

# Cultivating Your Agriculture - Branding and E-Commerce Participation in Rural Revitalization

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**Abstract:** *With the development of the times, technology is also continuously improving, and at the same time, more and more things have been widely disseminated, especially online communication. For the ideological characteristics of modern people - reducing trouble and being more receptive to online shopping, but in rural and remote villages, mountainous areas, and other areas, network resources are scarce, even if crop resources are rich and valuable, they cannot be sold in a timely manner, resulting in accumulation or direct decay, so that its economic development is slow that it cannot effectively adapt to the grand event of poverty alleviation. Therefore, in order to create a rural brand and engage e-commerce in rural revitalization in the context of opening up the network, this article surveys the relevant profiles of some rural areas in Guizhou through literature search, field visits, network analysis, questionnaire survey, rural personnel interviews, and other methods, including the frequency of online shopping, the likelihood and willingness of online sales, and the availability of online opening. It is concluded that most areas have high air quality, good soil quality, and a strong sense of unity among the people the people are highly motivated and willing to participate in the team of e-commerce rural revitalization. In order to improve and enhance the development of Yungui agriculture, strategies and suggestions should be made to make good use of branding and e-commerce to participate in rural revitalization, helping to promote Guizhou's characteristic culture.*

**Keywords:** *rural revitalization, branding, e-commerce, environmental quality*

## 1. Introduction

In 2022, live streaming e-commerce entered a year of development and improvement, and how e-commerce can better assist rural development has gradually become a hot topic. We learned that the Yunnan-Guizhou Plateau has unique climatic conditions, rich and diverse natural environment, and is pregnant with biological diversity and cultural diversity[1]. The rich and diverse natural environment of the Yunnan-Guizhou Plateau has created biodiversity and cultural diversity. It is the region with the largest number of ethnic minorities in China, and all ethnic groups have retained rich and colorful cultural traditions; It is the region with the richest forest vegetation types in China, rich in animal and plant resources, rich in forest and mineral resources; It is an important area for the origin and diffusion of ancient humans. Historically, there have been local ethnic regimes such as Yelang, Nanzhao, and Dali, creating a splendid culture of the Southwest.

The Yunnan-Guizhou Plateau has the best ecological environment among the four plateaus in China, and is also an important biological seed resource bank in China, ranking first in terms of biological resources. From a biological perspective, only a good environment can produce high-quality agricultural products [2]. The project publicizes and promotes high-quality agricultural products in the Yunnan-Guizhou Plateau by giving regional agricultural products branding (work hard - work hard on the plateau, focus on quality), operating poverty alleviation investment projects by means of cultural empowerment, mode transformation, etc., and providing e-commerce technical support such as video clip training, live broadcast training, etc. through campus and local cooperation.

Good mountains and good water produce good things. Water and soil on one side nourish and nourish people on the other side. The "Internet+ rural revitalization" model aims to better sell agricultural products in remote areas and villages, so that more people can understand the Yunnan-Guizhou plateau, drive our inorganic agricultural products, and achieve industrial revitalization.

The combination of rural revitalization and e-commerce can show the characteristics and

advantages of agricultural products through live broadcast [3]. It can also show the growth environment of products and the beautiful scenery of the Yunnan-Guizhou Plateau through live broadcast connection with farmers [4]. In combination with the low pollution free coefficient of the Yunnan-Guizhou Plateau, the conditions required for the growth of agricultural products are sufficient, and the quality of agricultural products is higher than that of other regions, which can also drive the development of local tourism; By processing and selling agricultural products, and by monitoring the live broadcast, the production method and process of by-products are displayed. In this way, the live broadcast shows an innovation different from other methods of direct broadcast with goods. In addition, the high-quality climate environment of the Yunnan-Guizhou Plateau and the low pollution air provide high-quality conditions for the output of agricultural products, although there is no three mile flat situation, however, in recent years, with the vigorous poverty alleviation and development of the country, Guizhou has become the only province where counties have access to highways. The development of transportation has been guaranteed, high-quality production sites have been combined with national development, and high-quality agricultural products have been guaranteed. Through the driving effect of the Internet, product awareness has been increased, and product branding has been carried out through the driving force of the origin.

