

Research on the Realistic Dilemma and Countermeasure Optimization of Live Broadcasting to Help Agriculture Empower Rural Revitalization

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Abstract—Live broadcast to help farmers is an inevitable trend of e-commerce development, and it is also the proper meaning of rural revitalization. By combing the current research on this topic, this study conducts field research and visits, and summarizes the enabling advantages of live broadcast to help farmers and the practical significance of rural revitalization. On this basis, in view of the practical difficulties and challenges faced by live-streaming to help farmers at this stage, the following countermeasures are proposed : improve product quality, standardize inspection standards, and implement differentiated operations ; carry out relevant training, optimize the talent team, and create high-quality anchors ; strengthen the construction of social integrity, improve the platform management system, and improve the legal supervision system ; improve industry supporting facilities, strengthen government guidance norms, and create local characteristic brands.

Keywords—Live broadcast to help farmers; rural revitalization; countermeasure optimization.

I. INTRODUCTION

Under the joint promotion of the government and many e-commerce platforms, live webcast delivery has become the fastest growing e-commerce model in the world in recent years, and gradually extends the sales content to the field of agricultural and sideline products. For a period of time, China's agricultural products have not been well connected between supply and demand; especially affected by the public events of the epidemic, the sales of agricultural products were blocked, and the offline marketing of agricultural products was once in trouble. Live broadcast of agricultural assistance provides a new opportunity for the development of rural e-commerce; it provides a better platform and channel for the sale of agricultural products, simplifies the intermediate circulation link, and effectively improves the income of farmers; at the same time, it also promotes the upgrading of rural industries and adds new momentum to rural revitalization. It is generally known that since the implementation of the rural revitalization strategy in China, live broadcasting has released positive and favorable signals in helping poverty alleviation and rural revitalization.

Live broadcast for agriculture refers to a new format in which individuals, enterprises or governments interact with consumers through the live webcast platform to sell agricultural and sideline products to all parts of the country. The live broadcast platform has the characteristics of numerous, high flow, low cost and wide channels in helping the sales of agricultural products. With the above advantages, the live broadcast has brought flow and attention to the vast rural areas, and has also produced good social benefits. It not only plays an important role in alleviating the unsalable pressure of agricultural products, promoting farmers' income and stimulating local economic growth, but also can help upgrade the agricultural industry, promote the interactive development of urban and rural areas, and let more high-quality agricultural

and sideline products go from the field to the people's table to meet the people's needs for a better life.

At present, the domestic academic circles are still in the initial stage of research and discussion on live-streaming to help farmers. The main concerns focus on the following aspects : First, the research on the factors affecting consumers' purchase intention under the background of live-streaming to help farmers ; secondly, the research on the revitalization of rural areas by live broadcasting ; thirdly, the research on the marketing strategy of live-streaming agricultural assistance ; fourth, the research on the practical path and specific mode of live-streaming agricultural assistance. At the same time, local governments also showed a strong interest in this new thing, and actively carried out the pilot work of live broadcast to help farmers, and also achieved certain expected results from the actual situation; however, in this process, many practical difficulties and challenges have also been encountered. It can be convinced that as an important starting point for rural revitalization, live-streaming agricultural assistance takes into account both social and economic benefits, and lays a solid foundation for the realization of the rural revitalization strategy. Therefore, how to correctly view the emerging model of live broadcast and help guide its sustainable development, let live broadcast and help farmers deeply integrate the rural revitalization strategy, so as to drive rural areas to the road of common prosperity is the important focus and significance of this study. The author combs the current literature research on live-streaming to help farmers, conducts field research and visits, summarizes the advantages of live-streaming to help farmers, and summarizes the practical significance of rural revitalization ; by analyzing the practical difficulties and challenges faced by live-streaming to help farmers at this stage, in order to improve the pertinence and effectiveness of the countermeasure research on effectively promoting the sustainable development of live-streaming to help farmers under the background of rural revitalization, and finally draw a conclusion in order to guide the long-term healthy development

of live-streaming to help farmers, give full play to the advantages of live-streaming to help farmers, and lay a solid foundation for realizing the goal of rural revitalization.

