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Research on the Improvement Strategy of Marketing in Agricultural Live Streaming Room from the Perspective of Consumer Psychology

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Abstract. In the current economic situation, e-commerce has become a widely concerned focus. With the continuous development of rural revitalization, live streaming to assist agriculture has become a new trend. Brand-new consumption scenes, a wider audience and more adequate real-time communication have further improved marketing efficiency and reduced marketing costs. However, there are still marketing problems in some agricultural live streaming rooms during the live streaming process. This article analyzes the current situation and characteristics of agricultural live streaming rooms, as well as the problems and obstacles to their development, and proposes corresponding solutions to address these issues. This article concludes through analysis that there is a problem of singular form and homogeneous content in the agricultural assistance live streaming room. Based on this, this article proposes the following suggestions: from the perspective of consumers, they not only have requirements for product functionality, but also pay more attention to the spiritual experience brought by the product. Therefore, agricultural live streaming can create unique agricultural products through packaging aesthetics, establish emotional connections with customers through brand stories, and establish a full-service system.

Keywords: Marketing Strategy, E-commerce Live Streaming, Emotional Marketing

1. Introduction

The live streaming mode has been popular since 2018 and has achieved significant economic benefits so far [1]. Since the continuous development of online marketing, the live streaming room for agricultural assistance has broken sales records in the market and its popularity continues to rise. Against the backdrop of the deepening of the rural revitalization strategy, live streaming to assist agriculture, as an important link between rural production and urban consumption, directly affects the efficiency of agricultural product growth and the effectiveness of increasing farmers' income. Currently, live streaming to assist agriculture has become a new important way of exporting rural agricultural products, while also avoiding problems such as unsold agricultural products caused by various factors.

At present, domestic research focuses on the problems and countermeasures of the development of online live streaming. For example, Zhou Jiaqi proposed the strategy of promoting live streaming

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sales of characteristic agricultural products in rural areas, and Wang Yun analyzed the reasons that restrict the development of live streaming for agricultural assistance. Existing research has revealed the importance of trust building, product assurance, and experience optimization, but further expansion is needed in terms of research breadth and depth. Although existing research has covered multidimensional influencing factors, there are still three limitations: firstly, empirical research is mostly focused on a single platform or region, lacking comparative analysis across regions and platforms; Secondly, there is insufficient attention to consumer heterogeneity, and the differences in satisfaction driving factors among different age and income groups have not been clarified; Thirdly, there is a lack of dynamic research, and the changes in satisfaction from short-term popularity to long-term sustainability of agricultural live streaming need to be explored.

This article mainly studies the improvement strategies of marketing activities in agricultural live streaming rooms. By analyzing the marketing characteristics, it shows the problems existing in live-streaming agricultural assistance and proposes countermeasures for its development.

2. Marketing characteristics of current agricultural assistance live streaming rooms

E-commerce live streaming is an emerging e-commerce model in which hosts recommend and sell products through online live streaming platforms using video live streaming, achieving a combination of quality and efficiency [2].

Live streaming assistance for agriculture refers to the behavior of using agricultural products as core commodities, promoting the upward movement of agricultural products through e-commerce live streaming, helping farmers increase income, and solving sales problems. It covers various forms such as government guidance, enterprise participation, and anchor cooperation. The results demonstrate that anchors who take the initiative to be purveyors of information can improve the value perception of products in a live streaming context [3].

By analyzing the existing market, this article summarizes the following marketing characteristics. Firstly, it has strong interactivity. For ordinary live streaming rooms, hosts can engage in real-time dialogue and communication with users through bullet comments during the live streaming process, answering various questions related to agricultural products. In addition, consumers can participate in various activities such as liking, receiving coupons, and giving gifts during the live streaming. These activities have greatly enhanced the atmosphere and interactive effect of the live broadcast room. At the same time, establishing relevant social media groups in the live broadcast room to communicate with consumers within the group ensures the quality of pre-sales and after-sales service. For the agricultural assistance live broadcast room, it also greatly enhances interactivity.

Secondly, it has strong promotional value. Live streaming e-commerce can greatly increase the sales of agricultural products for export. The agricultural assistance live streaming room is not only a sales channel, but also a window for brand display and promotion. Taking a local specialty fruit as an example, before the start of the agricultural assistance live broadcast, there may be situations such as low variety awareness and unsold products. However, after the appearance of the agricultural assistance live broadcast room, these situations have all improved. Instead, users can learn about the planting, cultivation, and picking of fruits through online windows, as well as their understanding of the taste and quality of fruits, which can successfully attract the attention of a large number of consumers.

Thirdly, a high level of trust. More and more live streaming rooms are broadcasting live for the audience at the picking site. At that time, the fruit stalks that the audience sees are still green, which greatly increases the trust of consumers. The live broadcast room focuses on production processes such as picking and transportation, which can clearly make consumers feel the safety of the

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products. Another aspect is that agricultural live streaming rooms usually communicate and cooperate directly with farmers, so consumers can directly interact and communicate with farmers in the live streaming room, avoiding hygiene quality problems such as spraying brightening agents and passing off inferior products as good through intermediaries such as supermarket shopping, and making consumers trust the purchasing method of agricultural live streaming rooms more.

