

Research on the Implementation Path of Rural E-commerce Poverty Alleviation in Tai'an City Under the Live Streaming Economy

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Abstract: The development and growth of the e-commerce live streaming industry will play a positive role in enhancing the city's brand image, promoting the growth and strengthening of advantageous industries. Under the situation of "live streaming sales", rural e-commerce will also be the future development direction. Applying online live streaming to the development of rural e-commerce can promote the application of live streaming e-commerce in the field of poverty alleviation, and advance the pace of agricultural modernization and digital construction. But the sudden rise of live streaming has also exposed issues such as false sales, inadequate logistics services, and a lack of knowledge structure among live streaming salespeople. As an agricultural city, we should take advantage of the trend of live streaming economy, leverage the advantages of traditional well-known agricultural product production areas in Tai'an City, build a poverty alleviation model of "live streaming+e-commerce", improve the quality and supply structure of agricultural products, promote the transformation and upgrading of the agricultural industry, and use live streaming e-commerce to assist in precise poverty alleviation and rural revitalization strategies.

Keywords: Rural E-commerce, Poverty Alleviation, Live Streaming Economy

1. Introduction

Agricultural products are the foundation of human survival and the products of agricultural production. E-commerce is a business activity supported by network technology, with high-tech electronic information as the focus, and commodity exchange as the center. It combines the sales of agricultural products with high-tech electronic technology to promote sales, reduce costs, and maximize profits. In 2015, the country proposed the "Internet Plus" strategy and introduced a series of measures in the field of agriculture, vigorously promoting the scope of "Internet Plus" modern agriculture. This shows that the Chinese government attaches great importance to agriculture and focuses on promoting the development of agricultural e-commerce. In China, the scale of the agricultural market is relatively large, but the proportion of developing agriculture through e-commerce is very small. Therefore, the market for developing e-commerce in the field of agricultural products is still vast and can have some potential. In recent years, e-commerce in Tai'an has quietly

developed, and online shopping has become a new mainstream mode of shopping for people. Online shopping greatly saves transaction time, breaks through regional restrictions on product transactions, and has won the favor of modern people. In this era, Tai'an City relies on modern information technology to develop e-commerce.

During the epidemic prevention and control period, live streaming e-commerce has unleashed enormous consumption potential and become an important engine for the transformation and upgrading of traditional consumption formats. From internet celebrity anchors to local government officials, from beauty to rockets, the scale of live streaming sales continues to grow, becoming a nationwide frenzy. According to big data monitoring by the Ministry of Commerce, there were over 4 million live e-commerce broadcasts in the first quarter. According to data from the China Internet Network Information Center, as of the first quarter of 2020, the number of online live streaming users in China reached 560 million, accounting for 62% of the total number of netizens. Since February 2020, the A-share online

live streaming index has risen by more than 20%, far exceeding the increase in the Shanghai Composite Index.

In order to promote the transformation and upgrading of traditional e-commerce enterprises and stimulate consumption growth, Tai'an also speeds up the development of new media e-commerce, and promotes the construction of "e-commerce+new media" by using new social media such as online celebrity live broadcast, Tiktok, Kwai, etc. For example, Nuotai Electronics has signed a contract with the well-known Taobao online celebrity "Weiya", the Kwai online celebrity "Simba" and the host Zhu Dan. Up to now, 16 webcasts have been held, each with more than 20 million fans, 105000 orders completed, and online sales reached 6.5 million yuan, more than 10 times the daily sales of ordinary stores. At the same time, in order to further increase the income of farmers and assist in consumption poverty alleviation, Tai'an City has also emerged some representative poverty alleviation and agricultural assistance live broadcasts, such as "Dongping Lake Live Sister" Jie Qingli, and the first secretary of Ningyang Live, opening up a new path for agricultural product sales.

The development and growth of the e-commerce live streaming industry will play a positive role in enhancing the city's brand image, promoting the growth and strengthening of advantageous industries. Under the situation of "live streaming sales", rural e-commerce will also be the future development direction. Applying online live streaming to the development of rural e-commerce can promote the application of live streaming e-commerce in the field of poverty alleviation, and advance the pace of agricultural modernization and digital construction. But the sudden rise of live streaming has also exposed issues such as false sales, inadequate logistics services, and a lack of knowledge structure among live streaming salespeople. Therefore, as an agricultural city, it is of great practical significance to leverage the advantages of traditional well-known agricultural product production areas in Tai'an City through the live streaming economy trend, build a poverty alleviation model of "live streaming+e-commerce", improve the quality and supply structure of agricultural products, promote the transformation and upgrading of the agricultural industry, and use live streaming e-commerce to assist precision poverty alleviation and rural revitalization strategies.

