

Brand Building Strategy for Sustainable Development of Agricultural Product E-commerce Live Broadcast

Changhua He¹

¹ Yunnan College of Business Management, Kunming, Yunnan 650106, China

¹ Corresponding author. Email: gs62159@student.upm.edu.my

ABSTRACT

Currently, China has wholly entered the era of "Internet +", which provides an excellent opportunity to develop China's rural economy, and farmers who sell products through the Internet are becoming increasingly enthusiastic about it. Based on the e-commerce marketing model of "visual distance," the most intuitive product experience has won market recognition and will become a new model of rural online shopping. "Live streaming + agriculture + e-commerce" is an entirely new sales model that will completely change the traditional sales model. By combining the technology and promotional capabilities of the Internet, more distinctive products can be produced and become "Internet celebrity" image ambassadors during this process. Based on this, an analysis of the current status of brand building in agricultural e-commerce live broadcasting is conducted, giving specific ways and strategies to promote the sustainable development of rural e-commerce live broadcasting.

Keywords: *Agricultural products, E-commerce live broadcast, Brand building, Strategy.*

1. INTRODUCTION

Agriculture is the foundation of people's life and development and also the foundation for people's survival and growth. Currently, China has formed a 5G network with full coverage. At the same time, "live network broadcasting" and "short videos" as the mainstream "new media" can actively open up new ways for "agricultural product marketing" and actively enrich marketing diversification. By using the Internet live broadcasting platform, the entire process of all kinds of agricultural products, including planting, growth, harvesting, and production, can be presented in a comprehensive and all-round manner, allowing consumers to have a fundamental understanding of agricultural products and a deeper level of knowledge and mastery. This helps consumers to have a more vivid and three-dimensional experience of farming products in their minds. Through the effective use of "Internet live broadcast," it can not only effectively abandon the traditional single "picture + text" publicity mode in the past but help consumers better understand the product through sound, video, and other forms, thereby reducing product prices,

improving product quality, and increasing product sales. At present, the live broadcast of agricultural product e-commerce has become an essential and new bonus sales channel, which can not only effectively promote the implementation of the rural revitalization strategy but also open up the diversification of the development of new marketing models, fully realize rural poverty alleviation and play an essential role in promoting the construction of pristine countryside [1].

2. MOTIVATION FOR BRAND BUILDING OF E-COMMERCE LIVE STREAMING OF AGRICULTURAL PRODUCTS

The brand building of agricultural product e-commerce live broadcast is motivated by several factors, including the need to promote high-quality agricultural products, enhance market competitiveness, and meet changing consumer demands. Additionally, it is an effective tool for poverty alleviation in rural areas and contributes to constructing a new countryside.

2.1 Demonstrating Brand Value

Establishing a brand on agricultural e-commerce platforms is not only an effective means of improving agricultural production efficiency but also an effective means of increasing farmers' income. During this period, live broadcasting of agricultural products through online platforms has become the primary online communication between marketers and consumers. For example, Pinduoduo helped farmers complete 140 million orders and sold 850 million kilograms of agricultural and sideline products through its live broadcast, assisting over 350,000 farmers and fully realizing the value of farm products. In addition, e-commerce live-streaming platforms such as Ali, Kuaishou, and Douyin have fully utilized their traffic advantages to promote agricultural products' branding and intellectual property building actively. It is precisely in this kind of larger environment that the development of the emerging rural e-commerce industry has become a "vane" for the current e-commerce industry development, and user competition and brand building centered on "live broadcasting" is driving the e-commerce industry [2].

2.2 Consolidating the Basic Position of Agricultural Production

In agricultural development, strengthening brand building is a meaningful way to promote and professionalize agriculture. It can not only highlight the essential role of agriculture in social development but also drives the formation of the modern agricultural industry economic chain. In China, more than 1,700 counties and regions already have "geographical indication products." These have helped to adopt a series of brand-building strategies in the process of agricultural development, thus realizing the development model of "brand differentiation." Strengthening the shaping of the brand image of local farm products is beneficial to the breeding of new business forms that are compatible with modern characteristics in the construction of pristine countryside and can effectively broaden the development paths of new agricultural industries.

