

Based on the Perspective of Rural Revitalization, the Current Situation and Countermeasures of Rural Live- streaming in China

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ABSTRACT

This paper studies the current status of rural live broadcasting in the context of rural revitalization, and discusses the rural live-streaming boosting during the epidemic, which not only enriches the online shopping form of users, but also helps Chinese farmers sell products, bringing a fresh and high-quality online shopping experience to both users and farmers. Though rapid developing, many practical problems are highlighted in this industry, so it is necessary to fully understand the development status of live-broadcasting, analyze the problems exposed in the development of live-broadcasting and propose corresponding solutions.

Keywords: *rural revitalization; rural live-streaming; rural economy; product promotion*

1. INTRODUCTION

1.1 Rural Revitalization

The rural revitalization strategy is the strategy proposed by Chinese President Xi Jinping which emphasized that agriculture, rural areas and farmers are fundamental issues concerning the people's livelihood, and the rural revitalization strategy should be implemented to comprehensively promote the modernization of the agricultural industry.

The rural revitalization strategy is of great help to farmers to increase income, expand domestic demand, and improve the competitiveness of agricultural products. Therefore, it is vital to vigorously develop modern agriculture in the context of rural revitalization, promote the sales of agricultural products with the help of e-commerce platforms, and stimulate the consumption demand of agricultural products with the help of e-commerce platform.

1.2 Rural Live-broadcasting

Compared with the traditional e-commerce that describes goods in the form of words and images, e-commerce live-streaming shows the real scene of agricultural products, including planting, picking, packaging and transportation which is easier to establish

consumers' intuitive trust in the product quality[1], improve the consumption demand of users and place more underground orders. Live broadcasting reflect their social value in combating the epidemic and stabilizing the national economy, especially on 2020. Rural Live-broadcasting activities held by Taobao, Pinduoduo and Douyin have helped many farmers to sell unsalable agricultural products online and provide high-quality agricultural products for residents.

2. THE CURRENT SITUATION OF THE DEVELOPMENT OF RURAL LIVE BROADCASTING

2.1 Live streaming has become a new form of e-commerce helping farmers

As early as 2015, the Poverty Alleviation Office of the State Council officially incorporated e-commerce poverty alleviation into the poverty alleviation policy system[2]. With the vigorous promotion of the government and e-commerce platform, live streaming has penetrated into the field of agricultural product sales since it can help farmers solve the problem of backlog of agricultural products caused by lagging market information and low popularity of agricultural products.

Data from Kwai, a short video platform shows that in 2019, over 5 million rural farmers got their income from

the Kwai as it attracted 1.5 million rural live-streamers and contributed to 19.3 billion total sales. In 2020, Pinduoduo platform has carried out nearly 200 live broadcasts by local county and village heads, and sold 1.8 billion KG of agricultural products, with a total turnover of 140 million yuan, covering more than 20 provinces, ensuring the income of more than 600,000 farmers.

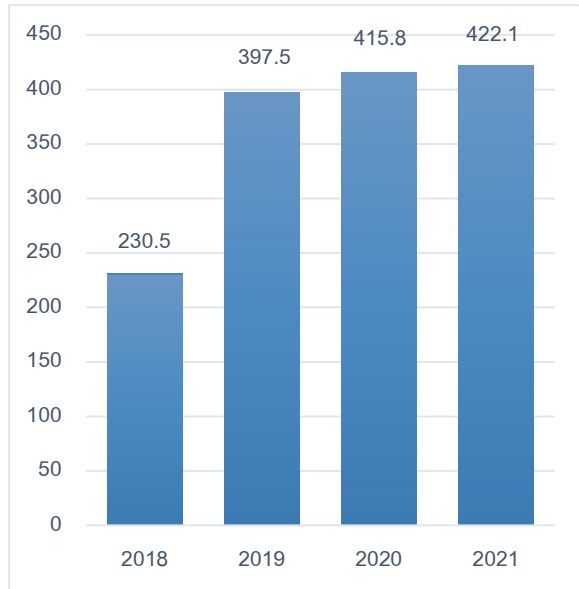


Figure 1 2018-2021 China Online Retail Sales of Agricultural Product (Billion)

2.2 The growth rate of online retail sales of agricultural products has become faster

In 2021, the national rural online retail sales will be 2.05 trillion yuan, an increase of 11.3% over the previous year, which is due to various agricultural initiatives and activities launched by e-commerce platforms. Particularly, rural live-streaming not only stimulated the growth of national agricultural product consumption, but also accelerated the growth of national online retail sales of agricultural products. Due to the launch of live-broadcasting on various platforms, the sales of agricultural products in top ten poverty-stricken counties exceeded 1.8 billion yuan in 2020.

