

Innovation Analysis of Scene Fusion-driven Live Marketing for Agricultural Products

-- A Case Study of East Buy

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Abstract: With the development of the economy and society, the process of agricultural modernization in our country is constantly advancing, and agricultural product consumption also presents the momentum of rapid development. In recent years, the live-streaming e-commerce industry has developed rapidly, becoming an important driving force for economic recovery. As a new marketing method, live streaming e-commerce can not only play a positive role in promoting the structural reform of the supply side of agriculture but also provide an important driving force for the development of the rural economy, live streaming to help agriculture will also become a new trend of live streaming of e-commerce. This paper selects the case of "East Buy" as the research object, based on the relevant theories of scene marketing, discusses the innovation points of agricultural products live broadcast service scene and puts forward feasible marketing strategies for the sustainable development of online live broadcast with goods.

Keywords: Scene fusion; Live broadcasting of agricultural products; East Buy.

1. Introduction

In recent years, with the continuous development of the live broadcast industry, the "live broadcast+e-commerce" model has gradually evolved into a new e-commerce sales model broadcast with goods, which people have gradually sought. As a branch of internet live broadcast, live broadcast with goods not only enriches the form of live broadcast but also opens up a brand-new e-commerce model. On August 28th, 2023, the China Internet Network Information Center (CNNIC) released the 52nd Statistical Report on Internet Development in China. By June 2023, the number of Internet users in China had reached 1.079 billion, an increase of 11.09 million compared with December 2022, and the Internet penetration rate reached 76.4%[1]. The traditional agricultural product sales model has always faced the dilemma of "good wine is afraid of the deep alley". Farmers have products but are limited by complete sales channels and good marketing communication. Consumers have purchasing needs but stop at the trust in product quality and the poor circulation of related information. Farmers and consumers have never been able to establish a close relationship. With the rise of live broadcasts, the consumption of agricultural products has ushered in explosive growth online. In the era of an attention economy, the live broadcast scene, which integrates audio-visual media elements, plays an important role in grasping users' attention. The scene has become a very dependent factor in the current live broadcast with goods. The style of the brand's live broadcast, the characteristics of goods, and the will of live broadcast are all presented and spread in the scene, forming scene communication. East Buy started the live broadcast transformation at the end of December 2021. At the beginning of June 2022, it became popular because of the bilingual live broadcast of star teachers such as Dong Yuhui. East Buy provides an innovative e-commerce format of live broadcast, that is, brand marketing based on knowledge and content. As an e-commerce platform that mainly focuses on live broadcasts of agricultural products, the

live broadcast marketing of agricultural products driven by scene fusion deserves in-depth analysis. This study takes how East Buy creates scenes to add value to products as a case to explore innovative strategies for live broadcast marketing of agricultural products.

2. Features of Live Marketing of Agricultural Products Driven By Scene Integration

2.1. Authenticity

Through live broadcasting, agricultural products can be presented to consumers in the most authentic state, without any modification and beautification. Consumers can see the growing environment of agricultural products, the picking process, etc., and enhance their trust in products. Simultaneous live marketing breaks the restrictions of time and space, and consumers can watch live and buy agricultural products at any time and anywhere. This convenience makes it easier for consumers to get information and buy products.[2]

2.2. Interactivity

During the live broadcast, anchors can interact with consumers in real-time, answer consumers' questions, and provide professional advice. This interactivity not only helps to increase consumer confidence in purchasing but also enhances the shopping experience of consumers. In addition, live marketing can gather consumers with the same interests and needs to form a community. In this community, consumers can exchange shopping experiences and share experiences with each other, thereby enhancing brand identity and loyalty.[3]

2.3. Diversity

Live marketing can showcase various types of agricultural products, from fruits and vegetables to meat, seafood, etc., to meet the different needs of consumers. At the same time, the

live broadcast can also show the processing of agricultural products, so that consumers can understand the production process and characteristics of products. Moreover, the live broadcast platform can collect consumers' viewing data and purchase data, analyze consumer behavior, and provide more accurate data support for the production and sales of agricultural products.[4]

