

A Two Winged Agricultural Assistance Model Based on Live Streaming and Branding under the Background of High Quality Development of Rural Industries

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Abstract: Recently, in order to consolidate the results of poverty alleviation, the content has issued a series of measures to encourage the promotion of high-quality development of rural industries and the branding of agricultural products. In order to respond to the national measures and give full play to the power of college youth, our team decided to develop a model of helping farmers with the purpose of branding agricultural products through fieldwork in the countryside. Relying on the support of universities, the team successfully organized the Creative Design Competition for Agricultural Products, the Network Marketing Competition and the "I Speak for My Hometown" activity, and based on the three competitions, we accumulated relevant data and formed a chain database. Finally, we explored a new model of "live broadcast + branding" e-commerce to help farmers.

Keywords: High-quality Development; Branding; Direct Seeding & Branding; Two Wings to Help Farmers

1. Introduction

1.1 Background of the Study

Through researching the village of the university's designated help, we found that the rural characteristic industries in remote areas are not highly effective, the advantages are not obvious, and the driving force is not strong; most of the characteristic agricultural products are produced by the self-organized production, and the characteristic agricultural products

have the phenomenon of "big, but not strong, full, but not excellent", and it is difficult to expand the marketing of the products' packaging. Product standardization need to be improved, characteristics of agricultural products of varying quality, branded management of quality control is more difficult, the urgent need to build regional, targeted marketing methods. [1]

On January 1, 2024, China issued the "Central One" document, which clearly states that it encourages the development of characteristic industries and the creation of local characteristic brands, and advocates that China's agricultural products should be both well produced and well marketed. In some areas, due to the lack of marketing, good products can not be sold, sell price, become a bottleneck in the development of rural industries. Therefore, this year's Central Document No. 1 proposed the implementation of rural e-commerce high-quality development project, promote the construction of county e-commerce live base, and develop rural native products online sales.

1.2 Significance of the Study

The team continues to comprehensively promote the revitalization of the countryside in the context of in-depth implementation of the "number of business to promote agriculture", to help agriculture-related subjects to solve the problem of commoditization of agricultural products branding, and effectively play the advantages of the live band with the intellectual resources of the university, "commoditization + branding" as two wings, to achieve regional linkage, to explore a

commitment to prevent the return of poverty and stabilize the industry to help rural revitalization of long-term model to help agriculture. To achieve regional linkage, to explore a commitment to prevent the return of poverty and stable industry to help rural revitalization of the long-term model of agricultural assistance, so that the main body of excellent agricultural products can be assured that the production, selling. Improve the income of the rural population, greatly enhance the sense of well-being, thereby reducing the loss of young and strong population in the countryside, reducing the differences in the development of the countryside.[2]

The study has helped to promote rural revitalization in a successive and comprehensive manner, ensuring stable and increased agricultural production, steady increases in farmers' incomes, and stability and tranquillity in the countryside. It will thus promote the process of branding agricultural products, consolidate and expand the results of poverty eradication, prevent the poor from returning to poverty again, and steadily develop rural industries, thereby promoting new progress in rural revitalization.

2. Content and Advantages of the "Live Broadcasting Branding" Two-winged Model to Help Farmers

2.1 Development Status

Through the research and visit situation, found the current China's agricultural products branding construction has made great progress, but there is still a weak industrial base, the lack of long-term planning for the development of characteristic agricultural products industry, the earnings are not high, not strong driven. For agricultural products, the quality of characteristic agricultural products varies, resulting in a low degree of standardization of agricultural products and other problems. Serious product homogenization, fierce competition among enterprises, low value-added products, and difficulties in increasing farmers' income have emerged. The market competition of agricultural products has also transformed from "quality war" to "brand war". Branding is an important means to enhance the competitiveness of agricultural products in the market.

