Research on the Communication of Agricultural Product Brands by E-commerce Livestreaming

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ABSTRACT

With the advent of the Internet + era, the e-commerce livestreaming industry has also ushered in a period of rapid development. In the face of the continuous transformation and upgrading of agricultural product consumption, how to make good use of the new form of e-commerce livestreaming to speed up the communication of agricultural product brands has become a hot topic of concern. This paper analyzes the characteristics of the current e-commerce livestreaming environment, the dilemmas and advantages of agricultural product sales in e-commerce livestreaming, the cases of agricultural product brands, and the development prospects of agricultural products in e-commerce livestreaming. At the same time, it also makes a more in-depth discussion on the form of brand communication of "e-commerce livestreaming + brand" in the field of agricultural products. Meanwhile, combined with relevant analysis, it proposes reference strategies to enhance the trust of agricultural products in the environment of e-commerce livestreaming from the aspects of e-commerce livestreaming, e-commerce anchors, agricultural products themselves and brand orientation.

Keywords: *E-commerce livestreaming, Agricultural products, Brand communication, Communication model, Brand trust.*

1. INTRODUCTION

With the rapid development of the Internet, the e-commerce livestreaming industry has also ushered in a period of rapid development and some agricultural products with local characteristics have gradually entered the lives of consumers by taking advantage of this tuyere. During the COVID-19 epidemic, the public welfare livestreaming with the theme "Thank You for Sharing the Bill with Hubei" once became a hot spot, which was conducted by Zhu Guangquan, a very famous host of CCTV, and Li Jiaqi, the foregoer of the e-commerce livestreaming platform. Together, they had a cross-border livestreaming debut, and at its peak, the number of people in the live broadcast room reached 10 million. According to relevant data, in this three-hour e-commerce livestreaming sales, Hubei agricultural products worth 40 million yuan were sold to all parts of the country, showing the influence of e-commerce livestreaming on the sales of agricultural products.

And with the change in the concept of mass consumption, the consumption of agricultural products is also constantly transformed. It is not difficult to find that in the livestreaming environment of e-commerce, agricultural products with a certain branding will be more popular with the public, and consumers will naturally associate the brand with the quality. Therefore, the public continues to put forward higher standards in terms of the quality of livestreaming products, especially agricultural products.

However, there are many similarities in the current agricultural product brands. Due to the advantages of native natural conditions, most agricultural products are named after regional names, such as "West Lake Longjing Tea", "Northeast Rice", etc., but there is still no direct brand differentiation, and most of them use regional characteristics as a selling point. As a result, in the e-commerce livestreaming, most consumers don't have agricultural product brands they trust, but have some solidified thinking. For example, when they hear goat's milk, they will think of Australia; but in fact, there are still different brands of milk

powder imported from Australia, and the quality of them is also different.

At the same time, the agricultural products in the e-commerce livestreaming have greatly decreased the trust of consumers in agricultural products due to food safety issues. Many consumers have reported that the quality of the agricultural products in the hands of the anchors is very different from the ones they actually receive. The fist-sized kiwifruit is only the size of an egg, and issues such as "true and false Wuchang rice" questioning the quality of food safety have also repeatedly appeared in the public view. Even in the 315 evening in 2019, CCTV directly criticized by name the chaotic problem of local egg agricultural products on the market. It can be seen that the current problems of agricultural products should not be underestimated.

In today's "Internet +" era, the cooperation between e-commerce livestreaming and agricultural product brands has become more and more extensive. With the vivid and intuitive advantages of e-commerce livestreaming, it has driven the rise of many agricultural products, and the prospects of agricultural product brands in the development direction of e-commerce livestreaming reflected by this are even more worthy of in-depth exploration.

