

Research on the promotion path of network live broadcast to the sales of agricultural products

Junjin Chen^{1,a}, Lin Wang^{1,b*}, Le Bu^{1,c}

¹School of Business, Yangzhou Polytechnic Institute, Yangzhou, China

Abstract—Affected by the epidemic situation and driven by the new economic model, the influence of live broadcast has been expanding. The most significant feature of live selling of agricultural products is direct marketing in production areas, which prevents middlemen from making price differences. Through the analysis of the mode, type and content of the network live broadcast of agricultural products, the corresponding problems are summarized by means of case analysis and questionnaire survey. According to the characteristics of network live broadcast and agricultural products, this paper puts forward the corresponding marketing strategies, explores the way to improve the sales of agricultural products by using the live broadcast platform, and at the same time, it has a certain reference for Rural Revitalization.

1 Introduction

With the rapid development of mobile Internet, a lot of new application methods have been born, among which network live broadcast is one of them. Network broadcast in the application of fast, flexible, convenient, in such a technical and market background, network broadcast more into the concept of sales. The main objective of this paper is to find out what ways and problems exist in the marketing of agricultural products and how to solve them. Live broadcast with goods is a new economic phenomenon produced by the media of e-commerce platform. In essence, it is a new transformation of the relationship between media, consumption and products promoted by technology [1]. It is also the penetration of Internet red economy into the field of consumption. The emergence of online live marketing of agricultural products breaks the information barrier of asymmetric agricultural product sales, which enables more consumers to pay attention to agricultural products, further drives local economy and realizes rural revitalization.

2 the analysis of the mode of selling agricultural products on live platform —taking Taobao and Douyin as an example

Taobao live broadcast is a large live broadcast platform among domestic e-commerce platforms. Relying on Taobao, the cash flow and sales are relatively fast and convenient. In the mode of Taobao live broadcast, it is more inclined to display goods and communicate with buyers. In terms of sales and after-sales, it mainly relies on Taobao's strong sales network and logistics system,

which is the core competitiveness of Taobao. The live broadcast is just a way of showing. In addition, if We want to buy something, Taobao live broadcast is a more accurate way to understand information, and there is no need to jump back and forth, which is more convenient[2].

Douyin is a short video platform, and the biggest advantage of Douyin is live broadcast, and there is no strong marketing and store attributes. Douyin is a relatively pure way to play in the live broadcast of sound, usually playing a role of publicity; users can shop online or shop offline. Live promotion and purchase are separate. But with the huge flow and internet celebrity effect, the ability to promote cargo is very outstanding. Therefore, Douyin live broadcast has its core competitiveness, that is, it can give the goods enough exposure and visibility.

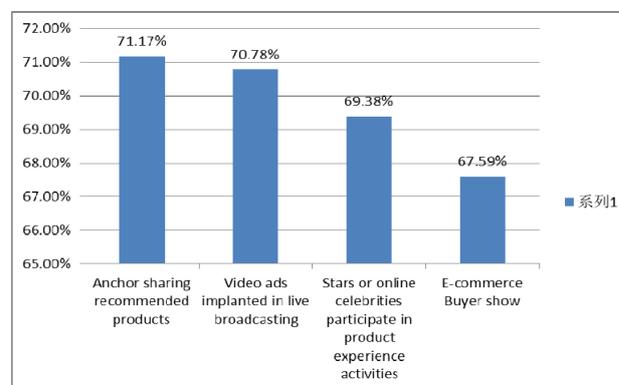


Figure 1. China's webcast users focus on live marketing mode in 2019

^achenjunj@ypi.edu.cn, ^c437696054@qq.com

^{b*} Corresponding author: wanglin5945@163.com

2.1 Live selling mode

2.1.1 Live broadcast cooperation mode

In the early stage of live sales, sellers who want to carry out live network broadcasting will generally cooperate with some anchors of the live broadcast organization, and the anchor of the live broadcast organization will help the seller sell the goods. Now this method is still used, mainly some fans and not so many shops and sellers. The main advantage of this method is that the professional work is handed over to the professional team, which is mainly suitable for sellers with less scale and fans.

2.1.2 Online celebrity cooperation mode

Online celebrity is a relatively large and influential anchor in Taobao, Douyin and other live platforms, such as Weiya and Li Jiaqi. The way sellers work with them is roughly the same as live broadcast organizations, with similar advantages and disadvantages. In this way, sellers have more freedom. This kind of cooperation belongs to mutual cooperation, mutual exchange of what is needed, and each has its own advantages. If the cooperation is smooth, there will even be a fixed way of cooperation[3].

