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Research on the Cooperation Relationship between MCN Institutions and Bloggers in Live E-commerce Platforms: A Case Study of Vcare Biotechnology Enterprise

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ABSTRACT

The regulation of the live streaming e-commerce industry continues to tighten, and the pet consumption market continues to expand. MCN institutions act as an intermediary bridge between brands, platforms, and pet bloggers. Little Red Book pet bloggers generally rely on physical exchanges to complete commercial monetization. The cooperation conflicts between institutions and bloggers are increasing, mainly divided into four categories: uneven resource allocation, incomplete cooperation agreements, large differences in discourse power between both parties, and two-way speculative performance. This article takes the physical placement of Vcare pets as a research case, and combines three research methods: literature, case studies, and interviews. Based on resource exchange, transaction costs, and agency theory, the complete process of replacement cooperation is sorted out, and the influencing conditions and management deficiencies of cooperation stability are analyzed. Research has found that the number of followers of a blogger determines the initiative in negotiations, and exchange cooperation without standardized agreements will increase communication and rights protection costs. Existing industry rules only apply to cash advertising and lack exchange related constraints. This article proposes standardized improvement methods for MCN, pet bloggers, and Xiaohongshu platform to fill the research gap in physical exchange of pet racing tracks and provide reference for optimizing industry cooperation order.

KEYWORDS: *live streaming e-commerce; MCN organization; Pet blogger; Physical exchange; Cooperative Management.*

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INTRODUCTION

The domestic pet market size has exceeded 590 billion yuan in 2023.Regulatory documents specify that MCN institutions need to bear the responsibility of live streaming promotion. MCN can provide operational and business docking resources for pet bloggers. Small and medium-sized pet bloggers on Xiaohongshu mainly rely on brand physical exchange to obtain income. Industry disputes are increasing year by year, and prominent problems include imbalanced allocation of high-quality resources, no standard exchange agreements, no negotiation space for small and medium-sized bloggers, and violations of contract performance by both parties. This article studies three core contents, namely the operational logic of cooperation between the two parties under the physical exchange mode, various reasons for cooperation conflicts, the optimization path of industry cooperation management, the theoretical level to make up for the shortcomings of previous research that only focused on cash advertising and live streaming sales, the improvement of vertical blogger cooperation governance theory, and the practical level to rely on first-hand interview data from Vcare to provide practical and standardized solutions for all parties in the industry. The study used three methods: literature review, case studies, and semi-structured interviews. The interviewees included eight individuals from brands, MCN operations, and hierarchical bloggers. By relying on grounded coding and cross validation of multiple sources of data, the innovation of the research lies in balancing the perspectives of both parties, focusing on niche scenarios of pet physical replacement, and mining cooperative game logic through original interviews.

I. Literature Review and Theoretical Basis

Pet vertical MCN specializes in operating pet content bloggers, with profit methods including physical exchange, cash advertising, and live streaming commissions. [1]Exchange mainly serves small and medium-sized bloggers with thousands of followers. Pet bloggers are divided into ordinary grass planting bloggers within 10000 followers and content experts with more than 10000 followers. Small and medium-sized grass planting bloggers are the main research objects of this article. Exchange cooperation has both formal contracts and personal relationships. Cash advertising is bound by brokerage contracts, and most exchanges only have online verbal agreements. Interpersonal trust is used to compensate for the lack of written terms.

There are obvious gaps in existing research, with most literature focusing on the comprehensive live streaming track and cash monetization, lacking a specialized analysis of the Little Red Book pet exchange model, which cannot explain the bilateral conflicts caused by weak contracts and personal fulfillment.

The resource dependence theory suggests that MCNs control brand replacement channels, and bloggers have vertical fans and creative abilities. The more fans a blogger has, the lower their dependence on institutions, and the resource tilt towards the top is the root of the contradiction; The transaction cost theory suggests that bloggers signing MCNs can reduce business docking costs, but due to the lack of standardized agreements in trade ins, the cost of evidence collection and negotiation will significantly increase after disagreements arise; The agency theory points out that MCN pursues brand exposure indicators, while bloggers hope to obtain high-quality samples and reduce creative workload. There is a conflict of interests between the two parties, and concealing information and perfunctory creation are speculative behaviors.[2]

II. Cooperative operation mechanism between both parties

MCN selects bloggers by examining content quality, fan accuracy, and compliance. Recruitment channels include platform private messages, offline pet friend activities, and blogger self delivery. Blogger selection agencies pay attention to resource exchange, allocation rules, creative freedom, and industry reputation. Information hiding is common before signing contracts, and agencies do not publicize resource tilt rules. Bloggers beautify account data, privately connect with external brands, and rely solely on online text to finalize cooperation, which can easily lead to potential conflicts.[3]

