A Case Study of the “Live Streaming + Short Videos” E-commerce Model for Agricultural Products

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Abstract: With the rapid evolution of the media industry and continuous technological advancements, short videos and live streaming have experienced a significant surge in popularity and gained immense favor among individuals. Consequently, short video live streaming has emerged as a novel business model, enabling companies to augment their sales and foster business growth. In line with the government’s active promotion of rural revitalization, farmers utilizing short video platforms to conduct live broadcasts have become a pivotal approach to enhance sales of rural products and stimulate agricultural and rural development. This article aims to explore the contextual factors that have given rise to the new agricultural marketing model, “Internet + Agriculture,” and delve into its profound implications, specifically, the shift from marketing based on material attributes to emphasizing product quality. By analyzing the macro environment, competitive landscape, and employing a SWOT analysis using Alibaba’s Taobao Live platform as a case study, this article investigates the merits and drawbacks of the agricultural e-commerce model encompassing live streaming and short videos. Furthermore, it proposes suitable development strategies to address the challenges and issues that arise during its rapid expansion.

Keywords: Live streaming, Short videos, E-commerce model, Agricultural products.

1. Introduction

With the continuous development of the short video and live streaming industries, a new e-commerce model has emerged known as “live streaming e-commerce” or “live streaming marketing” [1]. This model involves interacting with users through live streaming platforms, recommending products during the interaction, and attracting consumers to make purchases. “Live streaming e-commerce” can help improve consumers’ shopping experience and open up sales channels for many products with guaranteed quality and services [2]. However, online live streaming must comply with relevant laws and regulations. On July 1, 2020, the China Advertising Association formulated the “Code of Conduct for Online Live Marketing Activities”. On March 15, 2021, the State Administration for Market Regulation formulated the “Measures for the Supervision and Administration of Online Transactions”. Under the attention and regulation of the government, the live streaming e-commerce industry has gradually become standardized. However, there are still various celebrity anchors who use false information and language to deceive consumers during live streaming marketing, so the industry still requires government control to regulate it [3].

As shown in Figure 1, China’s online retail sales reached a staggering $2,779 billion in 2021, with a growth rate of 21% compared to the previous year. Not only China, but other countries such as the United States, Japan, and India have also experienced growth in their online retail sales. This demonstrates that China is the top country in terms of online retail sales, and the expansion of online retail sales in many countries shows the great potential for growth in this industry. The integration of physical and online sales channels has become a long-term trend, creating a business ecosystem that can generate more employment opportunities [4].

As shown in Figure 2, the agricultural product influencers on Douyin e-commerce are mainly distributed in new first-tier cities and second to fourth-tier cities, with the largest proportion (25%) located in third-tier cities, followed by second-tier cities (22%), new first-tier cities (19%), and fourth-tier cities (16%). It can be observed that agricultural

Figure 1: Bar chart of the Top 10 countries in online retail sales in 2020-2021

Figure 2: Distribution of Douyin e-commerce agricultural product influencers by city level in May 2022
products are mainly concentrated in third, second, and new first-tier cities, with Xinjiang being mainly fifth-tier cities with a relatively small proportion. The advantage of this is that there is less competition in the market for similar products in the same region, while the disadvantage is that facilities such as logistics and e-commerce bases are relatively backward compared to other city levels, and therefore require continuous development.

2. Literature Review

Livestreaming e-commerce refers to the practice of introducing goods by the hosts in live broadcasts on platforms such as Douyin, Kuaishou, Taobao, JD.com, and Video No. The interaction during livestreaming is stronger and more engaging than other e-commerce formats, allowing users to ask questions in real-time and get immediate answers from the host. Livestreaming e-commerce often offers significant discounts, which is attractive to consumers, and bypasses intermediaries allowing for lower-priced goods for users, increased sales for businesses, and commission for the hosts.

The term Gross Merchandise Volume (GMV) refers to the total transaction value within a specified time period, including unpaid orders. During livestreaming data analysis, GMV for top hosts is calculated over a given period, followed by a data analysis. User Value (UV) is calculated as total sales divided by the total number of viewers. Return on Investment (ROI) refers to the investment return rate. Pageviews (PV) represent the total number of viewers for a live broadcast. Public domain traffic refers to traffic acquired through paid promotions or other events that are temporary and non-retentive. In contrast, private domain traffic refers to the traffic resources that can be repeatedly and freely utilized without payment, such as self-media, user groups, and WeChat accounts.

