A Study on the Problems of Agricultural Live Streaming Platforms in the Process of Rural Revitalization

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Abstract: This study focuses on agricultural live streaming in the context of rural revitalization, aiming to systematically analyze the characteristics, problems, and optimization paths of different operation modes. Three mainstream modes in current practice—government-led, market-led, and individual-led—are selected. Through literature review and comparative analysis, this research explores how various modes mobilize resources, establish trust, and achieve sustainable development. The study finds that each of the three modes has its own characteristics and challenges: the government-led mode can start quickly relying on public credibility but is often unsustainable due to insufficient professional capabilities and over-reliance on administrative mobilization; the market-led mode is efficient and professional but may ignore the interests of small-scale farmers in pursuit of profits and lead to homogenization of live streaming content; the individual-led mode is authentic, flexible, and infectious but generally faces difficulties such as high operational pressure, unstable traffic, and difficulty in forming scale effects. Based on the challenges faced by each mode, targeted recommendations are proposed to provide theoretical guidance for the high-quality development of agricultural live streaming.

Keywords: Rural Revitalization; Agricultural Live Streaming; Mode Optimization

1. Introduction

With the in-depth implementation of the rural revitalization strategy, promoting rural economic development and realizing common prosperity have become important issues in the new era. The "Comprehensive Rural Revitalization Plan" released in 2025 clearly proposes to "implement the high-quality development project of rural e-commerce" as a key measure to promote the upgrading of rural industries. As an emerging e-commerce model, agricultural live streaming breaks the constraints of time and space through the Internet, enabling high-quality agricultural products to directly connect with the broad market. It plays an increasingly important role in promoting the sales of agricultural products, increasing farmers' income, and driving the development of rural industries, becoming an important driving force for rural revitalization. However, while agricultural live streaming is booming, it also faces many practical challenges. Existing studies and media reports generally point out that agricultural live streaming is confronted with multiple challenges such as homogenized content, lack of professional talents, imperfect supply chains, and inadequate regulatory mechanisms. Nevertheless, most existing literatures focus on a single mode or macro description, lacking systematic comparison of multi-subject modes. This study focuses on three different modes: government-led, platform-led, and individual-led, covering the main types of current agricultural live streaming. By comparing and analyzing the operation methods and typical characteristics of the three modes, it clarifies the opportunities and challenges faced by current agricultural live streaming platforms, providing a richer perspective for in-depth exploration of agricultural live streaming. It is expected that by clarifying the differentiated characteristics and needs of different modes, this study can provide more targeted references for the formulation and implementation of relevant policies, as well as scientific basis for optimizing agricultural live streaming modes and improving live streaming effects, thereby promoting the healthy and sustainable development of the agricultural live streaming ecosystem.

2. Literature Review

2.1 Definition of Core Concept of Agricultural Live Streaming

Agricultural live streaming refers to a new e-commerce model that displays, promotes, and sells agricultural products and rural characteristic resources through real-time interaction on Internet live streaming platforms. Its core lies in using the immediacy, visualization, and strong interactivity of live streaming technology to break the geographical limitations of traditional agricultural product sales and realize direct connection between producers and consumers[1]. The characteristics of agricultural live streaming can be summarized into four points: first, diverse subjects, including local governments, farmers, MCN institutions, e-commerce platforms, and social public welfare organizations; second, scenario-based marketing, which enhances consumers' trust through live streaming in real scenarios such as fields and processing workshops[2]; third, emotional connection, where anchors stimulate consumers' emotional resonance by telling local stories behind agricultural products[3]; fourth, technological empowerment, which accurately matches supply and demand with big data algorithms and improves user experience through technologies such as VR and 5G[4].

2.2 Research on the Role of Agricultural Live Streaming in Rural Revitalization

Existing studies generally believe that agricultural live streaming plays a multi-dimensional role in rural revitalization. Firstly, it empowers economic development. Douyin E-commerce helped sell 4.73 billion orders of agricultural specialty products in 2023. By shortening the circulation link, live streaming increases the premium rate of agricultural products by 20%-30%. Secondly, it promotes industrial upgrading. Live streaming promotes the branding of agricultural products. For example, "Oriental Selection" enhances product added value through cultural empowerment[3]. Thirdly, it assists social governance. Village-level organizations integrate resources through live streaming and activate endogenous development momentum[4]. For instance, H Village in J County, Central China, reconstructed rural public spaces through live streaming and promoted villagers' participation in the collective economy. Fourthly, it promotes cultural communication. Live streaming has become a window to display rural culture, such as intangible cultural heritage crafts and folk activities[5].

