

L 市直播营销监管困境及对策研究

Research on the predicament and countermeasures of
L City livestreaming marketing supervision

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摘 要

在互联网迅猛发展的背景下，直播营销产业发展态势良好。直播营销在为消费者提供方便快捷购物渠道的同时也出现了销售违禁产品、虚假宣传、退换货难、直播内容违法等问题，消费者对此反映强烈，成为治理难点。L市作为食品名城，有大量食品类企业，完整的食品产业链，在发展直播营销产业方面，具有独特的优势。但由于监管体制不健全，监管方式不规范等因素制约，直播营销的监管还存在难题需要解决。研究L市直播营销的困境与发展对策，有利于营造L市放心消费环境。

研究重点围绕L市直播营销监管现状，从监管依据、监管措施、监管效果三个方面进行剖析。发现L市直播营销监管问题主要有：监管执法依据少、监管主体作用弱、监管过程困难多、监管手段效果差等。笔者结合问题，归纳了以下原因：监管法规不完善、监管体制不健全、监管力量不充足、监管理念不先进等。结合国内外直播营销监管先进经验提出以下改进措施：第一，建设内容完善、系统协调的法律体系，加大对直播营销法律法规的宣传推介；第二，明确监管主体权责，实现全过程监管；第三，加强对直播营销的源头治理，规范建设联动机制；第四，构建智慧监管体系，实现多主体治理。

关键词：直播营销；政府监管；智慧监管

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ABSTRACT

Under the background of the rapid development of the Internet, the live broadcast marketing industry has a good development situation. While providing consumers with convenient and fast shopping channels, live marketing also has problems such as sales of prohibited products, false publicity, difficult return and exchange of goods, illegal live content, etc., which has been strongly reflected by consumers and become a difficulty in governance. As a famous food city, L City has a large number of food enterprises and a complete food industry chain. It has unique advantages in the development of live marketing industry. However, due to the unsound regulatory system and non-standard regulatory methods, there are still problems to be solved in the supervision of live marketing. Studying the dilemma and development countermeasures of live marketing in L city is conducive to creating a safe consumption environment in L City.

The research focuses on the supervision status of live marketing in L City, and analyzes from three aspects: supervision basis, supervision measures and supervision effect. It is found that the main regulatory problems of live broadcasting marketing in L City include: little regulatory law enforcement basis, weak role of regulatory subjects, difficult regulatory process, poor effect of regulatory means, etc. The author combined the problems, summed up the following reasons: the regulatory laws and regulations are not perfect, the regulatory system is not perfect, the regulatory force is not sufficient, the regulatory idea is obsolete. Combined with domestic and foreign advanced experience in livestreaming marketing supervision, the following improvement measures are proposed: first, establish a legal system with complete content and systematic coordination, and strengthen the publicity and promotion of laws and regulations on livestreaming marketing; Second, we need to clarify the rights and responsibilities of regulatory bodies to achieve whole-process supervision. Third, strengthen the source of live marketing management, standardize the construction of linkage mechanism; Fourth, we need to build a smart regulatory system and realize multi-agent governance.

KEY WORDS:Livestreamed marketing ; The government regulation ; Intelligent supervision

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