

Research on the Development Countermeasures of "Agricultural Products + Live Broadcast" E-commerce Model

ABSTRACT: With the continuous maturity of 5G communication technology and mobile Internet technology, live broadcast e-commerce has ushered in an opportunity period of rapid growth. As a new play method and mode of e-commerce, it has wide applicability and compatibility. The combination of live e-commerce and agricultural products has opened a new journey of agricultural e-commerce. By tracing the origin of live broadcast e-commerce of agricultural products, this paper analyzes the development status and rise reasons of live broadcast e-commerce of agricultural products, and analyzes and compares the two "agricultural products + live broadcast " e-commerce types of live broadcast and live broadcast with goods. This paper probes into the advantages and difficulties of live broadcast e-commerce of agricultural products, and puts forward countermeasures and suggestions to promote the healthy development of live broadcast e-commerce of agricultural products. We hope that these analyses can provide some help and reference for the benign development of live broadcast e-commerce mode of agricultural products.

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KEYWORDS: *Agricultural Products + Live Broadcast; The e-commerce model; Development; Countermeasures; Live broadcasting with goods*

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1. INTRODUCTION

With the gradual disappearance of the traditional e-commerce dividend, traditional agricultural products e-commerce has fallen into a downturn, while agricultural products live e-commerce has emerged, showing a good market prospect. The so-called agricultural products live e-commerce refers to the online interactive communication between anchors and viewers on agricultural products, in order to prompt viewers to buy agricultural products online. Agricultural products live e-commerce is more dependent on the flow of the e-commerce platform, with the e-commerce platform to carry out live, different from the show live, live games and sports, variety, etc. as the representative of the pan entertainment live, agricultural products e-commerce live focus on a business agricultural products or a certain geographical agricultural products to promote. The essence is the anchor online for the agricultural products endorsement, stand, the core is to bring goods.

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2. THE CURRENT STATE OF DEVELOPMENT OF AGRICULTURAL PRODUCTS LIVE E-COMMERCE

Benefited from domestic consumption upgrade, market sinking, increasingly mature mobile Internet technology and increasingly perfect domestic supply chain, after four years of development, agricultural products live e-commerce has become a huge market with a scale of 100 billion. Especially during the new crown pneumonia epidemic in 2020, the agricultural products live e-commerce is a standout in the e-commerce business, becoming a bright color in the economy under the epidemic crisis. Agricultural products live electricity business hot, not only popular Li Jiaqi, WeiYa and other head anchors, but also attract more and more entrepreneurs, government officials, entertainment stars and farmers into the live broadcast.

According to the data of Pindo platform, from the beginning of the epidemic in 2020 to April 30, more than 150 mayors and county commissioners from various provinces and counties, including Hubei, participated in Pindo's live broadcast of agricultural products, with more than 110 million orders and more than 350 million kg of agricultural products sold. On April 6, the live broadcast of CCTV news's "thank you for bidding for Hubei" public welfare action was launched on CCTV news client, Taobao, Sina Weibo and other platforms. The first live broadcast of CCTV's famous mouth Zhu Guangquan and super popular anchor Li Jiaqi attracted up to 10 million viewers at the same time. 12500 copies of Hubei Jingzhou crayfish were snapped up as soon as they were put on the shelves, and Hubei agricultural products worth 40 million yuan were sold in less than 3 hours. For a

time, "Xiao Zhu Peiqi" combined into a network hot word. On April 20, 2020, during his inspection in Shaanxi Province, Comrade Xi Jinping came to the live broadcast platform of the training center of Jinmi Village in Xiaoling Town, Zhashui County, and praised the local specialty Zhashui fungus, which instantly became the most popular commodity on Taobao and other e-commerce platforms. The general secretary praised Zhashui fungus, and it was even called "the strongest goods in history". Live e-commerce of agricultural products is already a new model and a new norm for agricultural products sales.