We found that in terms of agricultural product branding, China's agricultural product branding has just begun, and there is a general lack of clear brand positioning, lack of sufficient crowd positioning and market and channel positioning. Problems such as weak brand awareness, imperfect quality standard system and lack of brand promotion and marketing are prominent. In particular, market players focus on price promotion when marketing their products, and rarely do brand promotion on quality, effect and image, resulting in consumers not understanding and being unfamiliar with specialty agricultural products. In addition, the green attributes, nutritional attributes and cultural attributes of specialty agricultural products have not been effectively developed, and the attractiveness of product characteristics is not strong, making it difficult to leave a deep impression on consumers.

2.2 Mode Content

First of all, the team based on regional and agricultural products information for the initial data collection, the development of agricultural products list library; Secondly, through the agricultural products creative competition, again collect data for product selection and for specific groups to redo product packaging, creative design, joint e-commerce associations to organize units of the "Agricultural Products Creative Design Competition" for the second product development, to establish a database of agricultural products. The second product research and development is organized by the "Agricultural Product Creative Design Competition" of each unit of the joint e-commerce association to establish a database of agricultural products. After that, we organize the "Network Marketing Competition" with the school league committee of each university to test the brand, formulate the marketing plan, and conduct small-scale trial operation around the designed objects to find the suitable marketing channels for the products. At the same time, we analyze the target audience by segmenting customer labels, improve the data portrait for data optimization, and produce a database of consumer scenarios. Finally, through the "I speak for my hometown" activity, we establish a "hometown spokesperson private traffic pool" and look for opinion leaders in the field

and youth representatives to establish contact with specific regional agricultural products, endorse products after creative and channel testing and initially sell them in the youth league's live broadcast. The products are initially sold in the live broadcasting room, and are precisely selected through screening and feedback from the public to generate a brand promotion database to promote the agricultural products to the market and ultimately realize the branding of agricultural products.[3]

2.3 Dominance

Low cost of packaging design: By selecting agricultural products with special characteristics from the already formed agricultural product list library, on-site understanding is eliminated, and understanding of specific types can be carried out more efficiently. Relying on university support, the creative design competition for agricultural products is carried out, and university students use their specialized knowledge to carry out packaging design and brand positioning for the special characteristics of agricultural products, which greatly saves the cost of packaging design.

Low cost of trial and error: Trial operation through the school-supported Internet marketing competition can test whether the packaging of agricultural products is suitable, whether the marketing methods are suitable for the market and which channel is more suitable for this product to be sold. The initial investment is low, and the products found to be unsuitable for the market through the trial operation stage of the competition will not cause too much loss.

New marketing and promotion model: Through the "I Spoke for My Hometown Competition" activity. Selection of hometown spokesman, through the online live broadcast for the hometown of the local conditions, special food and classic crop endorsement, powder attraction, to create a hometown complex, consolidation of the results of poverty alleviation of the nature of the live room.[4]

3. Realizability of the "Two-Wing" Model of Live Broadcasting and Branding to Help Farmers

3.1 Policy Support

On January 1, 2024, China issued the "Central No. 1" document, which clearly points out that it encourages the development of specialty industries and the creation of local specialty brands, and advocates that China's agricultural products should be both well produced and well marketed. Relevant Departments issued the "Work Guidelines on the In-depth Implementation of the Spirit of General Secretary Important Lecture on Integrating into Winning the Battle Against Poverty and Carrying out the Rural Revitalization Youth Construction Action", which clearly defines the overall requirements, main directions, key initiatives, and safeguard mechanisms participate in the battle against poverty and the implementation of the strategy of rural revitalization. From this, it can be seen that the state strongly supports the process of agricultural product branding in terms of policy.[5]

3.2 Data Support

For nine consecutive years, the team went to Sanjia Village, Dongsheng Village and Beipuzi Village in Longhua County, Chengde City, Hebei Province, to conduct research activities, industrial poverty alleviation and professional assistance. During the process, we collected data from questionnaires, worked with local village committees to collect specialty agricultural products, and built a list of agricultural products; we also conducted live broadcasts to sell agricultural products, built different live broadcast scenarios, analyzed consumer preferences, and formed a consumer scenario database. These data provide support for the successful operation of the "two wings" model.

