of the Television Shopping Industry:* SWOT analysis can help us to fully understand the internal and external environmental factors of China's Television shopping industry. Kotler and Armstrong (2017) state that analyzing the strengths, weaknesses, opportunities and threats of the industry will give us a deeper understanding of the industry's operating mechanism, market competition and future development trends.

2. *Explore the Competitive Advantages of the Television Shopping Industry:* SWOT analysis not only identifies the internal strengths of the Television shopping industry, but also reveals its competitive advantages relative to other competitors. This helps us to understand why China's Television shopping industry can stand out in the fierce market competition and provides reference for other similar industries (Wei, 2020).

3. *Providing Strategic Guidance:* Based on the results of SWOT analysis, it can provide Television shopping enterprises with a basis for making strategic decisions. Understanding the strengths and opportunities of the enterprise can help formulate appropriate development strategies and take corresponding countermeasures in the face of weaknesses and threats, thus enhancing the competitiveness of the enterprise.

1.4.2 Practical Significance

China Television shopping industry is of great significance to guide in business practice. According to the results of SWOT analysis, enterprises can understand their own strengths and weaknesses, and seize opportunities and meet challenges, so as to formulate

effective development strategies and decisions. By analyzing the SWOT of Chinese Television shopping, it can provide the following practical significance for the strategic decision-making of enterprises:

1. *Enhancement of Corporate Competitiveness*: SWOT analysis can reveal the internal strengths of Chinese Television shopping companies and help them transform their strengths into competitive advantages. At the same time, by analyzing the opportunities and threats in the market environment, enterprises can adjust their business strategies in time, seize market opportunities and avoid potential risks, so as to enhance their competitiveness.

2. *Promote the Development of the Industry*: SWOT analysis can provide reference for the development of the whole Television shopping industry. By comparing the advantages, disadvantages, opportunities and threats of each enterprise in the industry, the collective advantages and shortcomings of the industry can be found, and then suggestions for improvement and innovation can be made to promote the progress and development of the whole industry (Zhang & Wang, 2018).

3. *Guiding Government Decision-Making*: the SWOT analysis can provide a basis for the government to formulate relevant policies. By understanding the advantages and opportunities of the Television shopping industry, the government can formulate corresponding support policies to provide a good development environment for the industry; at the same time, the analysis of disadvantages and threats can also help the government to strengthen supervision, regulate the market order, and protect the rights and interests of consumers.

1.5 Limitations of the Study

The purpose of this paper is to conduct a SWOT analysis of China's Television shopping industry, revealing its internal strengths and weaknesses as well as external opportunities and threats. However, there are some limitations of this paper, which mainly include the following aspects:

1. *Availability of Data*: Due to factors such as fierce competition in the industry and commercial confidentiality, it may be difficult to obtain specific data on China's Television shopping industry, and data collection and analyses will be limited to a certain extent by time and resources, and the study lacks first-hand information. Therefore, this paper can only analyze based on a small amount of limited public data, and the reference analyses of the study are all from scholars' literature and public statistics, which cannot comprehensively reflect the real situation of Television shopping in China.

2. *Industry Diversity*: China's Television shopping industry covers a wide range of products and market segments, including home furnishing, beauty and food. This study may only be able to analyze the whole industry on a macro level and is unable to study in-depth the SWOT characteristics of specific products or market segments. Moreover, due to the influence of many aspects, rapid changes in the industry and some subjective factors, the results of the study may also change in the future.

3. *Time Constraints*: The time period covered in this study is limited, the amount of research data is not large enough, and the statistics on the number of Television shopping users and changes in the industry scale in recent years are not detailed enough, which may not be able to cover the entire development history of China's Television shopping industry. Therefore, there may be some limitations to the analysis of industry changes and trends.

4. *Method Selection*: This study adopts SWOT analysis, which suffers from subjectivity and individual bias. Therefore, the results of the study may be affected by the researcher's subjective judgement and need to be supported by more objective data.

1.6 Scope of the Study

Thematically, this study is centered on four keywords: Television shopping, Current Situation, Risks and challenges and SWOT Analysis.

1. In terms of background, this study of China takes the TV shopping industry as the object of research, provides an overview of the TV shopping industry in China, and analyses the problems and ways of development of the TV shopping industry in China. The TV shopping industry in countries other than China is outside the scope of this study.

2. In terms of methodology, this study use literature research and through the SWOT analysis to provide a detailed analysis of the strengths, weaknesses, opportunities and threats of China's TV shopping industry.

3. In terms of data collection, this study will collect publicly available literature and statistical data for analysis and use the literature research and statistical data to make up for the shortcomings of existing research and provide guidance for the development of the industry.

1.7 Definition of Key Terms

There is a lot of terminology in this study, as shown in Table 1.1 below, which is about the terminology and related definitions used in this study.

Term	Definitions
Television shopping	<p>Yao (2005) Television shopping is a non-store sales model that first appeared in the developed media industry in the United States. After more than 40 years of development, Television shopping has spread to multiple countries and regions around the world and has grown into an undeniable force in the world retail industry.</p>
Television shopping program	<p>Yang (1999) Television shopping programs are a special form of life service programs, forming a relatively independent industrial chain. Its main function is to directly sell products, usually using the overall image of the channel as the brand logo. In recent years, the Television shopping platforms such as Oriental CJ, Happy Shopping and Haoyigou, which have emerged in domestic Television media, have not developed into independent professional channels due to various factors, except Happy Shopping, which is a digital channel.</p>
Television direct sales	<p>Lu (2011) Television direct sales refer to infomercial programs that are directly operated by manufacturers or agents and appear in the form of Television programs. They have plots, stories, carefully designed and packaged, contain both information and advertisements, and have strong appreciation and entertainment. Generally, they are selected to be broadcasted on channels and time slots with high ratings.</p>
Optimize user experience	<p>Qi (2009) By optimizing elements such as content, functionality, and visuals, users can experience comfort and pleasure. This can improve user satisfaction and loyalty.</p>
Business philosophy	<p>Xi (2010) It is the assumption, concept, and business goal pursued by managers in pursuit of enterprise benefits. It is the confirmation of the values and correct business behavior of customers, competitors, and employees, and then forms the basic ideas, technological advantages, development direction, common beliefs, and business goals pursued by the enterprise based on this foundation. The business philosophy is a systematic and</p>

fundamental management philosophy, and all management activities must have a fundamental principle. All management must revolve around a fundamental core idea.

Table1.1 Terms and Definition Used in this Study



Chapter 2 Literature Review

2.1 Introduction

Television shopping is an emerging channel model that belongs to the modern retail industry. Chen (2020) proposed it is a type of non-store sales that cancels physical stores and moves retail stores from reality to Television virtual space. At present, Television shopping in China generally relies on Television product information, telephone booking, confirmation of purchase items, and door-to-door delivery. Li (2022) As an important component of modern shopping, Television shopping plays an important role in meeting the needs of modern users and adapting to new consumption methods. However, in the current development of Television shopping, great achievements have been made, but there have also been development bottlenecks. To promote the further development of Television shopping, it is necessary to analyze existing problems, deeply analyze the causes and solutions of existing problems, and propose constructive suggestions. Propose detailed measures to strengthen brand marketing, Chen (2021) promote the upgrading of traditional formats, diversify sales methods, and attract traffic, effectively solve existing problems, and promote the continuous innovative development of Television shopping.

2.2 Overview of Television Shopping Overseas

2.2.1 Industry Origins of Television Shopping

Jin (2020) proposed that from a global perspective, Television shopping emerged in the United States in the 1980s and rapidly developed upon its emergence. Then it rapidly developed into regions such as South Korea and Japan in Europe and Asia. Mu (2023) As early as 1940 to 1960, a channel called "Infomercials" appeared in the United States, selling products through product displays and product benefit reviews. The program became popular and popular after its launch. However, after 1960, it fell silent for a while.

The Television shopping industry has its roots in radio shopping, which began in the mid-1970s when Peter Patterson completed a sale of electronic can openers on WQT FM radio. Peter Patterson completed an auction of electronic can openers on WQT FM radio in the mid-1970s, and in subsequent years he continued this pattern of direct selling of various items over the airwaves. In 1982, the world's first Television shopping company, the Home Shopping Network (HSN), was launched, marking the official birth of Television shopping. Founded in 1986 in Pennsylvania, USA, QVC Television Shopping Company adopted the same operating model as HSN, boasting a corporate culture of "Quality", "Value", and "Convenience", which quickly won the market and consumer recognition.