3. Innovation Analysis of Live Marketing of Agricultural Products Driven by Scene Fusion——Taking East Buy as An Example

3.1. Reconstruction of the Relationship among customer, context, and commodity

In the development of the retail industry, people, goods and

markets have always been the core elements of different retail formats and retail models. In the digital age, the innovation of human, goods, and field elements and the continuous iteration of their logical relations have promoted the innovation and change of marketing model. In the live broadcast marketing of people-goods yard, fans' attention drives enterprises to gain insight into customers, attract products and attract scenes, realize the matching of customer, context, and commodity (as shown in Figure 1), and finally realize the double-effect improvement of enterprise operation efficiency and customer experience.[5]

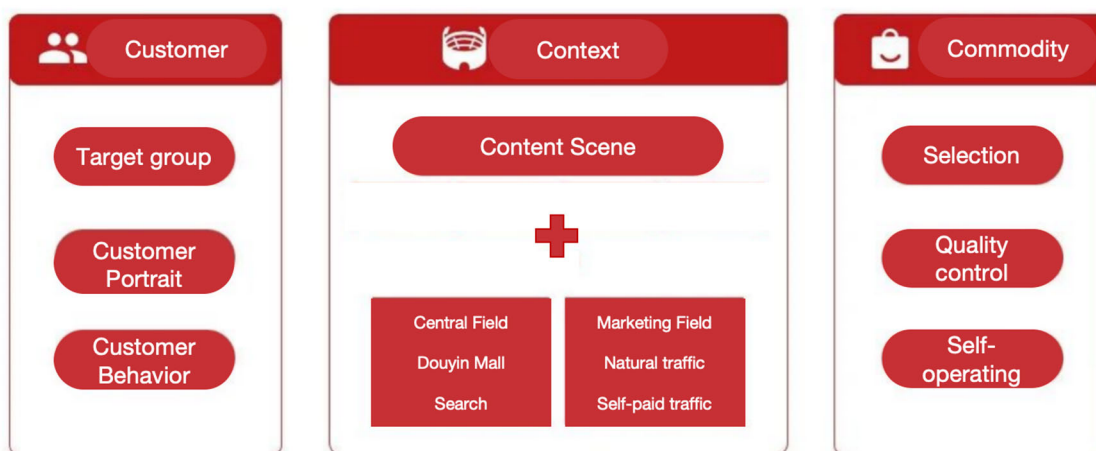


Figure 1. The relationship among customer, context, and commodity

The traditional live broadcast with goods mainly uses the anchor's traffic, attracting users by the way of "the lowest price in the whole network" or "the lowest price in history", thus forming huge traffic, and finally facilitating transactions in the live broadcast room. This low-price model makes the sales of merchants soar in the short term, but in fact, it harms the short-term profits of merchants and realizes rapid drainage, which is difficult to sustain in the long run. At the same time, the final traffic focuses on a small number of head anchors, and the pit fees and commissions for endorsement are expensive. It can be said that this kind of live delivery based on the lowest price establishes a short-term trading relationship with consumers. East Buy adopts the way of scene and emotional resonance, targeting at niche people, targeting accurate users, and establishing a recommended consumption relationship with users. This kind of user is not so sensitive to price but has a higher demand for emotions, which is very in line with the psychological demand of consumers for product consumption, not staying in price competition, but paying more attention to product quality and service experience. Through outdoor live broadcasts, East Buy carries more social responsibilities, broadcasts local agricultural products in the form of outdoor live broadcasts, and publicizes local cultural characteristics. Through this kind of public welfare activity to help agriculture, the brands selected by the East can quickly get out of the circle. This kind of cultural communication activity empowers the live broadcast of the e-commerce model with goods. Over the past year, East Buy has launched seven live broadcast specials

nationwide, including Beijing, Heilongjiang, Shaanxi, Guizhou, Ningxia, Shandong, etc., all of which have realized the scene of selling local specialty agricultural products with deep links with local culture.