3. PROBLEMS IN THE DEVELOPMENT OF RURAL LIVE BROADCASTING

3.1 Backward construction of rural infrastructure and public service facilities

In June 2021, the number of rural Internet users in China was 297 million, and the Internet penetration rate in rural areas was 59.2%[3]. China's poor counties and villages have inconvenient transportation, which lead to the great investment and difficulty of network infrastructure construction in mountainous areas. Farmers are unwilling to use the network due to the

relatively high Internet access costs, resulting in the coverage and utilization rate of the network in backward mountainous areas being generally lower than that in cities. Besides, only 25.1% of Chinese villages have e-commerce distribution stations, indicating insufficient distribution capacity .

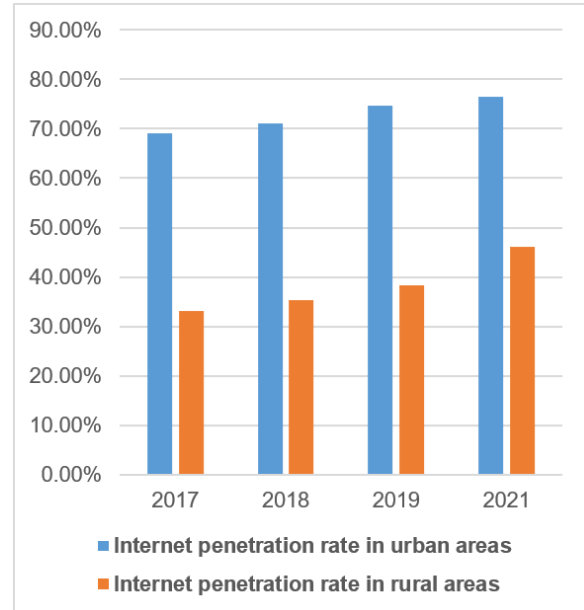


Figure 2 2016-2020 China Internet Penetration Rate in Urban and Rural Areas

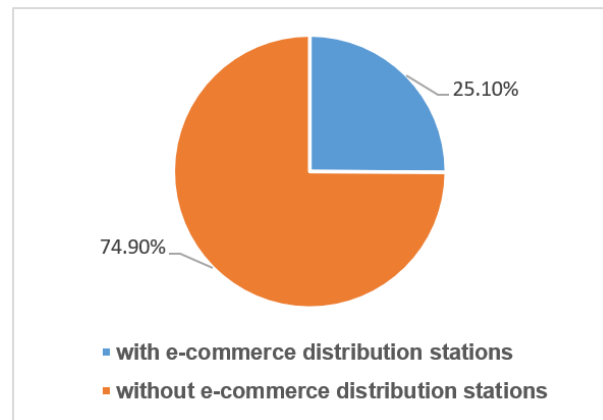


Figure 3 2020 Proportion of E-commerce Distribution Sites in Rural China

3.2 Imperfect logistics system in rural areas

Fresh commodities has district requirement on cold chain logistics system, but at present, more than 80% of which are mainly normal temperature logistics. About 130 million tons of vegetables and 12 million tons of fruits are lost in transportation every year, resulting in an economic loss of 75 billion yuan. China's current cold chain logistics is still in the early stage of development, and the cold chain transport rates of vegetables, fresh and aquatic products are only 3%, 12% and 18% in rural areas[4].

3.3 Low level of agricultural industrialization and brand popularity

By 2020, there were 20.74 million agricultural households in China, of which the number of large-scale farmers only accounted for less than 2%. Small scale farming leads to high cost, uneven quality and low level of production standardization and industrialization, further leading to inability of large-scale production, processing and sales of agricultural products [5]. Moreover, more than 85% of characteristic agricultural products have not obtained the national quality certification, which greatly reduces the brand awareness and competitiveness of agricultural products [6].