2.3 Problems Existing in the Development of Agricultural Live Streaming

Despite the remarkable achievements of agricultural live streaming, existing studies have also found that its development still faces multiple challenges. Firstly, the quality of live streaming content is not high, and homogenization is serious. It is reflected in the single live streaming style, similar live streaming scenarios, fixed opening remarks, templated introduction scripts, commercialized promotion forms, mechanical interaction links, repetitive marketing scripts, and simplified interaction modes. The introduction and promotion of some agricultural products on agricultural live streaming platforms lack interactivity and readability, failing to arouse consumers' interest. Secondly, anchors lack professional literacy and there is a shortage of live streaming talents. Currently, there is a shortage of professional talents and inadequate training and guidance, leading to anchors' insufficient mastery of e-commerce skills and indistinct personal image building, which affects the live streaming effect and the sales of agricultural products. Thirdly, government supervision is ineffective, and vicious competition emerges one after another. In today's price wars, exaggerated publicity is common, which affects consumers' trust. Even some unscrupulous merchants take the opportunity of agricultural live streaming to cut corners and sell fake and shoddy agricultural products in pursuit of minimizing costs and maximizing profits. There is a huge difference between the actual products and those in short videos and live streams, which brings great negative impacts to the market[6]. Fourthly, platform review is inadequate, and agricultural live streaming varies in quality. At present, short video live streaming platforms have loose review procedures for live streams, and the quality of live streamers varies. Bad merchants, problematic artists, banned anchors, etc., should not be allowed to participate arbitrarily to deceive the public in the name of supporting agriculture. At the same time, whether the live streaming process is normal and standardized should also have strict supervision mechanisms to avoid bottomless links[7]. Fifthly, the structure is inaccurate, and the sustainable supply of infrastructure is inadequate. At present,

most rural areas are only in the production stage, and infrastructure, product services, and other aspects are not perfect. Problems such as small logistics scope and unreasonable industrial structure still exist. They mainly rely on low-cost and low-tech manual labor, with few transportation routes.

2.4 Research on Optimization Paths of Agricultural Live Streaming

In response to the above problems, scholars have proposed the following optimization paths. Firstly, select high-quality products and realize differentiated operation. Create agricultural live streaming rooms with high loyalty and strong responsiveness through methods such as optimizing product selection, interesting settings, benefit linkage, interactive participation, and personalized experience. At the same time, it is possible to raise the position, grasp mainstream values, and reshape the connotation and significance of commodities[3]. Secondly, tap personal characteristics, cultivate professional talents, strengthen talent training, and build high-quality anchors. Agricultural live streaming not only requires a group of excellent anchors who understand, love, and serve agriculture, but also needs more agricultural producers to participate in improving farmers' digital literacy. Both aspects should be developed together. It is also possible to innovate the anchor's personal setting. Live streaming e-commerce with both e-commerce and media attributes needs to continuously produce high-quality content and innovate content forms to achieve long-term development. Thirdly, strengthen government guidance and promote the mediatization of government social governance. In the agricultural live streaming mode, the government's link role must be fully played, social governance should be strengthened through a mediatization turn, and more attention should be paid to the sinking of media technology and the construction of infrastructure in rural areas. Government staff should also take the initiative to strengthen supervision, enhance the trust of consumers and producers, and promote the steady and sound development of agricultural live streaming. Fourthly, strengthen platform review and improve supporting services. In addition to early traffic attraction, platforms need to provide platform support for agricultural live streaming, improve after-sales service and rights protection feedback systems, and promptly investigate and handle live streaming behaviors such as false propaganda and improper competition to clean up the live streaming space. Fifthly, shape brand image and enhance product advantages. Through agricultural live streaming, agricultural products can be built into brands with characteristics and competitiveness, improving product added value and market competitiveness. We can help the construction and promotion of agricultural product brands through financial support, publicity and promotion, and market development, further enhancing the visibility and reputation of agricultural products. Sixthly, increase policy support to provide guarantee for agricultural live streaming. In the future, the government needs to continue to increase support for rural e-commerce and agricultural live streaming, introduce more preferential policies and measures, provide a better policy environment for the development of agricultural live streaming, and improve relevant laws and regulations to ensure the live streaming environment and e-commerce transactions[8].