The combination of short videos and live streaming has emerged as a popular e-commerce model, which maximizes the benefits of both. Short videos can serve as a supplement to live streaming, with entertaining snippets of the broadcast, and unique music pieces, which can attract more viewers. The integration of short videos into live streaming e-commerce can improve the conversion rate of sales and build consumer trust, which short videos alone cannot achieve. The “short video + live streaming” e-commerce model provides dual benefits of increasing followers and generating revenue.

Li et al. (2022) explored the impact of agricultural product hosts’ characteristics and livestreaming features on the business effectiveness of agricultural product livestreaming sales [5]. The results showed that the average number of viewers per session has a significant positive influence on the effectiveness of agricultural product livestreaming sales. Increasing the number of viewers per session is an important means to improve the business effectiveness of livestreaming. Livestreaming platforms, merchants, and the government should further cooperate to maintain and promote the healthy development of the agricultural product livestreaming industry. Gao (2022) conducted research and analysis on innovative ways of agricultural product internet marketing in the context of short videos and livestreaming, aiming to provide reference for agricultural product internet marketing research [6]. With the development and progress of internet technology, consumer demands are increasing, and professional video producers have started to enter the field of agricultural product promotion through livestreaming, making agricultural livestreaming and video technologies more sophisticated. Shi et al. (2021) elaborated on the advantages of the agricultural product marketing model in the context of “short video + livestreaming” and analyzed the existing problems in the current agricultural product marketing model, proposing corresponding optimization strategies [7]. Ciren et al. (2021) focused on analyzing the development status of the “livestreaming + short video” agricultural product e-commerce model using saffron as an example. They fully analyzed various problems existing in the “livestreaming + short video” agricultural product e-commerce model and provided relevant recommendations [8]. Lin (2020) specifically analyzed the advantages and key points of the “livestreaming + short video” agricultural product e-commerce model. Feng et al. (2020) conducted investigation and analysis on the rapid growth of livestreaming e-commerce, the advantages of short video livestreaming in agricultural product sales, and the pain points of short video livestreaming e-commerce in agricultural product sales [10]. They proposed major measures to enhance the effectiveness of short video livestreaming e-commerce for agricultural products. Deng & Luo (2019) provided pathway analysis for the entrepreneurial practice of “short video + livestreaming” e-commerce by new farmers, analyzed the difficulties faced by new farmers in “short video + livestreaming” e-commerce, and proposed corresponding suggestions and recommendations for the entrepreneurial practice of “short video + livestreaming” e-commerce by new farmers [11]. Garg & Singhal (2022) proposed that the digitization of agricultural sales is the future of India, but there are many difficulties and challenges in the digitization and commercialization of agricultural products [12]. Hong (2020) conducted an analysis of agricultural product marketing [13] and agricultural economic development in the era of “Internet+.”

Regarding livestreaming sales in foreign countries, it has also been influenced by the trend in China. Although livestreaming sales exist in foreign countries, they are still in the early stage of development and have not fully matured. China stands out in this new trading model and is at the forefront of the world. Therefore, it is necessary for China to continuously summarize.

3. Current Status of Development and Problems of the Live-streaming and Short-video-based Agricultural E-commerce Model
3.1 Current Development of Agricultural Live-streaming

In 2022, the transaction volume of Xinjiang’s live-streaming e-commerce has reached 3.243 billion yuan, a year-on-year increase of 10.72% compared to 2.929 billion yuan in 2021. The number of live viewers has reached 458 million, a year-on-year increase of 61.27% compared to 284 million in 2021, and the number of live sessions has also steadily increased.

Overall, the current development of live-streaming e-commerce is booming. With the addition of new agricultural live-streaming hosts this year, the transaction volume and viewership have both increased, indicating the enormous development potential of the live-streaming e-commerce industry.

