

# Research on the Strategy of Live Streaming E-commerce to Help Wenzhou Rural Industry Revitalization

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## Abstract

Under the strategic background of rural revitalization, the new model of integrated development of agricultural products "live streaming+industry" enables rural industry revitalization. This paper first expounds the role and significance of live e-commerce in the revitalization of rural industries, introduces the development status of Wenzhou live e-commerce to help rural industry revitalization, takes Yongjia and Pingyang of Wenzhou city as typical cases, analyzes and summarizes the problems in the process of Wenzhou rural e-commerce live broadcasting, and puts forward targeted development strategies for e-commerce live broadcasting to help rural industry revitalization.

## Keywords

Livestream E-commerce; Industrial Revitalization; Wenzhou; Strategy Research.

## 1. The Role and Significance of Live-streaming E-commerce in the Revitalization of Rural Industries

In recent years, with the rapid development of the Internet, e-commerce has become an important driving force to promote the development of rural economy. The no. 1 document of the central government in 2023 further points out that the project of "digital businesses promoting agriculture" and "Internet+" agricultural products out of villages into cities will be thoroughly implemented, the development of e-commerce direct purchasing and customized production of agricultural products should be encouraged, and the construction of live-streaming e-commerce bases of agricultural products and by-products should be built. By June 2023, the number of online live streaming users in China had reached 765 million, accounting for 71.0% of the total Internet users. Among them, the number of e-commerce live streaming users was 526 million, accounting for 48.8% of the total Internet users.

Farmers can use e-commerce live streaming to sell their own agricultural products to all parts of the country, expand sales channels, and improve the brand value of agricultural products. Rural e-commerce live streaming enables consumers to break down information barriers, buy high-quality agricultural products more intuitively, enable consumers to directly establish contact with farmers, and increase the transparency and affinity of products. Rural e-commerce provides farmers with opportunities to start businesses and find jobs. Through live broadcasting, farmers can operate independently, transform the traditional agriculture into a more competitive e-commerce business, and promote the increase of farmers' income.

In the context of rural revitalization, rural e-commerce makes the use of Taobao, Jingdong, TikTok and other e-commerce live streaming platforms to present the original ecological production scenes and featured agricultural products resources to consumers from a new perspective, so as to realize the expansion of the upward channels of agricultural products, broaden the market of rural industrial economy, and inject new vitality into the rural economy. Rural e-commerce live broadcasting not only reduces the production and sales cost, but also facilitates the gathering of industries to form a complete value chain, connecting the link

between agricultural product production and terminal market sales, and bringing fresh vitality to the development of rural industrial economy.

## 2. Wenzhou Live Streaming E-commerce Helps the Revitalization of Rural Industries

In the first half of 2023, online retail sales in rural areas reached 1.12 trillion yuan, up 12.5% year on year. Among them, online retail sales of rural physical goods reached 1.02 trillion yuan, up 11.3% year on year. In accordance with the idea of characteristic and differentiated development, Zhejiang province has made full efforts to promote the construction of e-commerce live broadcast "common prosperity workshop", built a comprehensive demonstration and upgraded version of e-commerce into rural areas, and accelerated the action of "e-commerce revitalizing agriculture and common prosperity". By the end of 2022, Zhejiang Province had 2,643 professional e-commerce villages with online retail sales and 367 e-commerce towns. A total of 1,171 e-commerce demonstration villages and 1,763 rural e-commerce demonstration service sites with good e-commerce foundation and strong driving capacity have been cultivated. Regional agglomeration effect, scale effect and synergistic effect of rural e-commerce development are obvious.

As a typical agricultural city, the development of rural e-commerce can help farmers increase their income and promote the development of rural industries to a certain extent. Through the introduction of Internet enterprises and the establishment of rural e-commerce demonstration projects, accelerate the construction of e-commerce platforms, and improve the awareness and ability of farmers to participate in e-commerce. The Wenzhou municipal government has formulated a series of supportive policies to support the development of rural e-commerce and encourage farmers to participate in e-commerce activities. Meanwhile, it has also expanded the pilot scope of e-commerce in rural areas to provide more opportunities for farmers.

