

Research on the Strategy of Rural E-commerce Live Broadcasting to Help Industry Development

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Abstract: Taking advantage of targeted poverty alleviation and online "live broadcasting" with goods, e-commerce live broadcasting to help rural economic development has become a new trend and highlight of the implementation of rural revitalization strategy. Compared with the traditional offline business promotion and marketing, the e-commerce live broadcast mode of online platform has realized convenience and informatization, reduced marketing costs to a certain extent, and realized the expansion of potential customer market. However, rural e-commerce live broadcasting also has many problems in the process of helping industrial development. Therefore, this paper puts forward some strategic suggestions: E-commerce workers should build standardized production bases, improve regional product quality, strengthen on-site e-commerce professional training, improve the evaluation and after-sales system, strengthen the construction of the payment system, improve the rural payment environment, improve the warehousing and logistics system, and realize the product quality and quantity to ensure the transportation. It is hoped that the article can provide reference for rural e-commerce live broadcast and promote industrial development.

Keywords: E-commerce live broadcast; Rural industrial development; Tactics

1. Introduction

At present, from the actual situation, with the continuous development of China's Internet technology and computer technology, the e-commerce live broadcast industry has ushered in a new development opportunity, and the value of rural e-commerce live broadcast in improving the efficiency and quality of rural industrial development is becoming more and more obvious. In addition, the state's continuous support for rural e-commerce live broadcasting enables the efficient development of rural e-commerce^[1]. At present, the integration of rural e-commerce live broadcasting and agricultural industry can not only effectively expand the channels and scope of agricultural products sales, but also lay a solid foundation for the improvement of the overall rural economic income and the improvement of the rural economic system, thus promoting the efficiency of the upgrading and transformation of the agricultural industry in essence. In order to better realize the modernization of agriculture and rural areas, the network platform is used to innovate the existing rural economic development mode, change ideas, and integrate industries^[2]. E-commerce live streaming has risen rapidly in the field of rural economic development. With the development of modern information technology, farmers in many places have begun to broadcast their commodities through mobile phones, computers and other terminals. At the same time, the central government has also issued a series of policies to vigorously promote the development of rural e-commerce live streaming platforms. Under the background of the implementation of the rural revitalization strategy, e-commerce live broadcasting has played a very important role in promoting the development of rural economy. Based on this, this paper analyzes the problems existing in the implementation of the rural revitalization strategy, and puts forward corresponding countermeasures. Therefore, all regions should vigorously develop rural e-commerce live broadcasting, so that the economic benefits of rural areas can be effectively improved in essence.

2. The advantages of rural e-commerce live broadcast to help industrial development

2.1 Policy support is strong

In the process of China's overall economic development, the development of rural revitalization has been accelerated. In recent years, e-commerce live broadcasting has brought high economic benefits,

and rural areas also attach importance to the e-commerce live broadcasting industry in the process of development. For rural development, the government has also issued development policies on promoting the rural e-commerce live streaming industry, providing more and more funds and human resources for rural development, providing support for live streaming technology and equipment, and strengthening the training of e-commerce youth^[3]. Government support has been rising. And there are more and more e-commerce training bases to improve the professional ability and level of e-commerce talents. When cultivating e-commerce talents, it is necessary to strengthen the cultivation of rural e-commerce talents. By carrying out live broadcast of agricultural products, rural economic income can be effectively increased and the purpose of promoting rural economic development can be achieved. In recent years, when cultivating live-streaming talents, the focus is on young returnees. Unified training should be carried out for their personnel, so that they have comprehensive e-commerce theoretical knowledge and e-commerce live broadcast skills, and can carry out good publicity and marketing of agricultural products when conducting e-commerce live broadcast, so as to promote the development of rural e-commerce industry while promoting the development of rural economy^[4].

2.2 E-commerce has a high degree of social recognition

With the rapid development of Internet technology, the sales of e-commerce live streaming industry have achieved rapid growth. If e-commerce live broadcasting is carried out in rural areas, it can not only improve the traditional rural economic model and bring new opportunities for rural economic development, but also improve the employment of rural residents and promote the new development of rural economy^[5]. With the rapid development of the digital era, e-commerce live streaming has been recognized by rural residents, and some farmers have begun to become interested in e-commerce live streaming. Especially since 2020, the development of offline industry has encountered certain obstacles, but it has brought development opportunities for e-commerce live streaming industry. So far, the e-commerce live streaming industry has a high degree of social recognition and is integrated into the development of the rural economy. After the investigation and analysis of online shopping, it can be found that the number of online shopping of rural residents is also on the rise. With the increase of online shopping times, rural residents have realized the convenience of online shopping and begun to realize the development opportunities of online shopping with goods. Now, e-commerce live streaming has begun to realize the opportunity for development.

