

Research on the brand building of rural e-commerce live streaming under the background of rural revitalization

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Abstract. Driven by the rural revitalization strategy, rural e-commerce live streaming has developed rapidly in the past two years, and the differentiated development trend of e-commerce live broadcast brand building has become more and more obvious. This paper takes some cases of rural e-commerce to live streaming brand building on Kuaishou, Douyin and other platforms as the research object, and finds that the lack of professional talents, insecure product quality and service, weak scene construction, and poor marketing and publicity effect are the main problems hindering the construction of rural e-commerce live broadcast brand.

1 Introduction

In 2022, under the background that the country has achieved comprehensive poverty alleviation, in order to consolidate the achievements of poverty alleviation and effectively connect rural revitalization, the CPC Central Committee and the State Council issued the "Opinions of the CPC Central Committee and the State Council on Comprehensively Promoting the Key Work of Rural Revitalization in 2022", which proposed to implement the "digital business to revitalize agriculture" project and promote e-commerce into rural areas. Promote the healthy development of live streaming of agricultural and sideline products. Carry out agricultural variety cultivation, quality improvement, brand building and standardized production improvement actions. [1]. Under the call of the state to comprehensively promote the rural revitalization strategy and agricultural modernization, Taobao, Jingdong and other e-commerce platforms have sunk into the rural market, developed the rural e-commerce market from multiple levels such as talent and technology, and laid out rural e-commerce live broadcasts to drive the development of rural economy and promote the process of rural revitalization.

Zhu Zerong, a brand expert and deputy secretary-general of the Standards and Certification Professional Committee of the China Advertisers Association, pointed out that in the future, live streaming will move towards branded live broadcast, which is an inevitable trend [2]. In rural areas, anchor groups represented by "new farmers" have begun to seek to establish personal live broadcast brands, They regard mobile phones as new agricultural tools and live streaming as new agricultural work, and strive to form differentiated competitive advantages and promote the sustainable

development of rural e-commerce live streaming under the fierce competition of rural e-commerce live broadcasting.

2 The significance of rural e-commerce live broadcast brand building

Compared with the single legal protection function of trademarks, brands have rich connotations and corresponding promotional functions and business functions [3]. The promotion function and operation function of the brand plays an important auxiliary role in the ultimate purpose of e-commerce live broadcast sales of products to obtain profits, and are also of great significance to farmers to increase income. At the same time, the brand-building process of rural e-commerce live streaming is also a process of continuous improvement of user stickiness, popularity, recognition and reputation, and in the current fierce market competition, brand building is particularly important and critical to sustainable development of e-commerce live broadcast.

2.1 Improve product selection standards

In the initial stage of rural e-commerce live broadcasting, most operators produced and sold agricultural products by themselves, forming a stable industrial closed loop. Such sales methods also have certain drawbacks, such as whether the production conditions are clean and hygienic, whether the quality control is strict, and whether the product quality ultimately meets the market circulation standards, all of which are difficult to supervise. As an important step in the transformation and upgrading of the

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live broadcast room, brand building is also a long-term project with a long way to go, and product selection (that is, the process of screening products sold on live broadcast) is a crucial part of e-commerce live broadcasting, which has an important impact on the reputation and reputation of the brand. Once the e-commerce live broadcast brand is established, it is no longer limited to the past single product, self-produced and self-sold stage, there will be more supply of different qualities in the live broadcast room, at this time the live broadcast operation team will take the initiative to improve the corresponding product selection standards, quality assurance of the reputation of the live broadcast brand with product selection, provide consumers with high-quality consumption, and enhance brand recognition.

2.2 Improve product premium capacity

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From the perspective of commercial attributes, the goal of brand building is to obtain lasting and stable commercial profits [4]. In the past, due to the weak awareness of farmers' management, the sales of agricultural products always relied on other terminals, and there were mainly four circulation modes: "acquisition hawkler + wholesaler + terminal retail", "leading enterprise + wholesaler + terminal retail", "cooperative + wholesaler + terminal retail" and "farmer + supermarket model" [5]. In these circulation patterns, farmers are always at the bottom, and the profits they receive are severely squeezed. As the endorsement of product quality and standards, branded e-commerce live streaming can create a sense of quality and trust in consumers' minds that is higher than that of other live broadcast rooms. At this stage, with the rapid development of the economy and the improvement of people's living standards, consumers' brand consumption awareness is getting stronger and stronger, and they are more willing to pay for brand products with quality and reputation guarantees. The brand building of rural e-commerce live streaming can attract consumers who pursue quality life to pay for the brand, directly drive the premium capacity of products, and help farmers increase their income.

