

Research on the marketing mode of agricultural products in the post-epidemic era

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Abstract: While the COVID-19 pandemic has dramatically changed People's Daily lifestyles, it has also impacted various industries, especially self-employed agricultural producers who rely heavily on traditional sales models. Combined with the Internet platform and the joint efforts of the government and individuals, live broadcasting with goods has become a new way to sell agricultural products, making an important contribution to the sales of agricultural products and the sustainable and healthy development of rural industries. Combined with relevant materials, this paper summarizes the current status of live broadcast marketing. It conducts a comprehensive and systematic investigation of the entire production and marketing chain of live broadcast marketing of agricultural products. This paper tries to analyze the problems that need to be solved in the current live marketing of agricultural products. At the same time, it tries to build high-quality content and anchors from the configuration of live broadcasting equipment and combine with regional characteristics to form regional brands. By strengthening market supervision and improving commodity quality, agricultural production's overall layout improves supply chain security level, packaging, and standardized production of agricultural products. Strengthen cooperation with e-commerce platform channels to optimize channels. Establish effective communication channels, fully listen to consumer opinions and actively rectify and improve. In these ways, it is expected to play the value of the Internet, reduce the epidemic's impact on the rural economy, and promote the sustainable development of live marketing of agricultural products.

1. Introduction

1.1 Research background

In 2020, all industries were affected by the epidemic. With the popularization of Internet technology, every aspect of people's lives and production has an essential connection with the Internet. The Internet also makes an essential connection between various industries. For example, at the present stage, the live broadcasting industry can help agricultural products marketing through live broadcasting with goods under the Internet and form an innovative marketing plan. Using the Internet, users do not need to go out. They can buy what they need, the way of shopping will not be limited by time and space. Nowadays, the development of the e-commerce industry is like fire, and many industries have joined the e-commerce team. They are using the Internet to sell their products efficiently, which is also an effective way to promote the brand influence of products. With the rise of the online live delivery industry, the rural market has become the focus of competition among various businesses.

The cake of urban e-commerce is almost divided. The rural population is more than 800 million. Once this consumption power is unleashed, the vast rural market will become the next target of Taobao, Alibaba, and other companies. There are many agricultural anchors with the theme of the agricultural products industry. Local governments also began to bring goods, superimposing Internet celebrities' flow to open up new outlets for unsalable agrarian products. For example, agaric in Zhashui County, Shaanxi Province, became hot overnight on various online platforms, and dozens of tons of agaric were snapped up instantly [1]. Agaric, which had been unmarketable, was sold to the whole country with the help of the Internet, which also helped local farmers gradually get rid of

poverty. It is not difficult to see that rural e-commerce is booming from this time. Agricultural e-commerce has too much potential for development. On the other hand, the domestic epidemic has brought excellent resistance to China's economic development. Still, the rapid growth of e-commerce, if it promotes the development of e-commerce, e-commerce will play a more significant role.

China's agricultural e-commerce scale is steadily improving. Business big data shows that the net retail sales of agricultural products in China reached 415.9 billion yuan in 2020, a year-on-year increase of 26.2 percent [2]. The policies of rural e-commerce are being strengthened. The country attaches great importance to rural e-commerce. It has improved the logistics system of each rural area to meet the consumption needs of rural residents and attract more urban residents. The effect of e-commerce on poverty alleviation is becoming more and more apparent. With the rapid development of e-commerce of agricultural products in poor areas, more and more low-income families join this industry and gradually have their stable income and get out of poverty.

1.2 Literature review

However, live streaming has fallen into the dilemma of homogenization of content, weak brand awareness of farmers, and the degree of industrial integration to be improved. Fixed patterns make consumers aesthetic fatigue, and consumers are generally one-off consumption, so it isn't easy to generate memory and attract more long-term customers. Therefore, it is necessary to pay attention to the brand of products. However, farmers are weak and unable to explore product features, so they must invest a lot of cost support in product promotion [3].

When the sensitivity coefficient of consumer demand to price is higher than a certain threshold, farmers or platforms will be willing to open up medium. The optimal medium for farmers and platforms to achieve significant improvement in profits in response to optimal medium seeding. The optimal medium for farmers and platforms to achieve significant improvement in profits in response to optimal medium seeding. The optimal medium for farmers and platforms to achieve substantial improvement in profits in response to optimal medium seeding [4].

Finally, a high commission rate will reduce farmers' profit improve product price-reducing consumer welfare. The high product failure rate is always bad profit significantly will hurt farmers, and farmers in consignment mode are affected by the product damaged more easily than resale mode compared to adjusting the product pricing for members in making decisions related to living. It is more susceptible to cost coefficient and conversion rate of seeding flow [5].

The combination of tourism live broadcast, and a short video can locate the audience's interest and emotional pain points and develop the discussion. Create hot topics, cause value recognition. Douyin and other diversified network media mix as marketing tools, entrance diversion. Pay attention to fans' comments in real-time, and enhance the willingness to spread and share [6].