2.3 Promote the transformation of agricultural brands

The development of rural e-commerce live broadcasting can promote the development of rural economy, and its agricultural production also achieves new development under the guidance of the market and users. Combined with the actual situation, rural e-commerce live broadcasting has promoted the transformation and development of rural economy and also realized the development mode of rural revitalization^[6]. Rural e-commerce live broadcasting has changed the original offline sales mode and sales channel of agricultural products into online sales mode, broadened the sales channel of agricultural products, reduced the sales cost of farmers through live broadcasting marketing, and improved the sales rate of agricultural products.

With the rapid development of information technology, Internet technology has been widely used in people's life. In this context, the speed of information transmission and reception is constantly increasing. When marketing agricultural products, consumers can quickly and effectively communicate with producers and improve the quality of agricultural product sales service. This efficient mode of service communication can improve the stickiness of consumers, and on this basis, realize the transformation from the traditional economic model of agricultural products to the commercialization model of agricultural production, and meet the demand of consumers for agricultural products. According to the current development of rural e-commerce live broadcasting industry, it can be seen that under the sales mode of e-commerce live broadcasting, agricultural products are developing in the direction of industrialization. At present, with the development of rural e-commerce live broadcasting, agricultural products can be sold through the Internet. This marketing model can effectively improve the economic benefits of rural residents while reducing the cost of sales, and the economic share of agricultural products in the operation process can also be significantly increased, so as to achieve the purpose of improving the rural economy. At present, in the development process of e-commerce live broadcasting, a complete industrial chain has been formed. Through e-commerce platforms, all walks of life in society can be combined to promote the economic development of rural areas and surrounding areas.

2.4 Increase rural economic income

In the context of rural revitalization and development, we should pay more attention to the rural e-commerce live streaming industry, so that it can promote rural revitalization and achieve new development. In the process of development, the e-commerce live broadcasting industry not only improves the economic income of rural residents, improves the competitiveness of agricultural products in the market, but also improves the rural economic level. However, China still has some remote mountainous areas. Transportation in these areas is very inconvenient, and infrastructure and related supporting facilities are not perfect. In this environment, due to backward information conditions, residents are not aware of the advantages of e-commerce live broadcasting, and their thinking is too conservative. People should introduce the concept of e-commerce live broadcasting into the countryside, and improve the rural economy, so that the countryside can communicate with the outside world.

At present, China has issued relevant policies for the development of e-commerce live broadcasting, paying more attention to rural e-commerce, supporting college students to return to their hometown to work at the grassroots level, and introducing e-commerce professionals to join in. With the development of the e-commerce live streaming industry, the thinking of mountain residents has been changed and is no longer limited to the traditional conservative thinking. The improvement of their economic level has also improved the rural environment, and the living standard of residents has been effectively improved. More college students and e-commerce livestreaming talents are returning to their hometowns for employment, and rural residents no longer flock to cities to seek development, which has promoted the relief of social pressure and stable social development in China.

2.5 Rural supply-side structural reform tuyere

At present, the government is vigorously promoting the work of agriculture, rural areas and farmers with supply-side structural reform as the core, and agricultural and rural development has entered the key "pass" of "structural upgrading, mode transformation and driving force transformation". Relevant departments require actively accelerating the large cycle of domestic production and consumption, while promoting the comprehensive development of domestic and foreign double-cycle market demand through cross-border e-commerce channels. The fundamental purpose is to expand domestic demand and open up the circulation market of agricultural products. In this context, it is expected to stimulate the consumption potential of consumers, increase the income of rural residents, build a new pattern of rural economic development, become a new means for governments at all levels to revitalize the economy, expand domestic demand, guide consumption, and become an important force to build a great cycle of domestic demand. With the introduction of a series of government policies, rural areas across China have increased the promotion of agricultural products, strengthened infrastructure construction, and helped the development of rural e-commerce. For example, in Triangle Township, Dayaoshan Mountain, Jinxiu County, Laibin City, Guangxi Province, in order to solidly promote rural revitalization, the Party Committee and government of Triangle Township strongly support Yao Cell to carry out e-commerce business and expand and strengthen characteristic industries. The local "digital village" service management platform is connected with the e-commerce platform to release agriculture-related policies, market dynamics, direct supply of agricultural materials, leasing of agricultural tools, agricultural technical services and other information through the column of "Supply and Marketing services". It is displayed to the public and provides a convenient channel for the online purchase and sale of agricultural materials and agricultural products.