2. ADVANTAGES AND DISADVANTAGES OF AGRICULTURAL PRODUCTS E-COMMERCE LIVESTREAMING

2.1 Advantages of Agricultural Products in E-commerce Livestreaming

2.1.1 Using Real-time Capability To Create an Open and Strongly Interactive Conversation Environment

5G makes real-time online conversation possible. While watching the livestreaming of agricultural products, consumers can ask relevant questions independently, such as the place of origin and storage time of agricultural products. The anchor can also see the interactive comments at the first time and make corresponding responses, resulting in a conversation environment with high openness and strong interaction. Compared with live television and traditional recorded and broadcast videos, e-commerce livestreaming can well realize two-way real-time output of information, which provides an excellent sales

environment for e-commerce livestreaming of agricultural products. And in the live broadcast room, the agricultural product anchor's display actions, expression control, chat and interaction with the assistant anchor, and the anchor's immediate response to the interactive comments can be displayed in front of consumers with almost no delay. The anchor can adjust the content of the livestreaming in real time by observing the information tendency of consumers on the interactive interface. In this way, the real-time language output of the anchor, together with real-time announcements and product information delivery, better create a strong communication environment.

2.1.2 Using a Sense of Immediacy To Make Consumers Understand Agricultural Product Information in a Short Time

Consumers shopping on online platforms mostly choose agricultural products by browsing product information and reviewing product reviews, and they often have doubts about the authenticity of agricultural product photos provided by e-commerce platforms. The e-commerce livestreaming platform can clearly display the real agricultural products through the anchor and explain the agricultural products in a short period of time and directly hit the selling point, letting consumers save the time to look at indifferent pictures and texts and using some exclusive product promotion words to create a more intuitive and vivid shopping scene for consumers. In fact, compared with other categories of commodities, agricultural products even more need to be displayed with material object, so that the basic information of agricultural products can be quickly transmitted to consumers: appearance, design details, advantages, production place, production process, targeting groups, etc., enabling consumers to know the demand of this agricultural product for themselves in a few minutes. After consumers have a full and comprehensive understanding, they can choose whether to buy them or not.

2.1.3 Using the Large Base of the Internet Itself To Achieve Traffic

The China Internet Network Information Center (CNNIC) recently released the 45th "Statistical Report on the Development of China's Internet" (hereinafter referred to as: the "Report"). As of March 2020, the number of Chinese netizens

reached 904 million, an increase of 75.08 million from the end of 2018, and the Internet penetration rate reached 64.5%, an increase of 4.9 percentage points from the end of 2018 [11]. The scale of netizens has exceeded 900 million, providing a considerable base for the e-commerce livestreaming industry. Following the launch of livestreaming services by e-commerce platforms such as JUMEI and Vipshop, Taobao has also begun to focus on this direction. In 2016, Taobao launched a livestreaming section, which attracted the attention of a large number of Taobao users, brands, and Internet celebrity anchors who seized this opportunity and entered the field of e-commerce livestreaming. The number of registrationsered users of Taobao itself can't be underestimated and the launch of the livestreaming section has more attracted a large number of users to download the Taobao app.

At the same time, the live e-commerce platform has attracted a large number of people from other Internet platforms by constantly creating hot topics. Everyone enters the live broadcast room with curiosity and freshness, and is subsequently attracted by its strong interaction and sense of immediacy. This undoubtedly also provides a good opportunity for the field of livestreaming of agricultural products. A large number of users are attracted to the livestreaming platform, which naturally increases the number of viewers and consumers in the live broadcast room of agricultural products.

2.1.4 Using Thematic Design To Enhance the Atmosphere of the Live Broadcast Room and Strengthen Consumers' Desire To Buy

In addition to the anchor and the product itself, creating a theme in the live broadcast room will cause a relatively large topic effect. In March 2021, the famous internet celebrity anchor Viya released an antique advertisement on her personal Weibo. In the advertising video, she was dressed in red all over the body, like a chivalrous woman who came out of the painting. The stunning degree of her dress made everyone think for a while whether she had switched to filming. Subsequently, she wore this red ancient costume in the livestreaming, playing the role of "Viya the Shopkeeper", with the design of red columns, white walls and carved windows in the live broadcast room, which was very attractive. This livestreaming called "Viya Takes You on a Journey in the World" used a novel

livestreaming scene to light up people's eyes. Even the livestreaming interface of the day was changed to the theme of the ancient-style inn, and the original red envelopes were set as treasure boxes, cheats and other theme-related content. The staff present also wore ancient costumes and the whole livestreaming launched around this theme, letting the consumption atmosphere of consumers in the live broadcast room reach a climax, which greatly increased the consumers' desire to buy. After that, this livestreaming also exploded the Internet for a time.

