

Exploring the Development Path of Live Commerce Enabling Rural Revitalization Based on Digital Village

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Abstract: Digital rural development is under way, rural digital reform is in full swing. The digital economy derived from the digital village has become a new engine for economic development. The accompanying live broadcast economy has shown a strong driving force. Live commerce not only can promote industrial transformation and upgrading, but also encourage people to attract talents to return. Based on the construction of digital villages, this article analyzes the internal mechanism of "live commerce +" and the social, economic and cultural fields by exploring the era background of live streaming. Then the article reflects on the current development status and dilemma causes. In this way, an innovative development model is proposed, which can provide a reference for the rural revitalization of live commerce.

1. Introduction

In order to realize the full coverage of digital network, from the digital transformation of the city to the construction of digital countryside, the emerging digital technology is accelerating the geographical layout. Digital technology is widely used in the major fields of production and life, the countryside has been renovated with a new appearance. Under the continuous radiation of digital countryside, cell phones gradually become "new farming tools", data increasingly become "new farming resources", and live commerce upgrades become "new farming activities" [1]. With the extension of network tentacles, live commerce brings goods into the countryside and integrates into all aspects of production, supply and marketing, changing every bit of people's life and providing new development ideas for rural revitalization.

2. The Era Background of Live Commerce

Digital village construction opens a breach for live commerce. In 2018, the concept of digital village construction was first proposed, and the "Outline of Digital Village Development Strategy" was issued the following year. In 2021, the No. 1 Central Document once again emphasized the implementation of the digital village development project, and it is necessary to make full efforts in various fields of the digital economy. Standing at the Chinese intersection of two centuries of history, based on the overall situation of the development of socialist modernization, the central government comprehensively promotes the construction of rural informatization. [2]. As the basic project of digital village construction, the construction of new rural infrastructure has greatly

stimulated the economic efficiency of digital villages and played an active role in the revitalization of digital villages. Rural areas have begun to speed up the deployment of new infrastructure such as 5G and the Internet to strive to achieve the deep integration of traditional agriculture and digital information technology. New media methods have been promoted on this basis, live commerce is no longer just a city carnival, it gradually enters the rural field of vision the door to people's lives.

Industrial transformation and upgrading provide opportunities for live commerce. The development of the primary industry has always been the mainstream in rural areas. The natural geographical environment of rural areas and the deep-rooted small-scale peasant ideology have made agriculture a dominant position in rural industries for a long time. But with the continuous advancement of the Rural Revitalization Strategy, the rural industrial pattern has been shaken, the agricultural space has been squeezed by other industries. Nevertheless, in most areas agriculture still exists as a pillar industry in the village. Only a small part of the area fully exploits the rural characteristics, innovates industrial models. Most of the villages fail to transition from the primary industry to the secondary and tertiary industries, the reason is mostly itself. For example, the village's poor geographical location and inconvenient transportation restrict the development of other industries. It is also a large outflow of labor force from the village. The village is dominated by old people and children. On the one hand, their ideas are so relatively outdated that do not seek to change, but is only satisfied with food and clothing. On the other hand, the transition of the industry is inseparable from the foreshadowing of production activities. The lack of young labor restricts the development of many jobs, resulting in slow progress or even stagnation in the production process. Therefore, industrial transition is not applicable to all villages. In order to truly realize the industrial revitalization of each village, industrial transformation and upgrading need to be more universal.

The explosion of the anchor industry has set off a wave of rural live broadcasts. Today, Live Streaming Commerce on Social Networking Sites (SNSs), such as Weibo Live and Facebook live, has developed rapidly with the advancement of Internet and ubiquitous usage of mobile devices [3], which allows some people to discover business opportunities. The sudden new crown epidemic COVID-19 like a tossed stone raises a thousand ripples, the offline industry chain is almost stagnant. Major merchants have begun to transform from offline entities to online live commerce. The popularity of the top anchors is a heavy blow, detonating the live commerce circle. Taobao live commerce data shows that the cumulative PV^① of the live commerce rooms of the top anchors on the night of shopping festival pre-sale in 2021 exceeded 500 million, and the UV^② exceeded 70 million person-times. The total turnover has reached 18.9 billion yuan, outperforming more than 4,000 A-share companies in annual revenue. Coupled with the popularization of the live commerce industry, there is no standard threshold for industry access, which has led to a blowout increase in the number of anchors. The wave of rural live commerce has exploded and the living standards of farmers have also improved significantly.