2.3 Seizing Development Opportunities

The rise of short video software such as Douyin and Kuaishou has combined e-commerce shopping with daily life and entertainment activities, forming an e-commerce model of live streaming with goods.

According to statistics released by the Ministry of Commerce, domestic e-commerce platforms have conducted more than 10 million live webcasts in the first three months of this year, with over 50 billion hits. Through the way of webcasting, various needs in the market can be well solved, and the webcasting of agricultural products has entered the era of brand building [3].

3. THE DEVELOPMENT STATUS OF BRAND BUILDING IN E-COMMERCE LIVE STREAMING OF AGRICULTURAL PRODUCTS

The status quo of the live broadcast brand building of agricultural product e-commerce presents the characteristics of fierce competition, market fragmentation, and uneven consumer trust. While some brands have successfully leveraged the potential of live-streaming platforms to promote their products, others have struggled to establish a sustainable presence in the market.

3.1 The Cost of Brand Operation of Agricultural Products Is Relatively High

Webcasting is a way of online sales on a network platform that takes the network as the carrier and the medium as the medium. Through the course of Internet video live broadcast, various agricultural products are sold through the anchor's explanation and introduction. From an objective point of view, it is necessary to strengthen one's brand in this process. Through live video broadcasting, you can better shape your brand, increase product awareness, and increase consumption. However, in the reality of live broadcast sales, because the added value of agricultural product brands in many places is relatively low, coupled with imperfect infrastructure such as transportation facilities, logistics warehousing, and brand certification, this will significantly increase the market operating costs of the product in a sense, brand building, it will also reduce the income of live broadcasting, which leads to the fact that there are not many high-quality resources that can start live broadcasting of agricultural products.

3.2 Being Negatively Affected by a Small Amount of Counterfeit and Inferior Agricultural Products

At present, my country's agricultural production and sales are dominant, production and sales technology is backward, quality control is relatively rough, and problems such as "uneven good fragrance," which has become an important factor restricting the development of agriculture in the region. Moreover, due to the virtual nature of the Internet, it tends to be tempted by interests. Then there are various destructive phenomena such as cheating and abduction on major websites, and there will inevitably be many live broadcast "rollover" problems. To build an agricultural product e-commerce brand, adopting a long-term perspective, focusing on immediate interests, and paying full attention to long-term development is essential. But judging from the actual situation, the anchors of Internet live broadcasting only focus on the short-term publicity effect. Different live broadcast platforms have significant differences in brand building and brand maintenance, which is not suitable for the sustainable development of the brand [4].

3.3 Lack of Awareness of Emerging Media Resources

The development of e-commerce is inseparable from high-quality media. Only in this way can the spread of online shopping be guaranteed. However, in the current rural e-commerce market, relatively few presses can be used for publicity due to fierce competition, insufficient funds, and various factors and constraints. Due to a lack of self-awareness, effective marketing strategies are not adopted to maintain the brand image of agricultural products, which seriously affects the brand-building of local farm products.

4. ACTIVELY PROMOTING THE COUNTERMEASURES FOR BRAND BUILDING OF E-COMMERCE LIVE BROADCAST OF AGRICULTURAL PRODUCTS

It is necessary to take several countermeasures to effectively promote the brand building of agricultural product e-commerce live broadcast. These include leveraging social media platforms to enhance marketing efforts, partnering with key opinion leaders (KOLs) to increase reach and

credibility, establishing solid quality control mechanisms, and providing after-sales support to build consumer trust.