1.3 Research framework

Through literature analysis, precise positioning of user groups, the existing agricultural, industrial structure is improved reasonably. At present, in agricultural production, there are still problems such as low standardization degree and inadequate Internet infrastructure in rural areas, which need to be effectively solved. Therefore, this study aims to solve the above problems

2. Method

Commerce big data monitoring shows that in 2020, China's online retail sales of agricultural products reached 415.89 billion yuan, up 26.2 percent year on year [7].

By category, the top three categories of retail sales are leisure food, grain and oil, and tonic food, accounting for 19.8%, 14.6%, and 11.3% of online retail sales of agricultural products, respectively. The top three categories with year-on-year growth were grain and oil, milk and meat, poultry, and eggs, respectively, with 58.7%, 57.7%, and 56.9% [8].

By region, the online retail sales of agricultural products in eastern, central, western, and northeastern regions accounted for 62.46%, 16.87%, 14.75%, and 5.92% of the total, with year-on-year growth rates of 27.9%, 14.4%, 27.3%, and 44.0%, respectively [9].

In terms of provinces, Zhejiang, Guangdong, Shanghai, Beijing, and Shandong ranked the top five in terms of online retail sales of agricultural products, accounting for 46.94% of the total, and the top ten provinces accounted for 72.7% of the total. Heilongjiang, Beijing, Liaoning, Ningxia, and Inner Mongolia topped the list with more than 40 percent year-on-year growth [10].

Rural e-commerce in poor areas has proliferated. Business big data monitoring shows that in 2020, the online retail sales of agricultural products in poverty-stricken counties at the national level reached 40.66 billion yuan, up 43.5% year on year and 14.6 percentage points higher than that in 2019. More farmers are turning to online sales of offline agricultural products. By the end of 2020, there were 3.065 million online businesses in poverty-stricken counties at the national level, 366,000 more than in 2019, an increase of 13.7 percent. By 2020, China's comprehensive demonstration of e-commerce in rural areas covered 832 poverty-stricken counties, and 102 counties were given the second round of enhanced support, with the coverage of village-level e-commerce sites reaching 70 percent [11].

In 2020, Alibaba's online sales in 832 national-level poor counties reached 110.2 billion yuan, and 119 Taobao villages and 106 Taobao towns were born in 75 national-level poor counties. Pinduoduo's total trading volume of agriculture-related commodities exceeds 270 billion yuan; Suning Has achieved the total sales of agricultural products of 14 billion yuan through the whole channel [2].

In constructing rural e-commerce infrastructure, Alibaba has built five digital production warehouses in Yunnan, Guangxi, Sichuan, Shandong, and Shaanxi, covering 18 provinces, and landed more than 900 Cainiao county distribution centers in 25 provinces. Jingdong upgrades the "Beijing center to help farmers" strategy and plans to build 100,000 live production bases for agricultural products. Pinduoduo launched the "Consumption poverty Alleviation live Action in 100 Counties", taking advantage of the platform's agricultural products to select 100 poverty-stricken counties to carry out consumption poverty alleviation activities. Suning went deep into rural markets and national-level poverty-stricken counties and opened more than 8,000 poverty alleviation training stores and Suning Tesco retail cloud, covering a total of 388 national-level poverty-stricken counties. China Post has opened 875 poverty alleviation centers on the Post Platform, covering 832 poverty-stricken counties nationwide [5].

3. Result

3.1 Analysis of the development status and existing problems of the direct broadcast industry

The supporting infrastructure and services of the live broadcasting industry need to be improved. On the one hand, the supply chain of agricultural products is a complex system, including a series of production, packaging, preservation, transportation, and after-sales, which requires extensive participation of farm producers and operators, logistics enterprises, and e-commerce platforms. On the other hand, China's rural e-commerce regional development imbalance is more prominent. Rural e-commerce coverage needs to be further improved. Network broadcast increases the sales of agricultural products and tests the operation ability of suppliers, transportation ability of logistics, after-sales service, and crisis handling ability of e-commerce platforms. Although the logistics operation capacity of the e-commerce platform is constantly improving, it is still beyond the reach of the transportation of characteristic agricultural products in remote mountainous areas. Network broadcasts of agricultural products lack effective supervision. The low threshold of a network broadcast of agricultural products increases the participation of farmers and other market subjects and increases the difficulty of market supervision. Some agricultural products have entered the market without passing inspection and quarantine. The quality and safety of agricultural products are not fundamentally guaranteed, posing great potential food safety risks. In addition, some agricultural products delivered independently through network broadcast lack professional classification and classification, and the product quality varies greatly. Coupled with the loss of logistics and

transportation, the actual products received by consumers may be inconsistent with the samples in the live broadcast display, which reduces the satisfaction of consumers. We will accelerate the establishment and improvement of the rural e-commerce support service system. We will accelerate the development of big data centers and digital villages in agriculture and rural areas and expand the coverage of e-commerce in rural areas, impoverished areas. We will strengthen the connection between high-quality e-commerce platforms and logistics platforms and producers and operators of agricultural products.