The live broadcast room of agricultural products in e-commerce has also begun to gradually try some kind of themed livestreaming or themed livestreaming of a certain agricultural product brand to increase the unity and coherence of the entire livestreaming and use the atmosphere created by the live broadcast room to increase consumers' desire to buy.

2.1.5 Using Stars To Attract Traffic To Improve the Trust of Livestreaming of Agricultural Products

Anchors who have a certain fan base on other platforms, especially stars, have a relatively strong cashability and fan loyalty. The livestreaming of agricultural products by such anchors can directly accumulate trust without excessive publicity in the early stage. Consumers naturally trust the agricultural products recommended by such anchors, and they also trust their introduction to the advantages of agricultural products. Therefore, many fans will pay for the agricultural product because of their love for the anchor and even voluntarily help the anchor to attract traffic and conduct publicity, thus greatly increasing the consumption power of agricultural products.

2.2 Disadvantages of Agricultural Products in E-commerce Livestreaming

2.2.1 The Audience Is Not Comprehensive, Dominated by Young and Middle-aged People

Young and middle-aged people are exposed to new things in a timely manner and adapt quickly. Therefore, in the e-commerce livestreaming that has emerged in recent years, young and middle-aged people are the main force, contributing to the sales of e-commerce livestreaming. Relatively

speaking, the ability of middle-aged and elderly groups to accept new things is relatively weak, so in the live broadcast room, the proportion of middle-aged and elderly groups is small. In addition, the popular verbal trick in the live broadcast room also tends to be younger. Li Jiaqi usually creates a sense of scarcity and raises the volume to stimulate consumption during his livestreaming, and his popular phrase "oh, my god" has been widely circulated. Such a way of communication is even more attractive to young and middle-aged people, especially women in the young and middle-aged group[7]. Compared with the young and middle-aged groups, agricultural products are more popular among the middle-aged and elderly groups. From the base of the viewing group in the live broadcast room, this reduces a large number of consumers who pay for agricultural products. Meanwhile, the youth group pursues new things and pays little attention to the agricultural products sold in the live broadcast room.

At present, young and middle-aged people's concept of consumption has also undergone tremendous changes. Compared with physical objects, young and middle-aged groups are more willing to pay for "happiness". Li Jiaqi, the foregoer of lipstick, has become synonymous with livestreaming, and young and middle-aged people who consume in Li Jiaqi's live broadcast room will even link this consumption to happiness. Young and middle-aged groups pursue happiness and they can obtain happiness through consumption in the live broadcast room, so the time spent watching e-commerce livestreaming by young and middle-aged groups will also be longer. Young and middle-aged people call this kind of consumption in Li Jiaqi's live broadcast room "trying to stop but can't", and the topic of "bankrupt by Li Jiaqi" is frequently heard for a while.

2.2.2 Ways and Means Remain Unchanged for a Long Time, Causing Audience Fatigue

At present, the ways and means of the e-commerce live broadcast room of agricultural products have been updated, but most of them focus on giving a small amount of coupons of discount when spending enough through a certain viewing time, which works at first, but the long-term constant interaction method makes people feel boring. Subsequently, the e-commerce platform begins to introduce the method of red envelope rain. Consumers click on the red envelope within a limited time to obtain different red envelope amounts. Such a differentiated way of obtaining has brought improvement of interaction in the live broadcast room. However, the current agricultural products e-commerce livestreaming has entered a stagnant stage again, lacking new patterns, and the audience gradually begins to choose not to participate in such interactions. In addition, the anchor's methods of introducing agricultural products are gradually becoming more and more single, and the time spent by the audience in the e-commerce live broadcast room of agricultural products has declined seriously.

3. STATUS QUO OF AGRICULTURAL PRODUCT BRAND ISSUES

3.1 Taking No Count of the Brand Effect, With Weak Competitiveness

According to the 2016 "World's Most Valuable Brands" list, the top 100 brands are basically from the United States, Japan, South Korea and Europe. This shows that in the international market, China's brand competitiveness and influence are weak, and China's domestic branded agricultural products account for a relatively small share in the international market [6].

