

Research on the Current Situation and Development of Live Broadcast+Agricultural Aid Mode

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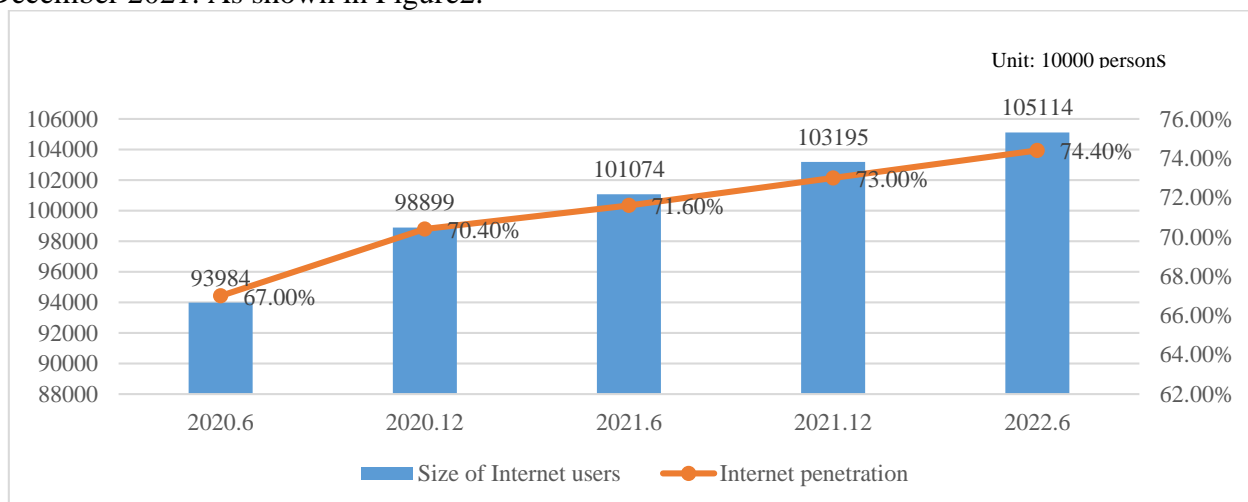
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Keywords: Live Broadcast Agriculture Support Mode, Supply Chain System, Operation Service System, Logistics Guarantee System, Live Broadcast Goods

Abstract: The paper mainly studies the current situation and development of the live broadcast+agricultural aid model, expounds the importance of live broadcast of goods, and generally analyzes the current situation of the live broadcast+agricultural aid model through literature search and information research, and gives some suggestions.

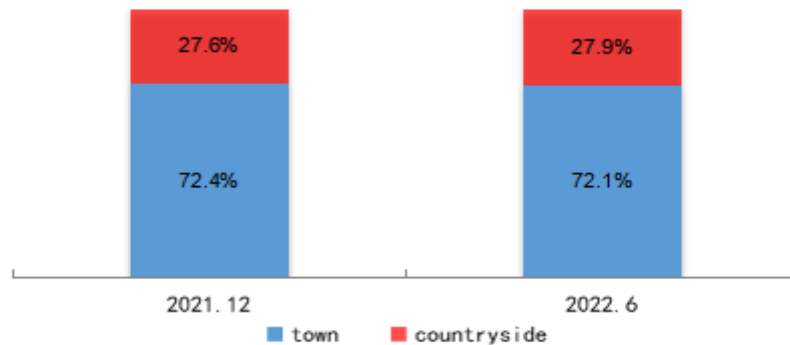
1. Introduction

As of June 2022, the number of Internet users in China is 1051 million, 19.19 million more than that in December 2021, and the Internet penetration rate is 74.4%, 1.4 percentage points higher than that in December 2021, as shown in Figure 1. The scale of rural Internet users in China is 293 million, accounting for 27.9% of the total Internet users; the number of urban Internet users was 758 million, accounting for 72.1% of the total Internet users, an increase of 10.39 million over December 2021. As shown in Figure2.



