

Research on e-commerce marketing method and system based on internet plus rural e-commerce live broadcast platform

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Keywords: Internet-based; Rural e-commerce live broadcast platform; E-commerce marketing method

Abstract: We see that there are still many problems in the application of webcasting in rural e-commerce. For example, most rural e-commerce companies don't understand and pay attention to webcasting, and think that webcasting is just a matter of patting videos and making propaganda, and they don't pay attention to content quality, lack of marketing means, poor ability of "circling powder", and low platform attention. With the development of network technology, all kinds of new network media are constantly emerging, providing more choices for the promotion and sales of businesses. Live webcast is a new marketing platform. On this basis, the demand of rural e-commerce platform construction is analyzed, and the basic points and corresponding module settings of rural e-commerce platform construction are put forward, hoping to provide some reference for future rural e-commerce platform construction. The new model of live broadcast to help farmers is a new exploration of rural revitalization and online poverty alleviation in the rural e-commerce model. In order to promote the completion of the remaining poverty alleviation tasks, stimulate the vitality of rural revitalization, make up for the shortcomings of rural network-driven industrial development, and gather the combined effect of endogenous power and network development in rural areas, it is necessary to systematically and comprehensively analyze the new model of live broadcast to help agriculture. By sorting out the connotation, essence and development logic of the new model of live-broadcasting to help agriculture, examine the chain effect of the new model of live-broadcasting to assist agriculture, explore the value and development path of live-broadcasting to assist agriculture, and explore the future ecosystem of building a new model of live-broadcasting to assist agriculture.

1. Introduction

With the new development of information science and technology, "internet plus" has become a new opportunity for rural economic development. "Vigorously promote 'internet plus' modern agriculture, and apply modern information technologies such as Internet of Things, big data and mobile internet to promote the transformation and upgrading of the entire agricultural industry chain [1]." The development of network economy has grown from scratch, from small to large, from the original daily necessities and fast-moving consumer goods, to the present omnipotence and omnipresence. The network has become the most important platform for Chinese people to shop and consume. From a practical point of view, traffic is the bottleneck restricting the development of e-commerce enterprises. The marketing model of e-commerce plus live broadcast realizes the seamless import of live broadcast users to e-commerce customers, and effectively solves the problem of traffic import, marketing, payment, and solving most problems in daily life, such as food, clothing, housing and transportation. It can be said that the online platform is an important channel for business marketing and a core consumption platform recognized by the public. In the form of video, image, sound and text, the live information is transmitted to the audience through the live webcast platform. Finding a new way of sustainable development is a problem that we need to solve [2]. The rise of live webcast has brought vitality to rural e-commerce in the bottleneck period. It is of great significance to study the application of live webcast in rural e-commerce development.

As a carrier to promote the transformation and upgrading of industrial structure and innovation-driven development, e-commerce has increasingly become a new kinetic energy to cultivate rural economic development and an important means to promote rural revitalization [3]. Therefore, the traffic characteristics are fragmented and personalized, and it is no longer only focused on one or several mall platforms, so the channels for sellers to obtain traffic have become diverse. The combination of rural e-commerce and Internet thoughts will accelerate the development and benefit hundreds of millions of farmers.

2. Research on Live Network Platform

2.1. Analysis on the Development of Live Webcast in Rural Areas of China

Compared with cities, most rural areas have obvious disadvantages in terms of internet infrastructure construction, residents' education level, access to information channels, means and ways of processing information, etc. Under the background of the spread of COVID-19 epidemic, a new sales model-e-commerce live broadcast came into being. In the e-commerce platform, live webcasting is only emerging in recent years [3]. At first, it was the live broadcast promotion of clothing, cosmetics and other products. Slowly, more and more businesses entered the live broadcast platform to publicize and sell their own products on a large scale. The collected "three rural" webcast information can also be seen. Among the collected 1,438 webcast information, 704 are about the webcast marketing of agricultural products, accounting for nearly half. Thus, live webcast marketing is the main application direction of live webcast for farmers, enterprises and e-commerce. With the development of the Internet and the emergence of new media, in addition to the mainstream media, individuals are also creators and disseminators of information, and the total amount of information has soared. Consumers have certain resistance to traditional hard advertisements under the situation of information bombing, and are unwilling to take the initiative to accept them [4]. The development of rural e-commerce has entered a new stage. With the popularization of Internet technology and the support of policies and other aspects, rural e-commerce has developed rapidly. Nowadays, many agricultural products are sold through this channel, such as honey, sweet potatoes, eggs, peaches, etc. Because the products are genuine and affordable, they are deeply concerned by consumers, and the order quantity is also very high, which virtually promotes the substantial increase of agricultural product sales. 2018.06-2020.06 China's urban and rural Internet penetration rate is shown in Figure 1.