During the "Double 11" in 2023, the online retail sales in Wenzhou reached 13.44 billion yuan, among which the online retail sales reached 12.53 billion yuan, accounting for 93.21% of the online retail sales in Wenzhou; among them, the online retail sales reached 8.1 billion yuan, with a year-on-year increase of 11.92%, ranking 4th in Zhejiang Province. The online retail sales of agricultural products e-commerce reached 370 million yuan, up 52.54% year on year.

## 3. A typical Case of Wenzhou Live-streaming E-commerce Helping the Revitalization of Rural Industries

(1) Yongjia of Wenzhou Builds a New Business Form of Integration and Development of Rural Live Broadcasting and Industrial Revitalization

Wenzhou Yongjia is the national "e-commerce into the rural demonstration county", featured agricultural products include: Yongjia wheat cake, dried powder, black cattle morning tea and sweet potato jujube, etc. Yongjia, starting from the perspectives of talent cultivation, platform building and brand creation, vigorously promotes the development of village broadcasting and agricultural broadcasting, and constructs a new business form of integrated development of rural live broadcasting and industrial revitalization.

Based on the Agricultural Maker Development Association, Yongjia has successively built agricultural broadcasting e-commerce incubation platforms such as South Zhejiang Agricultural Products E-commerce Base, Yongjia Village Broadcasting College, and Yongjia Rural E-commerce Public Service Center, and incubated and cultivated new agricultural makers on this basis. Combining the traditional planting and breeding industry with leisure tourism, sightseeing, picking and other service industry, connecting the business advantages of many

agricultural makers, and using the Internet as a means to not only solve product sales, but also meet the needs of personalized development needs.

Combined with the local industrial reality, Yongjia established Yongjia Village Broadcasting College, giving full play to the advantages of the county characteristic industries, and actively building the village-level e-commerce live broadcasting industry brand. Focus on the characteristics, excellent quality of Yongjia wheat cake, Wuniu morning tea and other brands to create public single products, and vigorously promote the existing high-quality brands to online sales. Through online agricultural bo and other platforms to open online Yongjia brand hall, docking agricultural products in cooperation areas to participate in e-commerce resource docking activities, e-commerce expo, etc., to enhance the brand image and popularity of characteristic single products.

(2) Wenzhou Pingyang E-commerce to Help Accelerate the Emergence of Agricultural Products Wenzhou city, Pingyang is a national demonstration county of e-commerce in rural areas. Characteristic agricultural products include: Pingyang yellow soup tea, horseshoe bamboo shoots, egg pigeon, Nanji large yellow croaker, Huaiduck, commonly known as "Pingyang Five Fresh", with a comprehensive output value of 1.52 billion yuan. Further promote the project of enriching farmers with geographical indications, and build a smart agriculture platform in Pingyang with the application of the whole industrial chain of Pingyang Huangzhuang Tang. The operation mode of "Internet + agricultural products upward + social e-commerce" is gradually formed, and the agricultural industry is moving towards scale. Continue to strengthen the cultivation of independent brands, and is committed to promoting "time-honored brands" to embrace new business forms, and enhance the visibility and added value of regional independent brands. Among them, Shuitou Town and Nanji Town have become provincial strong towns with strong agricultural characteristic industries.

Through agricultural products + e-commerce, tourism, live broadcasting, community, etc., to optimize the development environment of rural live broadcasting e-commerce in Pingyang, Pingyang always adheres to the development idea of "one town one product" + "one village one product", and uses the industry of "going out of the village to the city" to drive farmers' income, creating a new name card of e-commerce. Relying on the industrial "sharing economy", it continues to drive farmers to increase their income and become rich, carries out multi-channel online docking, and pushes Pingyang agricultural special products on the platforms such as Huinong Chao, Damao E-commerce, Long, Happy Shopping, Poly Excellent Life, Orange Heart Optimization, Shihui Group, Search Star, Shanrong Business and other platforms.

