

Development Strategy of Rural Revitalization in the Context of Internet Celebrity Economy

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Abstract

With the rapid development of Internet information technology, the e-commerce "online celebrity" sales model has become an important way for new agricultural business entities to sell. The article analyzes the trend of rural business development and the problems of agricultural e-commerce in the perspective of Internet Celebrity Economy, and explores the optimal path for local governments to develop the "Internet Celebrity" economy in order to drive the transformation of agricultural business.

Keywords

Internet Celebrity Economy; Rural Revitalization; Strategy.

1. Introduction

With the continuous development of network information technology, the new profession of "Internet Celebrity" has emerged. They gather a large number of attention and followers through social platforms, and internet celebrities rely on Internet platforms and new media platforms to promote themselves, forming a huge fan and targeted marketing market while gaining attention, and deriving various consumer markets, eventually forming a complete internet celebrity industry chain is formed. Due to the injection of capital, the number of fans and clicks of internet celebrity has the ability to be realized, forming the Internet Celebrity Economy.

In recent years, the construction of modern agriculture has continued to advance, and new agricultural business entities have emerged, which have played an important role in promoting the adjustment of agricultural industry structure and increasing farmers' income, some regions have also applied this flow to better and more efficiently carry out the construction of beautiful countryside, showing a positive development in many dimensions. However, some challenges have also emerged. In order to better promote rural development and realize rural revitalization, this paper puts forward suggestions for the development of emerging agriculture.

2. Development Trend of Agricultural Business in Recent Years

The rural "Internet Celebrity" economy needs to be based on the development of new agricultural operations. In recent years, the construction of modern agriculture has continued to advance, and new agricultural business entities have emerged, which have played an important role in promoting the restructuring of the agricultural industry and increasing farmers' income, showing a positive development trend in several dimensions.

2.1. Diversified Development of Business Subjects

The family joint production contract responsibility system promoted after the reform and opening up has changed the small farmer's economy that has lasted for 2000 years in history. The development of market economy and urbanization has promoted the transformation of

agricultural production methods, and the income structure of farmers has also changed. Agriculture has gradually become a side business for farmers, and diversified business mechanisms have become the norm. Governments at all levels continue to increase the policy support to encourage and support business entities, and stimulate farmers' planting enthusiasm. According to statistics, more than 90,000 leading enterprises nationwide have signed orders with farmers at a rate of 55%, and the operating income of contracted farmers has increased by 50% compared to unsigned farmers. With more farmers involved in agricultural production, the new agricultural business entity team continues to grow.

2.2. Broadening of Farmers' Income Channels

The subjects keep pace with the times and use the Internet, big data, cloud computing and other advanced information technologies to continuously develop new industries and new business models such as central kitchens, customized dishes and automated distribution, leading the transformation and upgrading of rural industries. The state continues to implement various policies on rural e-commerce development, taking financial subsidies, loan subsidies and other means to drive the development of rural e-commerce with central financial funds. Rural e-commerce has been integrated with the rural economy, influencing each other and developing together, and in this context, there are more and more Taobao village clusters. Informatization and networking have stimulated the pioneering drive of new agricultural business entities to enter into new markets, promoting an organic and coordinated combination of planting, sales, logistics, technology, marketing and other fields.

3. Problems of Agricultural Business in the Context of "Internet Celebrity" Economy

Based on the product characteristics of seasonality and homogeneity of agricultural products, the point-to-point and chain market supply and sales cannot rapidly enhance the business efficiency of agricultural business entities. The supply of agricultural products is challenged by natural environment, market supply, social demand and other aspects, which indirectly harms farmers' interests, so it is urgent for agricultural business entities to expand new sales channels.

3.1. Low Degree of Consumer Satisfaction

Agricultural products are publicized and promoted through short videos and live broadcast and other self-media platforms to increase the sense of immersion of online experience, present the resources of rural original ecological products to consumers more directly, attract consumers effectively and broaden the online channels of agricultural products. However, the rapid development of self-media platform applications and the special characteristics of agricultural products themselves have also exposed many problems. According to the relevant survey, consumers' satisfaction with the live broadcast of agricultural products, the anchor, the content and the products themselves still needs to be improved.

3.2. Lack of Brand Shaping Ability

Influenced by factors such as geographic location and the quality of practitioners, most agricultural operators focus only on production, sales are limited to middlemen acquisition, wholesale sales in the market and other conventional channels, agricultural and sideline products with regional characteristics due to the low level of e-commerce diversion, unable to shape the brand image. Many e-commerce platforms launched a wide range of agricultural and sideline products promotion, The mutual suppression in the low-price range hurts the farmers' enthusiasm for production.