(Data Resource: CNNIC Statistical Survey of Internet Development in China)

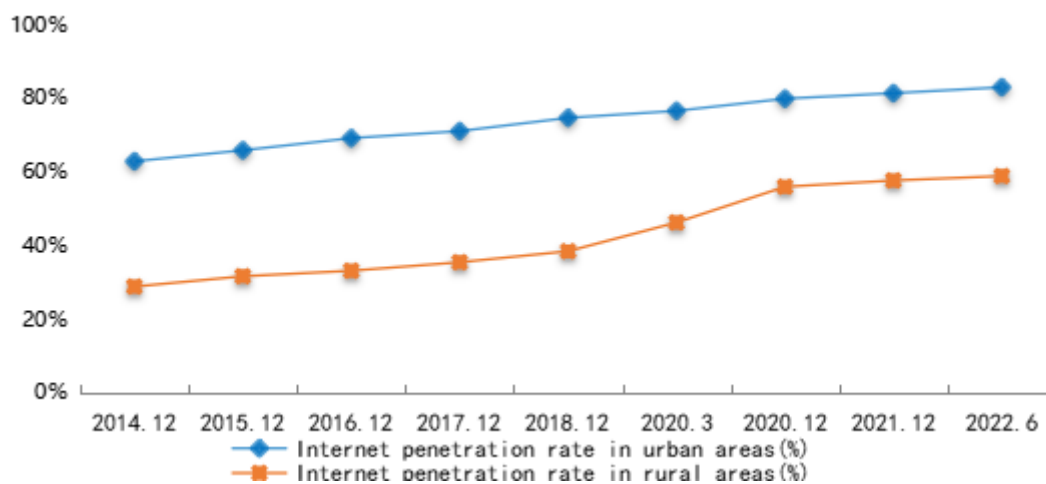
Figure 1: Size of Internet users and Internet penetration



(Data Resource: CNNIC Statistical Survey of Internet Development in China)

Figure 2: Urban and rural structure of Internet users

The Internet has brought a new impetus to the development of digital rural construction. From December 2014 to June 2022, the Internet penetration rate in rural areas in China has increased from 28.8% to 58.8%, and the gap between urban and rural Internet penetration rates has narrowed from 34.0 percentage points to 24.1 percentage points, as shown in Figure3. The Internet promotes rural talent to "come back" and rural products to "go out". "Internet Plus+Agricultural production", "Internet Plus+rural tourism" and other homecoming entrepreneurial cases emerge endlessly, and new formats and models such as creative agriculture, sharing agriculture, crowdfunding agriculture, and rural e-commerce have emerged. The return of rural talent will provide impetus for the sustainable development of rural areas and inject vitality into the production and sales of rural products.



(Data Resource: CNNIC Statistical Survey of Internet Development in China)

Figure 3: Internet penetration rate in urban and rural areas

In the context of the epidemic, the online live broadcast application has played a full role in the field of marketing and entertainment. As of June 2022, the number of online live broadcast users in China has reached 716 million, an increase of 12.9 million over December 2021, accounting for 68.1% of the total Internet users, as shown in Table 1. The e-commerce live broadcast platform has actively helped merchants fight against the epidemic, and further increased assistance to SMEs and specialty agricultural products merchants seriously affected by the epidemic. At present, in order to open up the market for crops affected by the epidemic, from news anchors, movie stars, network celebrities to leading cadres and the vast number of rural people who actively participate in the live broadcast of goods, especially the local leading cadres represented by the city and county heads,

have changed their previous serious face and frequently "left the country" to the live broadcast room. According to statistics, in the first quarter, there were more than four million live broadcast booths related to agriculture on major e-commerce platforms, and more than 100 provincial, municipal and county leaders entered the booths to "speak for" local agriculture. The direct broadcast room has helped the agricultural economy to develop against the trend under the epidemic situation, and its value is increasingly evident[1].