4.1 Promoting the Integrated Development of Regional Brand Building and Live Broadcast Sales

In the construction of the e-commerce platform, the complete integration and development of the brand building of agricultural products and "live broadcasting" has played an essential role in effectively reducing the operating expenses of enterprises. Using the method of live webcasting to introduce and recommend various agricultural products, the webcaster will give a detailed introduction to the growth habits of farming products, fruit weight, specifications, and sales prices. On this basis, the company gives customers a good impression of the products by integrating product marketing and brand building. At the same time, the deep processing of agricultural products is taken as an essential basis to improve the total added value of the products using science and technology so that the anchors can fully demonstrate the practicality of the products in the live broadcast. In addition, more famous anchors can be attracted to carry the goods of such products and use the "celebrity effect" to improve their popularity and reputation to realize the organic combination of the brand building of local unique agricultural products and live webcasting, thus achieving the purpose of saving money, effort, and heart, and minimizing various operating costs arising from multiple links [5].

4.2 Promoting the "Joint Efforts" of Agricultural Product Brand Building and E-commerce Live Broadcast

The stability of the quality of agricultural products is the foundation and key to establishing and maintaining agrarian brands. Quality control should be strengthened because of the adverse consequences brought by a small number of counterfeit and shoddy goods to the live broadcast market. In the link of e-commerce live broadcast, it is necessary to firmly resist the sale of fake and shoddy goods, purify the live broadcast environment, and actively protect consumers' rights. Therefore, when choosing a live broadcast product, it is essential to maintain strict control over product quality and review every production and processing process of agricultural products to ensure that they

are "the same type" to establish a strong reputation among customers.

In addition, before starting live broadcast sales, you should ask about the place of origin, production mark certification, and quality inspection to avoid any problems. To ensure the quality of each live broadcast product, you need to focus on the more significant development of the brand and actively maintain brand building.

4.3 Brand Building and E-commerce Live Broadcast to Promote Agricultural Products in an All-round Way

While creating and promoting the brand of agricultural products, it is necessary to actively expand the market, especially to give full attention to evaluating indicators such as authority and reputation to provide consumers with a more intuitive feeling. Then in the specific video, the problem of "channel homogeneity" presented in the live broadcast promotion is effectively avoided. On this basis, in the particular implementation process, it is necessary to effectively innovate the logo design of agricultural product brands, further dig into the regional agricultural product packaging design and brand culture, and use the advanced technology of the e-commerce platform to highlight the brand image of agricultural products better effectively. Therefore, in agricultural production, to establish and maintain a virtuous circle of the farm output, it is necessary to give full play to the communication role of various new media and effectively combine "online resources" and "offline resources" to form a new type of agricultural production model with quality, price, and after-sales guarantee[6].

5. CONCLUSION

In developing modern agriculture, the construction of "webcast" should be strengthened, and the rapid development of my country's rural economy should be driven by webcast. The branding status of agricultural product e-commerce live broadcast is analyzed in this paper, highlighting the importance of developing sustainable brand strategies alongside producing high-quality agricultural products to expand market reach. Specific methods and techniques are proposed for building a brand in this context, with the ultimate goal of promoting the sustainable development of agricultural product e-commerce live broadcast.

REFERENCES

- [1] Wu Chun. Research on the marketing strategy of agricultural products under the live broadcast mode of e-commerce [J]. Journal of Guangdong Agricultural, Industrial and Commercial Vocational and Technical College, 2021,37(4):5.
- [2] Li Yinshu. Research on the development strategy of live broadcast of agricultural products under the background of rural revitalization [J]. 2020.
- [3] Liu Qi, Li Baixiu. Research on live broadcast marketing strategy of agricultural products e-commerce under the background of rural revitalization [J]. Journal of Shandong Agricultural Engineering College, 2022,39(9):6.
- [4] Jiang Jing, Yang Jin, Chen Yuanyuan. Research on the sustainable development strategy of live e-commerce to help rural revitalization [J]. South Agricultural Machinery. 2022.
- [5] Zhang Zijian. From "Creating Stories" to "Creating Brands" - Brand Narrative Research on the Branding Construction of Agricultural Products in Rural Revitalization [J]. Meiyuan, 2021, 000(005): 98-101.
- [6] Ma Zhiwen, Luo Lili, Wang Ruixue, et al. Research on the path of agricultural product brand building based on webcast under the background of rural revitalization strategy [J]. Modern Business, 2022(29):21-23.