

# Research on the Application of Webcast Marketing Model in the Field of Helping Farmers to Alleviate Poverty

## -- Anhui Province as an Example

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### Abstract

The webcast marketing mode of agricultural products can broaden the marketing channels of regional specialties and promote the transformation and upgrading of consumption, and has become a new online marketing mode to help agricultural development and poverty alleviation. This project investigates the current situation of live online marketing of agricultural products in Anhui Province, combines relevant literature, analyses the common problems that exist in the use of live online marketing of agricultural products by farmers in Anhui Province, and proposes countermeasures for the development of this innovative model in the current context, in order to better play the value of live marketing in the province's work of helping farmers to alleviate poverty, expand the scale of agricultural products sales, and help farmers to increase their income.

### Keywords

Live-streaming E-commerce; Helping Farmers to Alleviate Poverty; Analysis of the Current Situation.

### 1. Introduction

Since 2019, webcasting has become prevalent on E-commerce platforms, and Live-streaming with goods has become a hot word that has exploded all over the Internet, and major E-commerce platforms have launched Live-streaming channels one after another to meet the development trend; the No. 1 document of the Central Government in 2020 clearly points out that expanding the coverage of E-commerce into rural areas and supporting supply and marketing cooperatives, postal express enterprises and other related measures to support the development of agricultural products E-commerce. [1] E-commerce plays an important role in poverty alleviation in rural areas, and in order to effectively solve the problem of stagnant agricultural products affected by the epidemic, webcasting has become an important way for many E-commerce platforms to tap the consumption potential and create channels for agricultural products to go upstream.

Relying on the advantages of their platforms, major E-commerce companies have cooperated extensively with influential people such as the government, scholars and weblebrities to construct a new Internet sales industry with live content production as a carrier, effectively integrating the sales demands of traditional agricultural production areas into new consumption scenarios and becoming an important force in helping agricultural products go upstream and promoting the upgrading of the agricultural industry.

## **2. Analysis of the Current Situation of the Application of the "Live Broadcast + Agricultural Assistance" Model in the Field of Agricultural Assistance and Poverty Alleviation**

Expanding consumption is an important focus point to hedge against the impact of the epidemic. By the end of 2020, the province's new rural products on the line more than 10 million yuan of E-commerce business entities 100, assess 20 provincial-level rural E-commerce demonstration counties, new provincial-level E-commerce demonstration towns more than 50, demonstration villages more than 200, the province's rural products network sales of more than 60 billion yuan. [2]

Since 2020, the province responds to the epidemic prevention and control situation, launched the implementation of the 2020 Anhui Province "live electricity business year" series of activities. As of July, it has helped poor areas sell more than 100 million yuan of agricultural products through live sales and the acquisition of agricultural products from poor households by E-commerce enterprises.

In accordance with the provincial government on the development of rural E-commerce deployment, the province's rural E-commerce business is currently not strong enough, E-commerce brand awareness is not high enough, E-commerce enterprises, new agricultural business entities and farmers' interests are not solid enough, and the development of E-commerce supporting the cold chain logistics facilities are not perfect and other issues are still relatively prominent.

## **3. Analysis of the Application of the "Live Broadcast + Farming" Model in the Field of Helping Farmers to Alleviate Poverty**

Although the Live-streaming marketing of agricultural products in Anhui Province has a significant role in expanding the brand awareness and influence of the province's special agricultural products, developing the sales market of agricultural products and increasing the transaction amount, driving the employment of farmers in the province and increasing their income, and meeting the needs of customers, the overall situation is still at an early stage of exploration, and the new marketing mode of "agricultural products + Live-streaming" still has great limitations. The new marketing model of "agricultural products + live streaming" still has great limitations, and the main problems are as follows.

First, the infrastructure and services are not perfect. The development of live E-commerce needs to have information and communication, transportation and other infrastructure to guarantee. The low level of urbanisation in some areas of Anhui Province has resulted in broadband networks that do not provide comprehensive coverage and network signals that are difficult to run stably, which runs counter to the requirements of clear and smooth live broadcast and real-time interaction with users, bringing certain disadvantages to the development of rural live E-commerce. [3]

Second, the lack of well-known brands of agricultural products in rural areas. [4] Famous brands of agricultural products can improve user stickiness. At present, there are many agricultural products in our province that are hot on the Internet, such as Dangshan pears and Shucheng tea oil, which sell well, and the reason for this is that the products are well known and their quality is guaranteed. In contrast, farmers in rural areas of our province cling to traditional thinking, and many are not good at learning new knowledge and technology, coupled with the age structure of people left behind in rural areas, the lack of rural labour, weak brand awareness, fewer large-scale production bases in rural areas, no unified production and sales standards, no guarantee of product quality, making local agricultural products lack visibility, characteristics and advantages are not obvious.

