

Модель Е-коммерции сельскохозяйственной продукции в Китае в прямом эфире

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Аннотация: В связи с постоянным обновлением интернет-технологий появляются новые типы средств массовой информации, а модель «электронная коммерция + прямая трансляция», поддерживаемая веб-видео и платформы прямого вещания, постепенно развивается на сельскохозяйственном рынке Китая. Производители стали уделять большое внимание развитию местной сельскохозяйственной отрасли посредством прямого эфира. Тем не менее, в настоящее время существует множество проблем, связанных с прямым эфиром сельской Е-коммерции, которые нуждаются в совершенствовании. В статье обобщаются проблемы, существующие в электронной коммерции сельскохозяйственной продукции, и даны пути их решения.

Ключевые слова: электронная коммерция сельскохозяйственной продукции, прямая трансляция, меры оптимизации

E-commerce live broadcast model of agricultural products in China

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Annotation. With the continuous updating of Internet technology, a variety of new media have emerged, and the «e-commerce + live broadcast» model supported by online video and live broadcast platforms has gradually developed in China's agricultural product market, various regions have begun to pay attention to the development of local agricultural industry through the live broadcast of rural e-commerce. However, there are still many difficulties in the current rural e-commerce live broadcast to help the industry development, which needs to be improved by optimizing the implementation path. This article summarizes the problems in the live broadcast of agricultural products e-commerce, and gives solutions.

Keywords: agricultural products e-commerce, webcast, optimization measures

Webcast + e-commerce model is a business model that promotes products through the webcast platform, introduces traffic, and finally realizes online transactions. Like webcasting, this model has the characteristics of three-dimensional and diversified content, direct and convenient communication, and strong real-time interaction. They are all based on creating a «fan economy» of anchor IP, and make money through virtual gifts, advertisements, and sales of products.

In April 2020, China's e-commerce live broadcast history left a strong stroke: the first-generation Internet celebrity Luo Yonghao completed his live broadcast on Tik Tok. 48 million people poured into the live room to watch, in just 3 hours, completed

900,000 orders, the final transaction value exceeded 110 million yuan; Taobao's popular anchor Weiya sold the rocket in the live broadcast room. The original price of the «Quick Boat Rocket Launch Service» was 45 million yuan, and the live broadcast discount price was 40 million yuan. The purchase link was shot a few seconds after it was put on the shelf. It can be said that this is the first rocket order in the e-commerce history of China. In fact, due to the impact of COVID-19, e-commerce live streaming has already moved from a purely traffic-based traffic era to a content-based social networking era of 2.0. In addition, in order to alleviate the business crisis of the enterprise, more business operators began to be the anchors and made a new business model attempt.

In 2019, the total scale of China's live broadcast e-commerce industry reached 433.8 billion yuan, a year-on-year increase of 226%. Ai Media Consulting analysts believe that China's live broadcast e-commerce industry has become the focus in 2018, and the strong traffic and monetization capabilities of KOLs such as Weiya, Li Jiaqi and Li Ziqi in 2019 will further catalyze the rapid development of live broadcast e-commerce. Under the influence of COVID-19 in 2020, the live broadcast e-commerce business is more abundant, and the main players are diversified. It is expected that China's live broadcast e-commerce industry will usher in a new round of eruption in 2020, and the market size will double that of 2019. The scale will approach the trillion mark.



Figure 1 – Forecast of the scale of China's live broadcast e-commerce market from 2017 to 2020

Compared with other forms of e-commerce, live broadcast has the following characteristics: The information density is high; Strong sense of realism; The experience scene is wide; The interaction efficiency is high. Live broadcast is becoming an important model for future commercial monetization and digital marketing.

From 2017 to 2018, live broadcast e-commerce began to undergo industry differentiation after crazy explorations. Various roles such as MCN institutions and supply chains appeared one after another. Live broadcast e-commerce began to move towards refinement.

In 2019, known as the first year of China's live broadcast e-commerce or the year of breaking the circle, more and more e-commerce began their live broadcast debut, and the live-stream e-commerce entered the «ordinary people's home». This also led to the development of traditional search e-commerce to the current content e-commerce, and the model began to evolve, realizing the transformation from «people looking for

goods» to «goods looking for people».