3. The Internal Mechanism of Live Commerce and Delivery Intelligence to Empower Rural Revitalization

As a major digital economy on the Internet, the live commerce industry is no longer a pure entertainment industry, but has gradually developed a "live commerce +" model, that means live commerce plus other fields. This mode can not only share resources in various fields, but also extend the boundaries of the live commerce space. Empowering the countryside with "live commerce +", it will infiltrate in society, culture and economy fields.

The integration of "Live +" and the society presents unique innovation and productivity. The old user circle has been broken through, the real space has been reshaped, and the social governance

model has become increasingly perfect. "Live +" breaks the hierarchical division of inherent concepts, empowers people with more rights, and promotes better flow and redistribution of social resources. It is a reconstruction of the workplace society. The marginal groups that were originally restricted from the network expression space due to their knowledge level and technical threshold have also regained the opportunity to create, produce and develop, ultimately won the ascending channel of the right to speak. At the same time, "Live +" redefines all aspects of social distribution with a brand-new content marketing model, breaking through the time and space limitations of individual social activities. The breaking of boundaries between industries, supply and demand matching, and balanced resource allocation redefines a new map of social development [4]. The social service with live commerce as the medium breaks through the shackles of product characteristics and identity thresholds that is a successful practice of "live commerce +" and social integration. Live commerce gradually gets rid of the inherent impression of the entertainment industry, develop into a new rural social industry, and realize the rational distribution of resources within the society.

Examining the integration of "live commerce +" and culture, it thought that is a bottom-up New Cultural Movement. The new culture of live commerce is cut from the perspective of life, with natural ecology as the background color, and outlines a natural cultural village picture. Rural live commerce is a media practice in the context of integration of culture. It takes farmers as the main narrative subject, uses their life scenes as the carrier, and uses the agricultural products sold as the object to form a new rural culture. In the process of modernization, the countryside and peasants are not only the huge base and the main character of the society, but also the reality that cannot be ignored in the society. It is further discussed the existence of urban and rural areas in a highly centralized, market-oriented, and one-way mediated relationship. One-dimensionality is divided into two forms: "Self-acting" and "Self-existence". Cities exist for themselves, while villages and peasants are overshadowed and marginalized by the market. Covering and marginalizing, they become the set other, is the existence of the object in itself. "Emerging media empower farmers to have a relatively equal speaking position. Among them, the rapid rise of mobile live commerce platforms such as Tik Tok, especially the implementation of their verticalization and sinking strategies, has made 'village' appear with new image in the media territory. 'Farmers' began to become the producers of media content and the expressors of opinions on a large scale with the identity of the anchor and the method of 'embodied communication', thereby developed a unique self-narrative." [5] The identity changes from the narrative object to the narrative subject, which shows a corresponding difference. It essentially also represents the attribution of cultural identity. The process of urbanization is accelerating, and the existing rural structure is constantly under attack. However, in terms of self-identity, most people still unconsciously think that they are "farmers" and naturally belong to the farming civilization. The nature presented in the live commerce is also close to the theme of identity. Consolidate the group relationship and strengthen the group identity by means of online broadcasting, and eventually the group identity will be automatically transformed into a cultural identity when it reaches a certain level.

With the rapid development of network technology and mobile terminals in recent years, the mode of live commerce provides new opportunities for the sustainable and healthy development of e-commerce. Live commerce is a new type of social interaction platform that provides a way to promote sustainable product consumption online. [6] Especially with the COVID-19 pandemic, the growth speed of Tik Tok live commerce exponentially increases, [7] the live commerce economy squeezed the physical space, and various Internet business models of "live commerce +" dominated the commodity market. People who cannot go out have to shop online. At this time the emergence of live commerce with its rich form and superb discount to attract a large number of buyers. According to Corporate Data monitoring, in the first half of 2020, live commerce has exceeded 10

million, active anchors have exceeded 400,000, and the number of viewers has exceeded 50 billion, with more than 20 million products sold [8]. The catalysis of the COVID-19 pandemic has stimulated the innovation of live commerce consumption models, and achieved the transformation to real purchasing power. "Live +" also empowers the traditional economy, forcing traditional industries to speed up the pace of transformation and upgrading. Live commerce requires villages to promote the processing and manufacturing of agricultural products, which increases the added value of agricultural products and increases the per capita net income of farmers. In addition to the well-known anchors, many new jobs have also been created, such as broadcast assistants and script planners. Large-scale unemployment of workers under the epidemic and the economic winter of successive collapse of enterprises have been reborn.