3.2. Content Innovation

East Buy pays attention to content innovation, and combines agricultural products with culture, tourism, and other elements through the form of live delivery, to create a unique charm of live content. For example, the planting process and production process of agricultural products are introduced in the live broadcast, so that consumers can better understand the source and quality of products. In the past, the live broadcast with goods was more built around an anchor, and the style of goods was relatively fixed. The East Buy anchors each person's personality characteristics and the main field of attack is more distinctive. "Shift" live with goods, can define a wider range of people.[6]

3.3. Marketing Strategy Innovation

East Buy pays attention to the innovation of marketing strategy and carries out publicity and promotion through social media, short videos, and other channels to attract more potential consumers. At the same time, East Buy also pays attention to the interaction with consumers, through the live lottery, limited-time seconds, and other activities, to enhance consumers' sense of participation and purchase desire. In the outside world, it is not related to agriculture. But, in New Oriental Online in the past few years in the brand, content,

products, talent, and methodology, there is a very deep accumulation. It cuts into agriculture through brand and sales, hoping to start by solving the problem of agricultural product sales and reverse the solution of production, research and development, manufacturing, and other problems. New Oriental Online believes that agricultural products are broad. Agriculture should not be narrowly understood as "farming", but is a system engineering that is closely related to high technology, technology, and brand and customer service.[7]

Taking the sales link as an example, the traditional way of selling agricultural products is very pragmatic, such as introducing the origin, taste, and price, but the live sales form selected by the East meets the experience of "eating", "shopping" and knowledge transmission, applying the traditional culture, music creativity, language arts and so on to the selling process, bringing different experiences to consumers. This in turn pushes the joint effort upstream in the supply chain. In addition, although the East is more focused on the sales link, behind each product is a large number of agricultural producers. Agricultural products include not only raw primary agricultural products but also processed agricultural products. Producers are involved in the rich links contained in the whole agricultural industry chain, such as secondary processing and packaging of agricultural products, which are done by farmers, and these industrial workers are also producers of agricultural products. In this sense, the boundary on the side of assisting agriculture has been expanded: as long as people in all links of this industrial chain benefit, the effect of assisting agriculture can be achieved. Creating self-operated agricultural products is a typical example of East Buy's expansion of business boundaries.

3.4. Service Innovation

East Buy pays attention to service innovation and enhances consumers' trust and loyalty by providing high-quality after-sales service and a return policy. At the same time, East Buy also pays attention to consumer feedback and suggestions, constantly improves the quality of products and services, and improves consumer satisfaction. The live stream of agricultural products we usually see is more about the function, origin, ingredient, and energy level, and then appeals to consumers to place orders, but the "expansion surface" of the East Buy anchor has almost no boundary, and it reminds consumers to "rational consumption", and high-quality services make the number of fans in its broadcast room remain high.[8]

4. Innovative Suggestions for Live Marketing of Agricultural Products Driven By Scene Fusion

4.1. Accurate positioning of the audience

In the live marketing of agricultural products, we must first make clear the target audience and understand their needs and preferences. Through market research and data analysis, we can provide customized product recommendations and services for the audience and improve the conversion rate. In the process of live broadcast, in addition to displaying product features, we should also pay attention to providing a good shopping experience for the audience. For example, you can set up limited-time preferential activities, provide postal services, or introduce exclusive benefits for members to stimulate consumers' desire to buy. At the same time, optimize the after-sales service process, solve the problems

encountered by consumers in time, and improve customer satisfaction and loyalty.