The current development of agricultural product brands in China can be summarized as small, miscellaneous and weak. Although there are many brands of agricultural products, most of them have the characteristics of dispersion and regionality. The overall industry chain is imperfect, and there is a lack of connection between the place of origin and the processing location, and it is difficult to form a common force in brand promotion [5]. In addition, the number of Chinese agricultural product brands has increased rapidly in recent years, but there is a problem of short life cycle of brands, and the contribution rate to national economic development is low. In China's domestic agricultural product market, there are relatively few characteristic agricultural product brands. Even most of the agricultural products purchased in the market are non-brand agricultural products, and the brand building of agricultural products is relatively slow.

In terms of brand building, Chu orange, the benchmark of agricultural product brands, must be mentioned, whose brand building provides great inspiration for the management of agricultural

product brands. When it comes to the brand of Chu orange, it is necessary to mention Chu Shijian, an internet celebrity created by oranges. Why is an old man, born in 1928, neither a political leader nor a business star, so well-known among Chinese people? The reason is that Chu Shijian's legendary life is all about strving to make progress and never giving up. Chu orange's brand founder: With a rough life, Chu Shijian started a business at 75 years old, dropping off the bottom and rebounding again. His unyielding spirit can get closer to ordinary consumers and resonate strongly with them.

Of course, it is not only the brand story that can make the brand stand firm. The quality of Chu orange's branding is also another important guarantee, otherwise no matter how shocking and inspirational a story is, it will only be famous for a while. The quality mentioned here includes the taste, nutritional content and safety of Chu orange. Chu orange is different from other oranges pursuing sweetness. The brand advocates a sweet and sour taste, which is also the biggest recognition of Chu orange compared to other orange brands. Therefore, the reason why Chu orange has so many followers is inseparable from the attraction of consumers by its own advantages. The growth of Chu orange has unique advantages. The common feeling of most people who taste Chu orange for the first time is that it tastes really good. Chu Shijian has devoted himself to growing oranges for more than ten years and found that the sweeter oranges are not the better. He controlled the sweetness and sour to about 24:1, and found that this is the most suitable ratio for the taste of Chinese people[14]. At the same time, the success of Chu orange is inseparable from its scientific planting. Chu Shijian didn't hesitate to invest a lot of money to establish an organic fertilizer factory. He improved the soil structure and prepared a cheap and effective mixed farmyard manure with tobacco stems and chicken manure, thus ensuring its safety.

Therefore, the "storytelling + cultural packaging + food safety + social media marketing + production and sales e-commerce one-stop" that people see promoted Chu orange's big sales in 2013. Since then, all new farmers have a goal of becoming or surpassing "Chu orange". The success of "Chu orange" means that the era of brand agriculture commercialization has really come. On the other hand, it has created a new path for the content marketing of e-commerce platforms.

3.2 It Is Difficult To Guarantee the Quality of Agricultural Products

At present, there are many brands of agricultural products on the market, but most of them can't guarantee uniform quality. The sense of organization of farmers in the production process and sales process of agricultural products is poor, and it is difficult to ensure the quality of agricultural products. Moreover, compared with industrial products, agricultural brands, especially agricultural product brands, have a late start, large gaps, less prominent focus, unclear direction, and less obvious advantages. The atmosphere of relying on brands to create high-quality agriculture and characteristic agriculture has not yet been fully formed. The development of branded agriculture and branded agricultural products is urgent and the task is arduous.

Zespri kiwifruit (as shown in "Figure 1") was founded without a regional name and focused on diluting regional characteristics but emphasizing brand characteristics. Zespri's operators come from the union of 2,700 large and small farmers, who only want to start a brand. All farmers guarantee the same production quality. In 1997, Zespri launched "zespri" as a unified brand name. For the success of the Zespri kiwifruit brand, the top priority is innovation, which is also an important measure to effectively increase the premium of the Zespri brand. By improving the original sour green kiwifruit, the brand has introduced a sweet yellow pulp called the golden kiwifruit. Due to its high quality and the trust and support of the brand, this variety has accounted for 1/5 of New Zealand's kiwifruit sales, and it also has a large consumer market in Asia. At present, the brand has also announced that the red kiwifruit variety will be planted commercially, which also makes many consumers who fully trust the brand have more expectations.

Figure 1 Zespri gold kiwifruit packaging.