4. The Development Status and Industry Dilemma of Rural Live Commerce Delivery

The live commerce has shown an increasingly normalized development trend and deep social influence, then has gradually been involved in the rural revitalization strategy, becoming new window to show the appearance of the village. While promoting the development of the rural economy, which urgently need to be solved by various government departments, platforms and practitioners, so as to break the deadlock in the development of the industry and promote the long-term development of rural live.

4.1 Development status

Industrial forces have converged to form a large-scale effect, demonstrating its unique development advantages. With the gradual deepening of the coverage of digital village construction, rural live commerce has entered a stage of transformation and upgrading of large-scale. The industry synergy has been greatly improved, a strong communication force and influence have been formed. Live e-commerce has leapt from a cold industry to a big hit industry now, with a large number of merchants moving into the Industrial Park, thus creating a new economic ecosystem for the whole region.

Under the precise analysis of market demand by information technologies, the live commerce economy has become a new market vane. In 2019, the market size of China's live e-commerce industry reached 443.75 billion, an increase of 308.34 billion compared with 2018, and a year-on-year increase of 227.7% ③ According to the latest research report, China's live e-commerce industry in 2020 has exceeded trillions. The market size exceeds 1.2 trillion, and the annual growth rate is 197.0%. It is predicted that the scale of live e-commerce will break the record in 2023. After the peak period in 2020, consumers will have a certain degree of recognition of the live commerce industry in 2021, as shown in Figure 1.

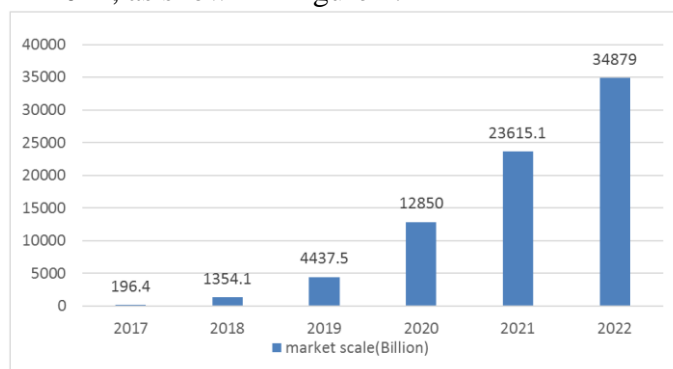


Figure 1: China live e-commerce market scale statistics, 2017-2022

Coupled with the repeated epidemics, the development momentum of the live commerce market will continue unabated. At present, rural live commerce has established a complete market chain from production, supply chain, product selection for sales ports, to technology innovation, investment and fundraising, and final product operation. Structured from live pre-stream scripting writing, publicity warm-up, to the middle of the live broadcast product introduction, marketing, and the post-live broadcast review, after-sales guarantee, a complete framework of the live broadcast system. The market orientation is gradually clear and the market circulation is also faster with the increase of logistics points and the coverage of transportation network. Relying on the advantages of characteristic agricultural customs and original ecological natural features, the consumers have a certain viscosity and scale, so the market share is firmly in the forefront, as shown in Figure 2.