Pingyang innovates and explores the e-commerce live broadcast type "common rich workshop". Establish "electricity + business leaders + low-income farmers" "electricity + agricultural leading enterprises + low-income farmers" "electricity business model + low-income farmers" and other coupling mode, build a new "1+N" development model, give full play to a county electricity live base "command center" function, linkage multiple benchmarking "rich workshop" operation, play digital to the countryside, electricity village, specialty mountain "combination", drive the farmers' income effectively.

#### **4. Wenzhou Live Streaming E-commerce to Help the Revitalization of Rural Industries**

(1) The Quality of Agricultural Products is not High, and the Brand Effect is Insufficient

At present, the production of agricultural products in Wenzhou is mainly dominated by scattered farmers, the production and processing process are scattered, and there are standardized and scientific business standards. The quality of agricultural products in live streaming e-commerce is quite different, and consumer satisfaction is not high, which affects the market reputation of agricultural products. In addition, the cultural level of most rural e-

commerce business entities is uneven, the brand awareness is weak, the attention to the industrial cluster effect is insufficient, the awareness of exploring industrial cluster development is not strong, and agricultural products have strong seasonality, the brand development of agricultural products shows blindness and randomness. The basic environment of agricultural products brand construction is also not good, the rural technology, capital, platform and other conditions are not mature, the scale production and deep processing of agricultural products are difficult, the image packaging, advertising and marketing methods are backward, unable to achieve the expected live broadcast effect, and characteristic brands.

#### (2) The Supporting Facilities of Rural Live Streaming E-commerce are not Perfect Enough

Agricultural products themselves have a strong seasonal, regional and dispersion. Therefore, agricultural products sales must have a perfect logistics supply chain as a transportation guarantee. However, there are many mountainous areas in Wenzhou, some remote rural areas with poor traffic conditions, mountainous roads need to be maintained, did not form a perfect cold chain service system of agricultural products logistics, the transportation loss of agricultural products is large, in the process of transportation, many agricultural products "preservation" effect is poor, bad fruit phenomenon occurs from time to time. The lack of high-quality after-sales service leads to the disappearance of consumers' "goodwill" for live streaming of agricultural products, which is not conducive to the development of rural live streaming e-commerce.

#### (3) Homogeneity of Live Broadcast Content and A Single Sales Model

Whether the live broadcast content is novel and high-quality is the key to continuously attract consumers. At present, most of the live streaming process of agricultural products tends to be the same, and the art of live streaming is similar, and the problem of content homogenization is prominent. Many live streaming of Wenzhou agricultural products mainly show the planting scene of agricultural products, including a single or the whole process of agricultural products picking and processing to packaging. In addition, many farmers anchor lack of guidance, for the introduction of agricultural products limited in agricultural products itself, not from a deeper level mining the depth of agricultural live content, insufficient interaction with fans, lack of live marketing, unable to form agricultural differentiation competitive advantage, eventually live content is the same, single sales model, overall limits the rural live electricity power to the industry.

#### (4) Lack of Professional and Technical Personnel for Rural E-commerce Live Broadcasting

At present, the hollowing out and aging of rural areas are the fatal problems that hinder the development of rural industrial economy. Wenzhou is scattered in rural areas, and has not formed an industrial foundation to meet the needs of e-commerce. It also faces the dilemma of technical talents. Rural e-commerce talents cannot be attracted, retained and trained, especially in e-commerce anchors, e-commerce operation, marketing planning and other aspects, which have high professional requirements for talents. However, most of the rural e-commerce employees in Wenzhou have low cultural level, poor language communication ability, little knowledge of live broadcast marketing planning, and a big gap with excellent anchors. In the process of live broadcasting, they cannot well grasp the pain points of users and better promote the transformation. Many rural areas have fewer outstanding talents, a large number of young and middle-aged people work in cities, and e-commerce graduates in ordinary universities have less willingness to return to the village to serve, all of which have a negative impact on the revitalization of rural industries.