2.1.3 Seller's own live broadcasting team mode

Online celebrity is a relatively large and influential anchor in Taobao, Douyin and other live platforms, such as Weiya and Li Jiaqi. The way sellers work with them is roughly the same as live broadcast organizations, with similar advantages and disadvantages. In this way, sellers have more freedom. This kind of cooperation belongs to mutual cooperation, mutual exchange of what is needed, and each has its own advantages. If the cooperation is smooth, there will even be a fixed way of cooperation.

The template is used to format your paper and style the text. All margins, column widths, line spaces, and text fonts are prescribed; please do not alter them. You may note peculiarities. For example, the head margin in this template measures proportionately more than is customary. This measurement and others are deliberate, using specifications that anticipate your paper as one part of the entire proceedings, and not as an independent document. Please do not revise any of the current designations.

2.2 Marketing orientation of agricultural products live broadcast

When selling live products on platform, the sales side of agricultural products must have clear information about the advantages of the products and the customers, and use Douyin to bring traffic and sales volume to the sales of agricultural products. First of all, we should recognize the role positioning. The Douyin anchor needs to be clear about its role, considering how to increase fans and how to sell products. The first thing to consider is to understand the platform, understand the platform,

understand the rules of the platform, and then improve their sales ability. Secondly, we should do a good job in content positioning. To sell agricultural products on the shaking platform requires a certain amount of creative ability, and Douyin should focus on its own products to create content and exercise its continuous creative ability. In the creation of short video content, the content should not be empty, to let the audience clearly understand, have a sense of identity, let the audience have the value of watching and attention.

2.3 Types of live marketing of agricultural products

2.3.1 Science popularization of products

This type is mainly related to some small knowledge of agricultural products and science popularization. To do this type well, we need to have more knowledge of agricultural products, and also need to understand some common sense of life, so as to achieve stable and continuous output. For example, the popular science knowledge of fruits needs to be output every day or at a stable interval to output some eating methods of fruits and the nutritional value and health benefits of fruits. We can edit knowledge points according to Wer own expertise and knowledge.

2.3.2 Delicacy course

This type of live video mainly introduces various kinds of food, food practice, food broadcast and so on. This kind of video needs to have certain financial support, for the production of food live programs also need certain cooking skills. Due to the wide audience of this kind of live programs, it is easy to absorb powder and has a high degree of attention.

2.3.3 Agricultural education

This kind of live broadcast is generally related to agricultural knowledge, which requires higher professional knowledge, has a smaller audience, but has higher accuracy, which generally leads to the desire for batch purchase. There will be two advantages in the later stage of this kind of live broadcast: one is to reflect the professional degree of the live broadcast, which indicates that the account has credibility and professionalism; the other is to reflect the transparency of the live broadcast, so as to enhance the stickiness of users, which will be of great help to attract accurate fans and shape the brand image[4].

Generally speaking, Douyin and Taobao can play a certain role in promoting the sales of agricultural products, but there is still some difference between them. Taobao focuses on the construction of sales channels, Douyin and other ways are just a form of opening sales channels, focusing on sales; while the shaking platform is a live video display, so the main hits are popularity, so that more people will know about agricultural products,

and then sell goods, and convert traffic into sales. Both of them can play a role in the sales of agricultural products and promote the cross regional flow of agricultural products[5].

3 Problems existing in online live marketing of agricultural products

3.1 The characteristics of agricultural products are not outstanding enough

Through the investigation, we can find that when many live broadcast platforms sell goods, the products are seriously homogenized, the products have no characteristics, no bright spots, no attraction, and many products are highly replaceable. The most direct consequence is that the sales volume of agricultural products is affected, and then the income of farmers is affected. Due to the lack of competitiveness of agricultural products, it was quickly replaced by other agricultural products. Farmers in the whole industrial chain system are a vulnerable group, which is due to the characteristics of agricultural products is not prominent enough.

3.2 The live broadcast content is relatively single

At present, the content of live anchors with goods is monotonous, the content is uniform, the audience is not sticky, and "herd effect" is more serious. In the process of live broadcast, there is no special way to make the audience settle down, the stickiness is not strong, and the content of live broadcast is lack of novelty, which leads to the decrease of sales volume and the fierce competition of peers. In order to please consumers, some anchors broadcast some content that is contrary to the socialist values. The consequence is that the network environment is not healthy. This single form of live broadcast of products will greatly reduce the sales of agricultural products and affect the sales of products.