2. Current Research Status at Home and Abroad

The research on e-commerce emerged in the 1970s. After entering the 1990s, the research on e-commerce entered a prosperous period, while the research on rural e-commerce emerged in the early 21st century. Akridgej believes that e-commerce has shifted the sales method of agricultural products from offline to online, which fundamentally solves the problem of agricultural product sales channels. [1] He further analyzed the forms of rural e-commerce from the perspective of the environment and actual situation of rural

e-commerce in China. The implementation and development of e-commerce in rural areas of China will inevitably increase agricultural output, increase farmers' income, accelerate the pace of rural economic development, and promote the resolution of the "three rural issues". Divided the development mode of agricultural e-commerce into information mode, network transaction mode, network cooperation mode, and virtual enterprise alliance mode based on the current situation and environment of development in China. Richard used the SWOT analysis method to analyze rural e-commerce and proposed that efforts should be made to cultivate talents and establish and improve relevant laws and regulations as soon as possible [2]. Sarkis proposed specific measures to address the issue of how rural e-commerce can improve the supply chain of agricultural products [3]. Chen started by analyzing the basic situation and prospects of forestry products in China, and based on relevant agricultural theories and long-term personal practice, established an e-commerce model system based on the value industry chain that is conducive to the long-term development of forestry products [4, 5]. Fan Linbang believes that in the development of rural e-commerce, the principles of gradual progress, government leadership, and education guidance should be followed, while accelerating infrastructure construction and promoting coordinated investment in software and hardware [6]. On the government's side, measures should be taken to promote the diversified development of agricultural information service entities, strengthen the construction of agricultural product logistics systems, and accelerate the construction of software service platforms. Gao proposed that internet-based management information systems are beneficial for improving the management efficiency of agricultural product supply chain management [7]. Jia summarized a relatively mature rural e-commerce model based on transaction partners, entities, and their activity content, in order to promote the further construction of a new socialist countryside [8]. Jiang and Li proposed the F2B2C agricultural e-commerce development model based on the problems that have arisen in the development of rural e-commerce and its role in modern rural construction [9, 10]. Li proposed that the most fundamental criterion for measuring the success or failure of rural e-commerce in China is to see whether farmers have gained the power to order and price. In promoting the development of rural e-commerce, he suggested correcting prejudice against farmers, encouraging them to fully utilize market-oriented platforms to carry out e-commerce, and leveraging the typical demonstration effect of successful rural e-commerce [11]. At the same time, he proposed that the government should strengthen the performance evaluation of existing e-commerce construction projects, and strive to explore the path and methods of "grounding" rural e-commerce. Li Yanfeng conducted a questionnaire survey and in-depth interviews with rural residents and found that the development of rural e-commerce in China still faces problems such as talent shortage, weak infrastructure, and low level of e-commerce platform services [12]. They proposed that China should establish a rural e-commerce sales network that

radiates from the region as the core to the surrounding areas. Liang focused on the formation, growth, and sustainable development mechanism of rural e-commerce industry clusters, and constructed a theoretical analysis framework for the formation and evolution mechanism of rural e-commerce industry clusters [13]. At the same time, through the analysis of samples and cases, the evolution characteristics of the embryonic, growth, and mature stages of rural e-commerce industry clusters were revealed.

3. The Current Situation and Problems of Rural E-commerce Poverty Alleviation Development in Tai'an City

The effectiveness of using agricultural product e-commerce as a means to carry out poverty alleviation work is not outstanding, and the effective connection between rural e-commerce and poverty alleviation development work has not been achieved. In some places, e-commerce for agricultural products has developed well, but poverty alleviation and development work has not been effective, and the poverty alleviation effect is far from the expected goals of e-commerce poverty alleviation. One reason is that poverty alleviation workers lack awareness of rural e-commerce poverty alleviation and have not linked rural e-commerce with rural poverty alleviation, and an effective cooperation mechanism between the two has not yet been established. The second is the passive participation of farmers. Research has found that in the process of developing rural e-commerce, most farmers are only passively involved and have not actively participated in and shared the value-added benefits brought by rural e-commerce [14]. Thirdly, the distribution of value-added agricultural products in e-commerce poverty alleviation is unreasonable, and the profit sharing mechanism is not sound. Farmers only sell products that were originally sold to traditional distributors to local online sellers, and due to mutual familiarity and advance booking, as well as high logistics costs and promotion fees, profit margins are very limited, making it difficult for local online sellers to offer higher product acquisition prices than traditional distributors. These factors have not effectively improved the situation of increasing income for impoverished farmers [15].