Table 1: Scale and utilization rate of webcast users

Date	User scale	Utilization rate
2017.6	14426	19.2%
2017.12	15518	20.1%
2020.6	56230	59.8%
2020.12	61685	62.4%
2021.6	63769	63.1%
2021.12	70337	68.2%
2022.6	71627	68.1%

Data Resource: CNNIC Statistical Survey of Internet Development in China

2. Literature Review

(1) Concept of live broadcast+agricultural aid mode

The new model of live broadcast of agricultural aid refers to a way for the main actors in agricultural economic development or poverty alleviation to help the agricultural masses get rid of poverty and achieve economic transformation and development by using Internet/TV live broadcast equipment and software to promote and sell agricultural and sideline products [2].

(2) Features of live broadcast+agricultural assistance

Convenience, directness, interactive guidance, and affordability are the characteristics of this mode. We use live video technology on some platforms to promote and spread our products, introduce the products we need to sell at a relatively favorable price, guide people who browse videos on the network platform to enter the anchor room, browse and select, and sell our products.

3. Development Status of Live Broadcast+Agricultural Aid Mode

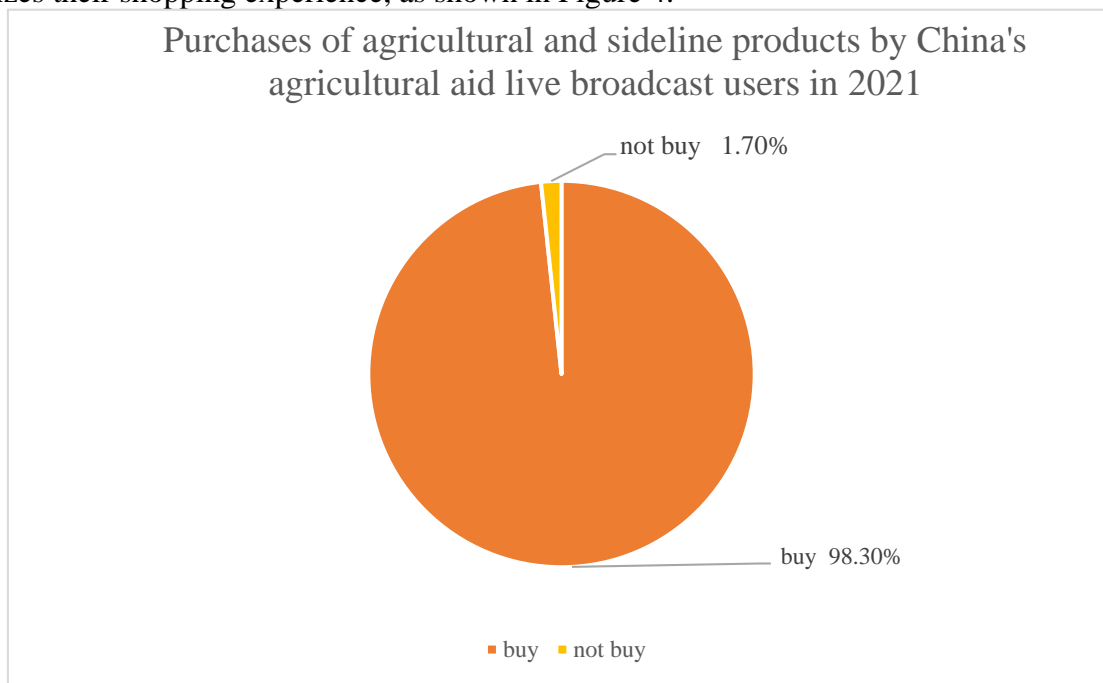
(1) Current situation of live broadcast+agricultural aid mode

Increased trade coverage: through the live broadcast+agricultural aid model, traditional trade means and trade goods have been expanded. For example, agricultural products are no longer a single, one or two, but a variety of products. Traditional trade shows few products in a fixed time and space. Now, the live broadcast+agricultural aid model is better for residents to have a variety of choices, The extensive participation of various activity subjects has enriched the architecture of the original agricultural live broadcast platform, and has formed an effective way of cooperation through live broadcast activities[3]. According to the data of purchasing agricultural and sideline products by China's live-streaming users in 2021, 98.3% of the live-streaming users said they would buy agricultural and sideline products. In addition, only 1.7 percent of users said they would not buy one.