3. THE RISE OF "AGRICULTURAL PRODUCTS + LIVE BROADCAST" E-COMMERCE MODEL

3.1. Technological advances provide a realistic possibility for live streaming with goods

Technology is the fundamental impetus for the rapid development of live broadcasting with goods. The rapid development of science and technology has given wings to live streaming. With the advent to the information age, network technology has become more and more developed, which creates objective conditions for intuitive, real-time communication and interaction between businesses and consumers in live streaming. Rapid economic development, major breakthroughs in communication technology, and the popularization of mobile phones have jointly laid the foundation for the rapid development of live broadcast technology. At present, there are three main web live broadcast technologies, namely visual cloud new media live broadcast technology, 4G live broadcast technology and streaming media live broadcast technology. The development of communication technology has broken through the obstacles in space. It is against this technical background that live streaming has gradually developed. Technological progress has provided a realistic possibility for consumers to watch live streaming on online platforms and purchase commodities. Therefore, people are increasingly recognizing the mode of online communication and online consumption, and the economy of live broadcast of agricultural products has developed.

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3.2. Merchants innovate sales methods to gain the favor of consumers

2019 is known as the first year of live delivery. Live delivery has mushroomed. Major e-commerce platforms are actively promoting the sales mode of live delivery. Some short video social platforms have also joined the ranks of live delivery to seize market share. Behind the popularity of live broadcasting with goods, on the one hand, because the traditional e-commerce sales mode has reached the top, the bonus period has passed, and the sales cost is getting higher and higher, all businesses have to seek a more efficient, intuitive and low-cost sales mode to attract the attention of consumers. The threshold and cost of live broadcasting are low. Ordinary businesses can master it through simple training, and the external conditions required for live broadcasting are not high. Businesses only need mobile phones, networks and live broadcasting platforms to complete a live broadcasting. On the other hand novel coronavirus pneumonia affected many farmers' markets and large supermarkets were forced to close, and the circulation of agricultural products was greatly affected. Most farmers and agricultural products circulation enterprises could not carry out normal offline sales business, and businesses urgently needed to sell agricultural products.

3.3. New changes in consumers' consumption needs and methods

With the improvement of people's living standard, consumers' consumption needs have changed greatly. In addition to meeting the basic consumption needs, consumers pay more attention to the experience, interactivity and entertainment of consumption. Traditional agricultural products e-commerce enterprises mainly introduce agricultural products through pictures and text, and consumers' experience and interaction are very poor. Consumers can watch the detailed introduction of agricultural products in the live broadcast and interact with the sellers. Through real-time interaction with the seller, consumers can understand the information about the agricultural products and sometimes participate in some preferential activities held by the business, which give consumers a strong sense of participation and experience, also bring a lot of joy to consumers. The sales model of "agricultural products + live broadcast" brings the scene in the field to the screen in a vivid and intuitive way, bringing consumers a strong visual impact, and they can witness the various aspects of planting, growing, processing and selling of agricultural products through live broadcast, which greatly stimulates consumers' desire to buy. This immersion mode of agricultural products

sales is in line with the needs of the development of reality and meets the rapidly changing needs of consumers.

While consumers' consumption needs are changing, so are their consumption methods. The traditional way of consuming agricultural products online is that consumers search and browse the information of related agricultural products, make judgment through reviews and sales, and then place orders for them. It is obvious that consumers are not satisfied with this way of consumption. The consumption method of live broadcast of agricultural products has stronger appeal to consumers. In the process of live broadcast, consumers can watch the anchor explain the characteristics of the relevant agricultural products, while quickly find the shopping links in the screen, and consumers can also click on the various bonuses, coupons, shopping guide links and other preferential content placed by the merchants, and can directly make online purchases. This special way of consumption is not available in the traditional way of consumption. It not only brings consumers a novel experience, but also brings price concessions, which further promotes consumers' enthusiasm for buying, saves consumers a lot of time and energy, and provides a broader market for small farmers to sell their agricultural products without leaving home.

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4. CHARACTERISTICS OF "AGRICULTURAL PRODUCTS + LIVE BROADCAST" E-COMMERCE MODEL

At present, agricultural products + live broadcast mode can be divided into two categories according to the different attributes of the platform. One type is the "e-commerce + live broadcast" type in which the live broadcast function is embedded in the e-commerce platform, and this type of live broadcast with goods based on the e-commerce platform can be called the e-commerce live type (Fig. 1). The other type is the "live broadcast + e-commerce" type that opens up the content of goods on the live social platform, including the cooperation mode of attracting traffic to e-commerce platforms in the live broadcast, which is based on social and short video platforms, and can be called the live broadcast with goods type (Fig. 2).