2.5 Literature Review

Overall, existing literatures have conducted extensive discussions on the concept definition, mechanism of action, existing problems, and optimization paths of agricultural live streaming, accumulating fruitful results and laying a solid foundation for understanding this emerging industry. However, through sorting out, it is found that most existing studies tend to adopt a single case analysis or macro policy discussion, failing to conduct a correlation analysis of the diversified operation subjects in practice and the different logics behind them. Therefore, on the basis of absorbing existing achievements, this study clearly divides agricultural live streaming practices into three typical modes: government-led, market-led, and individual-led. The research aims to go beyond the description of a single mode, deeply analyze the differences and complementarities of different modes, so as to provide new ideas and basis for designing a more systematic, targeted, and operable policy system.

3. Operational Characteristics of Three Agricultural Live Streaming Modes

Before conducting an in-depth comparison of agricultural live streaming phenomena, it is first necessary to clarify the classification criteria of

this study. According to the most critical resource mobilizers and decision-making cores in agricultural live streaming practices, this study divides its operation modes into the following three categories: the government-led mode refers to live streaming practices promoted by grass-roots governments, or officials as core actors and decision-makers; the market-led mode refers to live streaming practices operated by commercial organizations such as e-commerce platforms and professional MCN institutions; the individual-led mode refers to live streaming activities carried out by returning young people, new farmers, local farmers, etc., based on individuals. The operational characteristics of the three modes are elaborated in detail below.

3.1 Government-led Mode

In terms of live streaming purposes, government-led agricultural live streaming is usually directly related to specific policy goals or practical governance needs, such as solving the problem of unsalable agricultural products or responding to the call for digital rural construction. The participation of grass-roots cadres is often not the result of personal market decisions, but work innovation carried out under the guidance of superiors, organizational arrangements, or assessment pressure. Therefore, the practice has a clear public goal orientation and can mobilize resources within the system to support it, thus having unique conditions for rapid start-up and momentum building. In terms of the mechanism for building consumer trust, the special advantage of the government-led mode lies in its irreplaceable public credibility. When township cadres or other officials appear in the live streaming room in their official capacity, they represent not only individuals but also the organizational authority and local reputation behind them[9]. This identity trait makes their behavior of introducing products and promising quality naturally gain more trust weight than ordinary merchants. They combine live streaming scenes with daily work, showing their supervision and understanding of the production process, which essentially extends the credit of public governance to the commercial field, realizing the effective transformation of public authority into market credibility. In terms of organizational form, live streaming activities can usually flexibly absorb the participation of village cadres, resident working teams, and even villagers to form temporary or semi-fixed working groups. It can not only integrate limited administrative resources but also activate social capital within the community to a certain extent[10], making live streaming beyond a simple economic activity, with multiple meanings of policy communication, emotional connection, and social mobilization.

3.2 Market-led Mode

Market-led agricultural live streaming represents the systematic intervention of professional and organized forces in rural areas. Its operation fully follows the logic of modern commercial companies, with clear profit goals and scale expansion as the orientation. At the mode positioning level, relying on their capital, technology, and data advantages, operating subjects can deeply intervene in and reshape the entire chain from production to sales. They usually establish strict product selection standards, quality control systems, and supply chain management systems, transforming non-standardized agricultural products into e-commerce commodities with unified specifications, standardized packaging, and controllable logistics, greatly improving circulation efficiency. At the level of content production and traffic operation, this mode reflects a high degree of professional division of labor and precise control. From the writing of live streaming scripts, standardized construction of scenes, training and performance management of anchors, to traffic investment and user portrait marketing based on data analysis, each link is responsible for and continuously optimized by professional teams. The live streaming activity itself is regarded as a replicable and mass-produced industrial product, pursuing a stable conversion rate and return on investment. The algorithm recommendation mechanism and paid traffic tools of platform companies provide a predictable exposure channel for this mode, enabling it to quickly detonate the market and create sales hits. At the core capability level, the unique advantage of the market mode lies in its strong resource aggregation and rapid replication capabilities. It can integrate high-quality product resources across regions and promote them using mature marketing models, achieving a huge sales scale in a short time. This efficiency-first logic makes agricultural live streaming not only a means of

assistance but also a competitive emerging business model.