Media innovative marketing mode: many of the current mainstream social network live broadcast and social platform functions include some of the mobile apps we commonly use today, including JD Live, Taobao Live, Pinduoduo Live, and other entertainment community platforms Multifunctional software and other functions of other relevant software of online shopping malls and other platforms developed for the design of these online social platforms, such as short video

software Tiktok, Kwai, Douyu, Get, etc., can be used for live delivery[4].

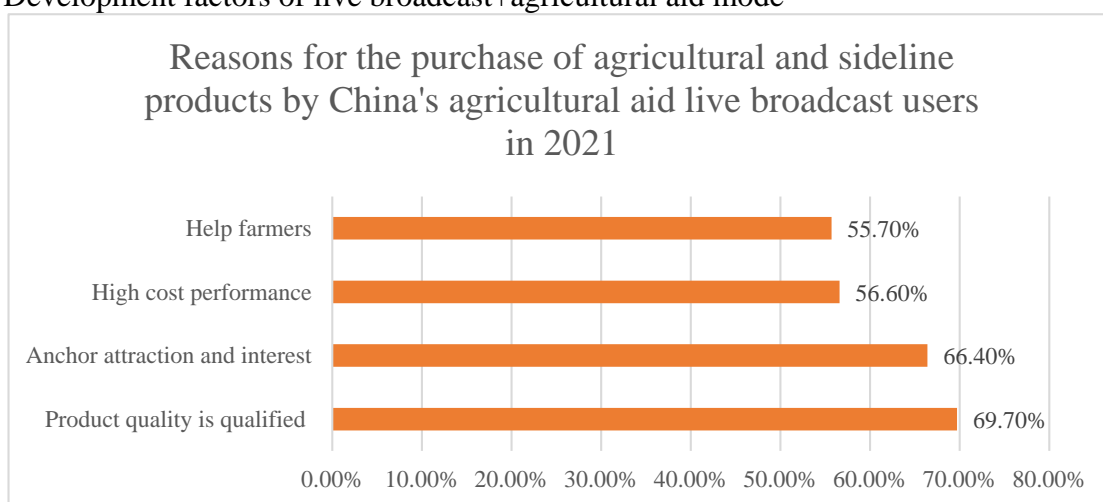
Continuous innovation of transaction technology: based on the full digitalization of artificial intelligence, big data, and the Internet of Things, the sustainable development of the live broadcast+agricultural aid model provides consumers with a variety of consumption scenarios and optimizes their shopping experience, as shown in Figure 4.



Data Resource: iiMedia Research

Figure 4: Purchase of agricultural and sideline products by China's agricultural aid live broadcast users in 2021

(2) Development factors of live broadcast+agricultural aid mode



(Data Resource: iiMedia Research)

Figure 5: Reasons for the purchase of agricultural and sideline products by China's agricultural aid live broadcast users

Supplier factor: farmers should learn the live broadcast mode of e-commerce by themselves. The key to developing Internet marketing of agricultural products is low-cost and efficient marketing

channels and high conversion rate, which are the most critical factors for farmers to choose the live broadcast platform. Customer factor: customers can directly see the whole process of crop growth and cultivation in the natural environment and the final production stage of the product by purchasing agricultural products and selling them in the direct broadcast room, thus reducing their concerns about the product. When watching the livestream to help farmers, more than 60% of the livestream users chose to buy agricultural and sideline products because of the quality of the products and the attractiveness and fun of the anchors, and more than 50% of the consumers bought agricultural and sideline products because of the high cost performance and the idea of helping local farmers, as shown in Figure 5.

4. Problems in the Development of Live Broadcast+Agricultural Aid Model

(1) The standardization of food production is not high

Especially in the poverty-stricken areas of central and western China, due to the low degree of agricultural standardization for a long time, the lack of rigorous training in traditional e-commerce, the lax classification of agricultural production, and the lack of fine product quality control, consumers have a poor experience[5].

