

Research on the Impact of Live Broadcasting on the Development of Rural Industries

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Abstract: With the innovation of information technology and e-commerce model, live e-commerce meets the diversified needs of consumers and has become a new driving force for the growth of online consumption. In the 2020 novel coronavirus pneumonia outbreak and the decisive struggle against poverty, the direct broadcast of electric business has opened a convenient door for the sale of agricultural products. Direct broadcasting economy has promoted the development of rural economy, but there are also some problems. This paper analyzes the current situation of live broadcast sales of agricultural products and gives countermeasures to the problems. At present, with the continuous development of internet live broadcasting, various industries are trying to use live broadcasting for sales. For example, in the agricultural field, live broadcasting of agricultural products has become the main means of agricultural product marketing. During the live broadcast and delivery period, the diversity of live broadcast types ensures the delivery effect and increases the sales of agricultural products. However, the live broadcast of goods has also brought many problems, such as false publicity, data fraud, hidden gray industrial chain, difficulty in returning and exchanging goods, and other phenomena have also occurred many times, which has attracted the attention of all walks of life. Therefore, it is suggested that in the process of live broadcast sales of agricultural products, the anchor with goods should be encouraged to continuously enhance their live broadcast ability, and try to adopt diversified live broadcast modes for live broadcast with goods. In addition, it is also necessary to do a good job in the supervision and management of webcast. It is suggested that the relevant departments should establish a perfect supervision and management system for live broadcasting of commodities, and investigate and deal with all kinds of bad and illegal behaviors according to the law.

Keywords: direct broadcasting economy, agriculture products, rural industrial development

1. Introduction

In recent years, the CPC Central Committee has clearly put forward the establishment of a new development pattern with domestic circulation as the main body and domestic and international double circulation promoting each other [1]. The role of e-commerce live broadcasting in stimulating consumption potential has been well reflected and has become an important force in building a large cycle of domestic demand. Tiktok, represented by Taobao, the most representative business platform, or the short video platform represented by jitter and fast hand, and even the traditional Internet Co represented by Baidu and Sohu, have gradually increased the layout of the live broadcast of the

electricity supplier, and promoted the explosive growth of the live broadcast of the Kwai Chung TV. Novel coronavirus pneumonia is a common concern in the city. With the outbreak of the new crown pneumonia in 2020, online shopping has become a rigid demand for people's daily lives [2]. Agricultural products trapped during the epidemic could not be sold. Star talent, government officials and farmers have entered the live broadcasting room and opened the delivery mode. Weiya's "Hubei Chong duck" public welfare live broadcast sold 40 million kg of agricultural products such as duck head and duck rack "Xiao Zhu Peiqi" sold 40.14 million yuan of agricultural products such as crayfish and lotus root for Wuhan in two hours. The epidemic has had a major impact on the world economy [3]. In 2020, the global economy had a negative growth of 3.3%, and only China, a major economy, maintained a growth of 2.3%, the live broadcast of the economy has made great contributions. This paper focuses on the rural economy, how to use the live broadcast economy to help the development of rural industries, and provide a reference way to realize the common prosperity of urban and rural areas in the future.

2. Current Economic Development

2.1. Rapid Development

Novel coronavirus pneumonia has been growing rapidly in recent years. In 2020, the economy of the new economy has been depressed by the new crown pneumonia in other economic fields [4]. The direct broadcast economy has exceeded its trillion market for the first time in its unique way of marketing, with a growth rate of 142%. According to industry forecasts, the market scale will reach 2 trillion in 2021.