3.2 Problems Existing in the Current Live-streaming and Short-video-based Agricultural E-commerce Model

Lack of professional talents and live-streaming-related skills are the main challenges faced by farmers and their teams, as shown in Table 1. The “live streaming + short video” e-commerce model allows farmer broadcasters or short video bloggers to gain traffic through live streaming and short video releases. However, a person trying to learn these skills alone will spend a lot of time and may make many technical errors. To successfully operate a short video account like Douyin or Kuaisou, a team with many abilities is needed, including scripting, copywriting, shooting and editing, strong language skills, agility in controlling the live broadcast, adaptability, and quick thinking. For practitioners like farmers who have not specialized in relevant knowledge, it is difficult to learn these skills in a short period through self-study. A successful video account cannot do without a professional team. Farmers themselves have varying levels of quality and lack training in professional skills and interactive abilities with their audiences. Continuously introducing the characteristics of agricultural products is unlikely to increase user stickiness. Maintaining a good public image is also difficult, and when the farmer or broadcaster’s image changes drastically from their original brand, or if they do anything that is morally reprehensible, the whole team’s efforts are likely to go to waste [14].

3.2.2 Lack of Professional Talent and Live-streaming Skills

For agricultural products, standardized products, branding, and differentiation are important conditions for enhancing influence and market competitiveness. Today, agricultural products are severely homogenized, leading many live broadcasters to engage in price wars to enhance their market competitiveness due to a lack of differentiation. However, consumers are not only interested in price but also value the health properties and quality of agricultural products [15]. Non-standardized products, which are the main characteristics of agricultural products, lack clear definitions. Before most agricultural products are sent to customers, they have not undergone strict screening, grading, packaging, safety assessment, and other processes, resulting in a wide range of quality levels. Furthermore, some broadcasters have no moral compass and engage in fraudulent advertising, exaggerating the benefits of their products, and leading consumers to have high expectations only to be disappointed when the products are not what they were promised. This fraudulent behavior seriously affects the local brand image and erodes consumer trust.
3.2.3 Lack of Professional Talent and Live-Streaming Skills

Table 1 indicates that broadcasters feel that the facilities and supporting hardware are inadequate, accounting for 36.27% of the total. To successfully operate a video account, including cameras or smartphones, background boards, microphones, brackets, and fill lights, are necessary. Shooting short videos requires even more props, such as wigs, special costumes, and other items that increase the interest of the video. Outdated equipment and logistics equipment are also major problems. Agricultural products are known to be seasonal fresh products, and the “live streaming + short video” e-commerce model’s success depends on timely and efficient logistics. However, many farmers lack access to advanced logistics equipment and services, further hindering the growth of their e-commerce business.

4. Competitive Environment Analysis of “Live Streaming + Short Videos” Agricultural Product E-commerce in the Case of “Jiangyu A

4.1 Bargaining Power of Suppliers

Table 2: Bargaining Power of Suppliers in China’s Fresh Agricultural Product E-commerce Industry

<table>
<thead>
<tr>
<th>Types of Fresh Agricultural Product E-commerce</th>
<th>Supplier Related Situation</th>
<th>Bargaining Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platform-based Fresh Agricultural Product E-commerce</td>
<td>For platform-based fresh agricultural product e-commerce, they usually lack the capability to establish a vertical e-commerce model themselves and cannot achieve backward integration of products.</td>
<td>Strong</td>
</tr>
<tr>
<td>Vertical-based Fresh Agricultural Product E-commerce</td>
<td>For vertical-based fresh agricultural product e-commerce, they own their own farms and are relatively their own suppliers.</td>
<td>Weak</td>
</tr>
<tr>
<td>Integrated Fresh Agricultural Product E-commerce</td>
<td>For integrated fresh agricultural product e-commerce, they do not have their own farms but have their own logistics system and website.</td>
<td>Average</td>
</tr>
</tbody>
</table>

Source: Compilation of Public Information

Among them, the e-commerce model of “Live Streaming + Short Videos” for agricultural products by “Jiangyu A” belongs to the vertical-based fresh agricultural product e-commerce model. “Jiangyu A” has its own farm and is its own supplier, so the bargaining power of suppliers for “Jiangyu A” is relatively weak.