4.1. E-commerce live broadcast type (e-commerce platform + live broadcast)

The type of agricultural products with live broadcast by e-commerce is to add the function of live shopping with the help of the original e-commerce platform. Some agricultural products e-commerce companies add the live-streaming entrance to their stores, so as to carry out live-streaming activities of agricultural products, and also provide consumers with a fast channel to buy agricultural products, such as: Mogujie, Taobao, JD.com, Pinduoduo, Suning Tesco and so on. After entering these e-commerce platforms, consumers select the live broadcast of the agricultural products they want to watch and place orders to buy after understanding the characteristics of the agricultural products concerned.

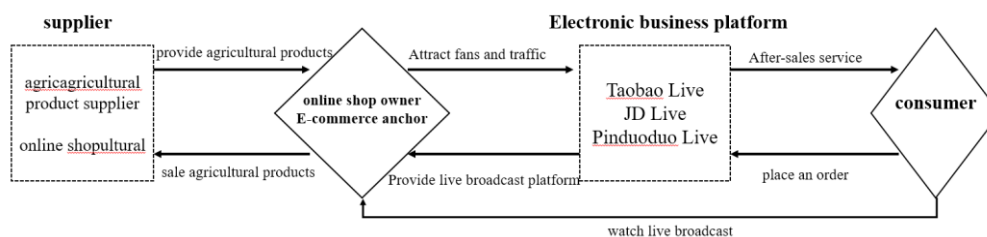


Fig. 1. E-commerce live broadcast type

A prominent advantage of the e-commerce live agricultural products type is that it owns a relatively mature and perfect store sales and supply chain system. With the help of the previous e-commerce foundation, carrying out live broadcasting with goods will have twice the effect with half the effort. Compared with the previous, there is only one more sales method of live broadcasting of agricultural products. Another significant advantage is that most of the anchors of these e-commerce live broadcasts have received systematic sales training. They have a comprehensive understanding of the agricultural products they sell. They can not only accurately explain the characteristics of goods and be good at stimulating the consumption desire of the audience, but also actively communicate and interact with the audience and have the ability to activate the

atmosphere. For example, the well-known e-commerce anchor "lipstick brother" Li Jiaqi was first engaged in the live broadcast of Taobao e-commerce. He is a professional e-commerce anchor with goods. He has a good understanding of the products sold and has received relevant sales training, so he can well grasp the psychology of consumers and sell products.

4.2. live broadcast with goods type (live broadcast platform + e-commerce)

The type of agricultural products brought by live broadcast is based on short video, social, entertainment and other content platforms to add a live broadcast entrance, inviting web celebrities and fans to carry out activities with goods, or posting shopping links to e-commerce platforms during the live broadcast, such as Jitterbug, QQ, WeChat, Weibo, Baidu posting, etc. Affected by the novel coronavirus pneumonia, many agricultural products are backlog and unsalable. In order to solve this problem, these short video social networking platforms are actively building special live broadcast of agricultural products. Local farmers, local government leaders and network red people have entered the broadcasting room, promoting local agricultural products and helping to sell agricultural products.