II. ANALYSIS OF THE EMPOWERMENT ADVANTAGES OF DIRECT SEEDING FOR AGRICULTURE AND ITS PRACTICAL SIGNIFICANCE FOR RURAL REVITALIZATION

(1) Analysis of the empowerment advantages of live broadcast to help farmers

The advantages of live-streaming are mainly reflected in the following aspects: First, live-streaming meets the needs of specific scenarios. As an endogenous driving force for the effective combination of live webcasting and supporting agriculture, the demand for specific situations has actively alleviated the pressure on farmers' production and marketing. Under the influence of multiple factors such as low standardization of agricultural products and backward reception of market information, the problem of unsalable agricultural and sideline products continues to plague the majority of farmers whose main business is planting and breeding. Public health incidents not only caused huge losses to rural economic development, but also disrupted the subsequent sales and farming plans of farmers' friends. In this context, 'live broadcast + e-commerce', a new form of stimulating market circulation and realizing production and marketing docking, came into being. It changed the marketing model for the countryside, effectively alleviated the production and marketing pressure of farmers in the current social situation, and used the flow effect of the live broadcast platform to ensure the basic production income of farmers. Second, the blessing of network technology enhances the consumer experience. The support of digital technology has enabled rural e-commerce to establish e-commerce options from the source of sales, to the shelves and live marketing of goods, to consumer purchases, logistics and transportation links, all of which have attracted a lot of attention to agricultural products that were not originally concerned, and effectively transformed consumers' perceived usefulness into the success rate of commodity transactions. At the same time, the live broadcast also enhances the interactive experience between the anchor and the fans, allowing consumers to be immersive and greatly mobilizing the emotional emotions of the target group. Third, the addition of multiple roles optimizes the live ecological scene. In the wave of live broadcast to help farmers, the participants of the host are not only individual farmers, but also government personnel. In addition, with the help of personal brand image, the Internet celebrity star uses the combination of short video and live broadcast to match brand advertising and e-commerce supply to create a personal delivery model. This shows that direct seeding is not only limited to a specific group, but also plays an important role in enriching different live broadcast scenarios. Fourth, the policy actively guides and provides strong guarantee. In the process of promoting the modernization of agriculture and rural areas, in order to achieve the goal of improving the vitality of rural economic development, the government has successively introduced relevant incentive policies to create a positive and good social atmosphere to encourage the sustained

and healthy development of the live broadcast agriculture industry.

(2) The practical significance of live broadcast to help farmers in rural revitalization

First of all, live broadcast is conducive to optimizing the rural industrial structure, promoting the revitalization and upgrading of rural industries, providing more jobs, and further gathering outstanding returning entrepreneurial talents; secondly, live broadcasting has innovated the sales mode of agricultural products, broadened the marketing channels, optimized the relationship between supply and demand, and helped to improve people's living standards. Finally, the development of live-streaming farmers has a subtle effect on the development of infrastructure and public services in backward areas, and contributes Chinese strength to the cause of global poverty alleviation.

III. AT THE PRESENT STAGE, THE PRACTICAL DIFFICULTIES AND CHALLENGES FACED BY LIVE BROADCAST TO HELP FARMERS ARE FACING.

(1) The quality of some agricultural products is relatively low, the lack of product rating standards, homogenization phenomenon is more prominent.