4.2 Bargaining Power of Buyers

The buyers of “Live Streaming + Short Videos” agricultural products have strong bargaining power. “Jiangyu A” primarily faces individual consumers who make relatively small one-time purchases. The cost of choosing alternative products is not very high. There are many accounts conducting agricultural product live-streaming sales, so buyers can easily purchase honey from other accounts instead of exclusively buying from “Jiangyu A”.

4.3 Threat of New Entrants

Due to the simplicity of entering the “Live Streaming + Short Videos” agricultural product e-commerce model and the significant homogeneity of agricultural products, there is a significant threat from new entrants. Selling agricultural products through live streaming only requires an ID card and a business license. If selling self-produced agricultural products for self-consumption, a business license is not required. Moreover, the process of selling agricultural products through live streaming is relatively simple, with low costs and easy entry. However, the efficiency of live streaming may be low, requiring a longer cycle. It is an industry that is easy to enter but difficult to rise in, so precautions against new entrants should still be taken. It is essential to enhance the uniqueness and branding of one’s own agricultural products.

4.4 Threat of Substitutes

Table 3: Substitutes for Honey and Their Characteristics

<table>
<thead>
<tr>
<th>Food</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honey</td>
<td>Unique sweetness and smooth texture, high nutritional value</td>
</tr>
<tr>
<td>Maple Syrup</td>
<td>Provides sweetness for baked goods, great for baking</td>
</tr>
<tr>
<td>Fructose</td>
<td>Thicker consistency and deeper sweetness</td>
</tr>
<tr>
<td>Coconut Syrup</td>
<td>Delivers the aroma of coconut</td>
</tr>
<tr>
<td>Brown Sugar</td>
<td>Rich, deep sweetness, enhances appetite with its dark appearance</td>
</tr>
<tr>
<td>Fruit Juice</td>
<td>Additional fruity flavor</td>
</tr>
</tbody>
</table>

Source: Compiled from Baidu

The best-selling product for the Jiangyu A account is honey, as shown in Table 3. The substitutes for honey include maple syrup, fructose, coconut syrup, brown sugar, and fruit juice. These food items can be used as alternatives to honey for flavoring purposes. Although there are several substitutes for honey, they do not pose a significant threat to its market position within the same category. This is mainly due to the health attributes and unique flavor of honey. Nowadays, the younger generation has a growing awareness of health and wellness, and honey remains popular as a traditional nutritional supplement. When a sweeter is needed, people tend to prefer “no sugar, only honey.” Additionally, honey has its own irreplaceable qualities, including its health benefits, nutritional attributes, and distinctive flavor. Therefore, the threat from substitutes for honey is relatively weak.

4.5 Intensity of Competitive Rivalry

The fresh agricultural products e-commerce industry is still in the early stages of development, and the market is not as mature as in other industries. There are relatively few participants, and the products offered by competitors are non-standardized. As a result, the competition among existing rivals is relatively weak. However, the fresh agricultural products e-commerce industry is more developed in foreign countries. For example, there are next-day delivery models in Japan and the UK, as well as small group purchasing orders in the United States. It is important to be aware of the potential invasion of the Chinese market by overseas fresh agricultural products e-commerce companies. Moreover, it is necessary to learn from the essence of the overseas fresh agricultural products e-commerce industry and improve one’s overall competitiveness in the market.
5. SWOT Analysis of the Development of the “Live Streaming + Short Video” Agricultural E-commerce Model Based on the “Jiangyu Alimu”

5.1 Advantages Analysis

5.1.1 Dual support from national policies and platform traffic, achieving targeted poverty alleviation

In recent years, China has successively introduced relevant policies to promote the development of rural e-commerce, providing strong support in terms of funding, technology, and other aspects, which has provided a solid guarantee for the rapid development of the rural e-commerce industry. Short video and live streaming platforms have also launched multiple plans and activities to support the development of rural e-commerce. Platforms such as Douyin have introduced the “Fu Yu Plan” and the “New Farmer Plan,” while KuaiShou has initiated the “Joining Hands to Support Agriculture” and “Celebrating Harvest and Prosperity” activities. These initiatives will provide traffic support for agricultural product marketing, jointly drive rural industrial development, achieve targeted poverty alleviation, and contribute to rural revitalization.