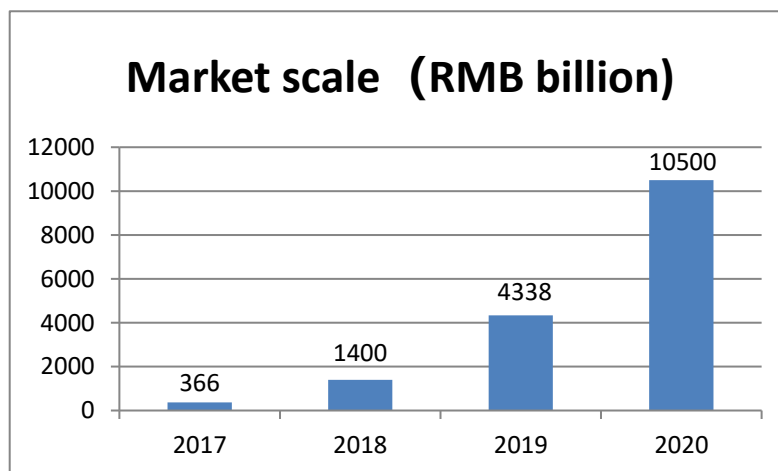


Figure 1: Annual gross output value of agricultural products.

2.2. High Participation

According to the China Internet Network Information Center (CNNIC), by the first half of 2020, the number of e-commerce live broadcast users had reached 309 million, an increase of 44.3 million over March 2020, with a scale growth rate of 16.7%, accounting for 41% of online shopping users and 55% of live broadcast users [5].

The number of e-commerce live broadcasts nationwide exceeded 10 million, the number of active anchors exceeded 400000, the number of viewers exceeded 50 billion, and the number of goods on the shelves exceeded 20 million. From the perspective of anchor status, there are almost no restrictions, including stars, government officials and ordinary people; From the perspective of live

broadcast commodities, there are not only clothing, food and department stores, but also tourism and culture.

2.3. New Highlight of Rural Revitalization

During the novel coronavirus pneumonia epidemic, the strong growth momentum and vitality of the direct broadcast economy has provided new ideas and new platforms for Rural Revitalization. Let mobile phones become new farm tools and live broadcasting become new farm work. "High quality agricultural products rely on live broadcasting to sell out of the village and into the city, becoming a unique sales channel. On the one hand, various live broadcasting platforms go deep into the vast countryside to provide conditions for the "aroma" of agricultural and sideline products to float far away. On the other hand, the rise of the live broadcasting platform gives rural industries the opportunity to go global. At the same time, it also provides a talent foundation for attracting talents to return home and start businesses, take root in the countryside, participate in village governance, and make suggestions for Rural Revitalization.

3. Advantages of Live Selling Agricultural Products

3.1. Simple Equipment and Low Operation Cost

The equipment required for webcast is simple. With a bandwidth of no less than 2m and a mobile phone, the most basic webcast can be started. Compared with traditional physical stores and e-commerce, the operation cost of webcast is lower. Traditional physical stores of agricultural products should rent stores, with rich types of goods, high price increase links and high costs. The selling price of goods will also be relatively high, making it difficult for operators to make profits; The operation cost of e-commerce platform is also high. Entering the cutting-edge e-commerce platform attracts a certain amount of traffic, with an annual cost of more than 100000 yuan. Compared with traditional physical stores and e-commerce, live broadcasting saves the economic and technical costs such as rent, online store page decoration and promotion. The early investment cost is low, and the price of agricultural products is relatively low and more competitive. At the same time, due to the low investment cost in the early stage, the risks borne by the live broadcast host are relatively low, and even farmers can bear such risks.

3.2. A Sales Platform that Breaks Geographical Restrictions

In some remote villages, the local geography and natural environment are suitable for planting characteristic fruits and vegetables, but they are unsalable due to poor information and inconvenient road traffic. The live broadcast with goods is not limited by time and space, and can realize the publicity effect of all-weather and full coverage. At the same time, relying on the network, the information can reach thousands of households without geographical restrictions and a wide audience. Therefore, live broadcasting can effectively solve the problem of unsalable agricultural products in remote areas, enable more consumers to buy green food, and enable the broadcasters to quickly open the sales situation after they easily join the live broadcasting sales of agricultural products.