Table 1

Classification of live e-commerce model

Model	Subdivision mode	Features
Mainstream model	Spike mode Master Mode Shop Live	Anchors use bargaining power to gain bargaining power with the brand and give back to fans at low prices Accumulate expertise in a certain field and become a consumer KOL The anchor introduces the products on sale in the store one by one, relying on the goods to cause audience interaction
Specific location	Base live Origin Live Overseas purchasing	The supply chain builds a live broadcast base, and the anchor goes to the base Mainly broadcast agricultural products, live broadcast from the anchor to the place of origin Cost-effective anchors provide shopping guides for fans overseas, and the products change with the lens
Vertical type	Bargaining mode Gaming mode Expert Clinic	Anchor bargains from sellers for high-priced products, and fans buy after consensus Live gambling stones, pearls, high betting nature, strong content fun Illness to seek medical treatment, difficult to obtain special traffic, but the conversion rate is high

Anchor, MCN, graphic short video platform, live broadcast platform, etc. jointly contributed to the «graphic short video + live two-way with goods» mode.

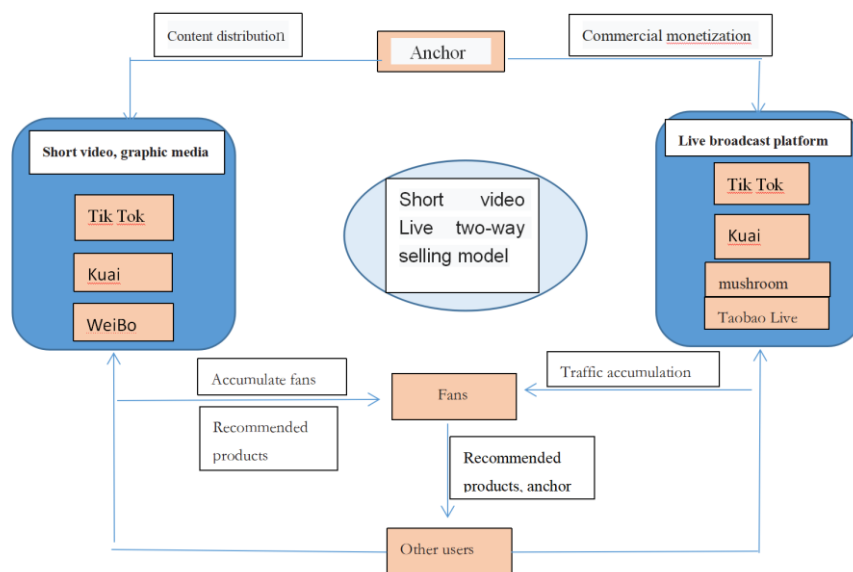


Figure 2 – Short video Live two-way selling model

1. Development status of China's agricultural product e-commerce live broadcast

The accelerated penetration of the Internet in the sinking market has driven the rapid development of rural e-commerce. With the deepening of agricultural products hitting the Internet, the online retail sales of agricultural products ushered in rapid growth. As of 2019, China's online sales of agricultural products reached 397.5 billion yuan, a year-on-year increase of 72.5%. The outbreak of the new crown epidemic in 2020 has affected human resources, logistics, sales, and other aspects of the agricultural product market, which has led to serious unsales of agricultural products in many places in the first quarter. In order to help farmers get out of trouble, the major e-commerce platforms represented by Pinduoduo, Taobao, JD.com, and Suning have increased their capital and resource tilts, and opened up channels for agricultural products, which have been widely recognized by the market.

At present, China's major agricultural products live broadcast e-commerce platforms are: Taobao, Tik Tok, Kuai, JD, Pin Duoduo, etc.

The «small» and «dispersal» of the supply side of Chinese agricultural products is a long-term restrictive factor affecting the agricultural upgrading and development of the region. Putting together a lot of its own advanced technology and operational advantages, it has successfully built a new model of «finding goods» for e-commerce. It has created a long-term and stable production and sales mechanism for the agricultural product market with insufficient standardization and branding. Accelerated innovation, continuously improve the efficiency of agricultural supply, and reshape the industrial value chain. Ai Media Consulting analysts believe that Pinduoduo has obvious advantages in the agricultural goods and e-commerce market. On the one hand, Pinduoduo has a large user group, and its consumption potential needs to be further tapped. On the other hand, Pinduoduo has the ability to accurately connect production and sales, and broadcast live the model accelerates the establishment of consumer trust and has played a huge role in helping the standardization, branding of agricultural products, reshaping the industrial chain, and improving industrial efficiency.

The establishment of a supply chain system of direct supply from the origin can effectively improve the circulation efficiency of agricultural products, reduce the cost of circulation links, and improve the experience of agricultural products and consumers. Although JD Group's «Jingxi» has strong support from JD in logistics, data, technology and capital, it still lacks accumulation in sinking users.