After more than 30 years of development, has become the largest Television shopping company in the United States and even the world. By the end of the 1980s, there were more than 30 Television shopping companies in the United States, and Television shopping, as a new retail mode, rapidly became popular all over the world, and its sales continued to climb. Under the demonstration and leadership of the American Television shopping industry, the Television shopping industry in Europe, Britain, Germany and Asia, such as Korea and Japan, emerged one after another and developed rapidly, and the development of the Television shopping industry in the world has gone through a process of spreading from the United States - Europe - Asia.

2.2.2 Development Status of Television Shopping

At present, foreign Television shopping can be divided into two types according to the mode of operation: direct Television sales and home shopping.

Direct Television Marketing: Directly operated by manufacturers or agents", usually chosen to be inserted in satellite channels with wider coverage. It is carefully designed and packaged in the form of episodic or storytelling Television programmes containing both information and advertising and is highly entertaining (Yi, 2022).

Home Shopping: Using Television media to carry out online marketing, it generally has its own channel resources, and is broadcast on a rolling basis through a dedicated channel, presenting a wealth of product information to users, who can communicate with the host live over the phone, with the programmer presenting a professional and less entertaining component (Fan, 2023).

2.2.3 Development Trend of Television Shopping

Solomon (1994) argues that the reason for the success of Television shopping is that people are bored with the traditional shopping methods, and the information provided by the Television shopping channels is more comprehensive and interesting, and the interactive features during the shopping process also greatly enhance people's desire to shop". Grant (1991) et al. suggest that viewers watch shopping channels not only for shopping, but also as a variety show and for fashion-related content". This study also found a social relationship between Television shopping viewers and shopping experts, which is in line with Solomon's (1994) findings of "interactivity". Traditional Television shopping channels have been committed to achieving merchandising through the medium of Television, but as the technology of watch-and-buy matures, "media + e-commerce", "content + channels", and cross-border live streaming integrated marketing approach is

well realized to channel realization between fans and customers, and more and more people are making friends, shopping, and cultural entertainment through video viewing.

As a new family Television shopping mode, HD interactive digital Television shopping Keating HD interactive digital Television platform, not only through the high-definition audio and video to fully display the goods: with the advantages of easy operation of the Television: but also with the network of two-way interaction and massive information, the advantages of watching at any time, the user is free to arrange the programmer viewing time, through the Television remote control for the selection of the goods independently, the ordering and electronic payment, and the logistics delivery experience. By the logistics delivery, the convenient experience of shopping. Interactive digital Television shopping in Europe and the United States and other countries, has been put into practical operation and gained the praise of users, in the United Kingdom through its shopping number compared to the traditional analogue Television shopping channels 33% higher, from the world, high-definition interactive digital Television shopping represents the trend of the development of new technologies and trends, the future will be widely promoted and applied.

2.3 Overview of Television Shopping in China

2.3.1 Industry Origins of Television Shopping

After entering Taiwan in the 1980s, Television shopping was formally introduced to mainland China in the early 1990s, initially in the form of direct Television marketing, i.e., by broadcasting recorded advertisements for products, inserting them into the Television station's advertisement time slots, which were generally about half an hour to an hour long, and allowing the customers to order the products by dialing the phone numbers in the advertisements. At that time, this novel marketing model quickly set off the first wave of domestic TV shopping consumer boom, becoming a new industry in the domestic market. However, for a period of time, thereafter, affected by unfavorable factors such as the unheated domestic market environment, imperfect regulatory measures and insufficient industry self-regulation, the TV shopping industry was once exposed to a lot of problems, and the development of the industry cooled down significantly at the end of the 1990s, and then entered a low ebb.

For example, Television shopping in China gradually emerged in 1992, with a history of 29 years to date. The Pearl River Television Station of Guangdong Province was first broadcast in the mainland of China. In 1996, the first professional home Television shopping channel in Beijing was put into use. Subsequently, multiple radio and Television

groups in China successively established their own home Television shopping channels. As of 2020, there were a total of 27 Television shopping channels nationwide. In 2015, the total sales of Television shopping reached 39.9 billion yuan, almost reaching 40 billion yuan. However, the decline in sales of Television shopping since 2015 is an inevitable phenomenon in society and the industry. In 2020, the total sales volume of the Television shopping industry showed a downward trend. According to business data from 27 Television shopping channels nationwide, the total sales revenue of Television shopping in 2020 was 18.13 billion yuan, a decrease of 7.0% compared to 2019 (19.5 billion yuan). Yang (2023) China's e-commerce development space is relatively large, with e-commerce transaction volume reaching 37.21 trillion yuan in 2020, an increase of 4.5% compared to 2019 (34.81 trillion yuan).

Since the beginning of 2001 to the present, with the birth and growth of family Television shopping represented by Shanghai Oriental CJ Shopping and Hunan Happy Shopping, etc., the exuberant vitality of the Television shopping industry has been rejuvenated, and the rapid growth of the industry's market has presented the great potential for the development of Television shopping in the new generation. Throughout the development history of domestic Television shopping, it presents four different stages, as shown in Table 2.1 below.

Time	Description	Characteristics
1992-1994	Television shopping was introduced and gradually spread throughout the country.	Consumers have blind trust in Television shopping; Diversification of programmer formats.
1995-1998	There are more than 1,000 Television shopping companies, with a total industry revenue of more than 20 billion yuan.	Television shopping has become the main source of income for Television stations; Television stations at all levels have new Television shopping; industry management is a hidden danger; Diversification of products.
1999-2003	The number of Television shopping companies dropped sharply to about	The market is in disarray; trust in the industry has plummeted; the

300, and the total revenue of the industry shrunk to RMB 4 billion. The industry seeks to standardize its management.

2004-present Television shopping companies, which mainly take direct Television sales as their main form, gradually withdrew from the industry, with Shanghai Dongfang CJ, Hunan Happy Shopping and other Television shopping companies. CJ Shanghai and Happy Shopping Hunan as representatives of the new generation of Television shopping companies. The new generation of Television shopping companies, represented by Shanghai Dongfang CJ, Hunan Happy Shopping and so on, is rising. Industry development towards integrity, industry management tends to standardize; radio and television background residence home shopping channel into the mainstream of industry development.

Table 2.1 Development of Television shopping in China

2.3.2 Development Status of Television Shopping

After more than 20 years of development, China's Television shopping industry has developed from the early traditional Television direct sales to the co-existence of home shopping channels and Television direct sales, and the business model tends to be branded, specialized and diversified, and a relatively mature industrial chain has been formed, and the industry has entered into a period of rapid development. 2015 China's Television shopping industry achieved a profit of 11.3 billion yuan, created 166,000 jobs, and sold 59.18 million products, serving nearly 200 million families across the country. In 2015, China's Television shopping industry made a profit of RMB 11.3 billion, created 166,000 jobs, and sold 59.18 million items of goods, serving nearly 200 million families nationwide. Since 2006, the State Administration of Radio, Film and Television (SARFT), together with other relevant departments, has issued a series of regulatory systems and measures for the Television shopping industry, which has effectively curbed the negative impact left by direct Television shopping companies in the early days of the industry, and the emergence of a number of home shopping channels with radio and Television backgrounds and operated by professional companies has led to the development of the industry towards

honesty and the standardization of the management of the industry, and reshaped the industry pattern of China's Television shopping industry (Dan, 2021).

Currently, the development of Television shopping in various countries around the world is showing different trends. Dan (2021) taking China as an example, there are currently two publicly available authoritative reports on the development of the Television shopping industry. The first is the "2017 China Television Shopping Property Development Report" released by the Ministry of Commerce, and the other is the "2018 China Television Shopping Industry White Paper" released by the China Television Shopping Alliance. According to a report by the Ministry of Commerce, "In 2017, 34 enterprises nationwide that obtained Television shopping business licenses achieved sales of 36.3 billion yuan, a slight decrease of 1% year-on-year, a decrease of 7 percentage points compared to the previous year, and the market size tends to stabilize." Dan (2021) The business situation of the Television shopping industry in 2018 was also clearly stated in the industry white paper of the China Television Shopping Alliance, the overall sales volume of the Television shopping industry in 2018 was 31.3 billion yuan, a decrease of 13.8% compared to the previous year's 36.3 billion yuan. This is the largest decline in total sales volume since industry statistics were available in 2011, as shown in Figure 2.1 below.