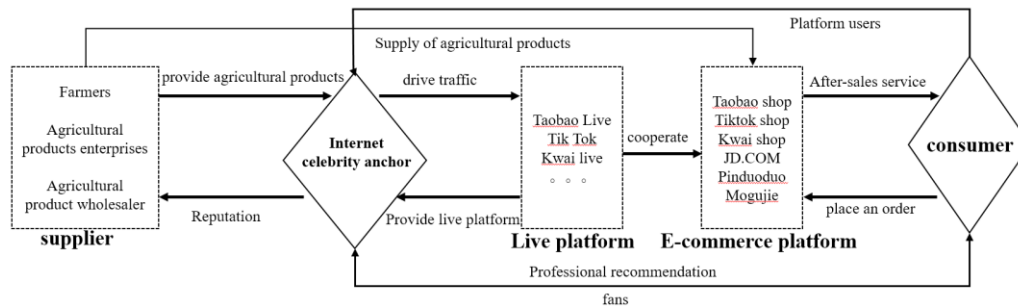


Fig. 2. Live streaming with goods type

A distinctive feature of live-streaming agricultural products is that it relies on short-video platforms and welebrities to attract a large number of traffic and fans, and turn these fans and watchers into potential consumers. Compared with the e-commerce live streaming type, which has its own e-commerce supply chain, the live streaming type takes the road of light e-commerce. For example, Kwai Fu does not have a complete supply chain system, in the process of live streaming will be diverted to Taobao and other e-commerce platforms through links; but its outstanding advantage and feature is to have a huge fan base and traffic, the number of people watching the live broadcast, the turnover is even more amazing. For example, the total sales of Luo Yonghao's tiktok live broadcast with goods debut was RMB 110 million, with more than 900,000 pieces sold and more than 48 million cumulative viewers, which is a height not reached by ordinary e-commerce anchors.

In addition, in the live broadcast of short video platforms, the opinions and attitudes of Internet celebrity anchors will greatly affect consumers' desire to buy. Consumers' love and trust in these anchors will turn into love to the agricultural products recommended by the anchors, and they will become loyal fans of these Internet celebrity anchors. Consumers will join the host's fan group out of their liking for the host, and fans will exchange their experiences with each other, adding a social function to the live broadcast. In addition, social attributes also make the purchase behavior complete from the relationship between people and goods to the transformation of interpersonal relationships, communication and sharing between fans will also strengthen the shopping experience and repeat purchase will, users experience a stronger sense of participation and interactivity, is the short video social platform in marketing characteristics.

5. THE CHAIN EFFECT OF "AGRICULTURAL PRODUCTS + LIVE BROADCAST" E-COMMERCE MODEL

5.1. E-commerce supporting industry market chain

Based on the accumulation of rural e-commerce development in recent years, many regions have established relatively mature e-commerce supporting industry systems, integrating new

elements such as live streaming, and promoting innovation in rural e-commerce models. From the selection of products on the sales side, to technical support, financial support and the final sales, after-sales and other establishment of the market chain. Led by the responsible enterprises and e-commerce platforms, the supporting industrial market completes the overall process and achieves from it such purposes as management and development and growth.

It plays a coordinating role in the connection between rural areas and large markets, the connection between small production and large markets, and the flow and distribution of various production factors, and promotes the large-scale operation of agriculture to the scope of technology. Use the traffic effect of the live broadcast platform to improve the basic income of farmers and poor farmers, and ensure the realization of their rights. At the same time, e-commerce makes the most convenient use of the dividends of live streaming, promoting rural revitalization and online poverty alleviation.

5.2. Individual farmer live broadcast sales emerging chain

As early as 2018, 1.15 million of the users who sold goods through the app platform Racer alone were from poor counties, and the annual sales amount was as high as 19.3 billion yuan. From a variety of live platforms on the growth of individual farmers live Netflix, breaking through the original geographical circle caused by production constraints, the image of farmers packaging polished, together with agricultural and sideline products to form a new brand recognized by the public. The model of "live/short video + poverty alleviation sales" to help farmers has been widely recognized, and a number of new live weblebrities have emerged in rural areas across the country who are willing to lead their folks out of poverty. The emergence of new Internet celebrity farmers is just a microcosm, behind which lies the use of rural areas for live farming and the development potential of e-commerce platforms. As a new force in the fight against poverty, live e-commerce model, in rural areas quickly landed and blossomed, the formation of digital growth string not only will be a huge endogenous drive of rural areas, but also the majority of farmers for the development of self, the development of regional economic determination to show.