Compared to other e-commerce models, live broadcast e-commerce has the advantages of shorter propagation path and higher efficiency, and all four parties including merchants, platforms, anchors and consumers will benefit. Unlike other

products that bring goods through the internet celebrity anchor, the grassroots leading cadres' farming goods live broadcast model pioneered by Pinduoduo triggered a wave of enthusiasm, and the market responded enthusiastically, stimulating the growth of the sinking market. In the future, with the gradual standardization and branding of agricultural products, the cost of consumer trust establishment will be effectively reduced, and the content and mode of live broadcast of agricultural products will be more diverse.

I. Advantages of live webcast of agricultural products

① Live broadcast form is more intuitive

Through live broadcast and short video, customers can understand the production and processing of products more intuitively, comprehensively and clearly, so that products have higher credibility, and merchants can use mobile electronic devices to broadcast live anytime, anywhere, consumers can be real Feel the characteristics of the product, understand the product more clearly, and increase the trust in the product.

② Provide a brand new shopping experience

In the live broadcast e-commerce model, a new shopping model is provided to allow customers to understand the product under the influence of online celebrity fans. It is a passive acceptance of product information to stimulate customers' purchasing desire and bring customers a brand new shopping Experience.

③ Enhanced product competitiveness

The webcast and post-live video enable users to have a deep understanding of

agricultural products, continue to participate in interactions, make products known to consumers, and timely feedback on product quality and service satisfaction, which helps sellers to understand the popularity of products Degree, product and service quality, etc. to improve the sales process.

④ Compared with traditional e-commerce, the conversion rate of GMV is higher

Traditional e-commerce adopts static methods such as pictures and product text introductions to attract consumers to shop. Compared with traditional e-commerce, e-commerce live broadcasting pays more attention to communication and real-time interactivity, and is more attractive. According to iResearch data, the annual growth rate of online celebrity e-commerce GMV in April 2018 was as high as 62%. E-commerce Under the live broadcast mode, huge traffic + extremely high conversion rate into the store, the combination of these two is far superior to the traditional GMV advantage of traditional e-commerce.

II. Problems in the live broadcast model of agricultural products

① The product power level needs to be improved urgently

For an economic form to continue to exist, it must be supported by product power. At this point, e-commerce live broadcast has obvious shortcomings. The traffic is fragile and may be lost at any time, so it is obviously impractical to rely solely on the influencers of the celebrity for long-term traffic. The current stage of e-commerce live streaming can neither output influential values, nor focus on the improvement of product power, and is very unstable.

② Homogeneous competition is serious

The threshold for live streaming of internet celebrities is relatively low, and there is no so-called standard. The fans attracted by internet celebrities are quickly turning into commercial value. However, with the increase in the number of Internet celebrities, many shops have appeared homogeneous competition, but also caused consumers to have an aesthetic fatigue on the Internet celebrity anchor. In addition, the threshold for live webcasting is relatively low, and the cost invested by manufacturers is relatively low. Starting from the commercial value of Internet celebrities and the cost of manufacturers, it has caused serious homogenization competition, and consumers are facing a large number of live broadcasts, which is extremely prone to aesthetic fatigue.

③ The brand promotion of agricultural products is weak

The brand of an enterprise is an intangible asset of the enterprise and a business card of the enterprise. In the brand promotion of well-known agricultural products, the traditional way is basically TV, newspapers and other platforms, and there are not many well-known brands, basically based on local consumption.

④ The effect of online sales is not satisfactory

Nowadays, on e-commerce platforms such as Taobao and JD.com, we can see that the sales volume and efficiency of goods are very high, mainly because consumers' consumption habits have been changed by online e-commerce. However, looking at the online sales of agricultural products, the sales of rural e-commerce platforms are not ideal. On the one hand, due to the imperfect infrastructure in rural areas and the imperfect basic road traffic in some areas, and the low internet penetration rate, many

farmers still rely on traditional on-site sales and street stalls for sales, which have high labor costs and poor revenue effects. good. On the other hand, this is also related to the traditional thinking in rural areas. Many people are not good at learning new knowledge and new technologies. With the majority of the left-behind population in the rural areas, the rural labor force is lacking, and many agricultural products are slowly decreasing. Quality agricultural products have fewer large-scale production bases, which is also one of the main reasons.

⑤ The lack of well-known agricultural product brands in rural areas

An important reason for the slow development of rural e-commerce is product problems. Good goods don't worry about selling. At present, there are many agricultural products selling on the Internet in rural areas, such as Lingbao's apples, Jiaozuo's yam, auricularia auricula, local farm eggs and local chickens. The market sales are very good. The main reason is that the product is well-known and the product quality is guaranteed, many of which are repurchases from repeat customers. However, most of the agricultural products in the farm area are not sold on e-commerce platforms. For example, orchards in many places have apples, grapes, figs, etc., and there are some free-range chickens and pigs, mainly local or surrounding guests. Due to weather, season, and other factors, sales are not fixed. If you encounter a major disaster or epidemic situation, you may be bleak and even lose your money. From the perspective of product sales, agricultural products in rural areas still lack well-known brands, the quality of products is unstable, and the lack of unified production and marketing standards affects long-term stable sales.