Reasons why people choose live commerce

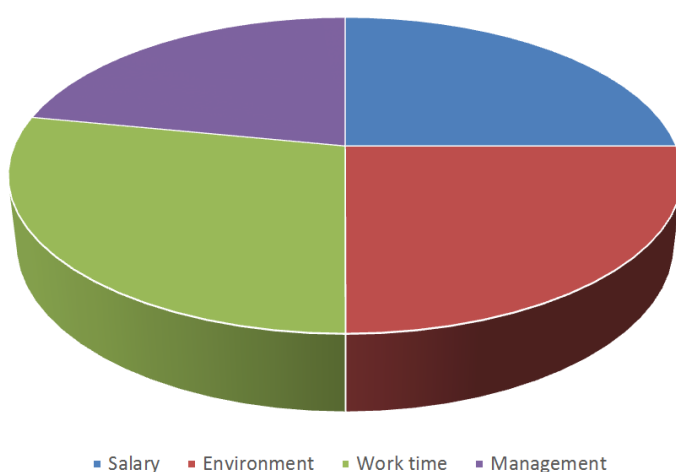


Figure 2: The research about reasons why people choose live commerce

4.2 Industry Dilemma

Along with continuous emergence of the cluster effect, the gradual formation of the market scale, and the improvement of the supply and marketing network, the live e-commerce industry has entered a stage of rapid development and ushered in a golden period of new achievements and new heights. In this critical period, in order to truly empower rural revitalization with live commerce, it is necessary to overcome many obstacles and break the dilemma.

One of the most critical occupations in live commerce is the anchor. From the perspective of the anchor level, the current anchor industry shows an obvious two-eighth effect. The head anchors at the top of the pyramid account for the least, only 2.16%. The anchors accounted for 5.93%, while the waist and tail anchors accounted for 53.53% and 38.8% respectively [9], as shown in Table 1.

Table 1: 2020H1 Distribution Internet influencers who Sell Goods by Broadcasting Live in China

Anchor Level	Percentage%
The head anchors	2.16%
The shoulder anchors	5.93%
The waist anchors	53.53%
The tail anchors	38.38%

Take today's top anchors as examples, they seized the advantage of being the first to enter the game and accumulated a certain fan base during the early days of live commerce. Although the live commerce exploded afterward, under the influence of the "low threshold" "high demand" and "high

salary" anchor professional cognition, more people competed to squeeze into the anchor track, but the head anchor still has its terrifying appeal and unique marketing method takes the lead. The number of fans, annual turnover, and live commerce viewing data are much higher than other anchors, occupying most of the live market share, showing clear Matthew Effect and a phenomenon of polarization. The top anchors attract most of the traffic of the live commerce platform, occupy nearly 80% of the market share, monopolize the market price and form the head price leverage of anchors. The anchors below the waist can only share the market scraps, attract few of fans, and even cannot compete for lower prices. Meanwhile, the influence of head anchors is not limited to a single network platform. Depending on their own popularity, they promote and drain traffic on different platforms, forming a virtuous circle of multi-platform traffic. In this case, the waist and tail anchors with the current level of traffic is much harder to break the pattern and achieve popularity, thus falling into the vicious circle of "the rich getting richer and the poor getting poorer", as shown in Table 2.

Table 2: Average annual income of anchors

Average annual income	Percentage%
Under 100,000	20.45%
100,000 to 200,000	59.55%
200,000 to 500,000	13.33%
100,000 to 200,000	6.67%

The loss of anchors is not a simple flow of personnel. In addition to personal factors, social and people's livelihood directly affects the choice of anchors and shops. Along with the live commerce boom, there are not only an endless stream of e-commerce entrepreneurs, but also the rent and utilities that have increased year after year. The demand for stores in the E-commerce Village exceeds the supply, in such a state of the market rents have almost doubled and utilities have also increased dramatically, ignoring the rules of how the market works. The market operation rules are ignored, which has caused a huge economic burden to foreign operators. At the same time, there is also a social phenomenon of vicious price increases. High operating costs and the ever-changing e-commerce market make practitioners face huge variables all the time. Despite the continuous flow of local merchants, there has never been vacant and there is still a steady stream of customers. Under the guise of thriving rural development, the local people's livelihood construction has never been paid attention to. In the long run, the unstable market conditions and tense market relations have created a huge gap between local residents and operators, making it difficult to achieve a reasonable allocation of resources and curb the coordinated development of the live commerce industry and the countryside.

As more and more e-commerce platforms, corporate brands, and live broadcasters participate in live commerce, the phenomenon of homogeneity is becoming more and more serious. And the development of e-commerce platforms, product merchants, and e-commerce townships patterns are increasingly converging. Taobao and JD.com, the earliest e-commerce leaders, have started live-commerce functions. Since then, short video platforms such as TikTok have taken advantage of the situation and transformed from helping to attract traffic to an independent product platform model. Based on the promotion of Digital Village construction, more and more rural live commerce markets have been "awakened", the spillover effect of development is obvious. The popularity of a village attracts other villages to imitate, and live commerce villages can be seen everywhere overnight, which causes a single similar scene. Once these live commerce villages fall into a fixed development model, they will inevitably decline and be replaced in the homogeneous competition.