3. The problems of rural e-commerce live broadcast to help industrial development

3.1 The standardization of products is not high

Farmers' breeding and production of agricultural products is one of the supply bases of live e-commerce. The importance of standardization of agricultural products is underrecognized in many rural areas. After interviewing the staff of the Agriculture and Rural Bureau, it was found that some rural areas lack professional and technical personnel in agricultural product quality and safety testing stations and agricultural technology extension stations, and there is insufficient human resource support for agricultural product testing business in township stations. In addition, the testing equipment is not upgraded in time, resulting in the lack of hardware facilities for testing agricultural products in rural areas, resulting in the inability to accurately grasp the production requirements of agricultural products

and the supply quality of live e-commerce products in the process of improving the standardization level of agricultural products and adjusting the rural agricultural production structure. In addition, the construction of standardization demonstration zones for agricultural products is not strong enough, and farmers generally lack unified process specifications, professional guidance and standardized production systems.

3.2 The platform supervision system is still not perfect

On the one hand, the ability of anchors is uneven. The identities of anchors cover individual farmers, enterprise employees, local network celebrities, government workers and other different identities. The influx of a large number of groups into this emerging industry does not guarantee the live-streaming ability and professionalism of anchors, and will also bring difficulties to the management of employees in the e-commerce live-streaming industry. Even some anchors will put agricultural products on the shelves in the live broadcast room without selection, and some products will flow to the market without quality inspection, which will also have a direct impact on consumers' consumption experience. On the other hand, the service level and supervision ability of live streaming platforms will also directly affect the sales effect of e-commerce live streaming. At present, no matter from the perspective of industry supervision or government supervision, many rural areas have not established a standardized local live broadcast management mechanism. These problems will increase the after-sale risks of agricultural products trading on live-streaming platforms, directly affect the credibility of live-streaming platforms and anchors, and even pose a certain threat to the credibility of the government, thus leading to the industrial development of rural e-commerce live-streaming.

3.3 Inadequate support for the financial service system

Financial support for e-commerce live streaming has not been in place in some rural areas, and the scope of relevant credit support is concentrated in county-level e-commerce industry demonstration parks, small and micro business incubators, and credit input of well-known e-commerce brands. However, the conditions for self-employed and non-poor farmers to apply for personal industry support credit are complex, the approval degree is complex, and it is difficult to obtain funds; Relevant financial industries have not invested enough in the construction of payment infrastructure in rural areas, and government departments have not paid enough attention to improving the payment environment in rural areas. The village-level e-commerce service points and agricultural materials withdrawal service points in some poor villages are not perfect, which cannot support the effective operation of the industrial chain of e-commerce live broadcasting.

3.4 Formation Scale of Warehouses

At present, cooperation with express delivery companies is still the main way to transport agricultural products and cold chain logistics in rural areas. Only a few regions have established a professional cold chain logistics system for agricultural products industry, and have not yet formed a unified agricultural products storage and logistics supply chain covering the county scale. Agricultural products are sold directly through e-commerce, and there is a lot of room for improvement in supporting logistics services. In addition, after a series of links such as grading, inspection, storage, packaging, collection, transportation and distribution of fruit and vegetable agricultural products, they are more likely to deteriorate to varying degrees before being delivered to consumers, and attention should also be paid to the preservation of agricultural products during transportation.

4. The strategy of rural e-commerce live broadcast to help industrial development

4.1 Construction of standardized production bases to promote regional product quality

Agricultural products directly sold by rural e-commerce are mainly planting products. Therefore, we can rely on the advantages of planting industry to build characteristic industries or standardized production bases of green food raw materials and improve the supply quality of agricultural products. First of all, the towns where characteristic industries are planted and distributed should be selected as centralized and contiguous layout areas, adhere to the principle of appropriate environmental conditions, improve the production and operation system, and adopt the industrial organization form of "enterprise + base + farmer" to form a community of interests and ensure the quality and stable production of agricultural products. Secondly, it is necessary to establish a technical guidance and

promotion system, set up a base construction technical team by transferring technical backbone, establish a three-level technical service system of township (town), village and demonstration household (enterprise), better train farmers and agricultural enterprises in the base with technical personnel, and master the key points of standardized production technology; Rural e-commerce workers need to establish experimental demonstration bases and do a good job in regional agricultural standardized production demonstration. Finally, the sales network is improved by relevant personnel, and the supply of supplies is fixed in large and medium-sized cities or cities, and pre-warehouses are established. Products sold through e-commerce live broadcast can be directly delivered from the front warehouse to reduce intermediate transportation links, or directly flow into farmers' trade and supermarket markets from the front warehouse, forming a sales network radiating inside and outside the province to ensure standardized production and market-oriented development of the base.