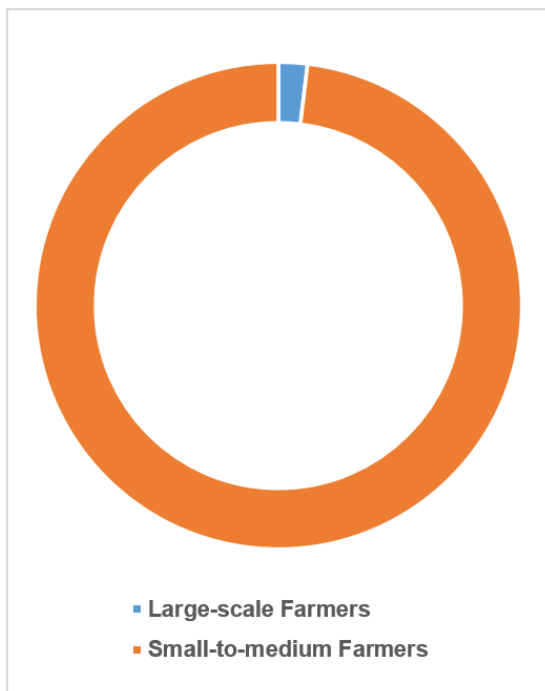


Figure 4 The Scale of Farming in China

3.4 Chaotic live broadcasting industry and incomplete regulatory system

The rapid rise of the rural live broadcast industry has also formed a lot of industry chaos such as false advertising and date fraud, which leads to the difficulty of protecting consumers' rights. 52.5% of the users claim that the e-commerce platforms need to be improved in terms of controlling the quality of agricultural goods, while the improvement of product quality requires a more scientific and advanced selection mechanism[7].

4. COUNTERMEASURES OF PROMOTING THE DEVELOPMENT OF RURAL LIVE BROADCASTING

4.1 Promote rural infrastructure

Local government in rural areas should increase the

financial expenditure on the construction of rural network infrastructure, and reduce Internet access costs; then popularize the use of online payment so as to promote the normalization of the e-payment service mode; speed up the rural layout of 5G infrastructure, and promote the digitization of agricultural development. Government should also introduce logistics companies to set up grass-roots service stations in villages and towns, preferably covering the last kilometer, and sign preferential agreements with logistics companies to minimize product logistics costs.

4.2 Promote the digitization process of rural logistics supply chain system

Local government should cooperate with e-commerce platforms to establish cold chain logistics and distribution channels, and provide smooth and low-cost digital logistics services through the digitization of e-commerce platforms, so as to realize long-distance distribution of fresh agricultural products.

4.3 Strengthen the brand cultivation of agricultural products

Large-scale production and planting of local farmers should be organized to integrate the planting, production, packaging and sales of agricultural products, and promote the standardization of the production process of agricultural products[8]. Rural governments should improve the brand awareness, promote the development of the branding of local characteristic agricultural products, and increase product awareness and brand premium by participating in various exhibition and broadcasting campaigns.

4.4 Strengthen the supervision of the platform internally and externally

Live broadcast platforms should adhere to regulatory principles, utilize appropriate methods to attract new users and introduce relevant assessment mechanisms to regulate live-streamers. From the external perspective, users should strengthen their awareness of rights protection[9], and report false information through platform feedback channels in a timely manner; secondly, the media should play its own supervisory role and provide users with more opportunities and channels to speak out, so as to build a smoother construction. Internet regulatory authorities should launch relevant policies and regulations to regulate the e-commerce live streaming industry[10].

5. CONCLUSION

The rural revitalization strategy is a strategy focus on the development of agriculture, rural areas and farmers which will accelerate the modernization process of the

agricultural industry. Under the context of rural revitalization, rural live-broadcasting helps farmers sell products, bringing a fresh and high-quality online shopping experience to users and farmers, which therefore enhance the realization of rural modernization gradually.

However, live-streaming in rural areas is confronted with several problems including backward construction of rural infrastructure and public service facilities, imperfect logistics system in rural areas, low level of agricultural industrialization and brand popularity and chaotic live broadcasting industry and incomplete regulatory system.

Hence, it is crucial to promote the development of rural live broadcasting from promoting rural infrastructure and logistics supply chain system, enhancing brand cultivation of agricultural products and strengthening the supervision of live-streaming platform respectively.

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