

Problems and Countermeasures of Agricultural Products Live - Broadcast with Goods

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Abstract: With the development of "Internet +" and the proposal of rural revitalization strategy, the new business model of "live broadcast of agricultural products with goods" has effectively activated the impasse of agricultural product sales, which has been warmly welcomed by farmers and gained recognition and attention from the society. This kind of network marketing mode can not only promote rural revitalization, but also let the variety and quality of agricultural products into the public's vision. However, from the perspective of the current situation, there are still some shortcomings in the online marketing model of agricultural products live with goods. Therefore, this paper proposes the innovative development strategy of agricultural products live with goods by analyzing the audience degree, technical means, difficulty and consumer loyalty of agricultural products live with goods marketing model.

Keywords: E-commerce live broadcast, Live broadcast of agricultural products with goods, Rural revitalization.

1. Introduction

The report to the 19th CPC National Congress pointed out that issues concerning agriculture, rural areas and farmers are fundamental issues bearing on the national economy and people's livelihood, and we must always make solving these issues a top priority in the work of the whole Party. In essence, live e-commerce of agricultural products is a new marketing model, which has obvious advantages in terms of simplicity, interest and interaction. Compared with the traditional agricultural electricity, produce live with cargo by dynamically, display, interacting with customers sell their agricultural products, stimulate the purchase desire of consumers, promote agricultural upward, to help farmers' income to get rich, at the same time, also plays an important role in driving the development of rural economy, to rural revitalization. Reports show that by the end of April 2021, the country has 110,000 farmers to participate in the rural revitalization cause, Alibaba 2021 fiscal year, driven by the village broadcast plan Taobao live to achieve 15 billion yuan of agricultural products uplink. It is not difficult to see that, as a new e-commerce marketing model, agricultural products e-commerce live broadcast, with the advantage of the Internet to get through the farmer information channel, close the distance between farmers and the market, is undoubtedly to solve the difficulty of agricultural sales, the development of rural agriculture is an important means. Therefore, this paper attempts to analyze the existing problems of agricultural products live broadcast, and focuses on exploring strategies to improve the marketing effect of agricultural products live broadcast, so as to provide reference and guidance for rural revitalization.

2. Significance of Live Broadcasting of Agricultural Products

2.1. Broaden the Sales Channels of Agricultural Products to Promote Farmers' Income

Expanding the distribution channels of agricultural products is a key measure to implement the rural revitalization strategy, and is also an inevitable requirement to promote the increase of farmers' income. As a new marketing mode, live broadcast with goods, smooth market information, timely analysis of the market conditions of agricultural products, and take a number of measures to expand sales channels, can effectively solve the problem of unsalable agricultural products, promote the sales of featured agricultural products and farmers' income. During the epidemic, due to various restrictions, a large number of agricultural products are unsalable, and many businesses are facing the risk of bankruptcy. The rise of live broadcast of agricultural products has brought hope to merchants, and it can also avoid middlemen from earning price difference. It not only saves costs for merchants, but also enables consumers to buy the goods they need at a low price without leaving their homes. This win-win model has successfully solved the problem of selling agricultural products.

2.2. Conducive to Closer Communication Distance

Traditional agricultural products e-commerce enterprises mainly introduce agricultural products simply through pictures and words, and consumers have a poor sense of experience and interaction. However, the live broadcast of agricultural products can draw closer the communication distance between consumers and merchants. Consumers can watch the detailed introduction of agricultural products and interact with merchants in the live broadcast room. Consumers understand the relevant information of agricultural products through real-time interaction with sellers, and sometimes they

can participate in some preferential activities held by businesses. These activities give consumers a strong sense of participation and experience, so that businesses and consumers can achieve zero distance communication.[1]

2.3. Strong Real-time Graphic Sense

Live on agricultural products sales model with vivid and intuitive way to agricultural cultivation, growth, processing, marketing and so on each link of the scene moved to the screen, by way of live show products more real than graphic images, real-time impact far beyond the static display and browse, bringing consumers strong visual impact, greatly stimulate the purchase desire of consumers.

2.4. Low Cost of Publicity

Many characteristics of agricultural products for market supply and demand information asymmetry, tend to be "kept in purdah no knowledge", the Internet information age, "wine is not afraid of deep alley" has become the past, "live" as a kind of effective means of propaganda, compared with the advertising, lower operating costs, has a wide range of audiences, not restricted by time and site space, Has gradually become an important means of agricultural product sales.