5.3. Government endorsement credibility to drive the support chain

It has become a popular trend in recent years to use the leading cadres of local governments as the anchors to publicize the local style and show the rural **characteristic products** and industries. Especially in the late stage of epidemic prevention and control, to help regional development and promote some impoverished areas to continue to make efforts in poverty alleviation. More and more county magistrates and mayors have become internet celebrities and started to bring goods through live broadcast, and mobile live broadcast has become a channel for them to sell agricultural products. Through independent sales, we will open up new ways for poverty-stricken areas and rural revitalization in the sales of agricultural products and the promotion of local rural characteristic industries. Compared with poverty-stricken counties that promoted their **own** special products and participated in the development of the e-commerce system chain, such as Taobao poverty alleviation projects, today's live broadcasts explore a more intuitive sales model under the premise of speed and convenience. The help of the government is an effective bridge to open up policy docking, information communication and trust barriers.

5.4. The effect chain of stars and Internet celebrities live streaming with goods

The arrival of the era of "KOL + new media" has triggered the simultaneous advancement of the 2.0 era of graphic Internet celebrities. Its characteristic is that celebrities and Internet celebrities rely on personal charm to create their **own** brand image. The specific product content of this brand image is not single and fixed, but depends on the combination of self-expression, personal short videos and live broadcasts, and **cooperates** with e-commerce suppliers. The strong supply capacity of the chain and the creation of later brand advertisements have formed a self-delivery model. Netflix and celebrities form their **own** personal brand image IP, which ultimately achieves a stronger effect than general live individuals, who will change with the strength of their **own** ability to bring goods in choosing their **own** products and brands. What customers buy is not only the products they promote, but also the recognition and trust of their **personal** charisma. The public, through their IP personalities, **find** familiar and readily accepted images and actively participate in the live streaming

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mode of attracting traffic, in the form of fan sticky paste, so that the anchor can reach a state of continuous powder absorption.

6. THE ADVANTAGES AND DILEMMAS OF THE "AGRICULTURAL PRODUCTS + LIVE BROADCAST" E-COMMERCE MODEL

6.1. Advantages

6.1.1. Helps win consumer trust

Under the traditional e-commerce trading model, the transparency of the origin, quality and processing and circulation of agricultural products is low, while the live broadcast can present the whole process of production and processing of agricultural products clearly in front of consumers, so that consumers can distinguish and identify the quality and safety of agricultural products. At the same time, the live e-commerce of agricultural products can make consumers trust and build up a high degree of trust more quickly through the instant social mode of real people appearing on camera.

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6.1.2. Helps reduce agricultural market risks

In the live broadcast e-commerce of agricultural products, the anchor directly faces the front line or frontier of the market, and conducts face-to-face real-time two-way communication and feedback with customers through the anchor online, which is convenient for collecting, analyzing and judging consumer demand preferences. Farmers can change their farming plans and production and processing plans according to the agricultural products consumption trends mastered in live e-commerce, and provide consumers with personalized services such as agricultural private customization, further reducing the market risk of agricultural products and increasing the added value of agricultural products.

6.1.3. Helps promote the return of value of high-quality agricultural products

Most agricultural products are non-standard products, and different temperature, humidity, light, soil, breeding environment and processing and storage environment create different quality of agricultural products, through live broadcast can empower the sales of agricultural products. The anchor can better introduce and promote the advantages and characteristics of agricultural products to consumers, strengthen the reasons for purchase, share the good things worth having with viewers up close, and promote the price of agricultural products to match the value of agricultural products.

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6.1.4. Helps drive leisure agriculture and rural tourism

In the live e-commerce of agricultural products, the anchor to the audience multi-faceted, multi-angle together present the rural idyllic scenery, rural green water and green mountains, rural folk customs and farming culture, will have an inducement effect on the audience, inspire the audience to rural life and nature's yearning and desire. You can embrace nature, get close to nature, enjoy the beauty of the countryside, experience rural life and farming activities together with the anchor; get away from the hustle and bustle of the city, work worries and release stress. Enjoying life will become a consumer fashion, and leisure agriculture and rural tourism become a popular choice for consumer groups living in fast-paced cities.