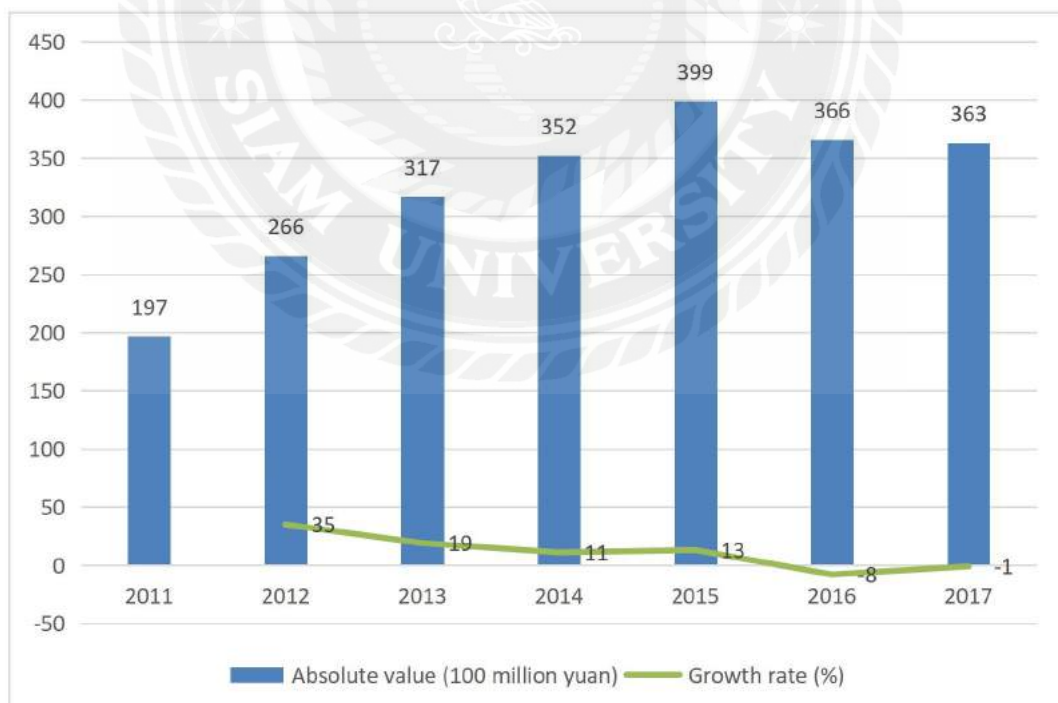


Figure 2.1 Overall Sales Amount and Growth of Chinese Television Shopping From 2011 to 2017

2.3.3 Characteristics of Television Shopping

China's Television shopping industry is currently at a crossroads of development and transformation. Television shopping needs to compete with other retailers and other non-store businesses for market share, and at the same time, it is subject to competition from other businesses, especially from e-commerce. China's Television shopping industry is characterized by a relatively "narrow" customer base, product coverage and transaction time, and in terms of the transaction mode, Television shopping's regional coverage limitations and time limitations are the two major "bottlenecks" in the development of Television shopping.

Television Shopping Customer Base: In recent years, with the decrease in the number of viewers of Television shopping programmers, the growth of the customer base of Television shopping will encounter a bottleneck. The customer base of Television shopping is concentrated in the group of 25 to 50 years old, and mainly female. Currently, the size of the customer base is in the tens of millions. Although Television has become very popular in China, the proportion of customers who purchase goods through Television shopping programmers is less than 8% of all Television viewers. On the other hand, the proportion of Internet shoppers through online shopping has reached 60% of all Internet users, and the scale has exceeded 300 million.

Product Coverage: In general, the breadth and depth of Television shopping product coverage is relatively "narrow". According to the calculation of a Television shopping programmer of 30-40 minutes, even if a Television channel broadcast live 24 hours a day, it can only sell 48 kinds of products at most, which is very little compared with the capacity of other retail businesses, which is often thousands of products. Due to the cost structure of Television shopping, its products are mainly concentrated on a certain price line (the industry average is about 300 RMB), which greatly limits its product range.

Brand Coverage: The range of products covered by Television shopping is relatively "narrow", and so is the range of brands corresponding to its products. Television shopping has a certain orientation in product selection, which is related to the limited resources and cost structure of its channels, and therefore has a certain bias in brand selection. In order to avoid different brands of products competing with each other for consumers' attention, Television shopping will also limit the number of brands of the same type of products.

Transaction Time: Compared with other retail formats, Television shopping is a typical "attention economy", and the transaction time of each product is obviously shorter. The transaction time of Television shopping products is generally limited to the

corresponding time period of the product programmer. The broadcasting time of a single Television shopping programmer is generally about 30-40 minutes, so the transaction time of each commodity in Television shopping is mainly concentrated in the 30-40 minutes of the programmer.

Based on the above reality, in order to expand the development space of domestic Television shopping industry, it is necessary to "broaden" the customer base, extend the age group of the customer base, and obtain younger customers. This will further increase the value of customer contribution and broaden the product range. The traditional "impulse sales" model and the limited number of orders per month limit the possibility of Television shopping to accept unlimited orders, and the e-commerce channel is currently an effective way to break through these two bottlenecks.

In terms of the characteristics of the current situation of Television shopping, Song (2020) proposed the current situation of Television shopping presents four main characteristics.

The market size continues to grow: In recent years, with the improvement of consumption levels, people's consumption needs have also diversified. In this context, the Television shopping industry has gradually emerged and grown into an important component of market consumption. According to Figure 2.2, the transaction scale of China's online shopping market is growing steadily year by year. According to relevant data, the sales volume of Chinese Television shopping in 2019 has exceeded 1.5 trillion yuan, and the market size is constantly expanding. In the future, the scale of this market will continue to expand, and it is expected to exceed 2 trillion yuan by 2025.

Diversified product categories: Television shopping is not limited to traditional household appliances and health products. Nowadays, the product categories in this industry are becoming increasingly diverse, including clothing, cosmetics, food, and so on. More and more Television shopping platforms are introducing various distinctive products to meet the needs of different consumers. In this case, consumers can purchase exquisite products through Television shopping to meet the needs of daily life.

Optimize user experience: Television shopping platforms continuously optimize their services to enhance user experience. First, the platform breaks the traditional shopping mode and adopts new shopping methods, such as Online shopping, telephone shopping, etc. Secondly, the platform continuously improves its user interface to improve its usability and user experience, shorten users' shopping process, and improve shopping efficiency.

Finally, Television shopping platforms will provide higher quality sales post service, allowing consumers to worry free after purchasing.

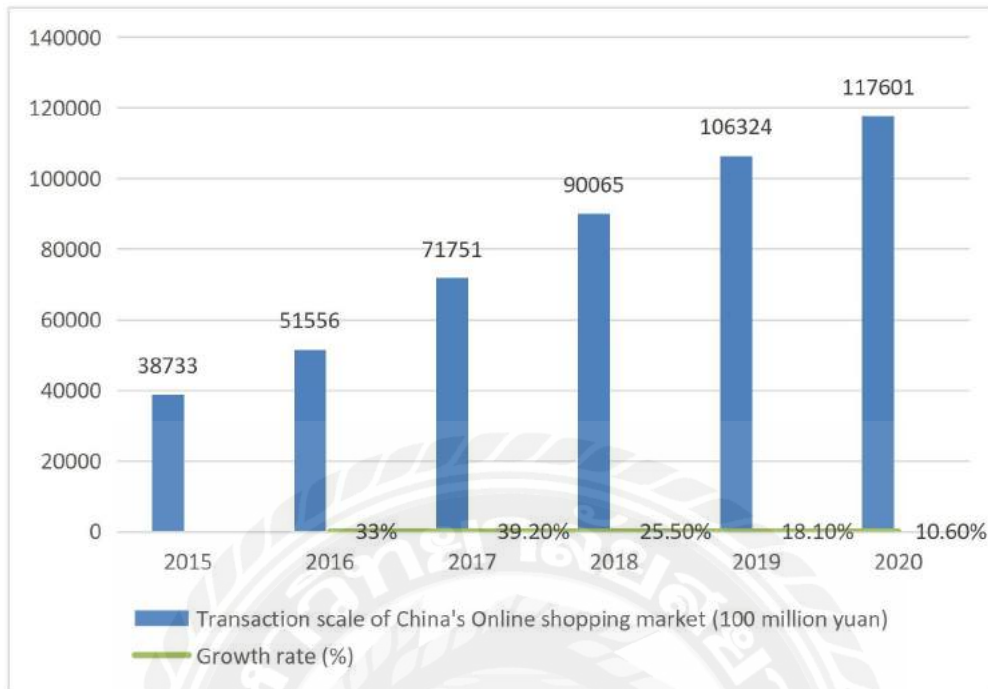


Figure 2.2 Statistics and Growth of Transaction Scale of China's Online Shopping Market From 2015 to 2020

Continuously expanding channels: Currently, with the emergence of new platforms such as social media, the sales channels in the Television shopping industry are becoming increasingly diversified. Many Television shopping platforms not only broadcast advertisements on traditional Television media, but also carry out related businesses on social media platforms, e-commerce platforms, and other platforms. For example, many Television shopping companies have started promoting on ecommerce platforms such as Taobao to reach more target consumer groups. The diversified sales channels have expanded the exposure of Television shopping business, allowing more consumers to have the opportunity to access and understand Television shopping.

