

# Research on live broadcast marketing management under the background of rapid development of agricultural products e-commerce

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**Abstract.** With the online sales market of agricultural products keeps growing and the corresponding demand for online marketing keeps growing. Live broadcast marketing mode stands out among many online marketing modes of agricultural products with its unique advantages, showing great development potential. At present, China's agricultural products live marketing mode is still in the stage of exploration and development, and there are still many problems. It is of great significance to realize the sustainable and healthy development of live marketing mode of agricultural products through in-depth analysis of these problems.

## 1. Introduction

With the advent of the era of *Internet Plus*, all walks of life are upgrading their industries around the Internet. As the basic industry of national economy, agriculture is naturally facing challenges and opportunities from the Internet. On the one hand, the rapid development of Internet of things, big data, cloud computing and other technologies provides technical conditions for the innovation of agricultural products marketing mode. On the other hand, the popularization of mobile Internet and the development of e-commerce create an audience base for Internet live marketing, and the emerging Internet marketing model of live marketing of agricultural products comes into being. It is of great practical significance to study the management strategy of this emerging sales model.

## 2. Opportunities for live marketing of agricultural products

### 2.1 Marketing demand for agricultural products continues to expand

With the development of modern agriculture, the output and quality of agricultural products continue to increase, and with the influence of international agricultural trade, the market competition of Chinese agricultural products is becoming increasingly fierce. At the same time, residents' incomes continue to grow and their spending power is further strengthened. Residents' desire to improve their quality of life is growing stronger and consumers are increasingly demanding agricultural products. Under this circumstance, a good brand of agricultural products can gain higher market acceptance and stronger brand competitiveness. As a result, market demand has expanded. Through good marketing methods, we can accelerate the construction of agricultural product brands and increase product visibility. Thereby expanding market coverage and increasing market competitiveness. Therefore, the market has a strong demand for agricultural product marketing model innovation.

### 2.2 The pattern of consumption of agricultural products has gradually changed

With the increase in mobile Internet and smartphone penetration, the main way consumers access agricultural product sales information is quietly changing. The rich e-commerce platform provides consumers with a wide range of agricultural products. When the consumer browses the product information, he can add the favorite agricultural products to the shopping cart, and conveniently complete the whole process of ordering, settlement and payment. At the same time, developed e-commerce logistics can provide agricultural products relative to designated areas of consumers. Online shopping is more convenient and faster than traditional methods of purchasing agricultural

products. This way of consuming agricultural products is favored by more and more consumers. Therefore, the online marketing of agricultural products has a huge space for development.

### **3. Problems existing in the development of live marketing mode of agricultural products**

#### **3.1 Agricultural products trading integrity problems occur frequently**

The quality and safety of agricultural products has always been a major concern for consumers. Although real-time marketing of agricultural products is more vivid and intuitive than general e-commerce marketing, consumers' access to agricultural product information is still limited compared to offline direct purchases, which may lead to quality problems in agricultural products during the purchase process. The live broadcast of agricultural products is a new thing, and there are many unreasonable market behaviors. Relevant laws and regulations have not been perfected in time, and the cost of breach of trust by businesses is far lower than the benefit of deceiving consumers. Therefore, some merchants use the asymmetric information of both parties in the live marketing process to create unfair transactions. Consumers do not have enough time, energy or ability to carefully identify the agricultural products that are sold in real time, and it is easy to buy inferior or even counterfeit agricultural products. The increase in credit problems will disrupt the normal market order, undermine the overall credibility of the market, increase the moral hazard of real-time trading of agricultural products, and ultimately seriously damage the legitimate rights and interests of consumers. In the long run, it will have a very negative impact on the development of this model.

#### **3.2 Brand characteristics of agricultural products are not prominent**

With the continuous development of real-time marketing models for agricultural products, market competition is becoming increasingly fierce. At the same time, with the improvement of people's purchasing power and the improvement of consumption concept, in the process of purchasing agricultural products, in addition to considering quality and price, product brand and characteristics have gradually become an important factor of people's attention. As long as the price is right, consumers often choose big brands or more distinctive agricultural products, which to some extent exacerbate the brand competition of agricultural products. At present, the homogenization of agricultural products in on-site marketing is serious. Most agricultural products have not yet formed their own unique brand competitive advantages, the products have no obvious characteristics, the brand effect is weak, and the brand premium is low. It is foreseeable that there will be polarization in the live broadcast of agricultural products in the future. High-quality specialty agricultural products will become the star of the live broadcast market, and inferior and mediocre agricultural products will be ignored by consumers until they exit the market.

#### **3.3 There is a shortage of outstanding talents in the agricultural live broadcasting industry**

As an emerging marketing model, the live broadcast of agricultural products is developing rapidly, and the demand for talents is also very strong. However, It is difficult for the live broadcast industry to recruit talents who can meet the relevant requirements, resulting in a large gap in human resources. The reasons are as follows: On the one hand, agriculture is in a weak position in the major e-commerce industry, and it is difficult to attract marketing talents from other industries. On the other hand, people who work in traditional agricultural production and sales links have relatively limited cultural level and experience, and are less able to learn new things and accept new ideas. For the lack of understanding of new concepts such as online marketing and webcasting, and lack of necessary network marketing ideas and marketing techniques, they cannot participate well in the online marketing of agricultural products. The online marketing model of agricultural products is a systematic project, which requires diverse talents to communicate and cooperate. Each link is inseparable from talent support. The lack of talents will inevitably hinder the development of online sales models for agricultural products.