3.3 The service guarantee system is not perfect

Network broadcast focuses more on the sales volume of agricultural products, and rarely takes the quality and after-sales guarantee of products as an important link to deal with. Many consumers are blindly following the crowd. Consumers only see the sales volume of products, but not pay too much attention to the quality of products, which makes many network anchors wantonly expand sales volume and pay no attention to quality problems enough. The quality of agricultural products has higher requirements on logistics. However, when the products are delivered live, many products are not delivered according to the agreed time, delayed delivery or the packaging in the logistics process is not in place. The agricultural products purchased by consumers will be

damaged. There are problems in the products after live shopping, but they cannot be handled, and there is no after-sales guarantee. As a result, customers' trust in live broadcasting is greatly reduced, and there is a great resistance to bring the products into the market.

3.4 Lack of professional degree of agricultural product anchor

Most of the anchors of the live broadcast of agricultural products are farmers. They can't focus on their products. They just follow the trend for funny live broadcast or shoot some meaningless videos. At present, the live broadcast environment has entered a stage of rapid development. It is difficult for consumers to be interested in some nonnutritive and meaningless videos and live broadcast content. Therefore, it is necessary for the anchor to further improve their professionalism, know more about their products, and further publicize agricultural products to the audience, so as to achieve their own publicity and marketing purposes.

4 conclusion——Marketing strategy of live broadcast of agricultural products

4.1 Agricultural products branding

IN the current live marketing environment, in order to make the agricultural products live marketing stand out, it needs to distinguish the characteristics of the products. The phenomenon of agricultural products homogenization is serious and agricultural products branding is an effective means to distinguish agricultural products. Only by building the brand of agricultural products and establishing brand awareness, can agricultural products have differentiation and more characteristics. Live broadcast of agricultural products should be made into a brand, so as to have more attention and better marketing effect. Jin Guowei, has 6 million 740 thousand fans in the Douyin platform, sold 6 million yuan pomegranate on the platform for 20 minutes, and played the brand of "Lijiang pomegranate brothers". "Pomegranate brother" focuses on its own live content, and its video content is basically related to pomegranate, highlighting its marketing products. "Pomegranate brother" is very serious about choosing his own products. This is a live product of agricultural products. The paradigm of brand building can highlight the characteristics of their products, create a brand, and attract accurate traffic by using its own brand effect.

4.2 Cultural heritage embedded in live broadcast

In live sales, it is the audience and users who sink down, which is a great test of the anchor's comprehensive strength. The direct marketing of agricultural products is not only to introduce the basic features and uses of commodities, but also to communicate with consumers

from the aspects of cultural habits, customs, history and culture, so as to make consumers resonate. In the process of communication with consumers, it has changed from simple agricultural products sales to cultural sales, and consumers have accepted and recognized the agricultural products sold live from the cultural connotation of agricultural products feelings.

4.3 Improve the service guarantee system

To link e-commerce and live broadcast together, we need to connect all parties in the interest chain, so that the value chain of live sales can be maintained for a long time. The sales serve consumers, for the pre-sale and after-sale services, there must be a strict security system. When consumers encounter problems, they have complaint channels and solutions. Only by establishing the relevant security system can consumers have stronger willingness to consume.

4.4 Strengthen anchor training

The anchor plays a leading role in the live broadcasting room, and his words and deeds will represent the humanistic quality of the live broadcast party, and will also affect the image of the product itself. The company needs to strengthen the professional training of anchor, so that the anchor in the communication with consumers, reflect the high-quality, high-level image, can give more brand image of agricultural products. At the same time, training the anchor's sales skills, mastering the consumer psychology, can better drive sale.

ACKNOWLEDGMENT

This work was supported by "Blue Project" of Yangzhou Polytechnic Institute.

Soft science project of Yangzhou Municipal Bureau of science and Technology (yz2019216).

References

1. Zhang Xiaoqiang, Li Shuang. Webcast with goods: multi-dimensional reconstruction of the relationship between body, consumption and media in the technology platform [J]. News and writing, 2020 (06): 54-60.
2. Wang Zhihe. How "live + e-commerce" can help rural revitalization [J]. People's forum, 2020 (15): 98-99.
3. Wu Zhendong. Technology, body and capital. A study on the consumption culture of "micro era" webcast [J]. JOURNAL OF SOUTHWEST UNIVERSITY FOR NATIONALITIES (HUMANITIES AND SOCIAL SCIENCES), 2020 (05): 170-177.
4. Zhu Yi, GUI Yong. Live online shopping: information strategy choices that affect consumers'

action participation [J]. Enterprise economics, 2020 (05): 95-103.

5. Gao Lin. analysis on marketing strategy of rural tourism based on webcast [J]. Agricultural economy, 2019 (06): 143-144