



# An Analysis of the Pathways for Developing Agricultural Product Live Streaming Sales in Guangxi within the Context of Rural Revitalization

Yilian Li<sup>1</sup>, Xueyu Huang<sup>2</sup>, Guiwen Lin<sup>3</sup>

<sup>1</sup> School of Marxism, Guangxi Minzu University, Nanning, Guangxi, China

<sup>2</sup> School of Mathematics and Physics, Guangxi Minzu University, Nanning, Guangxi, China

<sup>3</sup> School of Foreign Languages, Guangxi Minzu University, Nanning, Guangxi, China

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**Abstract:** Within the scope of rural revitalization, live streaming sales of agricultural products emerge as a novel and promising sales approach. Given its status as a major agricultural province, Guangxi has the potential to harness this new sales model to advance rural industrial development and accelerate the rural revitalization process. This paper examines the current state of live streaming sales of agricultural products in Guangxi, delves into the challenges Guangxi faces in adopting this approach, and proposes practical pathways for its development to foster rural advancement.

**Keywords:** rural revitalization; Guangxi; agricultural products; live streaming sales

## 1. Introduction

In February 2024, the No. 1 Central document proposed the implementation of high-quality rural e-commerce development projects, the promotion of the construction of county-level e-commerce live broadcast bases, and the development of rural local specialties online sales. [1] Currently, as an innovative business model, e-commerce live streaming plays a positive role in creating jobs, expanding domestic demand, and promoting rural revitalization, promotes agricultural efficiency, increases farmers' income, and enhances rural vitality, thereby empowering rural revitalization.

## 2. The Current State of Live Streaming Sales of Agricultural Products in Guangxi

Research on live streaming sales of agricultural products has revealed that, compared to other sales channels, online live streaming can significantly boost consumer enthusiasm for purchasing agricultural goods, generating higher transaction volumes. This, in turn, enhances the motivation of farmers to produce agricultural products and better meets market demands.[2] The Guangxi Agricultural Products E-commerce Development Report indicates that by 2023, among the ten fresh produce industry belts in Guangxi, the Taobao e-commerce platform led in sales by a significant margin. Notably, agricultural products like passion fruit from Yulin, Liu Bao tea from Wuzhou, and dried squid from Beihai were among the top sellers nationwide in their respective categories. These regionally distinctive agricultural products are highly favored on e-commerce platforms like Taobao and Tmall. Over the past three years, the number of Guangxi agricultural products making it to the national top 100 list has increased annually, with 8, 12, and 14 products listed respectively. In 2023, 14 regional brands from Guangxi were selected for the China Brand Value Regional Brand (Geographical Indication) Top 100 list. Additionally, according to the Guangxi Commerce Department, 66 counties in the region have been recognized as national comprehensive demonstration counties for e-commerce advancement into rural areas. Guangxi has also established around 5000 e-commerce logistics service sites, cultivated over 6000 online sales single items of agricultural products, and built a logistics distribution system and e-commerce public service system that covers counties, townships, and villages. This infrastructure provides solid support and a foundation for the development of agricultural product e-commerce.

One of the regions in Guangxi that can develop live streaming sales of agricultural products has several underlying reasons. Firstly, Guangxi's climatic advantages lay a solid foundation for local agricultural product live sales. Located at the southern border of the motherland, Guangxi is in the South Asian subtropical climate zone, characterized by mild temperatures, abundant rainfall, long summers, and short winters. The favorable climate conditions provide a unique advantage for the cultivation of high-quality and diverse agricultural products in the region. A large number of agricultural products mature quickly and enter the market early, which is beneficial for capturing market share. Secondly, the Guangxi government has increased support for local specialty agricultural products and has focused on creating highly distinctive Guangxi agricultural product brands. For instance, the mangoes from Tiandong in Baise, dragon fruit from Long'an in Nanning, Wogan oranges from Wuming in Nanning, passion fruit from Beiliu in Yulin, litchis from Lingshan in Qinzhou, chestnuts from Donglan in

Hechi, taro from Lipu in Guilin, and peppers from Tiandeng in Chongzuo have received significant promotion.[3] These efforts have brought these products into the public eye and enhanced the external recognition of Guangxi's agricultural products. Thirdly, the rapid development of the internet and new media has aided the revitalization of Guangxi's agricultural products. Surrounded by mountains and plateaus, Guangxi's transportation conditions are relatively underdeveloped, which could lead to issues like overstocking and lack of sales channels for agricultural products in remote areas. With the booming development of the internet and new media, the "Internet + live streaming + sales" model has sparked a trend in agricultural product sales, enriching the sales channels.