3.2 Optimization path analysis of direct seeding of agricultural products with cargo

Further, enhance the professional service level of the whole industrial chain of an agricultural products network broadcast. We will continue to develop a modern storage and logistics system and improve our capacity to provide comprehensive services for sorting, packaging, and transportation of agricultural products. Improving the agricultural products procurement, packaging, storage, and transportation integration level will improve the utilization rate of the standard basket, standard box, standard pallet, and the proportion of one-stop transportation.

Increase agricultural product electricity merchant cultivate strength. The core of the economic development of network broadcast of agricultural products lies in the quality and characteristics, but the key is talent. Although stars, county heads, mayors, and other “live broadcast with goods” can solve the temporary unsalable agricultural products, but not a long-term solution. Webcast Suggestions to strengthen the government over agricultural products industry regulation at the same time, develop new live talent, organization that power to the new type of agricultural management main body, the scattered peasants for professional training, strengthen the e-commerce law and other laws and regulations of popularization and propaganda, to expand the rural electric businessman to reserve. China is still a developing country at this stage, so the primary industry still occupies an important position.

To further promote economic income in future economic development, we need to pay an agricultural income. There is a distance between the origin and consumption in the traditional agricultural product marketing process. There are many links in the transportation process, leading to the relatively high price of agricultural products when transported to the supermarket. At the same time, the transportation process is not very transparent, making it impossible for consumers to eat at ease. Therefore, transportation costs and intermediate links need to be improved accordingly in selling agricultural products. The rapid development of Internet technology can be a good solution to this problem at the present stage. In Internet sales, consumers can directly determine the source of agricultural products, and producers can also choose appropriate logistics companies to cooperate to ensure the smooth transportation of agricultural products to consumers. In this sales process, consumers can safely purchase agricultural products, and farmers do not need to worry about the sales of products. With the great fire of the live broadcasting industry, agricultural products are introduced in an all-around way in the form of live broadcasting with goods. Appropriate consumer groups are found by using some effective marketing methods and means. The existing agricultural, industrial structure is improved reasonably through the precise positioning of user groups. In agricultural production, there are still problems such as low standardization degree and imperfect Internet infrastructure in rural areas, which need to be effectively solved.

4. Discussion

4.1 Analysis of problems existing in network marketing of agricultural products

Under the background of the global epidemic prevention and control has been introduced in this paper, agricultural product network marketing, with its highly interactive, scene, real-time characteristics, attracted the attention of consumers. The traditional agricultural production, management, consumption process in transformation and upgrading, for during the outbreak of agricultural products sales online sales way, become the critical pivot move markets recover, especially in rural areas where transportation is difficult. At the same time, this paper also analyses

the existing sales model still has the inadequate infrastructure, the low conversion rate of live streaming goods, lack of online celebrities to carry goods, lack of sustainable development, low logistics efficiency, lack of supervision, uneven product quality, lack of brands, after-sales difficulties, sometimes poor consumer experience and other problems.

4.2 Optimize the strategy of live streaming agricultural products with goods

1. Improve the sales ability of anchors

Therefore, it is necessary to strengthen the construction of the host team, improve the level of information, enhance the communication and experience exchange with Internet celebrities, cultivate network farmers with distinctive characteristics to form high-quality anchors, and improve live broadcast sales.

2. Enhance the comprehensive competitiveness of products

At the same time, agricultural products need to pay attention to itself, quality, brand, characteristics, agricultural production of the overall layout. In addition, by improving supply chain assurance to achieve word-of-mouth marketing users. Focus on packaging design, storage and processing, cold chain transportation, express logistics, distribution, and after-sales service of agricultural products, and build a network of rural logistics facilities.

3. Build a live broadcast sales platform

Strengthen the cooperation between government departments and farmers, establish training courses related to living broadcast technology, create engaging live broadcast content under the live broadcast platform, and continuously hold live broadcast activities. In addition, we should pay attention to users' opinions of live-broadcasting platforms, listen to the opinions and suggestions of consumers carefully, and make targeted rectification to improve consumer satisfaction comprehensively.

4. strengthen the review and supervision of live streaming goods

It is also necessary to strengthen the review and supervision of live streaming goods, pay attention to production standardization, product traceability, industrial upgrading, and other issues, establish a regular live streaming mechanism, and promote sustainable and healthy development in rural industries. Especially with the advent of the post-epidemic era, how to break the bottleneck of live broadcast sales, normalize the existing sales model, and fully promote the sustainable development of the rural economy is also an important part of realizing the strategic goal of rural revitalization.

5. Conclusion

Livestreaming with goods has become a common online marketing mode and is gradually known by most smartphone users. In particular, since the COVID-19 pandemic in 2020, People's Daily life has been severely affected, with some consumers unable to buy fresh seasonal vegetables for various reasons. Because of this, some Internet companies have adopted the way of live broadcasting to open up new agricultural products marketing channels and attracted many Internet stars and even government officials to participate in them. This will solve the problem of People's Daily needs for agricultural products during the epidemic and play a key role in the battle against poverty in 2020. Therefore, this paper discusses the current situation and existing problems of agricultural products marketing based on live broadcast mode, and analyzes the agricultural products marketing strategies based on live broadcast mode.

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