5. The Practical Path to Empower Rural Revitalization through Live Commerce

Aiming at the confusion of fake products, exaggerated propaganda and misleading consumers in the industry of “live commerce”, a three-party evolutionary game model of brand, live broadcast platform and consumers is constructed [10] at the Fifth International Conference on Economic and Business Management. Drawing on the development model of international live commerce, and based on the development of live commerce economy in the country’s rural areas, we propose a new development model that takes digital villages as a carrier and takes the changes of the times as a guide to empower rural revitalization with live commerce: structural model of integrated two wing four-wheel drive, as shown in Figure 3.

The main factors affecting live commerce

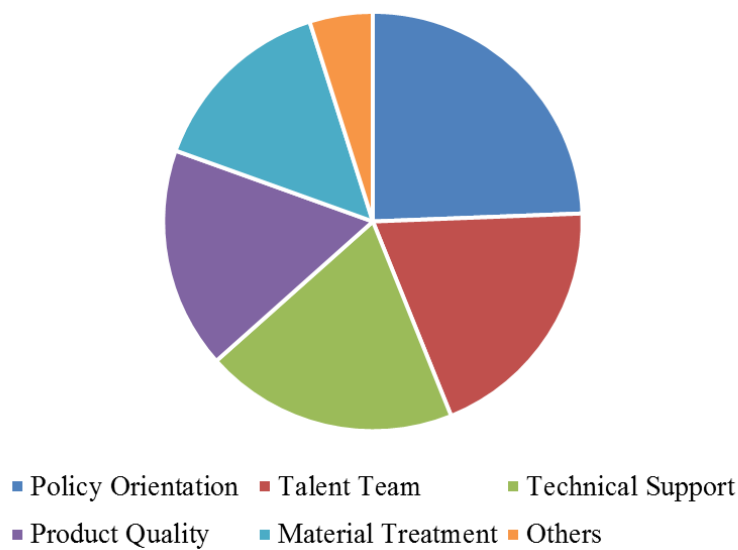


Figure 3: The main factors affecting live commerce

5.1 Government, Business and Civilian Integration

Behind an industry is a complex and huge network of social relationships. The problems faced by the rural live commerce industry contain the interrelationships between different subjects of the government, enterprises, and the public. To fundamentally remove the problem, it is requisite for the government, businessmen and civilian to form a joint force, gather points from each other, and break the deadlock in rural live commerce. Government is the representative of power, and business is the symbol of capital. The fusion of politics and business is essentially mutual restrictions. It balances between political power and economic interests, government relations and the behavior of capital. The 19th Central Committee of the Communist Party of China once again emphasized a new type of cordial and clean relationship between government and business. political and business interactions should attend to both cordial and clean [11]. Focusing on the current rural live commerce, "cordiality and clean" have also become the code of conduct and value appeal for the relationship between the government, business and the people. "Clean" means form a clean governing environment, market environment and living environment. For the government, it should establish an overall view, create a clear social atmosphere, and cultivate a clean political civilization. "Cordiality" is to build a close relationship between the government, business and the people. A virtuous circle is formed between the government, business and people, and the systemic and synergistic nature of rural live management is reflected, thus creating a social ecology that is

optimized the integration of government, business and people.

5.2 "Technology Progress" and "Rural Revitalization" as two wings

The two-way interconnection of "technology progress" and "rural revitalization", through "rural revitalization" to promote "technology progress" in villages, and with "technology progress", adding wisdom wings to rural live commerce. Live commerce reconstructs the three major elements of people, goods, and field. These elements are interlinked and constitute an important chain for the overall operation of live commerce.