3. The Problems Existing in The Live Production of Agricultural Products

3.1. Lack of Brand Awareness

Clear landmark and characteristic brand is an effective guarantee for live agricultural products to stand out from other basic agricultural products. However, the current livestreaming entrepreneurs have shortcomings in product packaging, brand building, image recognition, team operation, development direction and other aspects of commercial operation and management. Most sellers lack the ability to give cultural stories and brand connotation to agricultural products, making the added value of agricultural products low and unable to have greater competitiveness in the market. The lack of brand awareness makes agricultural products lack popularity, features and advantages are not outstanding, unable to obtain user discrimination and recognition, resulting in products in the buyer group can not have a greater influence.

3.2. Uneven Product Quality

In recent years, more and more live broadcast tapes have product quality problems, which seriously affect the sales and sales volume of live broadcast tapes. In the rising livestreaming products, some people inevitably sell defective products to consumers under various excuses, which seriously infringes on the interests of consumers. Secondly, there are many factors affecting the quality of agricultural products in the supply chain, which makes it difficult to unify the current quality and standards of agricultural products. In addition, there are certain differences in agricultural products across the country, and individual farmers can hardly meet the requirements of "what you see is what you get" in the broadcast room. The quality of agricultural products received by consumers is inconsistent with the product samples displayed during the broadcast, which greatly reduces consumers' satisfaction and, to a certain extent, leads to consumers' loss of trust in the merchants.

3.3. The Platform Has A Low Entry Threshold and An Imperfect Supervision System

Due to the deficiency of the regulatory system and platform, problems of live sales of agricultural products emerge one after another. This is mainly reflected in the following points: First, there are food safety problems. Due to the imperfect supervision system of the platform, many products without strict quarantine have entered the market. Especially during the pandemic, these products are likely to bring unnecessary troubles if they are not strictly reviewed; In addition, due to the large order volume, the actual number of mature agricultural products can not reach, so the merchants do not want to lose the interests of the agricultural products to do excessive ripening processing. Second, the host has violated the rules. In order to attract the attention of consumers, many anchors make some unbounded actions, or say some perverse words to attract attention. This will bring a very bad experience to the consumers who want to buy the products in the broadcasting room. Third, consumers suffer fraud. Many criminals posing as the anchor or customer service private message consumers to carry out fraud, lie that the batch of products due to out of stock is refund, request to provide relevant identity information, payment account, etc., some consumers will be involved in this trap, leading to information leakage, property safety is threatened. The above problems not only affect consumers' consumption experience, but also seriously hinder the development of e-commerce live with goods.[2]

3.4. After-sales System Is Not Perfect, Service Is Not in Place

The after-sale service system of live agricultural products with goods is not perfect. Many merchants only pay attention to the sale of agricultural products in the circulation of commodities, and often ignore the follow-up guarantee service of commodities. Most agricultural products have seasonal nature, coupled with the delivery time, large regional span, long transportation time, agricultural products may produce losses, these are often agricultural products live with goods easy to ignore the problem. Secondly, in terms of customer service, part of the customer service often can not timely answer the questions raised by some consumers, often perfunctory to consumers, seriously suppress the enthusiasm of consumers to buy.

3.5. Lack of Online Marketing Professionals

Direct delivery of agricultural products needs interdisciplinary talents who are familiar with agricultural knowledge and proficient in marketing management, business knowledge and network technology. Due to the backward infrastructure in rural areas, most young people choose to work in cities, resulting in a serious brain drain in rural areas and a shortage of e-commerce merchants. The remaining elderly farmers have a slow acceptance rate for e-commerce live streaming, are not familiar with online live streaming business, lack of skills related to live streaming, and even some farmers are conservative and refuse to try to use e-commerce platforms to sell agricultural products. Moreover, the cultural level of the rural population is generally low. Farmers not only cannot find their own style of live broadcasting, but also have no distinct personality and language characteristics. Compared with farmers, "Internet celebrity anchors" and "celebrity endorsements" are more

suitable for livestreaming and carrying goods, but the high commission leads to the reduction of farmers' income. Therefore, the lack of online marketing professionals is a serious obstacle to the development of livestreaming agricultural products.