4.2. Innovative Live Scenes

Use scene fusion technology to create a variety of live scenes. Combine the characteristics of agricultural products and regional characteristics to create an immersive viewing experience and attract the attention of the audience. For example, live broadcasts in farmland, orchards, breeding bases, etc., let the audience feel the freshness and quality of agricultural products. It is also necessary to enrich the interactive forms and enhance the audience's sense of participation through prize-winning questions and answers, interactive voting, and audience connection during the live broadcast. At the same time, set up agricultural products knowledge, cooking skills, and other links to improve the audience's stickiness.

4.3. Strengthen brand promotion

On the one hand, it pays attention to the shaping and promotion of agricultural product brands and emphasizes the differentiated advantages of products. Enhance brand awareness and reputation by telling brand stories and showing production processes. On the other hand, establish word-of-mouth communication, encourage viewers to share live content, and use social media to spread praise and word-of-mouth of agricultural products. At the same time, cooperate with opinion leaders to expand product coverage with their influence. At the same time, data analysis tools are used to monitor and evaluate the live broadcast effect in real-time. Adjust marketing strategy according to data feedback, optimize live content, interactive links, and product recommendations, and improve marketing effect.

4.4. Training Anchor Team

Set up a professional anchor team and conduct regular live broadcast skills training. Improve the anchor's product knowledge, expression ability, and the ability to interact with the audience, provide personalized training programs for the anchor, and create an anchor image with personal characteristics. In addition, local farmers can also be introduced as special guests or hosts to increase the authenticity and credibility of live content. These farmers can share their planting or breeding experience and the uniqueness of their products so that the audience can have a deeper understanding and understanding of the products.

4.5. Strengthen supply chain management

The freshness and quality of agricultural products are one of the key factors to attract consumers. Therefore, we should pay attention to the management and optimization of the supply chain, ensure the whole cold chain transportation of products from farmland to the table, and maintain their freshness and taste. Establish long-term cooperative relationships with reliable logistics partners, provide fast delivery service, and improve customer satisfaction. At the same time, the Internet of Things technology can also be used to monitor and manage the supply chain in real-time to ensure the traceability and safety of products.

4.6. Cross-border cooperation and innovative marketing strategies

Through cross-border cooperation with other industries or brands, we will expand the innovation space of live marketing

of agricultural products. For example, cooperate with famous chefs to launch special recipes, and jointly promote organic agricultural products with healthy brands. At the same time, the planning and implementation of marketing activities should be combined with current hot topics or holiday celebrations to improve consumer participation and topic enthusiasm. For example, online and offline activities and holiday promotions on the theme of agricultural products are held. The combination of cross-border cooperation and innovative marketing strategies can increase the added value and market competitiveness of products, and also bring more surprises and value experiences to consumers. At the same time, we will cooperate with mainstream live broadcast platforms, e-commerce platforms, and social media to achieve multi-channel promotion. Make use of the superior resources of each platform to expand the influence of direct marketing of agricultural products.

5. Conclusion

In recent years, emotional value has become more and more important to the public. Brands that can gain insight into the hearts of the audience and then resonate with them often have greater topic enthusiasm and higher user loyalty. Oriental selective scene marketing creates new demand for consumers, and then directly transforms the demand into buying action through emotional interaction. A brand can find the connection point with the audience when spreading, turn it into a scene, and then further break through the user's mind, continuously output emotional value, and improve the audience's goodwill towards the brand. Under the background of the development of "rural revitalization, common prosperity", many enterprises have invested in the agricultural field. With the changes in consumption and technology, e-commerce continues to iterate and upgrade from simple to complex, and the categories continue to expand. Live e-commerce should be born in time, becoming one of the preferred shopping channels for consumers. The exploration and success of East Buy in the field of live broadcasting is a

bold attempt to combine agriculture and modern information technology and has made a good start for the expansion of the agricultural field. Looking to the outside world, enterprises should actively learn from experience, promote Chinese traditional culture and high-quality products and related products from different places of origin in China through live broadcasting business, explore new paths, master new technologies, and make the upward road of agricultural products broader.

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