Finally, enhance emotional communication. The image of the platform and the public welfare nature of the live broadcast room can create emotional identification among consumers, thereby affecting consumer satisfaction [2]. Meanwhile, consumers' emotional identification, product image, and positive interactive experience can lead to consumer identification, which in turn affects their psychological experience.

3. Obstacles and problems to development

In the process of conducting live streaming sales for agricultural assistance on the platform, this article found that there are still many problems in the development of the marketing model of live streaming for agricultural assistance.

3.1. Single form

Firstly, the problem with most live streaming rooms is their monotonous format. The live streaming content mainly focuses on product display and brief introduction, which cannot accurately introduce product features and lacks creativity and appeal. According to statistics, over 70% of live streaming content lacks innovation, and audiences are prone to aesthetic fatigue, making it difficult to form sustained attention. In addition, there are problems of insufficient interaction and content homogenization. During the live streaming process, the interaction between the anchor and the audience is insufficient, making it difficult to stimulate the audience's interest and purchasing desire. Data shows that live streams with an interaction rate of less than 30% have a sales conversion rate of only 10%, far lower than live streams with rich interaction. For agricultural live streaming rooms, these problems also exist, including a lack of product innovation and service features, as well as a lack of interaction with the audience and product introduction, which are key factors contributing to the decline in sales of agricultural live streaming rooms.

3.2. Anchor expression questions

In addition, the lack of expression ability among anchors is one of the main problems currently existing. Lack of expression ability will directly affect the live streaming effect. Some anchors use vague language and lack emotional appeal, making it difficult to attract viewers. The data shows that the conversion rate of anchors with insufficient expression ability is, on average less than 20%, far lower than that of anchors with fluent expression. In addition, some anchors have weak service awareness, fail to respond promptly to consumer inquiries, and provide inadequate after-sales service. After the current popularity of live streaming rooms has climbed to a certain height, other agricultural assistance live streaming rooms are eager to emulate the marketing model. For example, the frequent communication between the anchor and the audience during the live broadcast, as well as the promotion of the quality assurance of agricultural products in the live broadcast room, has made consumers trust and rely on the live broadcast room, resulting in a large number of live broadcast rooms of this type of marketing model appearing in the audience's sight. After a period of

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time, consumers gradually develop interest and fatigue in this consumption method, which reduces their willingness to purchase and leads to a decrease in consumer satisfaction.

3.3. False advertising issues

Secondly, through investigation, it was found that live streaming of agricultural product e-commerce has exhibited false advertising issues [4]. It is found that a lot of illegal practices occur in the live streaming rooms, among which, undue influence is a neglected problem. Undue influence occurs between the live streamers and their fans because there is a relationship of trust between them. Undue influence, unlike fraud, frequently occurs in a concealed manner, covered by a seemingly legal veil [5]. For example, some anchors falsely assist farmers by fabricating tragic stories about farmers or portraying simple and honest characters for speculation, and then buying agricultural products at low prices and selling them at high prices to gain profits. The harm of the business model behind false agricultural assistance has far exceeded commercial fraud, becoming a stumbling block on the road to rural revitalization and development. The core logic of false agricultural assistance is to use public sympathy to realize traffic monetization. The front-end team fabricates scripts, hires actors, and creates tragic stories such as "fruit farmers kneeling to seek purchase due to serious illness" and "unsold agricultural products being ignored". The mid-range spreads them through short video platforms, deliberately creating visual impact, while the back-end uses low-priced and low-quality products to impersonate original ecological agricultural products, harvesting consumer goodwill and forming a gray industry chain of counterfeit production and sales. Then the merchants claimed that local products with medicinal functions were replaced by ordinary food purchased from various places for sale,consumers are deceived by receiving products that are not in line with the intended specifications. Or it could be that the live broadcast room claims to receive natural agricultural products from deep mountains, but discovers that they are artificially cultivated or raised, and the delivery location does not match the promotion. These false advertising issues will affect consumers' willingness to purchase in the short term, but in the long term, they will weaken the development momentum of live streaming agriculture assistance and affect the orderly development of the industry and society.

3.4. Homogenization of live streaming content

Finally, there is currently a problem of content homogenization in the live streaming agricultural assistance market, with many live streaming contents lacking innovation and characteristics, which may lead to aesthetic fatigue among consumers and reduce their desire to purchase. There are various types of agricultural products, but many of them suffer from serious homogenization. According to statistics, over 60% of agricultural products in the market have homogenization problems, which seriously affects the market competitiveness of the products. Many agricultural products lack uniqueness and are difficult to stand out in the market. Products lacking uniqueness often have difficulty forming brand effects, and consumers have low awareness of them, making it difficult to form a stable consumer group. Data shows that more than 70% of agricultural products have not formed obvious brand competitiveness in the market.