### **3. Challenges in Developing Live Streaming Sales of Agricultural Products within the Context of Rural Revitalization**

#### **3.1 Lack of Professional Live Streaming Skills**

Some hosts lack professional training in aspects such as appearance and language skills, and to attract consumers, they may exaggerate the features of the products. This can lead to discrepancies between the products showcased in the live streams and those received by consumers, potentially reducing sales over time and hindering the development of live streaming sales of agricultural products. Guangxi's agricultural products are seasonal and not easily stored, necessitating rapid sales during harvest times, which can lead to overstocking and necessitate price reductions. For farmers lacking professional live streaming skills, engaging in live streaming sales can exacerbate these challenges. Despite some successes in live streaming sales under the rural revitalization initiative, professional live streaming equipment is often lacking in Guangxi's rural areas. For instance, in some farmers' live streaming setups, only basic equipment like smartphones, stands, and small amplifiers are used, which may not provide the professional visual impact that makes consumers comfortable.

#### **3.2 Inadequate Rural Infrastructure**

Guangxi is a mountainous region, poor transportation conditions can lead to lengthy and costly transportation of agricultural products. Moreover, in some remote rural areas, the lack of a comprehensive supply chain system can result in issues like inadequate storage facilities, improper transportation of seasonal agricultural products, and delays in cold chain distribution.[3] Poor supply sources, faulty inventory management, non-compliant marketing activities, etc., these problems will greatly reduce consumer satisfaction with agricultural products. With a variety of fruits that are seasonal, farmers in Guangxi need to sell their produce within a limited timeframe, leading them to control production volumes. When orders do not reach a certain level, transportation costs can exceed the value of the products themselves.

#### **3.3 Severe Homogenization of Live Streaming Content**

Without unique selling points and innovative approaches, it's challenging for Guangxi's agricultural product live streaming sales to stand out in the e-commerce industry.[4] During the development of live streaming sales of agricultural products in Guangxi, it's easy to be influenced by other sellers and hosts who reduce prices through real-time discounts, leading to price wars and ultimately affecting profit margins. With many sellers on live streaming platforms offering similar types of agricultural products, having a price advantage does not necessarily ensure that customers will find you among the multitude of live streams. Moreover, during live streaming, hosts face numerous viewers, and if they do not truly understand the brand and products, the viewers' willingness to repurchase agricultural products may decrease.

#### **3.4 Inadequate After-Sales System in Live Streaming Sales**

Compared to after-sales services, many merchants focus more on sales volume, neglecting the importance of after-sales service and failing to refine it. For instance, some fresh products do not reach consumers in time, leading to spoilage or deterioration. When consumers seek assistance, merchants may not respond promptly or effectively, sometimes even displaying poor attitudes or providing perfunctory responses. This can impact the long-term development of live streaming sales of agricultural products. Consultations with merchants involved in live streaming sales of Guangxi's agricultural products revealed that many after-sales feedbacks are not positive.

### **4. Practical Pathways for Developing Live Streaming Sales of Agricultural Products in the Context of Rural Revitalization**

#### **4.1 Focusing on Talent Development and Innovating Training Methods**

Firstly, local governments should increase investment in talent attraction, collaborate with professional colleges and universities, and establish training bases for agricultural product live streaming. This approach aims to attract technical

talents and advanced technologies from universities, improve policies supporting independent entrepreneurship, and encourage college graduates to return to their hometowns for entrepreneurship. Exploring emerging trends through the perspectives of young people can drive local farmers to engage in live streaming sales, impart advanced live streaming techniques, and promote the iteration of the e-commerce live streaming industry in urban and rural areas. By adopting the "University + Cooperative + Farmer" model for live streaming sales of agricultural products, the combined advantages of "talent + technology + discipline" can be leveraged to form a set of replicable, scalable, and effective typical experiences. Secondly, the live streaming team should offer an "all-in-one" live streaming service. During the pre-live phase, guide rural cooperatives to promote through short videos, platform advertisements, and fan benefit groups. During the live streaming phase, on one hand, provide live streaming technical support to rural cooperatives or farmers through social practice activities like "going to the countryside," enhancing the efficiency and quality of live streaming. On the other hand, in training, hire e-commerce technical instructors to conduct regular, easy-to-understand live streaming training, moving from indoors to the fields, closely aligning with farmers' production and life. This helps optimize local resources for live streaming sales, thereby incubating a group of live streaming sales talents with local characteristics, achieving the goal of enabling farmers to become sellers and beneficiaries of local products. During the feedback phase of live streaming, assist farmers in mastering data analysis, sustaining popularity, and guiding continuous purchasing power, summarizing experiences from each live session to form a set of live streaming techniques that are both unique and popular.