Thanks to the rapid development of live broadcast, the sales of agricultural products have risen. At the same time, how to ensure the quality of agricultural products is the key problem that needs to be solved urgently. Objectively speaking, some agricultural products with goods in live broadcast rooms are often in remote areas with inconvenient transportation, and have high rigid requirements for picking, packaging, cold chain, logistics and warehousing. Whether the coordination of various links can be guaranteed directly affects the quality of agricultural products. Subjectively, for the purpose of saving money and increasing income, individual businesses often choose to mix in defective products, lack of short two, malicious bidding and other behaviors. In addition, the inspection of the quality of agricultural products is another important procedure; the origin of some agricultural products can not form a large-scale operation, mostly in retail production, and the industry lacks a unified and standardized product rating standard, which increases the difficulty of product quality inspection, which is easy to cause the return rate and complaint rate. At the same time, the homogenization phenomenon of some agricultural broadcast rooms is more prominent, the content of the explanation is similar, the form is old-fashioned, and even the behavior of recording and broadcasting in advance. In view of the above factors, the actual experience of consumers will be greatly reduced, further reducing the purchase intention of the group, and will also cause an incalculable blow to the sustainable development of live-streaming agriculture.

(2) The concept of e-commerce development of employees is backward, the level of knowledge literacy is low, and the ability of flow realization is weak.

Due to the influence of industrial scale, entrepreneurial atmosphere, regional location and other conditions, some regions have insufficient understanding of the role and development prospects of live broadcast e-commerce, and

employees' awareness of using e-commerce live broadcast to promote the sales of agricultural products is not strong. This aspect is related to the policy popularization and propaganda work, and it is difficult for people to be interested in it, let alone put it into action; on the other hand, the relative lag of market information dissemination has caused the imbalance between supply and demand of agricultural products, which is difficult to meet the changes in the market, and high-quality products cannot open the market. The entry threshold for direct seeding to help farmers is low, and with considerable benefits, the level of knowledge literacy of practitioners from different groups is uneven. For example, although some farmer anchors have rich agricultural experience and are familiar with the characteristics of agricultural products, they lack professional e-commerce knowledge and marketing knowledge, which leads to their weak sustainable competitiveness and low income. At the same time, they also lack professional live broadcast training, which leads to the single marketing method used in their live broadcast. They do not know how to show the characteristics of goods and interact with consumers in the process of live broadcast, so as to bring consumers a poor experience of watching live broadcast, and it is difficult to form a desire to buy. After the freshness of the product, it is difficult for consumers to continue to buy. In addition, for live streaming, the key point of value transformation is whether the anchor has the corresponding traffic. Different types of anchor groups have different traffic realization capabilities. Head traffic anchors occupy a more advantageous position, and the traffic realization capabilities of most other personnel need to be strengthened.

(3)Some live broadcast industry chaos frequently, the platform management level needs to be improved, the system construction needs to be improved.

The development speed of live broadcast to help farmers is fast and the future prospects are considerable. Most of the practitioners in the industry adhere to the concept of promoting rural revitalization and development in the live broadcast, and have made positive contributions to broadening the sales of agricultural products, increasing the income of farmers and seeking benefits for consumers. At the same time, some chaos in the live broadcast industry needs to be solved urgently. For example, in order to obtain more benefits, some anchors conduct false propaganda in the live broadcast, and induce consumers to consume under the guise of low price and multiple sales; consumers have information security problems such as personal information leakage in the consumption process, and privacy security services need to be standardized; in order to attract popularity, the live broadcast room conducts traffic fraud; some businesses use the policy of benefiting farmers to avoid responsibility, and the illegal cost is low, so it is difficult to effectively control it. The main reasons for the above problems are as follows: first, the entry threshold of the industry is low, and the professional level and comprehensive quality of employees are also different; secondly, the rapid development of live-streaming has increased the difficulty of supervision and management, while the management level of the platform has not been improved. Thirdly, live broadcast is in the early stage of development, and the work of system standardization needs to be strengthened. How to better regulate

and supervise the live delivery behavior is the premise of the sustainable development of the live-streaming agricultural project. Therefore, it is necessary to organize professional personnel to carry out research, promote the effective development of the formulation of regulatory laws and regulations, and actively guide the live broadcast to help farmers move towards a healthy and healthy development track.

(4)Relevant supporting facilities need to be strengthened, the efficiency of resource allocation is low, and the construction of independent brands is still insufficient.