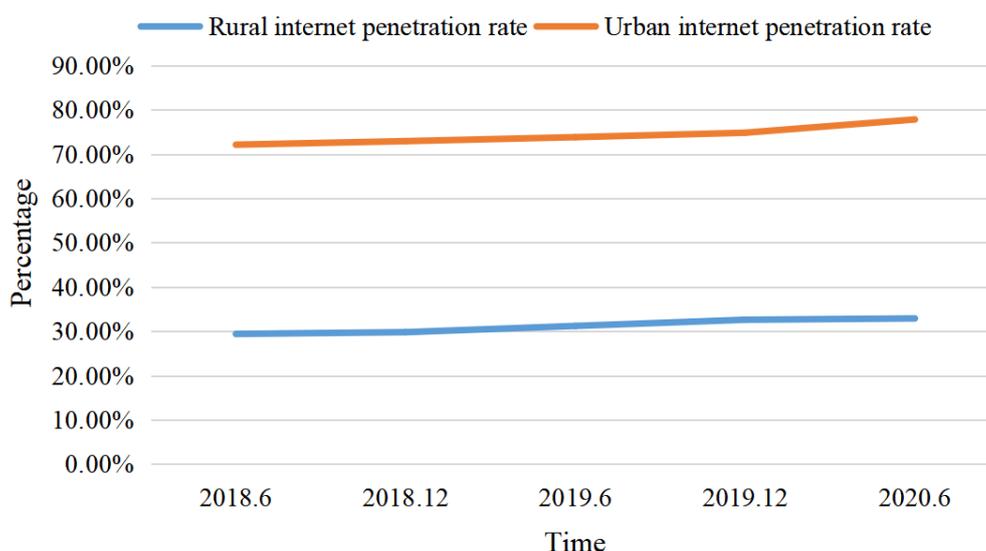


Figure 1 Internet penetration rate in China's urban and rural areas from June 2018 to June 2020

2.2. Promote brand promotion of agricultural products with live webcast

Usually, there are various platforms and channels that enterprises can use for publicity, such as

TV, new media, newspapers, etc. In the past, large-scale conferences and important activities held by the government were mainly publicized through TV, newspapers and other media. Although it can achieve results in a certain range, it has obvious disadvantages compared with live webcast in terms of dissemination scope, audience number, interactivity and convenience. The live broadcast will give consumers a "sense of reality". Through real-time interaction and introduction, it will enhance the trust between service providers and clients, and solve the problems of traditional e-commerce such as asymmetric graphic information, asymmetric product announcement and actual quality. Especially with the deepening of China's poverty alleviation work, more rural areas give full play to local unique resource advantages, improve product quality, and use the Internet to widely carry out online sales promotion activities [5]. The construction of e-commerce information platform in China's vast rural areas can break the information barrier between urban and rural areas and realize the balance of social public services. For farmers, it is also an important tool to realize the smooth flow of market information and enhance market decision-making ability. More based on the analysis of product demands and problems, merchants provide targeted psychological guidance to consumers, and soften and promote blunt product information. Despite the rapid development of rural e-commerce, in some places, it is still difficult for agricultural products to meet consumers' needs and to buy and sell agricultural products. In order to gain the trust of consumers, traditional purchasing e-commerce companies usually display their overseas shopping receipts or post their shopping photos in overseas shopping malls. However, technologies such as copying and reprinting ps in the online world are prevalent, and this method is difficult to eliminate consumers' suspicion. Many cross-border e-commerce companies in China have been criticized for selling fakes. Many agricultural products are also promoted on many platform channels, such as CCTV Rural Channel, which often broadcasts bumper harvest activities in rural areas, thus driving the sales of products in rural areas to increase. The transaction scale of China's online shopping market is shown in Figure 2.