4. THE RISE AND CURRENT SITUATION OF AGRICULTURAL PRODUCTS IN E-COMMERCE LIVESTREAMING

4.1 Reasons for the Rise of Livestreaming of Agricultural Products

4.1.1 Affected by Factors Such as the Epidemic and Other Force Majeure Factors, Agricultural Products Has Been Unsalable, Forcing Them To Enter the E-commerce Livestreaming

Most agricultural products, such as fruits, are basically cultivated in the open air. The advantage of this planting industry is that it can be cultivated in a large area, but it often shortens the fruit harvesting period due to the natural environment. Shortening the harvesting period means that farmers have to harvest the fruit in a short time. If the buyer is slow in the harvesting process, it will inevitably lead to mountains of rotting fruits. Coupled with the COVID-19 epidemic that began in 2020, exchanges and logistics have been restricted in various places, and the "selling lines" of agricultural products have been cut off. At present, there are still unsalable agricultural products in many regions. For example, in Dangshan County, Anhui, there are 800 million catties of Dangshan crisp pears that are unsalable. A few days ago, Tao Guanghong, the county magistrate of Dangshan County, appeared in the online live broadcast room, hoping to help farmers destock and sell slow-selling pears through e-commerce livestreaming.

4.1.2 Reduction of Selling Costs

The sales chain of ordinary agricultural products is too long, resulting in a high final sale price of agricultural products, and consumers won't pay for them and finally lead to a backlog of batches. For farmers, the e-commerce livestreaming can save some intermediate links, and for citizens, they can purchase fresher and more quality-assured agricultural products.

4.1.3 Rapid Development in the Internet Age

After more than 40 years of reform and opening up and large-scale poverty alleviation and development, China has gradually lifted more than 700 million rural poor people out of poverty. As one of the new ways of poverty alleviation, e-commerce livestreaming has driven more and more farmers to get rid of poverty and become rich. In 2019, China's administrative villages with access to optical fiber and 4G network reached more than 98%, achieving world-leading rural network coverage (Information Center Research Group, Ministry of Agriculture and Rural Affairs, 2020) [4]. With the improvement of rural infrastructure and network, farmers only need a mobile phone to start livestreaming of agricultural products. Even if skills are required, farmers only need to perform in their true characters, which is not technically difficult.

4.1.4 The Interest of Online Groups in the Agricultural Product Industry Chain Has Increased Significantly

At present, the life of young and middle-aged groups is fast-paced, there is less and less free time for them, and during their leisure time, they are more willing to find ways to relax. For example, there are many reasons why Li Ziqi, a cultural communication blogger, becomes famous abroad from China, one of which is that she uncovers the veil behind the agricultural products, so that the production methods, sowing methods and drying methods of these agricultural products are clearly displayed in front of people. People can see the step-by-step production of traditional cultural heritage such as pure handmade papermaking and how soybeans are turned into soy sauce; they can also read about the warmth behind the rural life. These all satisfy modern urbanites' yearning for a comfortable rural life and also open a window for the Western world to appreciate Chinese culture.

4.2 The Situation of Agricultural Products in E-commerce Livestreaming

4.2.1 There Is a Large Gap Between the Displayed Quality of Goods and the Actual Quality of the Received, and Consumers' Trust Is Reduced

In the era of "everything can be broadcast and everyone can broadcast", food commodities especially need quality control. The "Xinba Bird's Nest Incident" is a wake-up call for people. This incident has undergone many reversals. According to the selling point card provided by the brand, the bird's nest it sells emphasizes "sufficient content and good efficacy". However, the famous anti-counterfeiter Wang Hai took their products to test and found that there was no protein in them and they were basically sugar water. This kind of exaggerated fraudulent behavior frequently occurs in e-commerce livestreaming, which greatly reduces consumers' trust in food products.

4.2.2 Agricultural Products Have No Memory Points in Livestreaming and Lack of Branding

Most consumers simply listen to the anchor to introduce the agricultural products and pay more attention to the price difference between the live broadcast room and the offline physical store, but they don't understand the brand of the agricultural product and the story behind it. Therefore, there is a situation where consumers blindly pursue cost performance in the live broadcast room, but don't know anything about the sub-products of the product brand. If agricultural products of the same brand appear on other platforms on the Internet, consumers will not have any memory points.