3.3 Individual-led Mode

The vitality of individual-led agricultural live streaming comes from the deep connection between actors and rural society. Such practices often start with a small opportunity, which may be anxiety about the sales of their own products or enthusiasm to help neighbors solve the problem of unsalable products. Its initiation and operation are highly dependent on the individual's judgment, resources, and efforts of the actor, showing significant spontaneity and flexibility. The scenes and communication styles of individual live streaming emphasize authentic and localized expression. Live streaming rooms are often set in fields, courtyards at home, with the camera moving with the anchor, truly showing the growth status of crops, picking processes, and even rural life scenes. Anchors usually do not use gorgeous marketing scripts but share planting experience and tell family stories behind food in local dialects or simple language. This de-performed communication method can establish a strong emotional connection against the background that consumers are increasingly valuing trust and transparency[11]. In addition, many individual anchors are good at using the network of rural acquaintance society to gain influence and authority. They accumulate initial traffic through recommendations from relatives and friends, help from villagers, etc., and may obtain informal recognition and support from the village collective, thus gaining a certain degree of authority in civil channels[12]. At the same time, successful individual practices can often produce positive community spillover effects. As people who master digital skills earlier in rural areas, these anchors often unconsciously become nodes for technology popularization. They will share experience with interested villagers and guide young people to open accounts, thereby driving the slow improvement of digital literacy in a small area. This geographical-based knowledge diffusion, although scattered, helps nurture a microcirculation adapting to the digital age within rural areas and injects new vitality into rural society.

4. Problems and Challenges Faced by Different Agricultural Live Streaming Modes

4.1Government-led Mode: The Contradiction between Public Mission and Professional Capabilities

4.1.1 Misalignment between administration and market

Although grass-roots cadres are familiar with agricultural products and have the advantage of public credibility, they generally lack systematic professional skills such as e-commerce operation, content creation, and fan maintenance, and have shortcomings in scripts and content planning. There is a gap with the entertaining and relaxed network communication environment. In the traffic system relying on algorithm recommendations, it is difficult for them to continuously produce highly interactive content that meets platform preferences and can attract and retain a wide range of users, leading to live streaming rooms easily falling into the predicament of high initial attention but weak subsequent growth. Over-reliance on initial traffic brought by administrative mobilization, insufficient natural traffic support from platforms, and live streaming effects are easily affected by changes in platform rules.

4.1.2 Conflict between campaign-style promotion and long-term mechanism

Such live streaming projects are often launched in response to specific tasks or hot events, with obvious phased characteristics. Once the policy focus shifts or the leadership's attention changes, the project may be unsustainable due to the lack of continuous resource investment and institutional guarantees. Moreover, the development of live streaming is highly dependent on the enthusiasm and persistence of key individuals rather than stable organizational arrangements. Some officials need to take on multiple roles such as anchor, product selector, quality controller, and delivery coordinator. With the expansion of scale, the pressure on operations, quality control, logistics, and other links increases sharply. When the cadre who initiated the work changes positions or lacks energy, the project is likely to stagnate or even disappear, exposing the instability and personal dependence brought by its integration into the administrative management system.

4.1.3 Weak infrastructure and external support system

The unique links of agricultural product e-commerce such as packaging, logistics, and after-sales service are still imperfect.

Specifically, logistics costs are high, especially in the initial stage or remote areas. The high cost of a single express delivery significantly compresses the profit margin. At the same time, packaging standards and technical levels are backward, which is prone to product damage during transportation, affecting consumer experience and reputation. In addition, the general return and refund policies of e-commerce platforms often fail to fully consider the special attributes of agricultural products such as perishability and timeliness. Sometimes, full refund mechanisms are triggered only due to minor defects, and the resulting losses are often borne by farmers, further increasing operational risks and uncertainties. These shortcomings in infrastructure and institutional aspects not only directly affect the economic sustainability of the project but also restrict the expansion of its service scope and the deepening of assistance effects.