Figure 2 Transaction Scale of China's Online Shopping Market

3. Shortcomings of rural e-commerce in live webcast operation

3.1. Brand promotion of agricultural products is not in place

Today's society is a diversified electronic age. Although the promotion and sales of agricultural products occupy a place in the live webcast, there are still some problems. Because the intrinsic value of brand and its unique personality can meet people's needs, people are happy to accept branded things [7]. Farmers believe that agricultural products still have to take the traditional road of independent management and sales, and it is difficult to agree with the online live broadcast sales model, nor the advertising effect of online live broadcast. Take chicken raising as an example, you can go to the chicken farm every day and broadcast live the chicken feed, activity range and surrounding environment, etc., which will increase the credibility and make consumers feel more at ease. For the seller, he has all the information of the goods, and the information obtained by the

buyer is usually obtained after the seller's selective dissemination. Consumers are at a disadvantage in the process of information dissemination, and this situation still exists in the case of the Internet [8]. The anchor will personally try out the products, so that the users watching the live broadcast can truly feel the changes of the anchor through makeup, and attract consumers' attention to the beauty products through visual changes by means of practical experience. Most of the products used by the anchor are the products she sells. In addition, the state has invested a lot of money to actively encourage college graduates, rural youth and migrant workers returning home to participate in the construction of rural e-commerce.

3.2. Precision Marketing Based on Target Consumers

Only by creating consumer behavior based on users' own needs and always paying attention to consumers can they be promoted to buy products. Nowadays, the homogenization of commodities is becoming more and more serious. The household contract responsibility system, which has been implemented for a long time in China, has effectively improved farmers' production enthusiasm and efficiency, but to some extent, it has also hindered farmers' cooperation and mutual assistance, making information sharing and transmission among farmers poor. We can apply the advantages of e-commerce to the rural fruit and vegetable industry, integrate agricultural resources, purchase farmers' own products, and then carry out comprehensive and unified packaging [9]. Feedback usually has a lag. In business activities, the feedback information that merchants get from consumers is not current, and the timeliness is poor. For sellers, if they can get the feedback from consumers quickly, they can improve their products in time, improve the satisfaction of users, and make merchants gain greater economic benefits. When people buy products, they will search, such as searching by price and searching by sales volume, etc. High sales volume and affordable prices have a great influence on other consumers' orders. Some rural e-commerce operators don't know enough about this field, and their learning ability is weak. In the process of platform operation, consumers don't know enough about business, resulting in fewer and fewer visits, which makes the platform difficult to last for a long time [10]. People seldom watch TV at ordinary times, and they often learn about current affairs and politics through online platforms. Some large-scale government activities and meetings can often convey some important policy information, which is closely related to the interests of the masses and highly concerned by the masses. To sum up, the construction of rural e-commerce information platform is not only to serve the needs of traditional farmers, but also the inherent requirement of developing new rural business entities.

4. Conclusions

Live marketing is a new expression of content marketing, and content marketing runs through the whole process of live marketing. It breaks the boundary of time and space and has a revolutionary impact on people's production and life. The e-commerce industry is developing rapidly, and its scale continues to expand. The huge business opportunities in the e-commerce market make the e-commerce competition increasingly fierce. Internet users tend to be more and more rational when watching live broadcasts, and high-quality content will become the key factor for the development of the platform. With the encouragement and guidance of relevant policies, more and more attention will be paid to this market. Actively participate in the study of live webcast, improve various deficiencies in the development of e-commerce, and double the sales of agricultural products. Under the background of the implementation of the rural revitalization strategy, rural e-commerce has become a powerful assistant to the employment of rural population and an effective way to solve the "three rural" problems. The application of live webcast in "agriculture, rural areas and farmers" is still in the primary stage, and the content is simple and rough, which can't meet the needs of "audience"; The brand influence of agricultural products is not enough, the online sales market has not been fully opened, and there is a lack of influential e-commerce brands. We should pay attention to the quality management in the processing, packaging and transportation of agricultural products, determine reasonable prices, pay attention to consumers' immediate needs and improve the comprehensive quality of products.

Acknowledgements

2020 key scientific research projects of colleges and universities of Guangdong Provincial Department of Education—Research on the construction and application of rural webcast e-commerce platform from the perspective of Rural Revitalization(2020ZDZX1065)

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