In short, with the continuous development of industry intelligence, three-dimensional and internationalization, the market size, product types, user experience, and channel expansion of the Television shopping industry have shown a good growth trend, which will make greater contributions to driving consumption and promoting economic development.

2.3.4 Development Trend of Television Shopping

Television shopping will usher in a broader market in the future, will have the real-time interactive features of Internet shopping, with 360-degree information display

function, customers can view in-depth information about the goods and the use of other customers' evaluation (Shang, 2014).

The decline of traditional Television shopping is inevitable, the trend of development of China's Television shopping industry is to achieve cross-screen integration from TV to PC, mobile phones and tablets, which has become the main way out to save the Television shopping channel from shrinking, and whether it is possible to effectively integrate the retail resources of channels such as cable Television, high-definition interactive, cloud media, Internet and mobile phones under the Internet ecosystem will determine the fate of the new generation of Television shopping and its success or failure (Kou, 2015).

2.3.5 Risk Challenges of Television Shopping

The further development of China's Television shopping, the need to break out of the way, looking at China's Television shopping market, China's Television shopping industry has certain risks and challenges.

Changes in Market Environment: Tand (2019) proposed that there is a significant phenomenon of "platform swing" in reality, where users switch back and forth between multiple media platforms, resulting in competition among different platforms. The fundamentals of Television shopping relying on cable Television users' ratings have not changed. Cable Television users' ratings are aging, and the original online shopping methods of users have changed. In particular, in recent years, TikTok, Kwai and other live goods are surging and developing rapidly, resulting in slow growth in the number of Television shopping members and low daily shopping volume.

Significant Cost Investment: Television shopping mainly relies on cable Television coverage. In order to expand coverage and maintain sales, shopping platforms have to maintain a high investment in cable Television coverage and maintain coverage scale. In addition, with the decrease in daily sales, the logistics and warehousing costs of individual goods continue to increase. Previously, many logistics companies specializing in local delivery for shopping desks had to transform or shut down due to low order volume, and shopping desks had to shift to large logistics companies with high transportation costs, increasing logistics costs.

Lack of New Media Talent: Alvin (2018) put forward the concept of "production consumer" in the Third Wave, believing that this new type of consumer is not buying products and services, but recognition and power, and that people will choose to buy his products or not because they like or dislike the anchor. The director and host of the Television shopping industry are very familiar with the production and broadcasting of old

media, but they lack the understanding of the new type of live delivery and e-commerce sales, lack the experience of live delivery and e-commerce sales, and lack the means to combine traffic and live broadcast. Yang (2023) After a live broadcast, there are not many fans entering the scene, and the turnover is not high. The industry lacks new media talents for internet e-commerce product selection, traffic introduction, and data analysis. At the same time, the emerging Internet live broadcasting company heavily recruited live broadcast hosts, and many excellent hosts of old media jumped to join, which also led to the shortage of Television shopping hosts.

Upstream Changes in the Supply Chain: Due to the gradual decline in sales of Television shopping, some upstream suppliers of Television shopping have transformed and ceased production in order to survive and develop, while others have turned to live streaming, resulting in a decrease in upstream resources in the Television shopping supply chain, limited selection of products, and increasingly limited discounts that suppliers can provide, which also affects the development of Television shopping.

2.3.6 Risk Response Measures for Television Shopping

In terms of the risks and challenges of Television shopping in China, the relevant literature has also put forward countermeasures.

Long Term Business Philosophy: Although Television shopping has a clear state-owned background behind it, the content of Television shopping determines that it inevitably has a strong economic attribute. In business activities, the pursuit of short-term economic benefits is normal and widespread. However, it has been proven that a simple pursuit of efficiency is ultimately difficult to compete against completely market-oriented external competition in the long term. Therefore, in order to retain a place in future operations, all business activities must revolve around the core element of "state-owned", abandon the "short and fast" thinking, correctly understand and plan reasonable goals and actions, in order to achieve long-term development.

Channel Content Programming: Li (2019) proposed each Television shopping channel always adheres to a unified "hawking" mode and layout pattern. Little did they know that in the past twenty years, the information dissemination methods and age groups of Television shopping viewers in the entire country have undergone significant changes, and the approach of responding to changes with immutability can only be a result. Based on the current viewing habits of Television audiences, the best choice is to introduce a large number of popular Television programs of this age group, interspersed with high-quality

product promotions, to boost popularity through programs and promote sales through popularity.

Product Quality Differentiation: For example, among the 34 licensed Television shopping platforms in China, there are currently as many as 11 operating nationwide, which has led to a serious homogenization of the Television shopping model and products. Therefore, if you want to stand out in market competition, product differentiation work must keep up. Now, rural revitalization is being deeply promoted nationwide, which is a great opportunity for provincial-level Television shopping platforms. The control of characteristic products within the province, especially high-quality agricultural and sideline products, should be a popular choice. It is not impossible to restore and develop more loyal customers through this move, and ultimately achieve long-term development goals through brand output.

Diversified Sales Methods: The classic sales model of Television shopping has taken shape by making product introduction videos, assisting sales personnel in on-site sales in the studio, and using background music and other suggestive promotions. However, this type of action communication marketing undoubtedly cannot meet consumer needs. Developing and increasing sales methods such as key products and prime time origin based live streaming are becoming increasingly important. At the same time, assisting with scanning the QR code and placing orders with one click, and APP members offering personalized sales of special products in special layers, can fully enhance the stickiness of a larger purchasing audience and achieve long-term stable development.

Improve Business Quality: The success of a Television program depends largely on whether the director has the ability to organize, coordinate, execute and respond to changes. Therefore, the director needs to do a lot of homework, prepare product questionnaires, and think about what content is required for full screen, bottom subtitle bar, and side subtitle bar in the early stage of program recording; How the short film needs to be presented and what content needs to be included; How should the guidance and camera work together to switch to the appropriate screen; What kind of music should be paired with when promoting products; What should the host say in each section; How should a model showcase. During the live broadcast, based on the incoming situation and feedback from customer service personnel, consider whether to go back to the scene to provide a detailed explanation of the product or to remind the customer. All of these require directors to have good professional skills and coordinate the work of the art and technical parts. Any mistake

in any aspect will affect the presentation effect of the program. Therefore, the director must be fully focused and do his best to form an organic whole for the entire team and immerse himself in a harmonious working environment.

2.4 Television Shopping Programs

Huang (2021) believes that Television shopping programs present more elements to the audience while selling goods, making them more attractive to consumers. Most Television shopping programs no longer focus on selling products but combine current popular content to reflect consumer needs in the programs and ultimately achieve marketing goals. After several changes, Television shopping programs have been closely integrated with e-commerce, covering both fashion promotion and entertainment businesses, and can provide systematic sales services. The ratings of these Television shopping programs are closely related to sales, and the high ratings are beneficial for product revenue generation. At the same time as sales skyrocketed, program planning staff began to plan how to convert ratings into stable sales performance and maximize the development of this business mindset in the shortest possible time, ushering in a development climax in e-commerce operations. Yan (2018) proposed, essentially, Television shopping programs revolve around sales goals and belong to a relatively simple category of programs. Based on feedback from viewers, it can be seen that programs with fixed guests, clear themes, and co-promotion with the media are more popular, and the attitude of guests towards products directly affects sales share. In addition, investors' requirements for Television shopping programs are not only exclusive naming and celebrity promotion, but also strict requirements for the frequency of product appearance and the lines of promotion. They pay more attention to the effectiveness of product promotion, because a good product reputation can bring more considerable economic income to the enterprise. It can be seen that there is still significant room for improvement in the content production of Television shopping programs, but their innovation in e-commerce business models is worth learning from for all businesses. Although the popularity of a certain Television shopping program cannot represent the success of Television media, the cooperation between e-commerce and Television media is worth looking forward to by consumers.