3.3 Marketing Communications

Publicity can help businessmen influence consumers' buying behavior, and even achieve the purpose of creating demand by awakening the potential demand in consumers' hearts. We use short video publicity and other ways of attracting fans to attract traffic, selecting goods that meet the needs of the user, and in a short period of time the demand is greater, through the help of agricultural products library and other help to create high-quality products, directly into the user's point of need. Afterwards, through the "I speak for my hometown" youth league live broadcasting

room to attract flow, to create a brand live broadcasting room, increase consumer stickiness. Take Dongsheng Village, one of the impoverished villages docked by the university where our team works, as an example. June is the time of ripening of oil apricots in Dongsheng Village, as early as in early April, we began to write soft articles on the public number, shooting short videos in the Jitterbug number on the oil apricots in Dongsheng Village before the official sale of pre-heating publicity, and in the middle of May live preheating, live selling in June, and achieved good results. Therefore, our marketing and promotion methods help the sale of agricultural products as well as the formation of branding.[6]

3.4 Resource Integration

In the process of practice, we formed the agricultural products list library, fan group library and consumption scene library. We realized a complete resource utilization process by selecting products in the agricultural products list library, carrying out packaging design, corresponding to analyzing consumer behavioral preferences in the consumption scene library, and pushing them to different fan group libraries. Characteristic agricultural products are aggregated together to form the agricultural products list library, realizing resource aggregation and allowing participating teams to make more efficient and convenient choices. Through the integration of resources, we make the "two wings" model of helping farmers more realizable.

4. Feasibility Analysis of the "Two Wings" Model of Live Streaming and Branding to Assist Agriculture

4.1 Directions for Development

Agriculture is the foundation of human existence, vital to guaranteeing people's basic living needs, and plays a supporting role in the development of the entire national economy. On January 1, 2024, China issued the "Central Committee No. 1" document, which clearly states that it encourages localities to develop characteristic industries and create local characteristic brands, and advocates that China's agricultural products should be both well produced and well marketed. On February 13, 2023, China issued the Opinions of the

Central Committee on Doing a Good Job of Comprehensively Promoting the Key Work of Rural Revitalization in 2023.

Despite the strong support of national policies, there are still some problems in some areas, the lack of marketing of agricultural products, good products can not be sold, sell at a price, and become a bottleneck in the development of rural industry. Accompanied by economic development, income growth brought about by consumer upgrading, coupled with the catalytic effect of the epidemic era, consumers for agricultural products quality and health and safety needs more and more high. The "brand" has become the first pass in the minds of consumers to judge the "safety and health". But now China's agricultural products are complete and rich in variety, but the development of specialty agricultural products industry generally lack of long-term planning. The team visited the research found that the remote areas of the characteristics of industrial efficiency is not high, the advantages are not obvious, the bandwagon is not strong; characteristics of agricultural products are mostly organized by farmers spontaneous production, characteristics of agricultural products, there is a "big, but not strong, all but not excellent" phenomenon, the product packaging and marketing is more difficult to expand. Product standardization needs to be improved, characteristics of agricultural products of varying quality, branded management of quality control is difficult, there is a need to build regional, targeted new marketing methods. We have established a "live + branding" two-wing farming model to help help support agriculture-related subjects to solve the problem of agricultural commoditization branding, effectively play the live bandwagon with the intellectual resources of universities to achieve regional linkage, to explore a commitment to prevent the return of poverty and stable industry to help revitalization of the countryside of the long term model of agricultural assistance to promote the process of agricultural product branding, consolidate and expand the results of poverty alleviation, and promote the revitalization of the countryside, to promote the branding process. Expanding the results of poverty alleviation and promoting new progress in rural revitalization.[7]