3.3. All-round Display and Better Shopping Experience

Live broadcasting is a new marketing model. Traditional e-commerce models are mostly based on pictures and words. Consumers do not have high trust in the information conveyed by e-commerce, while live broadcasting models such as picking corn in the field increase the sense of substitution of offline experience, and more directly present rural original ecological product resources to

consumers, so that customers can feel the smell of pure natural agricultural products across the screen. In the interactive mode, the audience can fully participate in the real-time interactive questions with the anchor in the communication link, enhance the user's sense of participation, get the corresponding information feedback in time, so that consumers can more intuitively, comprehensively and truly understand the information of agricultural products, and increase their trust and acceptance. This strong interaction is the most significant feature of live broadcasting and one of the reasons why live broadcasting can bring high sales.

3.4. Provide Employment and Promote Consumption

With the development of the webcast industry, more and more people recognize the great potential of the webcast industry and join it. Its low entry threshold gives ordinary people more employment opportunities. In 2020, the number of live broadcast anchors with goods increased significantly, with a year-on-year increase of more than 6 times in 2019. The "head anchors" of various network platforms have set up studios to provide all-round support for some new anchors, and the all-round industrial chain has provided a large number of jobs and employment opportunities. The live broadcasting economy has ushered in a dividend period with the complementarity of users, platforms, anchors and suppliers. In 2020, the annual sales of live broadcasting e-commerce exceeded 1 trillion yuan.

4. Problems in Live Selling Agricultural Products

4.1. False Publicity

In order to attract more consumers, when some anchors do not fully understand or even know nothing about the quality and characteristics of goods, they stimulate consumers' purchase behavior simply through exaggeration and false publicity. For example, the Simba fake "bird's nest" event and the "520 rose gift box" recommended by Luo Yonghao have become quality problems in the live broadcast delivery [6].

4.2. Lack of Creativity

Although local governments have set up service platforms to help agriculture, the live broadcast content mostly stays at the level of explaining agricultural products, picking agricultural products, packaging agricultural products and eating, broadcasting and tasting agricultural products. The explanation content is relatively simple and stiff, lacking aesthetic and cultural connotation, which is easy to cause visual fatigue to the audience.

4.3. Poor After-sales Service

A good live broadcasting system must be supported by a perfect team, including product supply, e-commerce platform operation, warehousing, logistics, etc. Most of the live broadcasting of agricultural products based on individuals or small enterprises do not have a relatively perfect industry. When sales are hot, problems such as oversold caused by orders exceeding inventory, bad product quality affecting reputation, insufficient warehousing and logistics capacity leading to product deterioration occur from time to time. Many customers who place orders in the live broadcasting room are not satisfied with the purchased agricultural products and need after-sales. The process is cumbersome, inefficient and low satisfaction.

4.4. Weak Brand Effect

The popularity of Li Ziqi's short video and live broadcast stems from the accumulated experience and people's longing for pastoral songs. Ordinary farmers work alone, and the regional logo of live broadcast agricultural products is not obvious, which does not form a brand effect, so it is difficult to stand out.

5. Measures to be Taken for Direct Seeding Economy of Agricultural Products in the Post Epidemic Era

5.1. Implementing the Anchor Access System

The new farmer anchor is the main force of live broadcasting of agricultural products. In the era of live broadcasting economy, the role of farmers has also changed greatly. They not only work in the fields, but also may be the anchor in front of the screen and the owner of online stores. Therefore, it is particularly important to cultivate professional local live broadcasting talents. Targeted professional training can be conducted for live broadcasting positioning, promotion of marketing mode and technical knowledge of live broadcasting online and offline links, so as to cultivate farmers' live broadcasting marketing planning ability, solve technical problems, stimulate farmers' creative thinking and create local live broadcasting professionals with characteristics, creativity and ability. The competent department of local government shall provide professional and professional training for the "anchor group" in order to strengthen the cooperation with MCN institutions and training institutions in the region. Let the "anchor group" have certain professional skills, professional quality and ethics. Set up special training programs to train the anchor group in quality inspection and product sales, popularize relevant laws and regulations, and build a strong foundation.