In July 2022, in the Jiangyu Alimu in Xinjiang, Liu Yuanjie, also known as the Jiangyu Alimu, served as a member of the Political Consultative Conference in Jiangyu Alimu. It is because of the dual support from national policies and platforms that his efforts have not been in vain and have promoted a boom in agricultural products in Jiangyu, Xinjiang.

5.1.2 Combination of live streaming and short videos, quick monetization of traffic

Liu Yuanjie, in the “Jiangyu Alimu”, was questioned about the authenticity of his background during his live streams. If he had only stayed in the field of live streaming, he would not have gained such rapid popularity [16]. It is because he later responded to netizens’ doubts with short videos that his short videos became humorous and interesting. Due to the strong spread of short videos, he quickly became popular across the entire internet. Moreover, short videos are not bound by time constraints. When you are live streaming, consumers can only purchase goods during your live broadcast, while the advantage of short videos is that consumers can watch his videos anytime and anywhere, learn about the honey of Alimu, and place orders. However, if there are only short videos, there won’t be immediate interaction with consumers, and it will be difficult to bridge the gap with consumers. Therefore, the “live streaming + short video” agricultural e-commerce model is needed to complement each other.

5.1.3 Low entry barriers, high acceptance among rural entrepreneurs

Liu Yuanjie, in the Jiangyu Alimu, whose family was not wealthy, dropped out of school in 2016 and worked in a furniture factory. Later, he learned about copywriting and software development through his own exploration and experience. After a failed business venture, he started his business in Xinjiang, which shows that the “live streaming + short video” agricultural e-commerce model does not require wealth or higher education to participate. Farmers, who are familiar with their own products, find the current platforms to have simplified operational procedures. Live streaming and creating short videos have become increasingly simple, resulting in a high acceptance rate among rural entrepreneurs.

5.1.4 Effectively stimulating agricultural product consumption, high transaction efficiency

Purchasing products through the “short video + live streaming” platforms is usually impulsive consumption. The average value of goods purchased is directly proportional to the length of time consumers make purchase decisions. Moreover, an increasing number of agricultural product short videos or live streaming content focus on food production processes and healthy living, attracting consumer attention and effectively stimulating agricultural product consumption. Short video and live streaming platforms use big data recommendation algorithms to accurately push potential users. Every user who is recommended a short video or enters a live streaming room has the potential to become a buyer of agricultural products, greatly improving the transaction efficiency of agricultural.

5.2 Disadvantages Analysis

5.2.1 Insufficient originality of content, making it difficult to maintain high-quality content

In the era of new media, “content is king”, and content operation is the link between products and consumers. Continuously outputting original and high-quality content is an important way for “short video + live streaming” e-commerce to attract fans, enhance fan stickiness, increase conversion rates, and establish trust. However, currently many short video and live streaming content are similar and lack highlights. For example, if a short video of agricultural products becomes popular, there will be a group of copycats or imitators shooting similar footage, using the same background music and copywriting, without fully exploring and integrating local characteristics. This leads to consumer aesthetic fatigue, low desire to purchase agricultural products, low conversion rates, and difficulty in forming user stickiness.

5.2.2 Serious homogenization of agricultural products

Agricultural products are often very similar to each other. When one type of agricultural product becomes popular, many enterprises or brands will follow suit in production and sales, resulting in increasingly serious homogenization of agricultural products. Agricultural products themselves lack differentiated value. Although the brand named “Skill Pack” is owned by Jiangyu Alimu, its differentiation is still not enough to occupy most of the market.

5.2.3 High operating costs

Jiangyu Alimu often describes in his short videos how some consumers give his products malicious negative reviews, and makes videos to mock them. It can be imagined that there are
even more negative reviews that we cannot see, which also need to be handled by his team. This increases the operating costs. In addition, the live streaming time of Jiangyu Alimu’s account has also decreased, possibly due to the behind-the-scenes work of customer service and other tasks that need to be handled.

5.3 Opportunity Analysis

Table 4: Internet user scale and short video user scale.