The construction of basic supporting facilities plays a leading role in the benign development of direct seeding. The supply of agricultural products requires the participation of producers, e-commerce live broadcast platforms, logistics and other parties. At present, there are still some problems in the development of live broadcast in rural areas, such as weak logistics foundation, poor traffic conditions and low level of network information. First, the geographical location of some rural areas is relatively remote, and the village-level logistics coverage is low. These areas have deficiencies in storage and preservation, warehousing and other links. Secondly, the traffic conditions are poor and the modes of transportation are not rich enough. The production of agricultural products in China is characterized by scattered small-scale production, and the degree of production organization is not high. Most agricultural products have perishable and seasonal properties, which have higher requirements for traffic conditions. However, some rural areas are restricted by railway and highway transportation, which virtually increases the logistics cost and operational risk of live broadcast and agricultural assistance. Third, the low level of network informationization and the lack of information processing means and technology lead to the lack of information processing functions and the inability to obtain effective information in time. For example, how to predict the market's demand for certain agricultural products in a certain period of time in the future, how to collect and process consumers' evaluation and feedback on products, etc., put forward higher requirements for network information capabilities. Good social public services play an important role in the sustainable development of direct seeding. How to effectively and fully allocate social resources is an important proposition for government departments to think about. In addition, some agricultural products are of high quality, but suffer from traditional sales channels, and sales are often limited to local or surrounding areas; at the same time, local farmers lack brand awareness and cannot effectively improve their popularity and reputation. There is more or less a certain competitive relationship between direct seeding and different varieties in different regions, and the lack of independent brand building often leads to its own disadvantage.

IV. RESEARCH ON THE OPTIMIZATION OF COUNTERMEASURES TO EFFECTIVELY PROMOTE THE SUSTAINABLE DEVELOPMENT OF DIRECT SEEDING IN THE CONTEXT OF RURAL REVITALIZATION

(1)Improve product quality, standardize inspection standards, and implement differentiated operations

The quality of agricultural products is not only the main factor that consumers consider when ordering and purchasing in the live broadcast room, but also directly affects the effectiveness of live broadcast to help farmers. Therefore, we should pay special attention to the control of the quality of agricultural products, and realize the matching of product quality and communication effect. First of all, in terms of cultivating excellent varieties, it is necessary to select excellent agricultural products varieties with matching conditions according to local natural conditions and actual economic development. If necessary, it is also necessary to provide farmers with guiding conditions for scientific planting of agricultural products, highlight the advantages of varieties, and lay a foundation for comprehensively improving the quality of local agricultural products. Secondly, we should try to ensure the rationality of the use of pesticides, and avoid the harm of pesticide residues to consumers while reducing the risk of pests and diseases. Finally, it is necessary to rationally use fertilizers to further improve the nutritional quality of agricultural products, give full play to the growth characteristics of crops, and increase the commercial value of agricultural products. In view of the current lack of unified and standardized product rating standards in the industry, it is necessary to establish and improve the standardized production indicators and processes of agricultural products, and build a modern agricultural demonstration area to guide small-scale farmers, integrate relevant resources, and form a large-scale production model. Strict inspection standards and quality control requirements are formulated for the entire sales links such as screening, storage and packaging of agricultural products, so as to create characteristic agricultural products with high competitiveness, and ensure that the industrial chain, agricultural standards and production needs are closely linked to meet the needs of the consumer market. In addition, live-streaming farmers need to seek characteristics in differentiated operations. For example, the content of live broadcast should be continuously optimized with the times. In order to attract consumers and meet the preferences of different groups of people, a targeted live broadcast plan should be formulated. In the promotion of live broadcast, we should make full use of the background information of agricultural products, explore the highlights of characteristic agricultural products, and combine the story background and cultural characteristics of rural areas, so as to promote the sales of agricultural products and help rural revitalization.

(2) Carry out relevant training, optimize the talent team, and create high-quality anchors.