4.2 Case Study

Take Dongsheng village pearl oil apricot as an example, our model for its branding, the specific process is as follows: first of all, using the platform or the field into the village of targeted help for relevant data collection and screening data to develop a list of agricultural products library. In the branding design of agricultural products, we rely on farmers to fill in the product information, geographic location and other data, to fully explore the product behind the relevant information data, for the back of the creative design to lay a good data base to rely on. For the pearl oil apricot, we go deep into the origin to understand its growth characteristics and local characteristics of the story, through the agricultural product creative competition, for specific groups to re-do product packaging, creative design, product secondary research and development, we "oil apricot" harmonic "fortunate", aiming to give the product new connotations, will be the first time in the future, and will be the most important product in the world. We aim to give the product a new connotation, "Lucky to meet you" as a slogan and combined with local characteristics, to create a special industry formed for Dongsheng village pearl oil apricot database. Afterwards, the model was established to analyze the target audience of the product, and through the network marketing competition, a small-scale trial operation around the design object was conducted to find the suitable product marketing channels for Dongsheng Village Pearl Oil Apricot, and the consumer scene database of Dongsheng Village Pearl Oil Apricot was produced. Finally, through the first two links, the product is accurately selected, a feedback pool is set up, feedback is collected, and the "I Spoke for My Hometown" activity is held to find opinion leaders and youth representatives in the field to endorse the product after the creative and channel testing, so as to generate a branding database of Dongsheng Village Pearl Oil Apricots, and promote the agricultural products to the market. Eventually, this model will initially realize the branding of Dongsheng Village's pearl oil apricots.[8]

5. Results

5.1 Achievements

So far, the team has achieved a number of implementation results. The live broadcasting room operates well, through the "Youth League live broadcasting room" selected anchor "hometown spokesman" 12 people, 25 people in the operation and background personnel, to obtain an average operating income of more than 50,000 yuan. Chengde Evening News reported on the team's agricultural practice activities under the title of "College help for revitalization, will be the charm of the countryside scroll". At the same time, the team through the "creative design competition for agricultural products" to help 17 professional cooperatives for branding design, for the selection of special products for packaging positioning and exclusive design, designed 56 brand creative program; through the network marketing competition, help form the Chengde oil chicken, dongsheng village pearl oil apricot and other characteristics of the brand, to help the sale of Watermelon 400,000 pounds, 90,000 pounds of cherries and 2,000 + boxes of walnuts, driving Chengde local sales of more than 3,000 oil chickens, access to operating income of more than 60,000 yuan, driving the local net income of more than 1.5 million yuan, the success of the test of agricultural products suitable for the market sales of the brand. The "live broadcasting + branding" mode has been operating well, continuously promoting local development and rural revitalization.[9]

5.2 Outlook

The "live broadcasting + branding" model responds to the development of digitalization and the Internet in today's society, and promotes the high-quality development of the rural industry in the new era. This model mainly solves the problems of high quality agricultural products not being sold at a high price and the serious "price war" of agricultural products, etc. In the coming period, the team will continue to promote this model, mainly in Hebei Province, and gradually expand it to various regions. At the same time, we are also concerned about the challenges and risks we will face, such as management risk, technology risk, market risk, etc. Therefore, the team will keep practicing and innovating in the future, exploring the adaptability and feasibility of the model through field research,

and formulating appropriate methods and strategies to help revitalize the countryside.[10]

6. Conclusions

At present, China attaches great importance to and encourages the development of rural areas, and at the same time introduced a number of policies to help rural revitalization, this paper mainly explores the new marketing matrix in the context of digitalization, "live broadcast + branding" model and through the "agricultural product creative design competition", "online marketing competition", "I speak for my hometown activities" three competitions on the feasibility and effectiveness of helping agriculture. "Network Marketing Competition" "I speak for my hometown activities" three competitions on the feasibility and effectiveness of helping farmers. Team 2023 in Chengde City, Hebei Province, Longhua County, North Puzi Village, Dongsheng Village and three villages of research visits, found that China's current construction of agricultural products has made great progress, but there is still a weak industrial base, the lack of long-term planning for the development of specialty agricultural products industry, the earnings are not high, driven by not strong. With the rapid development of digitalization and the Internet, the "live broadcasting + branding" model breaks the traditional mode of agricultural product sales through the advantages of e-commerce to help farmers and the leadership of the organization, and helps the revitalization of the countryside.

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