<table>
<thead>
<tr>
<th>Time</th>
<th>User Name</th>
<th>User Scale</th>
<th>Compared to December 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>June, 2022</td>
<td>Total Internet Users</td>
<td>1.051 billion</td>
<td>Increased by 19.19 million</td>
</tr>
<tr>
<td></td>
<td>Short Video Users</td>
<td>0.952 billion</td>
<td>Increased by 28.05 million</td>
</tr>
<tr>
<td></td>
<td>Rural Internet Users</td>
<td>0.293 billion</td>
<td>Increased by 1.2 percentage</td>
</tr>
</tbody>
</table>

Data Source: Report on the Development of China’s Internet Network

5.3.1 Large Scale of Internet Users

According to Table 4, it can be seen that there is a large number of internet users currently. As of June 2022, the total number of internet users reached 1.051 billion, with 0.952 billion users accessing short videos. In the entire Xinjiang province, there are only 25.89 million people, so promoting their agricultural products through live streaming on the internet can reach a larger audience. The number of internet users continues to increase, which also increases the probability of success for live streaming e-commerce entrepreneurship.

5.3.2 Supportive Policies for Rural E-commerce Introduced by the Government

The government has introduced supportive policies for rural e-commerce, prioritizing comprehensive demonstrations in poverty-stricken areas and underdeveloped regions. These policies aim to increase employment rates and income channels through e-commerce in rural areas, promote poverty alleviation and development, improve the e-commerce environment in rural areas, establish distribution centers for rural areas in the “Twelfth Five-Year Plan,” develop third-party logistics, and accelerate the construction of a low-cost and efficient agricultural product marketing network. It is necessary to cultivate talents for rural e-commerce, create a favorable online consumption environment, strictly deal with rural e-commerce operators who engage in false advertising and sell counterfeit products, prohibit them from conducting live streaming and short video marketing, and apologize to consumers. This will effectively enhance consumers’ trust in rural areas and suppress illegal activities such as online sales of counterfeit and inferior goods. It is also important to vigorously cultivate rural talents and encourage entrepreneurship and employment through the internet.

With strong support from national policies and the impact of the COVID-19 pandemic, many offline sales have stagnated, leading to a trend of integration between rural e-commerce live streaming and industry development. People are widely using short videos or shopping platforms to showcase authentic rural production and life scenes, thereby promoting the sales of agricultural products, and creating distinctive agricultural product brands.

5.3.3 Increasing Number of Paying Users in the Live Streaming Industry

![Figure 5: Scale and Predicted Trend of Paying Users in China’s Live Streaming Industry from 2016 to 2022](image)

Data Source: Qianji Investment Bank, Asset Information Network, Sullivan, China Industrial Research Institute

From Figure 5, it can be observed that the number of paying users is increasing, and the payment rate is gradually increasing as well. People are becoming more accustomed to purchasing products or paying for enhanced experiences on e-commerce platforms. This presents a favorable opportunity for entrepreneurship in the agricultural product e-commerce sector.

5.4 Threats Analysis

We cannot ignore the new challenges faced by the development of rural e-commerce. There are significant development gaps between Xinjiang and developed areas, with a focus on selling primary agricultural products at low prices. Other challenges include an incomplete support service system for rural e-commerce and a lack of talent. In the future, rural e-commerce in China will achieve new breakthroughs in five key areas: 1) fresh agricultural products in the kitchen becoming a new growth point for consumption; 2) closer integration of poverty alleviation and industrial poverty reduction through e-commerce; 3) further integration of online and offline development in modern agriculture; 4) accelerated promotion of urban-rural integration; and 5) continuous growth of rural entrepreneurship and innovation.

6. Recommendations for Optimizing the “Live Streaming + Short Videos” e-commerce Model for Agricultural Products

6.1 Strictly Controlling Product Quality and Building Regional Branded Products

With the improvement of living standards, people are paying more attention to the quality of products related to their health. Farmers should enhance the quality of their agricultural products by implementing standardization and scale in cultivation, production, processing, packaging, logistics, and storage. Local government departments should improve the quality certification system for agricultural products, complete the “Three Guarantees and One Label” certification, and strictly regulate hygiene in the planting, processing, and storage locations of agricultural products. Severe penalties should be imposed on enterprises producing counterfeit,
substandard, and unsafe agricultural products, thereby ensuring the quality and safety of agricultural products. Learn from the example of “Jiangyu Alimu” to establish trust with consumers by building a brand image and guaranteeing the quality of products. Branded agricultural products are more likely to gain consumer trust. In addition to meeting quality and safety standards, to avoid homogeneity with other products in the market, cultural connotations of local agricultural products should be conveyed through short videos and live streaming. Government departments should mobilize resources to shape regional branded products, tell compelling brand stories, integrate the nutritional value and cultural significance of agricultural products into the brand, and effectively use geographical indications of agricultural products to attract social attention and increase brand awareness.