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4. Improvement strategy

4.1. Optimize service establishment and provide full process services

To improve the level of agricultural marketing services, it is necessary to integrate logistics resources and supplement the construction of rural e-commerce supply chains [6]. In order for agricultural live streaming rooms to continue to develop, they must have a complete and stable agricultural product supply chain. To achieve this goal, the agricultural live streaming room should closely communicate and cooperate with local agricultural product producers. Firstly, when selecting agricultural products, it is necessary to ensure that all quality meets national standards. Then, after selection, the agricultural products are subjected to quality inspection again, and only those that meet the requirements can be sold. The e-commerce of agricultural products should not be limited to the sales process, but should expand live streaming to several fields such as products, markets, transactions, and after-sales services. Only in this way can customers have a more complete understanding of the entire process of agricultural product transactions [7]. During the live streaming process, attention should also be paid to the quality and safety of agricultural products. To protect consumer rights, services should also include actively promoting environmentally friendly and safe planting concepts, minimizing the use of pesticides and fertilizers to ensure that they do not remain in food, and producing green and healthy agricultural and sideline products. On the other hand, the specific production, marketing, and distribution processes should be presented to consumers in the form of videos, so that they can see the cultivation process of the products and enhance their trust in this marketing method.

4.2. Creating effective mechanisms for mutual benefit and reciprocity

Given the fierce competition in live streaming sales, some businesses can choose to increase sales and visibility by adopting various activity management methods, such as using a membership system to provide customers with a high-quality agricultural product experience, and then marketing through discounts or coupon redemption to attract customers to participate in fan groups and receive corresponding fan badges to earn levels. In addition, businesses can also establish social media interaction groups to enhance interaction and communication with customers.

4.3. Creating featured products

Some agricultural assistance live streaming rooms have relatively single product content, and based on consumer psychology, personalized products are seen as an important experience when purchasing goods. At present, there are many homogeneous products, which has led people to develop a sense of uniqueness. With the development of society, people's needs have evolved from a single desire for material goods to a pursuit of spiritual civilization. Therefore, when selling products, it should not only consider the actual function of the item, but also pay attention to the satisfaction of people's spiritual experience and the aesthetic taste of the packaging. The live streaming room for agricultural assistance should fully utilize the prominent advantages of live streaming, seize the traffic of live streaming promotion, use live streaming platforms to sell agricultural products online, establish local official accounts for agricultural products, and promote the establishment of characteristic agricultural product trademarks and brands. Expand production scale, create agricultural product brands with local characteristics by combining them with local geographic, tourism, and cultural features, increase investment in brand cultivation, and expand

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brand awareness and influence through policy support, funding, and other means. Expand sales channels and utilize emerging industries such as e-commerce live streaming incubation to drive agricultural product sales.

4.4. Strengthen emotional depth connections

The most obvious feature of agricultural product live streaming compared to other traditional live streaming is its down-to-earth nature, which easily stimulates consumers' curiosity and forms a behavior of helping farmers make purchases [8]. When merchants conduct brand live broadcasts, they can choose to play promotional videos of their own brand, which include brand stories, establish emotional connections with consumers, and attract them to consume, creating a unique atmosphere where customers enjoy, experience, and shop at the same time. For example, some milk tea brands will play stories of milk tea products from picking to production and transportation on their storefronts to win the favor and love of the audience.

A good brand story has warmth, and emotional marketing to a certain extent plays a key role in winning the favor of consumers and improving the quality of agricultural marketing. At the same time, consumers improve their social presence through real-time interaction with streamers and other viewers, thus gaining pleasant emotional experiences [4]. For example, a rural blogger inspires people's longing for rural life by meticulously filming various scenes of rural life, allowing Chinese culture to be inherited and developed. At the same time, various natural production techniques of agricultural products are added to the videos, expanding the popularity and influence of agricultural products. Promoting agricultural products in this way can better resonate with people. Live streaming assistance for agriculture not only requires the sale of agricultural and sideline products, but also cultural output. Agricultural products without cultural connotation value cannot be favored by consumers. Traditional folk skills or modern technology should be used to change the appearance of agricultural products and give them new cultural connotations [9].

5. Conclusion

Through research, it has been found that the difficulty of live streaming for agricultural assistance is mainly manifested in low customer satisfaction, which can be attributed to the following reasons. Firstly, the lack of novelty in product packaging and live streaming content has led to aesthetic fatigue among customers, thereby reducing customer satisfaction. Secondly, the lack of expression ability among live streaming hosts is one of the important ways to attract consumers to purchase. If the host's expression ability is lacking, it will lose its influence on consumers, thereby reducing their purchasing desire and satisfaction. Finally, there is the issue of product mismatch, which will greatly affect consumers' trust in the merchant and prevent customers from engaging in behaviors such as repurchasing and introducing new customers to increase brand awareness and sales. This article analyzes the current situation of the live streaming industry for agricultural assistance, such as the professionalism and interactivity of anchors, as well as the existing problems, and concludes that.

Consumer satisfaction in agricultural live streaming rooms is the result of multiple factors such as the characteristics of the live streaming subject, the attributes of agricultural products, platform technology, and interactive experience, and there are complex interactive effects among these factors. A deep understanding of these influencing factors is of great significance for promoting the transformation of agricultural live streaming from a "traffic dividend" to a "quality dividend" and achieving the unity of commercial value and social value.

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