Firstly, the construction of transportation infrastructure is still lagging behind. Some of them are distributed in remote and impoverished areas with fragile ecological environments, and the logistics cost of delivering to these areas is high. The phenomenon of "logistics delivery stopping at towns" is common, greatly restricting the speed and coverage of agricultural product logistics in Tai'an City. Secondly, the rural network infrastructure in poverty-stricken areas is not perfect. In recent years, 4G signals, broadband, fiber optics, and digital facilities have been extended to rural areas, but the level of network and information technology in poverty-stricken areas is relatively backward, the coverage rate of network and information technology is low, the signal is unstable, the network speed is slow, and the cost of network

popularization and maintenance is high. Thirdly, there are few and non-standard e-commerce logistics service stations. Rural Taobao service stations, postal and other third-party logistics service stations are scattered, with unreasonable service station settings and logistics quality restrictions on the sale and purchase of ecological products. Fourthly, there is a lack of warehousing and logistics infrastructure. The sales of most agricultural products are limited to small-scale transportation, circulation, and collection [16].

The development of agricultural e-commerce requires composite talents who possess both e-commerce professional skills, marketing and management skills, as well as agricultural production skills. However, the existing talent system lacks a training mechanism for such talents. Although local higher education institutions in Tai'an have established majors related to e-commerce, there is still a shortage of e-commerce talents in various industries. One is the lack of e-commerce professionals and agricultural production professionals in rural areas. The majority of service personnel in rural e-commerce outlets have a low cultural level and lack leaders, practical operators, and young entrepreneurs in the development of agricultural product e-commerce. The key to solving the talent bottleneck in rural areas is to introduce and encourage entrepreneurs and related talents to open online stores in rural areas. Secondly, there is a lack of professional talents in enterprise e-commerce. In enterprises, in addition to the lack of professional technical talents in specific e-commerce businesses such as operation, maintenance, graphic design, and marketing, there is also a lack of high-end talents in e-commerce management.

Due to the significant impact of natural and geographical environment on the production of ecological agricultural products, the standardization system for agricultural products in Tai'an City is currently not sound, and the coordination of various standards is not sufficient. There is no unified measurement standard and process flow, and there is no unified processing and sales. The standardization level is low, and accurate description and classification of products cannot be achieved. It is also difficult to distinguish between good and bad, and the safety and quality of agricultural products are difficult to guarantee. In addition, the food quality and safety awareness of agricultural product producers is generally weak, with a one-sided pursuit of yield using pesticides and hormones, serious deficiencies in agricultural product quality technology testing and quality supervision, and the lack of a quality and safety traceability system, further exacerbating the safety and quality issues of agricultural products.

4. The Implementation Path of Rural E-commerce Poverty Alleviation in Tai'an City

(1) Establish a reasonable and optimized live streaming ecosystem to assist agriculture.

"Live streaming sales" helps the agricultural ecosystem by presenting unsold characteristic agricultural and sideline

products to netizens through the popular online sales method of anchors. By utilizing the popularity of video platforms and the traffic of anchors, we can promote the characteristic good products of impoverished areas. This not only promotes characteristic agricultural and sideline products, but also attracts high attention to impoverished areas, turning anchor traffic into product sales and creating conditions for increasing income for impoverished people. In the era of live streaming, through online consumption, integrating social resources, promoting the sales of characteristic products, supporting the development of characteristic agriculture, achieving income growth, and achieving poverty alleviation and prosperity. In the past, live streaming sales were simply for the purpose of selling sponsored goods (beauty, clothing, electronics, etc.) to gain profits. However, the ecosystem system of live streaming agricultural assistance needs to shift towards public welfare and agricultural assistance. Various sectors of society have also extended their smart hands, continuously integrating resources and platform configurations to create new forms of live streaming sales, promoting brands, and leading the development of characteristic agricultural industries. Therefore, continuously optimizing the live streaming sales model is a key point in promoting poverty alleviation in characteristic agriculture.

(2) Unlock "anchors+" with distinctive memories of the times.