People refer to all those who are in the live commerce industry and participate in the live commerce process. The seller is not a narrow concept of anchors. It covers operation planning, anchors, sub-broadcasters, field control and the entire live broadcast team. They play the role of coordinating the overall live commerce. Its professional quality and professional skill level directly affect the economic benefits of live commerce. In the special field of the countryside, the scale of live commerce is expanding infinitely, the people who sell goods are frequently flowing, and the demand is increasing day by day. In response to this situation, the method of "introducing high-end talent to cultivate lower-level" is adopted. The local government provides abundant conditions to attract foreign cutting-edge talents, build the first talent echelon of people who sell goods, and target the existing talents. "Education of low" is the training of existing talents. From a sustainability perspective, localization talent has a stronger sense of belonging and is less likely to become a temporary sales "binge". [12] There are a large number of anchors at the waist and below in the villages whom can be absorbed. We can recruit live instructors on the condition of setting up a studio, offer systematic Live teaching courses, from planning live content, live publicity, live rhythm control and live effect review to enhance the professional skills of the banders. Professional assessments are conducted monthly, through individual the evaluation of individual performance is assigned to different positions, forming a complete live team, demonstrating individual strengths and cohesion of collective power.

The key to live commerce is the product, and the product lies in the industry chain. Some MCN agencies began to integrate the industry chain upstream to create a personal branding industry chain that integrates production, R&D, production, and live marketing. The creation of a special brand is based on the advantages of resources and regional differences, following the principle of combining characteristics and differences, and fully exhibiting the historical and humanistic flavor of the countryside. The blogger Li Zi qi is a typical example of this [13]. Countryside live branding, the first step is to find the right positioning, integrate local culture and regional characteristics into the brand connotation, give agricultural products a new core, to obtain the core competitiveness of the market. The second step is to use media to expand the influence of the countryside. Through the extension and improvement of the industrial chain, internally, it realizes the reasonable dispatch of resources and the penetration of channels. Externally, it plays the brand awareness and shows the characteristics of the countryside. Rural characteristics can be displayed, marketing hotspots have been identified, and industrial hub fortresses have been established to form an industrial closed loop of the rural economy. The countryside's self-hematopoietic function is stimulated, and the live broadcast is more sustainable.

A field is a mimetic scene that connects anchors, commodities and consumers in live streaming [14]. Today's market competition has heated up and the live commerce industry has also entered a period of climax. Traditional vending methods and simple product introductions have gradually lost their attractiveness. Whether the live commerce scene can bring an immersive experience to users depends on whether the viewing users can become consumers. In the perception survey of user psychology found that enhance the interactivity in the live commerce scene in operation planning,

anchors can set up preferential methods such as lottery draws and red envelopes in the live broadcast room to enhance the shopping atmosphere, arouse users' sense of participation and experience. Price strategies can motivate users' consumer psychology and stimulate the desire to buy [15]. Meanwhile, the advent of the Internet era has expanded the application scenarios of live commerce, such as artificial intelligence, AR, and VR are organically embedded, giving users a real sense of being in the production place. Live scenes complete the interactive conversion, the breadth and depth of live scenes expand, which extend the village the interaction boundary with the outside world. The village is seeking for innovative points in its development, and draws the driving force for development from innovation. Obviously, rural revitalization is steadily moving towards a new ladder.

5.3 "Market Synergy" "Three-dimensional Supervision" "Normative Governance" and "Standardization Industry" Four-wheel drive

From the analysis of the motivations to limit the development of live commerce, the problems affecting the countryside live industry come from a variety of sources. Relying only on a single measure have been unable to effectively manage, but require the joint action of all-round, multi-level and various fields, that is, "market synergy" "three-dimensional supervision" "normative governance" and "standardization industry" four-wheel drive. With "standardization industry" as the first, "market synergy" as the pivot, "normative governance" as the back-end guarantee, and "three-dimensional supervision" runs through all aspects of the live commerce.

"Standardization Industry" is the threshold for entering the live commerce market. Setting market access standards on industry norms is not only an audit of the industry but also a responsibility to consumers. We should the formulation of standards. The standard is the scale and boundary of the industry. For the setting of live industry standards, the first is to review and identify the professional ability of the anchor. Considering the characteristics of rural live commerce, the professional ability of the anchor is not a requirement of academic qualifications, but more about in terms of professional skills. The second is to investigate the anchor's values and correct public opinion-oriented ability. The anchor is a group facing the public, and even comes with traffic. In the process of live commerce, it is to correctly guide public consumption, rather than induce consumption for personal benefit. The formulation of standards lies in implementation, clarifying the access boundaries of the live commerce industry. According to open the online anchor level examination, the government regulates the internal rules of the live commerce industry. The live commerce platform cooperates with the government, and implements the professional identification of the anchor on the basis of the real-name system. Adopting the method of "artificial intelligence + manual identification", they strictly control the screening, guarantee the standardization of live content, and prevent illegal and harmful content.