There are four settlement methods in the industry, and physical exchange is the mainstream monetization channel for small and medium-sized bloggers. This model has three shortcomings, including the lack of a unified physical pricing standard, differences in commodity value judgments between institutions and bloggers, flow data not being linked to exchange resources, which can easily lead to perfunctory work, a lack of special written agreements, and blank rights and breach clauses. The number of followers directly determines the allocation of discourse power. Bloggers with 100000 followers can negotiate cash subsidies, while bloggers with less than 50000 followers can only accept institutional unified contracts. High end pet exchange resources are given priority to top bloggers.

The brand is responsible for sending samples and promotional materials, while MCN coordinates business coordination, content review, and conflict resolution. The blogger completes shooting and publishing, fan Q&A, and content modification. In case of disagreements, online communication is given priority. If the performance does not meet the standards, the blogger will have their resources reduced and replaced; The termination of cooperation is often caused by dissatisfaction with resource allocation, differences in content, and breach of private outsourcing orders. Formal contract compensation and non compete constraints only apply to cash cooperation, and there is no accountability clause for exchange. After termination, the incubated account belongs to the institution, and real name account bloggers can take it away but are restricted from competition. There is no unified clearing standard for unopened exchanged goods.

III. Difficulties in Cooperative Governance and Factors Influencing Stability

There are four major cooperation difficulties among them. Firstly, there is a lack of standardized written agreements for trade in cooperation. General brokerage contracts do not cover physical exchanges, and cooperation lacks pricing, assessment, and breach of contract related clauses; Secondly, there is a clear hierarchy of discourse power between the two sides, and small and medium-sized bloggers have no room for negotiation. Institutions can constrain bloggers by suspending resources; Thirdly, both parties engage in speculative behavior, with institutions favoring high-quality resources, temporarily increasing filming requirements, bloggers beautifying data, simplifying creation, and privately outsourcing replacement orders; The fourth issue is that the positioning of the cooperation between the two parties is inconsistent. The blogger believes that the exchange belongs to equal resource cooperation, while the institution regards the blogger as a content producer. The cognitive gap continues to exacerbate the conflict.[4]

There are three important factors that affect the stability of cooperation. At the economic level, the fairness of resource allocation and the quality of replacement products will affect the duration of cooperation; At the interpersonal level, communication efficiency and mutual trust between both parties can alleviate delivery differences; At the industry level, platform traffic rules and the number of MCNs in the track change the negotiating position of both parties.

The differentiation characteristics of the track are also an important aspect. Compared to the beauty and fashion tracks, the pet track has scarce cash advertising resources, and trade in is the main source of income for small and medium-sized bloggers. The standardization of cooperation agreements is low, and the dispute rate is higher. The beauty and fashion tracks mainly rely on cash monetization, with complete contract constraints, and low fan bloggers also have basic bargaining power.

Research Conclusion and Optimization Strategies

Research finds the cooperation of Little Red Book Pet Track combines the characteristics of resource dependence, lack of contracts, and interpersonal relationships. Physical exchange further weakens contract constraints, and online negotiation has become the main way to resolve conflicts. The lack of cash, unified pricing, and written agreements in exchange attributes is the core reason for frequent industry disputes. The number of fans is clearly divided into power levels, and resource conflicts and speculative behavior are concentrated among small and medium-sized bloggers with thousands to 50000 followers. The industry does not have exclusive norms for exchange, and tripartite cooperation relies on hidden rules to operate. There are institutional loopholes in the market order.

MCN institutions need to create a simple replacement agreement that specifies pricing, delivery, and breach of contract details, publicly discloses resource allocation standards, moderately favors high-quality samples for small and medium-sized bloggers who produce stable content, and fully synchronizes brand shooting requirements during the initial stage of cooperation; Pet bloggers keep all cooperation documents and chat records, check resource allocation rules before signing contracts, actively seek cash subsidies after fan growth, and reduce dependence on pure exchange cooperation; Little Red Nook platform improves MCN qualification review, opens dispute complaint channels, releases standardized replacement agreement templates, and reduces traffic recommendations for low-quality notes.

This article only investigates a single pet brand and the Little Red Book platform, with a focus on qualitative interview analysis. Subsequent cross platform comparisons and quantitative research can be conducted to horizontally analyze multi track replacement governance issues and extract general optimization solutions.

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