3.6. There Is A Lack of Creativity and The Content Is Monotonous and Repetitive

Because live cost problem, unable to make high quality anchor cover the whole broadcast industry of agricultural products, and ordinary anchor ability is limited, in order to achieve sales quickly, many ordinary anchor live live without regard to their own style, content, blindly follow suit, direct copy quality the live broadcast of the host, from start to finish, in addition to the product is not the same as the rest almost made no difference, Lack of creativity and uniqueness, which will bring visual fatigue to consumers, thereby reducing the effect of live broadcasting of agricultural products, unable to stimulate consumers' desire to buy.

4. Development Strategy of Live Broadcast of Agricultural Products with Goods

4.1. Establish Brand Awareness and Build Well-Known Brands

The standardized operation of the direct-broadcast sales mode of agricultural products must pay attention to brand building, and give full play to the positive influence of brand effect on the promotion of sales benefits. E-commerce platform professionals should combine the characteristics of agricultural products to carry out brand packaging design, operation management and marketing. For example, through the traditional folk art or modern science and technology art to implement the appearance of agricultural products, give them artistic and cultural value. It can also cooperate with other experienced platforms, with the help of appropriate external promotion and publicity, mining local cultural elements, shaping brand stories, and creating a certain degree of recognition and consumer loyalty of agricultural products brand. At the same time, it is necessary to strengthen the strict control of the quality of agricultural products. Good quality is the basic condition to build a brand, but also the key element to improve the product image. We should constantly consolidate and strengthen the brand of agricultural products by improving the whole process management.

4.2. Cultivate Excellent Varieties and Improve Product Quality

To improve the quality of agricultural products, we need to cultivate excellent varieties on the basis of. Government departments should organize agricultural personnel to find varieties of agricultural products suitable for local development by combining natural conditions and social and economic conditions. Secondly, we should pay attention to the rational use of pesticides and fertilizers, reduce pests and diseases, improve the yield of agricultural products, but we should also be vigilant about the harm of pesticide residues to consumers. Furthermore, the nutritional quality of agricultural products should be improved by using the growth characteristics of crops to convert beneficial micronutrient elements such as selenium, iron, zinc and folic acid into nutrients that can be safely eaten by people, so as to improve

the commercial value of agricultural products. At the same time, it can also record the whole process of agricultural products from seed selection, sowing, growing, picking, processing and production to transportation, so that consumers truly understand the production process of agricultural products, so that consumers can eat at ease, buy at ease, enhance consumers' trust in agricultural products, enhance brand loyalty.[3]

In addition, livestreaming platforms should have a strict review mechanism, set different industry access standards for merchants selling different categories of agricultural products, and ensure good quality before merchants enter. In order to avoid the appearance of poor quality agricultural products and bring negative impact to the corporate image, farmers with good reputation should be screened, and multi-sided forces should be combined to improve the quality supervision system and ensure the quality of agricultural products. Anchors and their teams should also strictly screen all the agricultural products sold before the live broadcast, and more importantly, they should have real use experience, so as to improve consumers' impression on the broadcast room and their trust in the anchors.

4.3. Improve the Supervision System and Standardize the Market Order of Livestreaming Goods

(1) Improve the legal system for livestreaming and carrying goods

In March 2021, the state administration of market regulation for the supervision and management of the network trading method "for" social "live with" electricity network transactions, such as new forms, has been clear about the responsibility of each participant and evaluate fictitious transactions, misleading showcase, fictitious traffic data new ACTS of unfair competition, such as setting the corresponding penalties. However, due to the complex subject of online live streaming, online trading and cross-regional trading, it is difficult to effectively implement the supervision and law enforcement. Therefore, it is still necessary to further improve the legal system for this industry, further clarify the regulatory responsibilities, and gradually form a complete legal system covering laws, regulations, rules and normative documents of multiple departments and industries, so as to provide legal compliance for supervision.[4]

(2) Standardize the market order of live streaming tape

Under the gradually improved rule of law system, relevant administrative departments should proceed from their respective responsibilities, strictly supervise, strengthen law enforcement, and strengthen the investigation and punishment of illegal activities in tax evasion, advertising, unfair competition, agricultural products and food safety, intellectual property rights, consumer rights protection, logistics and other aspects. Secondly, it is necessary to strengthen the investigation of responsibility, seriously investigate the legal responsibilities of anchors and live streaming platforms according to law, but also to publicly expose illegal cases, form a shock and awe, and create a fair and just market order. In addition, in order to protect the legitimate rights and interests of consumers, it is also necessary to establish effective complaint channels, timely respond to and handle consumer complaints, effectively protect the rights and interests of consumers, and strictly implement the control and supervision of agricultural product quality.