4.1.4 Difficulty in performance measurement under multiple objectives

Government-led live streaming pursues not only economic sales performance but also political image building and social governance effects. Sometimes, it is difficult to coordinate multiple objectives, and they may even restrict each other. For example, in order to pursue short-term sales data to show political achievements, they may tend to choose bulk commodities that are easy to sell, while ignoring special small varieties or poor farmers that really need help but are difficult to sell, making the inclusive goal of supporting agriculture weakened to a certain extent.

4.2 Market-led Mode: The Dilemma of Balancing Commercial Efficiency and Social Benefits

4.2.1 Inherent conflict between capital profit-seeking and the nature of agricultural live streaming

The core goal of commercial organizations' operation is profit maximization, which will inevitably guide their resources to product categories with high profits, easy standardization, and large scale. As a result, agricultural products with local characteristics but small output, uneven quality, and high transportation costs, as well as small-scale farmers with scattered distribution and weak production capacity, are easily excluded from the commercial supply chain. While improving overall efficiency, the market mechanism may inadvertently cause new selective neglect, leading to blind spots in the coverage of agricultural support actions.

4.2.2 Standardized operation eliminates rural diversity

In pursuit of controllability and efficiency, the market mode tends to standardize and template live streaming content, scripts, and even anchor images. Although this industrially produced content is professional and smooth, it is often homogenized, losing the unique local customs and local culture behind agricultural products, making live streaming in different regions stereotyped. Consumers feel more sophisticated commercial performances rather than real connections with the land and farmers. In the long run, this may lead to aesthetic fatigue and the dilution of trust.

4.2.3 Hidden risks of uneven interest distribution

When large platforms or MCN institutions sign cooperation agreements with producing areas relying on their traffic hegemony and data advantages, scattered small-scale farmers and local governments are often in a weak bargaining position. Behind the huge sales volume, how much of the real profit can be deposited in rural areas and used to improve production conditions and farmers' lives is a question that must be seriously questioned. While creating economic value, if the market mode lacks a reasonable value distribution mechanism, it may exacerbate rather than alleviate the resource inequality between urban and rural areas.

4.3 Individual-led Mode: The Interweaving of Endogenous Vulnerability and External Risks

4.3.1 Weak economic foundation and high operational pressure

Most individual live streamers are small in scale, limited in funds, weak in risk resistance, and lack support from external mechanisms. The seasonality and perishability of agricultural products themselves make inventory management and loss control a huge pressure. They usually need to independently undertake the entire process of product selection, live streaming, customer service, packaging, and delivery, with extremely high labor intensity. Once encountering product quality problems, logistics delays, or malicious complaints, they

may face double blows of damaged reputation and economic losses. A major mistake may make it impossible for them to continue operating. Pure agricultural support often lacks a stable source of income, requiring anchors to subsidize agricultural support costs through other commercial activities.

4.3.2 Traffic anxiety and platform dependence

In a highly centralized platform ecosystem, it is not easy to continuously attract platform traffic through personal or small team content innovation and operation in the attention market dominated by algorithms. Their content exposure and fan growth are seriously restricted by the platform's recommendation algorithm. In order to obtain traffic, they have to passively adapt to the constantly changing rules of the platform, and sometimes even need to invest already tight funds for paid promotion. This deep dependence on platform traffic severely restricts their operational autonomy, and their development destiny is largely controlled by external technical systems. Any minor adjustment to platform policies may have a significant impact on their livelihoods.

4.3.3 Limited industrial driving capacity

Although individual anchors may achieve success, this success is often personal and difficult to replicate. Due to the lack of organizational collaboration and resource integration, it is difficult for them to conduct systematic brand planning, quality upgrading, and supply chain optimization of local agricultural products. Their activities are more about improving personal income, and their role in driving the upgrading of the entire rural industrial structure is limited. A large number of individual practices are scattered, lacking mechanisms to connect them to form a synergy, resulting in the failure to maximize the overall industrial efficiency.