6.2 Conducting Quality Content Marketing by Integrating Live Streaming and Short Videos

In the era where content is king, it is essential to consider what kind of short video content can attract consumers and how to retain their interest through live streaming. Therefore, there is a need for higher requirements in terms of visual content, such as clear and exquisite visuals and engaging content. It is important to avoid imitating or producing low-quality content. A high-quality short video should pay attention to the setting of cover images and titles, editing of product content copy, script development, music selection, and optimal publishing time.

During live streaming, hosts can showcase the production and processing processes of agricultural products, interact with viewers, and enhance the trust and likability of the hosts. Additionally, highlights from live streams can be repurposed into short videos to allow consumers to learn about agricultural products without having to wait for live broadcasts.

6.3 Improving Rural Logistics Systems

To promote the rapid development of “Live Streaming + Short Videos” e-commerce and ensure the fresh sales of agricultural products from impoverished mountainous areas to cities, it is necessary to improve rural logistics systems. The government should plan rural road construction properly, improve the main transportation system for agricultural products, establish rural e-commerce distribution service networks based on delivery points and cooperatives, create green logistics channels for agricultural products, and bridge the “last mile” of logistics for the “Live Streaming + Short Videos” e-commerce of agricultural products.

6.4 Establishing Professional Talent Teams and Cultivate High-quality Farmer Anchors

Considering the complementary expertise among different farmers, it is important to form teams comprising talented individuals with diverse professional skills. With the guidance of these high-quality teams, it is crucial to identify essential equipment to reduce trial and error costs, develop scripts for live streaming and short videos, plan content copy, and gain proficiency in filming and editing under the leadership of professional teams. Firstly, local governments should play a leading role by actively nurturing local skilled talent and farmer anchors while establishing talent incentive policies to attract graduates with e-commerce-related expertise to start businesses in rural areas. Secondly, local higher education institutions should deepen their awareness of serving rural areas and encourage professional teachers to conduct knowledge and skills seminars on “Live Streaming + Short Videos” e-commerce, such as practical training courses on short video and live streaming techniques, online store operation and promotion, customer service, and management. Thirdly, forming teams consisting of farmers and e-commerce students to support and learn from each other would be beneficial. Farmers can learn about e-commerce expertise from the students, while the students can acquire knowledge about agricultural products.

7. Conclusion

The “Short Videos + Live Streaming” e-commerce model for selling agricultural products as an emerging trend faces numerous difficulties and challenges during its development. To address issues of product homogeneity and quality safety, the government should strictly regulate the quality and safety of agricultural products. Agricultural businesses can learn from the example of “Jiangyu Alimu” to build unique branded agricultural products. This involves enhancing the differentiation value of their own agricultural products and establishing an independent brand image, following the two-pronged approach. For content marketing, farmers need to improve the quality of their short videos. They should create accounts with personal characteristics, with a focus on developing individual personas for the hosts and creating a compelling brand story. Learning from the success of Douyin’s platform with “Jiangyu Alimu,” they can integrate their personal traits into their creations. Both live streaming and short videos should be leveraged, but it is important to prioritize and distinguish between them. My suggestion is to prioritize live streaming and use short videos as a supporting tool. Improving the rural logistics system is crucial to connecting rural products with densely populated urban areas. It also helps attract more talent and cultivate outstanding farmer anchors while establishing professional talent teams. By utilizing the “Short Videos + Live Streaming” e-commerce model, the sales channels for agricultural products can be expanded, allowing local specialty agricultural products to reach beyond rural areas. This will effectively promote rural economic development and contribute to rural revitalization.

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