5. REFERENCE STRATEGIES FOR PROMOTING THE DEVELOPMENT OF LIVESTREAMING OF AGRICULTURAL PRODUCTS BRANDS

5.1 Brand Itself

5.1.1 Telling Good Stories and Building a Brand

The quality, packaging style, taste, etc. of agricultural products can be imitated, but the story behind the brand penetrates into the hearts of consumers. For example, Chu orange's success lies in its brand marketing method of storytelling (such as "Figure 2"). Chu Shijian, the founder of the brand, knows how to use himself, tell stories about his own experiences, and tell the pain points that resonate with consumers. Chu orange's brand cultural positioning is the same as emotional positioning, which is from the spiritual level, and the positioning of the product is very clear, which contains the spiritual quality shown by Chu Shijian: "inspirational, rough, legendary" are six-character mantra running through his story, making it easy for the public to find the commonalities among them. Therefore, the brand can be fully recognized and approved by consumers, so as to create its own unique brand.

This method makes use of feelings, but it can continue for a long time so that consumers can remember deeply. Therefore, telling a good brand story can be the story of the founder or the story of integrating into the regional culture, so as to create the inside information of the agricultural product brand and integrate into the traditional culture. This will definitely be the soul of the brand.
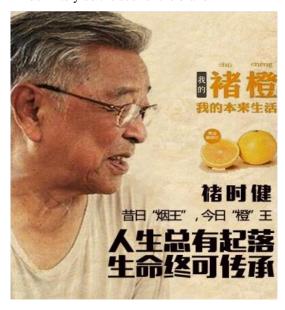

Figure 2 Chu orange's propaganda poster.

5.1.2 Paying Attention to Quality and Standardization

All the time, the scale of agricultural products can't be underestimated, but due to the impact of cost and environment, there are many regional small business models. In this case, it is more difficult to form a brand effect of the same

standardization, scale and quality. With the rapid development of the current economy, people's living needs have been greatly improved, and the demand for quality has gradually increased. High-quality good products are the foundation of market competition.

Brands must establish a unified standard system, strictly control the output of agricultural products in accordance with the standards, achieve a virtuous cycle of the whole link, establish a brand worthy of consumers' trust, and break consumers' grudge of mistrust of agricultural products in livestreaming. The appearance of a good brand brings a security guarantee, a quality transmission, and a positive energy, letting consumers feel a spring breeze, regain their confidence in food safety, and truly realize that agricultural products can be tracked and controlled, so as to create a high-quality and high-standard agricultural product brand.

5.1.3 Creating IP With High-quality Content and Creating Highlights

If you want to make a brand IP-based, you must make this IP have the ability to create content and spread the content. Good content is an important link in building a relationship between consumers and brands. Creating a good IP can allow consumers to pay for their feelings. Just like Chu orange mentioned above, the IP of Chu orange is not only the spiritual transmission of Chu Shijian, but the quality of Chu orange is a good IP for this brand. For another example, the brand Coca Cola is good at creating brand IP, and even co-creates it with consumers, so that consumers recognize this IP from the bottom of their hearts and then recognize this brand.

5.1.4 Focusing on and Starting To Build the Brand Packaging of Characteristic Agricultural Products

First of all, it is necessary to clarify that the packaging of agricultural product brands can bring greater added value to agricultural products, so brands must identify the characteristic selling points of agricultural products, so as to create personalized brand packaging of agricultural products. Secondly, it is not difficult to find that in front of products of the same quality, the exquisite outer packaging and the profound cultural connotations contained in the products can more emotionally resonate with consumers. While ensuring high quality, the local customs with

regional characteristics are deeply imprinted in the hearts of the people, which can achieve excellent publicity effect. Packaging focus should be combined with regional culture. For example, the agricultural product design of Cinbi Village (such as "Figure 3") makes good use of the local characteristics, and uses the cultural and creative design of agricultural products to spread the rural culture, and also lays the foundation for its brand establishment. Honeysuckle is the most distinctive local agricultural product there. The villagers dry the honeysuckle and then seal it with plastic into bags after drying. After that, they combine the local culture to make a set of "Honeysuckle tea" packaging, and put a picture book "Cinbi Century Map" in the packaging to introduce the local scenic spots and history, which leaves an impression to people and makes people deeply understand the meaning of the culture, which will also add points to its taste visually.

Figure 3 Cinbi Century Map in the agricultural product design of Cinbi Village.