5. Optimization Paths and Policy Recommendations under Different Agricultural Live Streaming Modes

5.1 Construction and Optimization of Government Roles

5.1.1 Improve the professional capabilities and sustainability of officials' live streaming

Systematic live streaming training should be carried out for grass-roots officials in need, covering the entire process of scripts, product selection, packaging, logistics, and after-sales service to improve their professional expression and operational capabilities. The training form can combine online and offline methods, inviting e-commerce platform operation experts, mature anchors, and logistics enterprise representatives to conduct practical teaching and case analysis. Opportunities should also be created for grass-roots officials from various regions to share and exchange experience in anchor-supported agriculture. At the same time, a mechanism of official leadership and professional team collaboration should be constructed, where officials serve as brand ambassadors and are equipped with full-time operation, customer service, and logistics personnel, thereby forming a sustainable agricultural live streaming mode.

5.1.2 Optimize the platform and policy support system

The government should cooperate with mainstream live streaming platforms to establish a special traffic support plan for rural revitalization, and increase the exposure of agricultural product live streaming through algorithm inclination and activity planning. Implement a damage-based compensation after-sales mechanism for agricultural products, allowing consumers to apply for partial refunds according to the actual loss ratio, and the platform provides a fast review channel to balance the rights and interests of consumers and the reasonable interests of farmers, so as to reduce the losses caused by farmers due to return rules. In addition, the government should promote cooperation between logistics enterprises and local governments, implement regional subsidies or tiered pricing for agricultural product express delivery, strengthen the construction of village-level express collection and delivery points, integrate scattered orders, reduce the cost of a single logistics unit, improve transportation timeliness and service stability, and effectively solve the logistics cost and coverage issues in the upward movement of agricultural products.

5.1.3 Build a support system for young people returning to hometowns and talents

Internship programs covering positions such as live streaming operation, content creation, data analysis, and brand design can be provided for college students by establishing rural revitalization e-commerce internship bases, with supporting living subsidies and employment guidance. For young people with entrepreneurial

intentions, small guaranteed loans, entrepreneurship training, and product supply chain support can be provided to encourage them to take root in rural areas for e-commerce entrepreneurship. At the same time, a mutual assistance model between elderly farmers and young operators should be encouraged to give play to the planting experience of the elderly and the digital skills of young people, alleviating the constraints of rural aging on industrial development.

5.1.4 Strengthen the branding and long-term mechanism of officials' live streaming

It is recommended to take officials as image representatives and build regional public brands combined with local characteristic agricultural products to improve product recognition and market trust through unified visual design, content narrative, and quality standards. The effectiveness of agricultural live streaming can also be included in the assessment system of grass-roots cadres, and those with outstanding performance should be commended and given resource inclination, thereby establishing a long-term incentive mechanism.

5.2 Transformation of Market Logic from Value Extraction to Value Co-creation

5.2.1 Build a value-sharing industrial collaboration community

For long-term and healthy development, market forces must change the thinking of obtaining short-term profits and move towards value co-creation with rural society. This requires operating subjects to redefine their relationship with producing areas from purchasers to growth partners. Platform enterprises and MCN institutions should actively explore in-depth cooperation models with local governments and farmers' cooperatives, such as developing order agriculture, providing production technical guidance, sharing market data, and even participating in pre-investment. By establishing a closer community of interests, we can ensure the reasonable sharing of value-added in the industrial chain, so that farmers can not only be raw material providers but also share the dividends of industrial development.

5.2.2 Integrate professional operation with local authenticity

In terms of operational strategies, market subjects should strive to find a balance between professional efficiency and authenticity. While maintaining the level of content production, they should take the initiative to integrate more localized elements, encourage operation teams to go deep into producing areas, set up live streaming rooms in real production scenarios, retain and highlight the local stories and humanistic feelings of products in script design, and even invite producers themselves to participate in live streaming interactions. In algorithm design, platforms should also optimize evaluation dimensions, give more traffic incentives to agricultural support accounts that truly show rural style and have a good reputation, and guide commercial content to evolve in a warmer and more responsible direction.

5.2.3 Strengthen platform governance and mechanism guarantee

Platform enterprises must strengthen their governance responsibilities as market gatekeepers. They should establish stricter qualification review and product traceability mechanisms for agricultural live streaming subjects, put an end to fake and shoddy products and false propaganda, and build a transparent and fair dispute resolution and credit evaluation system to protect the legitimate rights and interests of consumers and producers. At the same time, using their data and technical capabilities, they should develop transaction tools, insurance products, and financial services more suitable for the characteristics of agricultural products to reduce transaction costs and risks in the entire chain. Only by embedding social responsibility into the business model can market-led agricultural live streaming gain long-term trust and legitimacy.