The construction of talent team is an important aspect of maintaining the vitality of any industry. As an emerging industry, the key to achieve the goal of sustainable development is how to improve the professional ability of employees. Live broadcast to help farmers not only needs a group of excellent anchors who know, love and serve farmers, but also needs more agricultural producers to participate in and work together to create a good live broadcast ecology. For different types of groups, the focus of attention is naturally different. On the one hand, new farmers need to provide support for their transformation. Through regular skills training courses, they

can continuously improve their overall cognitive level of marketing, e-commerce and the Internet, consolidate the foundation of information technology, and help them learn e-commerce knowledge and master the marketing skills of live delivery. On the other hand, for professional anchors, it is necessary to further clarify their entry threshold, assess them according to their qualifications, and take certificated induction and regular training assessment as the preconditions for the group to carry out corresponding activities; at the same time, laws and regulations including tax, advertising, competition and food safety should be included in the training and assessment process of anchors. In addition, government departments can give full play to the educational advantages of local colleges and universities, actively cooperate with live broadcast companies, jointly train new live broadcast agricultural talents, enhance the autonomy and initiative of returning youth, and continuously inject new strength into the optimization of talent team.

(3) Strengthen the construction of social integrity, improve the platform management system, and improve the legal supervision system.

The construction of social integrity not only needs to strengthen industry self-discipline and norms, but also needs to strengthen the legal management of live broadcasting. We should give full play to the role of the webcast industry association and strengthen the self-discipline of the industry. For the webcast platform, in addition to the pre-drainage, it is also necessary to further improve the management system to continuously improve the network environment of the live broadcast. Specifically, the main focus is on the following points: First, increase the content of the audit, for false propaganda, improper competition and other live broadcast behavior should be promptly verified; second, timely rectification and standardization of issues related to privacy and security; third, give some help to the live farmers, improve the after-sales service and rights protection feedback system; fourth, set up a points management system to deal with the live broadcast content of violations in a timely manner, and strengthen warnings and constraints. In addition, we should pay attention to the legal management of live broadcast and help farmers, and constantly improve the legal supervision system. According to laws and regulations, clarify the responsibilities of all parties, strictly investigate and deal with the infringement of consumers' rights and interests, and ensure the healthy and orderly development of live broadcasting.

(4) Relevant supporting facilities need to be strengthened, the efficiency of resource allocation is low, and the construction of independent brands is still insufficient.

It is of practical significance to improve the supporting facilities of the industry to promote the development of direct seeding. First of all, it is necessary to expand the coverage of rural e-commerce, realize the docking and cooperation between e-commerce live broadcast platform and agricultural producers, and let the agricultural live broadcast enter the areas in need through the government's policy support and social assistance. Secondly, we should continue to promote the construction of modern warehousing and logistics system, accelerate the

integrated development of production, packaging, preservation, transportation and after-sales, reduce logistics costs and reduce the loss of agricultural products. In addition, it is necessary to improve the penetration rate of e-commerce service points, provide better public services for rural areas, promote consumption, guide farmers to sell agricultural products through e-commerce live broadcast, and play an active role in generating income for employment. At the same time, live broadcast to help farmers need to deepen cooperation with all parties to achieve interaction and cooperation between government departments, agricultural producers, consumers and live broadcast platforms. This requires strengthening the guidance and regulation of government departments, increasing the support for direct seeding to help farmers, promoting the deepening of cooperation among all parties, realizing the rational allocation of resources, and helping the sustainable development of direct seeding to help farmers. Creating a local characteristic brand is also an important part of promoting the healthy development of direct seeding. Brand building can not only improve the popularity of local agricultural products and enhance their competitiveness, but also effectively increase consumers' loyalty to live farming. On the one hand, according to the local characteristics, the advantages of agricultural products and other factors to dig deeper into its value characteristics, give it the corresponding cultural connotation and the story behind, in order to strengthen the brand effect; on the other hand, with the help of the communication effect of the

live broadcast platform, through the online display and experiential explanation of the live broadcast room, the consumer's recognition of the brand will be improved.

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