(2) Backward supply chain technology of agricultural products

The rural logistics distribution system is lagging behind. In some areas, the mountains are high and the roads are far away, the land is sparsely populated, and the rural road traffic conditions are poor[6]. In addition, the inherent operation mode of the traditional express industry restricts the effective extension of the express terminal to rural areas. The problems of poor service quality and high costs have a great impact on the development of live broadcast e-commerce.

(3) Outstanding shortage of e-commerce talent

The shortage of e-commerce talent is prominent. There is a large gap between the infrastructure of some regions and that of developed regions. The supply chain of e-commerce products, logistics and distribution efficiency, and other supporting infrastructure conditions for e-commerce development are poor, resulting in the inability to retain local talent. It is difficult to introduce and retain foreign e-commerce talent.

5. The Impact of the Development of live Broadcast+Agricultural Aid Mode on Residents' Consumption

(1) The impact of live delivery on residents' consumption

Through the vertical and horizontal development of live streaming goods, the range of residents' consumption choices has been expanded. The inclusiveness and innovation of live streaming goods will attract increasingly enterprises to join, expand the range of consumption choices, meet the diversified needs of consumers, and provide more convenience for consumers' lives[7].

(2) Residents' consumption habits

The Internet has become the first source of information for consumers. They will pay more attention to whether the price is favorable and whether the categories are rich[8]. People will find it convenient to buy things in the live broadcast mode, and their favorite anchors will bring goods.

(3) The impact of live broadcast+agricultural aid mode on residents' consumption

The emergence of the mode of "live broadcast+agricultural assistance" meets the various trade modes that people need at present, and gives consumers more choices. Direct delivery from rural areas to urban tables is realized, which facilitates consumers' lives and meets their needs.

6. Countermeasures to Promote the Development of Direct Broadcast+Agricultural Aid Mode

(1) Optimize the development environment of live broadcast+agricultural aid mode

External environment: The relevant domestic administrative departments have continuously strengthened the management of the live broadcast platform[9]. Although the live broadcast has not been in the Chinese market for a long time, the Chinese live broadcast industry is currently in a period of rapid development. Smartphones are gradually becoming popular, and users' spending on entertainment consumption has increased year by year. Due to the rapid development of hardware technologies such as smart phone, photography, and video, the Wi, Fi, and 5G networks used by live broadcast have also been formed.

Internal environment: The current society is dominated by Internet and visualization. Video media has become one of the most effective media for communication and interaction with consumers. With the wide application of smart phones and mobile networks, the commercial value of live video will become more obvious[10].

(2) Suggestions on the development of live broadcast+agricultural aid mode

At present, the government needs to provide relevant preferential policies to encourage enterprises to enter the field of e-commerce. The government needs to speed up the construction of infrastructure related to e-commerce based on the platform of talent and the lecture hall.

7. Conclusion

This paper is based on the literature review at home and abroad, the current situation and future development of the live broadcast+agricultural assistance model, the impact of the live broadcast+agricultural assistance model on consumers, the problems existing in the live broadcast+agricultural assistance model and the countermeasures to solve them; the main factors that directly affect consumers' purchase are preferential prices, rich varieties, and convenient purchase. The majority of users who watch e-commerce live broadcasts with goods often buy, so the emergence of live broadcast+agricultural aid mode can make it easier for consumers to choose goods; the relevant problems arising from the live broadcast+agricultural assistance model include: "the standardization of food production is not high", "the supply chain technology of agricultural products is backward", "the advantages and disadvantages are uneven, exaggerated advertising, and shoddy", "the shortage of e-commerce talents is prominent", etc. After that, the policy environment, external environment, and internal environment related to live broadcast+agricultural assistance are analyzed to put forward relevant countermeasures and suggestions.

Acknowledgements

“Research on the Application of Xianyang Pharmaceutical Cold Chain Logistics Based on Blockchain Technology” Project No.: 21XJ04

“Research on the Application Status and Improvement Path of the Direct Broadcasting Agriculture Assistance Model -- Taking Xianyang City as an Example” Project No.: 21XJ11

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