### **3.4 The construction of fresh agricultural products logistics system is backward**

Fresh produce such as fruits, meat, and aquatic products account for a large proportion of real-time sales of agricultural products. These products are perishable and degradable, and require a good logistics system. At the same time, most consumers who buy agricultural products through live broadcasts are young people who pay more attention to consumer experience and service quality than middle-aged and older consumers, and have higher requirements for the freshness and delivery time of agricultural products. However, at present, The construction of cold chain logistics infrastructure is backward. Refrigerated vehicles, fresh containers, and other facilities for storing and transporting fresh agricultural products are relatively inadequate and cannot meet the distribution needs. In the process of distribution, the packaging of agricultural products has not received enough attention. The packaging is simple and random, and different types of agricultural products are not packaged in a suitable way, resulting in a large loss of agricultural product transportation. In addition, there is a lack of rational planning of logistics information such as distribution volume, delivery location, and delivery time, resulting in some idle distribution resources and increased logistics costs. The backward logistics system can not meet the increasing distribution requirements of fresh agricultural products.

## **4. Optimization path of live marketing mode of agricultural products**

### **4.1 Strengthen quality supervision**

In order to solve the problem of product quality and dishonesty in the live marketing model of agricultural products, we can start from the following three aspects. First, we need to increase the barriers to entry into this industry. All major e-commerce companies and small video live broadcast platforms should conduct strict quality inspections on the agricultural products sold to ensure the quality of agricultural products. Second, we must strengthen supervision of the sales platform. Industry associations should establish dishonest punishment mechanisms and implement a joint blacklist system for live broadcast platforms. All agricultural product brands with quality problems and unscrupulous anchors are prohibited from selling to increase dishonest costs. Third, further improve e-commerce laws and other relevant laws and regulations. Legal means should be adopted to maintain market order, maintain fair competition, effectively protect consumer rights, promote the healthy and orderly development of the direct seeding industry, expand the scale of e-commerce transactions in agricultural products, and ultimately achieve a win-win situation for both producers and consumers.

### **4.2 To create a quality brand of agricultural products**

There are a variety of means that can be used to increase brand awareness in agricultural products. First, enhance brand awareness, increase publicity and promotion. Through the e-commerce platform home page recommendation means, brand identity product packaging and printing, branding animation production, small video production and other ways to expand brand awareness and influence. Second, focus on product innovation and create specialty products. Use technology and creativity to transform and upgrade traditional agricultural products to create a competitive advantage. Finally, play the fan effect and increase customer loyalty. Design brand mascots, carry out personalized marketing, and enhance the brand's appeal. The anchor can increase consumer engagement through live interactive games and discount benefits. Implement a brand membership system, provide member discounts, and conduct fan feedback activities from time to time to enhance the fans' sense of acquisition. Only when the brand is fully recognized by consumers can the profitability of the real-time marketing model of agricultural products be improved.

### **4.3 Cultivate outstanding talents in all links**

In the face of shortage of talent in the live broadcast industry, we can start from the following two aspects. On the one hand, we will speed up the establishment of a training system for agricultural product network marketing talents and expand the supply of talents. Give full play to the role of

young people, use a better working environment with higher wages, and attract more rural people to participate in online sales of agricultural products. At the same time, relevant enterprises are encouraged to sign talent training agreements with key e-commerce platforms and professional departments to cultivate talents needed in the industry. On the other hand, the professional qualities of existing marketers should be improved. On the basis of strengthening existing marketing skills and business capabilities, we will pay more attention to raising employees' awareness of agricultural production processes, agricultural product characteristics and market knowledge, and expanding the scope of professional knowledge so that staff can better introduce the Information of products to consumers. With the continuous improvement of live broadcasting, As a result, sales of agricultural products will increase.

#### **4.4 Improve logistics and distribution capacity**

To improve the agricultural product logistics system, the following steps can be taken. The first is to improve the logistics infrastructure. In addition to optimizing the normal temperature transportation channels for agricultural products, we should also focus on the construction of cold chain logistics of fresh agricultural products, speed up the construction of cold storage and cold chain distribution stations, and strive to ensure the overall fresh transportation from the production area to the table. Second, pay attention to product packaging. For different types of agricultural product, packaging materials and packaging methods can be tailored to the shape, size and hardness of the product to prevent the appearance and quality of the agricultural product from being affected by road bumps and improper handling during transportation. Finally, establish a dynamic logistics management system. Utilize advanced technologies to build agricultural product logistics big data platform, explore solutions for agricultural product logistics wisdom, implement information control of agricultural product circulation process, intelligent management, and adjust regional resource allocation by computer decision system To comprehensively improve the distribution efficiency and service quality of agricultural products.

### **5. Conclusions**

The development of new things always goes through a slow and tortuous process. In the context of the rapid development of e-commerce, real-time online marketing of agricultural products is born as a new marketing model. Its development process cannot be based on mature experience and can only rely on continuous The exploration to develop. Although this model still has many problems in terms of products, talents, brands and logistics, I believe that by continuously improving these weaknesses through effective measures, we can promote the continuous development of this sales model, And achieve substantial success.

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