Market policy is a powerful driving force to ensure market operation and improve market efficiency. However, the drawbacks of market spontaneity, blindness and lag have also become the biggest obstacles to the development of the live commerce market. In the past, agricultural and sideline products due to the special geographical location, poor ecological environment and other factors resulting in small production, difficult marketing and other problems, the villagers could not grasp the best time to trade agricultural and sideline products, so that they lost their vitality in the market [16]. Strengthen the market synergy so that the market and the countryside have real-time synchronization, countryside live development dilemma be cracked. The live commerce market has opened the entrance of rural e-commerce, wisdom empowers rural revitalization, changes in rural development, and shifts in policy focus will have a guiding role for practitioners in the market. The liquidity within the market becomes larger, the market trend is rapidly changing. In this regard, we

should always pay attention to market trends and grasp market trends for the sake of driving villages to take the initiative to coordinate [17].

From ancient times to the present, China has always emphasized “the people is the foundation of a state and when the foundation is solid the state enjoys tranquility”. The tentacles of rural live commerce development have gradually extended to the field of people's livelihood. As far as practitioners are concerned, most of the practitioners in rural live commerce are not rural aborigines. Due to the exclusivity and interests of rural aborigines, foreign live commerce practitioners have to bear so huge operating costs that they have to shifted their positions. The protection of rural people's livelihood is not only the protection of the aborigines, but also the protection and tolerance of the foreign population. In order to make governance more standardized, the first solution is the problem of high operating costs. Government should go deep into the public, take root in society, understand the full picture of the problem, and make reasonable decisions. Officials need to exercise strong control over wildly rising rents, properly subsidize excessive utility costs, and strictly limit vicious price hikes to protect people's rights. Only comprehensively considering the interests and demands of different entities, can they continuously improve infrastructure construction and push people's livelihood construction.

Supervision is an indispensable link in the overall situation of market development. The perceived relational benefits in the live commerce channel had a significant positive effect on consumers' trust. Also, consumer trust had a positive effect on satisfaction, which, in turn, positively influenced consumer purchase intention and continuous use intention [18]. Without three-dimensional regulation to regulate, there is bound to be market misconduct, leading to customer distrust. In order to cope with the ever-changing changes in the live broadcast delivery industry, relevant legislation and management must also keep pace with the times. In addition to improving traditional laws such as the Anti-Monopoly Law and the Price Law, laws related to the supervision of live commerce delivery should also be formulated. Bring the live market into the legal system and use the rigid binding force of the law to clarify the rights and obligations between various subjects are necessary. The regulatory authorities have laws to follow and govern according to the law, so that live commerce practitioners can clarify their legal responsibilities.

6. Conclusions

Riding on the political dividends of the digital village construction site and taking advantage of the Internet, the live commerce industry has entered a stage of rapid development. It is the first collision between small-scale e-commerce and digital technology. The live commerce has given a boost to the rural economy under the COVID-19, prompting rural industries to change with new trends. The rural economy is rejuvenated, and rural revitalization has gained new impetus. But at the same time, the rapid growth rate is also accompanied by a series of problems, such as exaggerated false propaganda, fraudulent sales of fake and shoddy products, which affect the professional environment of practitioners and destroy the normal operation of the live commerce market. The structural model of "integrated two wing four-wheel drive" is a new practice path explored based on the field of the times and the real situation. From the deconstruction of the live business model to the reshaping of business model, the live commerce of each village has a more operational plan, so that the comprehensive revitalization of the countryside can be realized.

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Appendix

- 1) PV refers to Page View, that is, the number of visits
- 2) UV refers to Unique Visitor, that is, the number of visitors
- 3) Data source: E-commerce Research Center, Zhiyan Consulting
- 4) Data source: "2021 China Live E-commerce Industry Research Report"
- 5) Data source: iiMedia Research Data Center