The rise of Television shopping was driven by the development of radio and Television, which is a commercial form of selling goods in the form of radio and Television programs. This model not only has the function of mass media, but also has the function of selling goods. Therefore, Television shopping programs are no longer just a simple

dissemination of social information, but a special sales method. Compared with traditional shopping malls, Online shopping and Television advertising, the emergence of Television shopping shows has brought new shopping experiences. The stereoscopic experience effect of live broadcast of Television shopping programs is also unmatched by Online shopping. Radio and Television advertising is an important way to highlight brands and display product information. However, radio and Television costs are high, and the time is relatively short, so it is difficult for viewers to fully understand product information in a short time. The Television shopping program is like an extended version of a Television advertisement, which can fully and clearly display the "selling points" of the product, allowing the audience to have a more three-dimensional understanding of the product information, thereby promoting consumption and completing dissemination. From this, it can be seen that compared to traditional product sales methods, Television shopping programs can provide consumers with more comprehensive and convenient channels to understand products, and secondly, provide more convenient and efficient purchasing methods. This is all based on radio and Television, so the rise of Television shopping was once considered an innovation in product models and a revolution in the retail industry.

Zhang (2020) believe that Television shopping channels are a type of professional Television channels that promote and sell products to the audience through the broadcast of shopping programs. The audience orders products through phone calls or scanning QR codes in the program. After successful ordering, professional logistics companies deliver the products, and transactions can be completed without opening physical stores. The main carriers of Television shopping channel transmission include cable digital set-top boxes, telecommunications interactive set-top boxes, internet set-top boxes, Television applications, mobile applications, etc.

If you want to achieve the goal of increasing viewership through cable Television networks, there are two methods: first, paying higher channel transmission fees for Television shopping channels to obtain higher channel positions; The second is to guide cable Television users to watch Television shopping through the use of promotional or technical means within the cable Television network. The power on channel is the first Television channel presented to the audience after the cable digital set-top box is turned on. The directional guidance of the Television channel can be achieved through the pre-set settings of the cable Television network broadcast control platform. Boot channel guidance is an innovative internet style drainage application for cable Television networks, which

has important research significance in increasing the viewing volume of Television shopping channels and promoting sales performance conversion.

The development of Television shopping programs is closely related to Television shopping channels. To break the bottleneck in the current development of Television shopping and Television shopping channels, we can start with Television shopping channels, innovate our thinking concepts, and transform our development models.

2.5 SWOT Analysis Overview

SWOT analysis was first proposed by a management professor at the University of San Francisco in the early 1980s. The so-called SWOT analysis, that is, situational analysis, is to list various major internal strengths, weaknesses, opportunities and threats closely related to the research object through investigation, arrange them in the form of a matrix, and then use the idea of system analysis to combine various matching factors for analysis, and draw a series of corresponding conclusions. And these conclusions usually have some decision-making effect. A SWOT analysis can help a business gather resources and actions in their strengths and where they have the most opportunities and bring clarity to the business strategy.

Generally, SWOT analysis is an accurate and clear analysis method, which can more objectively analyze and study the actual situation of the unit. Enterprises can use this method to find out the factors that are beneficial to themselves and sustainable development, and the factors that are unfavorable to themselves and need to improve prevention, find problems and find solutions, so as to develop more safely and stably. From the results of the analysis, the enterprise can categorize the various problems, clarify which problems need to be addressed urgently, which problems can be solved later, which are strategic obstacles, and which are tactical problems. SWOT analysis has a strong pertinency, managers can coordinate management according to it, make the right plan and decision.

SWOT analysis is often used to develop a company's development strategy and analyze competitors. In strategic analysis, it is one of the most commonly used methods (Shen, 2009). Is widely used to formulate corporate strategies and analyze corporate competitors because of its practical advantages. Strengths, weaknesses, opportunities and threats are the four main aspects of SWOT analysis model, in which opportunities and threats are the external business environment of the enterprise, and strengths and weaknesses are the enterprise itself. Therefore, SWOT analysis is a combination of internal

and external analysis method, through which the enterprise's production, operation, organizational development and competitors can be analyzed.

This study provides a SWOT analysis of China's Television shopping industry. Through the literature, it is easy to find that in terms of strengths analysis, the literature lists the advantageous factors of China's Television shopping industry and explores its competitive advantages on this basis. In terms of disadvantage analysis, the disadvantageous factors of China's Television shopping industry are analyzed, including internal operation problems and market competition pressure. In terms of opportunity analysis, growth opportunities of China's Television shopping industry are identified, such as market demand growth, technological innovation, and so on. In the aspect of threat analysis, the threats faced by China's Television shopping industry, such as intensifying market competition, changing consumer demands, etc., are discussed.

2.6 Research Relevant

Chen (2022) Industrial analysis is based on economic principles, using analytical tools such as econometrics and applied statistics to investigate and analyze the market structure and behavior of specific industries, providing a basis for enterprises to formulate scientific and effective strategic planning. By conducting in-depth analysis of the operation status of the industry and various links of product production and circulation, we can discover the inherent economic laws of its industrial operation and assess future development trends. Overall, industrial analysis belongs to the research category of economic analysis. In other words, industry was originally an economic concept, with economic analysis as the leading factor in industry analysis. It takes economic factors as all the elements of industry analysis, forming the initial starting point and final foothold of industry analysis research. As a new emerging force in the field of industrial analysis, the social environment focuses on analyzing lifestyle habits, thinking patterns, consumption habits, etc. in specific societies, forming analysis reports on non-rigid demand industries. Television shopping research is a good example.

Chapter 3 Research Methodology

3.1 Introduction

This paper use documentary research methods and combined with SWOT analysis tool, analyzing and synthesizing existing literature to obtain relevant information and research results on Television shopping in China. The annual reports and public data of Chinese Television shopping companies, professional research institutes and media reports are all open literature, through the collection and collation of these literature, a SWOT analysis of Chinese Television shopping can be conducted in a comprehensive and systematic way. SWOT analysis is an effective tool, and SWOT analysis is widely used in the fields of corporate strategic planning, market research, etc. The advantage of SWOT analysis is that it can deeply analyze the internal and external environments of an enterprise, so as to provide an important decision-making basis for the enterprise. Through SWOT analysis, we can assess the strengths, weaknesses, opportunities and threats of China's Television shopping industry, so as to provide valuable suggestions and strategies for the development of the industry. Therefore, this paper argues that it is highly applicable to use literature research methods and SWOT analysis to explore the key factors affecting the development of China's Television shopping industry, and to analyze the current situation and future development of China's Television shopping industry.

3.2 Sources of Data

This study mainly uses the following three data sources for analysis.

Annual Reports and Public Data of Television Shopping Companies: annual reports and public data of Television shopping companies are collected, which include financial statements, financial indicators, financial ratio analysis, market share analysis, sales and profit growth rate marketing strategies, and product characteristics of Television shopping companies. Using statistics and data analysis methods, the collected industry data are integrated and analyzed to reveal the strengths, weaknesses, opportunities and threats of the industry.

Professional Research Organizations and Media Reports: Collect research reports and related news reports from professional organizations and media about China's Television shopping industry, which include data on market size, competitive landscape, consumer demand, etc. By collecting and analyzing industry data and trends, key ideas and insights are extracted to form a comprehensive SWOT analysis framework.

Literature Review: Obtain literature on China's Television shopping industry in the past decade by collecting relevant literature, including academic journals, professional reports, industry statistics, etc. Through literature combing and data integration, understand the background knowledge, research status and research results of China's Television shopping industry, conduct in-depth research on the internal and external factors of China's Television shopping industry, and capture key insights and patterns. Based on the SWOT analysis framework, the SWOT factors of China's Television shopping industry are summarized and concluded, thus increasing the credibility and depth of the study.

3.3 SWOT Analysis Process

Internal Strengths: In this paper, we will use the five forces model to analyze the internal strengths of China's Television shopping industry, focusing on the following aspects:

- Company size: market share, brand awareness, etc.
- Resources and capabilities: production capacity, purchasing capacity, marketing capacity, etc.
- Product characteristics: quality, design, price, etc.

Internal Weaknesses: For the internal weaknesses of China's Television shopping industry, we will analyze them in the following ways:

- Market positioning: whether it accurately grasps the needs and preferences of target customers.
- Marketing strategy: whether it is effective in attracting consumers' attention and purchase desire.
- Product characteristics: whether it can satisfy consumers' needs and tastes.

External Opportunities: This paper will analyze the external opportunities of China's Television shopping industry from the following perspectives:

- Policy environment: supportive policies and regulations and standards issued by the government.
- Market demand: consumer demand and trend changes.
- Industry trends: new technologies, new products and other opportunities.