2.3 Promote industry transformation and upgrading

Rural e-commerce live streaming has developed rapidly in the past two years, and more and more farmers have joined the camp of e-commerce live broadcasting, and the homogenization competition has become more and more fierce. Many e-commerce live broadcasts attract consumers through gimmicks such as product uniqueness and ultra-low prices. E-commerce live-streaming brands with a clear banner often have a certain degree of authority and leadership in specific fields, are representatives of quality and reputation, and can be quickly recognized by consumers and stand out from similar competitors in the market. From the perspective

of cultural attributes, brands often lead fashion, and fashion is initially an avant-garde behavior that a few people try, but once it is widely accepted and imitated, it can quickly become popular [6]. Therefore, because of the current situation of the small-scale and low-level brand building of rural e-commerce live broadcasting, creating a successful rural e-commerce live broadcast brand model case which can break the situation of a large number of rural e-commerce live broadcasts and few brands in the past, and promote the transformation and upgrading of the entire industry.

3 The dilemma of rural e-commerce live broadcast brand building

3.1. Lack of professional personnel

The streamer lacks personal characteristics. At present, the common problem of rural e-commerce anchors is that they lack outstanding personality characteristics and personality charm, and cannot show a three-dimensional image of farmers. The existing rural e-commerce live broadcast, due to the lack of professional knowledge related to living broadcasting, can not grasp the traffic law, but simply move the daily rural life into the live broadcast room, answer consumers' questions about agricultural products, cookie-cutter live broadcast content, lack of unique personal characteristics, over time will bring audience visual fatigue, user churn rate increases.

The awareness of brand building of the operation team is weak. At this stage, because many farmers only follow the trend to join the wave of e-commerce live broadcasting, they do not have sufficient knowledge and understanding of the industry, resulting in them not seeing the future development direction, and obtaining maximum economic benefits in the short term has become the core purpose of some rural e-commerce operators, not to mention considering the long-term development of the brand. On the other hand, due to the small number of successful cases of the brand building of rural e-commerce live streaming emerging in reality, it is impossible to provide them with reference and reference in brand building, and the realistic nutrients for brand building awareness cultivation are insufficient. Most rural e-commerce live streaming is in an unconscious state of brand development, which is now a more common phenomenon in rural e-commerce live broadcasting.

3.2 Lack of guarantee for the quality and service of agricultural products

The quality of the product is not up to par. With the rise of live broadcasting, the safety and quality of agricultural products continue to emerge, and some products enter the market without passing inspection and quarantine, and the quality and safety cannot be fundamentally guaranteed. Agricultural products sold through live broadcasting, due to the direct connection

between buyers and sellers, lack of quality review of intermediate links, supervision is difficult, some unscrupulous merchants will be driven by interests, in order to make the finished product look good, illegally add preservatives, shoddy charging, sell agricultural products with excessive fertilization and medicine, there are major food safety risks.

Insufficient awareness of after-sales service. After-sales as a supporting service for product sales, directly affect the shopping experience of consumers. On the one hand, due to the sale of a large number of agricultural products in a short period, e-commerce live streaming will have a large number of problems with orders in a short period, which tests the emergency serviceability of product after-sales. On the other hand, because the work quality of rural delivery workers is difficult to guarantee, the service risk of barbaric loading and unloading and random throwing is higher [7]. Lack of service awareness and lack of manpower are more common in rural e-commerce live broadcast after-sales service, and the situation of putting consumers' feedback and demands aside frequently, and the current situation of imperfect after-sales service increases consumers' risk perception of purchasing agricultural products, which adversely affects the sustainable development of agricultural products and live broadcast brand building.

3.3 The construction of the scene system is weak

The "field" in the scene is a kind of structural monolithic existence, which is no longer limited to the physical meaning of the place [8]. For rural e-commerce live broadcasting, a single live broadcast room is an independent scene, connecting reality and the network, including not only offline live broadcast scenarios, but also online network service scenarios.

Network service scenarios are not interactive. Network service scenarios are an important driver of consumers' willingness to shop [9]. At present, rural e-commerce live streaming is mainly operated by families, rarely hiring professional staff, and there are still many problems at the professional level of live broadcasting, and live streaming is very arbitrary. Due to the lack of understanding of the importance of the scene by many rural e-commerce live broadcast operators, and ignoring the appeal of the live broadcast atmosphere to consumers, the old-fashioned live broadcast content and monotonous form cannot narrow the distance between the anchor and the user, resulting in the loss of live broadcast users.

3.4 The effect of content marketing is not good

Homogenization of short videos and live content. In rural areas, "short video + e-commerce live broadcast" gives full play to the synergistic effect of short video and live broadcast. Before starting the live broadcast, the host shoots short videos of traffic drainage to promote the featured products. Due to their level limitations, many rural self-media people cannot continue to produce high-quality short video content, so they will imitate

other short videos for secondary processing, which is not conducive to improving user stickiness and loyalty. Now, the progress of modern technologies such as 5G and AR has brought more possibilities to e-commerce live broadcasting, and new live broadcast forms such as "immersive live broadcast" and "intelligent virtual live broadcast" are constantly emerging, but rural e-commerce live broadcast is still relatively few cases due to financial and technical limitations.