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6.2. Dilemmas

6.2.1. The supporting services of live broadcast e-commerce are lagging behind

In recent years, the construction of rural transportation infrastructure has been greatly improved, and the asphalt road between townships and villages and roads between villages have been realized. For natural villages with relatively underdeveloped transportation and scattered geographical locations, due to the high cost of collecting and dispatching parcels, most logistics companies have not extended their distribution to natural villages for the time being, which undoubtedly hinders agricultural products from leaving the villages and entering the cities. In addition, 4G/5G communication technology services and Internet broadband services need to be

popularized and improved in rural areas.

6.2.2. Lack of talents for live broadcast e-commerce of agricultural products

First, due to the influence of traditional concepts, many farmers still have a mentality of rejecting live broadcasts and are unwilling to try live broadcasts to bring goods in front of the camera. Second, live e-commerce is a new thing, and its talent training regular mechanism has not been effectively formed. Third, can be rooted in rural areas, have the will to engage in long-term agricultural live e-commerce industry talent is less. It is neither realistic nor economical to hope that leading anchors, entertainers, hosts, government officials and other well-known social figures will bring goods to live broadcast of agricultural products for a long time; occasional friendly guest appearances will not solve the fundamental problem.

6.2.3. The awareness of creating the ultimate agricultural product is not strong

Many farmers are accustomed to producing large-scale goods, and do not pay enough attention to the classification and grading of agricultural products. There is no shortage of supply of agricultural products, but the supply of high-quality agricultural products is in short supply, and there is a lack of active awareness of quality control. Satisfaction with immediate interests, and even the short-sighted behavior that inferior agricultural products cannot be sold offline and online, ignores the formation of online word-of-mouth for agricultural products.

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6.2.4. Brand building of agricultural products lags behind

Online live broadcast is not only to sell agricultural products, but more importantly, to take a long-term perspective and establish a characteristic agricultural product brand through live broadcast to form a large-scale and branding effect. Most businesses do not have strong brand awareness, and some businesses still lack foresight when selling agricultural products via live broadcast. The live broadcast content of agricultural products is also relatively simple, and most of them are limited to the display of the appearance and quality of agricultural products. They rarely explore the connotation and stories behind agricultural products to expand, and cannot form their unique attractiveness and competitiveness. When there are many choices for consumers, it is easy to be replaced by other agricultural products, and it is difficult to establish a brand of agricultural products with local characteristics.

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7. COUNTERMEASURES TO PROMOTE THE DEVELOPMENT OF "AGRICULTURAL PRODUCTS + LIVE BROADCAST" E-COMMERCE MODEL

7.1. Micro level

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7.1.1. Establish the sense of craftsmanship

Farmers should not only have a keen market awareness and produce marketable agricultural products according to market demand, but also take the initiative to establish a sense of craftsmanship, refuse to use poor quality products, inferior products or problematic products for live sales, and focus on producing and selling high quality and differentiated agricultural products. In particular, we should point out that high quality does not only mean good freshness (appearance) and great taste of agricultural products, but should also include high quality and safety grade of agricultural products.

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7.1.2. Focus on packaging design and branding of agricultural products

First, we must pay attention to the significant role that packaging brings to the increase in the added value of agricultural products. The packaging of agricultural products should have a distinct personality, be able to reflect differences and professionalism, and at the same time, it should also be in line with the changes in consumer attitudes, and be upgraded to miniaturization, quality, transparency and environmental protection. In addition, the design of the packaging pattern should be centered on attracting the attention of consumers, which not only helps to display the functions and advantages of agricultural products, but also helps to convey the image of the business. The second is to focus on the shaping of agricultural product brands. In the process of brand building, it is necessary to highlight the origin and culture of agricultural products, strengthen the certification of

the origin of characteristic agricultural products, actively apply for geographical indication products of agricultural products, and give full play to the geographical advantages of products. It is necessary to deeply explore the culture behind agricultural products, tell product stories well, and use cultural heritage to enhance the competitiveness of agricultural products. Regional brand and cultural brand are brand competition tools that are difficult for competitors to imitate for a while.

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7.1.3. Actively learn and master live broadcast marketing skills

The first is the selection skills of the live broadcast scene. In order to deepen the impression of the goods in the audience's mind and increase the purchase rate of orders, the live broadcast scene should be related to the goods sold. For example, when selling fruit on live broadcast, the live broadcast scene can choose the picking place in the orchard or fruit planting base. When live-streaming seafood and other aquatic products, the live-streaming scene can choose to be in a fishing port, a seaside breeding base, or a seafood market. When selling rural handicrafts live, the live broadcast scene can be selected at the production site. In conclusion, the live broadcast scene must be a persuasive environment for customers.