Third, the homogenisation of the content of agricultural products live is serious. Live broadcast is an emerging E-commerce marketing model, the need for brand and cultural continuity, such as not focusing on the cultural connotation of the construction of agricultural products will appear homogenization of the phenomenon. Throughout the platforms of agricultural products live generally exist in the form of similar, not outstanding characteristics of the problem, almost live live picking, eating, packing, live appear early such a way to bring freshness to the audience, but in the long run the same old picture will cause aesthetic fatigue of consumers. Coupled with the lack of communication skills and visual sales skills of the farmer anchor webcast, resulting in failure to timely and accurately answer users' questions and simple and rough live broadcast images, which can not stimulate consumers' potential desire to buy.

#### 4. Application Strategy Research

To give full play to the role of live webcast sales of agricultural products in helping farmers to alleviate poverty, the joint efforts of many parties are needed. This includes relevant departments to improve infrastructure construction, enhance the technical level of farmers' anchor live broadcast, establish the brand image of special products and enrich the cultural connotation of agricultural products.

First, strengthen the construction of rural infrastructure in the province. In response to the problem of weak E-commerce infrastructure in rural areas, the province should increase funding, especially for network construction in remote and poor areas, to achieve full coverage of fibre-optic networks in poor areas, and to ensure stable and smooth networks. The government can also reduce or waive network access fees for poor groups engaged in E-commerce marketing activities, as one of its incentives to help the development of the province's live E-commerce industry.

Second, improve the quality of products and build brands of special agricultural products. The rising standard of living has boosted people's attention to the regional characteristics of agricultural products, so it is easier for branded agricultural products or products with the label of regional brand to occupy the minds of consumers. Agricultural products without such brand advantages should promote brand strategies, give full play to the advantages of the province's poor regions' agricultural products in terms of good quality, low prices and green health, encourage farmers to improve and further process their agricultural products, implement large-scale production to ensure stable quality, innovate packaging design based on local characteristics, innovate the traceability system for agricultural products, give special cultural connotations to products and promote them through various media platforms to create The third is to focus on content marketing to improve the quality of the products.

Thirdly, focus on content marketing to enhance the sales of special agricultural products. Live sales of special agricultural products should not be limited to the introduction of the basic information of the products, but should also inject humanistic atmosphere into the products. For example, we can introduce the origin story or planting and breeding techniques of the products in the form of personal lectures, invite viewers to go to the place of origin for picking and experiential sales, teach viewers to use the ingredients to make some simple food, tell viewers about the nutritional composition of the products and the benefits to the body, and tell them how to select the corresponding agricultural products, and also let consumers understand the local natural geographical environment, know the local special culture and feel the local It also allows consumers to learn about the natural geography of the local area, learn about the local culture, and feel the simplicity of the local people and humanistic feelings. In short, the live broadcast of agricultural products should be transformed into a kind of culture or art, so that consumers can gain something and be touched in the process of watching, and enhance the infectious power of agricultural products. [5]

## 5. Conclusion

From "live broadcast" as the entry point, combined with the impact of this year's epidemic and the development of the live broadcast industry, analysis of "live broadcast + farming" mode should be how to change themselves and to seize the development opportunities, efforts to promote live broadcast platform, live broadcasters, farmers and their agricultural products and other aspects of integration, so that live broadcast to help farmers In the current environment, live broadcast is a way to help farmers and rural areas to get rid of poverty and get rich. In the current environment, the live broadcast of farming is still a popular trend in the short term. The problems faced by live farming are also one of the most problematic threats to the entire live industry, and how to maintain the prosperity of the live industry now and the sustainability of live farming in the future will be a major problem we will face. Operators should stick to their original intentions and improve the remaining deficiencies. It remains to be seen whether a solution will be found before it declines and becomes a permanent fixture in the industry, not to be abandoned by the times.

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