Any business opportunity should consider national policies, which provide directional and targeted guidance for national development [5]. The Political Bureau of the Central Committee of the Communist Party of China held a meeting on August 26, 2016 to review and approve the "Healthy China 2030" planning outline. The meeting pointed out that health is an inevitable requirement for promoting comprehensive human development, a fundamental condition for economic and social development, and an important symbol of national development and prosperity. From this, it can be seen that healthy development is the future development trend, and healthy, green, and organic life is the pursuit of the nation. The market for green, pollution-free, high-quality agricultural products is broad. To grow green, pollution-free, high-quality products, a good ecological environment is crucial. The Yunnan-Guizhou Plateau is one of the four major plateaus in China, with beautiful scenery, superior ecological environment and pleasant climate. It is like spring all the year round, warm in winter and cool in summer, full of light and heat, rich in water resources, and suitable for the growth of crops. In addition, the Yunnan-Guizhou Plateau is located in economically backward areas, with underdeveloped technology and industry, and little soil pollution. Therefore, the growing crops are rich in nutrients and many natural minerals that are beneficial to people, green, organic and pollution-free, and are excellent nutrients. Firmly uphold the two bottom lines of ensuring national food security and avoiding large-scale poverty reduction, promote rural economic development, and narrow the gap between urban and rural areas.

In rural revitalization, industrial revitalization is a necessary condition for rural revitalization, and rural industrial revitalization cannot be separated from the economic cycle of agricultural products going out, technology coming in, and consumption bringing in.

Under the guidance of cultural empowerment, a large number of short videos can contribute to tourism in the post epidemic era.

In terms of campus and local collaboration, professional technical support can not only improve the efficiency of e-commerce, but also more realistically showcase the rural landscape and bid farewell to the brutal development of rural live video.

The overall ecological level of Qianxinan Prefecture is good, and the proportion of land with high importance in ecosystem service functions is high, providing better ecological services for the region. The proportion of areas with high importance in water conservation and biodiversity maintenance functions is more prominent than that of water and soil conservation functions. (2) Taking a village as a unit, the Moran's I index of important global functions at all levels for both individual and overall functions is above 0.65. The spatial distribution presents a high spatial aggregation characteristic, showing a strip or block distribution, and the importance levels of specific functions also show differences. (3) The spatial autocorrelation clustering results of biodiversity maintenance functions, water conservation functions, and soil and water conservation functions are similar. (4) The importance of ecosystem service functions is coupled with soil erosion and rocky desertification, and the spatial differentiation characteristics are comprehensively affected by factors such as hydrothermal conditions, geological background, and human factors.

In recent years, with the prosperity and development of tourism and e-commerce, the online marketing of tourism food in the Yunnan-Guizhou Plateau has been carried out in full swing, and tourism food has also been known by more and more tourists, effectively driving the development of

tourism industry in the Yunnan-Guizhou Plateau, and also promoting the implementation of rural revitalization strategy in the new era.

## **2. Research Methods**

This study focuses on air quality, soil quality, people's sense of unity, people's enthusiasm, and the intention to participate in e-commerce rural revitalization. The specific research methods are as follows:

**Literature survey method:** This study aims to understand the current situation and strategies of rural areas in Guizhou through consulting relevant literature on e-commerce and rural revitalization in Guizhou, so as to achieve the optimal research strategy and become more representative.

**Questionnaire method:** This study sets up corresponding questions and answers on online shopping and online sales intention through the questionnaire Star App, clarifying the corresponding situations in various regions of Guizhou to illustrate the feasibility of this study, making the study more extensive and representative.

**Field observation method:** This study uses Baidu Maps, GIS, and other software combined with field visits and observations to experience the local customs and regional culture of some areas in Guizhou, and understand the local situation.