External Threats: We will analyze the external threats to China's Television shopping industry from the following perspectives:

- Competition pattern: Increased competitive pressure within the industry.
- Macroeconomic environment: Uncertainty in the macroeconomic environment.
- Consumer mentality: Consumers' distrust of the Television shopping industry.

3.4 Conclusion

SWOT analysis is an effective tool to help identify the key elements that affect the competitiveness of China's Television shopping industry. In this paper, a comprehensive SWOT analysis is conducted by integrating three sources of data. The SWOT analysis is designed and implemented to provide a comprehensive and in-depth study of the SWOT of China's Television shopping industry, and the results of the SWOT analysis of China's Television shopping industry are interpreted and discussed. The paper describes in detail the strengths, weaknesses, opportunities and threats of the industry, analyses in depth their impact on the industry's development and future trends, and provides valuable strategic recommendations for industry decision makers, offering strategic insights for the sustainable development of the industry.



Chapter 4 Finding and Conclusion

4.1 Introduction

The purpose of this study is to explore the internal and external factors of China's Television shopping industry through SWOT analysis, and the impact of these factors on the development of the industry. For Television shopping projects, use the SWOT analysis can help Television station Television shopping projects to gather resources and actions in more strong points and areas of opportunity and make the blueprint for the future development of the company clearer. By integrating three sources of data, namely annual reports and public data of Television shopping companies, reports from professional research institutes and media, and relevant literature, this study has come up with important findings about China's Television shopping industry, which are described and analyzed in detail below, to provide strategic recommendations for industry decision makers.

4.2 The Current Situation of Television Shopping in China

Television shopping in the 1980s has existed, after years of development, has become an essential part of the life of the majority of consumers, but there are still many problems. According to the "2017 China Television Shopping Property Development Report" released by the Ministry of Commerce and the "2018 China Television Shopping Industry White Paper" released by the China Television Shopping Union, the Television shopping sales of many enterprises have a declining trend, and the white paper of the China Television shopping Union industry also states that the sales of the Television shopping industry have declined significantly. After years of development, the sales categories of Television shopping industry have gradually increased, not only limited to home appliances and health products, but now the product categories of this industry have gradually diversified to meet the diversified needs of consumers. In this context, the Television shopping industry has gradually risen, and official statistics show that China's Television shopping sales in 2019 have exceeded 1.5 trillion yuan. While increasing sales, it is also necessary to satisfy consumers' sense of experience. After continuous optimization, enterprises retain traditional shopping methods and adopt new shopping methods, such as online shopping, telephone shopping, live shopping, etc., to achieve diversified sales channels to meet different consumer groups. Optimize the user interface to improve after-sales service, so that consumers worry about shopping.

With the increase of the platform's occupancy rate, the repetition rate of enterprises with the same product also increases, resulting in serious product homogeneity, which will

affect the loyalty of consumers in a certain media platform, that is, consumers switch back and forth between multiple media platforms, leading to competition between different platforms and affecting the daily sales of merchants. Based on the competition with the product merchants, the advertisements introduced by the merchants gradually exaggerated. In the inspection conducted by the China Consumers Association on more than 30 major Television channels in the country, it was found that the proportion of fake and illegal Television shopping advertisements accounted for 61% of the total illegal advertisements. Nowadays, the Television shopping industry is facing an unprecedented credit crisis, which affects consumers' shopping enthusiasm and experience.

With the development of digitalization and Omni media, major online shopping platforms continue to develop, and the market competition in the Television shopping industry has become increasingly fierce. Many merchants and network technicians have switched to new online shopping platforms, resulting in relatively small scale, small number of enterprises, low industry reputation, insufficient marketing innovation, and other problems in China's Television shopping industry. The scale and growth rate of the industry can't be compared with the e-commerce market, which has seriously affected the rapid development of the Television shopping industry.

China's Television shopping industry has experienced a number of changes over the past few years. On the one hand, with the rapid development of the Internet and mobile technology, more and more Television shopping enterprises have started to expand their sales through online and mobile channels to meet the growing demand of consumers. On the other hand, some Television shopping companies are also working to improve the quality and authenticity of their products and enhance consumer protection measures to improve the problems that existed in the past.

Currently, some well-known brands in China's Television shopping industry, such as CCTV Shopping, still maintain a high market share and popularity, and are actively expanding online. In addition, some emerging companies are also emerging to break through the competition through innovation and differentiation. There are still some Television shopping enterprises that still have problems with product quality and description authenticity, and the traditional Television shopping method is also facing competition from new modes such as Internet shopping, which requires transformation and innovation. Overall, China's Television shopping industry is in a stage of rapid

development and transformation, and its future development depends on the innovation ability and market adaptability of enterprises.

4.3 SWOT Analysis of Television Shopping in China

The purpose of this study is to conduct a SWOT analysis of the Chinese Television shopping industry to reveal the strengths, weaknesses, opportunities and threats of the industry. Through in-depth research and analysis, as well as SWOT analysis of China's Television shopping industry, the following scores derived from this study validate the research objectives.

4.3.1 Strengths of Television Shopping (S)

1. Short Term——Maximizing Short-Term Profits

Television shopping videos are different from traditional 15 second, 30 second brand or product advertisements. Its most direct purpose is to make money and profit. Electric purchasing products have always followed the principle of "low cost, high pricing". Generally, the cost of electric purchasing products is only between 10-20% of the pricing, ensuring sufficient profit margin.

The advertising placement adopts a strategy of "garbage time high-density bombing". A shopping video can be as short as 5 minutes, as long as 20 or even 30 minutes, while a non-prime time advertisement on satellite Television usually costs only 100200 yuan per minute, which is quite cheap. By integrating numerous online Television stations, it has been heavily bombarded. As long as the phone order volume is high enough, advertising costs can be recovered, and profits can be quickly realized. Traditional brand image advertising, on the other hand, can only have a significant driving effect on terminal sales if it lasts for at least 3 months. In contrast, e-commerce advertising can maximize profits in the short term.

2. Flattening——Flattening of Sales Channels

In traditional marketing strategies, the four major elements of product, price, channel, and promotion is relatively independent. A successful e-commerce film is the perfect integration of marketing 4P. In addition to serving as an advertising agent, e-buying videos also play multiple roles such as product introducers and terminal promoters. Traditional marketing elements have been transferred to Television screens, significantly reducing traditional marketing costs, human resources, and product circulation distance. As long as electric purchasing films are sold, all marketing challenges will be easily solved.

3. Fast——Rapid Market Sales

There are three "fast" ways to sell electric purchasing products. The market starts quickly, and the advertising effect can be reflected on the same day through the entry and order volume, without attracting investment or spreading goods. Starting the market becomes fast and simple. Fast product sales: Consumers can see advertisements, place orders over the phone, pay for delivery, and the sales can be completed. In addition, the inflammatory language often claimed in advertisements, such as "calling within thirty minutes has a greater surprise", leads to orders being placed before the advertisement is completed. Fast fund recovery, no need for long-term brand advertising cultivation, no need for huge brand image investment. Advertising requires only order volume. If the payment exceeds the advertising cost, more advertising will be launched. And then there was a larger payment amount... "Polebao", which was exposed by CCTV, used advertisements to "bomb" and created a miracle of daily sales of at least 2.4 million yuan.

4. Price——Sitting on Cash Flow Assets, Direct Co-operation with Manufacturers, with Price Advantages

Television shopping channels have a flat channel sales characteristic, and most of the commodity purchases and manufacturers or agents direct contact, reducing the intermediate links in the flow of goods, can maximize cost savings, profits will also have a certain elasticity of space, which will allow consumers to buy goods at a more reasonable price. Based on this price advantage, in good product quality, as well as thorough after-sales service, will certainly attract the attention of consumers, increase sales results.

5. Choice——Television Shopping Mall Combined with Physical Shop Business Model to Improve Consumer Purchasing Power Choice Advantage

Home Television shopping is a shop less business model of the retail industry, it is a Television shopping channel as a carrier, to achieve shop less direct marketing, compared to the traditional retail industry, reducing the shop rent and sales staff expenses this will greatly reduce the operating costs and reduce a certain amount of operating pressure. This shop less business model, can not be restricted by space, and with digital technology can use a variety of virtual sales channels to expand the market. Zhuhai Television station combined with its own advantages, in the station to create a Television purchase physical shop, on the basis of this, so that the goods on TV, to become a real feeling to see and touch the goods, increase consumer credibility to enhance the purchasing power (Brucks, 1985).

6. Logistics Integration——The Integration of Shop Less Sales and Traditional Retailing, Logistics, Payment Methods to Further Promote the Development of the Television Shopping Industry

Television channels can run websites to engage in e-commerce and satisfy users' purchasing needs through a variety of methods such as "Television + Telephone", "SMS+ Direct Mail Catalogue". Perfectly combining the shop less sales model with the traditional retail brick-and-mortar model.