Due to the uncontrollable quality of agricultural products, it is impossible to introduce standardized production and establish quality grading and quality control system. Although the

special agricultural products in some areas have a certain scale of planting and breeding, their product structure is relatively single and the supporting services such as pre-production and post-production are not well connected. Influenced by market demand, the effect of increasing the number of agricultural products or lowering the price to achieve farmers' income is poor, and some products are not sold due to information asymmetry and blind production. There is even vicious competition of counterfeit and shoddy products, which seriously damages the local image.

3.3. Limited Scale of Development of Rural Characteristic Industries, Lack of Industrial Chain

As some villages do not have an overall characteristic industry planning, most farmers still stay in the situation of sporadic planting or breeding of one family, which leads to the characteristic industry cannot form a scale, and lacks the ability of further processing and comprehensive development and utilization of agricultural and sideline products, resulting in a short characteristic industry chain and little profit space.

3.4. Difficult to Guarantee the Quality of Agricultural Products and Lack of After-sales Service

Agricultural products using self-media platforms for marketing, most of the promotion channels rely on human networks, friends and family based on trust on the quality of agricultural products will not pursue too much, and do not care about the brand. But to expand the consumer base, just rely on interesting content, the influence of the anchor, no quality assurance is not possible. New farmers to carry out their own agricultural products live, there is no relevant inspection and quarantine certificate, there is no uniform quality standards for agricultural products, which is the main problem that consumers worry about the agricultural products promoted from the self-media platform. After the marketing and promotion of many agricultural products in the self-media platform, because of the scattered farmers, poor rural logistics infrastructure, cold chain distribution system and courier cannot keep up, often cannot be delivered in time, very easy not fresh or even rotten, which is one of the main indicators of low consumer satisfaction. On the other hand, it is difficult to get timely feedback and treatment through the platform when problems arise after the sale of agricultural products that are traded through short video and live broadcast platforms.

4. Development Strategy of Rural Revitalization based on Internet Celebrity Economy

4.1. Create High Quality Internet Celebrity and Enhance the Content Connotation

Many new farmers have the experience of making short videos or live broadcasts. Since they have not gone through systematic learning and their professional standard is low, but they are familiar with rural areas and understand agricultural products, and can provide good production content on rural topics, so the local government or industry should select anchor talents from these new farmers, conduct professional training, and build them into Internet Celebrity to promote the development of new business mode of marketing local special agricultural products. Whether it is knowledge-based marketing represented by graphic information of WeChat public number, or short video marketing with storyline performance, and live broadcast, it is inseparable from content creation and process display. Textual content, video content, and live talk all need to be professional, interesting, and able to capture the pain points of consumers. Self-media marketing is mostly based on social media platforms, with obvious user preferences. Consumers who buy agricultural products are more at the extremes

of the segmented market, and content creation should be precisely targeted at this segmented market.

4.2. Cultivate "Internet Celebrity" Special Industries According to Local Conditions

Regulate the production of agricultural business entities. Research the production and sales process of agricultural products, standardize the selection, sowing, processing, packaging and sales standards, and guide the agricultural business entities in variety cultivation, quality improvement, brand building and standardized production. Relevant competent departments should supervise the production and operation mode of agricultural business entities to enhance the quality of agricultural products through strict quality monitoring of the whole process, create regional brands of agricultural products and extend the life span, so that agricultural business entities can enjoy the brand premium benefits. Implement the development model of agricultural tourism integration. Improve the appearance of villages, develop the planting of sightseeing crops or fruit and vegetable picking projects, and increase live broadcast or small video promotion and publicity to attract more attention from netizens. Develop cultural tourism, improve rural roads, and plan and develop agricultural tourism experience bases and tourism lines to enhance visitors' on-site experience and let urban residents experience the joy of picking. Packaging agricultural and sideline products "Internet Celebrity" brand.

4.3. Accelerate the Construction of "Internet Celebrity+" Talent Team

Carry out "Internet Celebrity" live skills training. Establish and improve incentive mechanisms, coordinate training resources from various parties such as live broadcast platforms and local media centers, and train a group of positive energy "Internet Celebrity" with local characteristics and those who understand "Internet Celebrity" through a combination of offline and online content such as traffic inclination, technical training and operation assistance. Continuously optimize the space of township business incubation centers, encourage college graduates and young people to move in, develop new industries such as leisure agriculture, entrepreneurial agriculture and rural e-commerce, and cultivate a reserve force of agricultural business entities.

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