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The second is the matching skills of live broadcast clothing. In the live broadcast, the clothing should be matched with the live broadcast scene, neither exaggerated nor too casual. For example, in the fruit planting base, you can choose to wear the clothes of picking workers. In fishing ports, you can choose to wear waterproof clothing that sells seafood. At the handicraft production site, you can choose to wear characteristic folk costumes.

The third is the organization skills of live language. First of all, in the live broadcast, you can't mechanically go back and forth about the product, and the language expression can't be jerky or dry, otherwise the live broadcast will appear boring and easily arouse customer disgust. The anchor should integrate his emotions into the live broadcast and assist in non-verbal communication. The communication with customers should adopt a relaxed and pleasant tone, humorous and sincere, and make customers feel that introducing products to them is only based on friendship recommendations, there is no deception and forced buying and selling. The relationship between the anchor or the merchant and the customer is not only a buying and selling relationship, but a deeper friendship between each other. Secondly, pay attention to the warm-up during the live broadcast. In the early stage of the live broadcast, there may not be many customers watching the live broadcast, and there may be less interaction with customers, but it should not be cold. You can liven up the atmosphere of the live broadcast room by greeting each audience enthusiastically, sharing interesting things and seeing and hearing, sharing good music, telling jokes, telling jokes, etc. At the same time, for the audience's speech, it is necessary to respond promptly and enthusiastically, pay close attention to the customer's reaction, and guide the customer to truly express their own demands, so as to formulate or adjust the marketing plan that is more in line with the customer's needs. Again, stick to spoken language in live broadcasts. The anchor's expression of the content does not need too many gorgeous rhetoric, but should be down-to-earth, easy to understand, simple and practical. At the same time, it is necessary to understand the expressions of teenagers, the mainstream group of online consumption, and skillfully use online buzzwords, so as to better adapt to the communication context in the Internet age and directly hit the pain points of consumers. Finally, it is necessary to condense the live broadcast style. In order to create the characteristics of live broadcast, deepen the audience's impression and recognition of the anchor, and win customers' continuous attention to the live broadcast, it is necessary to form a unique sign language. For example, through "Oh my god, buy it", the audience immediately thinks of Li Jiaqi.

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7.2. Macro level

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7.2.1. Vigorously cultivate live broadcast talents

Whether the live broadcast of agricultural products can lastingly help farmers increase their income is the key to establishing a stable local talent team for live broadcast. The first is to implant e-commerce live broadcast courses in e-commerce and other related majors in colleges and universities, and carry out campus live broadcast and delivery practice activities. Colleges and universities with conditions can also set up live broadcast colleges and live broadcast studios, and take many measures to build live broadcast talent incubation bases. At the same time, guide and encourage students, especially graduates from rural areas, to return to their hometowns to start

businesses with live e-commerce live broadcasts. Second, local governments should organize e-commerce live broadcast enterprises, e-commerce industry associations and colleges and universities to go deep into rural areas to carry out public welfare training with live broadcast and goods, which can also **combined** in conjunction with local new professional farmer training programs. The training can be in the form of online public courses or on-site demonstration guidance by experts and Internet celebrity anchors. The training content should cover the basic knowledge of live broadcast, live broadcast operation skills and related matters needing attention. For farmers with potential and willingness, through the implementation of the rural anchor support plan, we can focus on cultivating a group of live broadcast talents, and exert the radiation effect from point to surface, so that more and more **farmers** friends can truly become the protagonists of live broadcast.

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7.2.2. Improve new rural infrastructure

First, the implementation of the digital rural development strategy as an opportunity to accelerate the application and popularization of 5G communication technology in rural areas, steadily promote the full coverage of optical fiber broadband networks in rural areas, and provide basic technical support for live broadcast of agricultural products e-commerce. The second is to continuously improve the construction of cold chain logistics facilities around poverty-stricken areas in rural areas and the main production areas of fresh agricultural products, and guide logistics enterprises to enter the villages and households in terms of policies, and set up locations for the layout of natural villages above designated size. Vigorously promote the construction of rural terminal logistics service network, and open up the "first kilometer" of agricultural products entering the city.