4.2 Strengthen the professional training of live broadcast e-commerce and improve the evaluation after-sales system

In order to strengthen the construction of live broadcast team led by government departments, Shaanxi District Commerce Bureau, Agriculture and Rural Affairs Bureau, Rural Revitalization Bureau and other functional departments can jointly set up working groups for live broadcast to help farmers. The division of labor of each department is clear, and each town can also set up corresponding working groups with relevant personnel of village committees and village-level e-commerce service stations as members to do a good job in technical training of village-level live broadcast e-commerce. In addition, in order to control product quality, e-commerce live-streaming should formulate a strict access mechanism for agricultural products at the platform level. According to the differences in product categories and supplier identities, personalized product access standards are formulated to ensure the service quality of the platform. For example, agricultural products must pass quality and safety testing, and provide agricultural product quality inspection certificate issued by the competent department of agricultural administration, before entering the live broadcast room; Individual businesses must provide qualifications such as business licenses and food safety permits to supply goods; Agricultural enterprises promoting product brands also need to provide relevant agricultural industry qualification certificates to strengthen the supervision of platform products. In view of the establishment of after-sales service system, on the one hand, consumer complaint channels should be improved. If the products purchased by consumers on the live broadcast platform are inconsistent with the promotion between the live broadcast platform, the quality of agricultural products is not up to standard, or the quality of agricultural products fails to meet consumers' expectations, the problems encountered in purchasing products when consumers apply for after-sales service are not solved, or the sellers have a bad attitude towards after-sales service, they need to be solved through the consumer complaint channel established by the live broadcast platform. After receiving a consumer complaint, the live-streaming platform shall verify the facts based on the transaction records and evidence provided by both parties. If it is confirmed that the rights and interests of consumers are indeed harmed, the merchants are required to compensate the consumers, and the upper limit of the number of complaints of the merchants is required in the access threshold, so as to restrict the passive after-sales behavior of the merchants; On the other hand, improve the evaluation system. Items related to platform services, such as logistics services, anchor evaluation and live broadcast scene evaluation, are included in the evaluation index setting to ensure that consumers give comprehensive feedback on the live shopping experience, thus promoting the optimization and upgrading of the platform.

4.3 Strengthen the construction of payment system and improve the payment environment in rural areas

We will make full use of existing network communication facilities in rural areas and speed up the construction of e-commerce public service stations in poor villages. Financial institutions should also strengthen financial investment in payment infrastructure in rural areas, strengthen in-depth cooperation with third-party payment institutions, innovate new online payment methods such as electronic bills and electronic wallets, and assist agricultural enterprises to open e-commerce payment. We will issue special credit for "agriculture, rural areas and farmers", speed up the approval of agriculture-related credit, simplify the approval process, increase withdrawal services, and help farmers in poor village areas withdraw money from self-service deposit and withdrawal machines. By improving the modern payment level in rural areas and optimizing the online payment service environment, we will solve the problem that farmers have difficulty in starting to use live e-commerce in the early stage, and encourage farmers to develop live e-commerce to sell agricultural products.

4.4 Improve the warehousing and logistics system and realize the transportation of products with good quality and quantity

First, optimize logistics and distribution services. First, government functional departments should increase support for the construction of rural logistics and distribution system in the way of financial tilt, carry out overall planning and reasonable layout in the production of agricultural products, attach importance to the construction of rural cold storage, and improve the related links of cold chain logistics; Second, road traffic conditions, as a key factor affecting the logistics of agricultural products, need to harden and maintain rural roads to ensure that agricultural products transport roads meet the requirements of logistics distribution. Secondly, since many logistics companies choose to pick up goods at unified stations in counties and towns, before e-commerce live sales, they can communicate with logistics companies in the village to establish village-level storage and delivery centers for agricultural and sideline products to ensure that products can be stored for a long time and picked up by fixed cooperative logistics providers. At the same time, they can also negotiate the transportation and distribution costs with the logistics providers in the village, and reduce the costs on the supply side through bulk pricing. Finally, rural e-commerce workers should build and develop third-party logistics, join the real-time e-commerce industry chain, and build logistics enterprises suitable for local regional advantages, so as to better reduce transportation and logistics costs, improve transportation efficiency, and ensure the freshness of agricultural products for consumers.

5. Conclusion

The vast number of network users and large live broadcasting platforms have laid a good foundation for the rapid development of rural e-commerce live broadcasting. In recent years, various policies conducive to the development of rural e-commerce have been introduced, which not only accelerate the development of rural e-commerce, but also point out the direction for the future development of rural e-commerce. Although rural e-commerce live streaming still faces a variety of challenges, with the wisdom and perseverance of farmers in the new era, we believe that rural e-commerce live streaming will step up to a new level, help industrial development, drive the sustainable development of rural economy, and improve the living standards of rural people.

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