5.2 E-commerce Livestreaming

5.2.1 Integrating Creativity From the Aspects of Scene, Content and Anchor Selection

Efforts should be made to create themed scenes and broadcast one or two agricultural product

brands at a time. The brands broadcast should not be too many, otherwise it will not be conducive to consumers' recognition of the brand. It's needed to add the characteristics of the agricultural product brand to create the atmosphere of the live broadcast room. This not only makes the audience clear, but also has a strong sense of atmosphere throughout the livestreaming. The livestreaming can also be based on a real scene. For example, it can be broadcast live on the mountain where the fruit grows, or in the aquaculture field, showing the most natural and real state of the agricultural products, and even the various links of the production chain, such as production, processing, planting, breeding, picking, fishing, etc., which can greatly increase the user's participation and sense of substitution [8].

In terms of content, the anchor can add more witty and representative words, and should inject brand stories into the brand, not just telling the agricultural products themselves, but should introduce more about the agricultural product brands, to enable consumers to read the brand culture and understand the brand's feelings; inaddition, humanistic and creative elements can be properly integrated.

In terms of anchors, first, the brand can cooperate with well-known Internet celebrity anchors to make good use of the fan traffic base that such anchors have to realize cashability. The second is to cultivate talents who sell goods in a certain field of agricultural products, including farmers and students who are down-to-earth groups. The investment in cooperation with such anchors is relatively small, and the goods sold by some grassroots shop owners and ordinary people are closer to the real situation of consumers, which is conducive to gaining trust and building a more systematic agricultural product livestreaming team in the future.

5.2.2 *Creating Verticalization of Platform Services*

E-commerce livestreaming platforms need to clarify specifications, standardize quality standards and guidelines for livestreaming products, and do a good job in publicity. For different levels of agricultural products, official quality standards and guidelines should give different levels of assessment. In this way, consumers have a fair understanding of different agricultural products, and their expectations for agricultural products with high star ratings will increase. Naturally, brands will build this level and pursue quality more.

Besides, e-commerce livestreaming platforms should accurately review to ensure that the product quality strictly meets the requirements of the specification. If it is found that the agricultural products displayed by the anchor don't match the ones actually recived, the platform needs to greatly crack down on such behaviors and reduce the push of the anchor. Not only that, the platform needs to actively analyze the data of each live broadcast room of agricultural products, find out high-quality merchants and products, reward them with more platform traffic, and even conduct evaluation and display on a regular basis, to let other businesses have clear goals and maintain the quality of the entire livestreaming of agricultural products.

5.2.3 *Increasing the Sense of Fun of Interactivity*

The platform should add more forms of interaction and create new ways of interaction, such as using three-dimensional methods to create a stronger atmosphere and narrow the distance between consumers and agricultural products. Therefore, the e-commerce livestreaming platform can increase the capital investment in the three-dimensional direction and create a new way of playing in the live broadcast room.

6. CONCLUSION

With the rapid economic growth, many agricultural products with local characteristics have entered the public life, China's consumption structure has also been transformed and upgraded, and the public's consumption of agricultural products has gradually become branded. The creation of a brand can greatly increase the added value of agricultural products and help consumers increase their trust in the agricultural products, thereby trusting other sub-products of the entire brand. However, among the many agricultural products, only a few realize the importance of branding. The overall market is weak in branding of agricultural products and there is a lack of agricultural product brands that are trusted by consumers. 2020 is called the first year of e-commerce livestreaming. In this tuyere, to make good use of "livestreaming + agricultural products" to build the branding of agricultural products, it is necessary to make good use of the advantages of e-commerce livestreaming to improve the plight of agricultural product brands in the environment of e-commerce livestreaming, and to conduct innovation in terms of technology, anchor, content, and e-

commerce live broadcast room. It is also needed to make good use of the resonance between products and consumers, tell the brand story well, locate the emotion in the product, meet the psychological needs of the consumer, and help the product enhance the added value. The e-commerce livestreaming platform must continue to stimulate consumers, and it shouldn't be limited to small welfare interactions such as small discount coupons, but need to try to create a new way of playing in the live broadcast room from two-dimensional to three-dimensional. More importantly, the guarantee of quality is still an important cornerstone of the brand and the live broadcast room, and it is also the most important guarantee to ensure public praise.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Ge Zhang.

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