Insufficient marketing campaigns. To build a durable competitive brand and enhance its popularity, rural e-commerce live streaming also needs strong brand marketing and promotion, so that the rural e-commerce brand image is deeply rooted in the hearts of the people. At present, most of the rural e-commerce live broadcasts are released on a single platform for short-term frequency drainage, and the brand publicity channels are narrow and the publicity effect is limited. Although some rural e-commerce operators have consciously promoted their brands through various social media, the overall effect is not good, which is manifested in problems such as rough poster production, unattractive content, and detailed live broadcast introduction, and some publicity mistakes directly weaken the image of live broadcast brands in the minds of consumers.

4 The path of rural e-commerce live broadcast brand building

4.1 Strengthen the construction of anchor teams

The branding of live streaming is first and foremost the branding of the anchor. An important role of anchors in e-commerce live streaming is to rely on distinctive personal characteristics to attract fans and accumulate traffic for the live broadcast room. If the live broadcaster wants to create a distinctive persona, the first thing to do is to make great efforts to explore the characteristics in the construction of the personal image, and the well-known personality traits, good skills, and personal image of the audience can become the basis for creating a persona. On the other hand, given the lack of professional talents in rural e-commerce live broadcasting, it is necessary to start from the aspects of anchor team and professional level improvement. With the development of the live broadcast industry and the continuous improvement of consumer aesthetics, it is imperative to improve the professional level of anchors. Local governments can actively guide the workers and college students outside the country to return to their hometowns for employment and entrepreneurship, and provide them with training in policies and regulations, e-commerce live broadcasting, brand building, etc., to increase the talent reserve of rural e-commerce live broadcast teams, form a leading role, and improve the professional quality and overall level of anchor groups.

4.2 Consolidate the foundation of the industrial chain

As the most basic and core factor in the rural e-commerce live broadcast industry chain, the quality of agricultural products directly determines the survival and development of rural e-commerce live broadcasting. The control of the quality of agricultural products requires the cooperation of the government, industry and business. The government should give full play to its supervisory role in the circulation of agricultural products, identify whether there are violations of laws and regulations in rural e-commerce live broadcasts through big data and algorithms, establish a traceability system, and make every effort to crack down on substandard products and non-compliant live broadcasts, and give play to quality assurance and regulatory efficiency. Leading e-commerce live-streaming enterprises should also initiate industry self-discipline to restrain merchants from selling substandard products. Live streaming merchants should build a solid brand foundation based on excellent product quality, be guided by consumer demand, improve the quality of product selection, find more high-quality sources, and enhance consumers' recognition and reputation of live streaming brands.

4.3 Build characteristic live broadcast scenarios

Specific scene creation helps to strengthen the core appeal of the brand, establish an emotional connection between the brand and the audience, form an effective brand communication relationship, and make the scene become the link of the user's emotional connection [10]. As an important influencing factor affecting consumers' willingness to shop, the improvement of the interactive atmosphere in network service scenarios plays a very important role in promoting the conversion rate of users in live broadcast rooms. In daily live broadcasts, rural e-commerce anchors should attach importance to live broadcast interaction, design more interactive links in the process of product introduction, and create an entertaining and lively atmosphere in the network scene by guiding fans to send interactive links such as barrage, lottery, chat, and microphone connection, so that users can more easily immerse themselves in the sense of scene created by live streaming. Make up for the alienation caused by spatial distance and provide a better shopping experience.

4.4 Build a content dissemination matrix

The common combination of "short video + live broadcast" highlights the importance of short video drainage to e-commerce live broadcasting. Capturing users' attention in a short period and presenting interesting and complete content to users is an important requirement for short video production, which requires improving the professional video production level of creators, continuously improving content innovation capabilities, deeply exploring rural cultural characteristics and regional characteristics, and

improving video watchability. In the new media era, to allow more consumers to access brand marketing communication content, it is necessary to distribute and spread content on multiple platforms to expand brand communication. The content distribution of many platforms forms an influential unit matrix, which strengthens the user's impression of the brand in the process of expanding communication and continuous interaction [11]. Rural e-commerce live-streaming brand operators can publish matching communication content according to different platform attributes, which suit the platform attributes and the audience characteristics of the platform.

5 Conclusion

After two years of simple replication and large-scale expansion, serious homogenization, uneven quality of anchors, and imperfect logistics and transportation systems have become the main factors hindering the development of rural e-commerce live broadcasting, and transformation and upgrading are imperative. As the only way to transform and upgrade rural e-commerce live broadcasting, the brand is also the core of agricultural modernization, the brand symbolizes the maturity of e-commerce live broadcast development, and its establishment can form a group of stable consumer groups.

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