The amplification and dissemination effects of the Internet era have given birth to a large wave of internet celebrities. The development of internet celebrities has shifted from simple public opinion events to a form of fan traffic, which is known as the "Internet celebrity economy era". Internet celebrities have tens of millions of fans within their vertical field, with a strong market space. Coupled with the emotional consumption of the younger generation of fans, the products promoted by internet celebrities have achieved a short-term sell out effect. Stars have also begun to become popular on e-commerce platforms to some extent, and their every move has received widespread attention from fans, attracting the attention of a large number of netizens. Therefore, both celebrities and internet celebrities have fan influence. This type of group's participation in poverty alleviation live streaming public welfare activities is a novel form of innovative "anchor sales" to assist farmers. During the live broadcast, fans can chat and interact with their idols, bringing them closer together, increasing trust and intimacy, and turning fan traffic into orders for agricultural and sideline products. In addition, we encourage celebrities to enter rural areas, experience the fields, and even hold live versions of the "Agricultural Assistance Concert" under the natural lighting of the fields, singing out the stories of rural areas, broadcasting characteristic products, enhancing the new vitality of characteristic agriculture, obtaining precise fan traffic orders, and achieving poverty alleviation for farmers. In various variety shows to assist agriculture, themed projects such as "endorsing hometown and assisting agriculture with star travel" can be established, and a "star travel assisting agriculture ranking list" can be set up to stimulate their enthusiasm and enthusiasm. Multiple

sales channels for characteristic agricultural products can be explored to contribute to poverty alleviation and wealth creation. At the same time, we call on celebrities and internet celebrities to take a long-term path of public welfare assistance to agriculture, collaborate on characteristic agricultural products, collaborate with suppliers to endorse products, and use video platforms to carry out continuous public welfare "live streaming sales", shifting from profitability to free assistance, truly achieving sustainable live streaming assistance to agriculture and benefiting farmers.

Youth are the most dynamic and creative group in society, and should be at the forefront of innovation and creation. The new model of "anchor+knowledge talent" not only helps young knowledge talents to deeply understand agriculture, rural areas, and farmers, cultivate their gratitude for not forgetting to dig wells, but also provides a practical stage for young knowledge talents to achieve the integration and development of industry, academia, and practice. It also brings a group of composite knowledge talents to live video platforms. Knowledge talents are professional talents who combine knowledge, abilities, and qualities. They can base themselves on products, provide scientific explanations, highlight their characteristics, and use professional knowledge to answer netizens' questions about products. Currently, major universities attach great importance to and encourage students to engage in innovative and entrepreneurial practices, reform education and teaching, and strive to cultivate innovative talents. Firstly, schools, enterprises, and governments should jointly develop and cultivate composite live streaming knowledge talents, actively carry out video live streaming teaching models, and integrate disciplines such as agriculture, management, e-commerce, and logistics into a joint training system in schools. Encourage knowledge talents to use professional knowledge from various disciplines, use video live streaming platforms to endorse their hometowns, promote specialty agricultural and sideline products, and enable netizens to better understand and comprehend the power of knowledge dissemination, helping impoverished people lift themselves out of poverty. In addition, teachers are encouraged to actively apply for research on the topic of e-commerce "live streaming sales" to assist agriculture. University teachers and students are encouraged to be pioneers in poverty alleviation, conduct in-depth research and collaborative research and development, work together as anchors, and provide intelligent support for characteristic products. Through live streaming platforms, high-quality characteristic products are brought to live rooms and homes of netizens. We call for organizing activities such as township association clubs, live broadcasting agricultural speeches, debate competitions, and agricultural competitions, creating distinctive dialects, skills, and projects for live broadcasting. We encourage universities to incorporate students' social agricultural service abilities into credit assessments, and encourage knowledge talents to explore new "live streaming sales" project models. Classrooms are set up in live broadcast rooms, pen tips are written in the field, and knowledge learned is applied in practice. We actively mobilize knowledge talents

to contribute to poverty alleviation and development, and enhance their sense of mission to achieve rural revitalization.

5. Conclusion

Applying online live streaming to the development of rural e-commerce can promote the application of live streaming e-commerce in the field of poverty alleviation, and advance the pace of agricultural modernization and digital construction. But the sudden rise of live streaming has also exposed issues such as false sales, insufficient logistics services, and a lack of knowledge structure among live streaming sales personnel. As an agricultural city, Tai'an City should take advantage of the trend of live streaming economy and the advantages of Tai'an's traditional well-known agricultural product production areas to build a poverty alleviation model of "live streaming+e-commerce", improve the quality and supply structure of agricultural products, promote the transformation and upgrading of the agricultural industry, and achieve rural revitalization.

Conflicts of Interest

The authors declare no conflicts of interest.

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