#### **4.2 Enhancing Infrastructure with Government Support as a Guarantee**

Firstly, the government should introduce supportive policies, provide financial assistance to farmers, disseminate knowledge about agricultural techniques, and the benefits of live streaming sales, thereby stimulating their interest in engaging in this new sales method. This approach transforms what farmers previously thought was unattainable into reality. Governments need to understand the local live streaming sales industry's development, actively guide cities, counties, and towns to develop e-commerce live streaming and social commerce in line with economic development, cultural characteristics, and industry aggregation. Organizing forums and exchange activities about the live streaming industry can provide policy guidance, talent training, and resource matchmaking, creating a favorable development environment through government leadership and industry self-regulation. Secondly, introducing more specialized machinery and equipment can be beneficial. For instance, supporting farmers in installing rail transport systems at agricultural production sites can facilitate the transportation of harvested products, saving labor and time. Governments can assist farmers in acquiring packaging and processing machinery, enabling products to be attractively packaged and sold on online live streaming platforms.[5] Developing an e-commerce supply chain cloud warehouse service system and promoting the integration of cloud warehouses with county-level courier logistics centers can establish a five-level integrated e-commerce operation service system spanning provinces, cities, counties, townships, and villages. Through a cloud warehouse management and dispatch platform system, an e-commerce supply chain system of "village collection, cloud warehouse order gathering, data interchange, and unified warehousing and distribution" can be established, aiming to reduce the average courier cost for the first 3 kilograms to about 3 yuan, effectively lowering local courier logistics costs.[6] Finally, local governments should ensure the smooth operation of local agricultural product supply, transportation, sales, and feedback processes, actively establish databases, promotes the digital transformation of the agricultural product industry chain, enhances market competitiveness, and expands the economic benefits of agricultural products.

#### **4.3 Focusing on Structural Optimization to Extend the Industry Chain**

The development of the modern agricultural product industry should not only focus on the quality of the products themselves but also on the development of the industry chain. First, the vertical extension of the agricultural product industry chain mainly focuses on the processing of agricultural products. By adopting deep processing methods, more primary or advanced agricultural processed products are produced.[7] maximizing the ratio of in-depth processing of agricultural products to achieve value growth. During sales, not only can primary products like fruits, vegetables, and tea be sold, but also processed products like dried fruits, pickles, naturally grown and cultivated medicinal herbs, etc., diversifying the product range in live streaming sessions. Second, expanding the horizontal extension of the industry chain allows for the expansion of various industry segments and products. Expedite the formulation of plans for creating e-commerce demonstration industrial parks, live streaming bases, and model enterprises. Additionally, developing tourism and sightseeing in plantations, establishing agricultural education and research bases can attract tourists and agricultural and live streaming industry personnel nationwide, driving local economic development. Vigorously training local youth to become tour guides in plantations or interpreters at agricultural education bases helps retain local talent and provides a fresh source for producing more products that meet tourists' consumption needs. Third, encouraging farmers to integrate into the industry

chain allows them not only to manage their primary products but also to receive professional training to participate more in the industry chain. Transform unbranded agricultural products into branded ones, products without barcodes into those with barcodes, and unpackaged goods into packaged ones, ultimately turning agricultural products into marketable, high-value-added goods. Fourth, enrich the marketing mode of media resources. Organize live streaming promotional activities on platforms like "JD.com," "Pinduoduo," and "Douyin" using discounts, flash sales, and gifts with purchase, or record videos of agricultural product planting, production, and harvesting to dynamically showcase the advantages of product features and quality. Agricultural product supply cooperatives and MCN agencies can collaborate,[7] further broadening the sales channels for agricultural products, increasing online sales, and boosting farmers' income.

#### 4.4 Relying on Enhanced After-Sales to Strengthen Fine Management

In the early stages of agricultural product sales, farmers and e-commerce platforms should maintain good communication, continuously optimizing and refining pre-sales agricultural product storage management and supply chain information management, such as storage methods and timing, supply information tracking, and transportation chain operations. The maturation, upgrading, and refinement of the agricultural product sales management system are key to improving after-sales service levels. With a wide variety of agricultural products, many of which are difficult to store and easily damaged, there's a high likelihood that products may not reach consumers in perfect condition, reducing consumer satisfaction and impacting sales. In terms of after-sales service, firstly, perfecting after-sales channel information is essential; agricultural product suppliers should clearly state after-sales contact information on product packaging and online stores, allowing consumers to purchase with confidence, seek timely after-sales service, and provide product feedback, while also improving the rate of feedback collection. Secondly, providing patient service is vital; if some agricultural products arrive damaged, after-sales customer service should respond promptly, offering product replacement or compensation, enhancing service quality, and establishing a good reputation for after-sales service. Thirdly, timely tracking of goods through supply information systems to monitor product transportation, communicating with transportation providers about issues like transport-induced damage to agricultural products, and collaborating to optimize transportation methods is crucial.

### 5. Conclusion

In summary, Guangxi can actively promote the brand building of rural characteristic agricultural products by optimizing the production, publicity and sales paths of agricultural products, further promote the development of rural economy, and contribute more to rural revitalization.

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