

Research on E-Commerce Communication Model of Rural Youth

Xiaomeng Liu

Jinan Radio and Television Station, Jinan 250014, China.

Abstract: Through the research on the communication mode of rural youth e-commerce, the paper puts forward that there are some advantages and many problems in the e-commerce engaged in.

Keywords: Communication Mode; Narrow Broadcast; Brand Innovation

1. Background

With the rapid development of Internet technology, e-commerce has become an important force in promoting economic development. In vast rural areas, the e-commerce industry has gradually emerged, solving problems such as time and space, and becoming a new driving force for economic development in rural areas. However, due to the constraints of regional, economic, cultural and other factors, there are many problems in the development of rural youth e-commerce.

This article aims to explore the construction and optimization of e-commerce communication models for rural youth. Take Shanghe County, Jinan City, Shandong Province, a national comprehensive demonstration county for e-commerce into rural areas, as an example to illustrate the comprehensive demonstration of e-commerce in rural areas nationwide.

2. Research on the communication model of rural youth e-commerce:

2.1 The main body of communication.

The main body of communication is the first element of communication activities. Rural youth e-commerce is a new force in rural e-commerce and the mainstay in the revitalization of rural revitalization talents. They were either born in their hometown and never left, or they returned to their hometown after studying and starting a business abroad, imprinted with the characteristics of the countryside, the Internet, and youth. They either sit directly in the live broadcast room and act as anchors themselves, trying their best to attract attention and earn traffic; or they spend all day long in short videos and online commerce, studying the characteristics and rules, and strategizing behind the screen. For those young e-commerce merchants who have returned to their hometowns to start businesses, the audience itself is also curious about their entrepreneurial stories. Therefore, the story of the live broadcast and the story of the live broadcast subject have dual identities. At the same time, the anchor will also work with the audience to create the "agenda setting" for the day's live broadcast. Based on the topics raised by the audience, we can construct a common context in a timely manner, provide the audience with various popular sciences, and empathize with the audience. A live broadcast is both selling goods and products.

2.2 Communication content: Narrow, refined, and global

Rural youth e-commerce companies mostly go after a certain product or products. Therefore, most of their short videos, live broadcasts, and sales contents are precise and narrow. The communication content is not audience-centered, but farming season-oriented. Different from the dazzling array of products in urban live broadcast rooms, rural e-commerce, especially youth e-commerce, mostly focus on rural brands and promote and sell three agricultural products. For example, agricultural specialty products, especially those that are difficult to store during the season, will be promoted and sold by e-commerce companies in a centralized manner to avoid the disadvantages of items rotting when stored for a long time. This results in the audience not only seeing the harvesting scenes of fruits, pears and peaches on the screen, but also seeing these real objects. But there are also disadvantages.

Once the farming season deviates from people's consumption habits, the products will not be easy to sell.

2.3 Communication channels

E-commerce companies in rural areas can break through the limitations of time and space and promote agricultural and sideline products in the fields to audiences across the country and even around the world. The increasing maturity of self-media technology has broken the single communication channel. Everyone is a self-media, society is pan-entertainment, rich and colorful communication channels, and cross-platform communication allow both parties to interact easily and in real time, increasing stickiness.

2.4 Communication audience

In this era where everyone is a self-media, the boundaries between communication and reception are becoming increasingly blurred. The audience is the audience in the e-commerce live broadcast room, but he can interact with the communicator in real time and jointly form a Communicator of hot topics. The receiver no longer simply understands the content sent by the sender, but learns more about the sender's story. Even, in a common semantic space, the stories of both the sender and the receiver are transmitted in the same live broadcast room. The use and gratification mentality is greatly satisfied. The entrepreneurial stories of rural youth e-commerce and the content they promote have become hot topics, and the audience enjoys the freshness and satisfaction brought by the fresh perspective.

2.5 Communication effect

From the cognitive level, the communication effect has increased people's knowledge accumulation about rural revitalization, rural e-commerce, and youth groups, and constantly refreshed people's cognition. From a psychological and attitude level, it also causes people's emotional and psychological changes in terms of concepts or value systems. The rise of rural youth is changing the current situation of rural hollowing out, forming a closed loop between cities and rural areas, and promoting positive interaction.

3. Characteristics Analysis and Optimization Plans

The "China E-Commerce Report" shows that from 2020 to 2021, national online retail sales and other data are increasing year by year.