7.2.3. Strictly control the quality of live broadcast agricultural products

In the general trend of consumer upgrading, quality and good goods are the fundamental market competition. Agricultural departments, market supervision departments and other relevant government agencies should expeditiously develop and introduce live agricultural product quality certification management methods or implementation guidelines, and clarify the responsibilities of live broadcast platforms, merchants and anchors in which the three main parties, from the institutional level for live agricultural products to draw a quality red line. The e-commerce live platform should strengthen self-discipline management, such as the establishment of strict standards of access to live agricultural products, serious and timely receipt of consumer complaints, will be verified that there are indeed quality problems of agricultural products out of the live list, to keep the platform entrance gate. In addition, all places should rely on local agricultural resources endowment, vigorously cultivate new agricultural business entities, while actively introducing agricultural leading enterprises. Through internal training and external guidance, bigger and stronger local agricultural industries and special industries, and on this basis the development of advantages, characteristics of agricultural products deep processing, for agricultural products live e-commerce to provide a strong guarantee of quality sources.

7.2.4. Building a live broadcast e-commerce ecosystem for agricultural products

Localities should actively guide the live broadcast industry to connect with agricultural entities and major agricultural professionals, and organize in-depth exchanges and cooperation. Focus on the agglomeration of the live broadcast e-commerce industry, and build a live broadcast e-commerce industrial park and industrial base. Build a live broadcast e-commerce ecosystem for agricultural products that integrates e-commerce live broadcast platforms, anchors, content production and production, agricultural product brands, big data operations, packaging design, logistics and distribution, and talent incubation. For enterprises in the ecosystem, supporting policies such as office space, tax incentives, subsidies for talent introduction, and one-stop intermediary services should be provided. For the Internet celebrity anchors in the ecosystem, it is necessary to include high-level talents, and by creating a good business environment and talent environment, it will inject strong impetus into the live broadcast e-commerce of agricultural products.

7.2.5. Promote brand building of local characteristic agricultural products

Building local characteristic agricultural product brands is an important way to promote live-streaming marketing of agricultural products and accelerate the development of rural e-commerce. To promote brand development, we must first put product quality first and strictly control product quality. Adhere to the concept of high efficiency, safety, health, green, intelligence and ecology of agricultural products, and establish awareness of standardization. Formulate a series of management standards for the production and sales of agricultural products, and supervise all aspects in real time. Broadcast the whole process of agricultural products from production to processing to netizens. For example, navel oranges from picking, fruit selection to boxing, or bacon from the selection of materials, smoking to drying process is shown, so that consumers can buy with confidence. The second is to carry out branded marketing and innovate in the form and content of live broadcasts. According to the local historical background, we will explore the cultural connotation behind agricultural products, reflect the cultural elements and economic value of agricultural products, cultivate core competitiveness, and improve the popularity of products.

8. CONCLUSION

To sum up, with the continuous development of technology and information technology, the way of live broadcast has brought a new model for the sales of agricultural products e-commerce. Relying on the live broadcast platform, agricultural products have broken the barriers of communication, trading and logistics. Live broadcast through the use of various live broadcast platforms, establish a corporate image, and drive product sales. In the live broadcast of agricultural products, the sales form is more intuitive, richer, and more able to promote the competitiveness of e-commerce and enable it to develop rapidly. With the help of new technologies such as e-commerce and live broadcast, the new rural forces are trying to build a "network" from the countryside to the outside world. This "network" has enhanced the confidence and determination of farmers to get rid of poverty and become rich through industrial development, and activated new momentum for rural economic development. By solving the current problems of "agricultural products + live broadcast", promoting the construction of local characteristic agricultural product brands, improving rural infrastructure and highlighting the main role of farmers, it is believed that the development of "agricultural products + live broadcasting" will definitely get better and better.

Comment [DRM37]: through e-commerce

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