Establish legal awareness, timely standardize the environment for anchor to bring goods, and create a new starting point for high quality and high development. The competent department of the industry carries out the anchor delivery skill training and skill level identification, implements the anchor access system, establishes a new ecological and new model of anchor economy, and cultivates a "anchor sales force" with both professional ethics and professional skills. Anchors also need to improve their professional quality, enhance their personalized characteristics, pay attention to the emotional adhesion with fans, obtain new traffic and improve the repurchase rate of old fans.

5.2. Adhering to Originality and Strict Supervision

The ecological development of live broadcasting economy and industry should strictly abide by relevant laws and regulations, which is the so-called "no rules, no radius". The platform strictly supervises the live broadcast content and content creation, timely reviews, rejects the wrong value orientation, and resolutely "zero tolerance" for vulgar content. In terms of content creation, the "net red" group should also actively pay attention to current events, understand excellent culture at home and abroad, and adhere to originality. Moderate reference can be made in content creation, but blindly following the trend is not advisable, and piracy should be severely cracked down. At the same time, the platform should make rational use of big data analysis to timely understand the needs of user groups, so as to provide a better service experience.

5.3. Optimizing the Industrial Chain and Improving After-sales Service

Suppliers shall strictly control the product quality, avoid the inflow of goods with quality problems into the market, optimize the capital structure and make reasonable reserves. Build a perfect warehousing and logistics system and agricultural product supply chain system as the backing of

agricultural product live broadcasting, integrate industrial resources, and build a relatively complete agricultural product live broadcasting industrial chain integrating production, packaging, suppliers, warehousing, cold chain logistics and network marketing. Ensure sufficient supply, fresh quality and smooth circulation of agricultural products in the live broadcasting room. The promotion platform should improve the service system, do a good job in the supervision of the third-party platform, carefully "listen" to the "voice" of consumers, solve consumers' problems realistically, and enable consumers to get a better shopping experience.

5.4. Strengthening in-depth Cooperation with Merchants

We need to strengthen the publicity of this brand, firmly establish the brand prestige and integrate resources, so as to lead the trend of brand building. To build a brand of characteristic agricultural products, we can not only rely on the publicity of live broadcasting economy. More importantly, we should ensure the quality of agricultural products, let consumers buy at ease and eat at ease, and improve farmers' income and achieve a win-win situation while allowing consumers to have a good consumption experience. Build a new business format integrating live broadcasting and agriculture, vigorously develop characteristic local customs, carry out a variety of agricultural experience projects, publicize and promote agricultural products, and drive the development of tourism. Train the poor to become the anchor of goods, realize the strong combination of webcast, e-commerce economy and poverty alleviation, and promote the development of rural economy.

6. Conclusion

In conclusion, this paper mainly studies that with the promotion of COVID-19 in 2020, a large number of agricultural products are unsalable, and e-commerce live broadcasting has opened a convenient door for the sales of agricultural products. The direct broadcast economy has promoted the development of the rural economy, but there are also some problems. This paper analyzes the current situation of live broadcast sales of agricultural products, and gives solutions to the problems. To sum up, we can see that in the Internet information society, webcast is popular and has become one of the key means of product sales. Under the new situation, the marketing of agricultural products must keep up with the pace of social development, carry out online live product sales activities, and use the interactive marketing model, integrated marketing model and service marketing model to provide customers with better marketing services. At the same time, it also allows customers to choose high-quality agricultural products that meet their needs in the live broadcast room without having to visit the site in person. However, it should be noted that at present, the live broadcast marketing of agricultural products is also facing some challenges, including the lack of excellent live broadcast, insufficient industry supervision and other issues, which have brought challenges and impacts to the online live broadcast sales of agricultural products. Therefore, it is suggested that during the live broadcast sales of agricultural products, the anchor with goods should be encouraged to continuously strengthen their own live broadcast ability, and try to use diversified live broadcast modes to carry out live broadcast with goods. Furthermore, it is critical to perform well in the supervision and management of online live broadcasting. It is suggested that relevant departments build a perfect supervision and management system for live broadcasting with goods, and investigate and deal with all kinds of bad and illegal behaviors in accordance with the law.

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