5.3 Organic Aggregation of Individual Forces

5.3.1 Build a professional collaboration system between individuals and organizations

Actively guide and encourage individual anchors to establish stable cooperative relationships with local new-type business entities such as farmers' professional cooperatives and family farm associations. Individuals can focus on their most skilled content creation and customer relationship management, while entrusting product collection, quality control, standardized packaging, bulk delivery, and after-sales service to cooperative organizations for unified management. This professional division of labor can greatly improve efficiency, reduce individual operational costs and risks, and

realize the effective combination of small front-ends and large back-ends.

5.3.2 Establish localized digital mutual assistance communities

Local governments, industry associations, or social public welfare organizations can act as bridges to regularly organize exchange salons, experience sharing sessions, and collective training for local anchors, and encourage the formation of informal cooperation mechanisms such as content mutual promotion and fan resource sharing among anchors. By creating a mutually supportive and symbiotic community atmosphere, scattered individuals are connected into a loose but powerful network, which can not only realize the rapid circulation of knowledge and experience but also provide necessary social support when individuals face difficulties, enhancing the risk resistance capacity of the entire group.

5.3.3 Explore sustainable micro-business models

For individual actors themselves, in addition to live streaming sales of primary agricultural products, they can moderately develop simple processed products, rural tourism experience packages, or annual membership subscription services to increase the diversity of income sources and smooth seasonal fluctuations. More fundamentally, individual anchors should consciously deeply bind their personal brands with the regional culture and local customs of their hometowns. While realizing personal commercial value, they should continuously contribute to improving the overall image and industrial value of their hometowns, achieving the organic unity of personal development and community revitalization.

5.4 Towards a Collaborative Governance Ecosystem

The future of agricultural live streaming does not lie in the dominance of a single mode, but in the positive interaction and collaborative governance of the three subjects of government, market, and society on the basis of clarifying their respective roles and boundaries. The government, as a system provider and fairness defender, builds a sound policy framework and infrastructure; the market, as an efficiency engine and innovation pioneer, integrates resources and connects production and sales in a responsible manner; individuals and community organizations, as sources of vitality and cultural carriers, provide authentic content and characteristic products and obtain fair returns. This requires actively exploring specific mechanisms for multi-subject collaboration. For example, we can promote the formation of mixed projects led by the government, participated by the community, and operated by enterprises, such as rural live streaming bases with local state-owned capital participation, professional operators introduced, and cooperatives providing products. In such projects, the rights, responsibilities, and interests of all parties are clarified through contracts, forming a community of shared risks and interests. In addition, the development of industry self-governance organizations should be encouraged, industry standards and self-discipline conventions should be established, and a good situation of combining government external supervision and industry internal governance should be formed. Ultimately, agricultural live streaming should evolve from a sales tool or policy tool into a systematic empowering force driving comprehensive rural revitalization. Through the optimization and collaboration of multiple modes, it can not only promote farmers' income increase and industrial upgrading but also reshape urban-rural relations, inherit local culture, and stimulate community vitality in the digital age, contributing an indispensable digital driving force to the grand goal of strong agriculture, beautiful countryside, and wealthy farmers.

6. Conclusion

As an important practice of digital technology empowering rural revitalization, agricultural live streaming is reconstructing the production and sales chain of agricultural products with multiple modes, becoming a key link to activate rural economic vitality and promote the circulation of urban-rural factors. This study finds that each of the three modes has its own advantages but also faces unique dilemmas. In the future, agricultural live streaming needs to go beyond the attribute of a single sales tool, deeply integrate the functions of industrial upgrading, cultural communication, and community governance, and make digital dividends benefit the majority of farmers more fairly. Only through the collaborative efforts and complementary advantages of multiple subjects can the development bottlenecks be broken, and

agricultural live streaming can truly become a sustainable force for promoting agricultural efficiency improvement, farmers' income increase, and rural beauty enhancement, injecting lasting digital momentum into comprehensive rural revitalization.

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