Television shopping adopts the way of logistics outsourcing. Nowadays, various logistics companies have been established one after another, and the high competition makes this industry have to improve the quality of service to seize customers. Logistics deliveries are becoming more and more convenient, bringing immediate satisfaction to Television shopping customers, with goods usually arriving the day after the phone call. Payment methods have also expanded from the traditional retail industry's single cash to a variety of modern payment tools, with popular APPs such as WeChat and Alipay joining the payment industry, and increasingly convenient instant payment systems bringing the Television medium and the buyer closer together in Television shopping. The further development of logistics and payment methods has brought Television shopping a faster shopping process and complete delivery service, which has been recognized by more enterprises and consumers.

4.3.2 Weaknesses of Television Shopping (W)

1. Excessive Efficacy Commitment Leads to Rapid Product Death

Television shopping advertisements should catch the audience's attention and encourage them to make purchases within a few minutes. The commonly used method is to highlight the magical effects of the product, and it can achieve effects that ordinary products cannot achieve in a short period of time. The once rampant weight loss and breast enhancement products have publicly claimed in mainstream Television media that "taking them can reduce 2 to 5 kilograms per day, with a maximum of 10 kilograms; Due to a clear functional commitment, consumers are easily moved, and if the product's efficacy does not meet their psychological expectations, consumers will naturally feel "deceived" and spread this negative word-of-mouth. Subsequently, a large number of consumers will abandon the product. The lifecycle of the product has come to an end.

2. The Proliferation of Illegal Phenomena Leads to Industry Reputation Crisis

Television shopping advertisements have become a "disaster zone" for illegal advertising. In the inspection conducted by the China Consumers Association on more than

30 major Television channels nationwide, it was found that the proportion of false and illegal Television shopping advertisements in the total number of illegal advertisements was as high as 61%. Television shopping advertisements may seem complex, but in fact, they cannot escape the "three-part paper" model. Magical ingredients; The mechanism of bizarre products; Consumer (expert) testimony. In these three parts, the widespread phenomenon of false and illegal advertising has led to an unprecedented credibility crisis in the electricity purchasing industry. The concept of "not believing in electricity purchasing" and "electricity purchasing is deceiving" has gradually spread among the public. Starting from August 1, 2006, the State Administration for Industry and Commerce and the State Administration of Radio, Film and Television have suspended Television shopping advertisements for drugs, medical devices, breast augmentation, weight loss, and height gain. This is not only to crack down on illegal electricity purchases, but also to purify the market and promote its healthy and sustainable development.

3. Lack of Brand Building Leads to Short-Lived Products

Television shopping can quickly stir up a product, but to achieve long-term development of the product, terminal construction and brand maintenance must be carried out. If there is no brand building or terminal sales, relying solely on advertising to drive can only make the product fleeting. Throughout the industry, leading brands, such as Procter, Gamble and Nokia, are not solely relying on advertising to win the market and win the lasting trust of consumers. Product research and development, terminal counter construction and maintenance, and the entire service system are all important links for the sustainable development of the brand.

A large number of electric purchasing products have fallen into a strange cycle of "leading the trend in March and May", and the fundamental reason is that they only rely on Television direct sales, without conducting more in-depth and systematic channel distribution and terminal sales. After all, consumers can trust products that they cannot see or touch around them for a while, but it is difficult to remain loyal for a lifetime.

4. Consumers Lack First-hand Experience of Shopping in the Field, and Their Motivation to Buy is Limited

Family Television shopping as a retail industry without shop marketing, is through the telephone, television and other media to product-related information to the audience, customers can only through the visual, auditory to the sensory Television shopping goods sold, cannot let the customer personal experience, the actual touch, face-to-face

communication to understand the product information, which is a major weakness of Television shopping. For example, television shopping sales of clothing and beauty products, such as individual differences in the customer's goods there is a sales bottleneck, which largely restricts the consumer's motivation to buy. Although some Television shopping programmers are actively exploring the mode of physical shop operation, and physical shops have been opened in Television stations, the radiation area is relatively small, and only consumers in the vicinity of the Television station can experience it, which makes it difficult to satisfy the demand for offline experience of consumers in the whole region. Therefore, although the mode of brick-and-mortar operation has effectively solved the problem of shopping experience for some consumers, it still has not fundamentally solved the phenomenon of weak experience brought by the form of Television shopping.

5. Low Efficiency of Personnel Management, Lack of Professionals with Industry Experience

Relevant data show that the Television shopping project personnel management efficiency is very low, personnel turnover, and personnel cultural quality is generally low, which has a great deal to do with employee motivation and satisfaction, but also affects the project within the high-quality, efficient operation. Nowadays, talent is the driving force of enterprise development, is an indispensable energy for the survival of enterprises, although some Television stations strongly support the Television shopping project, but also configured with experienced managers, but at present, the industry experienced professionals in the enterprise is still relatively scarce, which is bound to the development of the Television shopping project to bring certain impact, especially on the unexpected business conditions and events, the lack of experienced management and solution measures.

6. Imperfect Channel Development, Operation and Management of the Details of the Problem

At present, in addition to the dominant Television channels, the sales channels of Television shopping projects have also built Television shopping websites and physical shops, type records as auxiliary sales channels, but the development of these channels is still imperfect, and the sales results are also very limited. Moreover, in the operation and management, due to some problems caused by the supplier of the arrival of insufficient goods, goods sold after the shortage of goods phenomenon, these problems also lead to the distribution of no goods to the consumers who have already placed an order, so that the goods cannot be picked from the warehouse, resulting in the low rate of picking the

warehouse of the goods, can not be given to the logistics of the distribution, and then corresponding to the sales will fall. In addition, there are a series of operational and management details such as logistics delivery cycle, delivery success, delivery rejection rate and so on.

4.3.3 Opportunities of Television Shopping (O)

1. Television shopping has entered a new round of growth, and the number of programs broadcasted has rapidly increased.

2. Television shopping has a wide audience, with prominent ratings for middle-income women and middle-aged and elderly groups.

3. The audience has a high awareness of Television shopping but lacks in-depth understanding of it.

4. The conversion rate of "viewing purchase" in Television shopping is limited, and "household goods" and "mobile phones" are relatively popular.

5. Impulsive consumption leads to Television shopping, and price and performance are the biggest selling points of Television shopping products.

6. The scale of the Television shopping industry has reached tens of billions, and the industrial chain is gradually improving.

7. The main modes of Television shopping abroad have gradually become localized, and digitalization will promote the new development of Television shopping.

4.3.4 Threats of Television Shopping (T)

1. Increased Competition in the B2C market

The B2C market in China mainly includes large websites selling various products such as dangdang.com, joyo amazon.cn, mall.sina.com.cn, store.sohu.com, etc. Among these major websites, dangdang and joyo are the most competitive. In addition, among websites that operate services or sell intangible products, the following shopping websites have strong advantages: Fantong.com for mass catering, Ctrip for hotel and flight reservations, 7cv.com for adult product consumption, Yun.com for digital point card sales, and so on. These all constitute the current B2C market in China.

As the largest B2C websites in China, the competition between joyo and dangdang lies in low price competition (price war), service competition (reducing shipping costs, accelerating delivery), and advertising competition (buying out the advertising rights of competitors' shopping websites on other websites). Among them, low price competition is particularly prominent, as a large proportion of online shoppers in China are young and highly educated, with a strong demand for books and other products, there is also a high

demand for low prices, and there is a clear price war on goods such as books and audiovisual products. Low price competition greatly affects website transactions.

2. Increased Competition in the C2C market

At present, the main C2C markets in China include Taobao, eBay, Yipai, and Paipai. Taobao and eBay, as the biggest competitors, have launched a series of competitive actions one after another.

In addition to typical C2C websites such as Taobao and eBay, other types of C2C market potential websites also divide a portion of the C2C market. As third-party trading information platforms, they are only responsible for publishing information, and the website itself also participates in transactions between buyers and sellers. Although these types of websites are not truly C2C websites, they have to some extent segmented a portion of the C2C market. Compared to the model imitated by the trading website, the website has only been established for about a year, and currently has no obvious advantage in the domestic C2C market. However, after a year of accumulated experience and membership, it will become a capital with great potential for development compared to the trading website.

3. Increased Competition in the Online Shopping

Firstly, for consumers, convenience and affordability are the absolute principles. Many people who have had an online shopping experience are often easily conquered due to their convenience and low price and become hardcore consumers of online shopping. Consumers can not only save a lot of time and energy by purchasing general goods online, but also obtain higher consumption discounts.