At the same time, due to the low entry threshold of livestreaming with goods, the quality and ability of anchors are uneven, which leads to the non-standard livestreaming industry, and violations and even illegal phenomena emerge in an endless stream. Around to set up the corresponding industry association, therefore, depends on the industry association to build a professional team, establish a unified, standardized industry standards, including the host ability, agricultural product quality and after-sales service involves the live band goods all aspects of the standard, to strengthen the industry association and platforms to produce quality review as well as to live personnel regulation, standardize live sales mode, To promote the development of live broadcasting and carrying goods, and to promote rural revitalization and common prosperity in a better and more lasting way.

4.4. Formulate Emergency Measures and Improve After-sales Service

Operation staff should enhance service awareness, and improve service level plays an important role in maintaining customer relationship and improving customer stickiness. When selling online, operators should fully consider consumers' questions and appeals to improve consumers' trust, so as to effectively improve sales volume and promote economic benefits. For the problems raised by consumers after purchase, special emergency response plans should be formulated, such as timely replacement of goods, return and exchange of after-sale services, to improve consumers' satisfaction with agricultural products live with goods. Secondly, we should carefully consider the problems of logistics distribution, be careful in the choice of logistics companies, be familiar with the characteristics of logistics in each region, and fully consider the seasonality of agricultural products.

4.5. Cultivate Professional Talents of E-commerce Live Streaming and Build High-quality Live Streaming Team

To promote the healthy development of live broadcast of agricultural products, it is necessary to build a professional, standardized and high-quality live broadcast team. For professional anchors, on the basis of raising the entry threshold, strict examination and certification should be carried out, and regular training and assessment should be strengthened, especially the training and assessment of taxation, advertising, unfair competition, food safety and other relevant laws and regulations.

Local governments should formulate plans for the introduction and training of e-commerce merchants, and encourage high-level talents to return home to start businesses and find employment. Attract and transfer high-quality talents with college students as the main body to participate in rural revitalization, call on and organize aspiring young people to participate in the vast rural areas and agricultural products e-commerce live broadcast, use their higher cultural level and quality, train them into qualified e-commerce live broadcast professionals, and help agricultural products marketing live broadcast.

In addition, while using traffic to occupy the market, live streaming platforms should also take the initiative to assume

social responsibilities. By carrying out planning activities to help farmers and other ways, they should attract local agricultural products. Cooperate with local governments to support local featured products and establish live-streaming bases. Strengthen cooperation with colleges and universities, especially with e-commerce and other professional cooperation for talent circulation and training, open relevant courses and teach professional knowledge, improve the professional quality and marketing ability of the shipper.[5]

4.6. Foster New Types of Farmers in The Internet Plus Era

Farmers are the main body of agricultural activities. They are not only agricultural producers, but also the key to revitalizing the countryside and achieving common prosperity. Farmers to change the traditional marketing ideas, to strengthen the understanding of the concept of network marketing, make independent farmers voluntarily participate in the network marketing of agricultural products, give full play to have the knowledge, strong ability to learn new farmers accept live and learn to produce goods, encouraging farmers to make their products, making mobile phone become the new tools, live new farm work, cultivate high-quality farmers in the host team.

At the same time, give support on equipment and funds, set up live electrical business service center of agricultural products, to farmers to popularize related knowledge, training farmers to use mobile phone online live with goods, continuously drive and improve the broad masses of farmers to the Internet, electronic commerce, marketing and other aspects of cognitive level and knowledge accumulation, and live with goods specialized words, effective communication skills, with the audience And shape the style with local characteristics in appearance and personality, highlight personalization and characterization, attract the attention of consumers, close the distance with consumers, so that consumers are more likely to accept live broadcast sales of agricultural products.

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