## 5. Strategy Analysis of Live Streaming E-commerce to Help Wenzhou Rural Industry Revitalization

### (1) Improve the Quality of Agricultural Products and Build A Characteristic Brand

Agricultural products is a kind of food, and the quality is crucial. Improving product quality is the basis of agricultural product brand marketing. Enterprises can improve the quality of agricultural products by strengthening quality supervision, establishing a traceable quality system of agricultural products, and improving product safety. The technical personnel of the rural cooperatives shall guide the farmers and produce and plant the agricultural products in accordance with the production standards and industrial standards, so as to ensure the unity of the quality standards of the agricultural products. In the process of rural electricity live, rural cooperatives as the core, strengthen and government departments, industry associations, related enterprises, web celebrity anchor cooperation, joint marketing, resource sharing, production cooperation, encourage electric business platform, live team fully tap rural "local products" resources, from the brand name, logo, slogan, packaging design, build and cultivate a batch of regional characteristics, high quality level, strong market competitiveness of agricultural products brand, promoting rural industry revitalization.

#### (2) Strengthen the Construction of Supporting Facilities for Rural Live-streaming E-commerce

To promote the sustainable development of rural e-commerce, it is necessary to strengthen the construction of supporting services for rural e-commerce, which can be carried out through warehousing and logistics. Build professional cold chain logistics business in rural areas where conditions permit, improve the transportation efficiency of agricultural products, and fundamentally solve the problems of agricultural products in rural areas. Upgrade and transform the infrastructure of logistics nodes at city, township and village levels, open up the "last kilometer" of rural e-commerce, strengthen coordination and cooperation with transportation, transportation and agriculture departments, build a sharing mechanism of rural logistics service websites and facilities, and implement the project of building a supporting system of urban and rural commercial logistics. Ensure the quality and efficiency of agricultural products in the process of circulation, and lay a good foundation for the sustainable development of rural live streaming e-commerce.

#### (3) Optimize and Innovate the Content and Form of Live Broadcasting of Agricultural Products

In the process of live broadcasting of agricultural products, farmer anchors can integrate action, plot, music and other elements to extend the creativity of agricultural live broadcasting with goods, show the local feelings of agricultural products, and improve the relatively single content and methods of rural e-commerce live broadcasting. Farmers anchor can use live interactive transmission for young consumers agronomy knowledge, show agricultural production process, growth environment, subsequent cooking production, etc., live content to novel and chic, from multiple dimensions show the characteristics of agricultural products, moderate combined with local history and cultural elements, into the story, improve the cultural content of live content, effectively attract the audience, improve live popularity, increase sales of agricultural products.

#### (4) Cultivate and Introduce E-commerce Live Broadcasting Talents

In order to better ensure the sustainable development of Wenzhou agricultural products live broadcasting industry, we should always adhere to the introduction and cultivation of professional and technical talents of e-commerce live broadcasting in rural areas. For example, skills training for livestreaming leaders will be conducted for returning college students, migrant workers and ex-servicemen, so as to improve the skills of livestreaming and carrying goods, and stimulate the entrepreneurship and employment boom of rural live-streaming e-commerce. Cultivate local e-commerce live broadcasting talents with rural characteristics, and train e-commerce theory and practical skills for village cadres and leaders of rural cooperatives, so as to improve the overall ability of rural e-commerce live broadcasting industry. Through classroom training and on-site teaching in the fields, we will help more farmers to transform

and upgrade, cultivate a number of excellent "new farmers", and promote the revitalization of rural industries with talent revitalization.

To sum up, agricultural electricity live has become an effective means of power Wenzhou rural industry revitalization, greatly promoted the Wenzhou rural modernization and rural economic development, but the current rural electricity live still exist many problems, should pay attention to improve the quality of agricultural products, build characteristic brand, strengthen the construction of rural live electricity facilities, optimization and innovation of live content and form of agricultural products, training and the introduction of electricity live talent. Effectively promote the development and upgrading of rural industries, promote the standardization, informatization and scale of rural e-commerce, and drive the high-quality development of rural economy.

## Acknowledgments

Supported by 2022 Wenzhou Science and Technology Association Service Science and Technology Innovation Project (jczc130).

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