Secondly, for merchants, due to the lack of inventory pressure, low operating costs, and unrestricted business scale in online sales, more and more enterprises will choose to sell online in the future. Through timely feedback on market information through the Internet, they will adjust their business strategies in a timely manner to improve their economic efficiency and ability to participate in international competition. For the entire market economy, this new shopping model can also achieve resource allocation with higher efficiency on a larger scale and at more levels.

It can be seen that online shopping has broken through the barriers of traditional business and has a huge attraction and influence on consumers, enterprises, and the market. It is undoubtedly an ideal model to achieve a "win-win" effect in the new economy era. For standardized products, the advantage of online shopping is enormous, and online sales will occupy an increasing market share. This is the true market driving force.

4. Homogenization of Television Shopping Channels is Common, and Consumer Trust is a Serious Problem

After the recovery of the family Television shopping channel, more and more family Television shopping channels also scrambled to appear, the content of the programmer, the language of the programmer host, the performance of the model and the same sales methods and other forms of expression are similar, resulting in the phenomenon of homogenization of the Television shopping in general, without their own channel characteristics, so that consumers tend to pay attention to the Television shopping channel to sell the goods and ignored the purchased goods under the brand of shopping channels, resulting in increased competition between the industry. The brand name of the shopping channel has intensified competition in the industry. Although today's Television shopping to the professional family Television channel after the transition, and the traditional Television direct marketing in the main business and business model has an essential difference, coupled with policy restrictions and regulations, the industry itself, self-regulation, the product basically does not exist in the case of deception of consumers, but just after contact with the transformation of a new generation of Television shopping audience is not exactly understand the difference, and even misunderstandings, so that the Therefore, it is difficult to break the integrity bottleneck of Television shopping in a short period of time, and it is a long way to go to rebuild consumers' confidence in Television shopping.

5. Channel Resources are Limited by Regional Restrictions, and the Penetration of Traditional Retail Channels Increases the Pressure of Competition

At present, China's Television shopping channel resources are divided into regional administrative divisions, and the development of Television shopping basically presents a small region and a small scope of the "cut-off" distribution state. Moreover, channel leasing is the mainstream mode used by Chinese Television shopping enterprises to achieve market expansion, but this mode has also encountered the challenge of increasing channel leasing fees, and with the gradual increase in the value of Television shopping advertisements and media costs, the cost of Television shopping has also increased, which has brought certain pressure on the operating costs of Television shopping. In addition, the traditional retail channel business model is also in constant innovation, also began to multi-channel mode transformation, and even some are also to the online shopping mall into, these undoubtedly to the Television shopping channel increased competitive pressure.

6. Continuous Introduction of Relevant Advertising Regulatory Policies

As China's relevant ministries and commissions have introduced policies and regulations on medical and pharmaceutical advertisements, the AIC has become more and more stringent in regulating advertisements related to Television shopping in China. Medical and pharmaceutical advertisements have almost withdrawn from the Television shopping advertising market, resulting in a loss of market share. There are also some unscrupulous elements who use the media regulatory platform to maliciously complain against media and advertisers with a view to making unlawful money. These unscrupulous elements have gangs and premeditated plans, and even registered special complaint companies to maliciously complain against China's broadcasting and television media, which also has a great impact on and threatens the smooth operation of Television shopping programmers.

4.4 Suggestions for the Development of Television Shopping in China Using SWOT Analysis

Based on the SWOT analysis and synthesizing the above findings, it is easy to see that China's Television shopping industry has many advantages and opportunities, but also faces some disadvantages and threats. Chinese Television shopping enterprises need to keep up with market changes and consumer demands, and continuously improve their competitiveness and market share in order to achieve long-term stable development. The following suggestions for China's Television shopping industry are:

Improving the quality and authenticity of goods and focusing on the marketing of specialty products;

Strengthening supervision at all levels, expanding online channels and improving the after-sales service model;

Diversifying and integrating to enhance brand competitiveness and achieve differentiated competition and cooperation.

4.5 Conclusion

According to the SWOT analysis, Chinese Television shopping enterprises need to keep up with market changes and consumer demands, and continuously improve their competitiveness and market share in order to achieve long-term stable development.

Currently, the situation of Chinese Television shopping is as follows: China's Television shopping industry is facing development and transformation. Despite the decline in sales, the product range is diversified, and the sales channels are being optimized. However, the problem of homogenization is serious, advertisements are exaggerated, and

credibility is damaged. Compared with online shopping platforms, it is small and competitive. The industry is working hard to improve product quality and consumer protection. Well-known brands such as CCTV shopping maintain market share. The Television shopping industry needs to transform and innovate to cope with the new situation.

The SWOT analysis of Chinese Television shopping has been specified in the above subsections. The Television shopping industry needs to overcome its disadvantages through innovation and improvement, capitalize on opportunities for growth and deal with threats from competition and regulation. At the same time, brand building should be strengthened to enhance consumer experience and trust in order to sustain growth and improve market competitiveness.

This study also provides suggestions of Chinese Television shopping, which can contribute to the long-term stable development of the industry by improving product quality, expanding online channels, strengthening regulation and enhancing brand competitiveness. These recommendations will help enhance the competitiveness and market position of the PRC Television shopping industry, meet consumer demand and promote the long-term stable development of the industry.

The above findings will also help China's Television shopping industry better adapt to market changes, improve its competitiveness and lay a solid foundation for the industry's sustainable development.

Chapter 5 Recommendation

Based on the SWOT analysis, this chapter proposes improvement measures and future development directions for China's Television shopping industry, which are listed below.

5.1 Improving the Quality and Authenticity of Goods and Focusing on the Marketing of Specialty Products

The core advantage of Television shopping is mainly high-quality broadcast content. Television shopping enterprises rely on their understanding and sensitivity to the media, as well as their understanding and experience in virtual retail, to continuously launch diverse, innovative and unique products, in order to firmly grasp the attention of the audience and increase consumers' purchasing desire. Content production is the core competitiveness of Television shopping, and products cannot only focus on profit while neglecting product quality. Advertising programs should pay more attention to the competitive advantage, quality, and functionality of the product, maintain the authority of brand programs, and increase consumer trust in the product. Chinese Television shopping enterprises should strengthen the management and monitoring of product quality to ensure that products meet national quality standards and consumer expectations and avoid problems such as substandard and fraud. At the same time, enterprises can increase their efforts to gatekeep the authenticity of product descriptions, without exaggerating claims, functions, etc.

5.2 Strengthening Supervision at All Levels, Expanding Online Channels and Improving the After-Sales Service Model

With the popularity of the Internet and mobile technology, Chinese TV shopping enterprises should actively expand online and mobile channels to provide consumers with more choices and convenience. They can meet consumer demand by building e-commerce platforms and developing mobile applications, while combining online and offline to form a comprehensive and diversified marketing model. Currently, one of the biggest challenges facing Television shopping is the crisis of trust. Most Television shopping platforms have wiring departments, but after-sales service is not perfect because there are more products than after-sales service teams. Only by providing comprehensive and thoughtful services, fast and convenient delivery, improving aftersales service, and a return system, and making credible and feasible commitments, can consumer trust be enhanced. As the disseminators of advertising information, Television media should first assume the responsibility of being a "strict judge". Every Television shopping advertisement should be subject to layer-by-layer review, and the self-review mechanism of Television shopping

promotional information must be strengthened, striving to shape a fair and objective authoritative media image.

5.3 Diversity and Integration to Enhance Brand Competitiveness and Achieve Differentiated Competition and Cooperation

Chinese Television shopping companies need to focus on brand building and image building to increase consumer trust and brand loyalty. Brand awareness and goodwill can be enhanced through brand promotion, public relations communication, and social media marketing, which in turn will increase sales. Chinese Television shopping companies need to continuously innovate and differentiate themselves to provide unique products and services. They can start from multiple aspects of product design, production, packaging and sales, and attract more consumers through technological innovation and experience enhancement to create their core competitive advantages. China's Television shopping also needs to focus on differentiation and needs to vigorously develop mobile channels and big data strategies. Consumers can seamlessly connect with the entire network through WeChat platforms, mobile apps, CCTV programs, online shopping malls, and actively develop a shopping model that integrates "Television +Computer Mobile" screens, promote new channel transformation, vigorously develop mobile internet businesses such as new media, social e-commerce, automotive e-commerce, and cross border e-commerce, and achieve multi-channel, multi-channel, and multi terminal expansion.

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