	(trillion yuan) online retail sales	(trillion yuan) Rural online retail sales	(trillion yuan) Online retail sales of agricultural products
2020	11.76	1.79	4158.9
2021	13.09	2.05	4221
2022	13.79	2.17	5313.8

From: "China E-Commerce Report"

In the statistics of Shanghe County, a national e-commerce demonstration county, are as follows: In 2021, Shanghe County's annual online retail sales were 180,200 million yuan, a year-on-year increase of 158.7%. Among them, the online retail sales of agricultural products were 356.768 million yuan, a year-on-year increase of 1154.2%.

In 2022, the county's online retail sales were 3.629 billion yuan, a year-on-year increase of 101.4%, which was 97.4 percentage points higher than the national growth rate.

According to Li Qingwu, the person in charge of the local e-commerce industrial park, when promoting the e-commerce village chief live broadcast plan in remote villages, they need to prepare some gifts, such as pots and pans, etc. to attract people to participate. But in Shanghe County, they didn't use a gift. The reason is that between 2016 and 2020, Shanghe County has been building an e-commerce live broadcast platform. During the 2020 epidemic, the local county magistrate, who was born in the 1980s, carried out live broadcasts to bring goods, boosting a wave of e-commerce live broadcasts from top to bottom. At the same time, Shanghe County seizes the opportunity of the rural revitalization policy and takes the creation of a national comprehensive demonstration county for e-commerce into rural areas as the starting point. It allocates 10 million yuan in special support funds every year, focusing on four aspects: carrier construction, talent cultivation, upstream services, and characteristic brands. The key point is to promote the development of the e-commerce industry. At present, there are more than 50,000 e-commerce employees in the county, of which 60% are young e-commerce workers under the age of 40.

The communication content is refined and the communication subjects are active, but there are also problems such as the fragmentation of the communication chain and the pursuit of excessive communication effects while ignoring the brand.

The author recommends optimizing from the following aspects.

(1) Brand innovation, communication content is accurate and warm

Content is king and is still the core of short videos and e-commerce live broadcasts in the Internet era. Brand innovation must focus on content and cannot stay in the superficial stage of buying traffic and traffic is king. Explore vertical content areas and truly discover brands with local culture. Culture is attached to products, and only when products reflect local sentiments can a brand be formed. The content should pay more attention to practicality and emotion, and avoid excessive entertainment and fragmentation;

(2) Dig into the rules of e-commerce and create a top live broadcast room

E-commerce's audience-oriented approach, e-commerce's service awareness, and brand promotion awareness are all aspects that the real economy should grasp well. Behind e-commerce are excellent products and a strong real economy, which can truly promote social progress. The communication of e-commerce, especially youth e-commerce, should not only change the old thinking, but also dig deep into the laws of e-commerce and create a top live broadcast room. At present, there are many young people in rural areas across the country who are successful in e-commerce. However, to truly build an influential live broadcast room, young people who are well versed in the laws of e-commerce and digital media are needed. Bringing goods to promote agriculture, rural areas and farmers is not something that can be done quickly. It requires young people to lay down their skills, truly understand the laws of e-commerce, and use the laws of communication to create a flagship live broadcast room whose content and format meet the needs of the audience. For example, many live broadcast rooms only rely on good products and services, but in fact, China's local culture has not been deeply explored and promoted. For example, like the Li Ziqi phenomenon, there should be such phenomenon-level live broadcasts among youth e-commerce appear in between.

(3) Increase investment and training to form a talent echelon that understands e-commerce communication. The current youth return home plan, college student talent plan, etc. attract young people from multiple aspects such as policy and economy. However, due to the low entry threshold for e-commerce, there are certain difficulties in actual development and growth of e-commerce, which requires strong support from government departments. In addition, communication rules should be combined with e-commerce and deeply integrated to create high-quality talent e-commerce and youth e-commerce.

The rise of rural youth e-commerce is due to the background of rural revitalization and the rise of Internet technology and self-media. While its rapid development has also exposed some shortcomings. High quality content, innovation in communication methods, and in-depth exploration of local culture need to be addressed and improved. A win-win situation between traffic and quality can truly capture the hearts of the audience. In the future, rural youth e-commerce will be a new force in the high-quality development of rural areas and the development and growth of the real economy.

References

[1] Chang CF, Li YQ, Guan SJ, et al. Mass Communication —— Impact Research Paradigm, China Social Sciences Press, 2000.

[2] McLuhan, Understanding the Media, Commercial Press, 2000.

[3] Michael Singletary, Mass communication research: Modern methods and applications, Huaxia publishing house, 2002.

The author: Liu Xiaomeng, female, Han, born in September 1979, Qingdao City of Shandong province, journalist, master degree of Shandong University, School of Journalism and communication, research direction: Radio and television, news communication, film and television art.