2. Suggestions on optimizing the live broadcast model of agricultural products e-commerce

I. Create content power and enhance product power

E-commerce live streaming should focus on «two forces» – content and product power. The content power is aimed at direct broadcast content. Although live broadcast e-commerce mainly focuses on selling goods, while bringing goods, we must also pay attention to the improvement of live broadcast content. Live broadcasting must not only establish correct values, but also have genuine content. Product power is mainly aimed at commodities. For direct broadcast e-commerce to continue long-term development, product quality is crucial. Consumers' love for anchors is only temporary, and the pursuit of good products can last for a long time.

II. Pay attention to the celebrity traffic in the middle and lower part and improve the professional level of the anchor

At the moment when high-traffic influencers are difficult to replicate. For the e-commerce live broadcast platform, you can change the direction appropriately, and focus on creating high-traffic celebrities on the middle and lower celebrities. The e-commerce platform can enhance the ability of the middle and lower internet celebrity business by strengthening the professional level of the anchor, and then supplement it with a certain amount of publicity and marketing. As long as the two-eighth effect is fully exerted, in this way, the flow value obtained from the middle and lower celebrity groups may not be less than the flow value of the high-flow celebrity groups.

III. Team up with the celebrity incubator for team operations

The celebrity incubator provides a complete supply chain service for celebrity shops, and also helps them maintain interaction with fans on social media, so that the fan base and celebrities can create a more intimate and harmonious relationship. These incubators not only provide a platform for internet celebrities to showcase themselves, but also make them more professional. Typical Internet celebrity incubators such as mail and telecommunications providers have their own procurement teams, design teams, processing plants, warehouse workers, and customer service. The configuration in the supply chain can be greatly improved. Not only has the production time been greatly shortened, the controllability of the supply chain has been improved, but also the cost has been saved to a certain extent.

IV. Make full use of the webcast e-commerce platform to enhance the influence of product brands

First of all, as a government department, it is necessary to clarify the positioning of agricultural products in various regions, formulate a series of standard regulations on agricultural product cultivation, production, processing, sales, transportation, etc., ensure product quality from the source, build a brand, and use webcast to promote products, In-depth publicity, so that consumers have a deep understanding of agricultural product brands. Second, we must grasp the key points of webcasting. Webcasting is also to enhance the influence of the product. For agricultural products, everyone is most concerned about whether the planting process and links are safe and pollution-free, so our live broadcast will reflect these, through the live video of the field to let consumers feel green, pollution-free land and water , See all kinds of modern

agricultural tools and facilities, and feel the scientific production and processing methods. High-definition cameras and other monitoring equipment should be installed in the breeding base to monitor and upload daily management activities such as fertilization, spraying, weeding, pollination, and picking to the network platform for consumers to watch on the Internet at any time and increase production management information. Open transparency, creating product brand awareness from the production link.

V. Rural e-commerce should expand the agricultural product sales market by means of webcast

Compared with traditional sales platforms, rural e-commerce platforms are faced with customer groups across the country and even the world. In terms of sales probability, there are more opportunities and greater chances. Therefore, it is necessary to make full use of the powerful «circular fan» ability of webcasting and the immersive experience, so that viewers everywhere can experience and feel the quality of products, and lay the foundation for consumption. Pay attention to quality management in the processing, packaging and transportation of agricultural products, determine reasonable prices, pay attention to the immediate needs of consumers, and improve the overall quality of products.

Overall, the agricultural product e-commerce live broadcast model has great development prospects in China. The strong support of national policies, the preferential measures for «agriculture» of various e-commerce platforms, the gradually mature logistics cold chain infrastructure construction, and the upcoming 5G era have

all provided a good development environment for the «live broadcast» model of agricultural products. In addition, the live broadcast format can fully gather the producers of small farmers to make the market supply and demand information more equal, thereby improving efficiency and reducing waste. At the same time, there are also many problems in the agricultural product live broadcast market. The state needs to increase supervision and support. Agricultural product suppliers should also continuously improve product quality, innovate in the form of live broadcast, maintain stable customer sources, and avoid homogenization. In addition, agricultural product producers should also choose a live broadcast platform based on their product characteristics and the user profile of the platform for precise marketing.

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