## **3. Current situation and development trends of e-commerce participation in rural revitalization at home and abroad**

### **3.1 Domestic**

Currently, e-commerce platforms are increasing investment in new businesses and channels, and constantly improving the status quo of platform ecology [6]. Under the regulatory normal, competition will be more fair and orderly, contributing to the long-term healthy development of the industry. In recent years, due to the impact of the epidemic, policy support, and gradual improvement of network infrastructure, e-commerce in urban and rural areas at and below the third tier has developed rapidly. According to business big data monitoring, in 2020, the national rural online retail sales reached 1.79 trillion yuan, accounting for 15.3% of the national total online retail sales, with a year-on-year growth of 8.9%. Among them, the rural physical online retail sales reached 1.63 trillion yuan, accounting for 90.93% of the national rural online retail sales, with a year-on-year growth of 10.5%. Moreover, the e-commerce industry has received policy support. Due to the expanding influence of the e-commerce industry, the Central Enterprise E-commerce Alliance has formulated the 2021-2023 Action Plan for the Innovation and Development of E-commerce in State-owned Enterprises, aiming to fully build a digital development ecosystem with data driven as the core, Internet platform as the support, and industrial integration as the characteristics, strive to become a new engine for enterprises to deeply promote digital transformation and promote healthy and sustainable economic and social development. Based on the above examples, it can be seen that e-commerce has broad prospects for development.

### **3.2 Overseas**

Foreign scholars have proposed that developing agricultural e-commerce can promote the flow of agricultural product information, coordinate the industrial chain, and improve the transparency of agricultural product information [7]. From 2011 to 2016, the global online retail transaction volume increased from \$0.86 trillion to \$1.92 trillion, with an average annual growth rate of 17.4%. With the continuous increase in global smartphone ownership, Internet usage, and the rapid rise of emerging markets, global online retail will still maintain a double-digit growth. According to data from the United Nations Conference on Trade and Development (UNCTAD), among the top ten e-commerce markets in the world in 2017, the United States ranked first in the world with \$8.8830 trillion, accounting for about 30.2% of the global total; Japan ranked second with \$2.9750 trillion; China ranks third with \$1.9310 trillion. In addition, Germany, South Korea, the United Kingdom, France, Canada, India, and Italy ranked 4-10, respectively.

### 3.3 Internal and external comparison

According to the current situation of the development of agricultural e-commerce platforms at home and abroad, it can be seen that the development of e-commerce platforms is on the rise, both during the epidemic and in a safe state. The development of agricultural e-commerce platforms is broader, not only solving the issue of people's income during the epidemic, but also allowing more people to understand the development process of agriculture, truly achieving an economic cycle of products going out, technology introduction, and consumption.

## 4. Technical route and problems to be solved

### 4.1 Technical route

At the initial stage, it mainly relied on mature large platforms, such as Tiktok.

### 4.2 Problems to be solved

1) Participate in the revitalization of national villages and empower the branding of agricultural products;

2) Substantively launch campus and local collaboration for technology output;

Solve rural cultural propaganda and let everyone see a more authentic countryside.

3) Communication process, the problems that arise will be fed back to the big data screening and live streaming platform process owner. In addition, the signing carrier and the signing company will undertake the contract. All customer information and after-sales service will be the responsibility of the organizer, and all final interpretation rights belong to us.

(1) The video content is mainly publicized to the outside world through Tiktok, Kwai, WeChat official account, etc.

(2) We mainly use Tiktok accounts for video production, supplemented by other websites

Release short videos to maintain and increase the popularity of Internet accounts. While having its own characteristics, live streaming takes various forms, such as connecting with farmers during live streaming. When producing by-products of agricultural products, live streaming can be combined with factory monitoring, allowing consumers to actually experience the process of transparent production and increasing their trust in the product.

4) Flowchart, as is shown in Figure 1:

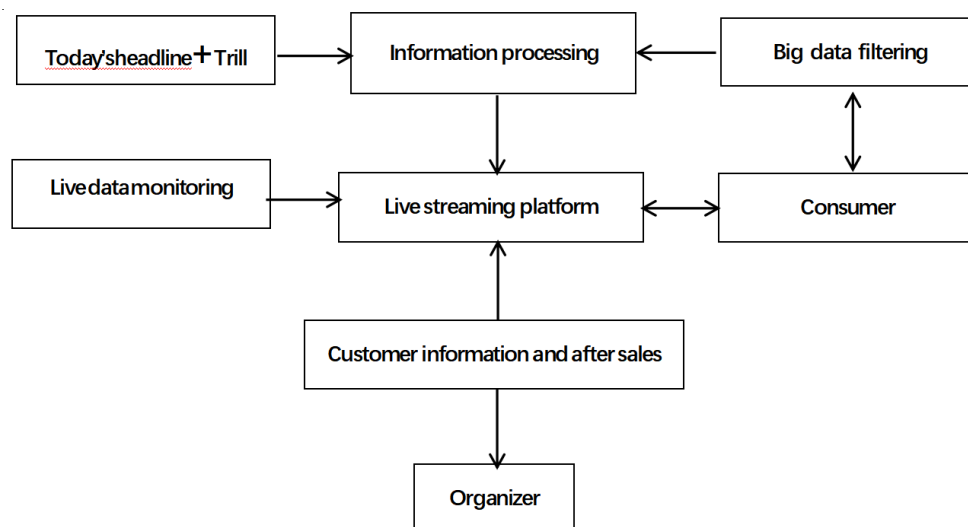


Figure 1: Flowchart

## **5. Customer Analysis**

### ***5.1 Suitable for elderly people***

Snow lotus seed has a very good effect on regulating low back pain caused by rheumatism and kidney deficiency. It is a good health care and recuperation product for elderly people. Secondly, snow Lotus Seed has the effect of lowering blood pressure, and the amorphous alkaloid N-9 contained in the seed can effectively lower blood pressure.

### ***5.2 Suitable for anti-aging elderly people***

Snow lotus seed contains effective nutrients such as snow lotus lactose and snow lotus polysaccharide, which can effectively protect the skin from UV damage and delay aging.

### ***5.3 Suitable for people who maintain beauty and health***

Snow lotus seed is a necessary choice for many women who love beauty. It is rich in plant collagen. Frequent consumption of snow lotus seed can make the skin smooth and tender, making the aging rate of the human body slow. It can help women replenish moisture, and if there are acne on the face, it can also achieve the effect of acne removal.

## **6. Conclusion**

In recent years, with the continuous rise of the internet era, online shopping has become the consumption mode of most people. The main research of this project is to create rural brands, revitalize industries, and participate in rural revitalization by e-commerce in the context of the network. Through this project research, it is an unforgettable experience for us. As a vibrant contemporary college student, we not only need to work hard, but also need to understand how to think and solve problems. Now that we have entered the closing stage, our team has summarized this project in the following four stages.

The first stage: The rapid development of China's digital economy has gradually become the main force driving the all-round high-quality development of the economy and society. In the context of the digital economy, rural e-commerce empowering rural construction is an important strategic direction for rural revitalization. Through the analysis of the research background, if industry thrives, then countryside thrives. With the ecological beauty of the Yunnan-Guizhou Plateau as the carrier, develop characteristic industries according to local conditions, create green, safe and high-quality products, break the old path, develop new business formats, open up new channels, form a green revitalization mode, create agricultural product brands, and promote rural revitalization with the "Internet plus rural revitalization" model. Rural fields, which highlight the ecological beauty of the Yunnan-Guizhou Plateau, are the real gold and silver mountains.

The second stage: Through the analysis of research methods, the following three methods are mainly used: literature survey, questionnaire, and field investigation. According to these three methods, the main research is carried out: the current situation and strategies of rural areas in Guizhou, understanding the corresponding situation across Guizhou, and experiencing the regional culture of some areas in Guizhou.

The third stage: Through analysis of the current situation and development trends of e-commerce participation in rural revitalization at home and abroad, the development of e-commerce platforms has shown an upward trend, both during the epidemic and in a safe state. In addition, we have found through research that the development prospects of agricultural e-commerce platforms are broader, improving farmers' economic income, and enabling more people to understand the development process of agriculture. To truly achieve an economic cycle in which products go global, technology is introduced, and consumption is brought in.

The fourth stage: through the analysis of the technical route and the problems to be solved, we can draw a conclusion that in the initial stage, agricultural products can be promoted with the help of mature network platforms, such as Tiktok, Toutiao Today, etc. Secondly, the main issues we plan to address include participating in the revitalization of the country's rural areas and empowering the branding of agricultural products; substantially initiate campus and local collaboration for technology output. At the same time, it also has a complete technical route and workflow support, and accepts the

supervision of all people. The purpose is to solve the problem of rural cultural propaganda, so that everyone can see a more authentic countryside, give truth with reality, give truth with truth, and move people's hearts with truth.

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